

High-fidelity Usability testing result synthesis

Participants

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

Goal

- Evaluate visual design of the website
- Test visual hierarchy of high-fidelity wireframes
- Understand how users interact with solutions developed for original website issues
- Identify possible problems users have with high-fi design
- Identify pain points in the user experience --- navigation, misunderstanding

Tested prototype

- InVision laptop high-fi prototype

Testing script

Starting script

Thanks for taking time to help with with the testing of the website prototype. Here is a high-fidelity model of Bassett brunch club. I'll give you 8 different scenarios and each scenario will have a related task , and what I hope you to do is to work on each task and talk me through how and why do you in that 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?

- **Pre-test questions**

- a. What resource do you use to learn about food and restaurant info?
- b. How often do you do research about restaurant online?
 - 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. **Visual design**

- i. Take a look at the home page, what do you think this website is for? What is your first impression of it?

- b. **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?

- c. **Contact the business**

- i. You are planning to have a fund-raising for your local book club by selling donuts to people who visit the bookstore. How are you going to set up the donuts supply if you want to partner with BSBC?

- d. **Reserve an event**

- i. You are planning to have a house party with friends at home. BSBC is one of your favorite eating place, so you'd like to have their food at home this

time. How are you going to find out their service for your party and set this up?

e. 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?

f. Find options for special dietary need

- i. Your sister plans to eat at BSBC next Monday, but your 7 year-old nephew Nick is allergic to gluten, so she's not sure if they have dishes that Nick can eat. Using this Web site, determine whether or not it contains information that would address your sister's question.

g. 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?

h. Experience with gallery

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

● **Post-test questions**

- a. Can you tell me what you think about these icons?
 - i. What do you expect to happen if you interact with this icon? Why?
- b. 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 easy or difficult was it to navigate?

- iii. What are your thoughts on the design and layout?
 - iv. How did you find the amount of scrolling you had to do on your phone to complete the task?
- d. Did you encounter any difficulties as you used ____ [the product]? Which ones?

Results

- **Visual:** 1 out of 4 participants had the impression of modern, pop and for family eating, which was the target brand image, other 3 participants thought the website was for fast food chain, which was far from the target goal.
- **Visual 2:** text over hero image was lack of contrast.
- **Menu page:** 3 participants clicked CTA within catering menu section after browsing the menu content → *improvement from usability testing 1 works well*
- **Order page:** All participants missed step 1 in donut order table and tried to click step 2 directly.
- **Order page 2:** 2 participants were confused by “Donut only” and “All food” order options.
- **Reserve page:** 2 participants missed CTAs on Reserve event page and chose to explore other related pages through top nav instead.
- **Contact page:** 2 participants failed to find hours and parking information by clicking contact page.
 - Both stayed at home page.
- **Top nav:** 3 out of 4 participants went to “About us” page for hours and parking information at first instead of “Contact us” page.
- **Top nav 2:** all participants took > 30s to find method to go back to home page by clicking on top logo.
- **Gallery:** 3 participants went to gallery page during donut ordering task, and expected to see donut pictures in gallery.

Improvement

- **Visual**

- Change hero image to better fit target brand impression, while form more contrast with text over it.

- **Order page**

- Adjust donut order table design to make step 1 (order box size) more obvious.
 - Sln: Color mask over step 2 before completing step 1.
- Make external delivery option on Order online page more obvious.
 - Sln: add delivery service logo, possibly also short explanation of 2 order situations - why and when

- **Reserve page**

- Move Reserve event page 2 CTAs up on the page to bring more attention.

- **Top nav**

- Change navigation tag / page name "About us" into "Our story" to reduce misunderstanding.
- Change navigation tag / page name "Contact us" into "Contact / find us" to reduce confusion.
- Enlarge logo size in top nav to bring more attention.

- **Gallery**

- Add menu CTA on gallery page to follow user flow and reduce confusion and decrease clicks.

Appendix A: Interview script

Participant 1: Shao

- ***Pre-test questions***

- a. What resource do you use to learn about food and restaurant info?

- i. **Popular review app**

- b. How often do you do research about restaurant online?

- i. When was the last time you did it?

- **11**

- ii. What tasks did you do?

- **Outdoor activity**

- **Picture, location, menu**

- iii. What devices do/did you use for that?

