

TELL-TALE HEARTH



DECIDE

Framework &
Evaluation

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Tell-Tale Hearth
Website

oo | Table of Contents Evaluation of Tell-Tale Hearth Website prototype

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Introduction

Tell-Tale Hearth
Website

01 | **Tell-Tale Hearth** **Introduction**

Tell-Tale Hearth is a brick and mortar store that specializes in providing Dark Victorian, Medieval, Halloween, and Gothic decor for the discerning customer. Products of this variety, style, and interest are available in this spooky/dark style year round with special focus on the high holidays during the year. We are now exploring and expanding our brand into the digital space and opening a new e-commerce store to sell our products (and vendor's products) digitally to an eager and excited market.

We looked around for inspiration and compiled the best parts of similar e-commerce websites into our own. While creating our website, we were also aware about the importance in conducting user tests and evaluating our website flow to ensure the best experience for the visiting user and potential customer.

The evaluation contained within detail our testing and what we plan to do moving forward to the site continues to stay true to our brand as instructed within our brand guidelines, ensure our customers and visitors are happy, and everyone feels heard and listened to by conducting multiple user tests at specific milestones.



Evaluation

Determining
the Goals

02 | **Determining the Goals**

Why do this?

The primary goals of this user test was to understand how our customers interact with our website and how they went through the checkout process. More specifically, how they feel about the website flow, brand cohesiveness, and overall consistency of the Tell-Tale Hearth website prototype.

Secondary goals of this user testing included whether the website prototype behaved in a similar manner to other e-commerce websites and how it measured up to these other sites.

Tell-Tale Hearth employed a UX consultant who ran an initial user test of the preliminary website and checkout process during the week of November 12th - 18th, 2023. This first user test was deployed and asked a wide variety of web-savvy users and potential customers. They were asked to take a questionnaire/survey at their leisure to determine whether our design team was successful with developing our website. Our UX consultant then distilled the data into this report that is easy to understand and aligns with our mission and brand.



Evaluation

Exploring
the Questions

03 | **Exploring the Questions**

Introduction

The primary goals of this specific user test established how the users and potential customers felt about navigating the website and whether the Tell-Tale Hearth prototype met their expectations as an e-commerce site in active development. Since their locations and time-zones differed from those of the design team, the questionnaire was offered as the primary source of information and follow up may occur after the first iteration/design changes are made. Sequential user testing will be made at other milestones, this one was to primarily test with basic functionality of the checkout process.

The first few questions of the test were screening questions and were designed to find out how comfortable the users were with purchasing items from other e-commerce stores. Other questions also included how they made purchases and if they felt anything was missing from these experiences.

The following questions after the screening questions were task driven and there were a total of 5 of these tasks included in the test.

The test ended with a couple whimsical questions and offering the participants a gift-card as thanks for their participation.



03 | Exploring the Questions Screening

Our screening questions were made to primarily understand the participants' experience level when interacting with websites and their expectations with e-commerce websites in general. It also determines how frequently they shopped online and how comfortable they felt making online purchases.

These questions included (in order of appearance:)

1. How old are you?
2. To which gender do you most identify? (offering the option to not answer if they weren't comfortable.)
3. What was the last e-commerce website you visited or purchased from? (On a computer or on your mobile phone?)
4. Were you on a phone, tablet, or computer when purchasing?
5. Can you describe to me how that website is set up? What are the most important parts of this site when you want to complete a purchase?
6. What do you like most about that website?
7. Is there anything about that website you dislike? If so, why?
8. Do you frequently make purchases on that website?
9. How frequently?
10. You'll be completing a few tasks on an e-commerce website prototype, what do you commonly expect to see within an e-commerce website?
11. Is there something specific you would like e-commerce sites to have that is missing? Explain what this is if so.

03 | Exploring the Questions Screening (Screenshots)

What time is it now on your clock? *

Time



SCREENING QUESTIONS

The following questions will help me to determine your demographics, your comfort level with online purchasing, and the specific platform you use. They are helpful in categorizing and measuring the data you provide.

How old are you? *

- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90

03 | Exploring the Questions Screening (Screenshots)

To which gender do you most identify? *

- Male
- Female
- Non-binary
- Prefer Not to Answer

What was the last e-commerce website you visited or purchased from? (On a computer or on your mobile phone?) *

Short answer text
.....

Were you on a phone, tablet, or computer when purchasing? *

- I was on a mobile phone
- I was on a tablet
- I was on a computer
- Other...

03 | Exploring the Questions Screening (Screenshots)

Can you describe to me how that website is set up? What are the most important parts of this *
site when you want to complete a purchase?

Long answer text
.....

What do you like most about that website? *

Long answer text
.....

Is there anything about that website you dislike? If so, why? *

Long answer text
.....



03 | Exploring the Questions Screening (Screenshots)

Do you frequently make purchases on that website?

Yes

No

How frequently?

A couple times a week

Once a week

A couple times a month

Once a month

A couple times a year

Once a year

Occasionally every couple of years

03 | Exploring the Questions Screening (Screenshots)

You'll be completing a few tasks on an e-commerce website prototype, what do you commonly expect to see within an ecommerce website? *

Long answer text
.....

Is there something specific you would like e-commerce sites to have that is missing? Explain what this is if so. *

Long answer text
.....



03 | Exploring the Questions Tasks

The questions within the tasks determined if the users/potential customers could find a specific product, find their way to the checkout to purchase this product, and eventually return home afterwards.

The questionnaire included these questions:

1. After you first looked at the website, what are your initial impressions of it? Would you shop here if it were a real and a fully functional website? Why or why not?
2. If you could change one thing about the layout of the home page, what would that be?
3. How easy was it to find the product and add it to your cart?
4. How easy was it to find your cart/bag with the product in it?
5. You added a product to your bag/cart, were you able to see any indication that this part of the process was successful? How so?
6. How easy was it to find the 'Cat & Jack O' Lantern Pillow' product page?
7. In what way did you find the 'Cat & Jack O' Lantern pillow' product page. Explain the steps you took. (if you didn't, please also explain the steps you took to try to find it.)
8. What did you like best about the product page? What improvements would you make to this page if you could make changes?
9. How easy was it to find and view what is in your Bag of Goodies (aka the Cart Page?)
10. How easy was it to find and view the checkout page?
11. Was the information on the checkout page accurate to you and what you selected?

Participants were also asked on specific tasks what they would do to improve the sections they were observing.

03 | Exploring the Questions Tasks (Examples/Screenshots)

Task #1: Tell-Tale Hearth - Initial Takeaways



The following questions are going to go through how you interact with the website. These questions are designed to better understand how you interact with the site and also gauge how you accomplish the tasks.

Here's a scenario I would like you to think about as you interact with the website and working through these specific tasks.

You're looking for a one stop shop to fully decorate your home for the upcoming fall season. You've been to busy stores like Michael's Crafts and Target's Hyde & Eeeek during a very short window of time during fall, and like some of what is offered, but you also feel like everything sells out so quickly and you miss some great pieces. You've also visited Spirit Halloween for decor, but their focus is mainly on costumes and not really what you're looking for in home decor, plus the items for sale in decor don't meet your expectations for quality.

Keep this window or tab open to refer to and please open the following link in a new window or tab to look over the prototype website for Tell-Tale Hearth:

[Tell-Tale Hearth Website Prototype](#)

After you first looked at the website, what are your initial impressions of it? Would you shop here if it were a real and a fully functional website? Why or why not? *

Long answer text



03 | Exploring the Questions Tasks (Examples/Screenshots)

In what way did you find the 'Cat & Jack O' Lantern pillow' product product page. Explain the steps you took. (if you didn't, please also explain the steps you took to try to find it.) *

Long answer text

If you had trouble finding the product page for the pillow and ultimately didn't find it, how would you improve this to make it easier to find?

Long answer text

The way the product page was organized made sense to me. *

Strongly Disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

What did you like best about the product page? What improvements would you make to this page if you could make changes? *

Long answer text

Evaluation

Choose the Evaluation
Approach & Methods

04 | Choose the Evaluation Approach & Methods What is best for the users/potential customers?

While it is optimal to conduct a questionnaire along with an in-person interview, we decided to run a preliminary questionnaire online so our users/potential customers could do the questionnaire/survey in the comfort of their own homes and during a time that works best for them.

A call for participants was offered to different groups online (using Facebook, Discord, and Slack) and in a couple cases, in-person. Users within these groups live all over the United States and everyone felt comfortable using and filling out Google Forms.

Using the timed questionnaire, tasks will be assigned to the participants to understand their process. Each task was designed to determine how well they are able to interact and accomplish each task and if they were successful.

Task #1: Initial impressions and looking at the home page.

Task #2: Finding products and adding them to the cart/bag.

Task #3: Viewing the cart/bag and ease of use.

Task #4: Proceeding to checkout and returning home.

Task #5: Final Takeaways and thoughts.

The questionnaire was released to a select group of participants on November 15th and allowed to run through November 18th (with requests asking for more time if needed.)



Evaluation

Identify
the Practical Issues

05 | **Identify the Practical Issues**

Overcoming potential obstacles

Participant selection was not necessarily limited to a certain demographic, however the participants that did complete the questionnaire/survey tended to be very computer savvy, in their 30s and 40s, and enjoy spending time with friends and family for holidays and events. These were not the only evaluators however.

Due to locations, the questionnaire was limited to a Google form and relied on participants to fill it out during the days it was open for submissions from November 15th to November 18th. This makes sense since the website will be an e-commerce website and pretty much open to anyone to peruse 24/7 or at their leisure.

The equipment needed for the participants was access to the internet for the Google Form and a desktop computer to evaluate the website itself. The equipment needed for the UX consultant had no restrictions other than an internet connection and they would be able to distill the data using whatever method they choose.

The only potential issue with the restriction of equipment was the prototype was not built for mobile use yet and one participant was eliminated for not following instructions as indicated at the beginning of the questionnaire/survey.

There was no true schedule for the questionnaire/survey other than keeping the form open to submissions for a couple days. The plan being that the data would be evaluated and analyzed into a final report after November 18th.



Evaluation

Decide
on Ethical Issues

o6 | **Decide on Ethical Issues**

Overcoming potential obstacles

The primary and secondary goals of this questionnaire/survey was to understand and evaluate how well Tell-Tale Hearth's website was initially developed. Determining brand cohesiveness, identity, and consistency was also something that was important to Tell-Tale Hearth during this user test.

