

# **WASTED ARCHIVE**

## **USABILITY TEST**

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This document aims to document the user's actions and emotions during the testing of the Wasted Archive prototype website. It includes a series of tasks for the user to perform, along with questions designed to gain deeper insights into their reflections. This testing process will be conducted, monitored, and recorded by Paola Sergo. The collected data will be used solely for the purpose of analyzing and enhancing the development of the Wasted Archive website.

## **PRODUCT UNDER TEST**

This document aims to test the prototype of Wasted Archive website. It will provide useful insight on the functionality, navigation, and potential improvements on the website. It will also monitor the user's feelings throughout.

## **TEST OBJECTIVES**

The objective of this document is to provide a clear and precise understanding of areas that require enhancement. By combining practical tasks with reflective questions, the goal is to gain a comprehensive insight into user interactions with the website. This approach will be instrumental in identifying specific areas for improvement, ultimately contributing to the refinement and optimization of the Wasted Archive website.

## **PARTICIPANTS**

### **Katelyn Sheehan**

Katelyn is 21-year-old student doing her first year studying physiotherapy at Fontys. She doesn't spend much time online, and therefore is not so familiar with design and usability principles.

### **Eirini Dimitriadou**

Erini is a 20-year-old student, doing her first year studying Physiotherapy at Fontys. She spends lots of time online, researching things regarding her university assignments. She is not familiar with design and usability principles, but has come in contact with bad websites which caused the feelings associated with anger and frustration.

### **Nicky Van Hulten**

Nicky is a 20-year-old student, doing her first year studying Media Design at Fontys. She has experience with design, and making prototypes, making her experienced in recognizing bad website features, and noticing the good ones.

### **Kalina Bacheva**

Kalina is a 20 year old student, doing her first year studying Media Design at Fontys. She has experience with designing and prototyping, resulting in her noticing good and bad features on the websites more easily.

## **TEST TASKS**

This test comprises two components. The first component involves a series of practical tasks for the user to perform on the website, which will provide valuable insights into the website's user-friendliness. The second component consists of three questions designed to understand the user's reflections on the website's functionality and design.

## **PRACTICAL TASKS**

1. **Locate the shop sub-site.**
2. **When on the shopping sub-site, locate and click on the shopping cart.**
3. **Exit the shopping cart and choose an item of interest.**
4. **Locate the size guide on the product review sub-site.**
5. **Add the product to cart and checkout.**

## **REFELCTION QUESTIONS**

1. What is your first impression of Wasted Archive website?
2. How easy or difficult was it to navigate through the website?
3. Is there anything you would change, add or improve on the website?

## **RESPONSIBILITIES**

This test will be conducted, monitored, and documented by the document author, Paola Sergo. Participants are responsible for completing the assigned tasks and answering the provided questions. Their responses will be used exclusively for the purpose of enhancing the website and will be kept confidential.

## **EQUIPMENT**

The equipment utilized for this testing includes a laptop with Figma software installed and a mobile phone. The laptop will be employed to conduct the testing sessions, displaying the website prototype created in Figma software. The mobile phone, after the user's permission, will be used to record their interactions and steps as they navigate through the website. This dual-device approach ensures a comprehensive capture of user behavior and feedback, providing a robust dataset for analysis and subsequent website improvements. All recordings will be handled with strict confidentiality, ensuring the privacy and security of the participants' data.

## **TESTER NUMBER 1 (KATELYN SHEEHAN)**

Katelyn was the first one to do the usability test. Upon receiving the tasks, she completed them quickly and with no major problems. After the reflection questions, she pointed out that she likes the design, and overall layout of the website. However,

she reported a feeling of confusion due to the missing “Back” button on the sub-sites. She found it a little frustrating that, in order to go back, you can only click on the logo in the top right corner of the website. There is a “Back” button on the product preview sub-site, which leads back to the shopping sub-site, but on other ones, she expressed the wish to also implement it.

## **TESTER NUMBER 2 (EIRINI DIMITRIADOU)**

Upon receiving the instructions, Eirini did not face any problems and managed to complete the tasks in short time. When being asked the reflection questions, she expressed she liked the design, and didn’t have a hard time navigating through the website.

## **TESTER NUMBER 3 (NICKY VAN HULTEN)**

Upon receiving the instructions, Nicky had no problem with completing it. She paid a lot of attention when scrolling through the website, and managed to complete the given tasks. When being asked the reflection questions, she expressed she liked the overall vibe the website gave out and how the elements were positioned. She had no problem with navigating through it as well. Upon asking for feature improvements, she expressed she would like to see a filtering option for clothing items, instead of showing them all together.

## **TESTER NUMBER 4 (KALINA BACHEVA)**

Kalina was the last person to do the usability test. When given the first task to locate the shop sub-site, she spent a few more seconds locating it than the others did. As for the rest of the tasks, she completed them without any troubles. When being asked the reflection questions, she expressed she really likes the design of it. However, she mentioned being confused about locating the shop sub-site, due to the link being in

the top left corner. She suggested to make it more visible by maybe placing it in somewhere in the middle. She also expressed she would love to have a “Back” button on all of the sub-sites for easier navigation.

## **CONCLUSION**

Upon completing the user testing with all four participants, I got some useful insights on the features that should be improved. Two of the four participants reported a feeling of confusion due to the lack of the “Back” button on all of the sub-sites. One expressed they would like to see the filtering option on the shop sub-site for more pleasant shopping experience. On the landing page, only one participant struggled to locate the shop sub-site link, and expressed they would like to see it in a more visible place to avoid the emotion of frustration. As for the rest, including the overall layout, all of the participants liked it.

This usability test helped me by pointing out some things I didn’t think of. After finishing it, I have a clear idea of my next steps, and what to work on more to improve the prototype. The end goal is to make it user-friendly, without it causing any bad emotions upon browsing through it.