



Usability Test Report

Team Members

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Overview

A usability test is an exercise, during which a cross section of representative users are observed by experts, while attempting a specific set of tasks on the website in order to identify functions or designs of the current website that can cause either complications or confusion for users.

[Jakob Nielsen](#) identified 5 quality components to use as gauges:

1. **Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?
2. **Efficiency:** Once users have learned the design, how quickly can they perform tasks?
3. **Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?
4. **Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
5. **Satisfaction:** How pleasant is it to use the design?

Research Questions

By watching users navigate the site and attempt to accomplish specific tasks, and by employing Jakob Nielsen's 5 quality components as guidelines, we sought to answer the following questions:

- Are the groupings of pages logical?
- Are the labels of pages understandable?
- Is the navigation usable to the user?
- Is the copy clear, concise, and relevant?
- Are the calls to action clear to achieve business goals?
- Does the page format lend itself to clear organization and streamlined design?

- Do the applications function?

Target Audience Info

Ideally, we would enlist primary and secondary users—such as vendors, food banks, avid cooks and grocery shoppers—as participants in this test, but due to time constraints, our participants were our colleagues from our ITC 298 class, many of whom are grocery shoppers and even avid cooks.

Methods

Each member of our team conducted individual usability testing sessions with 2 participants. We recorded the sessions using Google Hangouts and YouTube. We served as both moderator and observer and took notes as the participant attempted the tasks.

We began by greeting the guests and briefing them on the exercise as well as the goals of the test. The briefing attempted to allay any concerns that the participants themselves were being tested. The participants were given a consent form to sign and asked to complete a pre-test questionnaire.

Next the participants were sat at a computer with a list of tasks to complete on the website. The tasks were chosen to be representative scenarios a common visitor to the website might attempt. As the participant worked through the tasks they employed the Think Aloud Protocol. This involves the participant verbally walking the moderator through their thought processes as they work through the tasks.

Once the tasks were completed, the participants were debriefed. The moderator then interviewed the participants asking them about their experience—allowing them to elaborate on errors or frustrations as well as their overall subjective experience. They were then given a post-test questionnaire. After the questionnaire the participants were thanked for their participation and released back into the wild.

Logistics

The Usability Test was conducted in Seattle Central's room BE 3151 from 1–3:15 pm. Participants were seated at a classroom computer station while one of us sat nearby observing and taking notes.

Results

The data that we have collected in this study shows a collection of major and minor issues navigating the site. We have also determined problem areas within our own study practices.

Our most objective data were metrics such as the *Task Completions Success Rate*, the *Time on Task*, and the *Number of Errors* encountered from each participant. We also categorized *Successful*, *Unsuccessful*, and *Challenging Tasks*, as well collected an *Overall Impression* for a subjective take from our users.

Task Completion Success Rate

The Task Completion Success rate is the number of successes divided by the number of participants completing the task. The success rate was very high considering our expectations, which may be a reflection of our own Heuristic Evaluation. The breakdown of success rates is as follows:

Task #1 - Find a vegetarian Indian curry recipe

8 completions / 8 participants = 1.0

Task #2 - Add the recipe ingredients to a shopping list

8 completions / 8 participants = 1.0

Task #3 - Find an Italian cuisine cooking class

7 completions / 8 participants = 0.875

Task #4 - Find the address of the location for the cooking class

8 completions / 8 participants = 1.0

Task #5 - Register for the Class

8 completions / 8 participants = 1.0

Time on Task

We timed each participant for each task they completed. We were able to determine problem tasks where backtracking and wrong turns sucked time from the user trying to navigate. Notably, Task 3 was to most difficult, scoring the highest overall time to complete for the study overall and for each individual user. We also learned that our own practices needed improvement as one of our testers was unable to record the session due to technical issues.

	Task #1 Find a vegetarian Indian curry recipe	Task #2 Add the recipe ingredients to a shopping list	Task #3 Find an Italian cuisine cooking class	Task #4 Find the address of the location for the cooking class	Task #5 Register for the Class
Participant # 1	1:19	:20	11:25	:55	2:95
Participant # 2	1:00	1:00	3:40	2:20	1:30
Participant # 3	2:30	:30	:50	:35	1:00
Participant # 4	ND	ND	ND	ND	ND
Participant # 5	1:05	0:20	2:00	2:15	0:30

Participant # 6	1:25	2:00	1:50	0:20	0:20
Participant # 7	1:10	0:25	3:16	0:48	3:15
Participant # 8	5:03	2:15	DNC	3:00	4:04

ND - No Data, video recording error

DNC - Did Not Complete

Errors

We measured errors as any navigation away from the intended destination page, including back tracking and use of the search function. The number of errors is as follows:

	Task #1 Find a vegetarian Indian curry recipe	Task #2 Add the recipe ingredients to a shopping list	Task #3 Find an Italian cuisine cooking class	Task #4 Find the address of the location for the cooking class	Task #5 Register for the Class
Participant # 1	3	0	7	0	3
Participant # 2	2	1	3	2	1
Participant # 3	5	0	0	0	0
Participant # 4	2	0	3	0	2
Participant # 5	0	0	3	1	0
Participant # 6	1	2	2	0	0
Participant # 7	0	0	2	0	3
Participant # 8	5	1	<10 / DNC	4	7

DNC - Did Not Complete

Overall Impressions

Through our post-study interviews, we used more subjective metrics to determine the user's impressions of the site functionality. We used rated statements as well as sliding rating scales to get a more emotional response to the user's experience. Below is the average rating of all 8 participant's scales:

