**ELECTRONIC INK**

# Usability Topline Summary and Recommendations
## *Client Name*

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# Client Name: Usability Testing

On June 29, July 6, and July 7, 2016, Electronic Ink tested a clickable prototype of the product listing and product detail webpages for wedding and bridesmaid gowns. Fourteen participants completed in-lab, hour-long sessions. The participants used a desktop computer or mobile phone as their primary device before switching to the opposite device for comparison. Half of the participants began on the product listing page, and the other half began on the product detail page. (See page 6 for participant and testing breakdown.)

## Overall impressions

- Overall, participants liked the site, saying it was clean, user-friendly and easy to navigate.
    - Several participants mentioned that it was better to have all the size families and options available on one page instead of having multiple pages for plus, petite and extra-length dresses.
- Participants appreciated that all the information and options on the desktop version of the site were also available on the mobile version.

## Color and size availability

- Participants selected their desired size or color to see what dresses were available. On the wedding gown product detail page, participants understood how to use the different size families to find the right size.
- All participants wanted to see an image of the wedding gown in the color they selected.
    RECOMMENDATION
    Include images of bridal gowns in different colors for all views and sizes (Regular and Plus).
- More than with wedding dresses, brides wanted to see if a bridesmaid dress came in their desired colors in a variety of sizes and styles for bridesmaids' body types.
    RECOMMENDATION
    Promote dresses in the same style family on the bridesmaid product detail page to showcase different bodice and length options for the dress.
- Eleven participants looked at reviews and photos of real brides wearing the dress to get a better idea of how the dress runs and how it would look on someone with their body type.
    RECOMMENDATION
    Increase the size of customer review photos and include images of the relevant dress in the #hashtag style Instagram/Twitter feed.

## Dress images and reviews

- Participants found the dress images appealing and interacted with them upon landing on the product detail page. Most participants on mobile swiped through images, but four also used the carousel buttons.
- Participants on mobile used pinch to zoom, while participants on desktop tried hovering to zoom or looked for a magnifying glass.
  - Preferences differed over possible desktop-zoom features (five preferred Flyout, three preferred Mixed Media); however, all participants understood how to use the different features.

    **RECOMMENDATION**

    Add the Flyout Viewer or Mixed Media Viewer zoom function to the product detail page.
- On mobile, some participants did not realize that the bridesmaid photo changed with color selections or that a plus-size example appeared when the Plus family was selected. This is because only the front view photo changed, and they had swiped past it.

    **RECOMMENDATION**

    Change the color and size of all the views of the dress, not just the front view.
    *OR* Automatically scroll back to the front view image.

## Price interaction

- Participants appreciated seeing the price change in the header making color or size selections; they wanted the price before adding the dress to their cart.
- Desktop participants noticed the price change right away, whereas some mobile participants noticed it later in the session because they had scrolled past the header.
  - Participants on mobile scrolled up and down to see how the price changed for different selections – e.g., how selecting or unselecting Remove Train affected price.

    **RECOMMENDATION**

    Make a sticky header for dress name and price so the user can quickly see price changes.
- Participants did not understand why the header price didn't change when only a color, size or option was selected. The prototype required a color *and* a size to be selected in order to change the header price.
  - P06 was confused when she selected a color and size, but saw a higher price in the header than she expected – not realizing that "Add Extra Length" was still checked and therefore added an additional cost.

    **RECOMMENDATION**

    Update header price any time a color or Remove Train/Extra Length is selected so the user understands the pricing for different colors and options.

RECOMMENDATION

Show the price change as an equation when a user selects Extra Length or Remove Train – e.g., $1,200 + $100 (extra length) = $1,300 total.

- All participants noticed Remove Train and Extra Length. Nearly half said they would want to see an image of the dress without the train.

    RECOMMENDATION

    Include an image of the dress without the train when Remove Train is selected.

## Additional information needs

- All participants wanted to try the dress on before purchasing it, and wanted to make sure it was available when they made an appointment at the salon.
    - Nearly all participants were interested in a feature that would show them in-store availability for the dress they were interested in, citing examples such as Home Depot, Target or Macy's.