Consent is very important to running a successful UX study and the participants were reassured that their private information would not be shared and used appropriately. We plan to **ONLY** use this information to understand and evaluate the groups/individuals who participated in this study. Their answers from this questionnaire/survey were only used to distill their data into easily digestible/understandable patterns and graphs. Any one of them could opt-out by not completing the form or not pushing the submit button at the end. Participants were also provided with the reassurance their information would only be used for a successful submittal and/or if they would like to receive a reward.

If participants needed more time to go through the questionnaire/survey, contacting the UX consultant was included at the beginning of the form. Most participants were able to work through the questionnaire/survey within the time allotted and a couple participants required follow up so their submittal could be included.

By submittal of the form, participants essentially accepted and consented that their information and answers would be used to evaluate and judge their demographics for only this study.



Evaluation

Evaluate, Analyze,
Interpret, & Present Data

07 | Evaluate, Analyze, Interpret, & Present Data

Distilling the Information

The following pages describe the users, their individual demographics, their answers to the task questions, specifics of their answers, and how their answers compare to the rest of the data set from the other users. The first part of this section evaluates and individually shows the participants and their answers. The second part distills and provides the specifics and statistics of the users answers overall, places their answers within graphs and patterns, and how the answers provide a positive perspective of the UX/UI of the Tell-Tale Hearth website prototype.

The last section of this evaluation will provide the design team with recommended next steps for the next round of iterative user testing.

Seven participants successfully submitted their information and their details are provided in the following pages. First, a description of the participants:

- Participant #1:** In their 40s, identifies as female, uses a computer to shop online, enjoys online shopping on international websites (especially Japanese stores.)
- Participant #2:** In their 30s, identifies as male, primarily uses their phone to shop online, uses Amazon.com due to the ease of use and quick search.
- Participant #3:** In their 40s, identifies as male, uses a computer to shop online, enjoys online shopping on custom tshirt sites to create their own tshirts.
- Participant #4:** In their 30s, identifies as female, primarily uses their phone to shop online, enjoys online shopping on, cozy furniture stores as well as clothing and shoe stores that offer a variety of different products.
- Participant #5:** In their 30s, identifies as female, uses a computer to shop online, enjoys online shopping on hobby and photography websites.
- Participant #6:** In their 30s, identifies as male, primarily uses their phone to shop online, enjoys online shopping for athletic clothing and equipment.
- Participant #7:** In their 30s, identifies as female, primarily uses their phone to shop online, enjoys online shopping for clothing and accessories.



07 | Participant #1 Data & Individual Results

This participant set a different precedent by going to a purely Japanese website to shop for specific items. They mentioned it was tough to navigate due to the language barrier and mentioned writing a script to hide rotating banners that were distracting to them. However, they did mention they enjoyed shopping on this Japanese website due to the variety of products offered that might not be available in the U.S.

She also mentioned that simple and clean e-commerce websites are usually what she enjoys. Her expectations are fairly minimal with a site that is easy to navigate, with clearly marked prices with the products, and good photography throughout. Too much flashy animation and movement she finds also incredibly distracting and frustrating to her.

She took 20 minutes to go through the questions and tasks in the questionnaire/survey.

Task #1: This participant completed the task without any trouble, mentioned the site was clean and easy to navigate. Though she would have enjoyed it more if the font size was larger for older folks.

Task #2: This participant completed the second task without any trouble, mentioned she was able to find the product as directed and saw indication that it was added to her bag. Further mentioning again about increasing the font size to accommodate older eyes.

Task #3: This participant completed the third task without any trouble, but mentioned again that the text and icons were small and increasing the size would be beneficial.

Task #4: This participant completed the fourth task without any trouble, they were able to find their cart/bag page also without any trouble.

Task #5: This participant completed the fifth task without any trouble, and responded positively to the statements presented.

After the tasks were complete, she mentioned once again that the only thing that she'd change was the size of the fonts. She loved everything else!

07 | Participant #2 Data & Individual Results

This participant set the trend of going to Amazon.com for their online shopping. What they liked most about shopping on Amazon was the ease of use, free and fast shipping, encrypted transactions, and the robust search.

He mentioned that easy to navigate e-commerce websites are usually what he enjoys. His expectations are also fairly minimal with a site that is easy to navigate, with friendly colors, and thoughtful descriptions with the product listings.

He took 29 minutes to go through the questions and tasks in the questionnaire/survey.

Task #1: This participant completed the task without any trouble, mentioned he liked the imagery and how easy the site looked to navigate. Went on to mention he would change the color scheme though, did not explain further.

Task #2: This participant completed the second task without any trouble and found the process easy. He did mention making the icons bigger though.

Task #3: This participant completed the third task without any trouble, mentioned the bag/cart information was easy to follow and didn't have any recommended changes.

Task #4: This participant completed the fourth task without any trouble, he was able to find their cart/bag page also without any trouble. He did mention darkening the filled in information in the checkout form would be helpful.

Task #5: This participant completed the fifth task without any trouble, and responded positively to the statements presented.

After the tasks were complete, he mentioned the site was clean and easy to navigate, though he also said he wouldn't shop here because he didn't have an entire house to decorate. It also reminded him of an imports website that was recently shut down in Canada.



07 | Participant #3 Data & Individual Results

This participant enjoys online shopping where he can create custom tshirts. The last site he used to create these custom tshirts was spreadshirt.com. While this was the last site they used to make a specific purchase, they also mentioned they didn't particularly enjoy shopping on it.

He went on to mention that simple and straightforward e-commerce websites are usually what he enjoys. His expectations are fairly minimal with a site that is easy to navigate, easy to add products to a cart, and quick and easy checkout.

He took 51 minutes to go through the questions and tasks in the questionnaire/survey.

Task #1: This participant completed the task without any trouble, mentioned he liked and would furnish his life from this website if it were real. Also mentioned adding a brighter accent color may be beneficial.

Task #2: This participant completed the second task without any trouble, mentioned again about changing the color choices of the website or adding an accent color. He did find navigating was easy though.

Task #3: This participant completed the third task without any trouble and mentioned he liked the mouseovers/interactive elements that occurred while exploring the website.

Task #4: This participant completed the fourth task without any trouble, they were able to find their cart/bag page also without any trouble.

Task #5: This participant completed the fifth task without any trouble, and responded positively to the statements presented.

After the tasks were complete, he recommends once again at adding an accent color and he loves the idea of having a raven as a mascot.

07 | Participant #4 Data & Individual Results

This participant also enjoys online shopping and generally does her shopping on clothing and shoe stores. She is very perceptive on how e-commerce websites are built and mentioned the importance of a cart icon in a familiar place in the upper right hand corner.

She mentioned that simple and guided e-commerce websites are usually what she enjoys. Her expectations for e-commerce websites are ones that are easy to navigate with a straightforward navigation, easily marked promotional items, and easy and guided checkout.

She took 28 minutes to go through the questions and tasks in the questionnaire/survey.

Task #1: This participant completed the task without any trouble, mentioned information was easy to find and it reminded her of other websites she visited.

Task #2: This participant completed the second task without any trouble, mentioned information was easy to find and she mentioned she saw the indicators of products being added to her bag/cart.

Task #3: This participant completed the third task with a little bit of trouble, mentioned clicking the product name didn't result in expected link to the product page (only the image was linked.) She did like the information provided on the product page, but would recommend increasing the font size there (and perhaps cut down on the copy.)

Task #4: This participant completed the fourth task without any trouble, they were able to find their cart/bag page also without any trouble. She went on to mention that the expected behavior of clicking the logo to go home needs to be more consistent.

Task #5: This participant completed the fifth task without any trouble, and responded positively to the statements presented.

After the tasks were complete, she mentions how well branded and cohesive the site is, she also really liked the favorites as an option, and offered a recommendation of moving the shipping information to a more prominent position.



07 | Participant #5 Data & Individual Results

This participant only shops online when they know what they want to buy and are prepared to make a purchase. With the 24/7 availability of most e-commerce websites that don't have restrictions on when to purchase, they found it difficult to deal with a website that had a weekly restriction and required her to wait to purchase her item that wasn't related to item availability.

She mentioned that easy to navigate websites are usually what she enjoys. Her expectations with e-commerce sites are those that are easy to navigate and search, a nice grid of products to look at, and easy checkout.

She took 24 minutes to go through the questions and tasks in the questionnaire/survey.

Task #1: This participant completed the task without any trouble, mentioned the website prototype was easy to navigate but may want to consider less stuff on the page.

Task #2: This participant completed the second task without any trouble, mentioned the bag/cart indicators were helpful to see and recommended them being a bit larger with more animation.

Task #3: This participant completed the third task without any trouble, mentioned the information was straightforward and was curious about what it would look like with multiple items in the bag/cart.

Task #4: This participant completed the fourth task without any trouble, they were able to find their cart/bag page also without any trouble. Further mentioned adding an additional link on the confirmation page (other than the logo,) to return home.

Task #5: This participant completed the fifth task without any trouble, and responded positively to the statements presented.

After the tasks were complete, her final thoughts included how she really liked the site, that it behaved like other e-commerce websites, and the only thing she'd change is the font size in certain areas.

07 | Participant #6 Data & Individual Results

This participant likes visiting e-commerce websites that offer different ways to checkout their selected items, particularly with the option to checkout with Apple Pay. He goes on to mention that the latest site he visited, he was able to find the product he wanted quickly but would like to have emails that are sent out align better with what is offered on the site itself.

He goes on to mention that he enjoys clean and easy e-commerce websites when he shops online. His expectations for e-commerce websites are also fairly minimal with sites that is easy to navigate and easy search. He also had a brilliant idea to offer a wishlist where folks can chip in to purchase high-end items that will ship when the amount is reached.

He took 18 minutes to go through the questions and tasks in the questionnaire/survey.

Task #1: This participant completed the task without any trouble, mentioned the website prototype was well organized and easy to navigate.

Task #2: This participant completed the second task without any trouble, mentioned the bag/cart indicators were helpful to see.

Task #3: This participant completed the third task without any trouble, mentioned how nice it was to have all the product information upfront and available.

Task #4: This participant completed the fourth task without any trouble, he was able to find their cart/bag page also without any trouble.

Task #5: This participant completed the fifth task without any trouble, and responded positively to the statements presented.

