



Beato Designs

Little Cake Bakery

Usability Test

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Information Architecture-IMD 200 Section A

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This interactive media project was created by a student for educational purposes at the Art Institute of Atlanta and is in no way intended for commercial gain or as a source of public information.



Introduction

Usability testing is a step in the design process that allows potential users to test or practice using the real system. It is a good way to discover any glitches or user related difficulties before the site goes live. This is usually done with an interactive wireframe before the final site is built. Usability testing can be done a number of ways. This technique in particular was done more with a qualitative method is volunteering participants evaluating the interactive wireframe. In this test they give their opinions or what is done well and what needs reevaluation. Three participants have been given the same test script for the Little Cake Bakery wireframe.



Test Script

This is a usability test. I have created an interactive wireframe for a website.

The link for the wireframe is http://dominican7chic.aisites.com/IMD_200_Assignments/Beato_Interactive_Wireframe.pdf

This is only meant to show the overall layout and doesn't have any elements of design or color. For the most part, this is all open ended. There are no wrong answers. There are no stupid questions. Try to think aloud as much as possible. If you like something go ahead and say it. If you're confused about something let me know. If you dislike something, tell me. Don't worry about hurting my feelings. This is all in order to make the site the best possible.

PARTICIPANT #1

What is your name?

Brandy Stinson

What is your age group?

30

Do you eat cupcakes?

Yes



Which is your favorite cupcake shop/bakery?

Sprinkles Cupcakery

Have you ever been to a cupcake website before?

Yes

If so, which one?

Sprinkles, Piece of Cake, Cami Cakes

Do you have a favorite cupcake shop/bakery site(s)?

No

Have you ever ordered online before?

No

Have you ever ordered cupcakes/food online?

No

GO TO HOMEPAGE

What are your first impressions?

Seems pretty easy to understand

How would you describe this page?



User friendly

What do you think you can do or see on the Web site?

Order cupcakes

With your task in mind, what would you do from here?

Click flavors

Are any of these fields unclear?

No

If you wanted to leave this process and go to a different page, how would you do it?

Click back button or home

If you click that button (continue), what would you expect to happen?

Go to a payment or selection page

GO TO CUPCAKE ORDERING PAGE

How would you describe this page?

Easy to figure out

With your task in mind, what would you do from here?

Click continue

Are any of these fields unclear?



No

If you wanted to leave this process and go to a different page, how would you do it?

Click back

FINAL THOUGHTS

What is your overall impression of the site/prototype you have seen today?

It's user friendly, easy to figure out. Sometimes bakery websites have too much content and it's hard to figure out

What was your favorite aspect of the website that you worked with today?

Nothing in particular

What was your least favorite aspect of the website that you worked with today?

Nothing

Is there anything that you feel is missing on this site?

No

Is there anything you would change on the website?

No

Do you have any other final comments or questions?

I don't



PARTICIPANT #2

What is your name?

Christopher Gumbs

What is your age group?

24

Do you eat cupcakes?

Yes

Which is your favorite cupcake shop/bakery?

N/A

Have you ever been to a cupcake website before?

No

If so, which one?

N/A

Do you have a favorite cupcake shop/bakery site(s)?

N/A



Have you ever ordered online before?

Yes

Have you ever ordered cupcakes/food online?

Yes. Pizza

GO TO HOMEPAGE

What are your first impressions?

I like the layout. It's simple

How would you describe this page?

Put together nicely, Image filled

What do you think you can do or see on the Web site?

Advertise cupcakes. Look at store pictures

With your task in mind, what would you do from here?

I don't know, click flavors, click image of wanted cupcake

Are any of these fields unclear?

Initial ordering is unclear



If you wanted to leave this process and go to a different page, how would you do it?

Click home or logo

If you click that button (continue), what would you expect to happen?

Go to a payment or selection page

GO TO CUPCAKE ORDERING PAGE

How would you describe this page?

Pretty simple

With your task in mind, what would you do from here?

Click continue

Are any of these fields unclear?

The checkout button in order summary is a little unclear

If you wanted to leave this process and go to a different page, how would you do it?

