

Usability Test Report for Natural Wellness CBD Co-op

www.naturalwellnesscbd.com

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Executive Summary

This document contains a detailed report on the current status of The Natural Wellness CBD Co-op's online communications. A review was conducted on www.naturalwellnesscbd.com to determine current usability issues and to make recommendations based on the outcome and the needs desired by the client. In order to do this, we examined the key demographics for the site, which we determined to be males and females aged 18 – 70+.

The client stated key requirements, which are included in the revised communications strategy. In order to generate recommendations, the Natural Wellness CBD Co-op website <http://www.naturalwellnesscbd.com> underwent a S.W.O.T. analysis, heuristic analysis, usability testing, and an examination of recent industry trends for other websites offering comparative hemp CBD based products. In addition, a competitor website also underwent heuristic and usability analyses for comparison.

After all analyses and testing was completed, recommendations for change were compiled and are documented in this report.

Methodology

In order to better understand the current status and ease of usability for The Natural Wellness CBD Co-op website found at www.naturalwellnesscbd.com; A research process and usability testing was performed.

For the first part of the research process, a basic review of the current website, its content and functionality was done as well as an in-depth interview with the website owner. This part of the process was to help identify the client's business needs and to discover the basic persona's of users of the site. Three basic user persona's were identified as:

1. Basic user: Someone looking to find more information on CBD and CBD products with the possibility of a retail purchase.
2. Wholesale distributor: An individual who was currently involved in the sale of CBD products looking to expand their current product base and/or find equivalent product at better wholesale cost pricing.
3. Website administrator: The person responsible for managing the website from the back end Wix content management system.

Next, a survey of ten questions was developed to identify the basic habits, likes and dislikes of a typical eCommerce website user. This information, in combination with the persona's was used to create two basic scenarios for users of this website. The first scenario was broken up into 12 basic tasks for front end users like persona's one and two, and an additional 15 tasks for a back end user number three, the administrator of the Wix content management system.

Prior to performing the usability testing sessions, a thorough S.W.O.T analysis and heuristic analysis of the current website was done as well as a heuristic analysis of a prominent competitor's website.

Jacob Nielsen's "10 Usability Heuristics for User Interface Design" was used as a guide for these analyses.

Using the two determined scenarios and their assigned tasks, 8 usability testing sessions were performed. Six users were administered the 12 front end user tasks on a variety of operating systems and browsers, including two mobile devices. The other two users were administered the 15 back end user tasks one on a PC using a Chrome browser and one on a Mac using Safari 7 browser. It was decided that it would be unlikely to use a mobile device for the back end administration of this site due to the nature of uploading images and content.

At the completion of the usability testing sessions, the results were compiled and reviewed to determine what usability issues, if any were identified. After this, process was complete, basic wire frames were created to visually convey the recommendations for change. The results and conclusions are listed below. All recommended changes have been made to the website and its current state reflects those changes.

Surveys

These 10 questions were asked of 13 potential users to help determine basic interactions with eCommerce websites:

1. When you go to an eCommerce website, do you head for something specific or do you prefer to browse all categories?
2. When you go to a website, do you prefer to see text, images or multimedia like videos or slide-shows at the top of the site?
3. How long to you typically wait for a web page to open before moving on: less than 30 seconds, between 30 seconds and two minutes, or longer than two minutes?
4. When viewing an eCommerce website, do you typically prefer backgrounds filled with color, images, or plain white?
5. How often do you visit eCommerce websites: daily, weekly or rarely?
6. When visiting a website do you typically: scroll all the way down quickly, go directly to the menu bar, or slowly make your way around the site?
7. When a video starts playing automatically do you: stop the video using controls, watch the video or leave the website entirely?
8. How long have you been using the Internet: Less than 10 years, from 1-9 years, or less than 1 year?
9. Have you ever purchased anything online using a credit or debit card?
10. Do you currently own or manage an eCommerce website: own but do not manage, own and manage, manage but do not own, or none?

The results are as follows:

1. 61.54% of those polled go to something specific and 38.46% browse all categories.
2. 16.67% of those polled prefer text, 75% prefer an image and 8.33% prefer multimedia.
3. 69.23% of those polled wait 30 seconds or less, 30.77% wait 30 seconds to 2 minutes and 0% will wait longer than 2 minutes.
4. 53.85% of those polled prefer a background with color, 30.77% prefer images and, 15.38% prefer plain white.
5. 15.38% of those polled visit eCommerce websites daily, 46.15% visit eCommerce sites weekly, and 38.46% visit eCommerce sites rarely.
6. 46.15% of those polled scroll down inspecting everything very quickly, 30.77% go directly to the menu bar, and 23.08% slowly browse the site in random order.
7. 76.92% of those polled stop the video using the controls, 23.08% watch the video, and 0% leave the page immediately.
8. 84.62% of those polled have been using the Internet 10 years or more. 15.38% have been using the Internet 1-9 years and 0% have been using it less than one year.
9. 100% of those polled have used a credit or debit card to purchase something online.
10. 0% of those polled own but do not manage an eCommerce website, 9.09% own and manage, 9.09% manage but do not own and 81.82% neither own nor manage a site. 2 respondents did not participate in this question but after further inquiry, they responded as neither owning nor managing a site.

Personas – Hypothetical Situations

Persona 1:

Claudia R.

Self-employed

Age 50

Personal Life Coach

Interests:

Meditation, Exercise, Health and Wellness

Background:

Claudia is a self-employed life coach who specializes in helping other reach personal success through meditation, visualization and personal empowerment. She believes deeply in the health of the body translates to the health of the mind. She would be visiting www.naturalwellnesscbd.com to purchase CBD products such as oils, tinctures and hemp seed oils for cooking and use on her skin.

Objectives:

- Identify which products listed would be best suited for her dietary regimen.
- Find more information on CBD, what it is, and the possibilities of what it can do.
- Purchase product and have it shipped directly to her home.

Scenarios:

1. Claudia is concerned about her general health and well-being. A close friend recommended that she begin a regimen of vitamins and minerals including Cannabidiol (CBD), a compound found and extracted from the Cannabis Indica Hemp plant. Claudia wants to learn more about this compound, what it is and how it affects the human body. When arriving to www.naturalwellnesscbd.com, she first seeks out more information by using the “more info” tab in the navigation bar. Here she finds information on CBD, and a link to a blog which has even more credible information. Next she navigates to the FAQ’s page to make sure she has covered as much ground as possible to understanding this compound before making any purchase.
2. Now that Claudia is more educated on the subject of CBD, she is convinced that the advice given by her friend is credible, and she has decided to look into what type of products are available, their recommended usage and any other information she can to help her make her final decision on what or if to purchase from this website. Hovering over the main navigation bar, Claudia can see that products like oils, sprays, capsules, edibles and health and beauty products are all available. After further investigation, she finds robust descriptions and usage recommendations on each product by clicking on the image for more information. All of her worries are alleviated and she proceeds with a purchase.

