

# User Testing Notes:

## Participants:

I had 5 participants, ranging in age from 38-47, 3 female, 2 male. I recorded my screen and audio during the user tests. They used their own computers, remotely.

All participants were able to complete the tasks, 100%

## Usability Errors

There was an instance with Karen, where on a 13" laptop, didn't realize for the first two tasks that you can scroll down to view more of the site. She was able to navigate to the pages she needed to reach, but didn't view all the content. She did make the realization on the 3rd task.

### User #1: Malarie, 47

Time on Site: 8 min, 49 secs

#### Task # 1

- Ok, I mean generally I'd be looking for an about type of a tab, I see the How it Works, so I'd probably click there or click on the Our Table, but I assuming I'm already on the homepage.
- (Hovers over both, but clicks on "How it Works" then "About") OK I would click on How it Works, and then About.
- Then here I would scroll, my first impression is that there's a lot of space up here, on my laptop, so it wasn't obvious to me that there was content below, I almost thought it wasn't fully built out.
- I'm scrolling and learning about, organic farming, about practices.
- Clicks logo to return to the homepage.

#### Task #2

- I want to just understand how it works, and not necessarily build my box? So I'd probably avoid clicking on that right away, (points to the central CTA) because I would assume it would mean I was ready to build it, without maybe having access to the information.
- I'd probably go back up here and click on "Farm Boxes" or How it Works? umm it's not crystal clear if the HIW is talking about the farm boxes or if it's Our Table in general, but I'm going to click it and see if it's about the Farm Box.
- (Hovers over HIW in header, clicks HIW. It takes a few moments to realize that she's on a different page because the header is the same text.)
- She begins to scroll. Maybe because its a prototype, but it wasn't clear to me anything changed when I clicked on that.

- (She reads through the 4 HIW boxes) I'm reading a general HIW from the farm, I'm not crystal clear, it seems a really general HIW section, almost not enough info about the Farm Box here, it's almost too high level. (Scrolls up and down) Seems more like an overview, than a HIW type of a level.
- I might either go through the BYB steps to see if I can learn enough without committing to a purchase, or I might go through the FAQ, ooooooerrrrrr I might try clicking Farm Boxes here,
- (Hovers over HIW, and then Farm Boxes) to see if it took me somewhere different than the BYB, if it might be more info about farm boxes before I commit to building one. Since I was already here, I might just try BYB just to see where that takes me
- (clicks BYB CTA on HIW page, and begins scrolling) This seems helpful to me (the header) since I know that there's six steps. It's an overview, (scrolls) of all the steps, so this is exactly what I'm looking for to understand how to do that.

#### Task #3

- *I would start by building a box, so either go here, or here. (hovers over 2 top CTAs on homepage) Clicks header CTA.*
- (Begins to scroll) I give the instructions
- (she finds the prompted options) and clicks through the page (clicks checkout)
- She reads through the Your Subscription overview and scrolls
- (Clicks Registered Customers login)
- It wasn't clear to me that it took me somewhere different, because the "Your Subscription" Overview didn't change
- (Proceeds through the checkout)

### User #2 Karen, 42

Time on Site: 7 min, 39 secs

#### Task #1

- I would go to "HIW" the button up here top left, and read about them
- (Hovers over "HIW, then About) clicks About
- (Reads header image text, but doesn't scroll down)
- Says I would read about them here, and then go through "How it Works"
- (Hovers over HIW, clicks HIW)
- I'd go about ordering, and from here I'd click on the BYB

- (Reads header image, doesn't scroll, then clicks BYB CTA)
- (Hovers over header image, but doesn't scroll)
- Say she would read through the information and then go back to see the Farm Boxes
- (Hovers over HIW, and then clicks Farm Boxes)
- That actually keeps her on the BYB page, so actively does nothing.
- Says OK, nothing there, so next I'd check out the store
- Clicks on Store, but button isn't active.
- Says FAQ then I guess?
- Hovers on HIW, then clicks FAQ, but button isn't active
- Says I would read through that "FAQ" and then go to the store and see what they offer.
- Says she completed the task, so I say to return to the homepage
- She returns to the homepage by clicking the logo, but seems to be unaware she's on the homepage,
- (hovers over header nav. Clicks the logo again.)

