CHECKEALOS

Usability Testing

Project X7875565
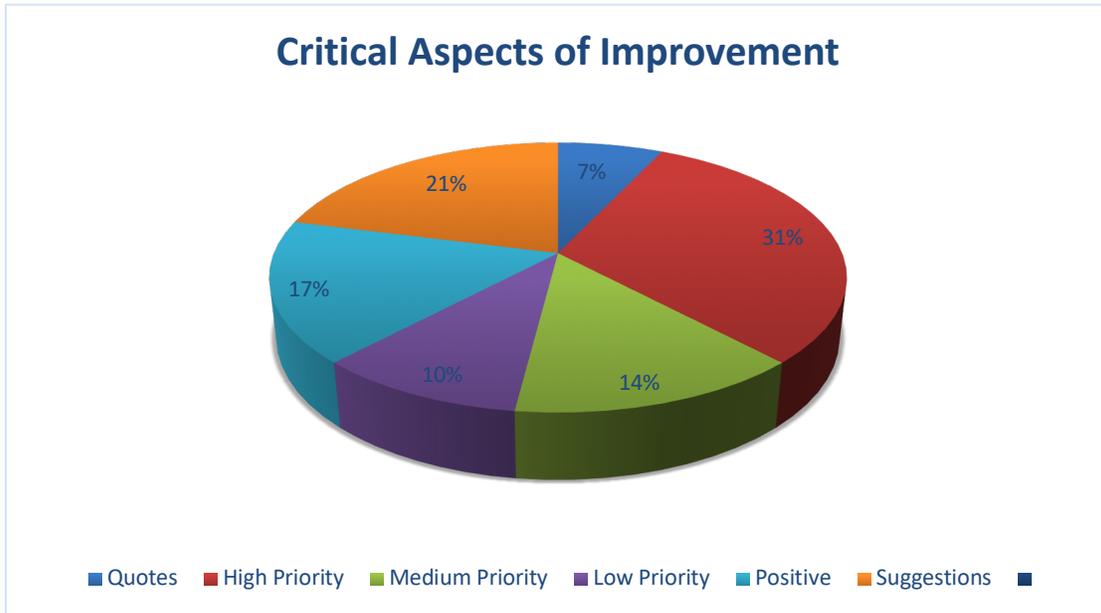
Report for ABCD

December 20XX

Produced by Checkealos.com

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1. Overall Summary

Critical Aspects of Improvement

| Quotes | High Priority | Medium Priority | Low Priority | Positive | Suggestions |

- Quotes 7%
- High Priority 31%
- Medium Priority 14%
- Low Priority 10%
- Positive 17%
- Suggestions 21%

We can observe some valuable data of its behavior in the web related to the desired objectives:

⇒ With respect to the first objective, and although the user is able to locate the information he was looking for, we recommend improving the visibility of the main menu. In a site whose predominant color is a red with so much visual weight, it would be advisable:

1. Reduce the weight of reds in general, placing them in the most requested products or towards the objectives that we want to achieve.

2. Increase the visual weight of the main hierarchy (horizontal menu), since its contrast is minimal and, for the group of users against which they test (mature), they may encounter serious difficulties with this element.

3. We recommend removing those blocks of information outside the main structures (outer banners), trying to maintain a coherent

structure. The web gives feeling of overload, due to the amount of elements of high visual weigh.

$\Rightarrow$ With respect to the second objective, the user is able to locate information on the product without obstructions, thanks to a correct layout of the most popular products with a good visual weight within the interface.

$\Rightarrow$ With respect to the third objective, and as in previous occasions, and although the user recognizes the link without problems; we recommend its repositioning and increase of visual weight. For a user to access this option, he must visually scan the entire interface (since it is the last element).

2. Analysis of user behavior. Insights

2.1 High priority

Insight	Details
High priority	
Incorrect language reservation API messages	An automated message of the Spanish Reservations API appears, and we are in English. The content of the message is of importance, so we mark as critical observation.
Play clip	

Insight	Details
High priority	
The reservation system interface does not clearly show the availability of dates	We observe how the user can not continue because he does not detect that the interface is communicating to him that there is no availability for those dates. We recommend giving much more visual importance to this element.
Play clip	

Insight	Details
High priority	
The user confuses the main information blocks	As we recommend in the previous video, the user confuses who is targeted to each product, and initially believes that the value of the product is 150 £. Because this is a critical error, we recommend to visually and textually.
Play clip	

Insight	Details
High priority	
The user does not recognize the byproducts, so he can not buy	The user does not recognize the byproducts, so he can not continue with the purchase. We recommend that descriptive titles be placed in blocks of information, using a standardized block layout (2/3 - 1/3) to facilitate access, and even offer the reservation system from the front page itself.
Play clip	

Insight	Details
High priority	
The user does not find his objective	The user is not able to find a way to subscribe to the blog. In this interface, unlike #########, the subscription form is not accessible in the right column, so the user is lost. We recommend to re-include this form and remove the term "newsletter" from the main menu, since many users will not understand the purpose of the menu (besides the fact that subscribing to a blog whose content is not visible is not attractive).
Play clip	

Insight	Details
High priority	
The user has trouble accessing the purchase process the purchase process	The user takes more than a minute to find the by-product to buy and his purchasing system. We recommend: - Categorize the products correctly. - In the list of scheduled guided tours, we recommend categorizing information blocks with descriptive titles and textual and visual calls for action. - Improve the structure of the web using standardized column systems (2/3 - 1/3 or 50/50).
Play clip	

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Insight	Details
High priority	
User can not access subscription	As in the previous video, the user does not find the access to the subscription. We recommend, delete the "newsletter" hierarchy, and place the registration form in the right column of the blog section.
Play clip	

