Test Usability Report for Client XX

Executive Summary

Project

Objective: To perform a usability test on an international ecommerce website.

Goals: The aim of the test was to identify where the usability of the site can be improved with a focus on user experience.

Participants: 6 female participants from EU county

Usability Score: 4.17

Scale from 1 to 5: Redesign, Improve, Good, Great

Key Findings

- Both the Registration and Checkout sections reject characters found in the local EU alphabet that are not standard in our English. As a result, many names and addresses cannot be successfully filled in.
- The website is only provided in English. Approximately only 20%* citizens in the EU country can speak English.
- Pricing on the EU website is displayed in Euros. Not in the local currency
- Size selectors in the website did not display EU or US sizes and users had to find sizing guides to understand which sizes were appropriate for them

Key recommendations

- Develop and implement a local language version of the website to accommodate more potential customers.
- Display prices in the local currency
- Ensure that users are able to view sizes and measurements in their own local units by default.
- International account creation could be improved by fully localizing the process for each supported country.
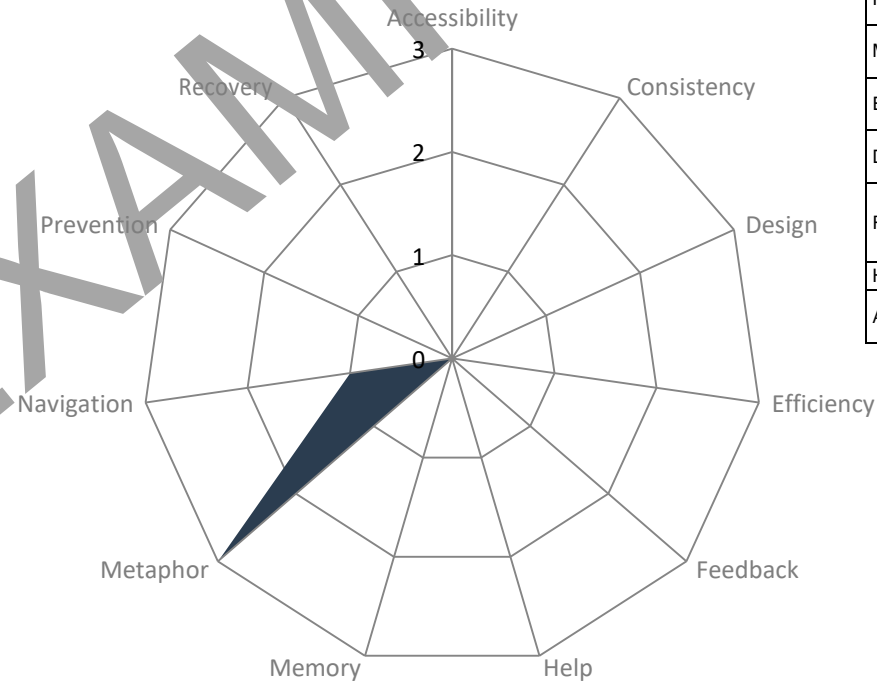- The identified issues should be fixed

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A Hero Electronix Venture

Usability Issues

The usability test analysis resulted in 4 key Usability findings

Usability Issues

1

3

■ Critical ■ High
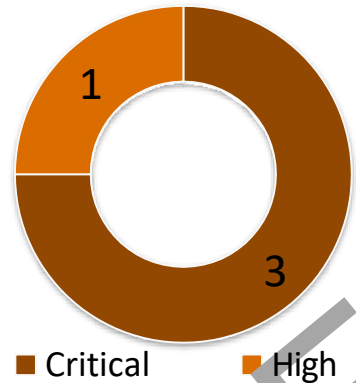
Issues per usability principle