Click back

FINAL THOUGHTS

What is your overall impression of the site/prototype you have seen today?



Other than one or two things it's pretty easy to navigate once you see where everything goes

What was your favorite aspect of the website that you worked with today?

Looking at the flavors

What was your least favorite aspect of the website that you worked with today?

Can't think of anything

Is there anything that you feel is missing on this site?

Log in for returning customers

Is there anything you would change on the website?

Log in

Do you have any other final comments or questions?

No. It's put together

PARTICIPANT #3

What is your name?

Daniel Ortiz

What is your age group?



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34

Do you eat cupcakes?

On occasion

Which is your favorite cupcake shop/bakery?

N/A

Have you ever been to a cupcake website before?

No

If so, which one?

N/A

Do you have a favorite cupcake shop/bakery site(s)?

No

Have you ever ordered online before?

Yes

Have you ever ordered cupcakes/food online?

Yes



GO TO HOMEPAGE

What are your first impressions?

Simple, good layout

How would you describe this page?

Straight to the point

What do you think you can do or see on the Web site?

Display cupcakes, plan events

With your task in mind, what would you do from here?

Not sure, it should have an order option

Are any of these fields unclear?

Yes, Ordering

If you wanted to leave this process and go to a different page, how would you do it?

Click logo or home

If you click that button (continue), what would you expect to happen?

Go to ordering page

GO TO CUPCAKE ORDERING PAGE



How would you describe this page?

Easy once pictures are inserted

With your task in mind, what would you do from here?

Click continue

Are any of these fields unclear?

No

If you wanted to leave this process and go to a different page, how would you do it?

Click back

FINAL THOUGHTS

What is your overall impression of the site/prototype you have seen today?

The ordering is a bit unclear but other than that it's a nice layout

What was your favorite aspect of the website that you worked with today?

Nothing in particular

What was your least favorite aspect of the website that you worked with today?

How to start ordering



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Is there anything that you feel is missing on this site?

A menu option that takes you to ordering page

Is there anything you would change on the website?

See previous comment

Do you have any other final comments or questions?

No



Analysis

Most of the participants were satisfied with the overall layout of the site. Some found the initial ordering process confusing. Adding an ordering option directly to the global navigation might be helpful and less confusing. All of the participants found the ordering process easy to navigate once they found the ordering page. One participant suggested a log in system in order to make the process easier for returning customers.



Heat Maps

These are the results from a usability test using heat maps. The participants were given 3 tasks and asked where there are most likely to click for any given task.

Little Cake Bakery

1. **If you wanted to order cupcakes, where would you go?** 7 clicks, 1 skip, Average time taken: 53 seconds
2. **If you wanted to place an online order, where would you click from here?** 7 clicks, 1 skip, Average time taken: 11 seconds
3. **If you wanted to go back a section or go to the homepage, where would you click?** 7 clicks, 1 skip, Average time taken: 6 seconds



COMPANY LOGO IMAGE

HOME

ABOUT US

FLAVORS

GALLERIES

SPECIAL EVENTS

STORE INFO

NEWS

DESCRIPTION
OF
IMAGE

CAROUSEL GALLERY





COMPANY LOGO IMAGE

CUPCAKE FLAVORS

RED VELVET

Red velvet cake with a vanilla filling topped with cream cheese frosting, a white chocolate heart and red sugar crystals

ORDER NOW!