Insight	Details
High priority	
The user has trouble identifying which product is suitable	The user does not understand well what the product is looking for, nor what its price. We recommend to apply the corrective measures specified in other videos: titles in the information blocks, call to action from the cover, and better definition of the column structure.
Play clip	

Insight	Details
High priority	
The user recognizes a certain difficulty in locating the purchasing system	Although it achieves its objective, the user has to navigate through several interfaces before finding its objective. As in previous videos, the recommendations are: - Set titles for information blocks in the programmed guided tour interface. - Add "Call to Action" buttons directly to the front page. - Improve the structure and arrangement of the elements in proportions 2/3 - 1/3 or 50% - 50%.
Play clip	

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2.2 Medium priority

Insight	Details
Medium priority	
The user misses a button to action	The user does not find a direct access to the action he wants to perform, which is also a critical action since it is a main objective (purchase). We recommend: - Put buttons to action, with highlighted colors and weight, in the interface of the home. - It would also be possible to place the reservation form on the front page, facilitating its quick access. As a suggestion, it could be placed in the banner "Hero" main cover, more information about the different by-products with visual elements.
Play clip	

Insight	Details
Medium priority	
Interfaces change structure	Even though it is a small website, the proportions of the interfaces structures change constantly, which leads to confusion. We recommend to adopt two sets of proportions, for example, as in cover (3 columns of 1/3 each) and as in blog (a column of 2/3 with the main content, a column of 1/3 with calls to action and secondary data).
Play clip	

Insight	Details
Medium priority	
Interfaces change structure	Even though it is a small website, the proportions of the interfaces structures change constantly, which leads to confusion. We recommend to adopt two sets of proportions, for example, as in cover (3 columns of 1/3 each) and as in blog (a column of 2/3 with the main content, a column of 1/3 with calls to action and secondary data).
Play clip	

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Insight	Details
Medium priority	
Customize the booking interface	The booking interface style is not integrated with its set, which reduces user confidence.
Play clip	

2.3 Low priority

Insight	Details
Low priority	
Lack descriptive title of the different subproducts within "Guided tours" for individuals	There is no descriptive title identifying the by-products as such ("##################" …). We recommend placing these titles in the 3 blocks of information in this section.
Play clip	

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3. Suggestions

Suggestion	Details
Confusing Definition of Major Products	The two main products offered by ##########, visits for individuals and for businesses, are not clearly oriented towards their target audience. It should be indicated, in a textual or visual manner, to whom each product is destined.
Play clip	

Suggestion	Details
Disordered Interface	In addition to the need to differentiate blocks of information with descriptive titles, variable column widths give a sense of disorder and little clarity. We recommend using similar percentage widths (50% - 50%, 66% - 33% ...) to improve visibility and order. It would also be useful to place "Call to Action" buttons on the byproducts, which guide the user to their destination.
Play clip	

Suggestion	Details
Definition of titles for information blocks and proportions	We recommend, as a general aspect, always place titles in the blocks of information (in this case, in the form of contact of private visits, it is necessary to categorize with a title the contact form). We also recommend using the column structure without so many changes of proportions and try to respect the inside and outside margins of the information blocks.
Play clip	

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4. Quotes

Quote	Details
The user recognizes as variables the prices of the product "guided private visits"	The user understands that the price of this product is variable and requires budget but misses more information. Visual importance to this element.
Play clip	

Quote	Details
The user recognizes that the contact telephones are too condensed	The user verbally recognizes the difficulty of reading the contact information of the header, but its ease of access.
Play clip	

5. Positive

Insight	Details
The user relies on the reservation system interface	The user relies on one of the critical points: the finalization of the purchase process. The form appears simple and fast, which adds confidence.
Play clip	

Insight	Details
The structure of columns with segmentation of the information favors the user to achieve its objective	The user verbally recognizes the difficulty of reading the contact information of the header, but its ease of access.
Play clip	

Insight	Details
Contact information is easily accessible	The contact information is easily accessible due to two factors: it is found as the main element of the parent menu; and has sufficient visual weight within the interface.
Play clip	

Insight	Details
The hierarchy of information in the main menu is adequate	The user easily finds the main blocks of information in the menu.
Play clip	

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Insight	Details
Hierarchy of the correct main menu information	Even without indicating to whom each main product is addressed, the user is able to recognize the products in the main menu.
Play clip	

Insight	Details
The user correctly identifies the by-products	The user is able to find the information requested with ease.
Play clip	

Insight	Details
Access to the correct product	The user accesses the information correctly. We would recommend highlighting the price with a little more visual weight.
Play clip	

6. End User Segmentation. Full videos.

User 1 | Female, 24 years old, London	[Play Full Video](#)
User 2 | Male, 39 years old, London	[Play Full Video](#)
User 3 | Male, 25 years old, London	[Play Full Video](#)
User 4 | Male, 45 years old, London	[Play Full Video](#)
User 5 | Male, 35 years old, London	[Play Full Video](#)

7. Test Details

Scenario	Image someone has referred you to the site XXXX and told you to go on the site to purchase XXX
Task 1	What is your impression of the site? Navigate around the site for 5 minutes.
Task 2	After 5 minutes of navigation, where do you head to next? Why? Where do you find the information you like?
Task 3	Find the product to suit your child and compare the product with similar ones on the site.
Task 4	Does the description/product info give you everything you need to know in order to make a purchase?
Task 5	Login/register and purchase three things and let me know your thoughts and feedback. How easy is the payment process? Is the delivery info easy to see and give you everything you need to know?
Task 6	Register for the newsletter and on social media. Do the posts want to make you buy the product?