



Usability Test Findings Report for **Oh That's You**

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Executive Summary

This report documents the findings of a usability test that was conducted with a paper prototype at the wire-frame level for the homepage of OhThat'sYou website. The main purpose was to evaluate and establish the website's homepage at the information architecture level and get input regarding content and concepts.

Positive aspects of OTY website:

- Test participants were overall very enthusiastic about the website's concept of "How do I look?" – getting feedback/advice on their looks or choosing outfits.
- Many participants commented that the site looks "easy" to use.
- All the participants said that they would return on their own to use the website, even those participants that stated that they aren't particularly interested in "fashion". They commented that they would come back to use the "How do I look?" feature.
- 3 of the 5 test participants liked the "cultural aspect" of "World Fashion".
- All test participants said that they would recommend the site to others.
- No one had a problem to find the entry points to the site (what to click on first).
- The overall score for the site was B+.
- The content and usability (attractiveness, information amount and style, communicating purpose and entrance points) got very high scores averages.

There were some clear patterns that emerged from the user testing regarding areas that need improvement:

- Some test participants confused the site to be an online store.
- No one understood that they could personalize their looks by entering personal information.
- No one understood that they could upload photos from other websites.
- Some words in the navigation were vague to the participants, in particular "vanity" and "lounge". Other unclear navigation buttons were "Explore" and in a more minor way, "Articles", "World Fashion" and "Network".
- Test participants preferred fewer categories at the top navigation.
- Test participants lumped together "Closet", "Vanity" and "Looks" under the same category, which they named "Looks", "Beauty Options", "About Me", "Makeover Artist", or "World Fashion".

- All test participants thought that the rollover buttons are click-able.
- All test participants got the wrong impression on what the top rollover button is about.
- Test participants would like to see “fresh”, “young”, “conversational”, “chatty” and informal approach in the language style.
- Test participants mentioned that they don’t read long texts on homepages.
- Of the 2 Welcome text versions, all test participants were OK with the “regular” version, while the “mirror” version provoked strong emotions. People either loved it or hated it. Some test participants mentioned that both have different qualities that would appeal to different people.
- Tasks were relatively easy for the participants. Difficult areas were: finding gift ideas for friends, finding reviews and finding where the wish list is located.

Based on the usability problems identified in this text, I recommend:

- Maintain the “easy to use” feel of the website.
- Reduce the feeling of an “online store” or “eCommerce” site.
- Better instructions of processes: uploading photos, personalizing looks, putting images for poll, etc.
- Top navigation: less categories, consolidate some functions under one category, use familiar terms as titles.
- Make sub-navigation open at the homepage level, to expose “buried” item such as “wish-list”.
- Make rollover buttons click-able.
- Make the first roll-over text clearer.
- Welcome text. Shorten the text, keep the tone “young”, “fresh”, make it more “informal” and “conversational”, but less wordy. Needs to be very informative, but “fresh”.
- Promote “reviews” in a prominent spot.

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Approach

Purpose

The primary purpose of the test was to evaluate and establish the website's homepage at the information architecture level and get input regarding content and concepts.

1. Evaluate current information architecture.
2. Establish navigation system.
3. Seek an understanding of the website's homepage strengths and weaknesses regarding information offerings (at the wire-frame stage).
4. Broad feedback regarding the website's concepts, suggested content and suggested tasks.

Method

The test has been carried out with six participants who all belong to the target users of the website. The profiles of the test participants appear in section 1.5. Test participants were tested one by one.

Osnat Loewenthal-Dallal acted as test facilitator. All tests were conducted in English and took place either at participants' homes, at the facilitator home, or at a local Starbucks. Each test took approximately 1½ hour.

The basis for this usability test was the "think aloud" method. Participants were asked to think aloud as they looked through the website and performed different tasks. They were asked to ask questions aloud, even if they could not be answered. The facilitator wrote all their verbal comments, remarks and questions, while observing their facial expressions, eye movements and body language to get some more clues regarding their expectations, level of understanding, frustration, and excitement.

The usability test consisted of four phases: introduction, card sorting, test tasks, and post-test interview and questionnaire. You can see the complete test-text in *Appendix A*.

Introduction: Test participants signed consent form (you can see the consent form in *Appendix B*) and were given introduction of the test process and what is expected of them.

Card sorting: Test participants were given 28 cards that represented content and functionality of the site without having prior knowledge on the actual website. The card-sorting exercise was used as a design-tool, to see how the participants sort the cards into categories of information that made sense to them. You can see a list of the 28 words used for the card sorting in *Appendix C*.

Test tasks: The test tasks were divided into three groups, first impressions, finding content and completing assignments. The test participants were asked to think aloud and comment on the website. When looking for content and assignments, they were asked to point on the homepage paper prototype to the location where they would expect to find the specific content or assignment that I asked them to locate or do.

Post-test: Test participants were interviewed regarding their impressions from the website. They were asked about things that confused them or weren't clear and more comments that they had. They were also asked to fill in a questionnaire.

You can see all the comments that I wrote for each participant in *Appendices 7-12*.

Instruments

The instruments that were used for the card sorting exercise were blank index cards (28 of them with words written on them with a blue Sharpie pen), pen and rubber bands to keep the cards in their sorted categories. You can see the 28 sorting cards in *Appendix C*.

For the test tasks, a paper prototype of the homepage content was used. There were two versions with two different welcome texts (you can see the two different versions in *Appendix D* and *Appendix E*). Three of the tests started with one version and the second test started with the other version).

For the roll-over texts, I used another 3 paper prototypes that showed what text appears when they roll-over the buttons with the mouse. You can see them in *Appendix F*, *Appendix G*, and *Appendix H*.

For the site-maps, I used 5 different paper site-maps. You can see them in *Appendices I-M*.

Test Participant Profiles

The tests were carried out with test participants who fulfilled the following requirements:

- Women.
- Between 18 and 40 years old.
- Were experienced Internet users.
- From different nationalities (to maintain the “global” aspect purpose of the website).

4 women were married and 2 women were single.

	Age Range	Nationality	Internet Use	Marital Status
Alice	26-35	Italian	At least five times a week	Married
Amparo	18-25	American (Mexico)	At least five times a week	Single
Denise	26-35	English	At least five times a week	Married
Diklah	26-35	Israeli	At least five times a week	Single
Marla	36-45	American	At least five times a week	Married
Simone	26-35	German	At least five times a week	Married






About the Report

- Quotes: The report contain quotes from test participants. The quotes are surrounded by “...”
- Comments from facilitator: Some comments on specific issues from the facilitator are surrounded by [...]
- The two versions of the website are referred to in the report as “regular” (*Appendix D*), and “Mirror, mirror...” (*Appendix E*).
- Test materials are included in *Appendices A-M*.
- Test results are included in *Appendices 1-14*.