Persona 2:

Scott C.

Sales

Age 61

Wholesale Distributor of CBD Products

Interests:

Sales, people, and general good health practices.

Background:

Scott is a self-employed wholesale distributor of CBD products. He currently does not have a website but does all of his sales through a brick and mortar environment. He has advanced knowledge of CBD and is looking to expand his business beyond the borders of his geographic area.

Objectives:

- Evaluate the products available on www.naturalwellnesscbd.com for product quality and

description accuracy.

- Compare retail pricing on the website with his current brick and mortar operation.
- Find more information on how to purchase these products at wholesale pricing and expand his sales reach to the Internet.

Scenarios:

1. Scott bumped into an old friend who told him about a website that has great CBD products at unbelievably great pricing. His friend recommended visiting the site saying that the product was not only what he was looking to add to his brick and mortar operation, but it offered a unique membership opportunity that comes with a fully stocked and developed website which could be used to expand his sales territory from just South Florida, to all 50 states. Upon visiting www.naturalwellnesscbd.com, his first priority was to evaluate the products for quality and accuracy. The navigation bar offered both Cannavest and Hippie Butter products where he was able to see images, confirm description accuracy and evaluate retail pricing. Realizing that the retail pricing he saw was less than the wholesale pricing he was currently paying, Scott immediately decided to get more information on the wholesale membership.
2. Now that Scott was convinced the products offered on the website were of the highest quality and their descriptions were accurate, he sought out information on how to join the co-op to get wholesale pricing. Following the navigation bar at the top, he used the dropdown under “more info” to reach the “Co-op Membership” page. While the description peaked his interest, it did not answer his questions. Scott decided to contact the company directly to find out more. Scrolling back to the top of the page in search of a “contact” page, he found both a contact page on the menu bar, and a phone number with the name of the person to contact displayed in an easy to find manner at the top in the header. He picked up the phone and called.

Persona 3:

Tyra A.

Housewife/Website Owner-Admin

Age 31

Wholesale Distributor of CBD Products

Interests:

Sales, people, her home and children, as well as general good health practices.

Background:

Tyra is a housewife who has started a wholesale Co-op of CBD products. She is a stay at home mom who uses her website to market the co-op and CBD products nationwide. She has advanced knowledge of CBD and is the administrator of the Co-op websites.

Objectives:

- Change retail pricing on the website to align with the new pricing offered by the parent companies Cannavest and Hippie Butter.
- Upload new videos and other information to the website to be seen by customers and potential Co-op members.
- Create a new member website and transfer to their web-hosting account.

Scenarios:

1. Because Tyra is the administrator of the Natural Wellness CBD Co-op, it is her responsibility to ensure the retail pricing displayed on the website is in line with the pricing provided by the parent companies. Recently, one of the companies sent over a new price sheet and now her site, and the sites of the other members need up-dated. Because she is doing administrative duties, she enters the website through the hosting service and its website editor tool. Clicking on manage store, she is then taken to an area where she can see all the products listed. Clicking the first item, a dialogue box comes up, and the pricing area is easily visible. She changes the price and moves down the list from product to product until all products are complete. She hits save and publish and then returns to www.naturalwellnesscbd.com to verify all changes are accurate and visible on the web. She then contacts each co-op member to verify they have made the appropriate changes and/or to offer her assistance in doing so.
2. Now that Tyra has changed the pricing on the website, she wants to add a video to the more information page. Navigating again through the back end editing tool to that page, she uses the tool bar to “add”, “video”. Using the drag and drop feature, she moves the video into place and re-arranges the other information on the page to make sure it is still clean and presentable. Clicking on the manage app setting button, another pop up box was created where the YouTube URL could be inserted and saved. New video upload complete.
3. Tyra has signed up a new member to the co-op and is ready to provide them with their own website. Again entering through the back end administration which is not available through the main website, but only through the hosting service, Tyra makes a duplicate of her site, makes the necessary contact information changes and then clicks transfer site. After entering the email address of the new members hosting site and clicking send, the duplicate site is transferred successfully to the new member, quickly and easily.

Heuristic Analysis

Using Jacob Nielsen’s “10 Usability Heuristics for User Interface Design” as a guide, the following is a Heuristic Evaluation for the Natural Wellness CBD Co-op website which can be found at: <http://www.naturalwellnesscbd.com>

Visibility of System Status

Through examination of the website, the only point in time where the system status was not recognizable is when products were added to the cart through the “Cannavest” and “Hippie Butter” page and sub-pages. There was no visible way to proceed to checkout. When using the “Shop Products” tab, the shopping cart was easily found and readily available.

Match Between System and Real World

When examining the use of language on the website versus real world terminology, this website has done okay in creating a positive user experience. The level one navigation is mostly straight forward with no ambiguous categories. Home, Cannavest, Hippie Butter, Shop Products, More Info and Contact are all clear and generally describe the content on the subsequent pages. The one confusing and redundant part however is the use of the “Shop Products” in addition to the other product categories. This is not only redundant, but creates some confusion as to where to shop for the various CBD items.

User Control and Freedom

When looking at the controls and freedoms afforded users on this website, it appears as if there is total control and freedom. After clicking through the website, there was no point where it was difficult to navigate to the next section. No pages opened in a new window so the back button was always available.

Consistency and Standards

The standards and consistency of the website appear to be very good. The site is consistent from page to page, titles do not jump around and all things are named appropriately. The use of two groupings to display products however is confusing. While all the products can be seen under the Cannavest and Hippie Butter sections, the “Shop Products” area does not contain all of the same products in an easy to see fashion. Further clicks are necessary to view the additional items and some are not present.

Error Prevention

The only error found on this website was the inability to proceed to checkout when using the primary Cannavest and Hippie Butter pages and sub-pages. While products could be added to the cart through their item descriptions, there was no visible way to view the cart or proceed to check out. These options were only available through the Shop Products section.

