

MIRROR: USABILITY TEST PLANNING

Objective

- Test the overall usability of navigating between wireframe pages of the Mirror website
- Observe participants initial first steps are after hearing the task scenario
- Observe how they are utilizing the content and features on the product page if at all
- Observe how they proceed to checkout
- Identify areas of improvement after testing

Subject

High fidelity, functioning prototype of Mirror's desktop

Methodology

- In Person user testing: Participant will go through the prototype and perform the scenario. I will take notes as well.
- Remote user testing: Participant will perform the scenario and I will observe via shared screen.
- User Interviews to conduct after testing.

Participants

- 4 - 6 female participants
- Participants who frequently shop online for apparel and have shopped online within the past 6 months
- Some of these people are from the initial interview phase from the start

Procedure

Hi there! Thank you for taking the time to participate in this usability test. Within our time, I would like for you to help me test out the prototype for Mirror's website. I want to assure you that there are no right or wrong answers and you can take as much time as you need. My focus will be on how you navigate throughout the site and perform the specific task. While performing the task and navigating through the site, it would be super helpful if you could think out loud. With that said, I'd also like to ask your permission to record the session; it's for us to review later for further learning and possible iterations.

Scenario

You saw a friend wearing a coat you liked in a photo on instagram. She tells you she bought it on the online shop Mirror which has an amazing coat selection. You decide to give Mirror a try, browse their range of black coats and are hopeful in purchasing one since you've specifically been searching for a new black coat.

Specific Task:

From the homepage, the participant will select women's outerwear from the nav bar, go to the filter to select coats and then the color black. Then they will select the black coat, head to the product page, view photos, select size and add to cart. Following that, the participant will click the cart and proceed to checkout.

- What would they do first?
- What do they expect to see next?
- When on the product page, what would they do next?
- How do they normally checkout?

Follow up Questions

- What was it?!
- What did you have difficulty with in terms of usability? In the normal way that you online shop what would you say was missing from your process?
- Was there enough information, helpful features, product photos to guide you in making your purchase?
- What are your thoughts on the site visually? Is this a site you can see yourself shopping at in the future?
- Was there anything in particular you didn't care for? Anything you found annoying in your experience?
- From 1 to 5 (5 being the best); at this stage, how would you rate this site?

Usability Goals

- Users are able to navigate through the site smoothly
- Paths are familiar to users
- Identifying any areas of friction

Duration

Each interview should be about 20 -30 minutes long and interviews will be held over the course of 2 days.