Findings

Patterns that emerged from the user testing that need attention:








Some of the findings are labeled according to the following categories:

-  Good. This approach is recommended.
-  Good idea. A suggestion from a test participant that could lead to an improvement of the user experience.
-  Minor problem. Delayed a few test participants, caused them to hesitate a little, think a little, confuse or not understand a feature that is not high-priority in the website.
-  Severe problem. Delayed some test participants, caused them to hesitate somewhat, think somewhat, confuse or not understand an important feature in the website.
-  Critical problem. Delayed most or all participants, caused most or all participants to hesitate, think too much, confuse or miss a critical feature in the site. Needs immediate attention.




Concepts and Content:




-  Test participants confused the site to be eCommerce at first look, although at second look some were not sure about it. They said it's "confusing". Some were "put off" when they thought that the purpose is to sell clothes.
-  Some test participants had a feeling that the site is elitist and were concerned that the clothes to "buy" would be "expensive" or geared towards "high maintenance" women.
-  Test participants loved the fact that they can ask people how they look and what clothes to wear. That was the part that everyone mentioned they liked best and that's the part they would entice them to come back, even those who are not interested in fashion.
-  Some participants mentioned that they would like to see an "Ask the Expert" button.
-  No one got the idea that you could also personalize your look by entering personal information. They all thought it's a GREAT

idea, but didn't get it from the homepage. Some people mentioned that they would expect to find generic information about what clothes match different body types, etc., but didn't realize that the site can even do better than that and provide them with specific matches to their specific features. They mentioned that this is something that they would like to see!



-  Test participants saw the clothes as the main feature in the website. When they mentioned the “Vanity” part, they saw it as an accessory to the clothes that you pick, in order to complete a “Look”.
-  Test participants commented that the site looks “easy” to use.
-  One person didn't understand until very late in the interview that she could also upload her own photos. She considered it to be a “fashion” and “shopping” site where she would see different models wearing clothes and that she can pick and choose her matches from there.
-  No one understood that you could upload photos from other websites. Some thought the clothes would come from retailers. Some mentioned that there would already be a “pool” of clothes to choose from, that would come from the “website” and people can choose and “buy” from there.
-  3 participants liked the “cultural aspect” of “World Fashion”.
-  Some participants said that they would like to see the reviews more prominent in the website. Some expected the reviews to be “attached to the products and that these could be accessible from different places”.
-  Some people mentioned that they would expect, or would like to see information about famous people.



Top Navigation – Wording:

-  “**Vanity**”: Everyone commented on the word, regardless of whether they understood the literal meaning of it, or not. Some didn't know what the word means, some didn't understand the meaning in the context of the website, some commented that it has a “pejorative” tone (“being vain”). Many ignored that section because they didn't know what it means.
-  “**Lounge**”: Everyone had difficulties with the word. Some didn't have any idea what the word means. Some understood the literal meaning, but didn't know what features to expect there.
-  “**Explore**”: Everyone had problems understanding what it is, at the top navigation level. They didn't understand what to expect there.




-  **“Network”**: although some people had difficulties putting the word into context during the card sorting, they didn’t have problems understanding what it is once it was put into the context of the website.
-  **“Articles”**: people had to think about it. The word had double meaning in the context of the website, and some people understood it as “accessories”.
-  **“World Fashion”**: Had double meaning in the context of the website. Some people interpreted it as “the world of fashion”, or “Fashion World”.

Top Navigation – Organization:




- **Categories functions**: during the card sorting exercise, people tended to sort the cards into “content-driven” categories and “tasks-driven” or “tools” categories (such as “Edit”, “Add & Delete items”, etc.).
- **Content sorting**: During the card sorting, most people put together the “Closet”, “Vanity” (or, “makeup”, “accessories”, etc.) and “Looks” under the same category. Different names for that overall category were: “Makeover Artist”, “World Fashion”, “Looks”, “About Me”, Beauty Options”.
- **“My Closet” as a category**: No one used “My Closet” as a name for a category during the card sorting. “My Closet” always came under another, more general category that usually included “Vanity” and “Looks” as well. During the homepage testing, people were confused by (or had to think about) the fact that there are both “My Closet” and “My Looks” (most of them ignored “My Vanity” altogether). They expected to find “Closet” under “Look”.
- **Number of categories**: People on an average sorted the cards into 4 main categories. Many said that they didn’t like too many choices on the homepage, although some pointed out that they liked to be able to see all the options and not have to click too many times.
- **Site maps**: of the 6 participants, 3 chose “That’s Me, That’s You” version and two chose that site-map version that we used for the test.
-  **Entry points**: All test participants were able to easily find the websites’ entry points (where to click on first).
-  **“Lounge”**: Some thought that the features of “Lounge” are the same as “My Network” – they sounded the same to them, or they couldn’t tell the difference. But while “My Network” was easy for them to understand, they couldn’t figure what to expect in “Lounge”.

-  **“Explore”**: Although people didn’t understand its meaning at the top navigation, they liked it very much as a feature inside the homepage. They understood the way it was worded, “Ways to Explore”, and overall thought that the functionality is good. They also used it as navigation during the “tasks”.
-  **“Articles”**: Some people commented that it is connected to “World Fashion” (or “the world of fashion”).

Welcome Rollover Buttons:

-  **Upper button**: People were misled by the text on the upper button. They expected to find different “events” to dress for. They weren’t sure what the difference between the first button and the third one is.
-  **Click-able**: Everyone assumed that they would be able to click on the roll-over buttons to get to where they wanted. They also used them as buttons to find information during the tasks.
-  **Wish list**: 2 participants commented that the use of “wish-list” in the text of the top roll-over (when you rolled over it) was confusing since it didn’t appear at the navigation, while the other two did (closet and vanity). They weren’t sure where the “wish-list” came from.









Language choices:

-  **Clarity**: everyone commented that the language is clear.
-   **Style**: Some people commented that they expected to see some “fresh” and “young” language used, although they didn’t have any problems with what saw. They liked the “conversational” way that the welcome rollover buttons sound (“How do I look?” “What Should I Wear?” etc.). Said it sounded like people talking with each other. Liked the informal and “chatty” approach.
- **Welcome text length**: No one in the tests seemed to read the welcome text as they saw the homepage for the first time. They did refer to it at some points during the test, but they mostly scanned it quickly. Some people mentioned that they don’t read welcome texts, or that they don’t think people would take the time to read a lot of text.
- **Welcome versions**: Everyone was OK with the first version (“regular”). The second version provoked strong emotions: people either loved it or hated it. Some people thought, despite their personal preference, that both have different qualities that would appeal to different people.