Recognition Rather than Recall

This site is very easy to follow and relies on the user to recognize things as opposed to recalling where things are located with one exception. Everything on this site is clearly labeled and any user, new or old, should have no problem following along and finding what they are looking for except the “More Info” tab. While everything seems to work on a drop down menu, there is information buried

under this tab, and can only be found by clicking on the main button and not through the drop-down menu. All other sections are easily recognizable and follow the lead of the drop-downs.

Flexibility and Efficiency of Use

Although this site is easy to use, and the functions available are efficient, there is no flexibility for beginner or advanced users. The same information is offered the same way, regardless of a user's experience with the Internet and/or Natural Wellness CBD Co-op's website. One thing that could increase flexibility and efficiency is if return users could sign in and view their favorites without having to re-shop every time. This function is available in the Shop Products section, but not available anywhere else on the site. It is also not readily visible until the user goes into the aforementioned section.

Aesthetic and Minimalist Design

The overall look and feel of this website while good, could use some improvement. The overall feel is clean and the colors work well. This site gives you the feeling that you are on some sort of canna-medical site with the use of white for cleanliness and green for accents.

The overall design of the website is optimal. Referencing Frank Guo's article "Leveraging Eye Tracking to Create an Engaging User Experience", this website is arranged to meet natural human tendencies.

The human eye has the tendency to follow lines of text in a website, in an "F" shaped pattern. The user tends to look across the top and then down the left side. This website has followed these guidelines. The navigation and social media are easily visible across the top. The other most pertinent information can be found by scanning down the left side, with occasional thrusts to the right. The least important information is pushed right.

Help Users Recognize, Diagnose and Recover from Errors

There was no way to reach the shopping cart and check out from the Cannavest and Hippie Butter pages and sub-pages, and there was no information to guide users to the proper shopping area. There were no other errors found to be recognized or diagnosed.

Help and Documentation

After reviewing this website, there appears to be no instances of help or documentation on the site other than filling out the contact form and requesting assistance this way. There is no search bar to help users find specific items or categories.

Competitive Heuristic Analysis Michigan Herbal Remedies

Using Jacob Nielsen's "10 Usability Heuristics for User Interface Design" as a guide, the following is a Heuristic Evaluation for the Michigan Herbal Remedies website which can be found at:

<http://www.michiganherbalremedies.com>

Visibility of System Status

Through examination of the website, there was no point in time where the system failed. All pages, text and images displayed properly and videos started with little lag or delay. When there was a slight delay, the appropriate "working" symbol appeared to notify the user the video was status. This website has done an effective job of ensuring that the end user knows the current system status.

Match Between System and Real World

When examining the use of language on the website versus real world terminology, this website has done well in creating a positive user experience. The level one navigation is mostly straight forward with little ambiguity to the categories. Home, Shop+, Tasty Hemp Oil, +CBD Oil, FAQ, and Blog are all clear and generally describe the content on the subsequent pages. The one confusion however is for someone who is not familiar with these types of products as to the difference between "Tasty Hemp Oil" and "+CBD Oil." Without prior knowledge, or further investigation, there is no clear distinction between the two. Also, there is no clear way to contact this company along the navigation bar, however there is a contact number hidden in the upper right corner of the header.

When looking at imagery used on this site, the social media icons tend to blend into the site. They are located at the very top right of the pages, but do not use the typical color scheme found on the social media icons. Even though their symbols are accurate, the use of green as opposed to the various logo colors causes them fade out of visibility and they appear to be part of the framework of the site and are not easily recognizable as the social media center.

User Control and Freedom

When looking at the controls and freedoms afforded users on this website, it appears as if there is total control and freedom. After clicking through the website, there was no point where it was difficult to navigate to the next section. No pages opened in a new window so the back button was always available. There is ample redundancy as well. Products can be found in categories along the top navigation and are also displayed by company along the right side.

Consistency and Standards

The standards and consistency of the website appear to be slightly off. The site is mostly consistent from page to page, but some titles jump around and are not aligned perfectly with the previous pages. Also, the use of green social media icons is not consistent or a standard among most website. In addition, the contact information is not readily available through the level one navigation.

Error Prevention

There were no errors found on this website. The website functioned well and was easy to use. The clutter of images and text made things more difficult to use, but they did not cause any errors.

Recognition Rather than Recall

This site is not easy to follow and relies on the user to recall where things are as opposed to their location being easily recognizable. When clicking into pages, it is difficult to recognize where you were prior to the current page. Having to recognize by product or company name, or using the back button are the best ways to re-discover products looked at before.

Flexibility and Efficiency of Use

This site is easy to use for the most part if you are familiar with CBD products and/or this particular site. There is also a search bar available to discover products or information without having to click through each page. There is no advanced use like a sign-in area so the flexibility is limited. The experience is the same for new and return or advance users.

Aesthetic and Minimalist Design

The overall look and feel of this website is cluttered and could use some improvement. The overall color scheme leans towards a canna-medical type site, with blue as an identifying company color.

The overall design of the website is not optimal. Referencing Frank Guo's article "Leveraging Eye Tracking to Create an Engaging User Experience", this website needs to be re-arranged slightly.

The human eye has the tendency to follow lines of text in a website, in an "F" shaped pattern. The user tends to look across the top and then down the left side. While the level one navigation follows along the top, the lack of organization in the header tends to draw the user away from important information like the contact number and social media bar. The imagery used in the slider bar is limited and also slightly disorganized. Beneath the fold, the categories are in columns and force the user to read downward instead of across the page. By the time the user reaches the third column, the natural tendency is to look back towards the left and dismiss this area as unneeded information.

Help Users Recognize, Diagnose and Recover from Errors

There were no errors found during the use of this website so there is no way of determining if the website uses plain or confusing language in these instances.

Help and Documentation

After reviewing this website, there appears to be few instances of help or documentation on the site other than the almost hidden contact phone number and search bar near the top. There is also a link to a contact page, but it is small and hidden in the footer.

S.W.O.T Analysis

For <http://www.naturalwellnesscbd.com> , a S.W.O.T. analysis will be used to assess the current web presence and ways in which this business can proactively change. The strengths and weaknesses look at internal factors, such as reputation and quality of products. The opportunities and threats focus on external factors like competition and suppliers. By preparing a S.W.O.T. analysis, The Natural Wellness CBD Co-op will be aware of the advantages and shortcomings in meeting the needs of their clients and website users.

Strengths

Observation 1: Strong social media presence.

