Usability Final Report for

Tailored Tranquility

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Introduction

Who are we?

We are a family-owned company which provides tailored bath and home spa products to the customer's doorstep on a monthly or quarterly basis. Life is busy, we get it, that's why we are bringing the spa to you! Each month we will delight you with a variety of spa products based on your product interest, fragrance preferences and skincare needs.

What's our story?

We are a mom and pop shop which was born in our home during the pandemic. We started out making boxes for friends who were sick or just having a hard time coping with the times. Bringing a little love and magic to our friends' turned into orders for other friends and relatives. Three years later we are distributing our care packages across the country.

My goals:

My overall goal of this project is to create a site which has a user-friendly interface with beautiful photos, a calming palette and a smooth and easy user experience. I want the experience of serenity to begin before the product box arrives; I want a wave of calm to roll over the customer when they open the website.

I'm trying to communicate how important self-care is for a healthy, balanced life. People can easily forget about taking care of themselves, putting their families and jobs first. This is a monthly or seasonal reminder to slow down and pamper yourself.

I am seeking to sell more products/add subscriptions. I will emphasize that the company is family-owned and operated, emphasizing a personal touch (including a personalized note for each box with copy related to the theme of the box). Premium products and all-natural ingredients as well as recyclable packaging will highlight our commitment to sustainability. The mom and pop factor and sustainability will help set us apart from our competitors.

Target market:

My target audience includes enthusiasts of wellness, on-the-go professionals, and home spa aficionados. The age range will be 30-70 year olds. I will cater to both men and women who are medium to high income earners and can afford premium and eco-friendly products. I imagine them to be working professionals- be it working in an office or running a family. They might be too busy to make a regular spa appointment but they can open their box, close the door, light candles and enjoy a spa experience in the comfort of their own home.

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Determine the Usability Testing Goals:

The goals for usability testing include the following:
• Determine and identify any user challenges or pain points.
• Enhance the user journey by evaluating the ease of navigation completing tasks.
• Collect user feedback to make revisions for a better experience.
• Validate design choices, do they lead to a visually pleasing experience.
• Measure task success rates by completing common tasks.

Explore the Questions:
• Is it easy to navigate back to the home page at all times?
• Is the checkout process clear?
• Can you find the link to the best sellers section?
• How do you become a member?
• Is the overall design pleasing and easy to use?
• Is there anything missing that you would like to see?

Choose the Evaluation Approach & Methods:
I included a brief interview before the tasks started asking which was the last ecommerce site they were on and what were their thoughts on the experience.

Testing:
I used A/B testing for the initial color styles, remote testing through zoom, moderated guided testing and think aloud testing.

I asked the users to perform the following tasks:

Task 1: From the Home Page find the Best Sellers section and click on that.
Task 2: Find the Membership Information.
Task 3: Once you're on the Category Page listing the best sellers, click on the Mindfulness Gift Box.
Task 4: From the Product Page click Add to Cart button.
Task 5: Does your shopping bag/cart look correct? Proceed to checkout.
Task 6: Fill in the shipping address.
Task 7: Place order.

Identify Practical Issues:

Selecting users-a wide age variety from 44 to 75.
Equipment needed- paper prototypes for in person testing, My phone to record in the sessions, my laptop and the user's laptop for virtual testing, using Zoom to record the task after the tester agrees to that. Schedule for the evaluation-Monday through Thursday as time allows for the testers.

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Decisions about ethical issues:

I explained to each user that they are helping me make improvements and solve problems on the site. I assured them they were not being tested, the site was being tested. They were all asked and they agreed to have the session recorded for my use only, to take notes after the session. I encouraged them to complete the tasks and also make any comments, positive or negative about the experience. They were all thanked for their time and energy.

Evaluate, Interpret & Present data:

User #1:
        Rose, 75 year old woman, retired librarian and teacher. Visits ecommerce sites frequently.
User #2:
        Bev, 65 year old woman, retired airline employee. Shops on line frequently.
User #3:
        Dee, 70 year old woman, retired Occupational Therapist, frequently shops on line.
User #4
        Nevine, 44 year old woman, art director, frequently shops on line.
User #5
        Laurent, 49 year old man, product manager, frequently shops on line.

Individual Results:

User #1:
        Rose last went to a site called everyplus.com to buy towels. It was easy to find exactly what she was looking for. Other sites came up in her google search, including Amazon. She briefly looked at a few of them and in almost every case too much information was presented. She didn't want to look at their entire inventory. Rose tested on paper prototypes in front of me.
        Task 1: find best seller section/button, she found it quickly in the top header.
        Task 2: find the membership information. She found the "Become a member" on the right side on the home screen, she missed the same button over the main image. Because it didn't stand out enough from the photo.
        Task 3: find the mindfulness gift box, she found that somewhat quickly after scanning lots of products.
        Task 4: Click add to cart: she found it easily.
        Task 5: Does your shopping bag/cart look correct? Proceed to checkout. She checked the cart and hit the checkout button quickly.
        Task 6: Fill out shipping information. She did not like that the city and state were omitted. My original design was just the street address and zip code.
        Task 7: Place order- she found it quickly.
        Closing thoughts: She was interested in reading about the company story and more information about ethical sourcing. "I think it looks very easy to shop from." She liked the section about the company using about sustainable packaging, ethically sourced products, etc. She wanted to know more details about those points. She asked about impulse buys while on that page because of the customers also bought section. She asked if she would get an email confirmation about the order. She didn't see it clearly, I had to point it out. So she suggested bolding it or making it more visible.

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User #2:

Dee last went to Amazon, she usually goes through that or Chewy. She likes the history you can see with Amazon, she likes to see the item breakdown and price-to check against her checking account. "I like the free shipping on amazon and with Chewy after a certain dollar amount. Dee was tested on paper prototypes in front of me.

Task 1: Find the best seller section/button, it took her a few seconds to find it on the paper prototype.

