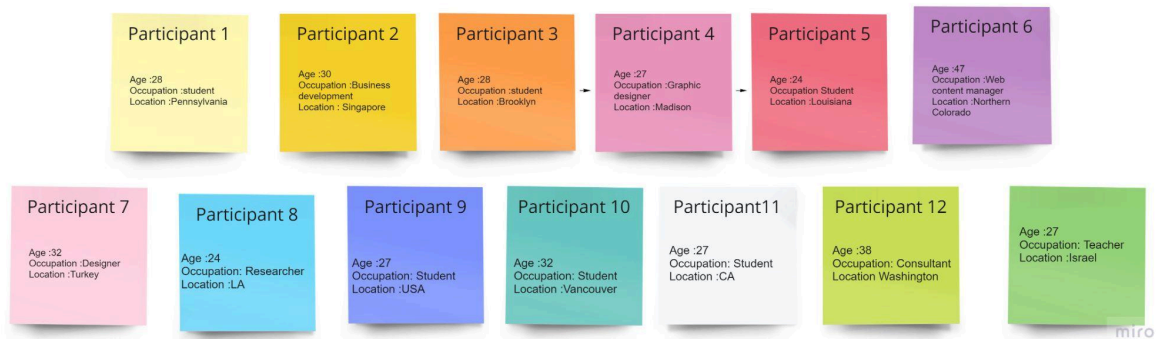


Zookies(Capstone 1)

Usability Test Results

Total No of participants :13 people with known demographics from slack channel participated in Maze testing.

Participants Demographics:

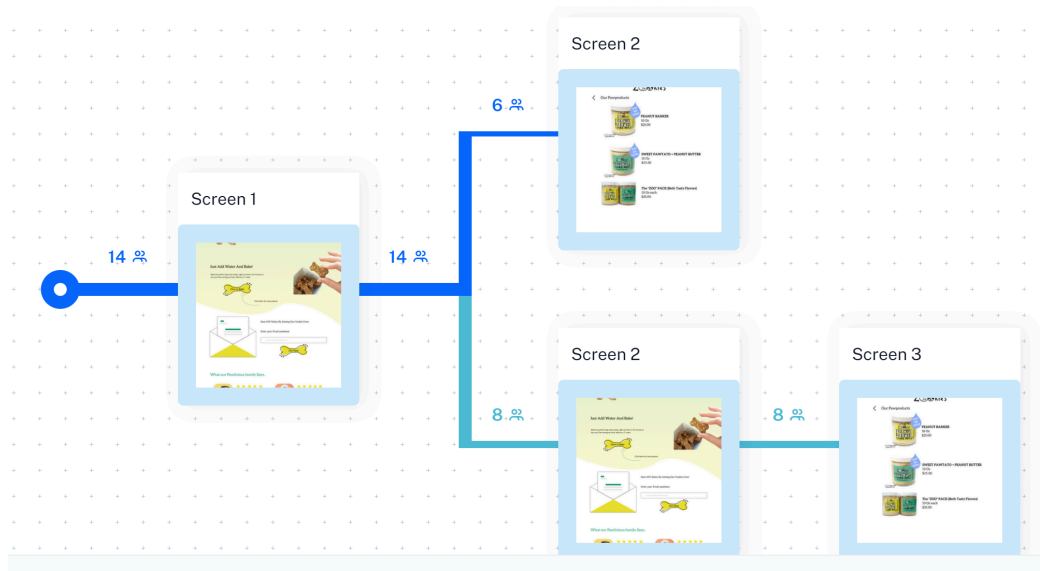


The UI screens for the landing pages, checkout flow, product pages, and how to bake webpages are designed. To test the user flow, the users are assigned with specific missions. All users finished the tasks with a 100% success rate and provided feedback, which is still being amended to provide modified designs to remove user pain points

Tasks

Mission 1: Assuming that a buddy has recommended easy to bake Zookies cookies mix products to you. What would you do if you wanted to look for products on the website?

Screens for Mission 1:



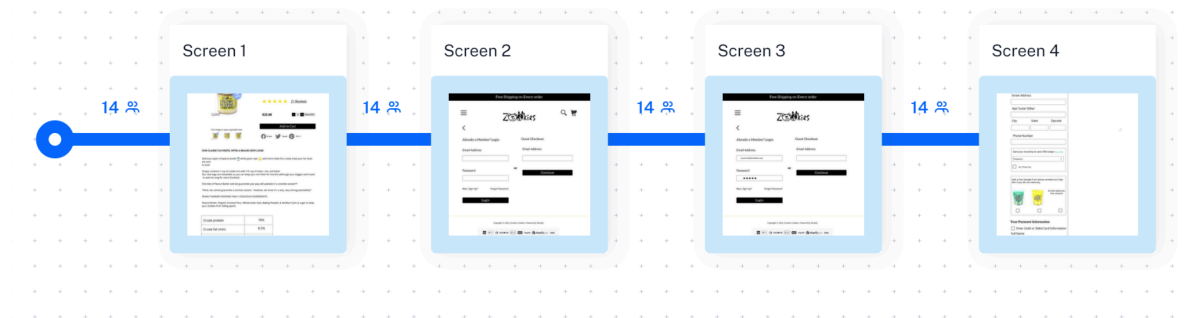
Mission 2: Imagine if your dog like the peanut flavored treats. How would you find out more about the peanut barker product and add it to your shopping cart?