Recommendations:

By offering a strong social media presence, this website allows users to share and/or follow on social media. Creating a strong social media following is key to modern Internet marketing and helps brand the company across multiple platforms.

Observation 2: Clean minimalist design makes the website easy to use.

Recommendations:

By keeping the navigation and other tools to a minimum, this site is easy to use. Without the unnecessary imagery and over-use of links, users can find what they are looking for without much effort.

Observation 3: High quality name branded products available for purchase at great prices.

Recommendations:

The products on this site are high quality name brand products. Any user can easily search the Internet for these name brands and find multiple companies offering the same products at various pricing. They can also visit the parent company's websites to ensure price matching and product quality via testing sheets and product labels.

Weaknesses

Observation 1: Multiple Shopping Areas

Recommendations:

With multiple shopping areas, users can be confused and frustrated. This may cause the user to be unable to complete their transactions and/or leave the site entirely without completing the purchase they intended upon arrival to the site.

Observation 2: Lack of proof of quality on the website

Recommendations:

While product quality can be ascertained through the parent company's websites, there is no clear way to view the testing or product labels on this site. A user might mistake this lack of information as poor quality.

Observation 3: Lack of FDA Approval

Recommendations:

While many people are familiar with the CBD products available, their use and efficacy, a less experienced user might take the FDA disclaimer at the bottom the wrong way, and feel the products offered are not of the highest quality because of their lack of FDA testing and approval.

Opportunities

Observation 1: Highly Competitive Pricing

Recommendations:

The pricing for this website is very competitive. The prices show are price matched to the parent company's websites without any additional mark up, and are substantially lower than the competition for products that comparative.

Observation 2: Co-op Membership

Recommendations:

The unique feature of Co-op membership is an opportunity to expand the business beyond its current reach. Those who wish to purchase at wholesale and/or those wishing to sell CBD products can join the co-op for a minimal fee, supplying them with both an eCommerce website of their own, and direct access to the suppliers.

Observation 3: Available in all 50 states

Recommendations:

Because the products offered on the website are legal in all 50 states, the website owner can market and sell product outside of their immediate geographical areas. Reaching from coast to coast increases exposure, sales and co-op membership.

Threats

Observation 1: Lack of education of CBD Products

Recommendations:

Because the legality of some CBD based products in the U.S. is questionable or in a "grey area", users might be inclined to not visit or purchase products through this website. Without a clear path to

educating the users on the product use and legality this threatens the overall quality of the interaction with the website.

Observation 2: Lack of FDA Approval

Recommendations:

While testimonials abound about the quality and efficacy of CBD products are all over the Internet, the lack of current FDA approval might affect the decision of some users as to whether or not to purchase these products and/or join the co-op membership.

Observation 3: Government oversight

Recommendations:

While the products offered through this site are currently legal in all 50 states, new legislation could be passed changing their status or requiring further government oversight. Such events could cause the products to no longer be available at any given time. Advocating for more open laws concerning these types of canna-medical/ dietary supplement products is necessary to prevent the aforementioned from occurring on a local, state or federal level.

Client Business Needs

In March of 2015, an interview was conducted with Tyra Adams, co-founder of The Natural Wellness CBD Co-op to determine if the current website was meeting all or some of the basic and advanced needs of the organization. Based upon this interview, it was determined that only minor changes would be needed to bring the website into alignment with the client's business needs.

There were three basic revisions needed to meet the website owner's goal.

1. The website owner would like a way to capture a "preferred customer" list. In the client's mind, this would be a simple pop up form that requires basic information like name and email with an option for the user to provide more information like telephone number. Users would be granted a discount code for "signing up."
2. The "call in your order for a discount" disclaimer seemed to be very distracting to the client. Near the top of the page, by the social media bar, the words stated boldly in red gave the website the owner a negative "look and feel." She said it would be nice if this information could be moved elsewhere, or delivered in a softer manner.
3. The website owner wanted a way to entice users to visit the attached blog. Ms. Adams felt the orange Blogger buttons were not enough to engage the users, and was looking to install a live thread that was image and text based to draw the users to look further into the blog based on the most recent entries headlines. An example of this was provided by looking at another competitor "HempiesCBD."

During the course of the interview, it was determined that these three revisions would give the website owner a feeling of completeness to her website.

Summary of Testing Scenarios, Questions & Results

UX Test Results for Master's Capstone UX Project – Front End

This list of tasks was completed by six individuals on different devices and operating systems. One participant tested on a PC laptop using Google Chrome, one on a PC laptop using Mozilla Firefox, on a PC desktop using Internet Explorer 10 and one on a Mac Book Pro using Safari 7. Two mobile devices also tested. A 9" Nook, and an Android phone. Below this list is the results of one of the participants.

As a note, all the testing results from the various participants were not exactly the same. Certain major themes or usability issues were identified as appearing more often, but each test subject reached similar results for many of the tasks. Each participant's completion time varied from only 15 minutes to as much as 45 minutes. The younger participants seemed to navigate much more quickly and the more seasoned participants took extra time reading and browsing the pages more. One big usability issue identified on the Nook was how the images in the scroll out reduced to only the first two, the capsules and the oils. When clicking "view more", it brought the user to the home page of the "Shop Products" area not the Capsules page. This confused the Nook user and it seemed redundant to have to click the image yet again to get into the shopping area and then to find the product.

Overall the test subjects found the site to be clean and relatively easy to use. Various recommendations for change were made and will be addressed below.

1. Please tell me your overall impression of the website, colors, layout, professionalism and anything else that comes to mind.
2. Please tell me the pricing on Cannavest's CBD+ Gold 4gram box.
3. Please tell me the wholesale pricing on Hippie Butter's coffee.
4. Please tell me the contact person for this website, their phone number and their email address.
5. Please like this website on Facebook.
6. Please visit our blog.
7. Please tell me what the #3 most Frequently Asked Question is.
8. Please tell me what other information can be found on this website besides the product and FAQ's.
9. Please tell me how many different types and sizes of tinctures available on this site.
10. Please tell me what Cannavest products are available for purchase at wholesale.
11. Please put one item in your shopping bag and then tell me how much shipping will be to your zip code.
12. Please tell me again, your overall impression of the website.

Tisa A.- 34yr F – Retail/Wholesale Buyer – Mozilla Firefox – PC Laptop

Tisa commented that the site looked clean and she liked the colors but immediately the bright red warning near the navigation and social media jumped out at her. Initially Tisa felt the words were a warning, however after reading realized they were an invitation to call in order for a discount.