Task 2: Find the membership information. She found the "Become a member" on the right side on the home screen, she had the same issue as user 1 missing the button over the image.

Task 3: Find the mindfulness gift box, it took her a few seconds to find it.

Task 4: Click add to cart: she found it easily.

Task 5: Click add to bag, she found it quickly. Her question was "If you bought more than one basket could you send it to a second address?" User 1 asked the same question. She suggested putting "Continue Shopping" under the "Place Order" button.

Task 6: Fill out shipping information. She also did not like that the city and state were omitted in this first iteration.

Task 7: Place order- she found it quickly. She saw the email confirmation about the order and loved that as well as the estimated delivery date.

Closing thoughts: She wanted clarification that she was able to customize the basket herself. It wasn't clear that she could customize it-picking out individual pieces to create a basket. "I like that you can find the price there, you don't need to go to another place to find it," referring to the product page. She suggested putting the more interesting items on the top of the best sellers items. She asked for back arrows for navigation, but did see and understand the breadcrumbs. She wished they were bigger to stand out more. She did not find it intuitive to click on the logo in order to get to the homepage. She wanted the promo code to pop out more in the promo banner. She suggested to make the price bigger in the promo code. She did not understand what the MIPs were-she suggested zooming into the products in the MIPS rather than small alternative views/shots of the entire basket. She wanted to see arrows on either side of the MIPS to know that she could view the other products close up.

User #3:

Nevine last went to Amazon. "It's predictable, easy to use and mostly reliable. Their customer service is quick and I've been satisfied with it." Nevine was tested on her laptop from another location with I link I emailed her, I recorded our session on Zoom and she shared her screen.

Task 1: Find best seller section/button, she found it quickly.

Task 2: Find the membership info, she found both of the membership buttons easily.

Task 3: Find the mindfulness gift box, she found that quickly.

Task 4: Click add to cart, she found is easily.

Task 5: Does your shopping bag/cart look correct? Proceed to checkout.

Task 6: Fill out shipping information. She also wanted to see the city and state.

Task 7: Place order, she found it quickly.

(User #3 continued)

Closing thoughts: While on the home page she remarked, "This is clean and very easy to understand." Regarding the membership buttons she said, "I don't know what I am trying to become a member of yet" so the button didn't make sense. "I don't want to become a member yet because I don't know what this is." She wanted the info under the subscribe, customize and indulge to be centered. "This is nice and clean" she mentioned about the footer. She made a lot of great design suggestions as she is a art director. And lastly, she said "So this is major: the satisfaction guarantee, I would highlight that." She thought site and imagery was pretty and feels tranquil.

User #4:

Bev's last ecommerce site was Etsy. She found it to be user friendly and appreciated the descriptions of different items. Overall it was an easy site to navigate, and to make a purchase was easy.

Bev was tested on her laptop from another location with I link I emailed her, I recorded our session on Zoom and she shared her screen.

Task 1: Find the best seller section/button, she found it quickly.

Task 2: Find the membership info, she found both of the membership buttons easily.

Task 3: Find the mindfulness gift box, she found that quickly.

Task 4: Click add to cart, she found is easily.

Task 5: Click add to bag, she found it quickly.

Task 6: Fill out shipping information. She wanted to see the city and state.

Task 7: Place order, she found it quickly.

Closing thoughts: When asked about the three MIPs under the product page, she understood that they were alternate shots, but preferred that the images be closeups of the individual products. "Why are you only showing three items?" We talked about adding an arrow before and an arrow after to indicate that there are more shots. Speaking of the site generally she said, "it feels good, it feels like I can follow this site easily." She said about the confirmation page, "It's very familiar to me."

User #5:

Laurent's last ecommerce site was Amazon. He uses it for ease and because it's reliable. He was tested on his laptop on zoom while I recorded him.

Task 1: Find the best seller section/button, he found it easily.

Task 2: Find the membership info, he found both of the membership buttons easily.

Task 3: Find the mindfulness gift box, he found that quickly.

Task 4: Click add to cart: he found is easily.

Task 5: Click add to bag, he found it quickly.

Task 6: Fill out shipping information. He wanted to see the city and state.

Task 7: Place order, he found it quickly.

Closing thoughts:

He suggested I might not having so many other items listed on the checkout page because it distracted him. He wouldn't want to the customer to delay in purchasing what's in the cart.
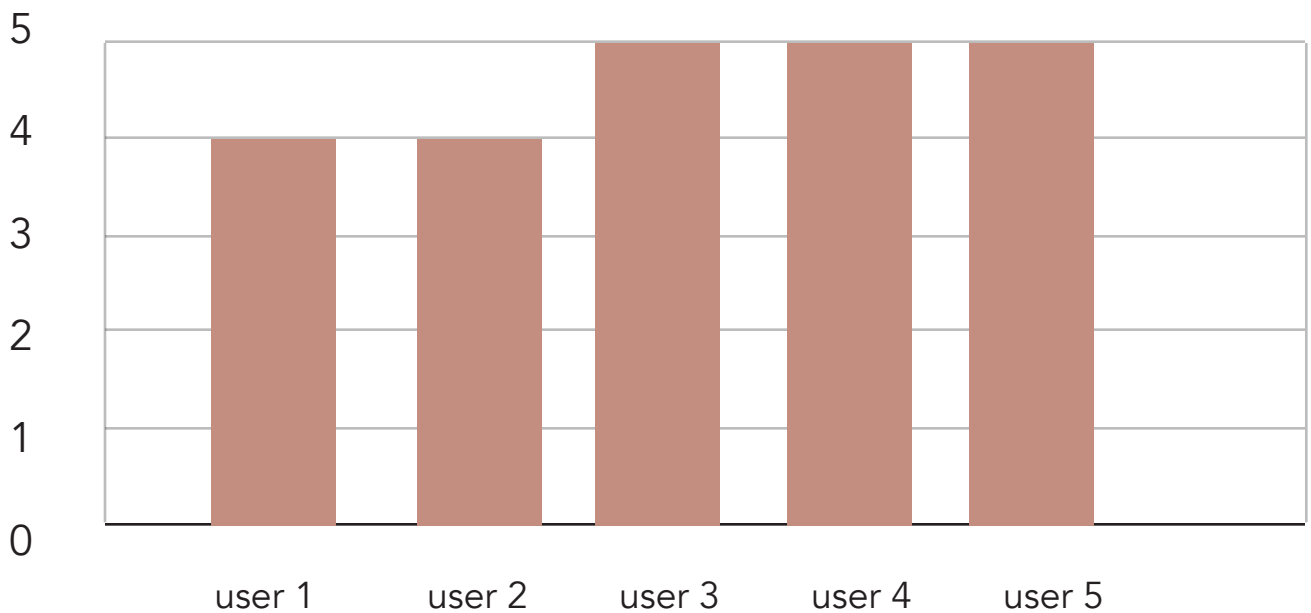
Questionnaire Result Graphics