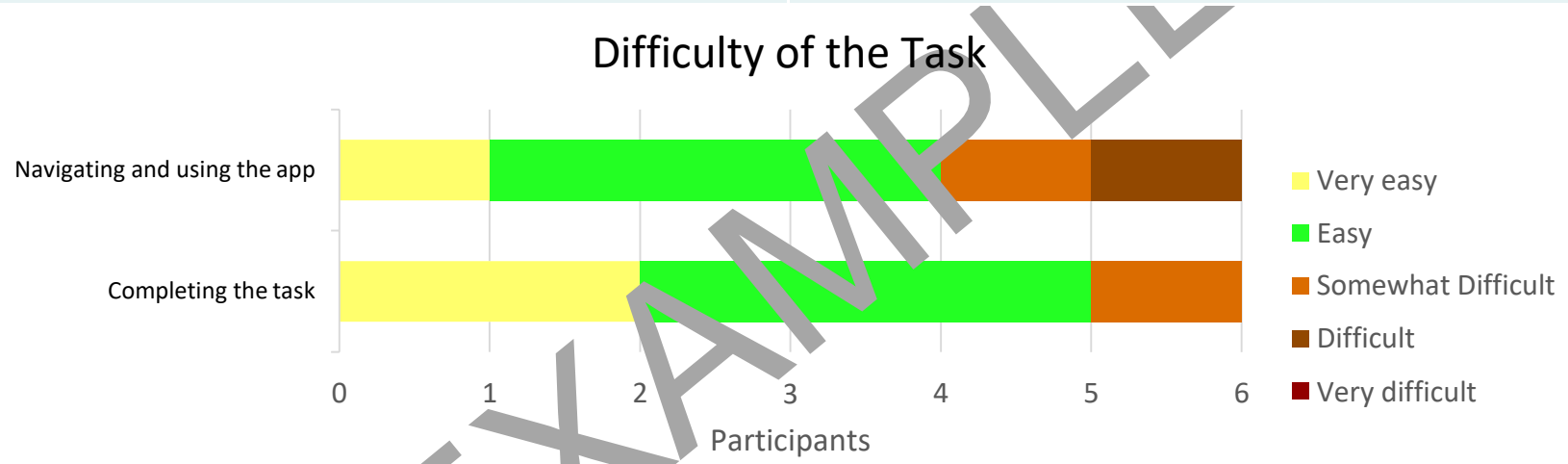| Label	Heuristic
Feedback	Visibility of system status
Metaphor	Match between system and the real world
Navigation	User control and freedom
Consistency	Consistency and standards
Prevention	Error Prevention
Memory	Recognition rather than recall
Efficiency	Flexibility and efficiency of use
Design	Aesthetic and minimalist design
Recovery	Help users recognize, diagnose and recover from errors
Help	Help and documentation
Accessibility	Accessibility and Availability

Methodology & Scope

Methodology	The assignment comprised two parts: • A crowd-based, un-moderated user test of the site • An evaluation by a usability expert
Scope	The client's website.
Task	The evaluated task was to find a dress and shoes for the weekend, add them to the basket and create an account

Usability Test Analysis

Task:	Summary
Please find a dress and shoes for the weekend, add them to the basket and create an account.	All of the participants were able to complete the task

Difficulty of the Task

Positive	Negative
• The big selection. While there's such a thing as too many choices, in online shopping you want to have as much as possible in one place. • I appreciated a lot all the sorting and filtering tools - colour-wise, price-wise, style-wise, brand-wise. • I like that is was simple enough to navigate, easy to choose by category and it didn't have anything that would make it unnecessarily complicated. • It was sort of streamlined. But wasn't overcrowded. • I liked that on the dress page all other items that the model was wearing was listed as well.	• Would also be great if there were fabric filters - to find something warm and made from wool for winter or light and made from cotton for hot summer. • I didn't like that there was no EU size for the dress, or if there was, I couldn't find it. This is quite important because it the dress doesn't fit, I'll need to return it and it's a waste of time. • I had problems when I had to come up with a password. I didn't know why it wasn't accepted. • I didn't like that I was unable to click directly to the other accessories' site, to see more pictures about that item

Usability Issues

ID	Severity	Description	Recommendation	Usability
UI_1	Critical	When navigating the site, only an English language version is present. As 80%* do not speak English. this prevents a large proportion of people from using the site.	Provide language localised versions of the website, especially in countries where English is not the primary language.	Metaphor - Match between system and the real world
UI_2	Critical	Prices of products are displayed in Euros, even though not the local currency.	Display prices in the currency of the location the user is in	Metaphor - Match between system and the real world
UI_3	Critical	The local alphabet and it's associated characters are rejected by the account creation and checkout system.	Ensure that users are allowed to enter valid data in all fields	Metaphor - Match between system and the real world
UI_4	High	On the local store, the size selectors do not always display EU sizes.	Display the correct sizes for each country on their respective websites.	Metaphor - Match between system and the real world

Thank you

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