After the tasks were complete, he said the site was really nice to navigate and that it had a classic yet modern feel to it.



07 | Participant #7 Data & Individual Results

This participant likes to shop on small e-commerce sites that offer a specific style of clothing. She mentions that the website she recently shopped offered clothing drops that were featured week by week. The navigation was simple with their logo and menu and she likes that style of simplicity when shopping.

She goes on to mention that she likes easy navigation on a website that helps guide her to the products she wants to see. She is very minimal in here likes and is discouraged by some small shops that offer flat rate shipping without any discounts.

She took 37 minutes to go through the questions and tasks in the questionnaire/survey.

Task #1: This participant completed the task without any trouble, mentioned they loved the overall theme and color choices of the website.

Task #2: This participant completed the second task with a little trouble, mentioned she was on a mac and had difficulty scrolling the page. Did eventually find the product as instructed though.

Task #3: This participant completed the third task without any trouble, mentioned how nice it was to have all the product information upfront and available.

Task #4: This participant completed the fourth task without any trouble, mentioned information was easy to find and it reminded her of other websites she visited. She mentions she wishes this website was real.

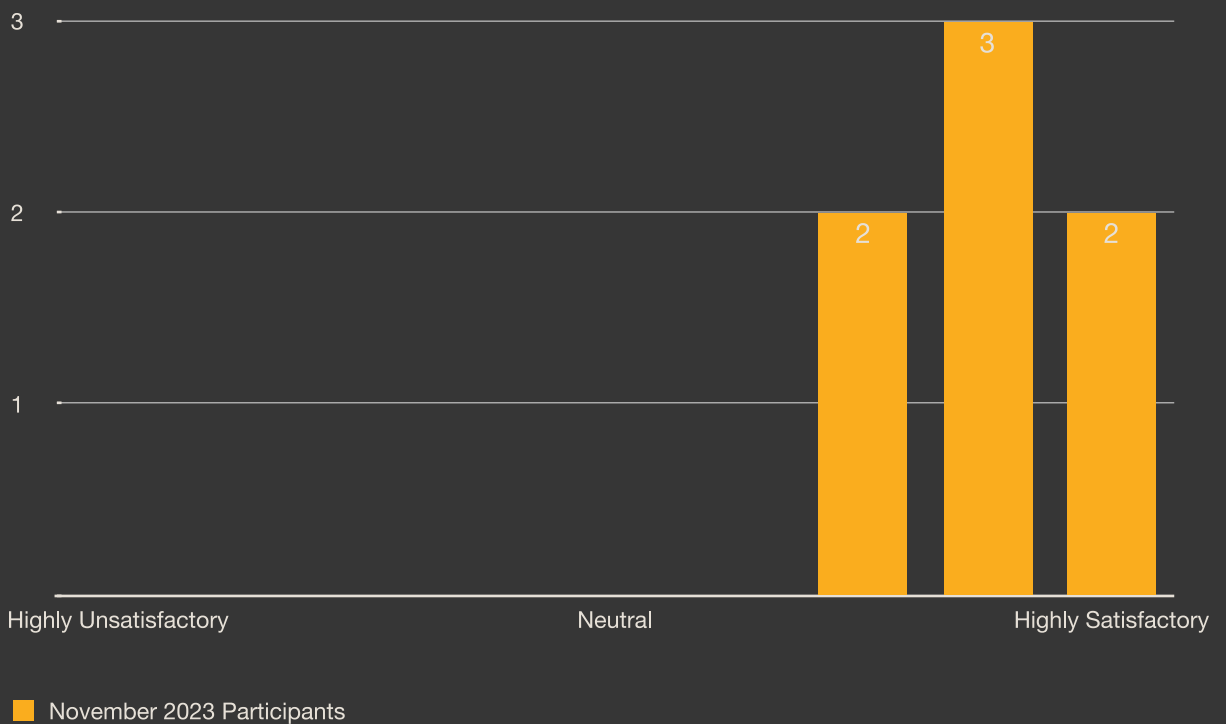
Task #5: This participant completed the fifth task without any trouble, and responded positively to the statements presented.

After the tasks were complete and asked for her final thoughts, she said she loved the site and how much it engages the customer, especially the 'Shop the Looks' sections. She wishes it were real.

07 | Overall Statistics

Data & Specific Graphs/Patterns

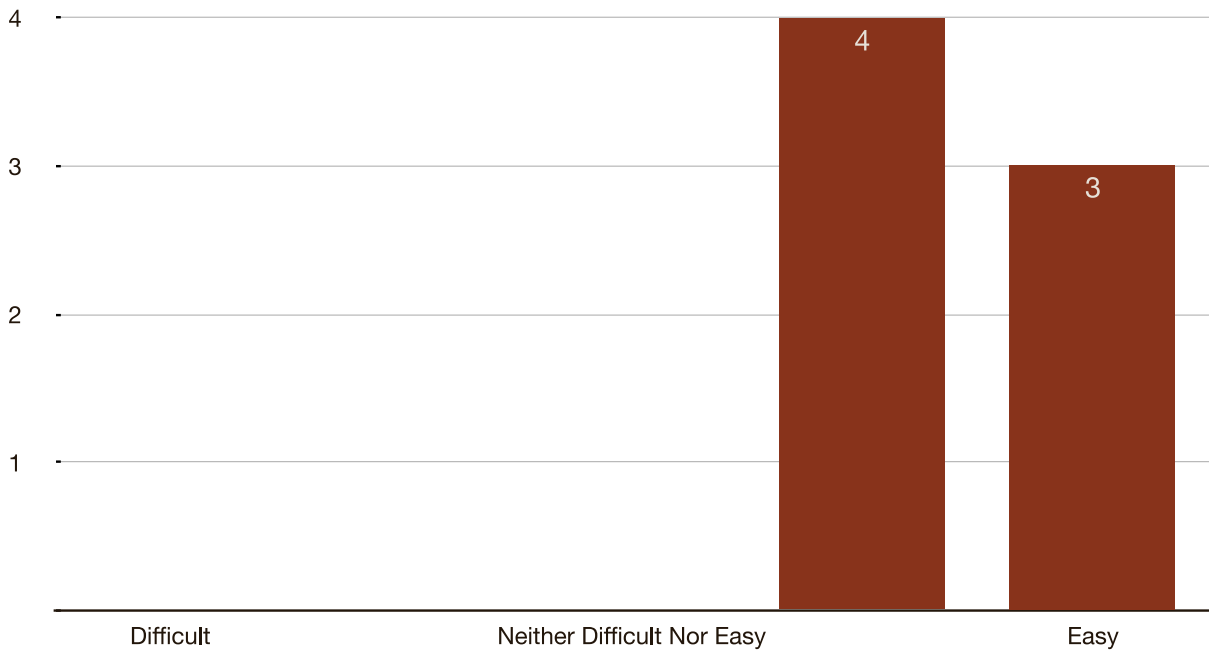
Thinking about the layout of the website, how did you find the initial experience while looking at it? (Task #1)



07 | Overall Statistics

Data & Specific Graphs/Patterns

How easy was it to find the product and add it to your cart? (Task #2)

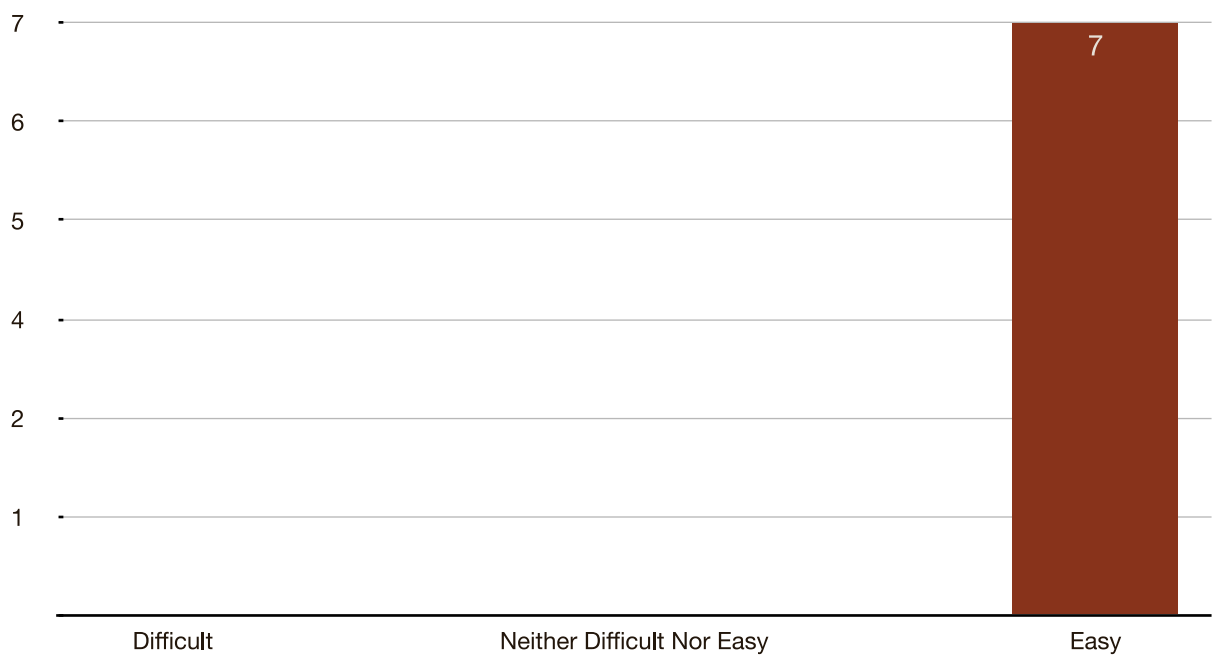


■ November 2023 Participants

07 | Overall Statistics

Data & Specific Graphs/Patterns

How easy was it to find your cart/bag with the product in it? (Task #2)