Rated from 1 (strongly disagree) to 5 (strongly agree)

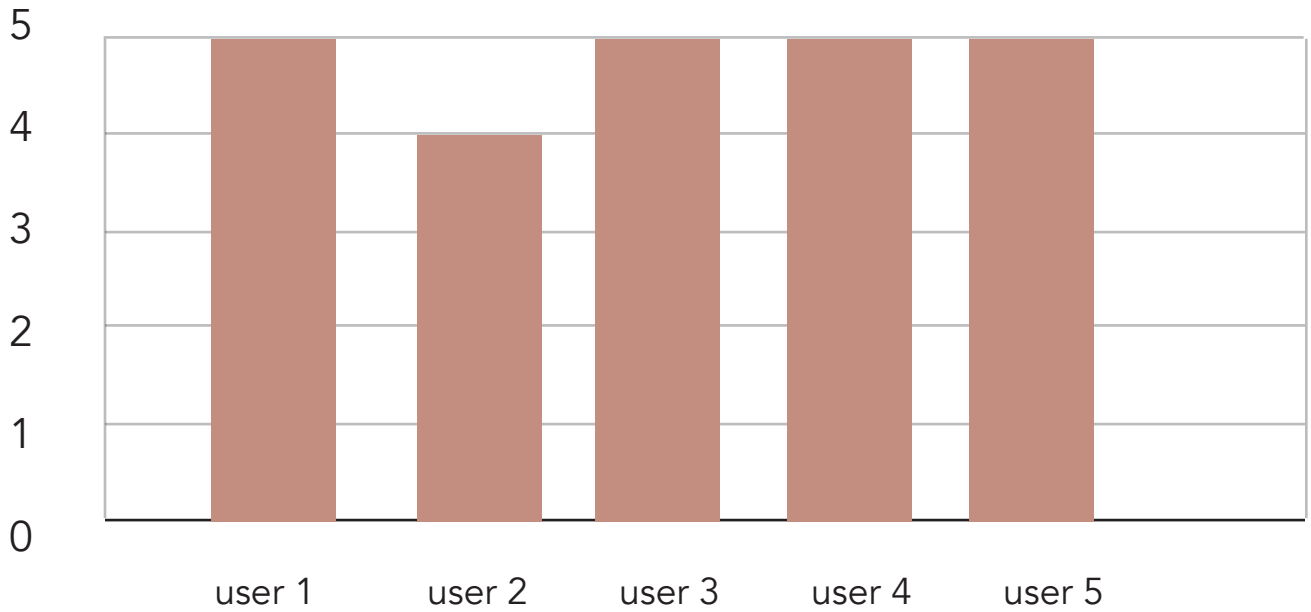1.Overall I am satisfied with how easy it is to use this website.
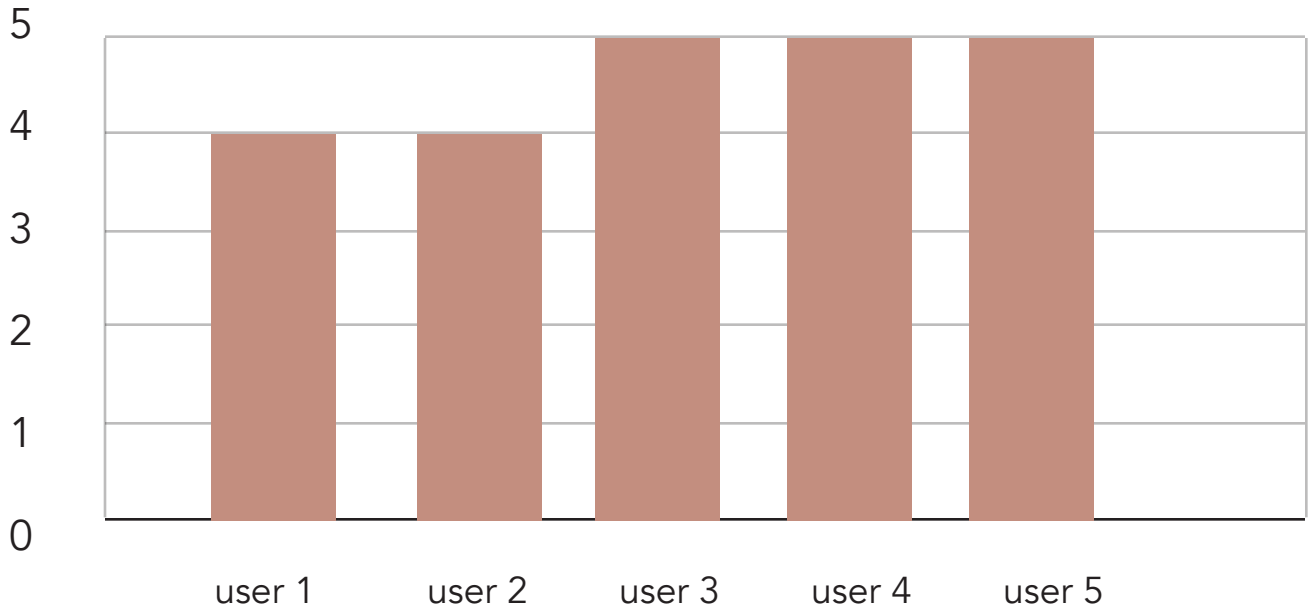
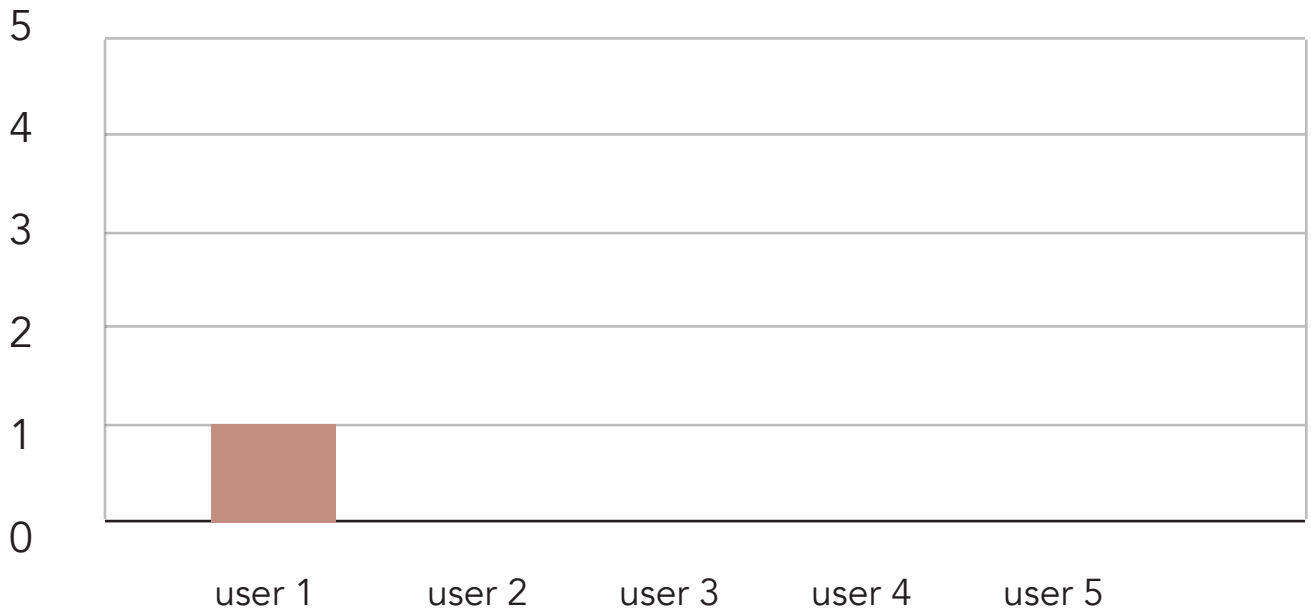1.The system was simple to use.

