

JustBc Usability Testing Summary

Test Objectives

1. Test ease of process to place orders online from homepage to end of checkout
2. Test if the gallery provides users reassurances of product quality and design
3. Test if the design of detailed product page provides enough information before placing an order
4. Test the ease of use of the additional information form.

Test Goals

- How satisfied the users were with using the website?
- What's the percentage of users who completed the tasks?
- Were the users able to complete the task accurately?

Participants

- Total of 6 participants
 - 2 participants were current clients who were initially interviewed for user research.
 - 2 participants were current clients who were not initially interviewed.
 - 2 participants were not current clients, but have purchased floral bouquets online before.

Key Takeaways

- 100% of users found the process to place an online order was “surprisingly easy and straightforward.”
 - All users (4) who were current clients of JustBc shared that the process included information that was necessary to complete the order.
 - 2 users who were not current clients found the process to be extremely easy compared to other sites.
- 100% of users were able to complete the task of placing an online order with zero misclicks.
 - However, 50% of users took more than 5 seconds to realize that they could edit their order details on the checkout page when asked to review the additional information of their order one last time before submitting the order. The confusion was due to the label “Edit Details” was not the same as the title of the order form “Additional Information.”
- 100% of users rated 5 of 5 (5=very likely) to continue placing online orders with JustBc through this website and 5 of 5 to recommend others to place an online order with JustBc on this website.
- 100% of users found each page (home, gallery, order, detailed product, review, checkout, and order notice page) very simple, straightforward and bright in color. They liked how the photos were the main focus for each of the pages and the simplicity of the design.
- 83% of users stated that it was difficult to see or understand how to view the photo slideshows on the gallery page. The “hold and drag” feature to view photo slideshows took more than 5 secs for users to see or figure out how to use.
 - However, 100% of users found that the gallery was very helpful and the most surprising part of the experience because they liked that the gallery organized information about the bouquets and photos by seasons. This allowed them to get a better sense of what was available around the time they ordered and know what to expect.
 - Although 83% of users stated it was difficult to see or understand the photo slideshow, 100% of users liked that they were able see all the photos in a slideshow as opposed to a photo grid because it was quicker to view on one page.
- 67% of users asked where they could input their add ons to the bouquets before adding to the basket before realizing that add-ons would be added after they clicked their bouquet of choice to the basket.
 - However, 100% of users found the additional information (which included the add-on information after clicking “Add to Basket” was standard to what was generally asked and that it was straightforward.