

IT-337 Usability Evaluation

Newegg Website User Experience Test

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IT-337 User-Centered Systems Design and Evaluation
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This document presents the results of a usability evaluation of the Newegg website focused on product search, comparison features, and checkout navigation. The evaluation applies usability heuristics and real user testing to identify strengths and opportunities for improving the user experience.

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Welcome and thank you for participating in this usability test. The purpose of today's session is to evaluate the usability of the Newegg website, specifically focusing on how easily a user can search for, compare, and navigate the checkout process for laptops. Your feedback is incredibly valuable as it will help identify any challenges users might face and guide improvements to the website's design.

Please note that we are testing the website, not you. There are no right or wrong answers, and any difficulties you encounter are important insights for us to understand and address. Throughout the session, we encourage you to think aloud and share your thoughts as you complete the tasks. This will provide us with a deeper understanding of your experience.

We will ask you to complete three tasks that involve searching for laptops, comparing them, and proceeding to the checkout. After each task, we will ask you to provide feedback on your experience. At the end of the session, you'll fill out a brief satisfaction questionnaire to summarize your overall experience.

If at any point you feel stuck or need help, please let me know, and I'll provide hints or guidance as needed. The entire session should take about 30 minutes.

Thank you again for your time and participation. Let's begin!

User Test Plan

Test Objectives

Search for a laptop with specific criteria 15.6 screen, and under \$1000.

Select multiple laptops and compare their specifications.

Navigate through the purchase process up to the point of checkout.

Tasks

Search for a Laptop

Aim: Evaluate the ease of searching for a laptop using the Newegg search and filter features.

Instructions: Please search for a laptop with 15.6 screen, and under \$1000.

Success Criteria: The participant successfully applies filters and identifies laptops that match the criteria.

Time Limit: 10 minutes.

Select and Compare Laptops

Aim: Assess the usability of selecting multiple laptops and comparing their specifications side by side.

Instructions: Please select two laptops from the search results and compare their specifications.

Success Criteria: The participant successfully adds two laptops to the comparison and views the comparison details.

Time Limit: 10 minutes.

Navigate to Checkout

Aim: Determine the usability of the checkout process.

Instructions: Please proceed to the checkout with the selected laptop, but stop before making the actual purchase.

Success Criteria: The participant successfully navigates through the checkout process up to the payment page.

Time Limit: 10 minutes.

User Satisfaction Questionnaire

How satisfied were you with the ease of finding a laptop using the search filters? Satisfaction: 1 to 7 (1 = Very Unsatisfactory, 7 = Very Satisfactory)

How satisfied were you with the process of comparing laptops? Satisfaction: 1 to 7 (1 = Very Unsatisfactory, 7 = Very Satisfactory)

How satisfied were you with the navigation of the checkout process? Satisfaction: 1 to 7 (1 = Very Unsatisfactory, 7 = Very Satisfactory)

Overall, how satisfied were you with your experience on the Newegg website? Satisfaction: 1 to 7 (1 = Very Unsatisfactory, 7 = Very Satisfactory)

Tracking User Performance

Procedure

Introduction:

Greet the participant and explain the purpose of the test.

Summarize the tasks they will perform.

Reassure them it's the website being tested, not their abilities.

Task Execution:

Guide the participant through each task, starting with Task 1.

Observe and take notes on their interaction with the website, including any difficulties or errors.

User Satisfaction Questionnaire:

After completing all tasks, give the participant the questionnaire to fill out.

Debriefing:

Ask the participant for any additional feedback.

Thank them for their participation.

Heuristic Review

Visibility of System Status

Evaluation: The Newegg website effectively keeps users informed about the status of their actions, such as applying filters or adding items to the comparison list. For example, when a user applies a filter, the results update in real-time with visible feedback showing that the filter has been applied. (Harley, 2024)

Recommendation: None, as the system provides appropriate feedback within a reasonable time.

Match Between System and the Real World

Evaluation: The site uses familiar language and concepts, such as “Screen Size” and “Storage,” which align with typical user expectations. The product descriptions and categories follow real-world conventions, making the information logical and easy to understand. (Kaley, 2024)

Recommendation: None, as the system uses language and concepts that match users’ real-world experiences.

