

Usability testing --- low-fi prototype synthesis

Bassett Street Brunch Club

Participants

- 2 remote - online screen sharing
- 1 in-person

Tested prototype

- Marvel laptop low-fi prototype

Goal

- Test visual hierarchy of low-fidelity wireframes
- Identify possible problems users have with low-fi design
- Identify pain points in the user experience --- navigation, misunderstanding

Starting script

Thanks for taking time to help with with the testing of the website prototype. Here is a low-fidelity model of Bassett brunch club, and what I'd like you to do is to work on 4 simple tasks with this model. I'll give you different situations for each task, and I hope you can talk me through how and why do you choose to work on that task in your way and what is in your mind at that moment.

There's no right or wrong actions, and since it is still in the initial testing stage, any problems you find or any suggestions you have toward this prototype will be helpful.

Do you have any questions before we start?

Testing steps

- **Pre-test questions**

- a. On a scale of 1 to 5, where 1 is Nothing at all, and 5 is Very much, how would you rate your confidence/comfort using your mobile phone for checking information about restaurants?
- b. Tell me about the last time you visited a website of a restaurant, pastry, cafe.
 - i. When was the last time you did it?
 - ii. What tasks did you do?
 - iii. What devices do/did you use for that?
 - iv. How was your experience then? Did you encounter any difficulties? Which ones?

- **Testing tasks**

- a. **Browse donuts and order online**

- i. You are planning to order a half dozen of donuts from Bassett Street Brunch Club as a gift for your friend's birthday. How are you going to order it with its website online?

- b. **Find options for special dietary need**

- i. You heard about BSBC from friends and decided to go this weekend. But you are vegan and your friends can only eat gluten free. How can you find out if they have options for both your friends and you?

- c. **Reserve an event**

- i. You are from Chicago and planning to have a personal meeting at your hotel's meeting room. You heard from the hotel that they have catering service with BSBC. How will you reserve an event with them?

- d. **Find information about business hours and location**

- i. Your families from Chicago are going to visit you in Madison next Wednesday. You decide to have a dinner with them at BSBC. Since they

will be driving to Madison pretty late, how can you find what time will the business close and where you can park the car?

e. Check out information about special offers

- i. You are a fan of BSBC. You are tight on budget these days but you still want to have some good eats and drinks there. How can you find if they offer any cheaper eats?

f. Experience with gallery

- i. Go checking out their gallery. What do you feel about it?

● **Post-test questions**

- a. Why did you go to ___ [page A] instead of ___ [page B]?
 - i. Would you agree that ___ [way A of completing the task] is better than ___ [way B]?
- b. Did you notice whether there was any other way to ___ [complete a specific step/task]?
 - i. What do you think of this [other approach]?
- c. How did you find the experience of using the system to complete this task?
 - i. How did you find the language used?
 - ii. How did you find the navigation (or search functionalities)?
 - iii. How did you find the layout of the content?
 - iv. How did you find the amount of scrolling you had to do on your phone to complete the task?
- d. What did you like the most from ___ [the product]? Why?
- e. What did you like the least? Why?

Results

- $\frac{2}{3}$ participants clicked on top navigation directly instead of links on home page.
- All 3 participants attempted to click on food items in menu page to order instead of options on order page.

- All participants took > 40s to find checkout page
- Reservation page – catering menu required extra click before making the reservation

Improvement

- Take off Donut menu CTA on Order page to reduce confusion
- Add Checkout CTA after placing one order
- More graphics on reservation and location page as reference
- Modify hours info display on home page for quick check
- Larger font for body text

Appendix A - Interview records

Participant 1: Grace

- *Pre-test questions*
 - a. On a scale of 1 to 5, where 1 is Nothing at all, and 5 is Very much, how would you rate your confidence/comfort using your mobile phone for checking information about restaurants?
 - i. 5
 - b. Tell me about the last time you visited a website of a restaurant, pastry, cafe.
 - i. When was the last time you did it?
 - *Tonight*
 - ii. What tasks did you do?
 - *Find cheap, distance, flavor, location*
 - *Menu, price*
 - iii. What devices do/did you use for that?
 - *desktop*
 - iv. How was your experience then? Did you encounter any difficulties? Which ones?
 - *Gallery too small*
 - *Menu, gallery*
- *Testing tasks*
 - a. **Browse donuts and order online**
 - i. *Think donut should be clickable --- not clear*
 - b. **Find options for special dietary need**
 - *Can see option in menu page, a little too small*
 - c. **Reserve an event**
 - i. *No problem finding contacting page*
 - d. **Find information about business hours and location**
 - i. *No problem find contact page info*
 - e. **Check out information about special offers**
 - i. *No problem*
 - f. **Experience with gallery**