Rated from 1 (strongly disagree) to 5 (strongly agree)

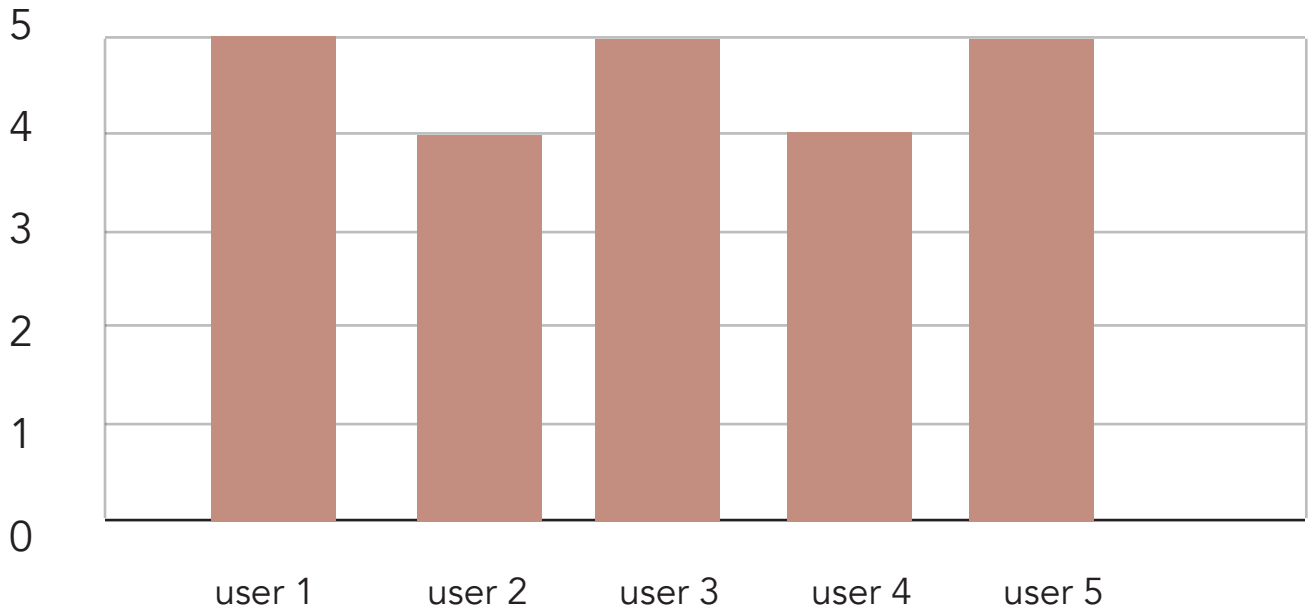3. I was able to complete the tasks easily.
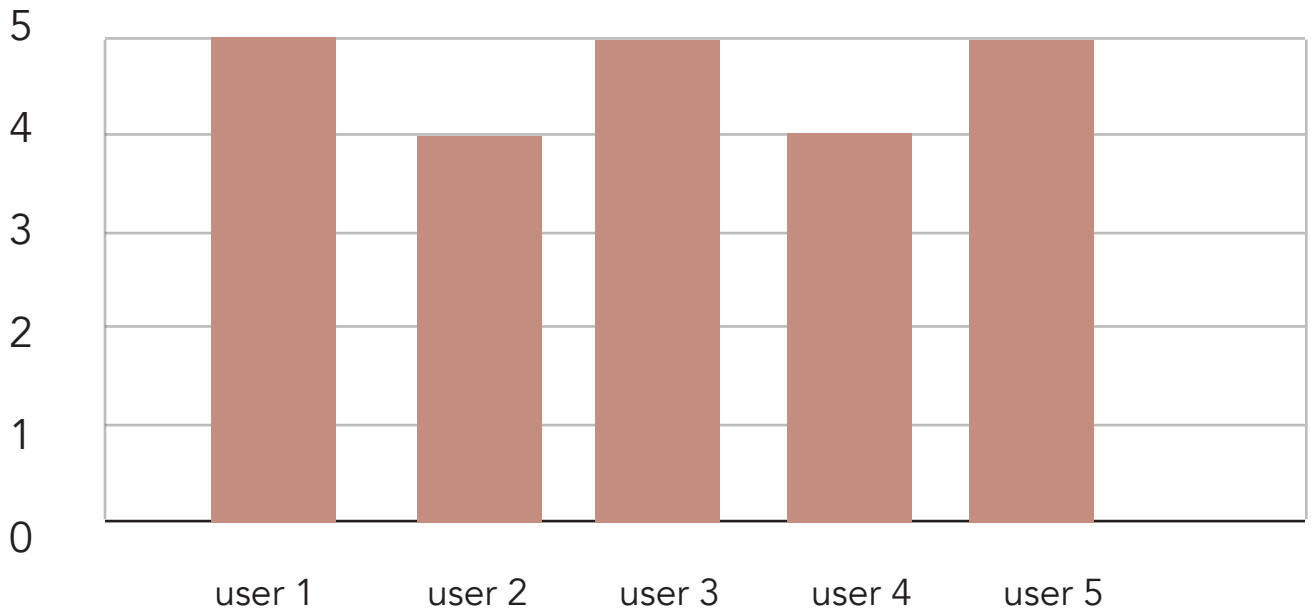

