April 19th, 2017

Jenny G.

Jenny G did not show. Krisha stepped in

Open Exploration

Tried Deals first

went to fitness

Styles > Modern > found wall art

uses back button

Liked styles wanted deals first

commented on speed

amount of categories in styles

discovered product page 2nd nav

understood pinch zoom but didn't benefit/ did the image hold to the users pinch

understood icon recognition

was excited to use image recognition

primarily android user

wants interactive joining rewards on checkout

understood edit qty icon and delete

found how to get back to the home page

Organic Search Funnel

did not understand image search initially, but learned right away

"really like it" visual search

Its a pull down but wanted a touch out of search

enjoyed similar

found options and new how to use it

new shipping would be in address book

want immediately understand what sales icon would do but underlined to tap

shes already signed in so she cant sign in again

didnt know what sale tag was but guessed right with notifications

uses 6pm (zappos) app

explores on mobile but purchases on desktop

waits for promotion to buy

Filter / Results List

added filters without prompt, got 0 results, removed filters

Found view type and filter without prompt

no results with multiple filters

Used delete filter from result page without prompt

Secondary Nav (PdP) Image Zoom (PdP)

Swiped throught product info without prompt

did not get stuck in image zoom

trunk - shipping, hazel - likes saved to account, unsure what hearts mean, figured it out

Product Options / ATC

Grills Page Label Above or Below Issue

Icon Recognition

Other

Unsure what "Account s

KRISHA GOERING IS OUR NEW MARKETING CIRCULATION SPECIALIST

Krisha is pe[illegible] fifteen years of experience in the mailing and printing industry. She has worked for [illegible] including CSG, Pitney Bowes, World Marketing, Regal Printing, and Revolution Wraps. She [illegible] her degree in Business Information Systems from Bellevue University. [illegible] cooking, bicycling, trying new restaurants, and hanging out with family and friends. She [illegible] the farmer's markets in the summer and making jams and tomato sauce. She has a son, Matt, and a very large dog, Bear.

Bridget (HR)

Bridget

is a iphone user

Open Exploration

Found sofas easily

understood navigation

takes photos of items in stores

would use barcode like amazon, adds to cart and never checks out

Organic Search Funnel

double click isnt registering to her

Filter / Results List

filter to blue fabric accent chairs

removed blue from menu, not X

understood filtering icon and numbered result

did not find the thatta toggle intuitive initially asked, did not understand the warmed functionality

photo on left is favorite view

prefers her selected view to be saved when she comes back to the app

Secondary Nav (PdP) Image Zoom (PdP)

doesnt thinks older people will get gesture based design

found options from favorites noticed options before thought??

found qty edit

found about brand

doesnt thinks older people will get gesture based design

reviews needs to have a empty state

found fabric in discription

zoom functionotality is expected

knew ATC button was inactive, tried to increase Qty to make active

thought was out of stock

said she notices options, but didn't think to change it

chose option no problem 2nd time

disabled is confusing her

add secondary hit point for options

the favorites error message draw her attention to the options

Product Options / ATC

Grills Page Label Above or Below Issue

didnt know what a gift card was, didn't know where but was confident she could find it without getting confused by the [illegible] checkout flow

Icon Recognition

didnt know at first what sale tag was but understood after touching

didnt know what sale tag was but figured it out

Other

"If they don't have an app, I wan't shop on their (mobile) site"

does more browsing on mobile,

purchase 60% on desktop, can fav on phone but can't buy on desktop

impulse (B'G warehouse higher-priced items) "I don't know why, I love model on desktop"

BRIDGET THOMSIN IS OUR NEW CUSTOMER CARE RECRUITING INTERN

Bridget, before joining Hayneedle, Bridget was a Recruiting Intern at Northwestern Mutual. She also has experience [illegible] as a Salesperson at Creative Kidstuff. She is currently in her third year at Creighton University and got to spend [illegible] four months studying abroad in Florence, Italy.

In her free time, Bridget enjoys ice hockey, skiing, traveling, baking pies, and being on the lake. She loves spending time with amazing people and has a large modern family. Her first sentence was to express her dislike for chicken and to this day she has never eaten meat.

Tierra R. (25-34)

Tierra R.

