Usability test discussion guide

The aim of this usability test is to improve the efficiency and functionality of Waterstone's website. The plan is to gather feedback through the user experience/ journey to assess the specific areas that need to be improved or redesigned.

> **Web Browser is open to Google and ready for the session.**

Introduction

Hello, My name is Aisha, and I am part of a Research & Quality team, and I am going to be walking you through today's session.

Before we begin the session, I would like to share some information with you which is important to cover before the session. I would like to ensure that we cover all every.

You may already be aware of why we invited you here today. I am just going to briefly go over it again so we are all on the page. We are asking people to try to use a Website that we are working so we can assess whether it works as intended. This session should last approximately one hour.

Just to set your mind at ease we will be testing the site, not you. There is no right or wrong way so do not worry about making mistakes. As you use the website I will be asking you some questions. Please think aloud and describe what you are looking at, what you are trying to do and what you are thinking this would be a great help.

Please be as brutally honest as possible as we are trying to improve the website. We would love your honest reactions. Feel free to ask any questions at any-time during the session.

I may not always be immediately able to respond, as we are interested in assessing how people do when they do not have assistance or guidance. However, if you have any questions at the end of the session I will be able to answer them then. If you need to take a break or stop at any point. Please press the red button located under the desk on the left.

You may have noticed the microphone on your right. With your permission, we would like to record what happens on screen and our

conversation. The recording will only be used to help us improve the website and will not be accessed by anyone other than staff working on this project. It would also assist me in having to take as many notes and collate the information at the end.

Also to let you know there are other members of staff from the Web design team observing this session in another room. They cannot see or hear us they are just observing the screen.

If you would be still interested in participating in this session. I going to ask you to complete a consent form. The form will give us your permission to record you and the recording will only be accessed by the staff working on this project.

> **Consent form given to the participant and a pen. Setting up recording equipment while they sign the form.**

Consent to take part in Usability Testing Programme

- I.. voluntarily agree to participate in this usability research study.

- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.

- I understand that I can withdraw permission to use data from my interview within two weeks after the interview, in which case the material will be deleted.

- I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.

- I understand that participation involves an interview and usability testing of our website.

- I understand that I will not benefit directly from participating in this research but will be given an incentive.

- I agree to my interview being audio-recorded.

- I understand that all information I provide for this study will be treated confidentially.

- I understand that in any report on the results of this research my identity will remain anonymous. This will be done by changing my name and disguising any details of my interview which may reveal my identity or the identity of people I speak about.

- I understand that disguised extracts from my interview may be quoted in internal publications.

- I understand that if I inform the researcher that myself or someone else is at risk of harm they may have to report this to the relevant authorities - they will discuss this with me first but may be required to report with or without my permission.

- I understand that signed consent forms and original audio recordings will be retained in the research department for a maximum of two years.

- I understand that a transcript of my interview in which all identifying information has been removed will be retained for two years.

- I understand that under freedom of information legalisation I am entitled to access the information I have provided at any time while it is in storage as specified above.

- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Names, degrees, affiliations and contact details of researchers (and academic supervisors when relevant).

Signature of research participant

-- ---------------- Signature of participant Date

Signature of researcher

I believe the participant is giving informed consent to participate in this study

-- ---------------------- Signature of researcher Date

Prior to this session, we sent you a Non-Disclosure agreement in the post to complete. This form outlined the terms and conditions that you

will not discuss what we are doing or showing you during this session. Do you have this agreement form with you?

> **Checked NDA is signed. Ready to proceed with the session.**

Waterstones NON-DISCLOSURE AGREEMENT

I. THE PARTIES. This Website Design Non-Disclosure Agreement, hereinafter known as the "Agreement", created on the 12th April 2018 by Waterstones Web Researchers and between _____, hereinafter known as the "1st Party", and _____, hereinafter known as the "2nd Party", and collectively known as the "Parties".

This Agreement is created for the purpose of preventing the unauthorised disclosure of the confidential and proprietary information regarding the development and design of the Waterstones website, hereinafter known as the "Escobar Project". The Parties agree as follows:

II. TYPE OF AGREEMENT. Check One (1)

X Mutual – This Agreement shall be Mutual, whereas, the Parties shall be prohibited from disclosing confidential and proprietary information that is to be shared between one another in an effort to develop the Website Design.

☐ - Unilateral – This Agreement shall be Unilateral, whereas, the 1st Party shall have sole ownership of the Website Design with the 2nd Party being prohibited from disclosing confidential and proprietary information that is to be released by the 1st Party in an effort to develop the Website Design.

III. DEFINITION. For the purposes of this Agreement, the term "Confidential Information" shall include, but not be limited to, software and website products, website source code or any related codes in all formats, business plans, financial statements, customers or users, analytical data, documentation, and correspondences that have not otherwise been made publicly available.