Tisa navigated to the Cannavest portion of the website through the navigation bar. Using the drop down menu, she went to the oils section and found the pricing very quickly and easily.

Tisa navigated to the Hippie Butter section of the website through the navigation bar. Using the drop down menu, she navigated to edibles and found coffee very easily. She was not able to find any wholesale pricing. Next she navigated to the drop down menu for “More Info” and using the drop down, she went to the “Co-op Membership” page. Again there was no wholesale pricing, or call to action for wholesale.

Tisa immediately navigated to the top of the page and listed the name and number of the person. She remarked remember seeing it with the social media when she logged onto the site.

Tisa immediately “liked” us on Facebook. It is within the same line of the social media bar.

Tisa used the orange “Blogger Button” on the right side of the screen.

Using the main navigation bar, Tisa hovered over the “More Info” tab remembering there was a “FAQ’s” in the dropdown menu. She found #3 very easily.

After browsing around the home page and the navigation, Tisa stated there was a “Co-op Membership page and a Contact Page. She did not mention “More Info” as a page for actual information. When probed to click it, she was surprised to find information under there. She felt that was the category and the pages were in the drop down below that.

Tisa hovered over the Cannavest and Hippie Butter and Shop Products drop downs looking for “tinctures” but did not see the word. She next went to the Cannavest oils page. Still looking for “tinctures” Tisa went through each page in the website not realizing this was another word for “spray.” The language confused her.

After looking through all the Cannavest pages, she again explained she did not find a call to action anywhere on the site to buy at wholesale and recommended using the contact page to either ask by email or to call directly.

Tisa A.- 34yr F – Retail/Wholesale Buyer – Mozilla Firefox – PC Laptop - Cont'd

Tisa navigated to the Cannavest Oils page and added one CBD+ Gold 1oz to the cart. When looking for a way to get the cart, Tisa was confused. There was no immediate way to checkout. She went to the “Shop Products” page and saw there was a “shopping bag” but nothing was in it. She clicked on the image of the CBD+ Gold and went into that product area. She then found the product and added it to the shopping bag again and proceeded to check out. Her overall statement was the process is confusing/frustrating because she had to add to cart twice and finding the cart was not immediate.

Tisa stated overall the site was good. Some things were a little confusing but she said with enough time and clicking around, she could figure things out. What she said she liked least was the bright red wording at the top of the page. It felt like a warning to leave. What she liked most was the social bar and contact info. She commented after the test, she wanted to go to each of the social pages and add as a follower on the various sites. She would recommend it to a friend.

Recommendations for Change

As a whole, the testing was very successful. No participant had any major usability issues, but some minor issues were found and the recommendations for change are as follows:

1. Remove the bright red “warning” or offering for discount from below social media bar, and provide that information in a text or image based square advertisement. Place the item in the header to the left of the logo with maybe a matching green font if texted is used. The new color used will soften from the bright color. take away the excess and give the page balance to when considering other revisions. It will also remove that “warning” feeling when viewing the website. All 6 front end participants disliked this area immediately.
2. Make cart access less confusing. Combine the two shopping cart systems and put a “Cart” tab on the main navigation bar. All 6 front end testers had issues with the dual cart system for



descriptions and eCommerce checkout.

3. Add a “Basic Info” tab under same information on the “More Info” tab. Those who do not know to click part of the drop down, will now find the information on the “More Info” page. 5 of 6 participants did not find the information on the “More Info” page.
4. Add a live blog feed to the home page. Give real time updates from the company blog to the website. Newest articles post to the top of the thread, good for Blogger, Facebook, Twitter and Google Plus. 3 participant mentioned “live social media thread” in their final thoughts and comments.
5. Add some audio to the homepage video that explains what the Co-op is and does. Auto-Play to force new users to hear the short message. No loop.
6. Change main navigation bar to say “Shop Products” with a drop down for Cannavest and Hippy Butter.



7. Add safety and testing sheets/other important material to website. This could be made in a series of buttons on the right side of the header. It will help fill in the remaining extra white space and finish balancing that are of recommendation number one.
8. Make links on the items in the home page, actually link to their
9. Add a featured item area to thread at bottom of home page.
10. Add email capture area to build



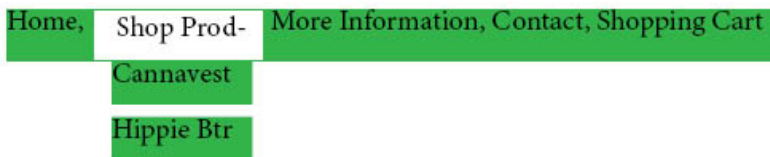
scroll out multi-media bar on the products.

balance out the new social media

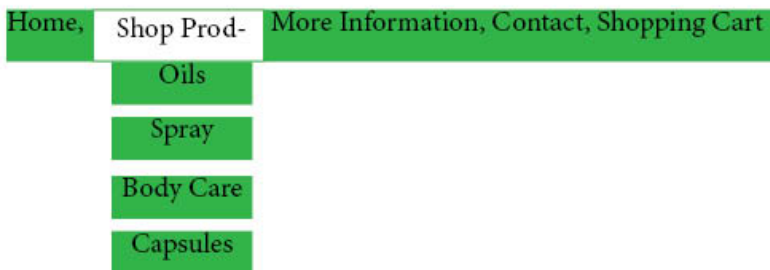
contact information for marketing.

Wireframe Suggestion Home Page www.naturawellnesscbd.com - Jimi Bush - Master's Capstone

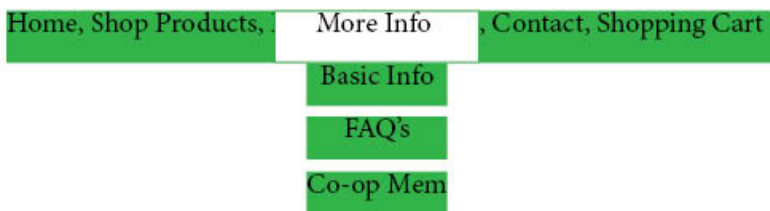
2 Product Company Look



1 Product Company Look



More Info Tab



UX Test Questions for Master's Capstone UX Project – Back End

This list of tasks was completed by two individuals on different devices and operating systems. One participant tested on a PC laptop using Google Chrome, one on a Mac Book Pro using Safari 7. Below this list is the results of one of the participants.

