Usability Testing Findings

Overview:

This usability tests were conducted with 6 participants in total; 4 females and 2 males ranging from ages 22 to 42. The test was don't through 1 moderated in person think aloud usability test and 5 moderated remote think aloud usability tests. The test lasted approximately 6 minutes each. I introduced my participants about Scoops website and had them test out the prototype on InVision. I asked them to walk me through what they were doing out loud, and gave them different scenarios and tasks for them to complete. As they carried their tasks I recorded our conversation and documented their actions, comments, and feedback.

Test Completion Rate:
All users completed 100% of their tasks. Each tasks were straight forward and Scoops prototype followed the standard design patterns of existing ice cream website.

Error Free Rate:

About 100% of users completed the tasks without errors.

Participant - Ann
Age: 26
Gender: Female

Task: Find out more about Scoops Mission

Participant: "Usually I like to scroll down the homepage, I guess its going to be in the about page but I'm just going to look through here first."

- Scrolls down the home page

Participant: "Okay, I'm just going to go to about. Oh, that's not clickable, oh wait, that is clickable."

- Clicks on About in Footer

* Found Scoops Mission

Task: Find the price for one scoop of ice cream

Participant: "Okay, so I'm just going to go to our menu… uh, it's not clickable."

- Tries to click on Our Menu on the navigation bar in the about page and it's not clickable.
- Scrolls down page to footer and clicks on menu

[In the Menu Page]

Participant: "I'll just go down here. okay and then…"

* Finds the price

Participant: "One scoop is $4.65"

Task: Find Scoops Mint Oreo flavored ice cream and read more about the flavor

Participant: "Okay, so I think it'll be in here."

- Scrolls down the menu

Participant: "Okay, so it's right here…"

- Clicks on the text "Mint Oreo"

Participant: "I can't click it…"

Participant: "oh wait, now I can."

- Clicks on Mint Oreo image and is directed to the item detail page

Participant: "Oh, and there it is! The description."

- Scrolls through the page and looking at the details page

Task: Find out what time they open till on Saturday

Participant: "Okay, so I'll go to locations"

- Clicks on locations in navigation bar
- Scrolls down locations page

Participant: "And then go down to highland park… and then it says 10 p.m. Would this picture be clickable to get to the maps or would you just have to press directions?"

- Hovers mouse over map.

Me: they would have to press direction

Participant: "Oh okay."

Feedback:

Participant: "That was very straight forward. Yeah, I don't think I would have any concerns… for page 2 (menu page) does this go to more flavors?"

Me: yeah.

Participant: "Okay, so for the menus page, I think I would prefer all of the flavors on one page instead of on two pages because I would rather see everything in one place because I might neglect the flavors on the second page. But Yeah, everything was very straight forward.But yeah, other than that, it looks good."

Participant: "Wait, for these reviews down here, where is it from?"

- Hovers mouse over customer testimonials

Me: oh, for those, do you think I should list where they're from?

Participant: "Yeah, I feel like I would want to know where the source is coming from or where the reviews are coming from, you know… is it yelp, is it google reviews, is it Facebook, so I think it would be useful."

Participant - Monica
Age: 26
Gender: Female

Task: Find out more about Scoops Mission

Participant: "Okay, I want to know more about scoops and their mission, so going on their websites and here I am. So I would click on About Scoops."

- Clicks on about scoops.

Participant: "And then I will scroll down"

- Scrolls down the about page

Participant: "And there's no pictures yet, but it would be nice if there were some. And there's the mission!"

*Finds Mission statement

Task: Find the price for one scoop of ice cream

Participant: "So I want to know how much a scoops of ice cream is so I would go to the top again and see if they have the menu."

- Scrolls up to the page and click on menu in navigation bar

Participant: "Oh and it pops up like that!"
- Hover mouse over the price

Participant: "Easy, okay and it says kids scoop... and one scoop and the price is right there."

* Find the price

Task: Find Scoops Mint Oreo flavored ice cream and read more about the flavor

Participant: "So if I want to know more about the flavor... so I'm on their menu, so I guess lets see... I'm going to scroll down and see if they have the Oreo flavor that I want."