Went to storage and organization

Open Exploration

Looks at department categories "help trigger what I want"

Goes to Storage > Laundry Organizers

found options with no issue

Went to storage and organization

doesnt kno what the button means

"I'd probably start clicking those to see what they do"

didnt apply options

wanted option pictures with the actual product

understood how to use quantity on PDP

wants a default option picked

wants estimated totals in cart

Organic Search Funnel

search results wasnt consistent experiencde

how images worked as expected

recognizes the bottom icons besides account

liked the first view but saw the value of the other view type options

thought filter looked weird specifically the quantity

was able to use filtering

"standard filter view"

top buttons confused her but exploring should help

figured out 2nd nav product page with no issue

understood share

Got all the icons correct except for the "chart" initially thought, asked was "live chat"

didnt know what the price tag was initially, but guessed it and understood it

understood share

Assumes that the icon is unavailable - She doesnt know she has to select options first.

understood infinite scroll

Filter / Results List

"I think you would need something to denote it's on sale like a percentage off"

did not understand what items were on sale

Wanted to be at the category she was at before she went back.

when going back, felt like page should scroll back to top

Secondary Nav (PdP) Image Zoom (PdP)

Product Options / ATC

Found the options but didn't realize she had to apply them to be able to add to cart.

Assumed the product was out of stock or unavailable.

Grills Page Label Above or Below Issue

She passed over it initially - then came back up and found it.

Icon Recognition

Pasted content

"Target - 1-2 times/week

RetailMeNot 5-6 times/week

Ebay - 3-4 times/week

Walmart - 1-2 times/week

Amazon - 1-2 times/week"

download and rarely use - let go

Other

overall she thinks its pretty good and likes the views

validated that account needs to be fixed

would take photos screenshots to collect ideas

learnability was easy

uses ebay

"I use Target to get coupons."

wants more wording

account settings - your personal info, app settings app viewing settings

wants a home instead of a chair

NPM for TV - browser version of Netflix - its as if she is missing options in the mobile version enough to stack, also see in person

Patricia M. (63-71)

Patricia M.

Open Exploration

Organic Search Funnel

Filter / Results List

hunting does not seem to be working, color on sofa not seeing just black

Secondary Nav (PdP) Image Zoom (PdP)

changing views removes filters???

Product Options / ATC

Grills Page Label Above or Below Issue

Icon Recognition

Other

seems like she may be unfamiliar with "how the accordian works on home page, she didn't get back"

browses and buys on both mobile and tablet

thinks there are more options online than in store

when shopping she is focused and isnt interrupted

thinks mobile internet is more convenient for her

understood the interaction on the 'home' screen

was confused on how to get the category to collapse

thought tags was specifics on items

understood favorites

get sales out of categories gahhhh

"Doesn't make a difference what it says if I don't like the look of it"

discovered views and didn't understand easy controls eventually got it pushes 1 at info on the side

thought that eventually she would have clicked it and discovered it

functionally was able to figure out filter

finally saw the X for filter

browses through a lot of results to find a product she wants

Remembered the function of the sale tag and could read it in results

used image correctly look her longer to figure out swipe through

A8891X046 sale icon - does not tell use code

★

figured out scroll for similar with no prompt

learnability

backlog issue while data not showing the drop shadow

same issue with options wanting to add to cart

★

found the remove button and understood its purpose

used the chair button to go back to home correctly

understood app settings was specific settings for app

wants to choose rewards not have it automatically deducted

grills and the not grills - "I'm a product she will ask you that you should have better images

specifications - "I'm a 3 better but at least she knew where to find that

used text search easily

did navigation fluidly without hesitation 2nd nature

didnt notice the different areas of shopping. "its easy enough"

expects sales in "Deals" - "I like that thought, categories and styles'

looks online and then goes into the store

will take pictures of things she likes or finds inspirations from

uses amazon alot but has target, home depot, khols and ebay apps

likes bigger screen on iPad, when at home

daughter buys from wayfair

navigated through results well

understood share

understood the customer service

looks at pictures and not label titles

doesnt understand that sofa and sectional are different - screen should go to results

Initially thought Sofa and Sectional were a result list

"wouldn't make a difference if we save their preferences because its so easy to change"

thought filter was information

didnt notice the x to remove filters

noticed the image doesnt match the color she wanted in her filter

"so many choices"

Missed secondary - can sort if offer - seeing reviews but didn't realize sections are sort drop-down

Found secondary nav and brand but didnt have any information in it about brand

she saw secondary nav but felt it wasnt easy for her

learnability

white on white dots did not work

was curious about rewards

found the evening wear after hitting favorites the action was not clear - confused with pop and add to cart

understood how to use options once there

its a working prototype so it gave a weird dam in cart

wanted account settings to be specific to currently

found grill accessories in a side by side view

found grill cleaning tools with no issue large view

found large view closer

understood the functionality of sorting and value search

learned how to close categories/styles

learnability

Dont think anything was overly confusing - "I understand anything ckeck change

Mark C. (50-62)

Mark C.