As a note, all the testing results from the two participants were not exactly the same but were very similar. A couple ease of usability issues were identified but each test subject reached similar results for most of the tasks. Both participant's completion time took approximately 45 minutes.

Overall the test subjects found the site to be relatively easy to use with some learning curve. Recommendations for change were made and will be

addressed further down in this report.

1. Please log into the back end administration and tell me if you have any current orders in the Online store.
2. Please tell me if you have any contacts in your contacts data base.
3. Please edit your website.
4. Now that you are in edit mode, please change the Facebook link to your account
5. Still in edit mode, please tell me how to change the video on the home page.
6. Still in edit mode, please tell me what other pages are available for editing besides the home page.

7. Still in edit mode, please change the colors in the menu bar to another color.
8. Still in edit mode, please change the contact name and phone number at the top.
9. Still in edit mode, please change the location on your Google Map.
10. Still in edit mode, please change the pricing of the Cannavest CBD+ Gold 1gram from \$35 to \$40.
11. While in the store editor, please add a new collection called Testing.
12. While in the store editor, please change the image on the product called Cannavest Vanilla Spray 1oz bottle.
13. While in the store editor, please hide the Hippie Butter product Hulled Hemp Seeds from being visible, but do not remove it from the overall product list in the back end.
14. Please change the animation of the logo on top of the page so that it no longer animates.
15. Please tell me your overall impression of the back end CMS system.

Scott M.- 45yr M – Administrator – Mac Book Pro – Safari 7

Scott logged in and found the site we were working on in a list of sites. It was at the top. He clicked the manage site button. He looked around this page quickly and then clicked the “Online Store” tab on the left of the screen. The pop-up brought him to his products but following the tabs across the top of the pop up, he followed to “Orders” and stated there were no open orders.

Scott looked around and clicked the “Contacts” button on the left and the pop up went away. He had to click the contacts button a second time to get inside and verify there were 2 contacts on the list.

Scott went to click on the Wix logo in the upper left corner and a slide out menu appeared. Looking down the list, he chose dashboard. The next screen provided him with an easy to see blue button that said “edit site.” He commented that it took a long time for the editor to open.

Scott immediately went to the left of the screen and clicked on the Facebook “like” icon. The pop up menu offered several choices and Scott used “settings.” He stated none of the options involved the link to the Facebook account. Going back to the pop up menu, he stated none of the options would work to change the link and repeated the process on the next Facebook icon, “Share.” Again there was no way to change the link, so he tried the Facebook icon on the far right of the social media bar. A new choice that had not previously been offered “organize icons” was available. Following that button, he found a place where you could change the links to all the social media icons on the right of the screen. He asked if changing it there would affect the other two as they had no way of changing.

Scott scrolled down to the video and clicked on it. The pop-up menu offered several choices, settings seemed the most logical. The new and bigger pop-up offered a spot to change the URL of the video from YouTube.

After closing the pop up screens from the prior task, Scott did a quick scan of the page. At the top he noticed a button that said “Page: Home” with a drop down arrow. There he read off the list of available pages to edit.

Scott scrolled back up to the top of the page to the navigation bar. Double-clicking the bar, a pop-up on the left opened to “Pages.” Following the icons down the left of the area, he clicked on the paint brush commenting that would have something to do with color. After browsing around in there and trying a few options, he stated he was still not able to immediately change the color of the navigation bar, but he managed to change other things around accidentally. He un-did his actions and returned to just the normal home page and clicked the navigation bar only once to highlight and “right click.” Here a smaller pop-up appeared and “Change Style” seemed the most appropriate choice. Choosing “Personalize Menu” at the top of this newer pop up allowed Scott to enter an area where he could change the colors

Scott M.- 45yr M – Administrator – Mac Book Pro – Safari 7 - Cont'd

of the menu bar and the text within it.

Already at the top, Scott clicked the contact name once opening up a pop-up where “edit text” was available. Scott easily handled the task.

Looking around the front page, Scott did not easily find anything to clue him in about a Google Map. After deciding based on the pages available to be edited in the drop down, he would look on the Contact Page. Here he found a Google Map at the bottom. He clicked once on the map, following the pop-up to settings and then changed by zip code.

Using the drop-down menu at the top, Scott again looked at available pages to edit and chose “oils.” The page opened and he scrolled down to the image of the product he was trying to edit and clicked on it once. Following the “Manage Store” button, the next page opened and he was able to navigate down to the proper product and click once. Again a pop-up screen opened and he was able to edit the price and other content for that one product.

Scott immediately noticed a link that said “Collections.” Pressing the button opened a small pop-up where you could choose collections but “Testing” was not available. Closing out of the pop-ups, he noticed a “Add Collection” button about 2/3 way down on the left. Using this allowed him to type in the word “Testing” and then add to the list of collections available.

Already in the product editor area, he followed the button on the left side under collections to “Sprays” there he found the product and was easily able to edit the product.

Going to the drop down menu at the top of the page, Scott navigated down to the “Hippie Butter” page. Once here, he scrolled back and forth for a few minutes stating there was no obvious way to hide the page, only to edit things. Exploring the icon based menu on the left of the page, the first icon brought him to the “Pages” tab. He scrolled down the list and found the Hippie Butter tab. Clicking on the cog wheel he stated usually you can find settings behind this common icon. Another pop out menu appeared and after reading top down, the “Hide from Homepage” was evident. The menu bar immediately reflected the change.

Scrolling up to the top of the page, Scott click the icon one time. Edit animation was an apparent choice.

Scott said the back end Content Management System for Wix was pretty good. He said some things were confusing at first but he said with enough probing he was able to find his way. He stated a lot of CMS are similar, and there is usually a small learning curve when dealing with a new one but nothing unreasonable.

Recommendations for Change – Back End

The back end of this website was tested by two individuals. One person had minor exposure to the Wix content management system but no other CMS prior to the test, and the other had no exposure to the Wix system, but did have prior exposure to other content management systems. As a whole, the testing was very successful. No participant had any major usability issues, but some minor issues were found and the recommendations for change are as follows:

1. Automatically integrate the social media into the site so that changes do not need to be made on every button, but instead just done once on a set up page, or near the main settings menu. Frustrating to set up all social media icons from the App Market and then in the body of the website too.
2. Make color changes for navigation bars and other media on the pages a redundant action embedded into clicking on object and with the paintbrush icon found on the left near pages and settings.
3. Offer fully responsive websites. While the site is optimized for mobile devices, it is not truly a responsive site for those in between sizes. This will help with search engine optimization automatically.

