

Usability Lab

1. Users

John is a customer and would like to buy something on Gusty's Bike Shop. He has bought previous bicycles from this site and really enjoys browsing the site to find new products. He is unsure of what to buy yet and would like to browse through the different products easily. Once he has found what he wants he would like to add the product to his cart and checkout as quick as possible. I may want to review the product after I received it.

Gusty Cooper is the master administrator, he would like to be able to post new articles when he logs onto the website. He expects to be able to create employee accounts although he prefers to be able to create customer accounts for testing. He would also like to like to be able to review employee's timesheets once they are submitted. He would like to be able to add new products as well as remove products from his site as he pleases.

Amy is one of Gusty's employees. She must use the site to record her hours worked. To log her hours for the week she must log onto her employee account. She will then be presented with her timesheet for the pay period. She must manually input how many hours she worked on a daily basis and submit the timesheet on a biweekly basis. Occasionally she likes to log onto to the site to ensure that she has inputted the correct hours for each day.

2. User Model

Professor Gusty Cooper is a bicycle fanatic and has a dream of owning a bike shop when he retires. As a team we plan to create an e-commerce website for him to start his business. The website we create will unfortunately not be fully function by the time we are finished. This is due to a variety of variables outside of our capabilities such as acquiring an https certificate for security purposes. The website will be able to display different products that Professor Gusty plans to sell, a customer will be able to add items to a cart, login into an account to checkout, and lastly read posts created to inform users about sales and bike articles.

Checkout function feedback:

Camille: There should be a checkout button on the top of the website. When you add an item to the cart there should be an option to continue shopping or to proceed to checkout. It is annoying to have to make an account to checkout. There should be a guest checkout option. At checkout it's nice to have a coupon option. The checkout looks more secure and legitimate if there are no ads on this page. There should be an option for an apartment or box number. I also do not like it when my credit card is save since I do not know if it is secure.

Sam: The checkout page should list all the items in the cart, prices, quantity, size, total, subtotal, tax, and shipping. Cart button on home page should take you to the checkout page. You should be able to edit each item in

the checkout. You should be able to checkout as a guest if you want. Before you finalize your order you should be able to view a summary of everything. You should also receive a confirmation email or text. I do not like it when the website suggests addresses or when I receive spam emails when I didn't subscribe. I would like to know that the checkout is secure some way. I would like to have a faster checkout like saving my information if I am a returning customer. A PayPal option would be nice as well.

Moe: I expect that I would be able to add an item to the cart, which is located on a separate page. I would like to be able to continue shopping when I add an item to the cart and checkout when I am ready go to the cart page. I expect there to be a cart button on the top of the page. At checkout I would like to be able to edit my product and see the product id, quantity, and price. At the bottom of the checkout I expect to see a confirm order button that takes me to a page in which I fill out my name, shipping information, billing information, and payment information. I do not like to be forced to create an account to be able to checkout. I quite enjoy the guest checkout feature although it is good to have both options. If I am logged in I expect to have my information automatically filled out with the option to pick different addresses or cards.

Brittany: I expect to click the cart icon, which takes me to a page to summarize my order. Then I would click a button that says proceed to checkout, I then enter my address, payment information, and click submit. I am then shown a summary with my information and cart details. I would then click confirm and the system would send me a confirmation email. I hate when I am forced to create an account and login, I like the guest checkout option. I tend to not buy from a store if I have to create an account unless it is a place I will be visiting frequently and in that case I want the account.

User Model summary: The checkout can be reached by either adding an item to the cart or by clicking the cart button on the menu bar. If the user is adding an item to the cart they will be asked if they would like to proceed to checkout or to continue shopping. Once they are on the cart page they may remove items, adjust their quantity and other features. Once they click "place order" they will be asked how they would like to proceed. They will be given the option to proceed as a guest, to login, or to signup. If they proceed as a guest, they will have to enter all of their information. If they login, all of their information will be automatically filled into the fields. If they proceed to signup, they will be asked to enter their information to create an account. This information will automatically fill into the fields on the customer information page. Once on the customer information page any field may be edited as the user pleases. The user will then click "continue" to proceed with checkout or "back" to edit their cart. The user will then be directed to the order summary page if they choose to continue, which shows all of the user's information and all the items in their cart. The user may finalize their order by clicking "confirm order" or click "back" to return to the customer information page.

3. Activities List
 - i. Browse products
 - ii. Add to Cart
 - iii. Checkout
 - iv. Remove from cart
 - v. Create post
 - vi. Remove post
 - vii. Login
 - viii. Signup
 - ix. Edit timesheet
 - x. Add products
 - xi. Remove products
 - xii. Search products
 - xiii. Review

Explanation: I believe browsing products is the most important function because otherwise there would be no purpose to the site. I then believe add to cart option is next because without this option you cannot checkout making this not an e-commerce website. I then choose remove from cart because this is such a common feature users use. I then stated that creating and editing posts are the next most important feature because the client would really like to stay connected with his customers. Then it the login and signup function in which you can allow for guest login but this feature would be nice for returning users. Editing timesheet is next because employees need a way to log their hours but they may be able to clock there hours a different way if this is not implemented. Next, the add and remove product option because you could manually enter the product into the database but it would be a lot easier for the administrator to edit their site. Second to last feature is the search since you are able to browse the site already and lastly is the review option because this is not a necessary feature but a want the client requested.