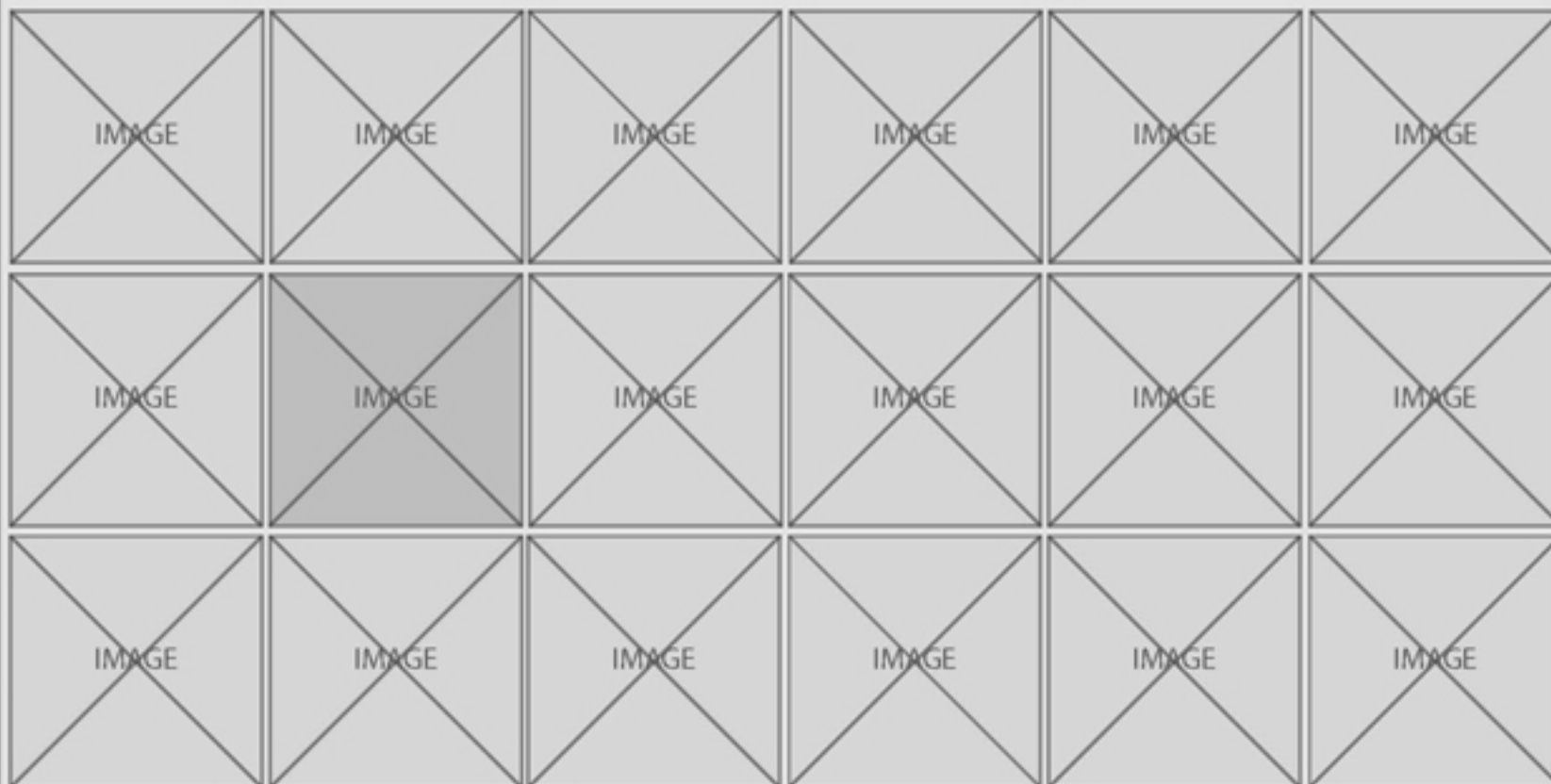
DAILY FLAVORS MENU

\$2.50 ea.

M

W

T





COMPANY LOGO IMAGE

ORDERING INFO

PERSONAL INFO

PAYMENT INFO

CONFIRMATION

ORDER PREVIEW

12 RED VELVET EDIT
DELETE

NOV. 21, 2012 EDIT

11:00 AM EDIT

VISA EDIT

****_****_****-4179 EDIT

CHECKOUT

CARD TYPE

CARD NUMBER

EXP. DATE

SECURITY CODE

WHAT'S THIS?

BACK

PLACE ORDER



Conclusion

Usability testing is a necessary part of the design process. By testing the wireframe, significant problems were pointed out and can now be fixed before continuing with building the site. This process optimizes the final product. Now that certain flaws can be changed, users will find it easy and simple to use.