1) Please rate the PCC Natural Markets website by checking off the level of your agreement with the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Overall, I am satisfied with the ease of completing the tasks in this usability test.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, I am satisfied with the amount of time I took to complete each task in this usability test.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, I found information was easy to find.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think the website hierarchy is intuitive.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would have organized the website's information navigation differently.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I thought the website was consistent in terms of navigation.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt very confident determining the pathways to find specific information.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think that most users would quickly learn to find specific information in this website.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The interface of the website is pleasant.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terminology was clear and precise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

2) Using the following scale, please circle the number nearest the term that most closely matches your feeling about the PCC website:

Difficult	5	4	3	2	1	Easy
Frustrating	5	4	3	2	1	Satisfying
Wonderful	5	4	3	2	1	Terrible
Easy to Navigate	5	4	3	2	1	Hard to Navigate
Confusing	5	4	3	2	1	Clear
Pleasant	5	4	3	2	1	Dull

Conclusions

Many of the participants in our usability test seemed to experience similar difficulties. Overall, most participants did not find the website easy to scan for information nor did they find the navigation and terminology very intuitive. In some cases the information they were seeking was difficult to find.

Common problem areas



Confusing Labels

By far, the most difficult task for our participants to complete was finding an Italian cooking class. Because the terminology of the side navigation was not intuitive and was more like insider terms or “marketing speak,” our participants were baffled as to how to find an Italian cuisine class. The most direct route is to click “Global Gourmet” in the side navigation. This takes you to a list of all the world cuisine classes, but this did not jump out to any of our participants, so most participants simply used the *Search classes* tool above the list of links designed to narrow down a search.

Unclear Call to Action

Next, in difficulty, was registering for the class. “Add to Cart” didn’t immediately resonate with our participants. They were looking for a register button. Not only that, but the “Add to Waitlist” button is the same color and therefore virtually identical.

Members: \$50, Non-members: \$55

- Tuesday, Apr 4, 6:30-9pm. West Seattle **CLASS FULL** **ADD TO WAIT LIST**
- Monday, May 15, 6:30-9pm. Redmond **ADD TO CART**
- Thursday, May 18, 6:30-9pm. Bothell **ADD TO CART**
- Thursday, May 25, 6:30-9pm. Greenlake Village **ADD TO CART**
- Wednesday, May 31, 6:30-9pm. Edmonds **ADD TO CART**
- Thursday, Jun 1, 6:30-9pm. Columbia City **ADD TO CART**
- Tuesday, Jun 6, 6:30-9pm. Greenlake Aurora **ADD TO CART**
- Wednesday, Jun 7, 6:30-9pm. Issaquah **ADD TO CART**

Not Streamlined

Finding a vegetarian Indian curry recipe was the third most challenging task.

As participants scanned the tabs and drop down menus they didn’t immediately see the word “Recipe.” This caused them to find less direct routes to the recipes.



Unclear Call to Action



The screenshot shows a 'recipe search' form. It has two input fields: 'Recipe name' and 'Ingredient'. Below these is a 'Refine search' section with a 'Tips »' link. The filter menu is collapsed, showing a list of categories with plus signs: Dish type, Category, Source, Season, Cuisine, Special diets, and Recipe type. A 'Submit' button is at the bottom.

After they found the recipe page, the recipe search filter presented a daunting gauntlet. At first they didn't recognize its utility.

Once they realized that the form expanded, it took them a little bit of clicking to figure out what each field filtered for before they got the hang of it. However, many of our participants struggled to figure out how to filter just for curry recipes. Luckily, their intuition guided them to the *Ingredient* field. But none of them were confident that that was the correct step and were pleasantly surprised when it resulted in the recipes they were looking for.



This screenshot shows the same 'recipe search' form, but the filter menu is expanded. It displays dropdown menus for 'Dish type', 'Category', 'Source', 'Season', 'Cuisine', 'Special diets', and 'Recipe type'. The 'Special diets' dropdown is open, showing a scrollable list of options: Vegetarian, Vegan, Corn-free, Dairy-free, Egg-free, Gluten-free, Peanut-free, and Soy-free. A 'Submit' button is at the bottom.

Disorganized

Finding the address of the location for the cooking class proved mildly challenging due to the wording of the task: "Find the address of the location for the cooking class." Because we suggested they find the address of the cooking class they'd just registered for, our participants assumed that the address would be somewhere within the register screen. This resulted in several seconds of frustration. This highlighted for us that potential users might indeed need to find the address of a class they had just registered for and this might prove just as frustrating for them as it did for our participants.

Class	Class fee	Number of seats		Extended price
Gnocchi Workshop Redmond Mon May 15 6:30-9pm	\$55	1	ADD ONE REMOVE CLASS	\$55
Subtotal				\$55

Recommendations

Based on this usability test we would recommend:

- More direct and literal terminology to clarify and thus cause calls to action to "jump out at" users
- Graphics that look more like buttons than labels, be immediately distinguishable from each other, and label copy that is clear and direct

- Simplify the overall navigation menus in order to make them easier to scan
- Add simple functionality such as hyperlinking store location names to their addresses and location on the map or providing
- Make form filtering more obviously functional

Appendix

[Consent Form](#)

[Pre-Test Questionnaire](#)

[The Moderator Task List](#)

[Participant Task Cards](#)

[Post-Test Questionnaire](#)

[Test Script](#)

[Notes Form](#)