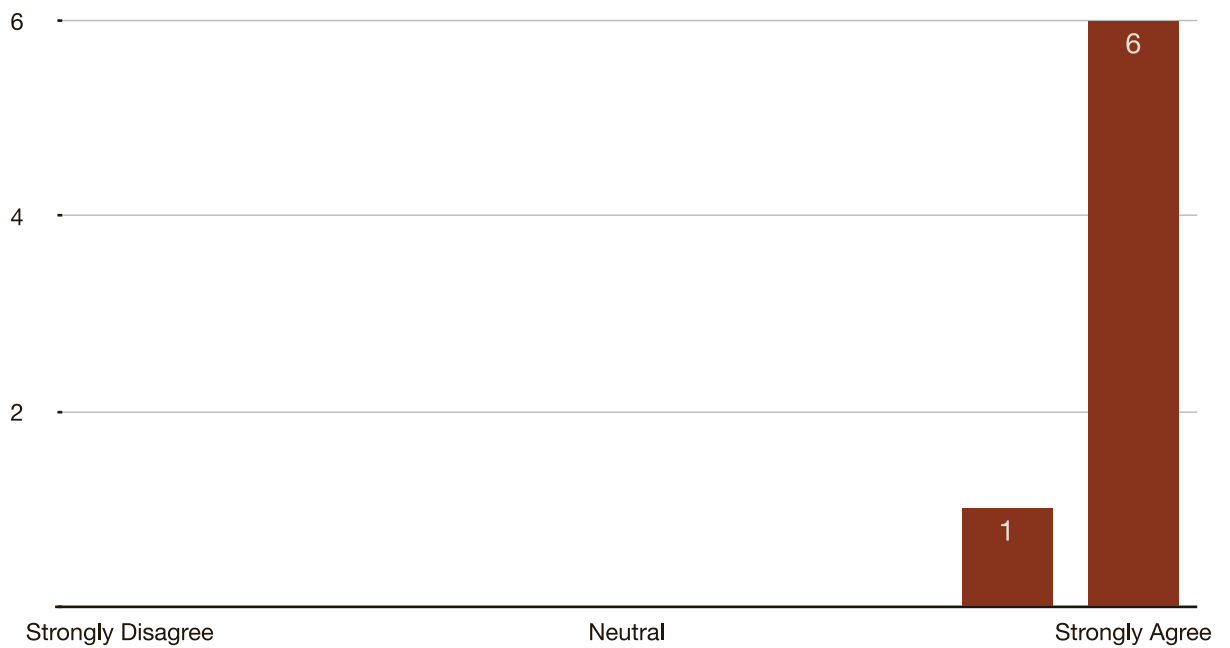
■ November 2023 Participants



07 | Overall Statistics

Data & Specific Graphs/Patterns

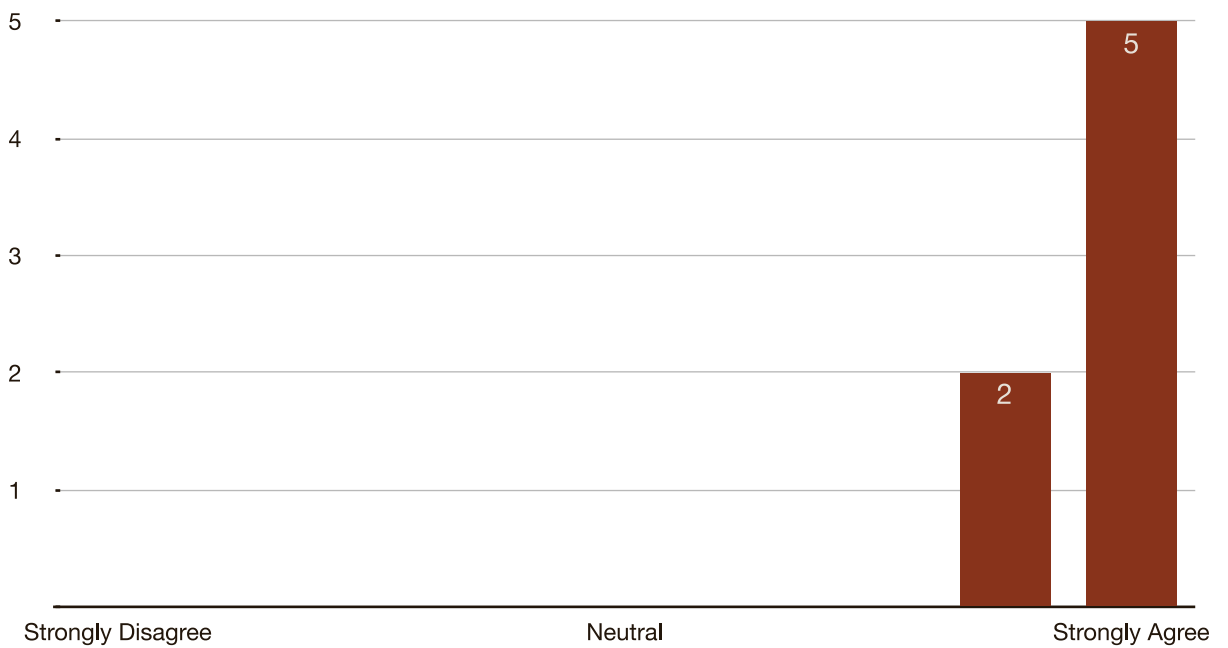
Overall, the process of adding a product to my cart was simple and straightforward. (Task #2)



■ November 2023 Participants

07 | Overall Statistics Data & Specific Graphs/Patterns

Adding a product to my cart was similar to other e-commerce sites. (Task #2)



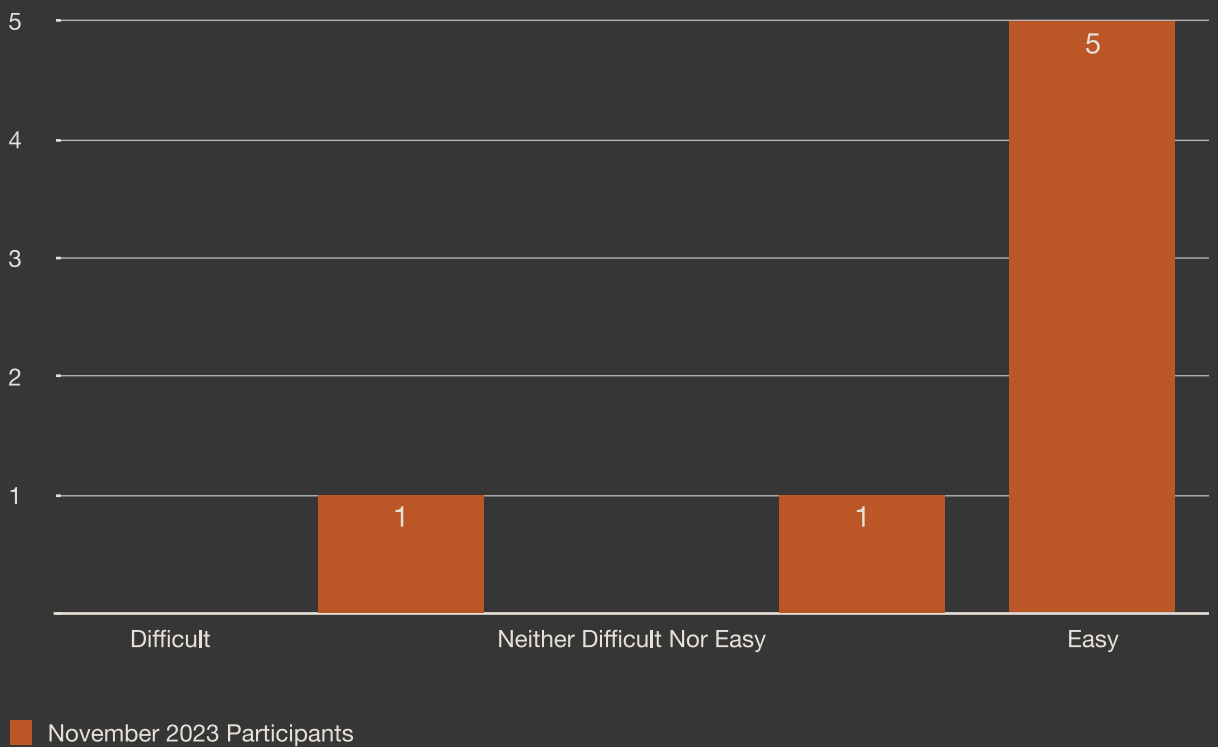
■ November 2023 Participants



07 | Overall Statistics

Data & Specific Graphs/Patterns

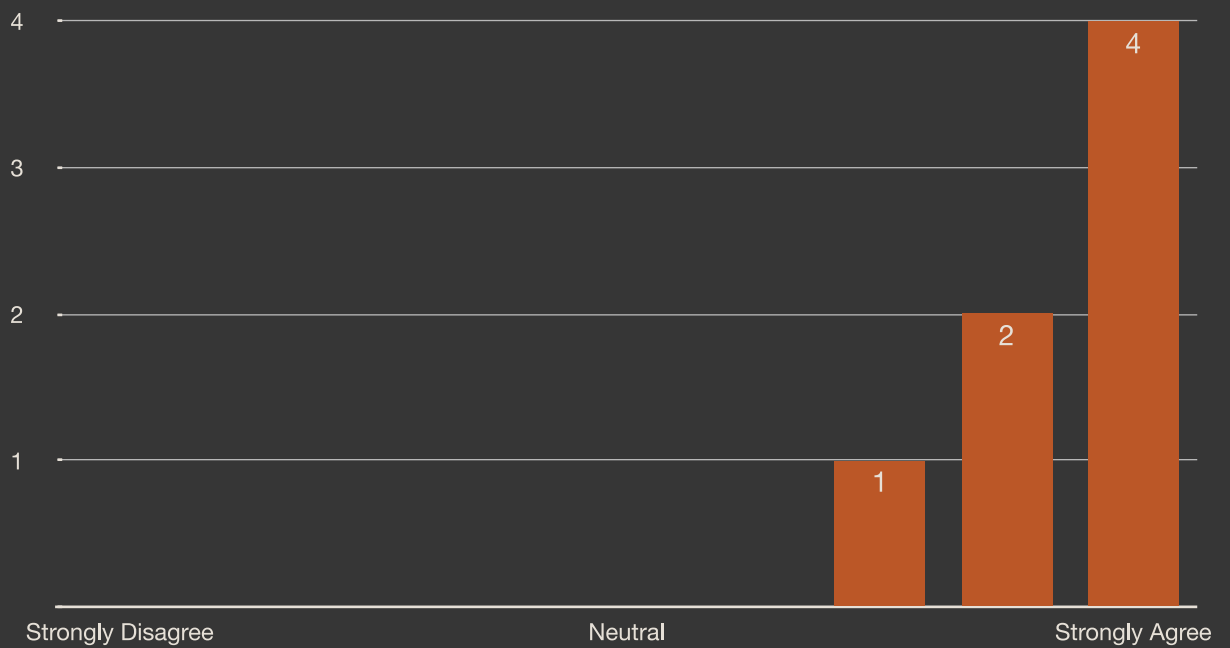
How easy was it to find the 'Cat & Jack O' Lantern Pillow' product page? (Task #3)