4. I was confused about the checkout process.

Rated from 1 (strongly disagree) to 5 (strongly agree)
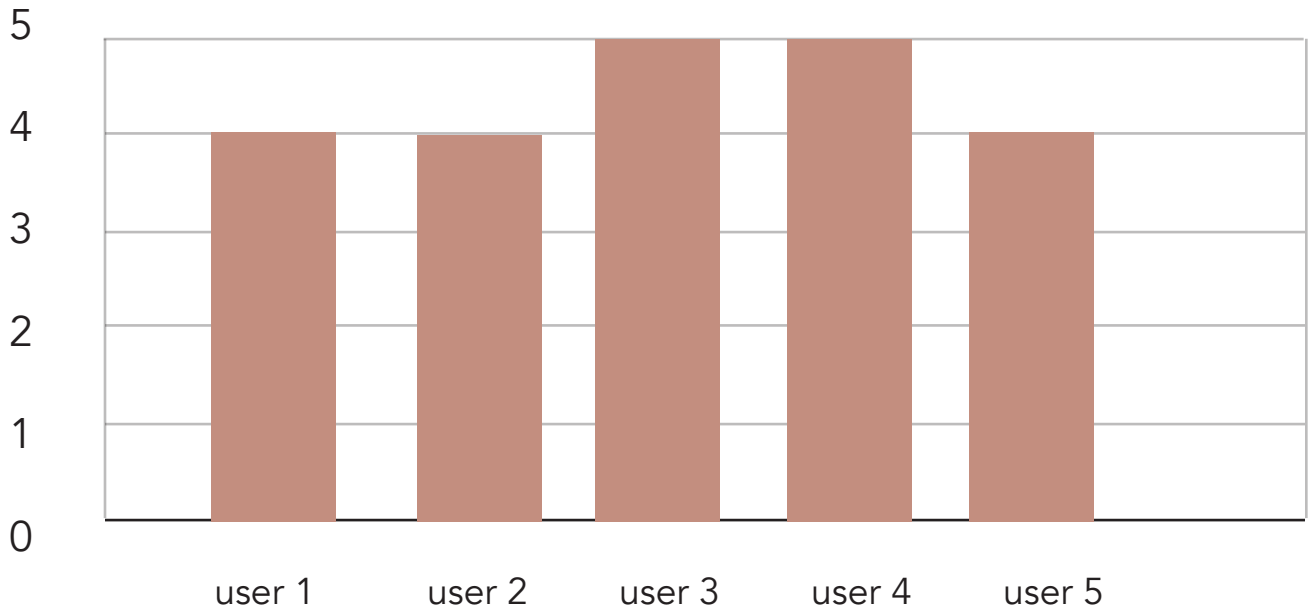
5. It was easy to find my cart.