They mentioned that the first version (“regular”) is more “sophisticated”, “descriptive”, “straight and to the point”, “black and white. It’s a little stiff”, and thought that it might be suited for “older people.”

People said that the second version (“Mirror, mirror,,”) is “more corks”, “has a cute tone. Rhymes well”, “Appeals to women”, but maybe not “to men”, is “not as clear, but maybe it would entice more”, “is more like a riddle”, “fun and young”, “long and irritating. Very tedious”, “a bit foolish”, “silly”, and that “it’s trying to be like Google, but it’s not quite there”. One person commented that she thinks it’s funny, but that “a lot of people might not have the same reaction... somebody might go like, oh my god, is this supposed to be a good fashion store, but here you are cracking a joke. They might not like it.”

Tasks:

-  **Finding clothing items that are a taboo in China but a must in France (content task #1):** 4 out of 5 mentioned “World Fashion”.
-  **Getting gift ideas for a friend (content task # 2):** everyone felt that they know how to get the information, but the answers varied greatly among the people. Although people didn’t felt that it’s unclear, the results show that this is not an easy task.
-  **Getting help from an expert in picking the right outfit (content task # 3):** 2 people chose “My Looks”, 2 people chose “How do I Look?” and 1 person thought that she would put it on Today’s Poll, but had no idea how to do it.
-  **Reading other people’s reviews (content task # 4):** People felt that this task was difficult. They weren’t sure where it would be. The answers varied greatly among the people.
-  **Seeing what your friends are wearing to a party (content task # 5):** Some people felt that this task is difficult, but 4 out of 5 people mentioned “My Network” as an option.
-  **Uploading photos to your virtual closet (accomplishing task # 6):** 4 out of 5 people answered “My Closet”.
-  **Noting that you didn’t like a lipstick (accomplishing task # 7):** 3 out of 5 people answered “My Vanity”.
-  **Putting a dress on the wish list (accomplishing task # 8):** People felt that this task was difficult. Weren’t sure where the “wish list” is located. 3 people mentioned “My Closet” as an option.

Recommendations

Recommendations for the homepage information architecture and content:

- Emphasize the fact that the site is for “everyone”, the fact that everyone can find something for her own look. De-emphasize the words that make the site sound like an elitist “fashion” site. Stress that it is not so much a “fashion” site, but more a site where people can find, customize and personalize their own looks.
- Add “Ask the Expert” button. Perhaps not on the homepage level.
- Add a fourth “roll-over” button that explains the idea of personalizing by entering personal data. Use the same style of “informal” language that is used on the other 3 buttons people liked the “conversational” language of “What Should I wear?” “How do I look?” etc.).
- Make the rollover buttons click-able.
- Refine the wording of the first rollover button. Right now it seems to repeat the last button. People expected to find under the first rollover button. Maybe call the top rollover button something else than “What should I wear?” maybe something that would give the idea that this is where you would upload/arrange items for the closet. Something “conversational” like “What should go into my closet?” (Needs refining!).
- Include short instructions of main processes – uploading photos from another website, writing reviews, personalizing looks, putting images for polls, etc. (perhaps not in the homepage level, would need to decide on this issue when the complete site-map of the whole site is ready).
- Put “reviews” in a more prominent place. Maybe replace “Featured Member” with “Featured Reviews”.
- Top navigation:
 - Reduce to 4 or 5 buttons.
 - Consolidate “My Vanity” and “My Closet” into one category. Perhaps call it “My Looks”, or include “My Looks” also in that one category and call it “That’s Me”, “Makeover Artist”, “Beauty Options”, “My Beauty Bag”, “My Profile”, etc.
 - Combine “lounge” with “My Network”. Perhaps find another word for that category, maybe “My Community” or “That’s You”.
 - Take out “Explore” from the top navigation.
 - Think of other words for the categories “Articles” (maybe “Read About...”) and “World Fashion” (maybe “Fashion Around The World”, or something else, shorter).
- Make sub-navigation open at the homepage level, to expose “buried” item such as “wish-list”.
- Welcome text: shorten the “Mirror, Mirror...” text, keep the tone “young”, “fresh”, make it more “informal” and “conversational”, but less wordy. Needs to be very informative, but “fresh”.

Appendix A: Test Script

Introduction:

Thank you very much for volunteering your time today. My name is Osnat and I am working on the design of a new website. We are currently in the initial stages of the design and as part of the design process I am interviewing people to get some input. I will ask you to perform various tasks on a paper prototype to get your reactions.

Keep in mind that we are not evaluating you in any way. We are testing the website and not your abilities and are only interested in your evaluation of the website. If you find any part of the prototype difficult to understand or use, please let me know since other people might feel the same as you. I also want to stress that at this point I didn't design anything yet, so you can't hurt my feelings in any way by telling me honestly what you think, even if it is unpleasant.

The session will last approximately one hour and we have approximately 10 tasks, and I'll give them to you one at a time. Throughout the session, I will be asking you to "think aloud" as you work. Please express your opinions freely and comment on what is clear and what is unclear to you, and in particular, what you find confusing or difficult to understand.

I will write down some notes to collect the information. These notes will not be used for any other purposes.

If it is all sound OK, please fill out and sign the following consent form.

Since the information that you are about to see here is confidential, you will also need to sign a confidentiality form.

Here's how the session will work: I will give you several tasks and I need you to think out loud as you do the tasks so that I can understand and follow what you are doing.

Do you have any questions before we begin?

Tasks:

Task 1: Card sorting:

For the first task, I am going to ask you to perform a simple exercise that will give us some great insight into how our web site users would name the categories of information on our site.

Here's how it works. In front of you is a stack of cards. Those cards represent the content and functionality for this website. You should try and sort the cards into groups that make sense to you.

Don't be concerned with trying to organize the information as it is currently organized on our homepage paper. We're more interested in seeing how you would organize it into groups you would expect to find things in. You can make as many or as few categories as you like.

Once your groups are established, put a blank card on top of each pile and write a name that makes sense to you for that category. You can also use one of the cards that you already have as the name of the category. The name can be as long and descriptive as you like, we just want to get a sense of why you consider those links to be a group – the name doesn't have to be perfect.

You are allowed to make sub-groups if you feel that's appropriate. If you feel something is missing, you can use a blank index card to add it. Also, if a label is unclear, feel free to write a better label on the card. Finally, if you think something doesn't belong, you can make an "outside" pile.