07 | Overall Statistics

Data & Specific Graphs/Patterns

The way the product page was organized made sense to me. (Task #3)



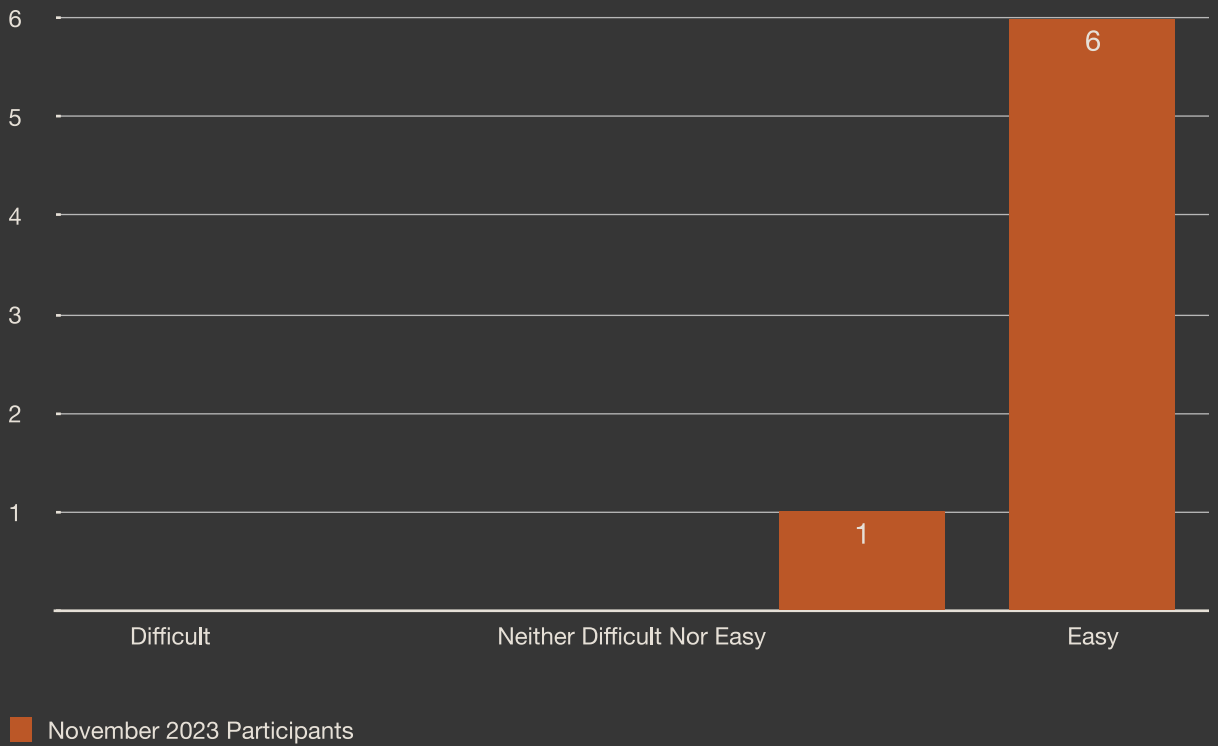
■ November 2023 Participants



07 | Overall Statistics

Data & Specific Graphs/Patterns

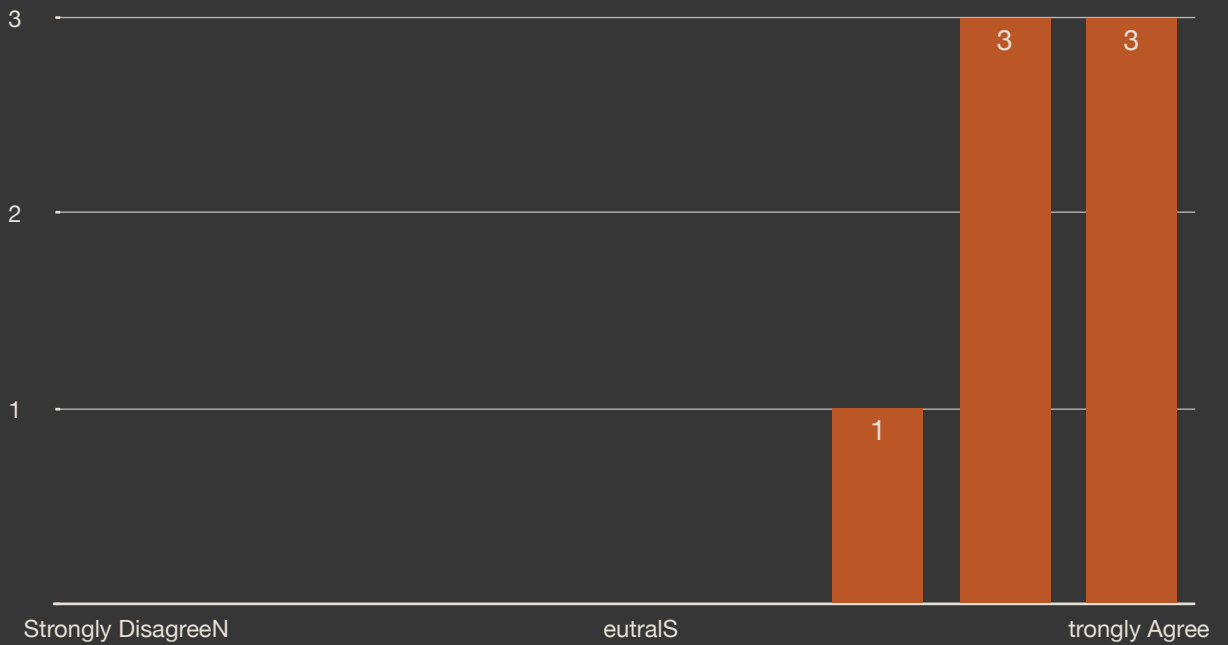
How easy was it to find and view what is in your Bag of Goodies (aka the Cart Page?)
(Task #3)



07 | Overall Statistics

Data & Specific Graphs/Patterns

The way the Bag of Goodies/Cart Page was organized made sense to me. (Task #3)



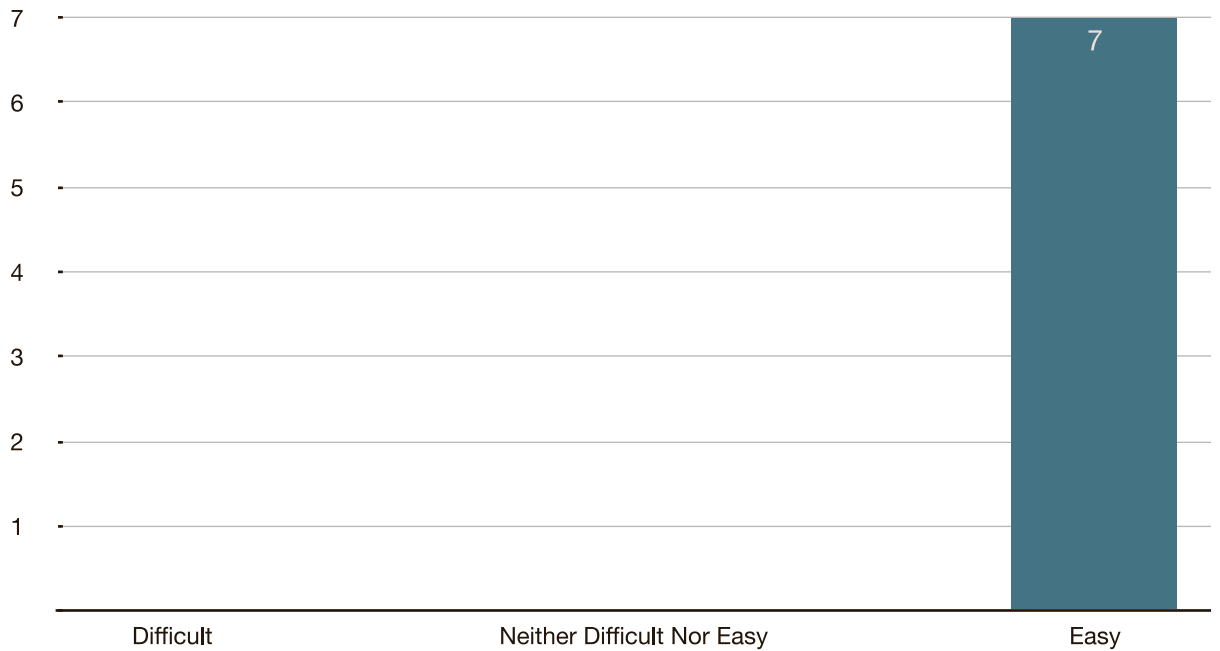
November 2023 Participants



07 | Overall Statistics

Data & Specific Graphs/Patterns

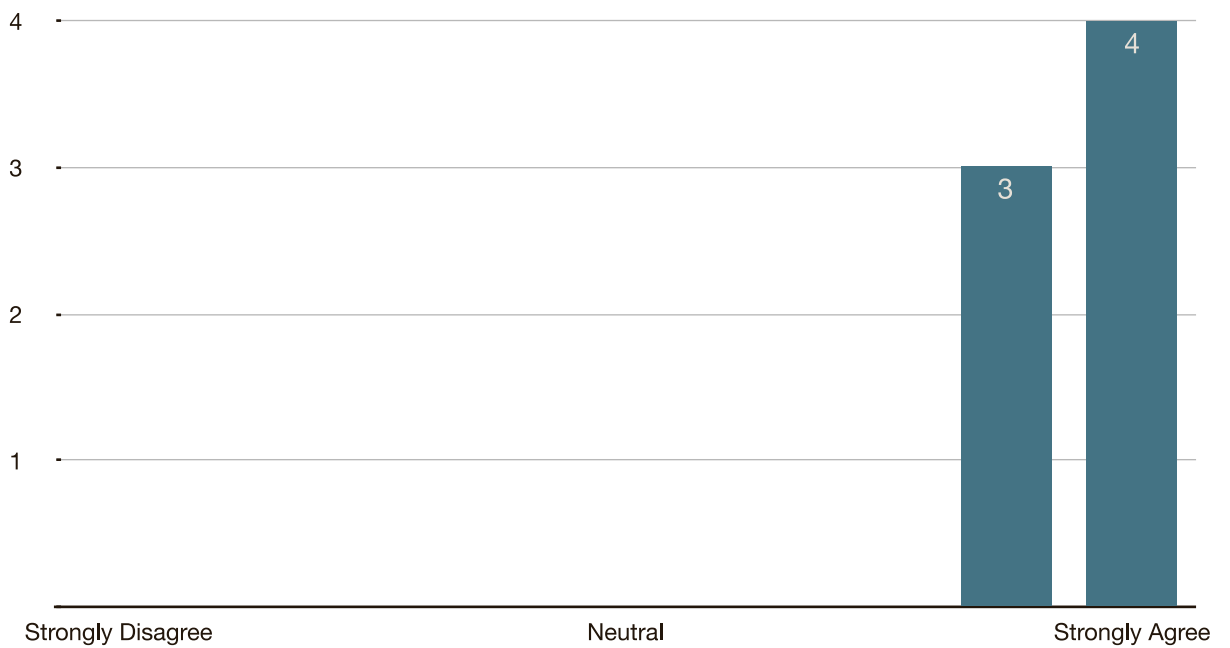
How easy was it to find and view the checkout page? (Task #4)