### Task #2

- I would look at their headings are and go through FAQ, click on the FAQ
- (hovers over the HIW and clicks FAQ a few times, but button is inactive)
- I would see if my answers would be found there
- (Clicks on HIW/HIW)
- (She hovers around the header image, but doesn't scroll).
- (Clicks on HIW/HIW again)
- (Clicks on HIW/FarmBoxes)
- I'd figure how to order one from there.
- Hovers around header image on BYB page, but doesn't scroll
- (Clicks on HIW/FarmBoxes again)
- (She's stalled out without reading any of the info available on scroll, so she returns to the homepage)

### Task #3

- Says I would go to the tab that says "Store"
- (Hovers and clicks on store, but button isn't active)

- She says I assume that is a form I would fill out.
- (clicks BYB CTA top right)
- (Hovers over header, starts to scroll. Discovers content)
- I provide the options to select, she selects them.
- (Continues through checkout process)

### User #3 Mike 40

Time on Site: 5 min, 13 secs

### Task #1

- (Begins to scroll) I see this is a scrolling site, I'll take a look down
- I see this button (central CTA) I look at that as a commerce button, like it's time to start shopping
- I'm going to look at this HIW process,
- Considering clicking the FAQ, but I'm going to keep going down.
- Asks me to repeat the task
- (Hovers over the HIW in header, clicks About)
- Says maybe I'll visit the About page
- (Begins scrolling)
- Says there I can learn more about the farm
- (Returns to HP by clicking logo)

### Task #2

- (Begins to scroll settle on HIW)
- Says I'll read the paragraphs with more detail. Describes the process.
- Maybe I would click straight to BYB at this stage, I think I would
- (Clicks BYB CTA on the HIW section)
- (Scrolls on BYB section)
- Confirms the task. Scrolls.
- I would probably learn by doing, playing with the options and changing things
- (Starts to click on option buttons)
- Navigates back to HP

### Task #3

- (Clicks on central header CTA)
- I provide the items to select
- He is able to make the selections
- (completes the checkout process smoothly)

#### **User #4: Katrina, 42**

**Time on Site: 9 min, 15 secs**

#### **Task # 1**

- I'm going to see how it works.
- (hovers on HIW, hovers on each of the options under HIW, then clicks Farm Boxes)
- Reads the header text, reads through some of the box contents and prices as she scrolls
- (Scrolls back up and goes into more detail on offerings as she scrolls down through the options)
- (She goes through all the options, and reads through, but doesn't click on any options.)
- (After reaching the bottom she then hovers over HIW in header nav, and clicks on About)
- Learn who's behind it, oh that's interesting, cause I really like to have organic fruits and veggies.
- (Scrolls to bottom and back to top, then all the way down to footer, clicks the instagram link.)

#### **Task # 2**

- I would go here (Hovers HIW, clicks HIW)
- (Scrolls down and reads through the HIW section quickly then scrolls up and click BYB CTA in middle)
- (Scrolls through the BYB content again to bottom of page)
- Says I'm good right here.
- (Navigates back to homepage)

#### **Task # 3**

- For subscription? I wonder if I would go to store?
- (Hovers and clicks on store, but it's inactive)
- (Hovers on HIW, clicks FAQ but it's inactive)
- Says word subscription again, this one is harder to find. *She has got-*

*ten fixated on finding the word "subscription" somewhere on the site.*

- (Hovers on HIW clicks on HIW)
- Say this looks different, did I click on this before?
- (Goes back to header, hovers HIW, then clicks Farm Boxes)
- Says again, I'm trying to find the "subscription" button
- (Hovers on HIW in header, hovers over cart)
- Says Oh! Maybe Build a Box? (Clicks CTA in Header nav, but since she's already on that page, nothing happens)
- (Hovers through HIW options again)
- Says I'm looking for the subscription button again.
- She's stalling out a bit now due to that verbiage in the task. I do advise her not to get too caught up on the word "subscription" in the question.
- (navigated to Farm Boxes from CTA)
- (Now begins to scroll and is able to complete the selections with the provided picks.)
- (Navigates through checkout cleanly)

#### **User #5: Mark, 46**

**Time on Site: 7 min, 25 secs**

#### **Task # 1**

- (Hovers over HIW, and then hovers over the submenu. Clicks on About)
- *Begins scrolling. Starts reading through body text, continues scrolling and reading aloud.*
- *Returns to home page via the logo.*

#### **Task # 2**

- Goes straight to the central BYB CTA.
- (Says he's going to read about the different options available, interested in more info on what kinds of meat would be available. I can probably click this to find out.)
- Clicks "add Meat Share" CTA
- (oops, I just added that to my order)
- Continues scrolling and reading.
- (Says he's comparing the different size options to see what they in-

clude. Doing the math and what things he actually cooks and eats. The question I have is does the assortment above change the items displayed in the sample box?)

- Scrolls and says (oh! when we see the customize your box area, he clicks to customize his box, but that feature isn't yet active)
- (What I really want to know is can I swap the brocolli for bacon?)
- Task complete, heads back to homepage

### **Task # 3**

- Clicked on central BYB CTA, but said (I did think about clicking on the store)
- I provided the details to select, and he was able to navigate cleanly. He selects checkout to head into checkout process.
- Heads through the checkout process cleanly.