- Scrolls down the menu page

Participant: "You said Mint Oreo right? I'm just gonna click on it."

- Clicks on Mint Oreo flavor

Participant: "So I clicked on Mint Oreo and it tells me the ingredients and everything."

- Looks at description and ingredients on the flavor

Participant: "Scrolling down… there's no reviews?"

- Scrolls up and down the page

Participant: "It's rated four stars but it doesn't have any reviews… so I'm going to scroll down. So I'm going to click on it."

- Tries to click on Instagram image in item detail page

Me: that's it.

Participant: "Oh, but there's no reviews."

Task: Find out what time they open till on Saturday

Participant: "Okay, so I'm going to scroll up to the top again and see… it says locations. I'll click on that."

- Clicks locations in navigation bar

Participant: "And it says highland park and I'll click on that."

- Tries to click on highland park at the top of the page

Participant: "Okay, I'll just scroll down and then it gives me the address and the hours for Saturday… 1 p.m. to 10 p.m."

Feedback:

Participant: "Like when I click on mint Oreo… it says 4 stars here. It should say how many people rated the four stars. Like the average, like how you got the average. There's no reviews section here… like oh comments. I mean having reviews of people would be good to. I mean that's something I would like at. Once I go on home, I can't click on the other menu. I have to go in order."

Participant - David
Age: 42
Gender: Male

Task: Find out more about Scoops Mission

Participant: "Okay, so I'm taking a look. I'm going click on About Scoops because that makes sense since I'm trying to figure more about them."

- Clicks on About Scoops

Participant: "I see their mission."

*Finds Scoops mission

Task: Find the price for one scoop of ice cream

Participant: "Alight, so I'll go to Our Menu."

- Clicks on Our Menu

Participant: "It shows that one scoop is $4.65."

Task: Find Scoops Mint Oreo flavored ice cream and read more about the flavor

Participant: "Okay, so I'll scroll down because where I'm at has the different kind."

- Scrolls down menu
- Attempts to click on the second page

Participant: "What was the flavor again?"

Me: Mint Oreo.

Participant: "Okay, so I'll just scroll down to where it says Mint Oreo and I'll just click on it."

- Clicks on Mint Oreo

Participant: "And then it pulls up Mint Oreo and the ingredients and all that good stuff."

Task: Find out what time they open till on Saturday

- Clicks on Locations

- Scrolls down to Highland Park

Participant: "Um, so I'll probably go to location to take a look. So clicking on that it shows me the locations and the hours on the page to see what time it close. At highland park, 10 p.m."

Feedback:

Participant: "Everything was straightforward and I was able to find things easily."

Participant - Alex
Age: 22
Gender: Female

Task: Find out more about Scoops Mission

Participant: "I would go to the About Scoops because that's where they'll usually have the about who they are, their mission, and what they strive for."

- Clicks on About Scoops in navigation bar
- Scrolls down to mission

* Find Scoops Mission

 Participant: "And there it is, their mission."

Task: Find the price for one scoop of ice cream

Participant: Okay, I would go to their menu because their menu should have all the different ice creams or sizes or everything they offer and that should have their prices."

- Clicks on Our Menu
- Scrolls down the menu and back up to price

* Find Scoops Price

Participant: "And there it is on Scoops"

Task: Find Scoops Mint Oreo flavored ice cream and read more about the flavor

Participant: "Okay, so it should be under Our Menu, so that I could find that flavor."

- Scrolls down menu

Participant: "You said Mint Oreo?"

Me: Yes

*Find Mint Oreo flavor

Participant: "Okay, so this where it is"

- Clicks on Mint Oreo ice cream and is directed to item detail page

Participant: "Oh snap I didn't know you could click it, okay that's exciting. So I will look at it. I am a fanatic about my ice cream, I would first look to see what it looks like."

- Hover mouse over description

Participant: "Here I can see the description and read about it, and what's inside it."

- Scrolls down to Instagram section

Participant: "And I can see other peoples post about it to see that I am convince that it looks like the picture that they give you."

- Scrolls back up the page

Participant: "And here we go, 4 stars out of 5 stars."

Task: Find out what time they open till on Saturday

Participant: "Okay, so I will check for their location to see if I can find it there."