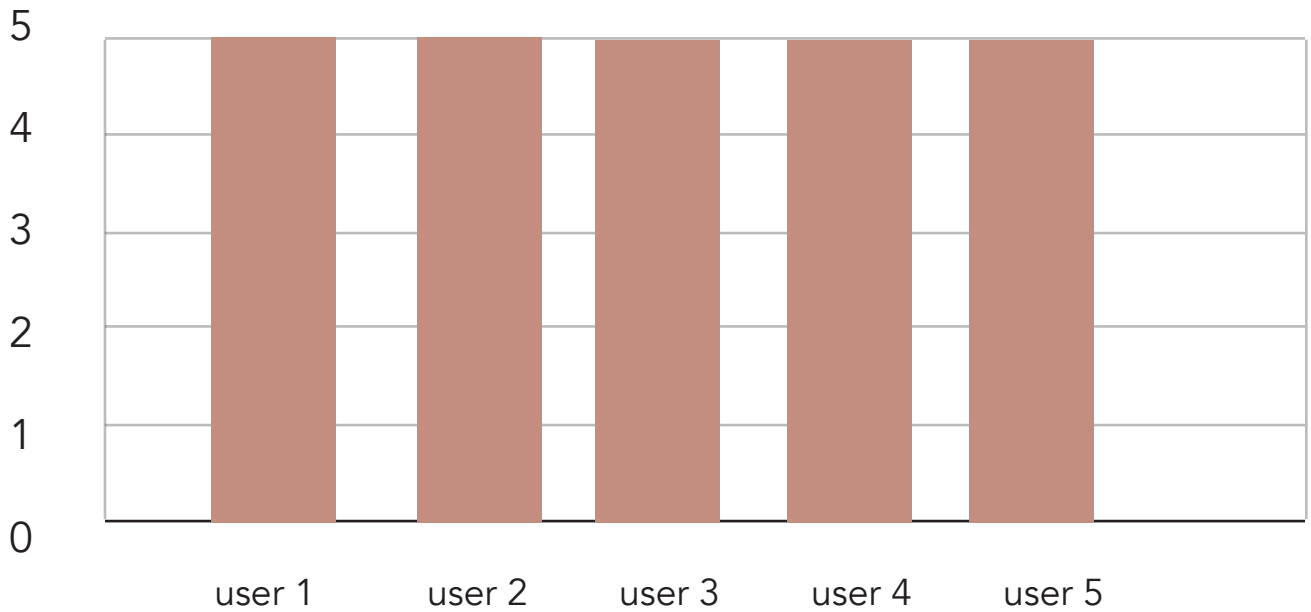6. I knew where I was in the site the entire time.

Rated from 1 (strongly disagree) to 5 (strongly agree)

7. I felt that the site was on par with other ecommerce sites.

8. I found the design/interface to be visually pleasing.

Interpretation of the results:

All of the users were able to perform the tasks pretty quickly, some were faster than others. They found the navigation to be intuitive. User #2 did want to see some back buttons or that the breadcrumbs were larger. This user did not know that she could click on the logo to get back to the home page. This will be considered in the next round of iterations. Overall the users were satisfied about the function of the site. They found the design to be relaxing and pretty.

User #4 wondered if the MIPs under the main product image could include individual close ups of the products that would be in the basket. User #2 wanted the small shots to be on the left side of the main image. She understood that they were alternate shots of the basket and asked for close up images of the products. All but two of the users overlooked the first become a member button on the home page over the main image. All of the users expected to have the city and state in the address sections so I will be adding those in. All of the users overlooked the free shipping message in the top portion of the header.

I have a handful of changes to make thanks to these results from testing. There didn't seem to be any pressing issues during testing or the survey. The changes I will be implementing will be more aesthetic changes which should help with usability as well.

Conclusion:

In conclusion, the usability testing conducted for the site has been successful in achieving its goals. By identifying user challenges such as navigating the site without issues, customizing their basket, and completing the checkout process, I have gained valuable insights into areas needing improvement.

The evaluation of the website's flow has ensured that users can easily navigate, select products, and filter based on their preferences and skin concerns, enhancing their overall journey. Validating design elements against user preferences has also helped ensure a positive user experience. Overall, this usability testing process has demonstrated the importance of continuous improvement, using insights to iteratively enhance the subscription process for a more user-friendly experience.

Improvements:

Based on users' feedback these are some of the changes I made to the design.

      The button wasn't popping out enough so I darkened the photo beneath it. I also added a line above the button describing what the website was. As one of the users said, "What am I becoming a member of?!"
      I also changed the font on the free shipping line to the secondary font which stands out a bit better.