This task should take about 20 minutes. I have some other work I can do while you're sorting, so I won't be looking over your shoulder, but feel free to ask me questions at any time during the exercise. I can't guarantee that I can answer them during the exercise, but I'll do my best to answer them when you're finished.

Task 2: First Impressions

Here is a paper prototype of the homepage for a new website. Please take a look and tell me if you understand what the site is about.

Who do you think the site is for? Who will use the site?

What activities do you think you will be able to do in this site?

What kind of information would you expect to find in this site?

Are there any items that are unclear to you? [I may point to ignored sections and ask "Did you notice...?"].

If you were exploring, what would you click on first? What do you think it will do or go to? Where else do you think you will be able to click and what do you think it will do or go to?

[At this point I will ask about each navigation button title]: What do you think this does?

What do you think about the language and word-choices? Is there anything you would change? If so, what would you change it to?

Tasks 3 – 7: Find Content

[For this and all the following tasks I will use the homepage again and the navigation architecture that the users came up with].

You are interested in _____. Does this website contain relevant information? If so, please show me where you would go to locate it.

1. Clothing items that are a taboo in China but a must in France.
2. Gift ideas for a specific friend of yours that is also using this website.
3. Getting help from an expert in picking the right outfit for a wedding that you are attending next week.
4. Reading other people's reviews about a Diesel jeans that you are thinking of buying.
5. Seeing what your friends are wearing to a party that you all plan to attend on Friday.

[I ask the following after each content task is done]:

How easy or difficult was it for you to accomplish this task?
What barriers or help did you encounter?
Is this information displayed in an appropriate manner?

Tasks 8 – 10: Completing tasks:

You are interested in _____. Where do you think you will go to start that task? What will you expect to find there? Can you walk me through the process or steps that you will take in order to complete this task?

1. Uploading photos to your virtual closet.
2. Noting that you didn't like the MAC lipstick Glam V that you recently purchased.
3. Putting this really expensive gorgeous dress that you recently saw, on your Wish list.

How easy or difficult was it for you to accomplish this task?
What barriers or help did you encounter?
Is this information displayed in an appropriate manner?

Task 11: Comparing texts:

For our last task, I want you to look at another version for the Welcome text in the homepage [I show the version of “Mirror Mirror...” and put both homepages next to each other for comparison]. Could you please take a look at both versions and tell me which one you think works better. Why?

Post-Test:

Interview:

I would like now to ask you a few questions that I would like you to answer:

1. What is your impression of this site overall? Please give it a grade from A to F. Why?
2. Name three words or characteristics that describe this website.
3. What were the 3 things you liked best about this website?
4. What were the 3 things you liked least about this website?
5. Would you return to this website on our own in the future?
6. What would entice you to return?
7. Would you recommend this site to others?
8. Are the materials on the website seem relevant to you? How might they be more relevant?
9. Are there any materials you would like added to the website? What are they?

Questionnaire:

Before we finish, I am going to give you a short questionnaire that I would like you to fill out. It has a series of statements about the website and I would like you to rate your agreement with each statement. Please take your time and let me know if you have any questions.

Thank you for your time! Your feedback will really help us to make sure the website is as user friendly and functional as possible.

Appendix B: Consent Form

The purpose of this document is to state that you are aware that we are collecting your data using written notes (and perhaps an audio recording device).

The information will be used only internally within Oh That's You.

None of the information will be used for any other purposes than to analyze in depth at a later time the information we get today.

If you are comfortable with this, please sign where indicated.

I, the undersigned, hereby give my permission for today's usability session to be audio recorded (if necessary) and give permission to use the information I provide for the purposes described above.