- Clicks on locations in navigation bar

Participant: "Okay, so highland park… and here it is right in front."

- Scrolls down to highland park location

Participant: "And there you have their hours. For Saturday it would be 1 p.m. to 10 p.m."

Feedback:

Participant: "I just like that everything I was looking for was easy to find and it wasn't confusing like I didn't have to go to multiple tabs to find one thing. It was straight forward and that was very helpful because that would make me nervous if I have to look through all the different tabs to find certain information about them. I like that it was very easy to navigate and find. I also like to get to know the ice cream before I get there."

Participant - Saul
Age: 31
Gender: Male

Task: Find out more about Scoops Mission

Participant: "Great, so I am on this website and I want to find out more about their mission so I see about right away right here so I'm going to go to about scoops."

- Clicks on About Scoops
- Scrolls down to Scoops mission

Participant: "I click on there and I see right away that their mission right here."

Task: Find the price for one scoop of ice cream

Participant: "One scoops of ice cream, okay. So I'm going back to the top because I already saw that there was a menu. So I'm going to assume that the menu will have the scoops, so I click there."

- Clicks on Our Menu in navigation bar

Participant: "Ice cream one scoop, $4.65. That was pretty quick, wow. I didn't expect it to be that easy."

Task: Find Scoops Mint Oreo flavored ice cream and read more about the flavor

Participant: "Okay, so I'm already on the menu, so I assume the flavors are going to be here."

- Scrolls down the menu page

Participant: "What was it again, Mint Oreo?"

- Clicks on Mint Oreo image
- Reads the ice cream description

Participant: "Oo, great. Cool, nice. I found it here and it has the ingredients too, which is good, I've never really seen that… these kinds of website, so that's cool."

Task: Find out what time they open till on Saturday

Participant: "Okay, so I'm obviously choosing the highland park location because it closest to me and I'm lazy I'm going to go to locations."

- Clicks on location in navigation bar
- Hover mouse over list of locations

Participant: "So highland park is one of them, okay. It gives me the location, so I'm assuming it's Saturday, and it's open until 10. Which is pretty good, so I'll let my friends know."

Feedback:

Participant: "I assume that things are, I don't if it's on my end, but there's no pictures or anything. But yeah, I just assume it's more about the content, but yeah. Yeah, I liked it, it's very straight forward. There's a about, menu, locations, and contacts which is really all you need for a restaurant I feel like or restaurant or food place. Yeah, like contact stuff… yeah, everything looks good. I especially like how the menu was because it shows right away that there's kind of one price point like Brown Bread isn't going to cost different from Green Tea Banana. Like I know right away I can choose like "oh, I kind of want Mint Oreo, but it's way more expensive than Vanilla so". I like that it shows the price first then I can browse the flavors. The locations were pretty good because it has everything you need."

Participant - Angela
Age: 25
Gender: Female

Task: Find out more about Scoops Mission

Participant: "Okay, their mission, I would assume that's in about scoops where they would have their mission statement."

- Clicks on About Scoops
- Scrolls down to mission statement

Participant: "Our mission is right there!"

Task: Find the price for one scoop of ice cream
Participant: "I assume that it's in Our Menu."

- Clicks on Our Menu

Participant: "And there it is!"

Task: Find Scoops Mint Oreo flavored ice cream and read more about the flavor

Participant: "I would still be in the menu page because I would assume it would be on the menu page, so I scroll down and there it was."

- Scrolls down menu to Mint Oreo

Task: Find out what time they open till on Saturday

Participant: "I went to locations because usually where times are and some locations have different times, so that would be the best place to look."

- Clicks on locations in navigation bar
- Scrolls down to highland park location

Participant: "and there it is!"

Feedback:

Participant: "I think everything was good other than the menu thing. Also, for the menu, it might be kind of confusing because it says ice cream, shakes, dairy free, I think people would feel like, "oh is that the cost of dairy free or is that the cost of… you know how the cost is right under dairy-free. Like maybe do some cool color design or something or make it more

emphasize that this is what you selected or something. Yeah, I mean the website is not finished yet and it's very plain, so it's hard to visualize everything so maybe it'll look better once you put in the design."