Open Exploration

Organic Search Funnel

Filter / Results List

Secondary Nav (PdP) Image Zoom (PdP)

Product Options / ATC

Grills Page Label Above or Below Issue

Icon Recognition

Other

Shops for car parts and everyday items

shops more on mobile because mobile can be cumbersum

takes pictures and screenshots to capture images of product he wants

home depot, menards auto but uses the mobile web

likes cart reminders

understood to tap tap home categories

was able to easily navigate to product result page

understands what shipping icon is

understood customer service icon

understood 2nd nav but first tried to tap reviews

expected tapping stars would open reviews tab

figured out swiping action in second nav

found living room furniture - sofas - sectionals

found filter and used it

thought rewards was reviews

tried to add to cart which was functional but warning that tries you to sign in to add to cart

figured out and understood how to add it and understood the logic

didnt discover view changer on his own

understood to click on the more prompt for description

enjoyed image search and found the chairs!

"it be dang that's nice, ha" image search

thinks account settings should have shipping info in there

didnt think any of the fort was too small :)

found styles - modern, contemporary remembered how to close it

has been thinking about shoepping online for consumables

makes purchase on mobile 50/50 browsing and buying

just would visualize a product to compare because faster to look faster

browses things at work but doesnt get interrupted

has heard of hayneedle before

noticed deals categories and styles

looks at description and product reviews

Understands favorites

didnt recognize share icon but clicked it and understood its function

learned how to use second nav relatively easily

found brand

understood back button

failed to figure out how to close tabs

was able to click it and zoom in

tapped X to close out of images

understood how to apply and add to cart

could not tell if she knew how to rate/ yet but tried to click on something he was guided

★

figured out that the couch was home

Understood search icon

liked and thought image search was really simple to use

"is there a home button to go back' even though he went back ✓

account icon was confusing to him

didnt know what app settings was

thought the app was very easy to use and learn

Kyle H. (35-49)

Kyle H.

Open Exploration

Organic Search Funnel

Filter / Results List

Secondary Nav (PdP) Image Zoom (PdP)

Product Options / ATC

Grills Page Label Above or Below Issue

Icon Recognition

Other

Uses ipad and a mac also phone. Favorite to shop from is phone

if he feels he is getting a bad experience or no experience on mobile he will go to desktop

he runs out of space a lot so he will delete apps he doesnt use

was able to easily navigate

used text search well

understands share icon

customer icon matched expectations

knew how to close

knew how to use styles

knew products home and all icons even account

HE KNEW ACCOUNT

found filtering with no issue

knew how to use images

found the chair to go back was looking for the carrot

understood sale tag

would like it to remember your favored view

worked the image search thought it was pretty cool

takes pictures if hes shopping in store

uses snipit on desktop and screenshots on mobile

doesnt like secondary nav always trying to see/ tap secondary items

just had a kid so decided to explore it

understood icon for shipping

understood icon for shipping

knew how to find secondary nav - secondary nav was easy to find and know to swipe

knew how to use the back button

thought messages was email

knew customer service

thought address book was other peoples addresses

found living room furniture

figured out that secondary nav - apply options after a little searching

he missed it and thought it blended in

Interacted with secondary nav - "I never thought to go there" - "I didn't find thought it does more than I thought it do it" - "I like"

KNEW EXACTLY WHAT DIFF VIEW TYPE ICON WAS

knew how to use camera visual search

sometimes Fire over would force standard mode - "I'm in the mobile app and I'm like I suggested" - "I'm in the app and I'm just like I'm the first person"

Complete Analysis (Videos)

Task 1 — PLA Similar | Task 2 — Inspiration Nav. | Task 3 — Sales Nav. | Task 4 — Search | Usability Concerns | Notes