- phone

- iv. How was your experience then? Did you encounter any difficulties? Which ones?

- **Map not clear**

- ***Testing tasks***

- a. **Visual design**

- i. Take a look at the home page, what do you think this website is for? What is your first impression of it?

- **Restaurant web**

- **Home, pop, modern, family restaurant**

- **Clear to see function**

- b. **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?

- **Find info directly on home page, not found parking info**

c. Contact the business

- You are planning to have a fund-raising for your local book club by selling donuts to people who visit the bookstore. How are you going to set up the donuts supply if you want to partner with BSBC?

- **Not found contact page**

d. Reserve an event

- You are planning to have a house party with friends at home. BSBC is one of your favorite eating place, so you'd like to have their food at home this time. How are you going to find out their service for your party and set this up?

- **Not found event page at first, chose to call**

e. Browse donuts and order online

- 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?

- **Confused with donut only and order others --- didn't see order CTA for other food**

f. Find options for special dietary need

- Your sister plans to eat at BSBC next Monday, but your 7 year-old nephew Nick is allergic to gluten, so she's not sure if they have dishes that Nick can eat. Using this Web site, determine whether or not it contains information that would address your sister's question.

- **See menu**

g. 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?

- **Found event page**

- h. Experience with gallery**

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

- **If pictures can be sorted into different category**

- **Post-test questions**

- a. What motivated you to click [a specific interaction]?

- i. **Homepage info -- not contact find**

- **Not find**

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

- i. How did you find the language used? -- ok

- ii. How easy or difficult was it to navigate? -- ok

- iii. What are your thoughts on the design and layout? -- ok

- iv. How did you find the amount of scrolling you had to do on your phone to

- c. Overall, color, typography

- i. Good

Participant 2: Sue

- **Pre-test questions**

- a. What resource do you use to learn about food and restaurant info?

- i. **Google**

- ii. **Review and website**

- b. How often do you do research about restaurant online?

- i. When was the last time you did it?
 - **Last 3 month**
 - ii. What tasks did you do?
 - **Picture, location, menu**
 - iii. What devices do/did you use for that?
 - **Phone**
 - iv. How was your experience then? Did you encounter any difficulties? Which ones?
 - **Easy to find info**
- **Testing tasks**
 - a. **Visual design**
 - i. Take a look at the home page, what do you think this website is for? What is your first impression of it?
 - **Fast Food**
 - b. **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?
 - **About us --- confused with "contact us"**
 - **Home page --- found time info only**
 - **Go straight on homepage to find info**
 - **Find contact us ---**
 - **Choose to call, not use contact form**
 - c. **Contact the business**

- i. You are planning to have a fund-raising for your local book club by selling donuts to people who visit the bookstore. How are you going to set up the donuts supply if you want to partner with BSBC?

- **Directly go to contact, no checking menu**

d. Reserve an event

- i. You are planning to have a house party with friends at home. BSBC is one of your favorite eating place, so you'd like to have their food at home this time. How are you going to find out their service for your party and set this up?

- **Not read researve page ---> move up CTAs**
- **See menu, order page from top nav**

e. 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?

- **To gallery first ---> possible add donut menu to gallery page**
- **From top nav -- order online**
- **Not see step 1 ---> mask over step 2**

f. Find options for special dietary need

- i. Your sister plans to eat at BSBC next Monday, but your 7 year-old nephew Nick is allergic to gluten, so she's not sure if they have dishes that Nick can eat. Using this Web site, determine whether or not it contains information that would address your sister's question.

- **Directly go to menu**
- **Didn't see sub-section of menu ---> possible more distinguish btw menu type and their sub-sections**

g. 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?

- **Directly to special offers**

h. Experience with gallery

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

- **Good**

- **Post-test questions**

- a. What do you think of this [other approach]?

- i. **Why not homepage -- order, menu, reserve**

- **Order -- see hero CTA, not button icon**
- **Homepage menu -- more straightforward**
- **Reserve -- see icon**

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

- i. How did you find the language used?--- **ok , sub-section of menu**
- ii. How easy or difficult was it to navigate? -- **about us and contact us**
- iii. What are your thoughts on the design and layout? -- **ok**
- iv. How did you find the amount of scrolling you had to do on your phone to complete the task? -- **ok**

Participant 3: Grace

- **Pre-test questions**

- a. What resource do you use to learn about food and restaurant info?

