

Product Page Usability Test

Moderated & in person

GOAL & OBJECTIVE

The purpose of this usability test is to understand how the user feels navigating the product page within Destination Lighting, focusing on the following:

1. Variety of content
2. Hierarchy of information
3. Visualization of the product in the space desired

PARTICIPANTS

Housing Status	Owner: 75%	Renter: 25%
Online Shopping Frequency	Must feel comfortable purchasing items online and do so often	
Lighting Interest	Must be interested in remodeling or updating lighting in their current living situation	

INTERVIEW SESSION STRUCTURE

1. Introduction & Consent forms
2. Presentation of scenario/tasks
3. Test
4. Debrief

TOOLS & SETUP

- The following tools and setup will be implemented for each interview.
- Conference room
- Full-screen computer, w/ Quicktime for recording the Audio
- Internet connection
- Power cord
- Consent form
- Interview script
- Note paper & pens

INTERVIEW INTRODUCTION

Interviewees will be present with a moderator and note-taker

Once connection is made:

- A. Hi, thanks for coming in today! My name is _____ and I'll be the moderator of this usability test today. This is _____. They will be here mainly just to take notes but may chime in sometimes. How are you doing? Was it difficult to schedule the time? Thanks for making the effort. We're grateful for your time.
- B. This session will last less than 20 minutes. Before we begin, I have some information for you and I'd like to read it out loud to make sure I cover everything.

- C. With your permission, I'd like to record our conversation. This recording will not be shown to anyone but those on my team. Any data publicized will have your personal information removed and keep you anonymous. Do I have your permission to record this convo?
- D. I am a Designer and with my team, I'm working to create a more beneficial shopping experience for people like you who want to update their homes.
- E. This page is not a finished product. We are testing it, not you.
- F. As you go through the site I'd like you to talk through everything; initial reactions, why you are clicking on something and feelings you're having all will be helpful.
- G. Do you have any questions about the process? Great, let's get started.
(if Qs are about research: Let's talk about those after the interview)

SCENARIO/TASKS:

Home Owner:

You are finishing up a remodel of your entry way. The only design decision left is how to light the foyer.

Task 1: Browse this website (destinationlighting.com) for about 3 minutes. Get comfortable with the website.

You have done a lot of searching through sites, sifting through various lighting styles and this chandelier has caught your eye. You like the look of it, but want to make sure it fits in your space.

Task 2: Research this page and decide if you would purchase this item.

You have decided to buy the item.

Task 3: Add item to cart and go through checkout flow.

Renter:

Your landlord is finishing up the remodel of your entry way. The only design decision left is how to light the foyer, and because you have lived at your space for such a long time, he's letting you pick the light fixture (with veto power).

Task 1: Browse this website (destinationlighting.com) for about 3 minutes. Get comfortable with the website.

You have done a lot of searching through sites, sifting through various lighting styles and this chandelier has caught your eye. You like the look of it, but want to make sure it fits in your space.

Task 2: Research this page and decide if you would purchase this item.

You have decided to buy the item.

Task 3: Add item to cart and go through checkout flow.

INTERVIEW

Note: this is a conversation and should not be bound by sequential order

Task 2 Qs

Tell me what you see. What do you look at first?

- What is the general feeling you get from this page?
- Is this what you expect when looking at a product page?
- What information is the most useful to feel confident that this is the chandelier for you?
- Do you feel confident in purchasing this item?

Task 3 Qs

Tell me what you see. Is this what you expected?

- What is useful?

After Test Qs

Overall, what do you feel about the experience?

- What do you wish was there that isn't
- What do you feel is unnecessary information
- When you were looking through the website at the beginning, you saw some product pages. Between the ones you saw earlier and the one you just worked with, which page is more helpful?

DEBRIEF

Thank you. Your answers were very helpful.

1. May we contact you if we have any follow-up questions?
2. Do you have any questions for me, now that we're done?

Great! Well, thank you again for your time. You've helped us immensely.