Because I am not affiliated with Wix, these are only recommendations. They will be sent over with a full copy of this report to their executive team.

Relevant Industry Trends

The largest and most important industry Trends to mention are the use of social media marketing and responsive websites. With millions of Internet users logging on daily using nothing more than their mobile device, designing for the user experience is more important now more than ever. Staying connected is equally important.

While this website, Natural Wellness CBD Co-op, found at www.naturalwellnesscbd.com is optimized for mobile devices, it does not offer fully responsive code. While the content management system is easy to use, it is recommended to integrate an eCommerce solution like Ecwid into a responsive HTML5 page and use a FTP server for the website.

These actions will increase the amount of knowledge needed for initial set up of a small business website, but the content management system offered by other eCommerce solutions is easy to use and sometimes free; and should be easy to use for even novice website administrators.

The social media on this site is a good start, but could use a little expanding. While tools like Facebook, Twitter and Google Plus are effective, the younger generation is using tools like YouTube, Tumbler, and Instagram. Staying on pace with the entire product market is essential to evolving the business as the demographics change.

Another important industry trend to mention is outside the realm of web, but specific to the products carried on the Natural Wellness CBD Co-op site. CBD is a growing industry and products are legal in all 50 states. With medical marijuana laws changing quickly, there is potential for this framework to handle and display any and all approved legal products.

As the industry grows, the frame work for this website is grow-able and ready to adapt to the changing times, and most importantly already has a distribution network set up and operating ready to expand.

Next Steps – Changes Disclaimer

Due to the competitive nature of eCommerce, the recommendations for change were acted on immediately. The website you are reviewing already reflects correcting the usability issues. Eight of the nine recommendations have already been made, and the other, voice addition to the home page video is still in production.

Recommended changes to the back end administration cannot be made by myself, but will be turned into the development team at Wix.com along with a full copy of this report.

In addition, one other change was made due to product quality concerns. All Hippy Butter products have been removed from the website because of the parent company's failure to provide safe testing sheets and other important quality and safety information. The navigation bar was adjusted accordingly for the one parent company system.

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Appendices

***** These Appendix Come Directly from Steve Krug's
"Rocket Surgery Made Easy." – 2010 Appendix A-E.
They were used as a guide for these portions
of the research process*****

Appendix A - Recording consent form

Thank you for participating in our usability research.

We will be recording your session to allow [ORGANIZATION NAME] staff members who are unable to be here today to observe your session and benefit from your comments.

Please read the statement below and sign where indicated.

I understand that my usability test session will be recorded.

I grant [ORGANIZATION NAME] permission to use this recording for internal use only, for the purpose of improving the designs being tested.

Signature: _____

Print your name: _____

Date: _____

Appendix B – Instructions for Test Participants

Thanks for coming to today's tests. Each of the three sessions will last about 50 minutes, with a ten-minute break in between.

To get as much as we can out of these tests, we need your help with a few things:

- **Take notes.** Please make notes about anything interesting you notice, particularly points where the user was confused or couldn't get the tasks done. We'll be comparing notes during the debriefing session at lunchtime today.
- **Make a list at the end of each session.** During the break between sessions, use the attached sheet to jot down the three most serious usability problems you noticed in that session.

- **Come to the debriefing. (Free lunch!)** If at all possible, we'd love to have you join us at ____ pm in room _____, where we'll compare notes and decide what usability problems we're going to fix in the next month.
- **If you think of a question you'd like to ask the participant, write it down.** Near the end of each session, we'll check to see if you have any questions.
- **Stay as long as you can.** We know you have other commitments, but there are only a few sessions, and each one will offer different lessons. Even if you start to lose interest, try to keep watching and listening—you never know when the participant will say something revealing. You can come and go if you need to, but please try to do it unobtrusively.
- **Try to avoid distracting others.** Following a test can require concentration. Try to limit your conversation to what you're observing. If you need to have another kind of discussion or answer a phone call, please step outside the room. Think of it as a movie theater: don't talk loud enough or long enough that the people around you can't follow the plot.

Top three usability problems

After each test session, list the three most serious usability problems you noticed.

Participant #1

- 1.....
- 2.....
- 3.....

Participant #2

1.....

2.....

3.....

Participant #3

1.....

2.....

3.....

Appendix C – Hall Monitor’s Guide

Thanks for helping out with today’s usability tests!

Since I’ll be in the test room with the participants, I need your help making sure things run smoothly in the observation room.

Here’s what you can do:

Read the *Instructions for Usability Test Participants* so you know what participants need to do.

Make sure that everyone gets a copy of the handouts as they arrive:

Instructions for Usability Test Participants

The test script

The scenarios for the tasks the participants will be doing

Make sure everyone can see and hear the test. If there’s a problem with the screen sharing or the audio, try to troubleshoot it. If you can’t get it working right away, call me in the test room at _____. I’ll stop the test and help you fix it.

Try to head off any extended off-topic conversations, which can interfere with people’s ability to concentrate on the test. (Limited conversation about what’s happening in the test room is fine.)

Remind people to step outside if they need to take phone calls. (Usually all you have to do is make eye contact with them and point to the door—with a smile, of course—as they put the phone to their ear.)

As soon as each session ends, remind everyone to go back through their notes and jot down the top three problems they noticed during the test. And if they can't come to the debriefing, ask them to leave their list of problems with you.

Appendix D – Checklists

Three weeks before

- Figure out what you're going to be testing (site, wireframes, prototype, etc.)
- Create your list of tasks to test
- Decide what kind(s) of users you want to test with
- "Advertise" for participants
- Book a test room for the entire morning with Internet access, table or desk and two chairs, and speakerphone
- Find a place near the test room for participants to sit and wait when they arrive
- Book an observation room for the entire morning with Internet access, table and enough chairs for observers, speakerphone, and projector and screen (or plan to bring a projector or large monitor)
- Book the observation room or a similar-size room for the debriefing lunch

Two weeks before

- Get feedback on your list of tasks from the project team and stakeholders
- Arrange incentives for participants (e.g., order gift certificates, requisition cash)
- Start screening participants and scheduling them into time slots
- Send "save the date" email inviting team members and stakeholders to attend

One week before

- Send email to the participants with directions, parking instructions, location of the test room, name and phone number of someone to call on the test day if they're late or lost, and the non-disclosure agreement if you're using one
- Line up a stand-by participant in case of a no-show
- If this is your first round of testing, install and test the screen recording and screen sharing software