- i. Go checking out their gallery. What do you feel about it?
 - *Ok, good size*
- *Post-test questions*
 - a. Would you agree that ___ [way A of completing the task] is better than ___ [way B]? --- order
 - *Menu -- faster*
 - *Order -- faster, didn't notice the CTA*
 - b. **Did you notice whether there was any other way to ___ [complete a specific step/task]?**
 - i. What do you think of this [other approach]?
 - *Menu section --- not necessary*
 - c. **How did you find the experience of using the system to complete this task?**
 - i. How did you find the language used?
 - *Font too small*
 - *Language is okay*
 - *Reserve and catering a little confusing -- not find how to actually reserve*
 - ii. How did you find the navigation (or search functionalities)?
 - *Okay*
 - iii. How did you find the layout of the content?
 - *Okay*
 - *Gallery section move up*
 - *Hero image --- dish*
 - d. **What did you like the most from ___ [the product]? Why?**
 - i. *Order online --- easy to find*
 - e. **What did you like the least? Why?**
 - i. *All fine*

Participant 2: Paul

Testing steps

- *Pre-test questions*
 - a. On a scale of 1 to 5, where 1 is Nothing at all, and 5 is Very much, how would you rate your confidence/comfort using your mobile phone for checking information about restaurants?
 - i. 4
 - b. Tell me about the last time you visited a website of a restaurant, pastry, cafe.
 - i. When was the last time you did it?
 - *Today*
 - ii. What tasks did you do?
 - *Location, parking*
 - iii. What devices do/did you use for that?
 - *Computer*
 - iv. How was your experience then? Did you encounter any difficulties? Which ones?
 - *Good*
- *Testing tasks*
 - a. **Browse donuts and order online**
 - i. *Order page - menu --- attempt to click on menu item*
 - b. **Find options for special dietary need**
 - i. *Menu need a seperate section for special dietary needs*
 - c. **Reserve an event**
 - i. *Menu section add contact ---- think "About Us" page has contact info*
 - *Contact want name of person to contact*
 - d. **Find information about business hours and location**
 - i. *Picture of restaurant outside --- !!*
 - *Interactive map*
 - *Hours and location can be move upward on home page*
 - e. **Check out information about special offers**
 - i. *Graphics on page*

- f. **Experience with gallery**
 - i. Go checking out their gallery. What do you feel about it?
 - *Ok*
- *Post-test questions*
 - a. **Why did you go to ___ [page A] instead of ___ [page B]?**
 - i. Would you agree that ___ [way A of completing the task] is better than ___ [way B]?
 - *Order --- both okay, need redundancy*
 - b. **Did you notice whether there was any other way to ___ [complete a specific step/task]?**
 - i. What do you think of this [other approach]?
 - *Good to have backup option*
 - c. **How did you find the experience of using the system to complete this task?**
 - i. How did you find the language used? -- good
 - ii. How did you find the navigation (or search functionalities)? -- good
 - iii. How did you find the layout of the content? -- good
 - iv. How did you find the amount of scrolling you had to do on your phone to complete the task? -- good
 - d. **What did you like the most from ___ [the product]? Why?**
 - i. *Redundancy*
 - e. **What did you like the least? Why?**
 - i. *Hours and location more up to quick reference, take off contact, just leave hour and location , hyperlink email*

Participant 3: Riki

- *Pre-test questions*
 - a. On a scale of 1 to 5, where 1 is Nothing at all, and 5 is Very much, how would you rate your confidence/comfort using your mobile phone for checking information about restaurants?
 - i. 4
 - b. Tell me about the last time you visited a website of a restaurant, pastry, cafe.
 - i. When was the last time you did it?
 - *For a class assignment*
 - ii. What tasks did you do?
 - *Location, menu, catering info*
 - iii. What devices do/did you use for that?
 - *Computer*
 - iv. How was your experience then? Did you encounter any difficulties? Which ones?
 - *Good overall*
- *Testing tasks*
 - a. **Browse donuts and order online**
 - i. *Order menu not separate -- attempt to click directly on menu*
 - ii. *After placing order, should directly go to cart*
 - b. **Find options for special dietary need**
 - i. *Easy to find*
 - c. **Reserve an event**
 - i. *Ok*
 - d. **Find information about business hours and location**
 - i. *Easy to find, home page okay*
 - e. **Check out information about special offers**
 - i. *Hours on homepage change design*
 - f. **Experience with gallery**
 - i. Go checking out their gallery. What do you feel about it? – good
- *Post-test questions*

a. Did you notice whether there was any other way to ____ [complete a specific step/task]?

- *Order -- prefer top nav since faster, or hero CTA*

b. How did you find the experience of using the system to complete this task?

- How did you find the language used? -- okay
- How did you find the navigation (or search functionalities)? -- good
- How did you find the layout of the content? -- good
- How did you find the amount of scrolling you had to do on your phone to complete the task? -- good

c. What did you like the most from ____ [the product]? Why?

d. What did you like the least? Why?

- Order and shopping cart