

# Usability Test Findings

## Nfty Pets Responsive Website

### About the Test

**Number of Participants:** 3

**Prototype Tested:** High-Fidelity prototype for Nfty Pets desktop website.

**Test Methodology:** Participants shared their screens with me on Zoom as I instructed them to do tasks.

**Test Goals:**

- Determine if the user can effectively find the needed information about the NFT.
- Determine if there are any confusing sections or pages.
- Observe how users navigate through the Nfty Pets website.
- Observe any areas of hesitation, confusion, difficulty, etc.
- Determine if the Learning Center is a helpful feature for users.
- Determine if they can easily find the email sign-up form.
- Determine if users can easily locate the rarity levels tooltip component in the modal.

### Task Completion Rates

Task	Completion Rate
Task 1: Find the rarity levels of a pet and then purchase that pet.	100%
Task 2: Sign up for an email subscription.	100%
Task 3: Find the rarity levels of a pet and then purchase that pet.	100%

# Test Findings and Observations

## Nfty Pets Homepage

- One participant expressed that they thought that they could trust the website because it looks safe and had a lot of good information about the NFT.
- All participants thought the overall homepage was nicely designed.
- One participant mentioned that sorting by animal type or rarity level would be a nice addition to the landing page.
- “It was an easy-to-understand and very user-friendly experience. I had no issues finding the info you needed.”
- All of the participants liked the tooltip that listed the four levels of rarity.
- “It’s easy for me to find the info on each NFT. I don’t have to dig around for it.”
- The “i” tooltip button made sense to all of the participants.
- Two participants voiced that they wished the text in the modal had more hierarchy between the labels and body text.
- One participant mentioned that they believed the content in the modal should be reordered to this order: Animal, Breed, Traits, Accessories, Artist, and Rarity Level last.
- The majority of the participants preferred the “Adopt A Pet” CTA rather than the “Buy NFT” CTA because it fits better with Nfty Pets Brand.
- All of the participants mentioned that they felt the rarity levels tooltip was a helpful feature.

## Email Sign-Up

- The participants had zero issues finding the email sign-up input form.
- All of the participants thought the inclusion of the email sign-up was a nice feature.
- “If I am buying something as expensive as these I want to be engaged and up to date with the company.”

## Learning Center

- “I like how there is a view more button for each section of content. I don’t have to scroll through a ton of tiles for each section.”
- “It’s a nice page that lets me understand NFTs so I would definitely use this resource because I don’t know what they are, to be honest.”
- Two of the participants utilized the breadcrumbs to return back to the Learning Center page.
- All of the participants thought the first section, NFTs Explained, was confusing and not needed.
- All of the participants also mentioned that the NFT Basics section should be the first section on the page.
- Two of the participants voiced that the NFT Basics and Terminology sections should be combined into one section.
- One participant mentioned that the Terminology section should have a search bar in it.

# Suggested Iterations

## Nifty Pets Homepage

- Change all of the buttons that say “Buy NFT” to “Adopt A Pet”.
- Add more visual hierarchy to the typography in the modal window.
- A sorting by animal type or rarity level would be a nice addition to the landing page.
- Add a button to the navigation bar that links to the Pet cards section on the landing page.

## Learning Center

- Remove the “NFTs Explained” section.
- Combine the NFT Basics section with the Terminology section.

## Notes

### KEY:

#### Participant 1

**Gender:** Female  
**Age:** 22  
**Location:** Michigan  
**Occupation:** RN Nurse

#### Participant 2

**Gender:** Male  
**Age:** 56  
**Location:** Michigan  
**Occupation:** Business Owner

#### Participant 3

**Gender:** Male  
**Age:** 29  
**Location:** Colorado  
**Occupation:** Graphic Designer

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### Task 1: Find the Rarity Levels

3 Complete | 0 Failed

*I want you to first find the pet named Luna and then tell me what its rarity level is? Finally, can tell me what all four rarity levels are?*

- **What are your initial impressions of the modal?**

I like how simple it is. I like the layout and it was easy to understand the info for each pet. I like how it's minimal wording and not a huge amount of words.

It's nicely laid out and lets you know what the pet's name is. It lets you know what its personality is which is nice.

I like it. It's easy for me to find the info on each NFT. I don't have to dig around for it.

- **Does anything feel out of place, confusing, or missing in this modal?**

Not really. I would move the grid of tiles up a tad. I would also add a “gallery” or “products” tab to the navigation menu. There is no way to find it in the menu. I would restructure the information to match this order. Animal, Breed, Traits, Accessories, Artist,

and Rarity Level last. It makes more sense. I would maybe consider making the text bold so it would stick out more. I think you could also consider making the text slightly larger as well.

No.

