Usability Test #1

* Name: Brian Niksa
* Age: 30
* Profession: Financial Analyst
* Type of persona: Primary Persona
* Date and Time of testing: November 11, 2013; 6:30 PM
* Duration of test: 30 minutes

Questionnaire Results

1. How many cups of coffee do you drink per day?
   1. Less than one per day
   2. One per day
   3. Two per day
   4. **Three or more per day**
2. How do you like to prepare your coffee?
   1. **Drip – Coffee Pot**
   2. French Press
   3. Espresso machine
   4. K-cup - Instant
   5. None of the above
3. How would you describe your interest in drinking coffee? Select all that apply.
   1. **Drink to start my day**
   2. **Drink to stay alert**
   3. Drink and share coffee in a social setting
   4. **Like to drink alone**
   5. Only on weekdays
   6. None of the above
4. What time of day do you typically drink coffee? Select all that apply.
   1. **Mornings**
   2. **Afternoons**
   3. Evenings
5. How would you describe your interest in exotic roasts and premium blends?
   1. Very Interested
   2. **Somewhat interested**
   3. Not interested
6. Do you own a computer with broadband Internet access?
   1. **Yes**
   2. No
7. How many hours do you shop online per week?
   1. Less than 1 hour
   2. Between 1-2 hours
   3. Between 2-3 hours
   4. **Between 3-4 hours**
   5. More than 4 hours
   6. Don’t shop online
8. Have you used a mobile device to shop online in the past?
   1. **Yes**
   2. No
9. Have you ever purchased your favorite coffee online?
   1. Yes
   2. **No**
10. In what form do you like to purchase coffee?
    1. **Whole beans**
    2. Ground beans
    3. K-Cups
    4. None of the above
11. What is your age group?
    1. Under 20
    2. 20-29
    3. **30-39**
    4. 40-49
    5. 50 +
12. What is your household income?
    1. Less than $40K
    2. $40-$59k
    3. $60-$79k
    4. $80-$100k
    5. **More than $100k**

Initial Prototype Reaction

1. What is your first reaction to the site?
   1. The websites has a nice design and evokes a warm feeling. The products look high-quality from the photos. The first image in the home page masthead with the man looks a bit odd. Also, why can’t you click on the images under the masthead on the home page? It’s not clear what those images are for.
2. What is appealing to you and why?
   1. I like that that shop location is listed on the home page. I also like that the site offers coffee and other products for sale online, and offers images of each.
3. Who is this website built for?
   1. Coffee lovers and neighborhood residents.
4. Does this seem like a website designed for someone like you?
   1. Yes.

Usability Test Results

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| **Usability Test Scenario** | 1 |
| **Task Name:** | A prospective customer can access the Newest Brew page on the   JavaStop website and view page content and the associated video. |
| **Expected Completion   Time:** | 4 minutes |
| **Actions Required to   execute the task:** | From the JavaStop home page, hover your mouse pointer “Shop”;   select “Newest Brew”; read the page contents; Click video “Play”   button. |
| **Notes:** | The tester found it easy to find and access the Newest Brew page.   The tester read through the copy on the page, however signed when   he saw the length of the associated video. He was not interested in   watching the full video. Task completed in 3.5 minutes. |

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| **Usability Test Scenario** | 2 |
| **Task Name:** | A Wholesaler can access the JavaStop website and successfully   submit an inquiry form to get more information regarding wholesale   opportunities with JavaStop. |
| **Expected Completion   Time:** | 1 minutes |
| **Actions Required to   execute the task:** | From the JavaStop home page, hover your mouse pointer   “Wholesale”; click “Inquiry Form”; Complete the inquiry form;   click “Submit”. |
| **Notes:** | The tester found the Wholesale Inquiry form without issue. He had   no trouble accessing the page and completing the form. Task completed   in 45 seconds. |

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| **Usability Test Scenario** | 3 |
| **Task Name:** | A website user can access the JavaStop website, navigate to the   “Merchandise” page, select an item and add it to their cart. |
| **Expected Completion   Time:** | 2 minutes |
| **Actions Required to   execute the task:** | From the JavaStop home page, hover your mouse pointer “Shop”;   select “Merchandise”; locate the “Le Creuset French Coffee Press   Color product”; read the description; click on “Read More”; Add   product to cart by clicking “Add to cart” |
| **Notes:** | The tester found the merchandise page easily and had no trouble   finding the Le Creuset product. He was confused as to why word   “Color” was in the product name; that seemed to be a mistake to him.   He thought that the image should be left aligned, so that it is easier to   see that a description was available, rather than it being pushed down.   Task completed in 2 minutes. |

User Satisfaction Questionnaire

1. Did you complete the task quickly and easily?
   1. Yes
2. Was it the information you expected?
   1. Yes
3. Are you pleased with the steps taken?
   1. Yes

Debriefing

1. What do you think of your first experience with our site?
   1. I enjoyed the website and found it very easy to navigate.
2. What was the most useful aspect of the site?
   1. The navigation at the top of the page made it easy to find my way around the website.
3. What aspects of the site were ineffective?
   1. The photos below the masthead image were confusing. You can’t click on them so they don’t really have a purpose.
4. What improvements do you suggest for the site?
   1. Remove the photos on the home page
   2. Put store hours on the home page of the website.
   3. Add photos of the coffee shop staff on the About Us page.
   4. Add the ability to manually advance through the home page masthead images so that guests can view the photos at their own pace.

Summary

1. The user liked the sites’ design and layout. He found the site easy to navigate and find pertinent information about the JavaStop.
2. The user thought the home page was too cluttered, and wanted the ability to advance the photos on the home page manually. He also thought that the layout of the Merchandise page could be enhanced to make the page more concise, so that the product description wasn’t lost below the image.