User Control and Freedom

Evaluation: The site allows users to undo actions easily, such as removing filters or items from the comparison list. There are clearly marked options to return to previous states without having to start over, such as a visible “Remove” button in the comparison view. (Rosala, 2024)

Recommendation: Ensure that the “back” and “undo” functions are always prominently displayed, particularly in areas where users might make accidental selections.

Consistency and Standards

Evaluation: The Newegg website is consistent in its use of terminology and actions across the platform. The same actions. This reduces confusion because items can be added to the cart or compared in the same way across different product categories. (Krause, 2024)

Recommendation: Maintain this consistency across all product categories and ensure that any new features adhere to the same standards.

Error Prevention

Evaluation: The site does well in preventing errors by confirming actions that might lead to mistakes, such as verifying a user’s email address before account creation. However, there could be more prompts before a user commits to actions like finalizing a purchase. (Gorasia, 2021)

Recommendation: Implement more confirmation steps for critical actions, such as before a purchase is completed, to reduce the risk of accidental errors.

Recognition Rather Than Recall

Evaluation: The system minimizes memory load by keeping important information, such as recently viewed items or items in the comparison list, visible and easily accessible. This helps users avoid having to remember details from earlier in their browsing session. (Budiu, 2024)

Recommendation: Ensure that all key information remains visible throughout the user’s interaction, especially when moving between different pages or sections of the site.

Flexibility and Efficiency of Use

Evaluation: The site caters to both novice and advanced users by providing quick access to frequently used features, like filtering and comparison. Experienced users can use keyboard shortcuts or advanced filters to speed up their interactions. (Laubheimer, 2024)

Recommendation: Continue to support advanced features for experienced users while keeping basic functions simple and intuitive for novices.

Aesthetic and Minimalist Design

Evaluation: The Newegg website's design is clean and minimalist, with a focus on essential information. There is little to no clutter, and the interface directs the user's attention to the most relevant content, such as product specifications and comparisons. (Fessenden, 2022)

Recommendation: Maintain this minimalist design approach, avoiding the temptation to add unnecessary elements that could distract users.

Help Users Recognize, Diagnose, and Recover from Errors

Evaluation: Error messages on Newegg are clear and provide constructive guidance. (Gorasia, 2021)

Recommendation: Continue to refine error messages, ensuring they are always in plain language and offer clear, actionable advice on how to proceed.

Help and Documentation

Evaluation: While the Newegg website is intuitive, there is help available through FAQs, customer service, and detailed product descriptions. (Joyce, 2023)

Recommendation: Improve the visibility and accessibility of help and documentation resources, perhaps by integrating a more prominent help button or chat function on every page.

User Test

Date: 08/14/2024

Name: Gregg

Gender: Male

Age: 45

Occupation: Best Buy Sales Associate

Technology Expertise Level: Advanced

Type of Device Being Used: Laptop

Website Being Used: Newegg (<https://www.newegg.com>)

Description of Where Evaluation is Being Conducted: Home Office

User Satisfaction Questionnaire

How satisfied were you with the ease of finding a laptop using the search filters? 7

How satisfied were you with the process of comparing laptops? 7

How satisfied were you with the navigation of the checkout process? 7

Overall, how satisfied were you with your experience on the Newegg website? 7

Summary of Results

The usability test of the Newegg website, conducted with Gregg as the pilot participant, provided valuable insights into the overall user experience when searching for and comparing laptops. Gregg, who has advanced technological expertise, successfully completed all tasks, including searching for laptops with specific criteria, comparing selected laptops, and navigating the checkout process. Throughout the test, he encountered minimal difficulties, with the search and filtering functions performing effectively, allowing him to find relevant products quickly.

However, a minor challenge was noted in the positioning of certain filters, which could be more prominently displayed to enhance accessibility for users with varying levels of experience. Gregg expressed high satisfaction with the comparison feature, finding it straightforward and intuitive to use. The overall process was smooth, and the tasks were completed within a reasonable time frame. Gregg's feedback highlighted the ease of use and efficiency of the Newegg website, though minor adjustments to filter placement could further improve the user experience. These findings suggest that while the website is generally user-friendly, slight modifications could enhance its usability, especially for less experienced users.

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