BEFORE
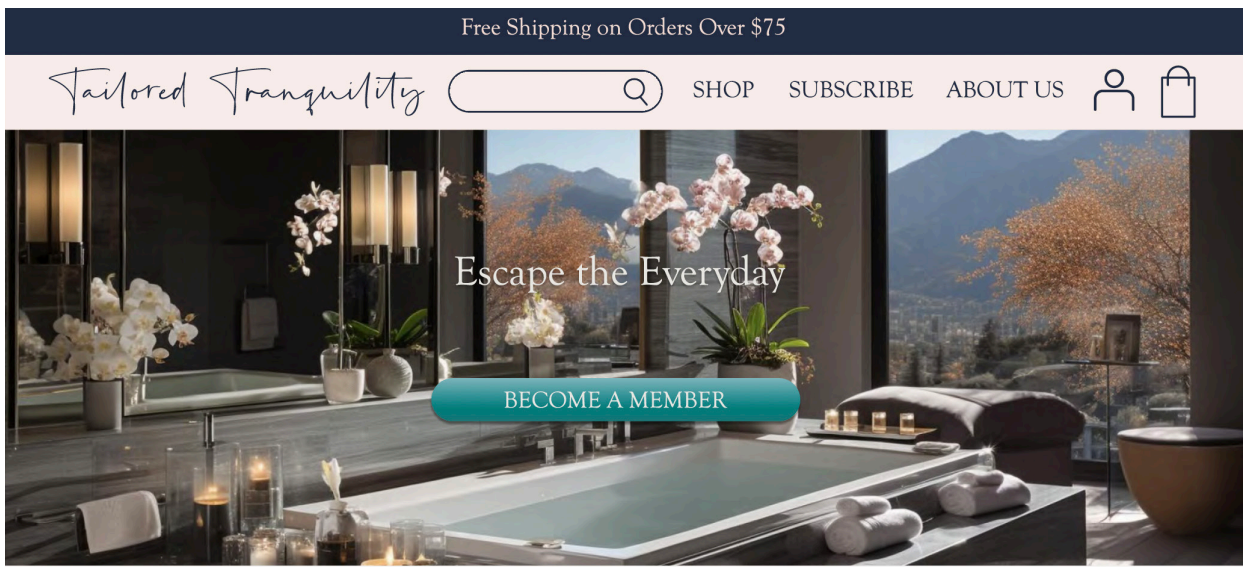
AFTER
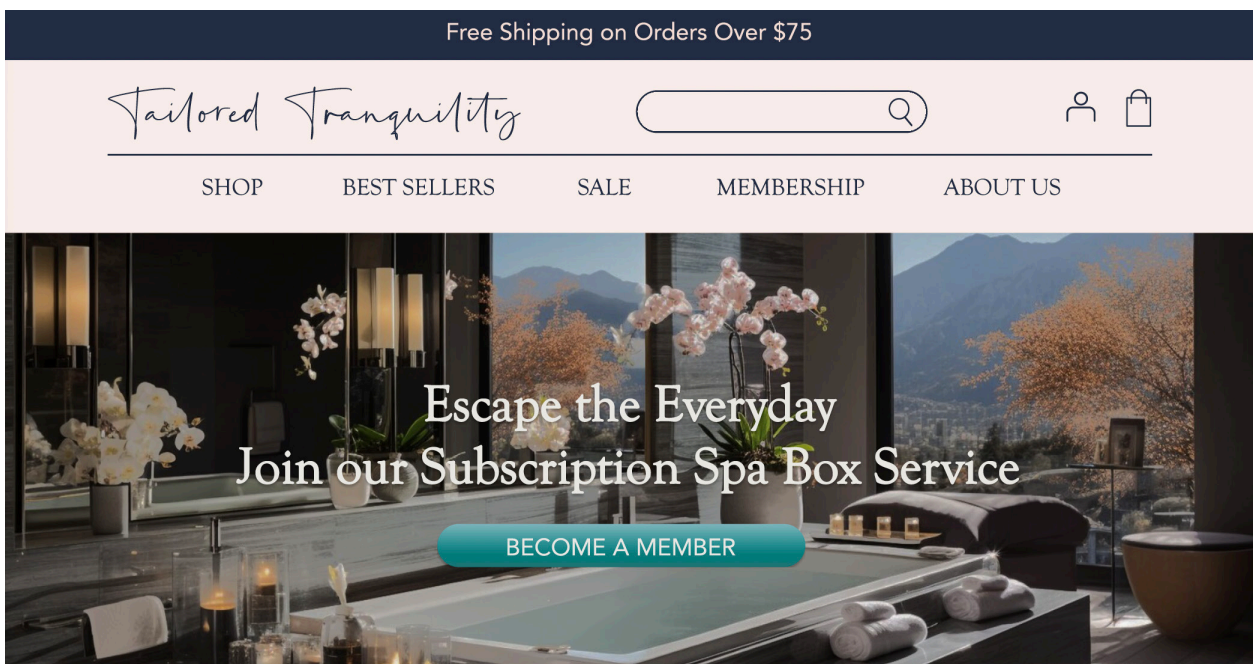
A few of the users commented that they wanted to see more box images listed under the best sellers so I mixed in a few more. As User #2 said, "The Lip Balm doesn't really wow me," about the product being showcased in the top row of the best sellers section.

BEFORE

Best Sellers

Sort By Relevance ▼

View 12 | 24 | All   1 2 3 next

Pinch Me Therapy Dough $16.00	Sweet Mint Lip Balm $12.00	Mindfulness Gift Box $89.99
Bloom Bath Box $84.99	Lavender Hand Soap $19.00	Lavender Neck Wrap $40.00
Pomegranate Peach Lip Balm $12.00	Large Lavender Heat Wrap $42.00	Detox Sheet Mask $10.00
Heavenly Honey Set $79.99	Rose Geranium Soap $12.00	Pinch Me Therapy Dough $16.00

AFTER

Best Sellers

Sort By Relevance ▼

View 12 | 24 | All   1 2 3 next

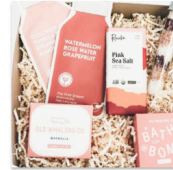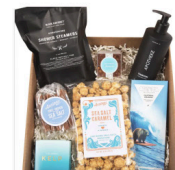| Radiant Relaxation Gift Box $80.00 | Lavender Neck Pillow $32.00 | Mindfulness Gift Box $89.99 |
Bloom Bath Box $84.99	Lavender Hand Soap $19.00	Heavenly Hydration Gift Box $85.00
Large Lavender Heat Wrap $42.00	Soothing Sanctuary Gift Box $75.00	Detox Sheet Mask $10.00
Heavenly Honey Set $79.99	Rose Geranium Soap $12.00	Tranquil Treats Bath Gift Box $85.00

A few of the users mentioned that they didn't notice the promo code in the banner. So I simplified the messaging and bolded the line about the promo code.
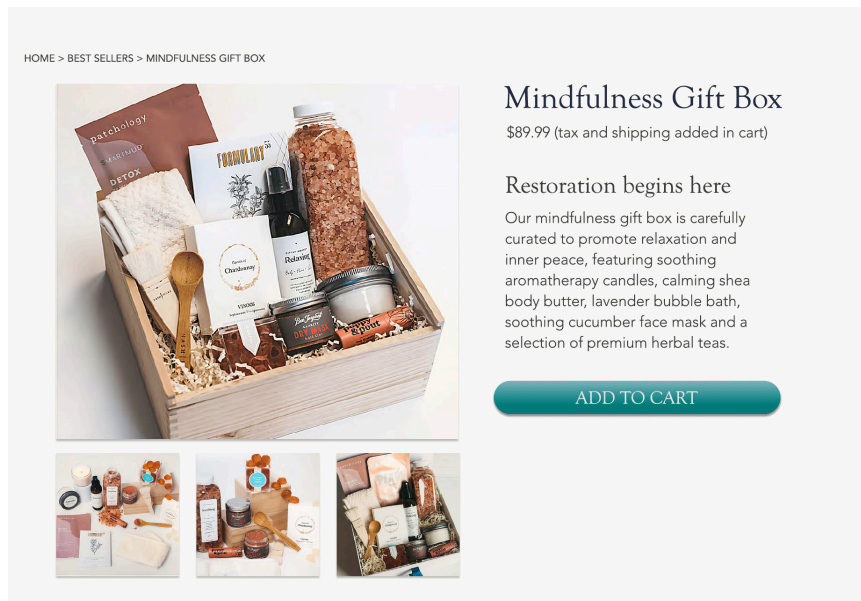
BEFORE