    RECOMMENDATION

    Add in-store availability feature for dress, accounting for color and size.

- Participants did not understand the meaning of Quick Ship. Four participants thought it meant their order would arrive within a few days or a week; two participants thought it was rush ordering and weren't sure of additional costs.
    - Several participants looked for Quick Ship information in the Shipping and Returns description, or expected the notice to give them information about what Quick Ship was and when the dress would arrive.

    RECOMMENDATION

    Include estimated shipping time and explanation in the Quick Ship notice.

- Participants did not understand the meaning of Special Order. Seven participants thought it related to customizing a dress or ordering a special size.

    RECOMMENDATION

    Change "Special Order" to "Back Order."

    *OR* Remove Special Order family and simply include a notice of the expected delivery date if a user selects a Special Order color.

    RECOMMENDATION

    Include descriptions of Quick Ship and Special Order in Shipping & Returns.

- Six participants said they wanted to know information and potential pricing of alterations before purchasing a dress.

    RECOMMENDATION

    Include an additional module with information on alterations.

## Using Favorites

- Thirteen of fourteen participants found the Favorites button without prompting and understood what it was.
- Some participants on mobile thought the Favorites button was small or hard to find. If the participant pinched to zoom and didn't reset the image fully, the heart was out of frame.
  - RECOMMENDATION
  On mobile, move Favorite heart to below the image – e.g., prototype during the second and third day of testing.
- Four participants were unsure the dress had been successfully added to their Favorites. Three participants thought they would need to click the Add [new list] button to add the dress to their Favorites.
  - RECOMMENDATION
  Make Favorite action more explicit by adding animation or having the heart change to a more noticeable color, such as pink or red, instead of grey.
- Participants were interested in using lists to help them organize their dress research.

## Applying filters on mobile

- Participants mostly understood how to use filters and found them useful. However, some participants were unsure their filters had been applied on mobile and were uncertain if closing the menu was the correct next step.
  - RECOMMENDATION
  Add a more explicit call to action for the mobile filter, such as an Apply button, so visitors understand their next step to have their choices applied.

## Sharing and Social Media

- Six participants expected social sharing links to be higher up on the page. Four participants missed the social sharing links altogether on mobile.
  - RECOMMENDATION
  Move social sharing higher on the page so visitors, especially on mobile, are more likely to see it – e.g., above the Product Description or next to the Make an Appoint and Add to Shopping Bag buttons.
- Many participants said they would screenshot images of dresses they were interested in to send to friends or family or to save for their research.
  - RECOMMENDATION
  Keep the dress name, price and image above the fold on mobile so all the relevant information can be captured in a screenshot. A sticky header for price and name would also help.

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## Participant Breakdown

| Participant | Role | Dress Size | Scenario | Device 1 | Device 2 |
|---|---|---|---|---|---|
| P01 | Bride | Regular | Targeted | Desktop | Android |
| P02 | Bride | Regular | Browsing | iPhone | Desktop |
| P03 | Bride | Regular | Targeted | iPhone | Desktop |
| P04 | Bride | Regular | Browsing | Desktop | iPhone |
| P05 | Bride | Regular | Targeted | Desktop | iPhone |
| P06 | Bride/Bridesmaid | Regular | Browsing | iPhone | Desktop |
| P07 | Bridesmaid | Plus | Browsing | Desktop | Android |
| P08 | Bride/Bridesmaid | Plus | Browsing | Desktop | iPhone |
| P09 | Bride | Plus | Browsing | Android | Desktop |
| P10 | Bride | Regular | Targeted | Android | Desktop |
| P11 | Bride | Plus | Targeted | Android | Desktop |
| P12 | Bridesmaid | Regular | Browsing | Desktop | iPhone |
| P13 | Bride | Regular | Targeted | iPhone | Desktop |
| P14 | Bride | Petite | Targeted | Desktop | iPhone |

iPhone = iPhone 6
Android = Samsung Galaxy 5s