How many people scrolled all the way to the bottom

PF1

	Task 1	Task 2	Task 3	Task 4
59	scrolls past the "see full product detail" 2	taps the last chair on the bottom right	She says that this one is white is why she thought it was similar	Task 2
53	Participant pulls the UI ladder bottom down to the bottom right corner to find the cart button	Reads the product title and understands what the product is 2	Reads the price and from the "Save 47%" text he understands that the item is on sale	Task 2
49	Scrolls the mattress and scrolls back up / targets the "Lounge Away" text and then scrolls back down / says "I wonder if I can find a cheaper one" / "I wonder if I can find cheaper" 2	Does not complete the task > she never went into another product page	Task 2	When looking for ideas she commented "Inspiration looks like a good place to start" 1
48	Had a flow based path / navigation based on immediacy / Scrolls down and taps the top item seen	Does he full product details > then to shop at similar chairs > navigation back to the back and then tap on the chair he liked 2	Task 2	"Ok, I would like to update my child's room" > begins by attempting to tap Baby & Kids
44	Participant scrolls down to see similar items and does not tap anything for a while. She attempts to tap the "Lounge Chair" 2	She taps on the Palmer Printed Chair > then attempts to add the item to the cart 2	Task 2	Scrolls to the bottom of the department categories and attempts to tap "Sale" 1
42	Scrolls through the items and finds the "Lounge Away" text and then tap the "Lounge Away" text and scrolls up and down 2	Task 2	After reading the task the participant quickly chooses to tap "Inspiration" 1	taps the back to school collection
41	Look around for the Kids section / Scrolls down to the Kids section / attempts to tap "Kids Furniture" / "Kids Furniture" / "Kids Furniture" 2	going back her own the back on his phone nor the one in the top left corner of the app	Task 2	"It has 5 star reviews, with 12 people rating it"
39	Write swiping on the Kitchen & Dining tab on the description text / tries to tap the "Kitchen & Dining" tab	While swiping up to scroll it takes her to "Filter & Sort"	23 seconds	Reads the text and understands that paid clicks complete the task
36	"usually when you scroll down you can get similar accent chairs kind of to the one you see" 2	since on the Kitchen & Dining carousel swipes left and right to look at other chairs	Task 2	First scrolls through the Departments categories and taps Baby & Kids
35	Gets thrown off track when he swipes left or right and it takes him to another section	Task 2	scrolls to Baby & kids and attempts to tap on that category	checks in messages 1

	Task 3	Task 4	Usability Concerns	Notes
59	Scrolls to the B2S board and taps	While looking through the board he stops at certain items and taps that there are a lot of them	Tries to tap "A growing family style board"	Comments "They have a lot of things with pictures which I like" 1
53	Task 2	Scrolls down the page and then attempts to tap on "Baby & Kids" / Scrolls down the "Holiday's light up	Task 2	"While in the kitchen" 1
49	Task 3	"I'm looking for an event" > "maybe its up this map" 1	Inside the first line of "Lounge Away" it is looking for a lounge > and then attempts to tap "Lounge Away"	Scrolls to the bottom of the "Departments" categories and attempts to tap "Sale"
48	Attempts to tap Skateboard at the bottom of the page	Task 3	notices the notification indicator and comments "lets check my mail"	"I haven't able to use the start saving button which I would imagine would have saved my the chair."
44	Task 3	"Let me see, this usual message can have like a notification which I would imagine would be in the lounge away tab."	taps the message and is taken to the eventsale page	Comments that the message screen is "very nice"
42	Task 3	Yes, for accessibility the text is much clearer. Still	The icon is for the search icon. Clearly	Scrolls through the events and finds the "lounge away sale" / Scrolls through the events and assuming these are part of the "lounge away"
41	Task 3	comments "oh I see used"	arrow he lands on the message screen for "Lounge Away" / "Lounge on the mail" referring to the "Lounge Away" event	taps the start saving button
39	Task 3	Begins the tab by commenting on the "Dashboard" / / Comments that "there are too many options" / "I don't get it, I am confused"	Believes that it would be a "Lounge" event / Lounge sounds like a "Lounge" event / Lounge sounds like it would be a lounge	Participant immediately taps the search 2
36	Task 3	quickly taps Sales in the 2nd nav 1	Finds the correct section after initially looking through the Wars. She comments that she can filter items by Style	she understands the filters are associated with the type of product she is looking for > expand
35	Task 3	Scrolls through the search icon and taps the search icon and taps "Lounge Away" / Scrolls through the "Lounge Away" / Scrolls through the "Lounge Away" / Scrolls through the "Lounge Away"	Task 4	scrolls through the search icon > taps the search icon and taps "Lounge Away" / Scrolls through the "Lounge Away" / Scrolls through the "Lounge Away" / Scrolls through the "Lounge Away" 2

