

# Usability Test Report

Submission from Loren Lockyer

## Introduction

“Locally Organic” ([www.locallyorganic.com.au](http://www.locallyorganic.com.au)) is an online supermarket store specialising in Australian organic groceries and Australian produced groceries. Locally Organic pride themselves in selling Australian products to everyday Aussies.

There is no physical store for Locally Organic, all products are ordered online and delivered to the customers address. The company is ready to invest in the creation of their online store. The following research has been done to create a strong, strategic base to create a positive and a user friendly online store.

# Usability Test report

## User Test Script

Using the [www.locallyorganic.com.au](http://www.locallyorganic.com.au) website Prototype my testers completed the following tasks.

### Task No. 1

- a) You are new to online grocery shopping and you are visiting [www.locallyorganic.com.au](http://www.locallyorganic.com.au) for the first time. Where on the website can you find more detailed information about the ordering process, delivery and whether this service would suit you?
- b) Is there a Testimonial section on this website?

### Task No. 2

You have viewed this website and you have a question about Locally Organic's services. Where could you find an answer to your question?

### Task No. 3

- a) You would like to order 6 tomatoes. How would you go about this?
- b) You are a new user to the [www.locallyorganic.com.au](http://www.locallyorganic.com.au) website. Since ordering these tomatoes, you are now ready to finalise your order and pay for your order. Complete this process.
- c) Did you pay for delivery? If so, how much?
- d) Now that the order is complete, please log out.

### Task No. 4

The order is complete and the groceries have been delivered to your door. You were so impressed with the service, you would like to show your appreciation to Locally Organic. How could you do this?

### Task No. 5

If I was a Citrus farmer and was interested in finding out if I could sell my Citrus products to Locally Organic's online store, where could I find out more information?

## Recruitment plan


The Wireframe Prototype is now complete and ready to be tested to see how effective the useability is. To test, we need five users to complete a series of tasks on the prototype to check if the layout is intuitive.

Prior to creating the wireframe prototype, there had been detailed research into who the user personas are. This research found that the best potential market was the Family Group, second to that was the Defacto/Married group. The five candidates were specifically chosen to match these two user persona groups. All persona groups need to complete the same user test.

Most candidates were available to partake in the testing. Below is a summary of who were potential candidates and then who were the final five that partook in the testing.

Tester name	Age	Date asked	User Group Personas	Availability	User test date	Venue	Time
Flo	38	20-Aug	Family group	Not available	22-23 Aug	Flo's home	N/A
Silke	38	20-Aug	Family group	Available	22-Aug	Silke's work	12:00pm
Julia	29	20-Aug	Family group	Available	23-Aug	Local café	3:30pm
Jason	31	20-Aug	Defacto/ Married group	Available	23-Aug	Jason's home	6:00pm
Mitchell	26	20-Aug	Defacto/ Married group	Available	22-Aug	Library	9:30am
John	39	20-Aug	Family group	Not available	22-23 Aug	John's home	N/A
Maria	35	20-Aug	Family group	Available	22-Aug	My house	7:00pm
Alison	34	N/A	Family group	Not needed	N/A	Skype	N/A
Daniel	39	N/A	Defacto/ Married group	Not needed	N/A	Skype	N/A
Matt	37	N/A	Defacto/ Married group	Not needed	N/A	Skype	N/A
Kim	31	N/A	Defacto/ Married group	Not needed	N/A	Skype	N/A

### Key

 Users who completed the Locally Organic user test

## User interface testing

Five testers were recruited to complete a series of tasks on the Locally Organic website wireframe prototype.

### Task 1

- a) You are new to online grocery shopping and you are visiting [www.locallyorganic.com.au](http://www.locallyorganic.com.au) for the first time. Where on the website can you find more detailed information about the ordering process, delivery and whether this service would suit you?
- b) Is there a Testimonial section on this website?

### Results

#### Task 1, a)

	Silke	Julia	Jason	Mitchell	Maria
<b>Completion</b>	1	1	1	1	1
<b>Observation</b>	Instantly clicked on "How it works" tab	Instantly clicked on "How it works" tab	Instantly clicked on "How it works" tab	Instantly clicked on "How it works" tab	Instantly clicked on "How it works" tab
<b>SUS score</b>	5	5	5	5	5

#### Task 1, b)

	Silke	Julia	Jason	Mitchell	Maria
<b>Completion</b>	1	1	1	1	1
<b>Observation</b>	Fairly quickly the user scrolled down the page and found "Testimonials"	Fairly quickly the user scrolled down the page and found "Testimonials"	Fairly quickly the user scrolled down the page and found "Testimonials"	Fairly quickly the user scrolled down the page and found "Testimonials"	Fairly quickly the user scrolled down the page and found "Testimonials"
<b>SUS score</b>	5	5	5	5	5

### Findings

All users very promptly completed the task with no issues

### Recommendations

There is no need to make any changes to the areas of the interface that these tasks cover.