Screens for Mission 2:



Mission 3:How would you look at the items in your shopping cart and proceed to checkout assuming that you have already had an account?

Screens for Mission 3:



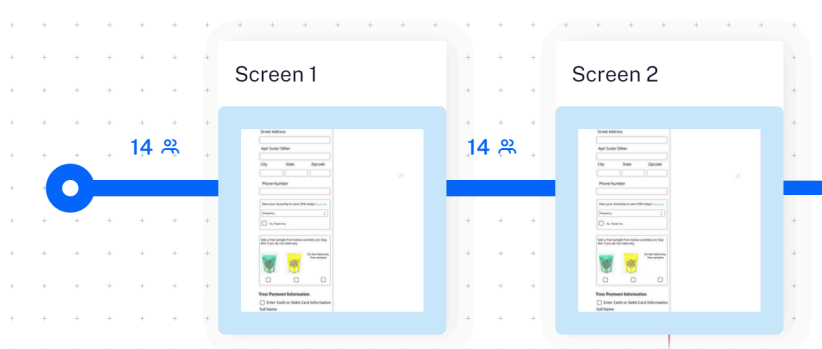
Mission 4:How would you continue if the address has already been saved and you don't want to use the auto ship option?

Screens for Mission 1:



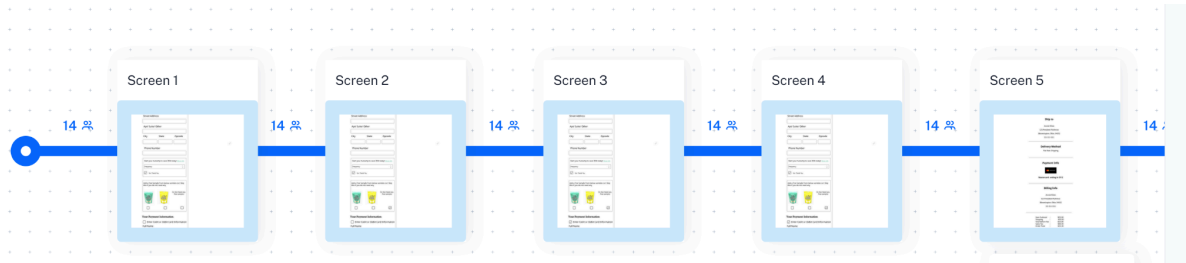
Mission 5:How would you continue if the address has already been saved and you don't want to use the auto ship option?

Screens for Mission 5:

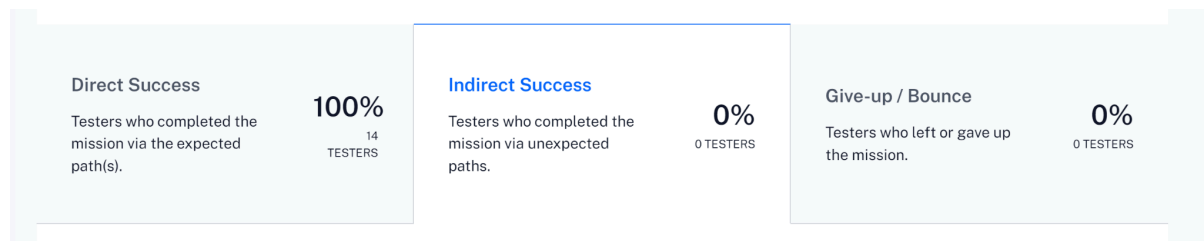


Mission 6: Assume your pet has a sensitive stomach so you don't want to try any samples. Instead, you just want to purchase what you added to your cart by using your credit card and proceed to submit the order.

Screens for Mission 6:



Outcome Report



Lowest Duration to complete the mission: 123s

Maximum Duration to complete the mission: 255s

Average Duration to complete the mission: 215s

User Quotes



Test Completion Rate: All 13 participants completed the task with 100% success rate

Error-free Rate: 100%, Irrespective of the misclicks, the user made it to the last step and completed the assigned task successfully.

Maze Link: <https://t.maze.co/87779190>

Figma Prototype Link

https://www.figma.com/proto/lGi2c1yEktbYVQ11xEC9xU/Capstone-1_Zookies-Cookies?page-id=186%3A34&node-id=308%3A1700&viewport=241%2C48%2C0.25&scaling=min-zoom