■ November 2023 Participants

07 | Overall Statistics Data & Specific Graphs/Patterns

The checkout page reminded me of other e-commerce sites. (Task #4)



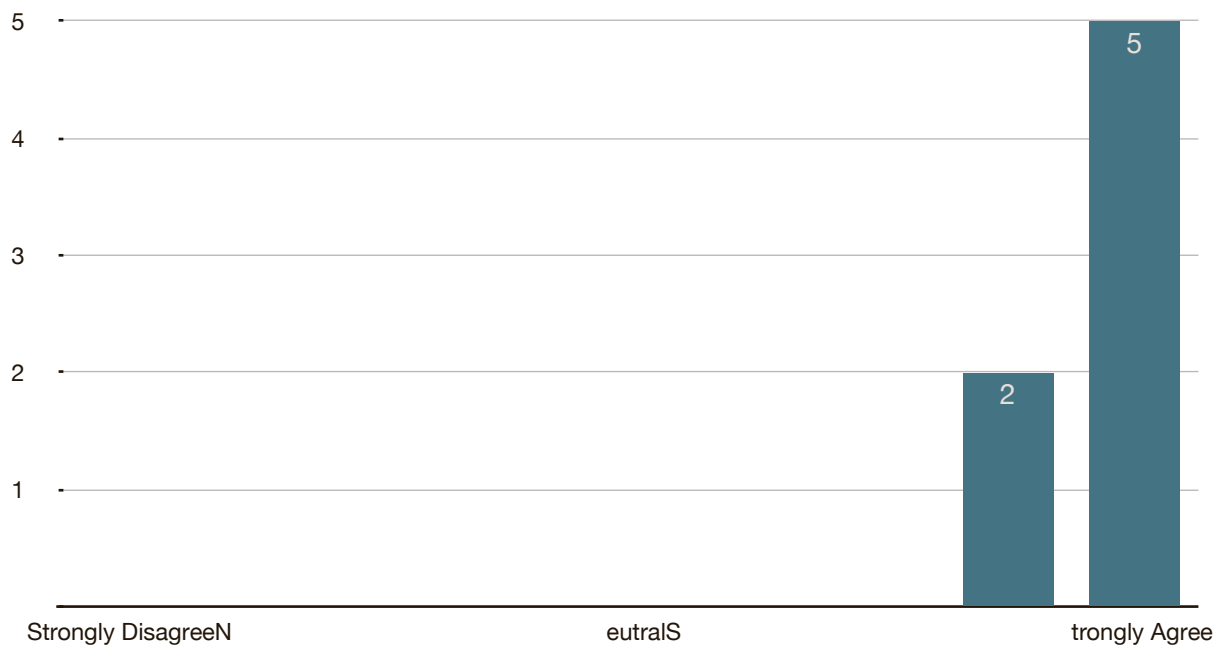
■ November 2023 Participants



07 | Overall Statistics

Data & Specific Graphs/Patterns

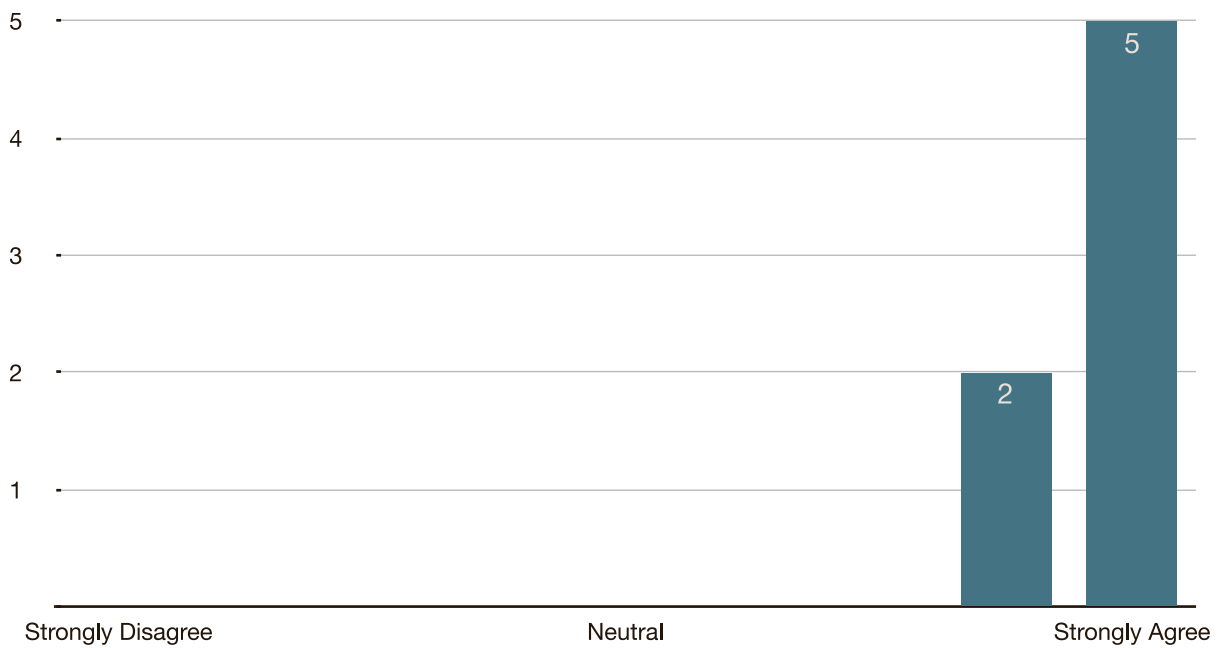
The way this page is organized made me trust this site with my purchase. (Task #4)



■ November 2023 Participants

07 | Overall Statistics Data & Specific Graphs/Patterns

The way the checkout page was organized made sense to me. (Task #4)



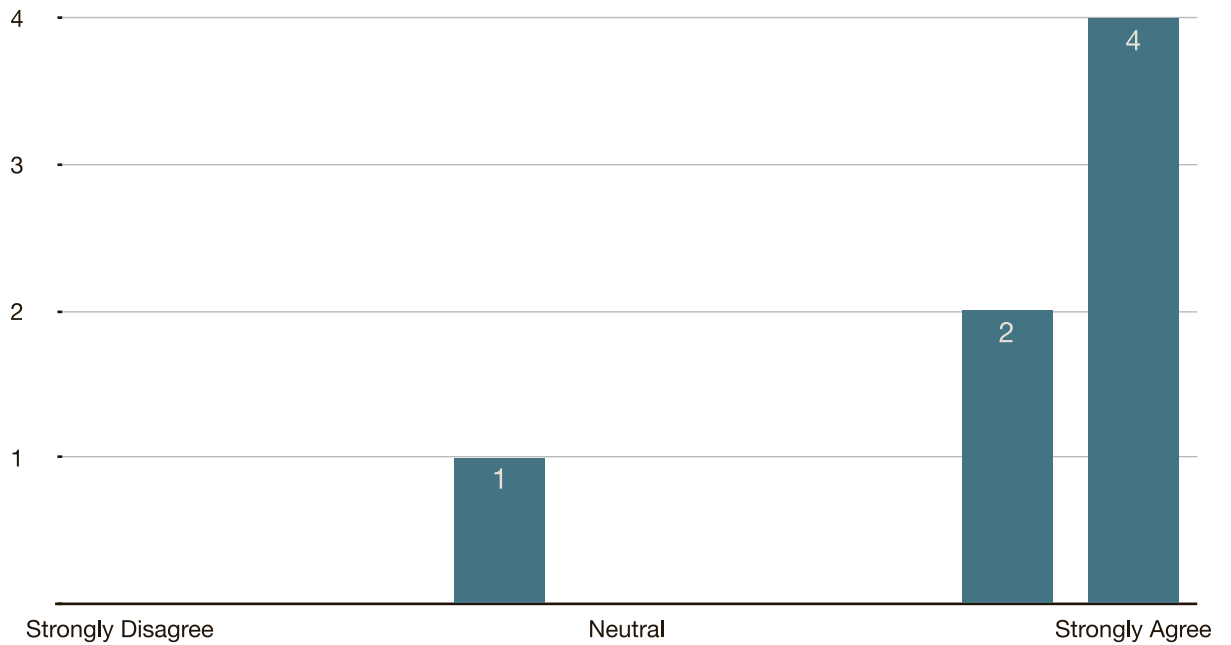
■ November 2023 Participants



07 | Overall Statistics

Data & Specific Graphs/Patterns

I was able to find my way back to the home page after checking out. (Task #4)