	Task 1	Task 2	Task 3	Task 4
59	says that she is looking for inspiration / instantly uses B. taps the inspiration tab.	attempts to use the secondary navigation and "Inspiration" from tops "Sales"	When looking for ideas she commented "Inspiration looks like a good place to start"	While scrolling the hotpad over the search icons a pop-up appeared on since recognized > begins searching
53	commente "oh I see used" / participant tapp the sales tab in the secondary nav / has accidentally tapped the "Inspiration" in the "Message subject"	She comes to tap Inspiration	quickly taps Sales in the 2nd nav	Reads each tab in the secondary navigation
49	Tries to tap "Sales" and it does not work	Scrolls to the bottom of the department categories and attempts to tap "Inspiration"	After reading the task the participant quickly chooses to tap "Inspiration"	"Its is very user friendly"
48	Tries to tap "Sales" and it does not work	Task 4	Task 4	Task 4
44	quickly finds the correct chair	Task 4	Task 4	Task 4
42	Task 4	Task 4	Task 4	Task 4
41	Task 4	Task 4	Task 4	Task 4
39	Task 4	Task 4	Task 4	Task 4
36	Task 4	"It should be under games and hobbies"	swipes left or right and ends up on the exact 49ers chair	
35	Task 4	Task 4	Task 4	Task 4

Highlight Video

Important Links / Files

InVision Prototype

Questionnaire Responses

Usability Powerpoint

Themes and Patterns by Task

Task 1 — PLA Similar | Task 2 — Inspiration Nav. | Task 3 — Sales Nav. | Task 4 — Search | Usability Concerns

0 Primary Navigation

Participant immediately taps the search icon | Scrolls through the search icon and taps the search icon / Scrolls through the search icon / Scrolls through the search icon / Scrolls through the search icon | Scrolls to the bottom and notices the search icon > taps search | When sports and fitness does not work he begins searching via the search icon | Looking for search "oh there it is" | Participant taps the search icon and says "Looking for a chair" / "looking for a specific chair that she would like to find" / "looking for" | Finally comments "looking for something" > taps the bottom search icon

1 Secondary Navigation

says that she is looking for inspiration / instantly uses B. taps the inspiration tab. | attempts to use the secondary navigation and "Inspiration" from tops "Sales" | When looking for ideas she commented "Inspiration looks like a good place to start" | While scrolling the hotpad over the search icons a pop-up appeared on since recognized > begins searching | Tries to tap "Sales" and it does not work | Scrolls to the bottom of the department categories and attempts to tap "Inspiration" | After reading the task the participant quickly chooses to tap "Inspiration" | "Its is very user friendly" | Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon

commente "oh I see used" / participant tapp the sales tab in the secondary nav / has accidentally tapped the "Inspiration" in the "Message subject" | She comes to tap Inspiration | quickly taps Sales in the 2nd nav | Reads each tab in the secondary navigation

2 Finding Similar Products

scrolls past the "see full product detail" | Reads the product title and understands what the product is | She says that this one is white is why she thought it was similar. | Scrolls to the bottom and scrolls down again but does not interact with the "Lounge Away" event / Scrolls to the bottom and scrolls down / Scrolls down to the "Lounge Away" | Goes to full product details > then to shop all similar chairs > navigation back to the back and then tap the chair he liked 2 | Participant scrolls down to see similar items and does not tap anything for a while. She attempts to tap "Blue Accent Chairs" | She taps on the Palmer Printed Chair > then attempts to add the item to the cart | Look around for the Kitchen & Dining section / Scrolls down to the Kitchen & Dining section / Scrolls down to the Kitchen & Dining section / Scrolls down to the Kitchen & Dining section | "usually when you scroll down you can get similar accent chairs kind of to the one you see"