However, Confidential Information does not include:

> (a) information generally available to the public;

(b) widely used programming practices or algorithms;

(c) information rightfully in the possession of the Parties prior to signing this Agreement; and

(d) information independently developed without the use of any of the provided Confidential Information.

IV. OBLIGATIONS. The obligations of the Parties shall be to hold and maintain the Confidential Information in the strictest of confidence at all times and to their agents, employees, representatives, affiliates, and any other individual or entity that is on a "need to know" basis. If any such Confidential Information shall reach a third (3rd) party or become public, all liability will be on the Party that is responsible. Neither Party shall, without the written approval of the other Party, publish, copy, or use the Confidential Information for their sole benefit. If requested, either Party shall be bound to return any and all materials to the Requesting Party within 730 days.

This Section shall not apply to the 1st Party if this Agreement is Unilateral as marked in Section II.

V. TIME PERIOD. The bounded Party's(ies') duty to hold the Confidential Information in confidence shall remain in effect until such information no longer qualifies as a trade secret or written notice is given releasing such Party from this Agreement.

VI. RELATIONSHIP. The Parties agree that there is no such statement in this Agreement that suggests any Party is an employee, partner, or that the Website Design is a joint venture. All ownership interests, if any, shall be stated in a separate agreement.

VII. SEVERABILITY. If a court finds that any provision of this Agreement is invalid or unenforceable, the remainder of this Agreement shall be interpreted so as best to affect the intent of the Parties.

VIII. INTEGRATION. This Agreement expresses the complete understanding of the Parties with respect to the subject matter and supersedes all prior proposals, agreements, representations, and understandings. This Agreement may not be amended except in writing with the acknowledgment of the Parties.

IX. Enforcement. The Parties acknowledge and agree that due to the unique and sensitive nature of the Confidential Information, any breach of this Agreement would cause irreparable harm for which damages and or equitable

relief may be sought. The harmed Party shall be entitled to all remedies available at law.

X. GOVERNING LAW. This Agreement shall be governed under the laws in the United Kingdom.

1ˢᵗ Party's Signature _____ Date _____

Print Name _____

2ⁿᵈ Party's Signature _____ Date _____

Print Name _____

Do you have any questions before we start?

Great, before we start I would like to ask you a few questions.

Can you tell me briefly about yourself?

1. What is your age group?

20-25

25-30

30-40

50+

2. What is your current occupation? What does your occupation entail?
3. What is your household composition?

4. On a scale of 1 to 5 (1=not at all confident, 5=very confident), how would you rate your level of confidence in using your computer for web related activities such as web browsing, online shopping email and using search engines (i.e. Google)

5. How much time would you say you spend per day using the internet? What percentage of this time is spent online shopping?

6. What is your favourite site for online shopping?

7. How often do you shop for books online?

Great that's all the questions I would like to ask you.

Homepage is saved as bookmark ready for the user to access.

First, I am going to ask you to observe this page and tell me what strikes you about it?

What is the first thing you notice?

What do you think this site is used for?

Who do you think this website is intended for?

Have a look around the page and speak out loud everything that comes to your mind. Feel free to scroll on the page but don't click on anything yet.

User is browsing the Homepage for a few minutes

Great, thank for your feedback. The next part of this session I am going to ask you to try doing some specific tasks. I will read each task to you out loud and you also have a printed copy on the desk on the left.

I am also going to ask you to do these tasks without using the search options. This will give us a good overview of how well the website works that way.

Please use this opportunity to think aloud and give us as much feedback as possible as you are going along.

Task Scenarios
Each task will be read out load to user and then they will carry out task until there is little value or user becomes frustrated.

1.   Find a way to create a new user account and then login in (sign up process)

2.   Look up the section for best seller books (product images and navigation to location)

3.   Locate a book which features zombies in the product description (product descriptions)

4.   Buy a book for less than £10 (browsing products, test shopping cart and payment processing)

5.   Locate the returns policy (looking up important information)

Thank you that was very helpful.

Please so excuse me for a minute I am going to find out if any of my team members have follow-up questions they would like me to ask you.

Calling the Observation Rooms to see if the observers have any questions.

The final part of this session I would like to ask you some questions about your experience on the site.

Closing Interview Questions

1.   How would you describe your overall experience with the Waterstones website?

2.   What did you like the most about using this website?

3.   What did you like the least?

4. What, if anything, surprised you about the experience?

5. What, if anything, caused you frustration?

6. On a scale from 1 to 5 (1=not at all likely, 5=very likely), how likely are you to recommend this website to a friend?

7. How frequently would you use this website?

[Option 1:] Never

[Option 2:] Very Rarely (once per month)

[Option 3:] Rarely (2-3 times/month)

[Option 4:] Occasionally (2-3 times/week)

[Option 5:] Frequently (1-2 times/day)

[Option 6:] Very Frequently (3+ times/day)

Thank you for your feedback and for taking the time to participate in this session. Do you have any questions you would like to ask me?