### Key

#### Completion of task rating

Could not complete task	Struggled to complete task	Completed task
0	0.5	1

#### System usability scale (SUS)

1	2	3	4	5
Impossible	Difficult	Ok	Good	Easy

## Task 2

You have viewed this website and you have a question about Locally Organic's services. Where could you find an answer to your question?

## Results

### Task 2

	Silke	Julia	Jason	Mitchell	Maria
<b>Completion</b>	1	0.5	0	1	1
<b>Observation</b>	The user found FAQ very quickly using the menu bar. She also noted secondary that "Contact" was an option	The user found FAQ very quickly by scrolling down the How it works page. I prompted her to look for a second option. She did not think of Contact.	The user struggled a little to find a solution. I had to repeat the question a few times. He did go to FAQ but that was all he could think of. I prompted him that there was a second option. He could not work it out.	The user found FAQ very quickly using the menu bar. Once prompted to look for a second option he went to "Contact"	The user found FAQ very quickly using the menu bar. She also noted secondary that "Contact" was an option
<b>SUS score</b>	5	2	1	3	5
<b>User comments?</b>	Jason liked the idea of a "Chat with us" pop up window so that he could ask questions and get an instant answer.				

## Findings

Some users instantly understood where to look on the site to source a solution for their question. Others were not sure.

## Recommendations

These findings prove that there needs to be a more obvious way for users to contact Locally Organic. The best solution is to create a Live Chat pop up window on every page of the website. A user can submit a question and can instantly expect a response from a Locally Organic customer service member during business hours.

## Key

### Completion of task rating

Could not complete task	Struggled to complete task	Completed task
0	0.5	1

### System usability scale (SUS)

1	2	3	4	5
Impossible	Difficult	Ok	Good	Easy

### Task 3

- a) You would like to order 6 tomatoes. How would you go about this?
- b) Once added, where would you go to see what you last ordered?
- c) You are a new user to the [www.locallyorganic.com.au](http://www.locallyorganic.com.au) website. Since ordering these tomatoes, you are now ready to finalise your order and pay for your order. Complete this process.
- d) Did you pay for delivery? If so, how much?
- e) Now that the order is complete, please log out.

### Results

#### Task 3, a)

	Silke	Julia	Jason	Mitchell	Maria
<b>Completion</b>	1	1	1	1	1
<b>Observation</b>	The user keyed into the search bar, then on Result page she keyed in 6 tomatoes and hit "Add".	The user keyed used the Shop by Category drop down menu, then on Result page she keyed in 6 tomatoes and hit "Add".	The user keyed into the search bar, then on Result page she keyed in 6 tomatoes and hit "Add".	The user keyed into the search bar, then on Result page she keyed in 6 tomatoes and hit "Add".	The user keyed into the search bar, then on Result page she keyed in 6 tomatoes and hit "Add".
<b>SUS score</b>	5	5	5	5	5

#### Task 3, b)

	Silke	Julia	Jason	Mitchell	Maria
<b>Completion</b>	1	1	1	1	1
<b>Observation</b>	The user automatically went to the shopping Trolley icon.	The user automatically went to the Last item added button	The user automatically went to the Last item added button	The user automatically went to the Last item added button and then also went to the shopping Trolley icon.	The user automatically went to the Last item added button
<b>SUS score</b>	5	5	5	5	5
<b>User comments?</b>	Maria noted that the Total price button on the home page could just be the amount rather than the Total>Drop down menu with price				

#### Task 3, c)

	Silke	Julia	Jason	Mitchell	Maria
<b>Completion</b>	1	1	1	1	1
<b>Observation</b>	The user went to "Check out", the check out process was intuitive for the user	The user went to "Check out", the check out process was intuitive for the user	The user went to "Check out", the check out process was intuitive for the user	The user went to "Check out", the check out process was intuitive for the user	The user went to "Check out", the check out process was intuitive for the user
<b>SUS score</b>	5	5	5	5	5
<b>User comments?</b>	Mitchell noted on the Delivery Address page that it would be great if it the system was able to recognise the user's last ordered user detail, it could autofill. Including address, phone and bank details.				