3 Messages

"I'm looking for an event" > "maybe its up in this map" | Reads the first line of the event > "Lounge Away" / Reads "Lounge Away" > and then attempts to tap "Have Items" | scrolls to the bottom of the department categories and attempts to tap "Sale" | "I wasn't able to use the start saving button which I would imagine would have saved my the chair." | notices the notification indicator and comments "lets check my mail" | reads the lounge away sale subject line and taps the notification | Gets to the message screen for "Lounge Away" event and says "Look at the image and says "Lounge on the mail" / Gets to the message screen for "Lounge Away" event and says "Lounge on the mail" | "Let me see, this usual message can have like a notification which I would imagine would be in the lounge away tab." | Comments that the message screen is "very nice"

Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon

Scrolls through the events and finds the "lounge away sale" / Scrolls through the events and assuming these are part of the "lounge away" | comments "oh I see used" | arrow he lands on the message screen for "Lounge Away" / "Lounge on the mail" referring to the "Lounge Away" event | arrow he lands on the message screen for "Lounge Away" / "Lounge on the mail" referring to the "Lounge Away" event | checks in messages | Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon / Has the assumption that the search icon is the same as the search icon

4 Look and Feel

Comments "They have a lot of things with pictures which I like" | Comments that the message screen is "very nice" | Talking about the image he comments "that is beautiful, it is quite nice". | Gets to the stylesheet at the top of the page and comments "oh that is cool" | Comments that the message screen is "very nice" | "Its is very user friendly" | "the bright colors definitely catch my eye" / Talking about the mean image in the collection (hand spread) | arrow he lands on the Message screen for "Lounge Away" / "Lounge on the mail" referring to the "Lounge Away" event

Task Observations

Account

Do participants understand the options within account? What is the difference between acct and app settings?

Filter / Results List

Do participants understand filtering functionality? Icon Recognition?

Secondary Nav (PdP)
Image Zoom (PdP)

Will participants interact with the secondary nav? Will they find it? Does the functionality match their expectations?

Product Options / ATC / Inactive Buttons

Do users notice error message? Do users understand applying? Do users recognize when they need to select options? Do users understand inactive button states?

Grills Page Label Above or Below Issue

Do users expect labels to be for the image above or below it? Single category view.

Icon Recognition

Do users understand what icons are attempting to represent? Is learnability/memorability an issue?

Navigation

Navigating back within Kurrewls. Bottom nav understanding. Secondary nav within PdP.

Page View Types

Do users interact with the change view icon? Do they understand the icon? What is their favorite view? Learnability of icon.

Other

All other observations

Quotes

"I don't know. I am unsure what account is"

"I don't think my dad would understand it"

"I'd probably start clicking those to see what they do"

"I think you would need something to denote it's on sale like a percentage off"

"How do I get back?"

"Is there a home button to go back' even though he went back.)

expects sales in deals 'I like that thought, categories and styles'

"wouldnt make a difference if we save their preference because its so easy to change"

"If they don't have an app, I won't shop on their [mobile] site"

"no many choices"

In reference to the amount of Styles being shown

"It be dang. that's nice, ha"

In reference to image search

Usability Concerns

Internal

- wants interactive joining rewards on checkout
- wasnt immediately understanding what sales icon - unrelated to tap on it
- didnt know what app settings was then guessed right with notifications
- commented on speed
- amount of categories in styles
- discovered product page 2nd nav
- Unsure what "Account s
- added filters without promt, got 0 results, removed filters
- truck - shipping - heart - does saved to account, unsure about share, but figured it out
- removed blue from menu, not X
- did not find the «home logo» button without being asked, did not understand icon, but learned functionalit
- reviewers needs to have a empty state
- knew ATC button was inactive, tried to increase Qty to make active
- thought was out of stock
- didnt know at first what the view button was but understood after touching
- didnt know what sale tag was but figured it out
- "if they don't have an app, I wsn't shop on their [mobile] site"
- didnt know what app settings was then guessed right with notifications
- disabled is confusing her
- add secondary hit point for options
- the favorites error message drew her attention to the options