Name: _____

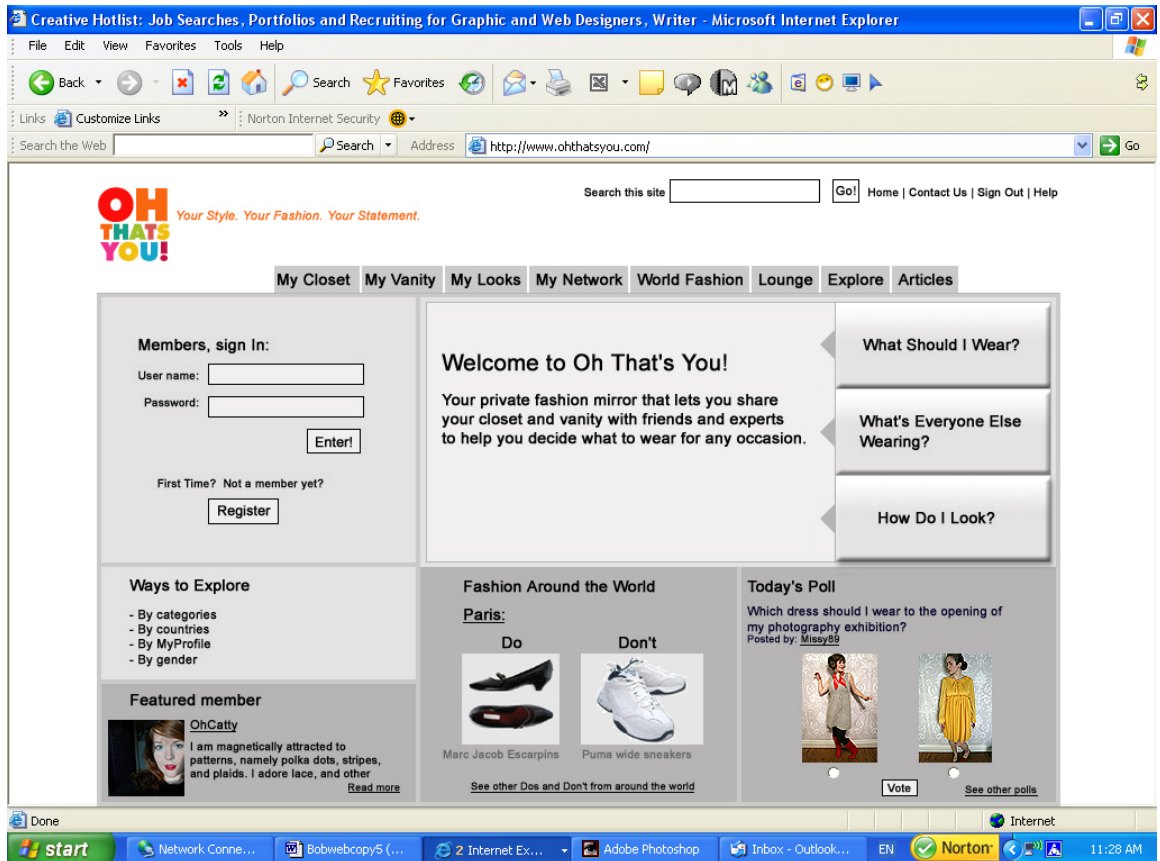
Signature: _____

Date: _____

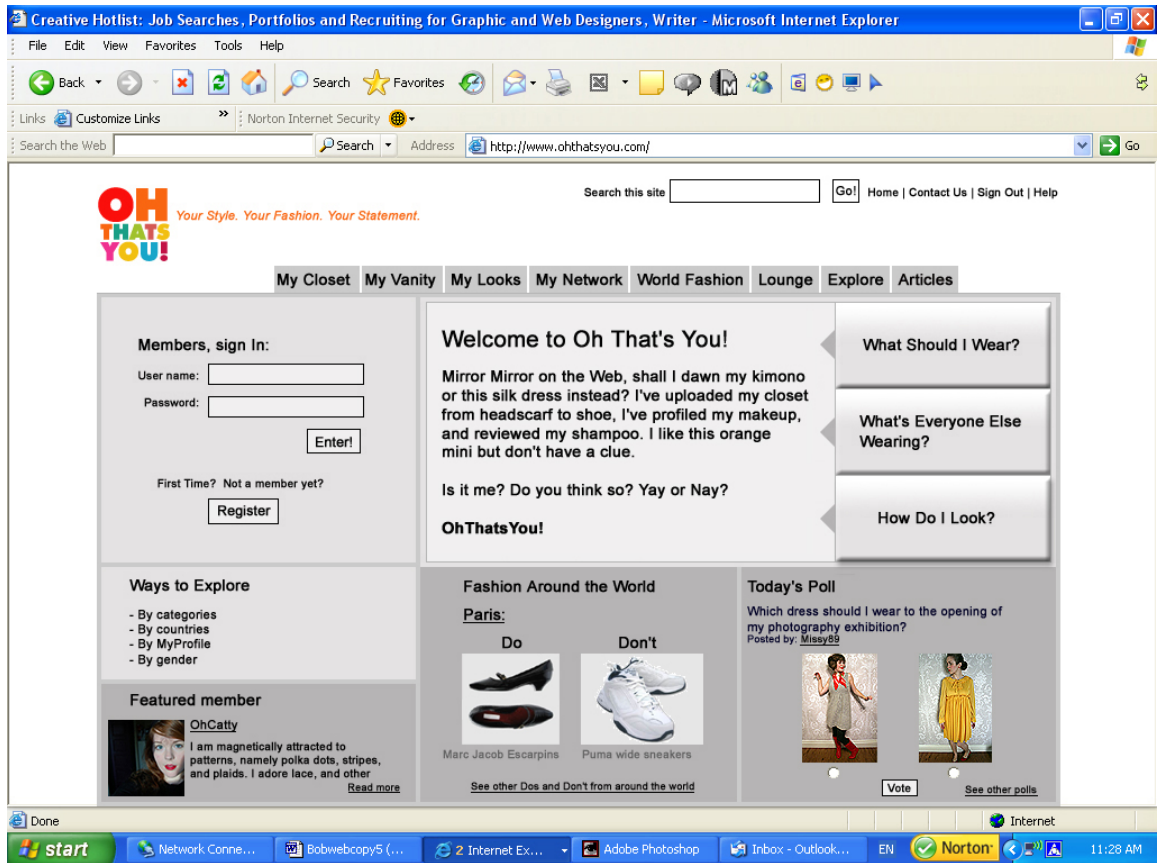
Appendix C: Words for Card Sorting

1. I own this.
2. Favorites.
3. Closet.
4. Wish list.
5. Most recent
6. Forums
7. Everyone.
8. Chats.
9. Blogs.
10. Friends.
11. Family.
12. Share with...
13. Network.
14. Polls.
15. Quizzes.
16. Archive.
17. Articles.
18. Mix & Match.
19. Makeup artist.
20. Designer.
21. Vanity.
22. World Fashion.
23. Delete clothing item.
24. Add clothing item.
25. Delete beauty item.
26. Add beauty item.
27. Explore.
28. Lounge.

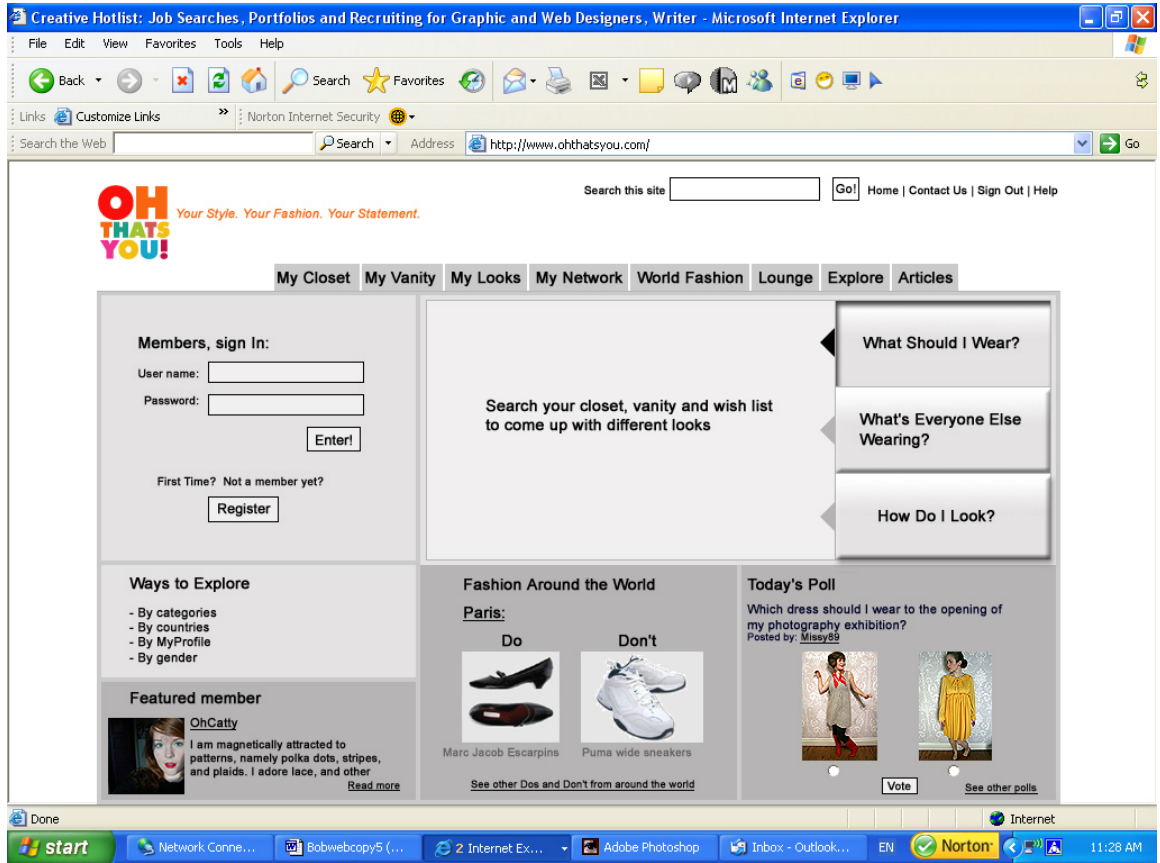
Appendix D: Version 1 of Homepage text, "regular"