One or two days before

- Call participants to reconfirm and ask if they have any questions
- Email reminder to observers
- Finish writing the scenarios
- Do a pilot test of the scenarios
- Get any user names/passwords and sample data needed for the test (e.g., account and network log-ins, dummy credit card numbers, or test accounts)
- Make copies of handouts for participants
 - Recording consent form
 - Sets of the scenarios on individual pieces of paper
 - Extra copies of the nondisclosure agreement (if using one)
- Make copies of handouts for observers
 - Instructions for Usability Test Observers*
 - List of scenarios
 - Copy of the test script
- Recruit someone to manage the observation room for you, and give him/her a copy of the *Hall Monitor's Guide*
- Make sure incentives for participants are ready
- Make sure you have your USB microphone, external speakers, extension cords, and thumb drive or CDs for screen recording files
- Order snacks and beverages for the observation room
- Verify that no one has double-booked your test and observation rooms
- Find someone (your Designated Greeter) who can welcome the participants when they arrive, give them a comfortable place to sit while they're waiting, and then escort them to the test room when you're ready to star.

Test day (before the first test)

- Order lunch for the debriefing
- Put observer handouts in the observation room
- Make sure whatever you're testing is installed on the test computer or accessible via the Internet and is working
- Test the screen recorder: do a short recording (including audio) and play it back
- Test screen sharing (video and audio) with the observation room
- Turn off or disable anything on the test computer that might interrupt the test (e.g., email or instant messaging, calendar event reminders, scheduled virus scans)
- Create bookmarks for any pages you'll need to open during the test
- Make sure you have any phone numbers you might need:
 - Observation room: _____
 - Test room: _____
 - Greeter: _____
 - Developer: _____ (for problems with prototype)
 - IT contact: _____ (for network or server problems)
- Make sure the speaker phones in the observation room and test room are working

Before each test

- Start screen sharing session, if necessary
- Reload sample data, if necessary
- Clear the browser history
- Open a "neutral" page (e.g., Google) in the Web browser

While the participant signs the consent form

- Start the screen recorder!

At the end of each test

- Stop the screen recorder!
- Save the recording!
- End the screen sharing session, if necessary
- Take time before the next session to jot down a few notes about things you observed
- If it's the last test of the day and you've been using a desktop computer, copy the screen recording files to a CD or thumb drive

Appendix E – Usability Test Script

Web browser should be open to Google or some other “neutral” page

Hi, _____. My name is _____, and I’m going to be walking you through this session today.

Before we begin, I have some information for you, and I’m going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We’re asking people to try using a Web site that we’re working on so we can see whether it works as intended. The session should take about an hour.

The first thing I want to make clear right away is that we’re testing the *site*, not you. You can’t do anything wrong here. In fact, this is probably the one place today where you don’t have to worry about making mistakes.

As you use the site, I’m going to ask you as much as possible to try to think out loud: to say what you’re looking at, what you’re trying to do, and what you’re thinking. This will be a big help to us.

Also, please don’t worry that you’re going to hurt our feelings. We’re doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we’re interested in how people do when they don’t have someone sitting next to them to help. But if you still have any questions when we’re done I’ll try to answer them then. And if you need to take a break at any point, just let me know.

You may have noticed the microphone. With your permission, we’re going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won’t be seen by anyone except the people working on this project. And it helps me, because I don’t have to take as many notes.

Also, there are a few people from the Web design team observing this session in another room. (They can’t see us, just the screen.)

If you would, I’m going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

- Give them a recording permission form and a pen
- While they sign it, START the SCREEN RECORDER

IF YOU ARE USING A NON-DISCLOSURE AGREEMENT (optional):

I know we also sent you a non-disclosure agreement that says that you won't talk to anybody about what we're showing you today, since it hasn't been made public yet. Do you have that with you?

- Accept the NDA and make sure that it's signed. If they don't have it with them, hand them a copy and give them time to read and sign it.**

Do you have any questions so far?

OK. Before we look at the site, I'd like to ask you just a few quick questions.

First, what's your occupation? What do you do all day?

Now, roughly how many hours a week altogether—just a ballpark estimate—would you say you spend using the Internet, including Web browsing and email, at work and at home?

And what's the split between email and browsing—a rough percentage?

What kinds of sites are you looking at when you browse the Web?

Do you have any favorite Web sites?

OK, great. We're done with the questions, and we can start looking at things.

- Click on the bookmark for the site's Home page.

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative.

You can scroll if you want to, but don't click on anything yet.

- Allow this to continue for three or four minutes, at most.

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy.

I'm also going to ask you to do these tasks without using Search. We'll learn a lot more about how well the site works that way.

And again, as much as possible, it will help us if you can try to think out loud as you go along.

- Hand the participant the first scenario, and read it aloud.
- Allow the user to proceed until you don't feel like it's producing any value or the user becomes very frustrated.
- Repeat for each task or until time runs out.

Thanks, that was very helpful.

If you'll excuse me for a minute, I'm just going to see if the people on the team have any follow-up questions they'd like me to ask you.

- Call the observation room to see if the observers have any questions.
- Ask the observers' question, then probe anything you want to follow up on.

Do you have any questions for me, now that we're done?

- Give them their incentive, or remind them it will be sent to them.
- Stop the screen recorder and save the file.
- Thank them and escort them out.

Appendix F – Heuristics

Summary: Jakob Nielsen's 10 general principles for interaction design. They are called «heuristics» because they are broad rules of thumb and not specific usability guidelines.

Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

(Read full article on [recognition vs. recall in UX.](#))

Flexibility and efficiency of use

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

I originally developed the heuristics for [heuristic evaluation](#) in collaboration with Rolf Molich in 1990 [Molich and Nielsen 1990; Nielsen and Molich 1990]. I since refined the heuristics based on a factor analysis of 249 usability problems [Nielsen 1994a] to derive a set of heuristics with maximum explanatory power, resulting in this revised set of heuristics [Nielsen 1994b].

See Also:

- Bruce “Tog” Tognazzini’s list of [basic principles for interface design](#). The list is slightly too long for heuristic evaluation but serves as a useful checklist.
- Examples of the [10 heuristics in Web applications](#).
- The 10 usability heuristics [applied to everyday life](#) (just for fun).
- Full set of [2,397 usability guidelines](#) (across multiple reports).

References:

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