External

- wants a default option picked
- wanted option pictures with the actual picture
- doesnt know what the button means
- "I'd probably start clicking those to see what they do"
- search results wasnt consistent experiencde
- recognizes the bottom icons besides account
- Got all the scans correct except for "Unsure what" - initially thought email was "one chef"
- didnt know what the price tag was but clicked it and understood its function
- Assumes that the item is unavailable. - She doesnt know she has to select options first.
- Found the options but didn't realize she had to apply them to be able to add to cart.
- Assumed the product was out of stock or unavailable.
- "so many choices"
- Missed secondary nav but found it after seeing reviews but still didnt realize she could keep scrolling
- Missed secondary nav but found it after seeing reviews but still didnt realize she could keep scrolling
- seems like she may not know how to accomplish - works on home - wsdzen "how am i get back?"
- was confused on how to get the category to collapse
- figured out that he needed to apply options after a little searching
- he missed it and thought it blended in
- questions if he ever would actually purchase upon image search if there is suggested product - would he purchase it be the first option
- if he feels he is getting a bad experience or bad an experience on mobile he will go to desktop
- didnt recognize share icon but clicked it and understood its function
- wants a home instead of a chair
- validated that account needs to be fixed
- account settings - your personal info; app settings - app viewing settings
- Assumed the product was out of stock or unavailable.
- "so many choices"
- Missed secondary nav but found it after seeing reviews but still didnt realize she could keep scrolling
- Missed secondary nav but found it after seeing reviews but still didnt realize she could keep scrolling
- Didnt think anything was overly confusing. said there wasnt anything shed change
- expects sales in deals 'I like that thought, categories and styles'
- she saw secondary nav but felt it wasnt easy for her learnability
- wants to choose rewards not "they are automatically deducted"
- found image but "wondered if it is in reserved below it to purchase it. I see only anything in the image" - "look underneath it"
- account icon was confusing to him
- didnt know what app settings was
- expected tapping stars would open reviews tab
- failed to figure out how to close tabs
- Found the options but didn't realize she had to apply them to be able to add to cart.
- Assumed the product was out of stock or unavailable.
- "so many choices"
- Missed secondary nav but found it after seeing reviews but still didnt realize she could keep scrolling
- Missed secondary nav but found it after seeing reviews but still didnt realize she could keep scrolling
- knew how to use camera visual search
- worked the image search thought it was pretty cool
- doesnt like walmarts app always trying to sale him secondary items
- thought messages was email
- thought address book was other peoples addresses
- found the chair to go back was looking for the carrot
- interacted with favorites correctly - "I know what I wanted to favorite but thought it does most sense to do it - first"
- "wouldnt make a difference if we save their preference because its so easy to change"
- Initially thought Sofa and Sectionals was a result list
- "I'll be dang. that's nice, ha" Image search
- "Is there a home button to go back' even though he went back .)
- thought the app was very easy to use and learn
- same issue with options wanting to add to cart
- thinks account settings should have shipping info in there

Overview by Task/Observation

Account

- didnt know what app settings was then guessed right with notifications
- Unsure what "Account s
- recognizes the bottom icons besides account
- validated that account needs to be fixed
- account settings - your personal info; app settings - app viewing settings
- account icon was confusing to him
- didnt know what app settings was
- thinks account settings should have shipping info in there
- thought address book was other peoples addresses

There was some confusion as to what the difference between account and app settings are. The verbiage "Address Book" did not match users expectations on where shipping information could be edited.

Filter / Results List

- added filters without promt, got 0 results, removed filters
- doesnt know what the button means
- "I'd probably start clicking those to see what they do"
- removed blue from menu, not X

Icon recognition for filtering was low, however, learnability is very high through "natural exploration". Once users interacted with the filtering icon it then matched expectations. All participants understood they had to apply filters. One participant selected a combination of filters that generated 0 results and they were able to quickly recognize and recover.

Secondary Nav (PdP)
Image Zoom (PdP)

Please Describe the Icon being Shown in the Example.

- discovered product page 2nd nav
- she saw secondary nav but felt it wasn't easy for her learnability
- Missed secondary nav but found it after seeing reviews but still didn't realize she could keep scrolling

Secondary navigation was not an issue in testing but it is something we will want to further validate. One participant felt their Father would not understand the scrolling functionality. It was commented on that by visually cutting off half of "specifications" it gives context that you can scroll.