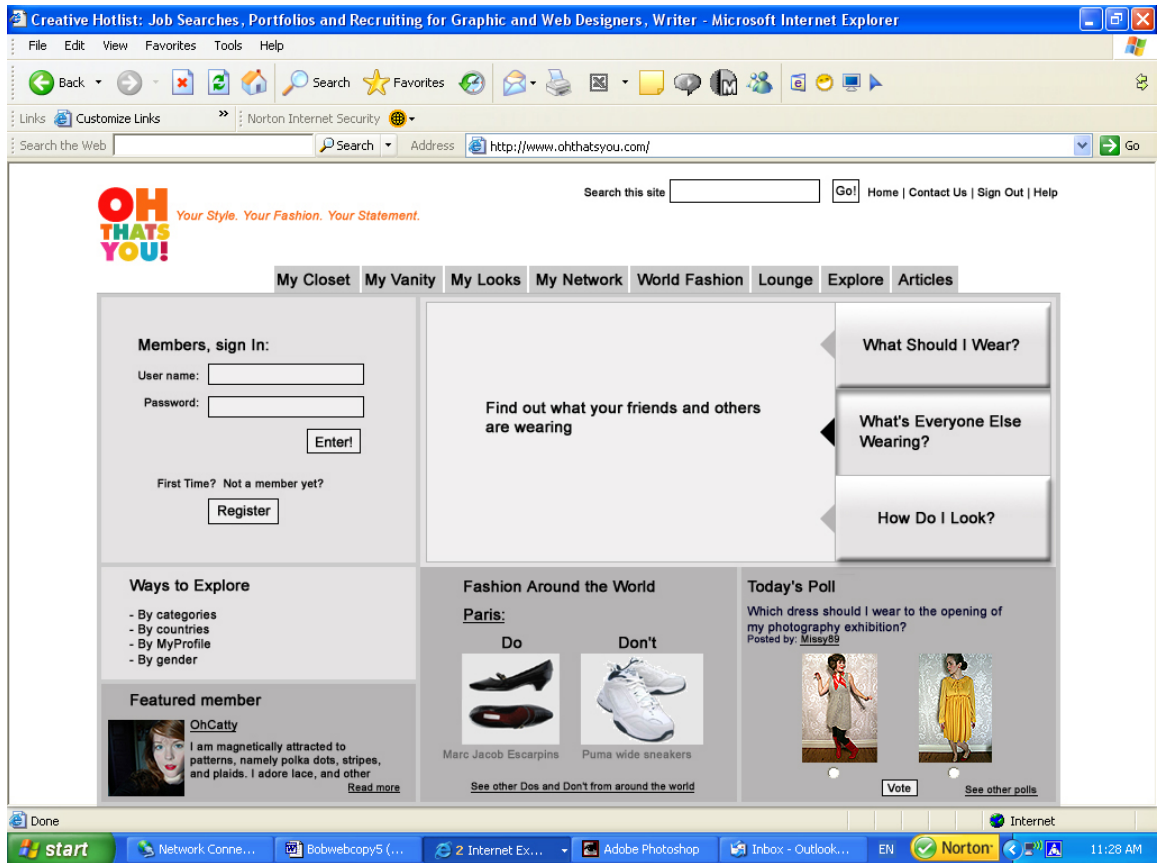
Appendix E: Version 2 of Homepage text, "Mirror, mirror..."



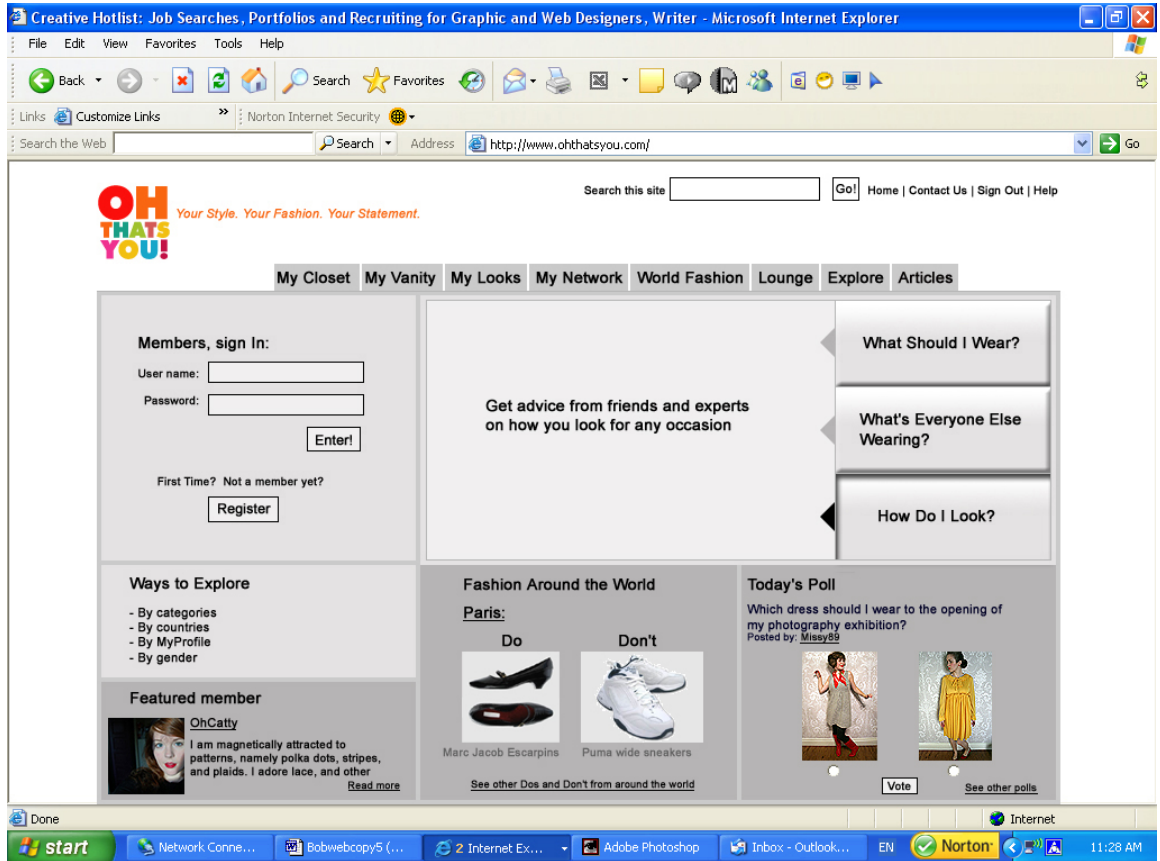
Appendix F: Welcome button rollover text #1



