# AAF: Analyzing and Prioritizing Test Results

Usability testing was conducted with a total of five participants using a high fidelity prototype of the Parlor's website with the added gift card page. Testing consisted of asking participants to perform two tasks followed by a debriefing and discussion period. The tasks that were tested included:

1. Find more information about gift cards
2. Purchase a digital gift card

Success metrics used to evaluate the design included:

- **Task completion:** The user is able to successfully complete given tasks with no difficulties.
- **Error rate*:* The user completes given tasks with little confusion, mistakes, and backtracking to correct mistakes.
- **Time:** The user is able to complete given tasks quickly and efficiently.
- **Emotional response:** The user finds the experience of using the product pleasant and enjoyable.
- **Ease:** The user finds the product easy to use and navigate.

A five-point difficulty scale was used to measure ease of use during usability testing. Once participants had finished a task, they were asked to rate the difficulty of completing that task on a scale of one (1) to five (5) with one being "very easy."

In summary, all users had positive emotional responses to the digital gift card purchasing process. Users emphasized the ease of navigating through the Parlor's website to find more information about gift cards, and despite Clover's interface flaws that created some mild confusion for users, everyone said they would go through the process of purchasing a digital gift card again online.

All users were able to complete both tasks asked of them with little or no difficulties in an efficient manner. All participants rated the first task a difficulty rating of 1 (very easy), while 3 out of 5 participants rated the second task a difficulty rating of 1. Two participants rated the second task difficulty ratings of 1.5 and 2:

- The participant who rated the task a 2 noted that the Clover interface had elements that seemed unnecessary or unexpected, which caused mild confusion. This participant clarified that while the actual process of purchasing a digital gift card itself was simple, understanding Clover's layout made the process a bit more difficult. For example, the unexpected presence of a login button on the gift card ordering page made the user question whether or not they needed to create an account to even begin making the purchase.

- The participant who rated the task a 1.5 had a similar experience. The Clover interface seemed to possess hierarchical issues that caused the user's attention to be diverted elsewhere, which caused mild confusion. For example, the double "Place Order" buttons on the checkout page caused the user to take extra time to figure out what the top "Place Order" buton's function was, since it was unexpected to see that button twice. Additionally, the placement of the Google Pay button above the credit card information section made it seem like the user should be clicking Google Pay whereas the credit card information section seemed to blend in and become hidden. This user also noted that based on the way the checkout page was structured, entering their credit card information didn't seem like the next step after entering their contact information.

While the above feedback applied to a section of the prototype that can't be altered, it is still informative to understand users' experience navigating through the point-of-sale interface connected with Parlor's website. Overall, it seems Clover's layout did not deter users from purchasing digital gift cards again.

Other notable feedback from users directed towards the layout of the gift cards page and the Parlor's homepage include the following:

1. **Changes to the gift card page to clarify information present on page, diversify CTAs, and include more relevant imagery.**

   a. Changing the second "Buy Here" to something that will allow users to contact the business if they have more questions unanswered by the FAQ on the page.

      i. Designer's note: Since the business does not have a dedicated "Contact Us" form to direct users to, including the business email at the bottom of the FAQ seems to be a reasonable addition to make it even more convenient for users.

   b. One user assumed physical gift cards were available for purchase through the "Buy Here" CTA button based on the image of physical gift cards present on the gift cards page. Because the CTA doesn't specify digital gift cards, it would be easy for users to overlook the fact that physical gift cards are only available in-person. Because of this, it'd be beneficial to make it very clear from the beginning that the CTA was only for digital gift cards.

   c. Finally, one user suggested changing up the order of the FAQs to prioritize more commonly asked questions towards the top of the section.

2. **Changes to the homepage to strengthen CTAS. This Includes:**

   a. Tailoring secondary CTAs on homepage sections to relate to the content of the section. For example, instead of "learn more" for the catering section, it could be "Talk to Us Today" or something similar.

    i. Secondary CTAs could also match primary CTAs in style to be more eye-catching; rather than just a hyperlink, the secondary CTA could be more button-like.

3. **General revisions to make the website more accessible, uniformed, and structured. This includes:**

  a. Adding a divider to separate the navigation bar from the rest of the page
  b. Increasing either the size or the weight of the font on the gift card copy to make it more readable.
  c. Adding something to denote what page the user is currently on, like a highlight or underline
  d. Adjusting spacing and alignment of elements

   Other feedback given by users fall beyond the scope of this project. As such, this feedback is considered lower priority than what is listed about. Such feedback includes:

  e. Condensing the homepage by utilizing the space provided in the rotating hero section carousel, moving some of the information to the "About Us" section rather than having it all on the homepage, and limiting the use of "filler" photography.

  f. Reordering the sections on the homepage to create more visual variety so that users can distinguish different sections from each other better.

  g. Currently, on the gift card page, there is an image of a Christmas stocking with physical Parlor's gift cards in it. Some users saw no issue with a Christmas photo being used during the summer (the current season) whereas others did not associate Christmas/winter with eating ice cream, so the image seemed a little strange to them.

    i. Suggestions to mediate this were to change the photo to something more neutral, like just a picture of someone being given a gift card, or to rotate the picture with each season. This would align with how Parlor's decorates their physical shop according to the season and how Parlor's frequently updates their website regularly already anyway (i.e.g the menu).

**Full prototype link:**
https://www.figma.com/proto/xJRdizWKl1y8ovyWLkU0pA/AAF%3A-Wireframing-%26-Prototyping?type=design&node-id=92-1423&t=kaZkLVIoGVHzVAsK-1&scaling=min-zoom&page-id=92%3A1422&starting-point-node-id=92%3A1423&show-proto-sidebar=1&mode=design