Spend More, Earn More

Earn a $20-50 gift card with your purchase
Use Code FEB24
How to Earn

AFTER

Spend More, Earn More

Earn a $20 gift card with your purchase
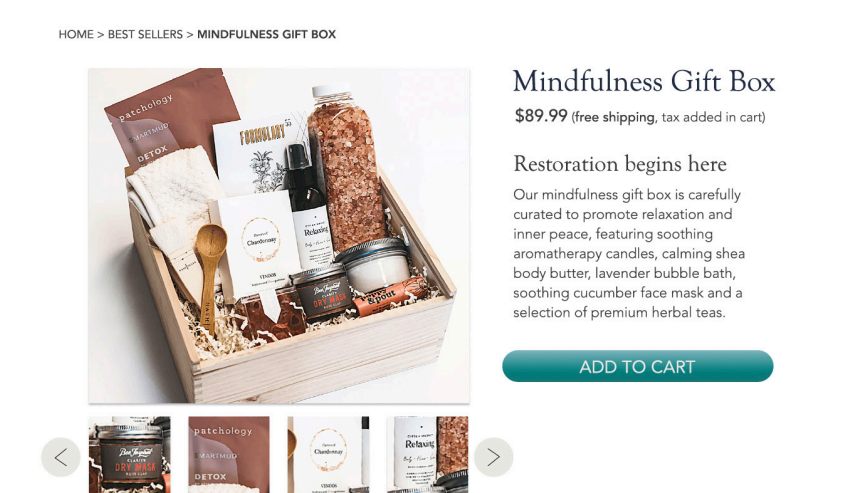**Use Promo Code FEB24**

Two of the users thought the images under the main shot were too small, so I made the adjustment to show close up shots of separate products. I also added a fourth shot and arrows indicating there were more shots to see.

BEFORE

HOME > BEST SELLERS > MINDFULNESS GIFT BOX

Mindfulness Gift Box

$89.99 (tax and shipping added in cart)

Restoration begins here

Our mindfulness gift box is carefully curated to promote relaxation and inner peace, featuring soothing aromatherapy candles, calming shea body butter, lavender bubble bath, soothing cucumber face mask and a selection of premium herbal teas.

ADD TO CART

AFTER

HOME > BEST SELLERS > **MINDFULNESS GIFT BOX**

Mindfulness Gift Box

$89.99 (free shipping, tax added in cart)

Restoration begins here

Our mindfulness gift box is carefully curated to promote relaxation and inner peace, featuring soothing aromatherapy candles, calming shea body butter, lavender bubble bath, soothing cucumber face mask and a selection of premium herbal teas.

ADD TO CART

User #1 asked about impulse shopping while in the shopping bag. She didn't notice the Continue Shopping link on the initial layout. I redesigned it and placed it below the check out button.

BEFORE

Continue Shopping

Shopping Bag (1)

| Mindfulness Gift Box | − 1 + | $89.99 |

MONTHLY | SEASONAL   SAVE FOR LATER | REMOVE

ORDER SUMMARY

Subtotal	$89.99
Estimated Shipping	TBD
Estimated Tax	TBD
Estimated Total	$89.99
Promo Code	

CHECKOUT

AFTER

Shopping Bag (1)

| Mindfulness Gift Box | − 1 + | $89.99 |

MONTHLY | SEASONAL   SAVE FOR LATER | REMOVE

Promo Code   APPLY

ORDER SUMMARY

Subtotal	$89.99
Estimated Shipping	FREE
Estimated Tax	$7.20
Total	$97.19

CHECKOUT

CONTINUE SHOPPING

What the experts tell us:

A lot of the design decisions I made throughout this process were based on successful ecommerce sites as well as what the experts had to say about UX and ecommerce. Using established practices leads to a successful user experience and meets the users' expectations.

The users appreciated the breadcrumbs, knowing where they were in the site. This choice was made based on one of the UX Design guidelines according to the Nielson Norman Group is the visibility of system status. "The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time. When users know the current system status, they learn the outcome of their prior interactions and determine next steps. Predictable interactions create trust in the product as well as the brand."

Another important aspect in building brand trust and user confidence is the use of a confirmation email, as well as clearly stating that an email has been sent on the confirmation page. The users were pleased and expected this to be present. The Nielson Norman Group reiterates the importance of this step, "The concept of total user experience says that you must consider everything that the user encounters — not just the screen designs. Confirmation email plays a big role in comforting users and calming their anxieties, especially if there's a delay in fulfilling their order. And, even when everything goes right and the shipment will be on time, you gain credibility points when you send customers appropriate confirmation emails to keep them informed. Doing so creates the expectation that you'll treat them well in the future and in case of trouble."

Another feature that I noted on many ecommerce sites was adding the suggestion of what other customers purchased during the checkout process. This appealed to user #1 who was tempted with impulse shopping. Most of the users commented on how they appreciated these shopping suggestions. Katie Sherwin, a Senior User Experience Specialist with Nielsen Norman Group stated the following, "product pages were helpful to shoppers when they showed recommendations for related or associated products. These suggestions helped users discover product alternatives they may not have thought to look for otherwise. Even a single category of highly relevant recommendations, such as You may also like or socially informed recommendations such as Customers who bought this item also bought were appreciated."