I would consider adding more hierarchy to the text and labels. It might help with the readability of the whole modal overall.

- **Was it easy or difficult for you to find these four levels of rarity? Can you please explain why or why not?**

It was easy for me to find the tooltip. It made sense to me that the bottommost level in the tooltip was the rarest. I would also add a link to the rarity levels under the “levels of rarity” section on the landing page.

It was super easy. I like the style of the gems and the different colors.

- **Does the “i” icon make sense to you?**

Yes, the “i” makes sense to me. I knew I could hover on it also because the green color stood out to me. The “i” also seems more prestigious to me too alike.

The “i” makes sense to me. It means Information that is common.

Yes, the “i” makes sense to me. I knew it was a button because that's standard for most of those information popup buttons.

- **Is this tooltip a useful feature or is it not really needed?**

I would definitely keep that feature. It keeps the amount of content on the page more simple because there is no need for a legend.

I think it is needed to understand the rarity. The placement of it also makes sense to me.

I liked this feature. I was able to understand what the rarity levels were.

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## Task 2: Purchase an NFT

3 Complete | 0 Failed

*Please pretend with me that you want to view the NFT named “Simba”. Can you please find “Simba” and then buy it?*

- **Which button do you prefer “Buy NFT” or “Adopt A Pet”**

Adopt A Pet. That sounds nicer than I am just buying something. It makes it feel like you are buying an actual pet which makes more sense to me.

I prefer the wording “Buy NFT” because I want to buy the NFT not adopt it.

I prefer the “Adopt A Pet” button. It sounds more in line with your branding.

- **Can you tell me about your overall experience here?**

It was easy to find Simba. I just scrolled down and found him. I also liked how each pet had its own personality. Each picture/pet had its own personality which was really cute. I would consider adding sorting by animal type or rarity level. That would help make the process of finding the particular NFT you want easier.

It was an easy-to-understand and very user-friendly experience. I had no issues finding the info you needed.

It's nice. I like the glass-like navigation bar. I also like the in-page links in the navbar. I like the join the community section at the bottom of the landing page. It would be interesting to see if you could add some interaction animations to the site. Like adding hover effects to the tiles of the pets.

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### Task 3: Sign up for an email subscription

3 Complete | 0 Failed

*Next, I want you to sign up for email notifications.*

- **Did you have any trouble locating the email sign-up form?**

Not really. I have noticed that most of the email sign-ups are usually at the bottom of the webpage so that made sense to me.

No. I think it might help to have it in the navigation menu as well.

No. That feature is typically at the bottom of websites so I had no trouble finding it.

- **Is this a feature you would actually use?**

Yes. I wonder if it would be a good idea to add an email subscription form to the learning center as well.

Yes.

Yes. If I am buying something as expensive as these I want to be engaged and up to date with the company.

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### Task 4: Find a term and an article in the Learning Center

3 Complete | 0 Failed

*For this task, I am going to have you locate a term for me. Can you please tell me what the term "Metaverse" means? Finally, I want you to find an article that explains how to validate NFTs.*

- **Can you explain any issues you had finding the term?**

No, not really. I would maybe consider putting their terminology section higher up on the page.

No issues. It was easy for me to find both the article and the term.

No, it was easy to find. I liked how you included a read more section with more terminology. That makes it easier for me to find more terms instead of going all the way back to the homepage and then scrolling back down to the Terminology section again.

- **What were your initial impressions of the Learning Center?**

I like how minimal it is. There is a lot of breathing space so I don't feel overwhelmed. I like how there is a view more button for each section. I don't have to scroll through a ton of tiles for each section. The participant had no issue using breadcrumbs at the top to get back to the homepage.

It's a nice page that lets me understand NFTs so I would definitely use this resource because I don't know what they are, to be honest.

It looks nice and is very user-friendly.

- **Does anything feel out of place, confusing, or missing here?**

The first heading "NFTs Explained" might not be needed. I feel like NFT Basics should be the first part that users should see instead of the trending articles. I also think that you should combine the "NFT Basics" with the "Terminology" section.

I would almost prefer changing it from "Terminology" to "Definitions". I would also consider getting rid of the top part "NFTs Explained" It feels out of place for some reason. Maybe it's just the name of it.

I would maybe consider adding a search bar to the terminology section though. I also believe that the terminology section should be one of the first sections on the page. Maybe under the search bar at the very top of the page?

- **Did you have any trouble locating the article?**

No.

No.

Nope. I clicked on the trending link at the very top.

- **Do the different sections on the Learning Center page make sense to you? Please explain.**

Yes, they make sense overall.

Yes, I would just consider removing the top section as I mentioned earlier.

Yes, they do make sense to me. I like the minimal amount of articles for each section.

This reduces my stress.