

Mirror: Usability Test Planning

Test Objectives

1. Test the overall quality, look & feel and the ease of use regarding the navigation and flow of the design.
2. Test how users prefer to search for clothing and if they can complete their intended goals without difficulty.
3. See how easily the user can find and buy a 'Grape Red' wrap dress.
4. Test the relevance of customized and user centric recommendations throughout the website.
5. Test the relevance of the sale and deals section whether they are in line with user expectations.
6. Observe any areas of hesitation, confusion, difficulty, etc.

Test Subject

High-Fidelity prototype for Mirror desktop website

Methodology

In Person: I will use my personal computer and Adobe XD prototype.

Remote: I will have the user share their screen through Zoom/GoToMeeting while going through the Adobe XD prototype.

Participants

Number of Participants: 3-5

Age Demographic: 30-45 Years of Age

Personality: Compulsive Bargain Shopper

Recruiting Plan

All participants are recruited through my personal network of friends and family as well as co-workers.

Script Procedure

Hello _____, my name is Shivang Patwa and I want to thank you for participating in this usability study. I have designed a limited website for Mirror, an online eCommerce clothing website and would like to test the design. I will ask you to complete a series of tasks based on specific scenarios. I will observe the way you perform those tasks and take notes while you do so. Feel free to share your thoughts, comments and emotions while completing the tasks. Would it be Ok with you if I recorded this for my research purposes? Do you have any questions? If not, let's begin.

Scenario 1

You have to go to a friend's wedding, but you did not buy a dress for it. Now the wedding is just one week away, and you need to find a 'Grape Red' wrap dress that you like and fits you well for the cocktail party quickly within your busy schedule. How will you navigate the site to find that dress and order it online?

Scenario 2

You just heard about this new clothing website 'Mirror' from a colleague at work that has great deals on women's dress. Now you want to get a great deal on a 'Grape Red' wrap dress that you have been longing to buy for quite some time. How will you navigate the site to find that dress and order it online?

Tasks, Errands

- Homepage
 - What is your initial impression of the site?
 - Based on a quick scanning of the layout and design, what are your impressions about the look and feel?
 - Does having the 'Mirror Sale' banner at the top help you get to the sale/bargains/deals section quickly?
 - Does anything feel out of place, confusing, or missing?

- Mirror Navigation and Results Page
 - Is it easy for you to navigate to the dresses section on the website?
 - Are the dresses within that section, well-organized?
 - Is it easy for you to understand how to use the filter and sort fields?

- Product Page
 - Is there anything else you would like to know about the dress that is not included on the page?
 - Are you able to gauge the look, feel and quality of the dress looking at the product images?
 - Are the details and the description of the dress enough?
 - Are the customer reviews helpful for you in determining the quality and fit of the dress?
 - Is there anything else you would like to remove or add to the product page?
 - Does the added to your bag notification make sense? Does it hinder your flow in anyway?

- Checkout Page
 - Does it help to see all the items that you have added to your bag on the checkout page?
 - Would you like to add or remove any information on this page?

Testing Goals

Evaluate the interactions the users have with the Mirror website, identifying current pain points, potential pain points, and successes of the navigation, flow, architecture, and design.

Has the Mirror website addressed or solved some of the issues identified in Cameron's empathy map?

Test Completion Rate

Error Free Rate

Mirror Usability Testing Results

Introduction

There were no major surprises as expected. Everybody could complete the task easily without much of a problem. The total number of participants that did the test were 3 people. All of them were women. Two of them were initial participants of my user research for this project.

Two of the participants did the usability testing in front of me on my laptop and one was via Zoom online. I observed all the participants as they navigated through the tasks that were given.

Summary of the feedback

- They could easily complete the task without any problem.
- They liked the overall look and feel of the website.
- They also liked the photographs on the website and the carousel on the homepage.
- A few mentioned that more breathing space between the sections would help, but overall it looked good.
- They wanted more information about the sustainability and the green aspect of the clothing. They would have liked to see what happened when they clicked on the 'Green Leaf'. What information would be provided.
- They liked the Mirror Magazine but would have like to see the actual article.
- The organization of clothing as pages on the 'Results Page' was very helpful.
- A few did not like the 'Added to your bag' pop up on the product page. They preferred that to be much more subtle rather than taking over the entire page.

Tester 1: Sylvia Capeluto

1. Liked the overall look and feel of the website.
2. Had no trouble finding the dress, selecting it and adding it to the cart.
3. She suggested adding the sale aspect to the price within the images in the carousel.
4. She really like that the results page had clothes arranges as pages rather than endless scrolling.
5. She preferred the Added to your bag pop-up to be more subtle next to the bag icon towards the top right rather than it taking over the page and forcing to cancel out or go to checkout, so that she could continue shopping.

Tester 2: Nirja Shah

1. She had no problem completing the task.
2. She like the way the photos categorized in different styles and categories.
3. Preferred if the sale and deals aspect of the website was more prominent.
4. She like the layout of the filters and the images on the results page.
5. She had no problem with the Added to your bag pop-up on the product page.

Tester 3: Dipali Patwa

1. She liked the overall design and layout of the website.
2. She would have preferred more breathing space between sections on the home page.
3. The certification icons in the footer brought legitimacy to sustainable, ethical and fair-trade practices.
4. Mirror Magazine was good but would have liked to see the actual article.
5. Did you get what happens with the 'Green Leaf' icon.
6. Waned more information about the Mirror company's business practices and how they were actually sustainable.