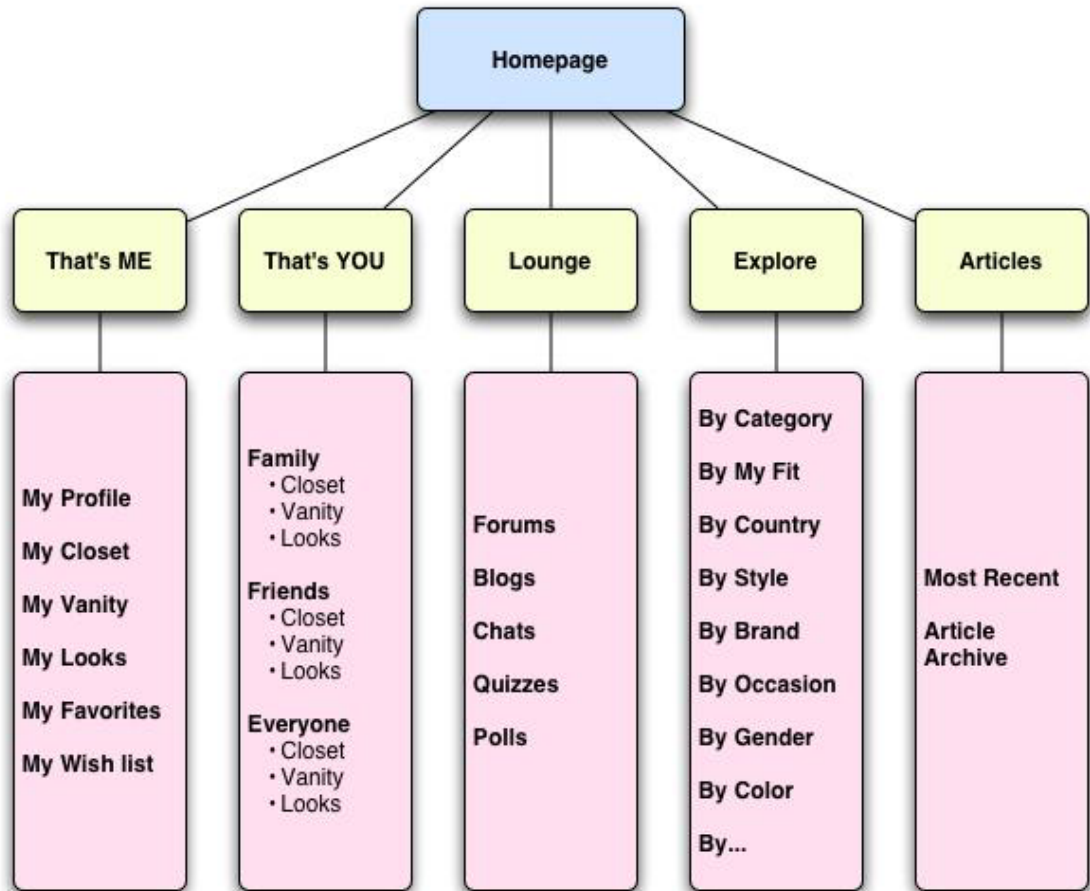
Appendix G: Welcome button rollover text #2



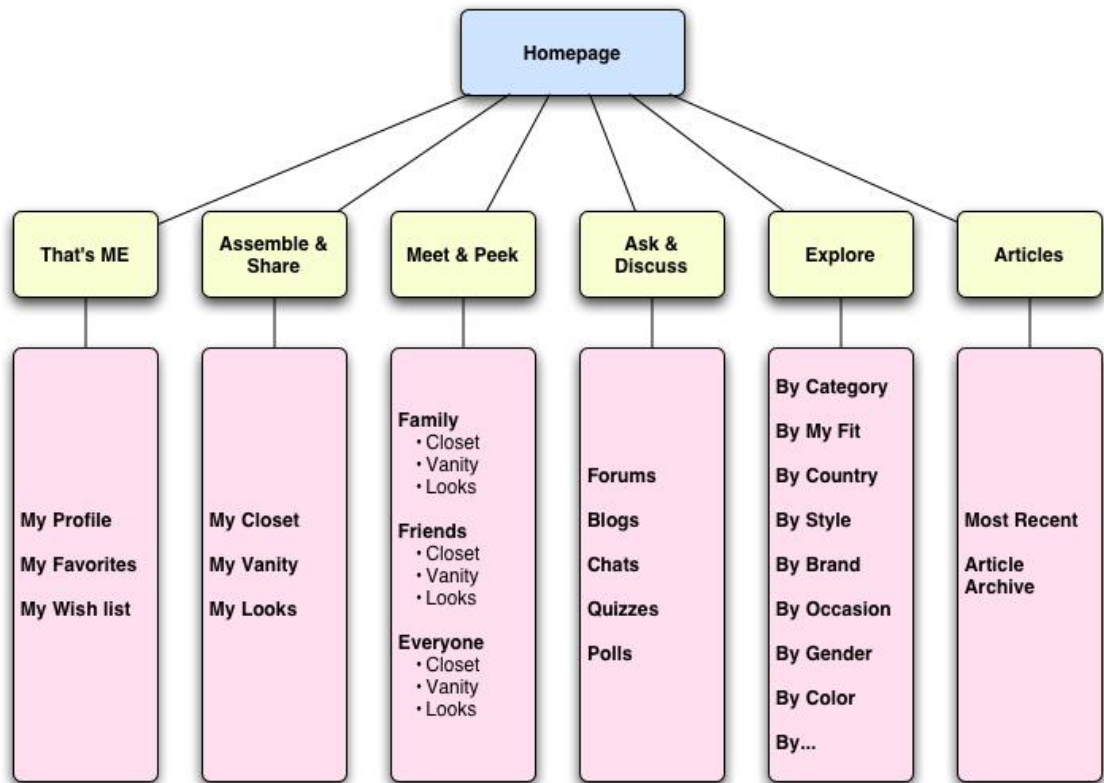
Appendix H: Welcome button rollover text #3