4. Prototype Images



Gusty's Bike Shop

[Home](#)[Products](#)[Sales](#)[Blog](#)[Login](#)[Cart](#)

The Conquest in White/Blue

Price: \$250



Quantity

The conquest has a super light 6061-aluminum frame. This superb ride quickly gains speed, effortless climbs, and cuts corners with precision. This model comes with mud ready brakes, grippy tires, and clipless pedals.



Gusty's Bike Shop

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Q

Gusty's Bike Shop

Home Products Sales Blog Login Cart

Checkout (1item)



The Conquest in White/Blue

Price: \$250

Quantity: ▲ ▼

[Remove Item](#)

Subtotal: \$250

Shipping: \$20

Tax: \$20

Total: \$290

[Place Order](#)

Q

Gusty's Bike Shop

Home Products Sales Blog Login Cart

Checkout (1item)



Pick a Checkout Option:

Don't have an account? Have an account already?

Guest

Login

[Signup](#)

0

m

50

20

20

90

[Place Order](#)



Gusty's Bike Shop

[Home](#) [Products](#) [Sales](#) [Blog](#) [Login](#) [Cart](#)

Customer Information

First Name Last Name

Shipping Address

Street: Apt/Box:
 Building:
 City: State: Zip:

Billing Information

Billing Address: Same as Shipping

Card:
 Csc: Exp:



Gusty's Bike Shop

[Home](#) [Products](#) [Sales](#) [Blog](#) [Login](#) [Cart](#)

Order Summary (1item)

Name Chelsea Irizarry

<p>Shipping Address</p> <p>1301 College Avenue Eagle Landing #9000 Fredericksburg, VA 22401</p>	<p>Billing Address</p> <p>1301 College Avenue Eagle Landing #9000 Fredericksburg, VA 22401</p>
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Payment Information

Card: □□□□□□□□□□□□1234
Csc: 123 Exp: 03/15



The Conquest in White/Blue

Quantity Price: \$250

Subtotal: \$250
Shipping: \$20
Tax: \$20

Total: \$290

5. Feedback

Camille: She began by adding an item to the cart by pressing the “add to cart” button at the bottom of the item page. She then clicked “proceed to checkout” button to begin the checkout process. She reviewed her cart then clicked the “place order” button. I asked her how she planned to proceed. She stated that she did not have an account so she will proceed as a guest. She then clicked the “guest” button. She pretended to enter all the information into the fields and checked the same as shipping checkbox. She then clicked on the “continue” button. She reviewed the summary order and said the information was correct as what was entered. She finalized her order by clicking the “confirm order” button. I asked her about her experience she said it was good. I proceeded to ask her if she would change anything she stated no. My last question was if this is how she envisioned the checkout feature to work, she stated yes.

Sam: She began by adding an item to the cart by clicking the “add to cart” button on the items page. She quickly pressed the “proceed to checkout” button. She then reviewed the cart page and clicked the “place order” button and quickly pressed the “guest” button. She entered her information then clicked the “continue” button. She stated her information is the same and pressed the “confirm order” button. I asked her about her experience, she stated that she had no complaints and that that’s exactly how she expected it to work.

Moe: He began by increasing the quantity to two by pressing the up arrow next to the quantity box. He also stated on a computer he like the option to input the number two into the field. He then pressed “add to cart” button then the “proceed to checkout” button. He reviewed the cart then pressed “proceed to checkout” button. He stated that if he were a bike person using this site that he would likely be a returner and wanted to create an account so he clicked the “signup” button. We assumed that when he signed up he was asked his personal information and it auto-filled the fields when he finished that process. He reviewed his information stated that his billing was not the same as shipping he unchecked that box and presumably entered that information. He proceeded to press the “continue” button. He then realized that he did not want two bicycles so he hit the “back” button twice. He stated that he would then lower the bicycle quantity by pressing the down arrow and if the items were shown separately he would press the “remove item” button. He then quickly pressed the “place order”, “continue”, and “confirm order” buttons. I asked him about his experience, he stated that it was fine and it worked as he thought it would. He stated he liked that the system did not as him to continue as guest or login again when he made his changes.

Brittany: She began by clicking the “add to cart” button to navigate to the checkout page. She clicked the “proceed to checkout” button. She stated if she had other items that she may increase the quantity by pressing the arrows or removing the item by pressing the “remove item” button. For now she will keep her bike in the cart. She choose to use the guest login because she does

not have an account and isn't a frequent biker. She did however state that she was buying such an expensive bike from her own will she would likely create an account because if anything broke she would return to the same site for spare parts. She proceeded to press the "continue" and then the "confirm order" button. I asked her about her experience with the checkout feature. She stated she did not expect the continue shopping or proceed to checkout option when she was adding an item to the cart. She then stated if she clicked "continue shopping" button and then realized she didn't want anything else that she assumed she would checkout by pressing the "cart" button on the menu bar.

Reflections: I realized that starting my prototype on an item page might have influenced how the user navigated to the checkout page. I allowed the users to assume that they would be adding an item to the cart first to checkout therefore including the "add to cart" feature in my testing. While talking to our client how they wanted the checkout feature to work he seemed to envision something similar although he wanted to make sure that the user had an account finalizing the checkout process. This may need to be changes since many of the test subjects stated that they enjoyed the guest feature and $\frac{3}{4}$ choose to proceed as a guest rather than creating an account.

6. Adjustments

I believe our team should consider having a guest option during checkout. Our client did not want to include the guest option but it seems that users would prefer to use that option when shopping. The team also considered not requesting all information although I believe we must ask for name, shipping information, billing information, and payment information since that what all the users assumed would be asked and makes the website look more legitimate.