### Task 3, d)

	Silke	Julia	Jason	Mitchell	Maria
<b>Completion</b>	0	0	0	0	0
<b>Observation</b>	The user did not notice delivery amount	The user did not notice delivery amount	The user did not notice delivery amount	The user did not notice delivery amount	The user did not notice delivery amount
<b>SUS score</b>	0	0	0	0	0

### Task 3, e)

	Silke	Julia	Jason	Mitchell	Maria
<b>Completion</b>	1	1	1	1	1
<b>Observation</b>	The user logged out no problem	The user logged out no problem	The user logged out no problem	The user logged out no problem	The user logged out no problem
<b>SUS score</b>	5	5	5	5	5

## Findings

Overall the shopping/check out process was easy for all users. It is interesting to note that the delivery cost was not noticed by any users.

## Recommendations

No major changes necessary to the shopping/check out process.

On the menu bar there is a dropdown where the user can check the total of the order so far, Please remove the drop down feature and include this info on the button so there is no need to click.

I also recommend the Check out : Delivery Address page be able to recognise if the user's has shopped on this website before, during the check out process the website should auto fill the users details if they agreed to this function in the initial order.

There needs to be improvement in the clarity of the delivery fee, all users missed this info during testing. Please make this more visually obvious.

## Key

### Completion of task rating

Could not complete task	Struggled to complete task	Completed task
0	0.5	1

### System usability scale (SUS)

1	2	3	4	5
Impossible	Difficult	Ok	Good	Easy

## Task 4

The order is complete and the groceries have been delivered to your door. You were so impressed with the service, you would like to show your appreciation to Locally Organic. How could you do this?

## Results

	Silke	Julia	Jason	Mitchell	Maria
<b>Completion</b>	1	0.5	0.5	1	1
<b>Observation</b>	The user was very prompt with answers, "Contact" and "Social Media"	The user browsed and decided social media was the answer, she did not think of contact.	The user made comment that he could respond to the confirmation email with feedback. He then logged in to his Locally Organic account and then went to the testimonial section. He realised he couldn't leave a comment there. The user then went to "Contact".	The user automatically logged in and then started trying to work out what to do next. The user then went to "Contact" and noted social media as an option	The user was very prompt with answers, "Contact" and "Social Media"
<b>SUS score</b>	5	3	2	5	5
<b>User comments?</b>	Maria said that a customer service email address on the Contact page would be useful.				

## Findings

It was interesting to see some of the users try to log into the website to leave comments, this is actually not necessary. Overall users were able to work how to leave a comment.

## Recommendations

I am not convinced that it is easy enough to leave feedback on the website. I suggest adding a customer service email address to the contact page and including a follow up automated email to the user once delivery has been made, this email will include opportunities to supply feedback.

## Key

### Completion of task rating

Could not complete task	Struggled to complete task	Completed task
0	0.5	1

### System usability scale (SUS)

1	2	3	4	5
Impossible	Difficult	Ok	Good	Easy

## Task 5

If I was a Citrus farmer and was interested in finding out if I could sell my Citrus products to Locally Organic's online store, where could I find out more information?

### Result

	<b>Silke</b>	<b>Julia</b>	<b>Jason</b>	<b>Mitchell</b>	<b>Maria</b>
<b>Completion</b>	0.5	0	0	1	0
<b>Observation</b>	The user went to "How it works" then went to "Suppliers", secondary then she went to "Contact"	The user went to "How it works" then went to "Suppliers", secondary to that she could not come up with a solution	He instantly went to About us and then scrolled to Our suppliers, another alternative was FAQ's	The user went to contact page and hit the link to email suppliers@locallyorganic.com.au	The user went to "How it works" then went to "Suppliers", secondary to that she could not come up with a solution
<b>SUS score</b>	2	1	1	5	1

### Findings

This task brought out some obvious issues with the interface. Only one of the five testers went straight to the contact page, the rest looked under How it works > Suppliers and FAQ.

### Recommendations

Clearly there was an issue with users finding out information about 'how to be a supplier', I would suggest adding information about how to be a supplier under How it works > Suppliers and the FAQ section.

### Key

#### Completion of task rating

Could not complete task	Struggled to complete task	Completed task
0	0.5	1

#### System usability scale (SUS)

1	2	3	4	5
Impossible	Difficult	Ok	Good	Easy