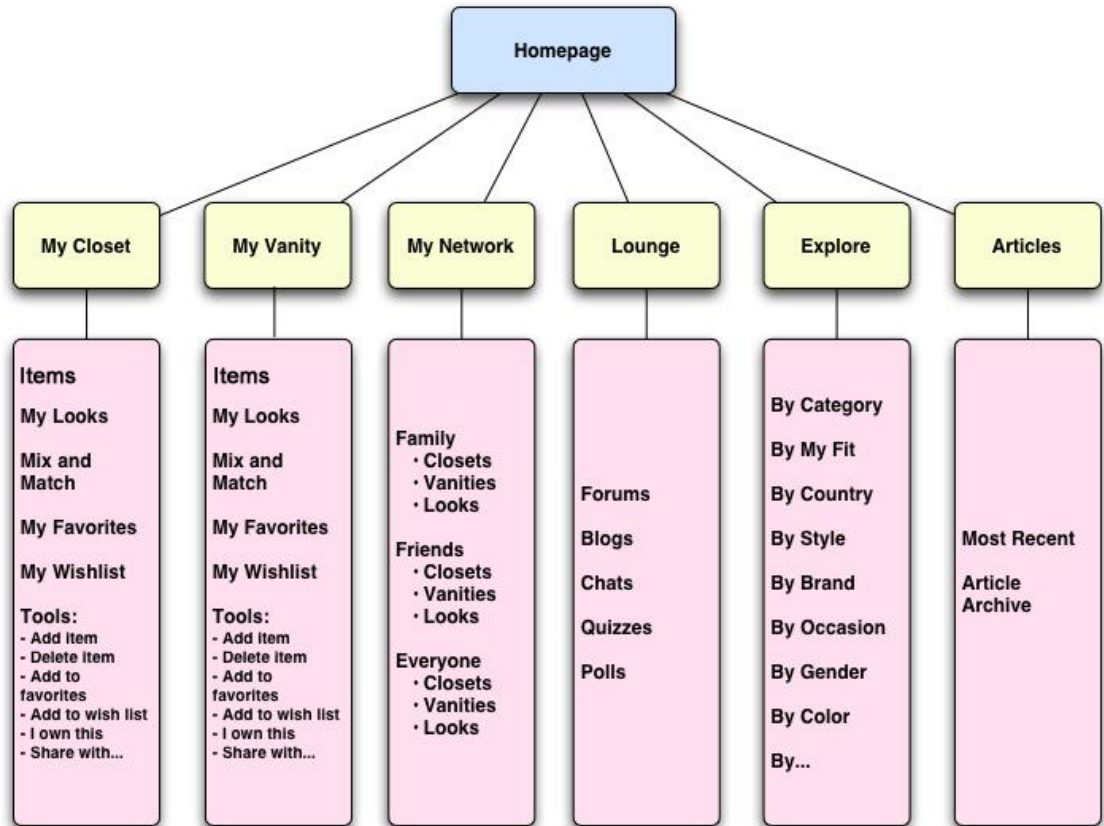
Appendix I: Site Map 1



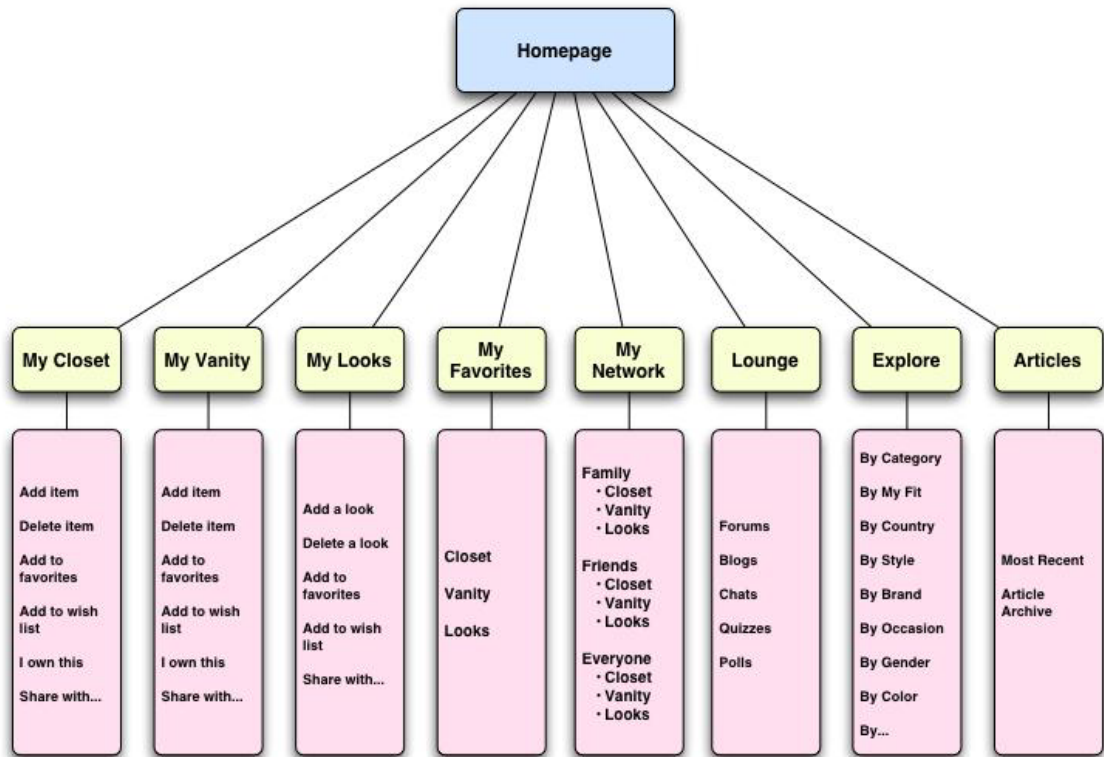
Appendix J: Site Map 2



Appendix K: Site Map 3



Appendix L: Site Map 4



Appendix M: Site Map 5