Product Options / ATC / Inactive Buttons

- wants a default option picked
- Assumes that the item is unavailable. - She doesnt know she has to select options first.
- Found the options but didn't realize she had to apply them to be able to add to cart.
- Assumed the product was out of stock or unavailable.
- disabled is confusing her
- add secondary hit point for options
- the favorites error message drew her attention to the options
- knew ATC button was inactive, tried to increase Qty to make active
- thought was out of stock
- tried to add to cart - "I wanted to add to favorites - understood by the error message - unsure what he has to do to add to cart
- figured out that he needed to apply options after a little searching
- interacted with favorites correctly - "I know what I wanted to favorite but thought it does most sense to do it - first"
- same issue with options wanting to add to cart

The most common theme observed in UT was selecting options to then be able to interact with the quantity selector and ultimately add an item to the cart. Users felt that because the quantity selector and ATC buttons were inactive that the product was unavailable. Currently the only error message that notifies users they must select options is when an attempt to add an item to favorites without first selecting options has been made. Some participants felt that the options themselves did not stand out enough visually.

Icon Recognition

- wasnt immediately understanding what sales icon - would do but understood to tap it
- truck - shipping - heart - does saved to account; unsure about share, but figured it out
- did not find the «home logo» button without being asked, did not understand icon, but learned functionalit
- didnt know at first what the view button was but understood after touching
- didnt know what sale tag was but figured it out

Icon recognition for most icons was low, however, learnability is very high through "natural exploration". Once users interacted with the various icons they matched their expectations. Page view type, filtering, sales tag, and account were the icons that users had the most difficulty understanding before learnability took effect.

Navigation

- doesnt know what the button means
- "I'd probably start clicking those to see what they do"
- recognizes the bottom icons besides account
- Got all the scans correct except for "Unsure what" - the "chef" - initially though email was "free chef"
- didnt know what the price tag was but clicked it and understood its function
- wants a home instead of a chair
- didnt recognize share icon but clicked it and understood its function
- expected tapping stars would open reviews tab
- "Is there a home button to go back' even though he went back .)
- thought messages was email
- found the chair to go back was looking for the carrot

Overall navigation was understood by participants. The area that raised issues with participants was when attempting to navigate back within a funnel - particularly , navigating "home". Secondary nav on PdP does not appear to be an issue. It was mentioned that the shear amount of Style being shown was overwhelming - one participant is quoted saying "so many choices".

Page View Types

- didnt know at first what the view button was but understood after touching
- did not find the «home logo» button without being asked, did not understand icon, but learned functionalit
- "wouldnt make a difference if we save their preference because its so easy to change"

Only one participant was able to correctly identify what the page view icon represents. After interacting with the icon participants understood the functionality. When posed with the question of saving a preferred view, most participants responded that it would be a nice feature. One participant called out that because it is so easy to change the view that saving would not be necessary. No participant choose the inspirational view as their favorite.

S.U.S. Scores

	1	2	3	4	5
1	0	0	0	0	1
2	0	0	0	0	1
3	0	0	0	0	1
4	0	0	0	0	1
5	0	0	0	0	1
6	0	0	0	0	1
7	0	0	0	0	1
8	0	0	0	0	1
9	0	0	0	0	1
10	0	0	0	0	1
11	0	0	0	0	1
12	0	0	0	0	1
13	0	0	0	0	1
14	0	0	0	0	1
15	0	0	0	0	1
16	0	0	0	0	1
17	0	0	0	0	1
18	0	0	0	0	1
19	0	0	0	0	1
20	0	0	0	0	1
21	0	0	0	0	2
22	0	0	0	0	1
23	0	0	0	0	1
24	0	0	0	0	1
25	0	0	0	0	1

96.3 AVERAGE

SUS Calculation

	B	C	D	E	F	G	H	I	J	K	L	M
1	Participant	q1	q2	q3	q4	q5	q6	q7	q8	q9	q10	SUS Score
2	p1	5	1	5	1	5	1	5	1	5	1	96.3
3	p2	5	1	5	1	5	1	5	1	5	1	96.3
4	p3	5	1	5	1	5	1	5	1	5	2	96.0
5	p4	5	1	5	1	5	1	5	1	5	1	96.3
6												
7												
8												
9												96.3

App Usage

Like

- Target
- Amazon
- Ebay
- Retail Me Not
- Wal-Mart
- Home Depot
- Menards
- Kohls

Dislike

- Hy-Vee
- Baker's
- NFM
- Wal-Mart
- Let Go

Quotes

- "I don't like Wal-Mart's app. It is always trying to sale me secondary items."
- if he feels he is getting a bad experience or bad an experience on mobile he will go to desktop
- worked the image search thought it was pretty cool
- download and rarely use - let go
- "I use Target to get coupons."
- "If they don't have an app, I wsn't shop on their [mobile] site"