

Usability Test

Goals/Objectives:

We want to learn what steps will successfully get a user to donate and ultimately land on the thank you page or impact page after donating. Remember to record your usability test one way or another.

Tasks to have users complete:

1. Donate through the 'gift a reef' page
2. Donate through the 'ocean gifts' page
3. Study and learn about the project page
4. Navigate to the impact page from a donation page

NOTES:

Jade User test 1 -

- The gift shop being a 'donation' page was weird for them
- They completed most of the tasks easily with the exception of the 'purchase' button...
- The project page and impact page were easily found and navigated
- I felt like the low fidelity was hard for my user because text and images weren't clear in what they were looking at
- Somethings were not super intuitive

Logan User Test 2 - Some of the steps maybe weren't as intuitive as we had hoped. For 3 of the 4 steps I had to do some leading to ensure she was able to complete the task. She also mentioned that the way I worded the questions possibly added to her confusion.

1. This task was completed successfully!
2. User was looking at the tiles instead of the nav bar which created confusion on how to find the gift shop
3. The user thought that the most likely place to learn about the project would be under the "Who we are" tab or what is traditionally the "About us" section
4. Took some leading to remind them not to use the nav bar but they were eventually able to find the loop without any issues

Mabel User Test 3 -

- My user was able to complete all the tasks but the screens were all too big for my computer so they did not know you could scroll through the pages (just a little hiccup)

- They did not like the Donation parent page, they thought the alternating cards were confusing and not clearly showing that it is three options
- They thought that the home page was “redundant” considering you can navigate through the bar (which was their first inclination to do and the main way they went through the website, mostly ignoring the pages we designed)
- They suggested having the mission statement front and center on the home page
- They kept trying to navigate through the whole dropdown menu, confused about

Kirby User Test 4 -

- User looked for Projects under "Who We Are" section
- User expected project information to be part of organization description
- Appreciated multiple navigation options (main page links and top navigation tabs)
- Found the site generally easy to navigate
- Slight confusion about the location of the Projects page

Silvana User Test 5 -

- The user was able to follow the steps to donate through the “Gift a Reef” page. Was able to navigate from the home page without problems.
- He liked how minimalistic and easy the pages were and that we included the “Thank you for your donation page” and “see your impact”
- The user had a recommendation for the “Ocean Gifts” page
 - Can we implement “Quantity” when purchasing items and add them to the cart?
- The user was able to navigate the “Project” page to see the different projects.
- Navigated to the impact page from the donations. Also, had a recommendation for the donate page under “Projects”
 - Have the donate button go specifically to donate to the project, or include the project under the donations page