High-fidelity Usability testing 2 result synthesis

Participants

- 3 remote - online screen sharing

Goal

- Evaluate the updated brand impression

- Test functionality of updated online order components

- Test revised language use of top navigation bar

- Identify undiscovered pain points in the user experience

Tested prototype

- InVision laptop high-fi prototype --- version 2

Testing script

- *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. **Nav tags clarification**

     i. Where can you find staff info on this website?

     ii. Where can you find business location on this website?

     iii. Where can you find parking info on this website?

     iv. Where can you find business background on this website?

  c. **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?

    d. Browse and order online

        i. External --- you want to have BSBC food at home, how can you have there food delivered to your home?

        ii. Internal donut --- 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?

    e. Gallery

        i. Find the photo gallery. what questions or information might this page answer?

- *Post-test questions*

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

    b. What do you understand they relate to?

Results

- Mask over donut order table worked as expected --- all participants clicked on step 1 directly before attempting to click on next step.
- CTA added to gallery page also brought attention when participants browsing.
- CTAs' click rate on Reserve event page increased after being moved from bottom to top of the page.
- No participants had difficulty go back to homepage through top logo after it was increased in size.
- No participants confused between nav tags' meaning after adjustment --- all had clear idea of what type of content would be on each page.

Appendix A: Interview script

Participant 1 : sue

- *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. **Nav tags clarification**

     i. Where can you find staff info on this website?

        - **Contact us -- since it's "us"**

     ii. Where can you find business location on this website?

        - **Contact us --- to find**

        - **Or reserve or order online**

        - ***Not homepage --- still not see location info on homepage***

     iii. Where can you find parking info on this website?

        - **Contact**

     iv. Where can you find business background on this website?

        - **Our story**

  c. **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?

        - **See menu -- catering menu**

        - **Order online -- external order**

        - ***Not see reserve page --- not use 2 CTAs on top***

- - ○ **Understand**
  - d. **Browse and order online**
    - i. External --- you want to have BSBC food at home, how can you have there food delivered to your home?
      - ● *No problem go back home through logo*
    - ii. Internal donut --- 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?
      - ● **See gallery**
      - ● **Order online**
        - ○ **!! mask works --- to lead clicking to step 1**
  - e. **Gallery**
    - i. Find the photo gallery. what questions or information might this page answer?
      - ● **Know what can order**
      - ● *Didn't see order menu --- maybe add icon -- later found menu*
- ● *Post-test questions*
  - a. What do you think of this [other approach]?
    - i. **Order online mask -- understand need to finish step 1 before 2**
  - b. What do you understand they relate to?
    - i. **Our story --- history, who've been here**
    - ii. **Contact / find us -- location, contact**

Participant 2 : Grace

- *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?

      - **Simple, clear**

      - **Fast food**

  b. **Nav tags clarification**

    i. Where can you find staff info on this website?

      - **Contact --- phone**

      - **Story --- staff**

    ii. Where can you find business location on this website?

      - **Contact/ find us**

      - **Under hero image**

    iii. Where can you find parking info on this website?

      - **Contact / find us**

    iv. Where can you find business background on this website?

      - **Our story**

  c. **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?

      - **Catering icon --- <u>directly click on menu CTA</u>**

      - **Order online**

  d. **Browse and order online**

        i.   External --- you want to have BSBC food at home, how can you have there food delivered to your home?

- **Top nav order online --- <u>external</u>**

        ii.   Internal donut --- 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?

- **<u>See step 1 before 2</u>**

e. **Gallery**

        i.   Find the photo gallery. what questions or information might this page answer?

- **<u>See menu, internal environment pics, food pics</u>**

- ***Post-test questions***

a. Overall, color, typography

        i.   **Top nav font larger**

        ii.   **Hour section smaller**

Participant 3 : Paul

- *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. **Nav tags clarification**

     i. Where can you find staff info on this website?

        ● **Contact**

     ii. Where can you find business location on this website?

        ● **Find us**

        ● **Under hero image**

     iii. Where can you find parking info on this website?

        ● **Contact, find us**

     iv. Where can you find business background on this website?

        ● **Our story**

  c. **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?

        ● **Catering icon -- <u>catering menu CTA --- contact CTA call</u>**

  d. **Browse and order online**

     i. External --- you want to have BSBC food at home, how can you have there food delivered to your home?

        ● **Order online -- <u>external CTA</u>**

ii. Internal donut --- 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?

- **Order donut in order --- mask works**

e. **Gallery**

i. Find the photo gallery. what questions or information might this page answer?

- **Food**

- **See menu CTA**

- *Post-test questions*

a. Overall, color, typography