> **Waterstones £20 voucher given to the participant to reward them for their time. Recording has been stopped. Participant has been thanked and escorted to the exit doors.**

Waterstones is an e-commerce business the operation and fluidity of user experiences is key to success. Errors or problems in the minor details could result in major consequences for the business. The site relies on visitors via SEO methods. Waterstones not only rely on sales from customers but they require retention of customers to return to their business. The would be using existing conversion rates for key metrics which they could be gauging the existing and future success.

Waterstones need to maintain high-quality customer service as well as high standards. Happy customers lead to the existence of happy and fruitful business. We need to look at things that impact on the user

experience such as needed adjustments needed for the layout, processes, speed and to investigate if any of these areas are affect the online business and how to correct any issues as soon as possible.

The usability test will allow the user to test the functionality and critically analyse what they are experiencing at the same time. We want to be able to analyse the user's behaviour while using the website. Some on the task scenarios were chosen are ones that largely impact on functionality, business and revenue.

Each task scenario was used in the usability test to test the most important areas customers use the most. Each scenario was used to test the functionality and the ease of use for the user. This would be able to reveal or identify any areas that contain glitches, broken links or simply cause frustration to the user. As Waterstones website is an E-commerce business trading online selling goods it is imperative to have a smooth seamless shopping experience for the user.

If a seamless experience what the customer is experiencing it can cost the business money through a loss in sales. Loss of sales can be generated through a lack of site visits from complex use or the site not functioning properly. This could also lead to a loss of business through bad experiences being documented on websites where customer can review their experiences on sites such as Trust Pilot. The users may not have much confidence in using the merchant's services or business online.

According to PushON's s study on 1000 online shoppers, they discovered that 49% of people would be more inclined to spend larger amounts online if websites included features and tools that could be used to gather as much information on products as possible before they buy.

The Key findings revealed:

• 49% would be inclined to spend more online if websites included helpful features to help consumers gather as much info about products before they buy.

• 22% would like to see better use of images showing products in-situ and 17% would like to see 3D representations.

• 52% want retailers to invest in technology that enables a better omnichannel experience to make the shopping journey less disjointed between in-store and online.

Scenario one aimed to find out if the user experiences any issues trying to sign up and log in. We hoped it would reveal if there were any issues, frustration and how long it would take. It can be time-consuming to sign up to websites and many customers tend to avoid this if the process takes too long.

The second scenario was to find out if the user could navigate to the location mentioned with ease. We needed to check the links were working correctly and whether they ended up where they intended to go. We also wanted to look at if the user could locate the item in the task without using the search option.

The third scenario aimed to find out if the user found the images clear and were able to locate the book and to find out if the product descriptions were clear for them to pinpoint the required information. In the Waterstones, store customers can view and touch tangible products which shopping online customers are a disadvantage because they are not about to physically preview the book.

Therefore product descriptions must be clear and accurate so customers can make informed decisions. Inaccurate photos or descriptions could lead to many returns loss of business and poor customer reviews. Anything that affects the company reputation, trust or reliability could have a considerable impact on revenue.

The fourth scenario we wanted to check if the user was able to browse the list of the products easily. Then add an item to the shopping cart and purchase that item. We needed to find out if the processes were clear and easy to follow or if the process would require more streamlining. In the second quarter of 2018, the shopping cart abandonment rate was 74.2% of online retail orders were abandoned instead of customers making purchases. Some of the reasons customers abandon their shopping cart during the checkout phase were the following reasons:

• Extra cost too high (shipping, tax, fees)

• The site wanted me to create an account

• Too long/complicated check out process

- Website errors/website crashed

- Delivery was too slow

- I don't trust the site with my credit card information

- Unsatisfactory returns policy

- Weren't enough alternative payment methods

- The credit card was declined

Based on these findings we hoped to uncover any issues with the processing or buying of an item. Any parts of the process that may delay the process, which parts may not work as intended and what parts created problems for the user. We want to focus on speed the transaction could be processed and streamline all the stages of taken to achieve the task. We monitored the time it had taken to start the process and to finish to ensure it was a smooth experience.

The final scenario was to check if the user was able to look up the important information about the returns policy. Users have all kinds of worries and anxieties about making purchases online and not being able to contact someone if something were to go wrong. If they need to make a general enquiry or wish to make a complaint. The most important information needs to be legible and accessible such as policies, FAQs and contact information.

If customers wish to make a purchase they want the peace of mind it can be returned for an exchange or refund as it is sold over long distance selling regulations. They are not able to view or touch the tangible items until the item is shipped and received. Again all these areas of information being accessible would give users more confidence in using the services to make purchases.

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