

Usability Test Findings

Client: **Organico**

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Overview

A usability test was conducted using a mild-fidelity prototype of the Organico website created using Figma. The test was conducted to assess the efficiency and usability of the user interface of the Organico website, to identify any problems in user flow and CTAs, to obtain user feedback and identify user preferences, and to examine the prototype. The in-person test was conducted with three participants and the entire session was recorded (audio recording and screen recording) for future reference. The overall test findings helped to identify key areas of improvement and to establish the user satisfaction level and the success of the prototype.

Task

Order Onions(2kg) to be delivered on 19th March 2020. Make sure to use 'first-order discount' and opt for cash on delivery.

Participants	P1	P2	P3	Average
Task Completion rate	100%	100%	100%	100%
No. of errors	1	2	1	-
Time	2:00	3:35	2:58	2:51

Participant 1

Age: 25 years | Gender: Male | Location: Mumbai

Observations and feedback

- He didn't scroll to check the other contents on the home page and directly clicked on top lever 'search bar' to search for onions.
- He clicked on 'onions' from 'search suggestions', without first trying to type onions.
- On the product landing page, he was able to understand that by default 1kg pack size is selected.
- On the product landing page, he was trying to find a way to increase the quantity of 1kg pack size to two and he immediately figured out that he has to use the 'Add To Cart' button to do that.
- After adding onions(2kg) to cart, he knew immediately that the next thing he needs to do is to click on the 'cart icon'.
- On the shopping cart page, he first tried to manually enter the coupon code and then clicked on 'browse applicable coupon'. He was amazed to see that coupon gets automatically applied as soon as you select any radio button. However, he wished it would be good if there was a popup notification saying 'coupon applied'.
- After applying the coupon, he intended to check out but he clicked on 'continue shopping' instead. He later explained that the 'continue shopping' button caught his attention because the 'continue shopping' button is the first thing he saw when viewing from left to right and the text size of the button is bigger than that of 'proceed to checkout'.
- After clicking on 'continue shopping' he immediately realized that he needs to click on 'proceed to checkout' and he did the same.
- He could easily and quickly complete all four steps of the checkout page.
- He was highly satisfied after using the website.

Participant 2

Age: 31 years | Gender: Male | Location: Mumbai

Observations and feedback

- He explored 'what is so special about organico?' section on the home page.
- He then spotted the 'Onions' in the 'super savers' section on the home page.
- He clicked on the 'pack size' drop-down menu and selected 1kg.
- At this point, he was thinking whether he could manually input 2kg in place of 1kg but quickly he realized how to add 2kg onions to cart using the 'Add to Cart' button.
- After adding items to cart he could not figure out what he needs to do to complete the order. I had to explicitly tell him that since the items are added to the cart, look for the cart.
- His body language indicated that he felt he should have been able to understand the obvious next step. He could immediately find the cart icon.
- On the shopping cart page, he directly clicked on the 'proceed to checkout' button which is below 'order summary'. I had to remind him about using the 'first-order discount'. After that, he tried to manually enter the coupon code and then he clicked on 'browse applicable coupon'.
- Next, he selected the radio button next to 'MyFirstOrder'.
- He then hovered his mouse over 'continue shopping' but immediately clicked on 'Proceed to Checkout' below the order summary.
- He could easily and quickly complete all four steps on the checkout page.
- He explicitly mentioned that the website is very user friendly. He found everything very smooth and easy to figure out. According to him, this website was just like any other online shopping website.

- He even mentioned that the way to increase the 'selected pack quantity' was provided in proper fashion.
- According to him, the placement of the 'cart icon' was sensible but he also mentioned that it should be more obvious.
- He was highly satisfied after using the website.

Participant 3

Age: 27 years | Gender: Male | Location: Mumbai

Observations and feedback

- He first explored the entire home page.
- He then spotted the 'Onions' in the 'super savers' section on the home page.
- He clicked on the 'pack size' drop-down menu and selected 1kg.
- He repeated the above step probably to find a way to select 2kg.
- After that, he scrolled a bit and then he pressed 'Add to Cart' and the '+' icon to add 2kgs of onions to 'cart'.
- He could easily figure out what to do next and he immediately clicked on the 'cart' icon.
- On the shopping cart page, he first tried to manually enter the coupon code and then clicked on 'browse applicable coupon'.
- After going through all coupons to find out which will be most beneficial for him he selected the radio button next to 'MyFirstOrder'.
- He then intended to checkout but he clicked on 'continue shopping'. He later explained that since 'continue shopping' was optically bigger than 'proceed to checkout' he clicked on 'continue shopping' first. He even mentioned that he did not read the button label(continue shopping) before clicking it.
- After clicking on 'continue shopping' he immediately realized that he needs to click on 'proceed to checkout' and he did the same.

- He could easily and quickly get through all four steps on the checkout page.
- He was satisfied after using the website.

Summary Of Findings

- One out of three participants used the top-level 'search bar' to search for onions.
- Two out of three participants located onions in the 'super savers' section on the home page.
- All participants could easily and quickly understand how to add 2kgs of onions to their cart.
- Two out of three participants could figure out that the next step to complete the task was to click on the shopping cart icon.
- Two out of three participants could remember that they have to use the first order discount coupon.
- All three participants could swiftly apply the 'MyFirstOrder' coupon on the shopping cart page.
- On the shopping cart page, when intending to checkout, two out of three participants clicked on the 'continue shopping' button instead of 'proceed to checkout' button. However, both participants immediately realized and rectified their mistake on their own.
- All the participants could easily and quickly complete all four steps on the checkout page.

From the test findings, it can be inferred that the prototype is a success as all participants were able to accomplish the tasks except for minor noncritical errors. However, the test findings also revealed the design changes that need to be made to improve the usability of the website and to match user expectations.

Necessary Design Changes

- On the shopping cart page, the text size of the 'continue shopping' button should be same as that of the 'proceed to checkout' button.