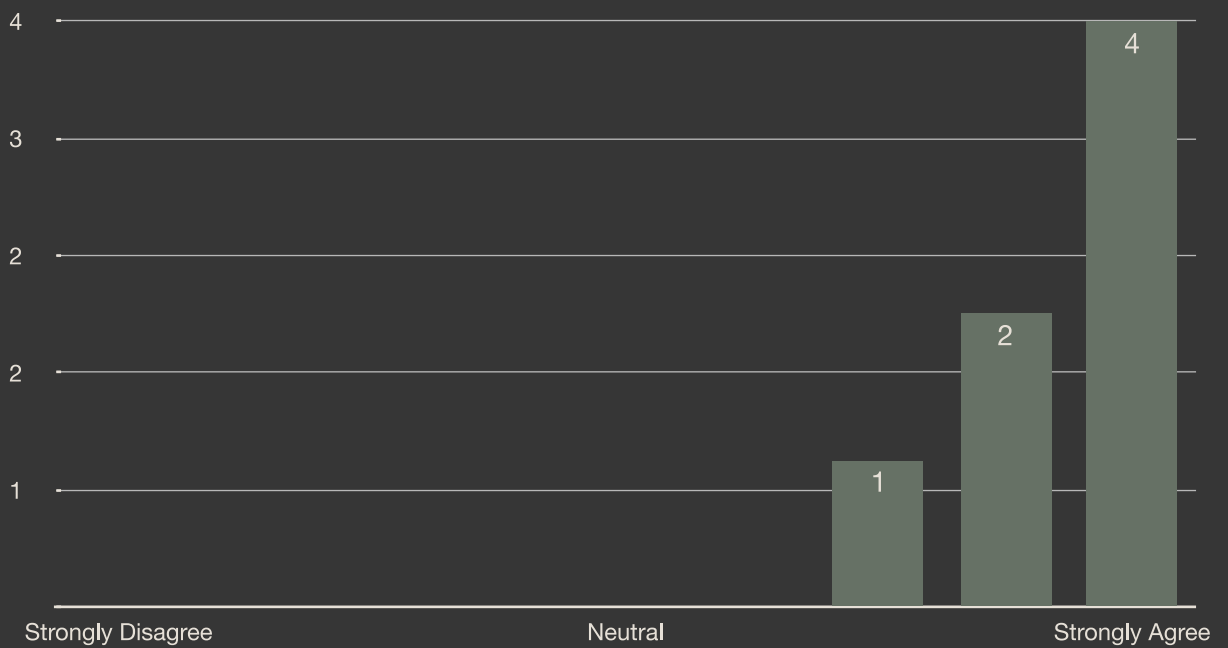


■ November 2023 Participants

07 | Overall Statistics

Data & Specific Graphs/Patterns

Overall, I am satisfied with how easy it is to navigate/use this website. (Task #5)



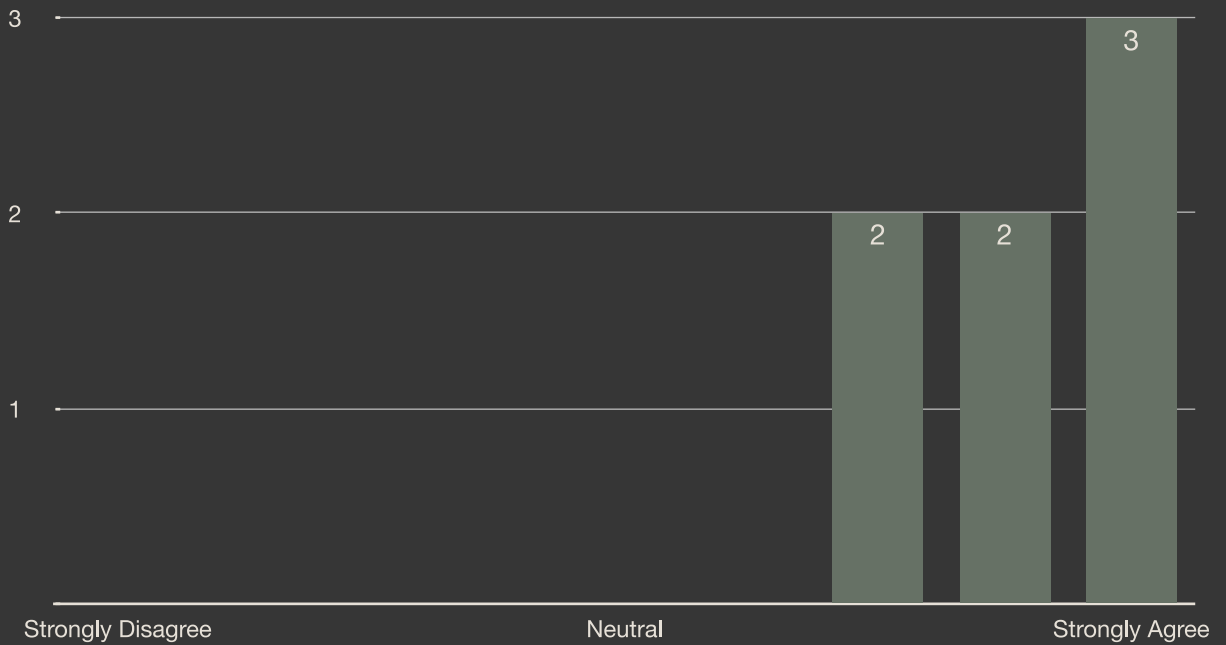
■ November 2023 Participants



07 | Overall Statistics

Data & Specific Graphs/Patterns

I was able to quickly find the product and add it to my bag/cart. (Task #5)



■ November 2023 Participants

07 | Overall Statistics

Data & Specific Graphs/Patterns

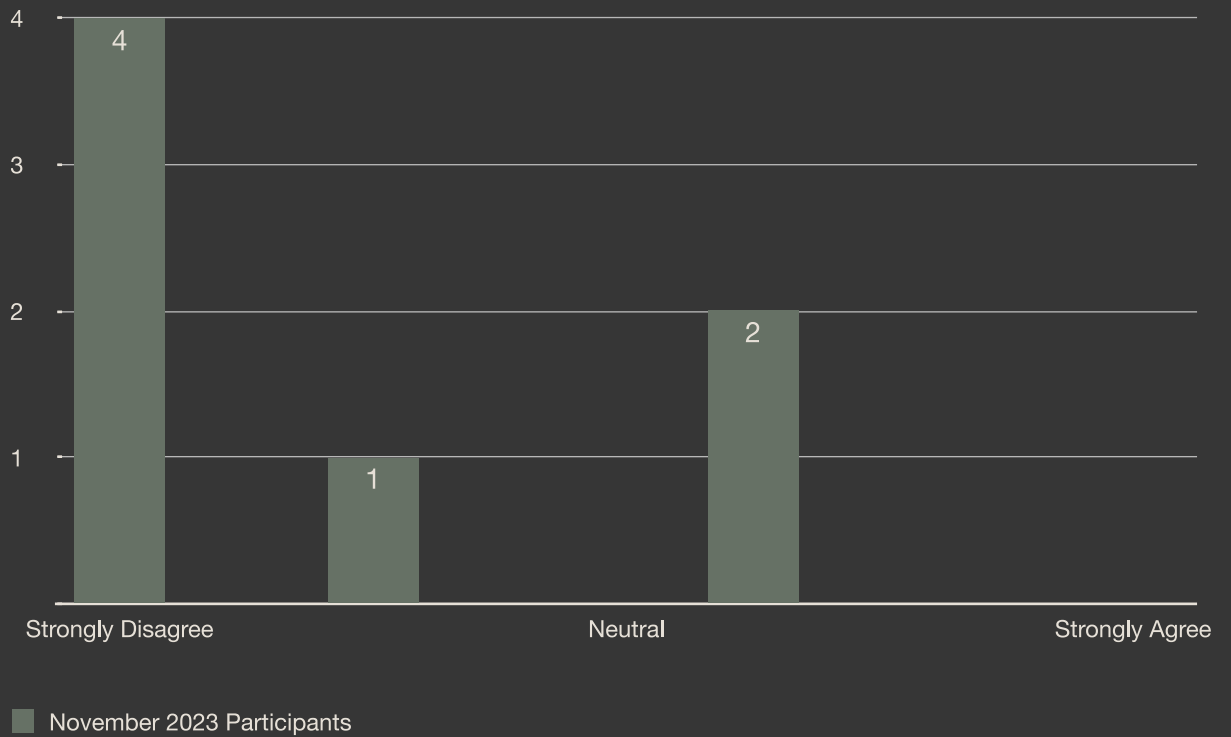
I had trouble finding what I was looking for and couldn't find the product page as directed.
(Task #5)



07 | Overall Statistics

Data & Specific Graphs/Patterns

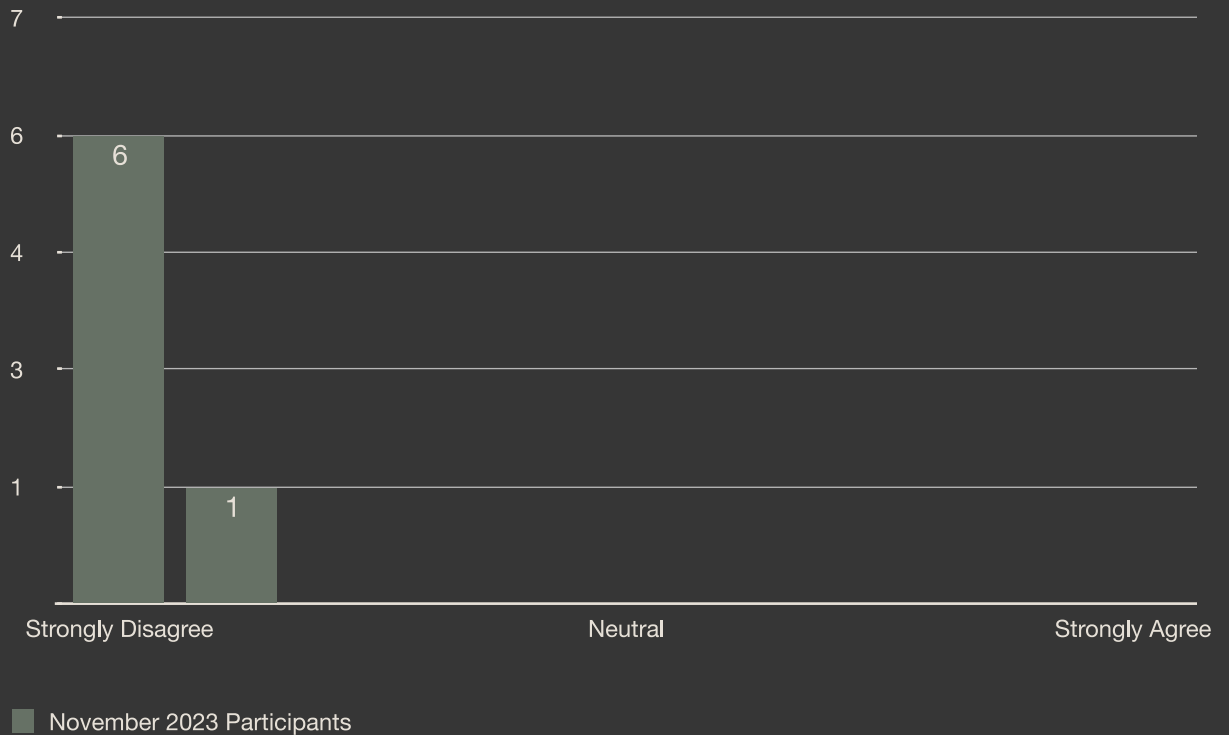
I became distracted at all the options provided on this site. (Task #5)