- i. **Google**

- b. How often do you do research about restaurant online?

- i. When was the last time you did it? -- **last night**
- ii. What tasks did you do? -- **menu, price, hours**

- iii. What devices do/did you use for that? -- **computer**
- iv. How was your experience then? Did you encounter any difficulties? Which ones? -- **okay to find info**

- **Testing tasks**

- a. **Visual design**

- i. Take a look at the home page, what do you think this website is for? What is your first impression of it?

- **Clear, simple**
 - **Fast food**

- b. **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?

- **Directly go to contact**

- c. **Contact the business**

- i. You are planning to have a fund-raising for your local book club by selling donuts to people who visit the bookstore. How are you going to set up the donuts supply if you want to partner with BSBC?

- **Go to order page --- "fundraising" concept isn't clear**

- d. **Reserve an event**

- i. You are planning to have a house party with friends at home. BSBC is one of your favorite eating place, so you'd like to have their food at home this time. How are you going to find out their service for your party and set this up?

- **Went to reserve page**
 - **Clicked CTA to contact ---- modification works**

e. 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?

- **Smooth order**

f. Find options for special dietary need

- i. Your sister plans to eat at BSBC next Monday, but your 7 year-old nephew Nick is allergic to gluten, so she's not sure if they have dishes that Nick can eat. Using this Web site, determine whether or not it contains information that would address your sister's question.

- **Find kids menu --- check bottom to find note instead of top**

g. 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?

- **Special offer**

h. Experience with gallery

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

- **Post-test questions**

- a. Can you tell me what you think about these icons? --- 3 graphics on bottom

- i. **Easy to tell each icon's function and pages**

- b. What do you think of this [other approach]? -- order from CTA on hero, or bottom icon

- i. **Will choose to use top nav since fast and easy, but maybe will click on other CTAs if not sure about what is looking for**

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

- i. How did you find the language used? -- **easy to understand**

- ii. How easy or difficult was it to navigate? -- **easy to navigate through**
- iii. What are your thoughts on the design and layout? -- **good**
- iv. How did you find the amount of scrolling you had to do on your phone to complete the task? -- **good**

Participant 4: Paul

- **Pre-test questions**

- a. What resource do you use to learn about food and restaurant info?
 - i. **Google, website, yelp**
- b. How often do you do research about restaurant online?
 - 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. **Visual design**

- i. Take a look at the home page, what do you think this website is for? What is your first impression of it?
 - **Not typical**
 - **Graphics and picture quality ok**

- b. **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?
 - **Go to about us first ----> change it to reduce confusion**

- c. **Contact the business**

- i. You are planning to have a fund-raising for your local book club by selling donuts to people who visit the bookstore. How are you going to set up the donuts supply if you want to partner with BSBC?
 - **Homepage contact**

d. Reserve an event

- i. You are planning to have a house party with friends at home. BSBC is one of your favorite eating place, so you'd like to have their food at home this time. How are you going to find out their service for your party and set this up?

- **Went to event page --- catering graphic click**
- **Check menu -- CTA click to contact**

e. 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?

- **Donut box graphic click**
- **Ignore step one ---> change to emphasize step 1**

f. Find options for special dietary need

- i. Your sister plans to eat at BSBC next Monday, but your 7 year-old nephew Nick is allergic to gluten, so she's not sure if they have dishes that Nick can eat. Using this Web site, determine whether or not it contains information that would address your sister's question.

- **Go to menu -- section click**

g. 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?

- **Homepage special offers**

h. Experience with gallery

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

- ***Post-test questions***

- a. What motivated you to click [a specific interaction]? Can you tell me what you think about these icons?
 - i. What do you expect to happen if you interact with this icon? Why?
 - ii. **Location on homepage be clickable --- direct to contact page**
- b. What do you think of this [other approach]?
- c. What do you understand they relate to?
- d. How did you find the experience of using the system to complete this task?
 - i. How did you find the language used?
 - **More contrast on hero and darker image**
 - ii. How easy or difficult was it to navigate?
 - **More redundancy**
 - iii. What are your thoughts on the design and layout?
 - **Menu recommend dishes add info when click**
 - iv. How did you find the amount of scrolling you had to do on your phone to complete the task?
- e. Did you encounter any difficulties as you used ___ [the product]? Which ones?