07 | Overall Statistics

Data & Specific Graphs/Patterns

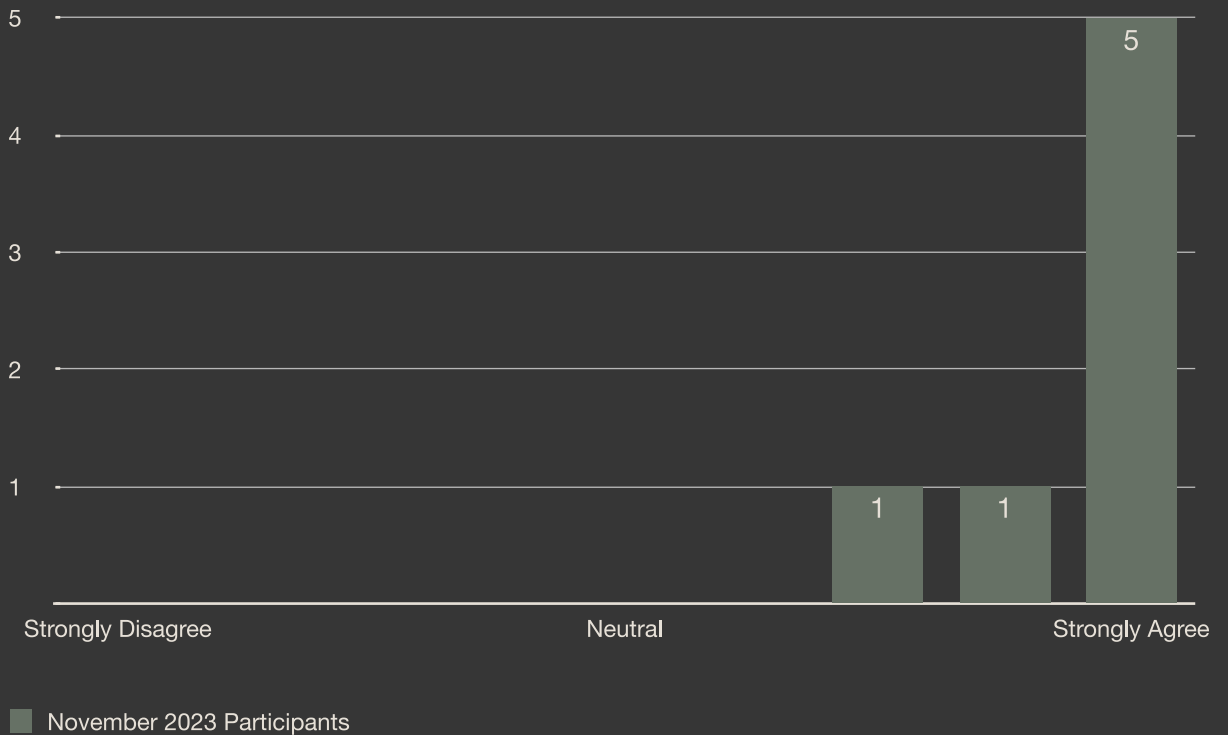
I was confused about the checkout process. It didn't make sense to me. (Task #5)



07 | Overall Statistics

Data & Specific Graphs/Patterns

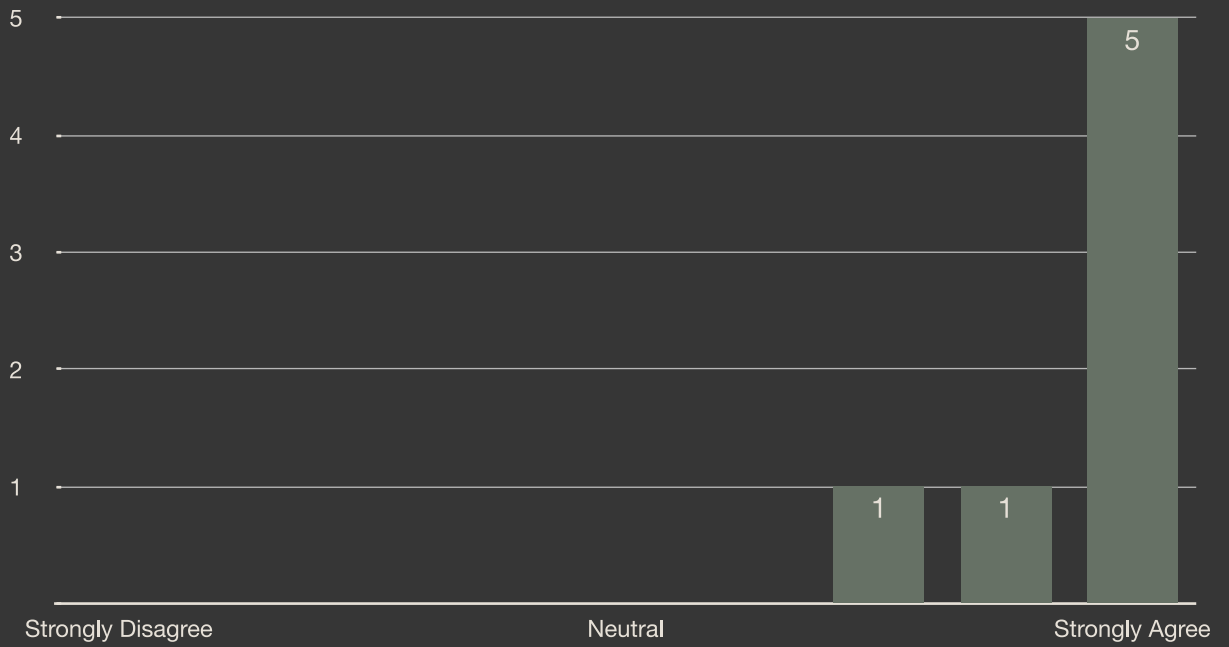
I knew where I was on the site at all times. (Task #5)



07 | Overall Statistics

Data & Specific Graphs/Patterns

This site looks really fun, I wish it was real. (Task #5)



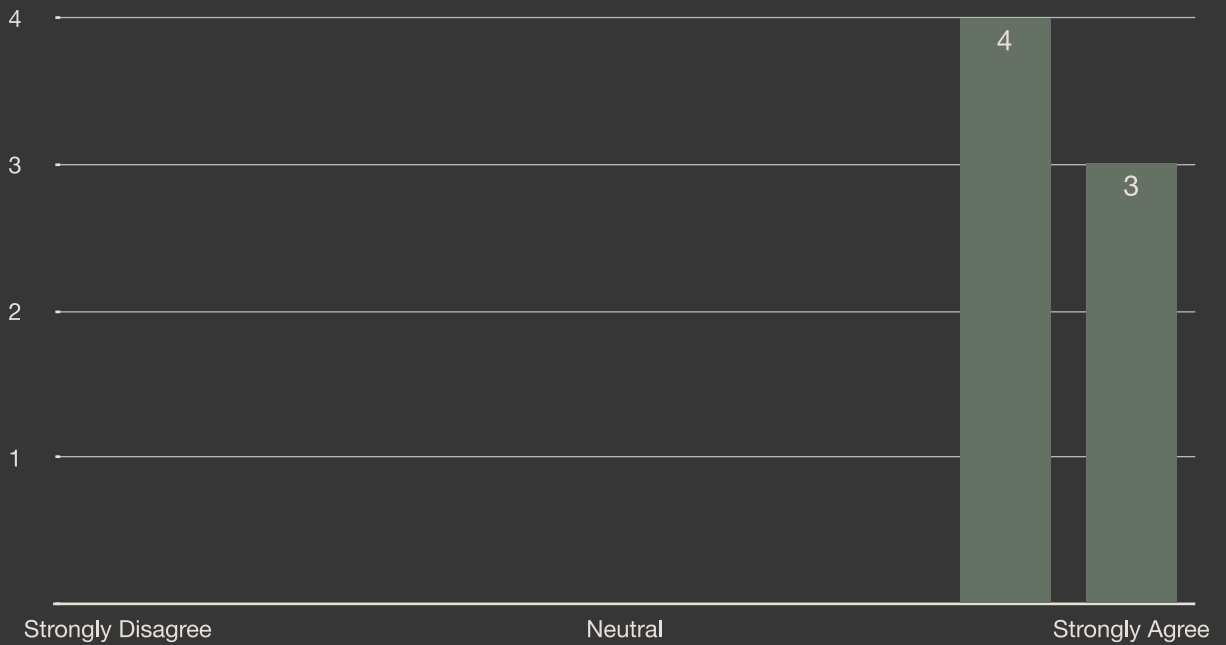
■ November 2023 Participants



07 | Overall Statistics

Data & Specific Graphs/Patterns

The information in the site and the directions were clear and effective, I was able to complete the tasks quickly. (Task #5)



■ November 2023 Participants

08 | **Final** **Recommendations & Next Steps**

Our UX consultant finished their report/findings and recommended the following:

1. Ensure the logo leads back to the home page in every page. — This is easy fix and generally will be fixable when the site is online. In the meantime double check the prototype for the next round of user testing.
2. Increase the font size in some areas. These areas include the coupon codes, eyebrows, product areas.
3. Consider including a bright and interesting accent color to the brand. This may increase some interaction and accessibility.
4. Continue with developing the site and recommend another user test once the general webpages are done or within the next 8 months, whichever is sooner.



Thank you!

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