TEST 2 - Samridth Arora (GBDA graduate)

Task 1

⏱ *Time on task=*

# of errors =

Observation- When tasked with buying BIOCL OD from the Sterasure website user did not find a way to purchase the product.

# of confusions = 1-5 confusions

Observation- The only task that the user had trouble with was buying Bihocl from Sterasure. The other tasks were relatively easy for the user

success rate- 2/3

Observation- Tasks were easy for user except for finding Bihocl from Sterasure.

Scale

○ ● ○ ○ ○
1 2 3 4 5
Easy   Difficult

Observation- Most tasks were done with relative ease

Task 1 (Buying BIHOCL From Sterasure.Com

UX aspects related to Samridth's experience while trying to purchase a bottle of Bihocl O.D. from the Sterasure website:

1. Information Architecture and Navigation: Samridth's instinct to head straight to the products page when looking for Bihocl O.D. demonstrates the importance of clear information architecture and intuitive navigation in UX design. When users have a specific product in mind, it is crucial to provide them with a direct and easily accessible path to reach that product. Well-organized navigation menus, clear labels, and search functionality can help users quickly find the desired product or information.
2. User Mental Models: Samridth's decision to visit the industries page after learning that Bihocl O.D. is a B2B product indicates that users often associate industries with businesses. This observation highlights the significance of aligning the website's structure and content with users' mental models and expectations. Designers should consider users' preconceived notions and ensure that the information architecture and terminology used on the website match users' understanding.
3. Optimizing Product Association: Samridth's journey to the Optometrists page after discovering that Bihocl O.D. is an eye care product suggests that users may look for specific products within industry-specific sections of a website. To optimize this experience, UX designers can consider featuring the relevant products more prominently on industry-related pages. In this case, it would be beneficial to ensure that Bihocl O.D. is prominently displayed and easily accessible from the Optometrists page.
4. Brand Association and CTA Placement: Samridth's observation that associating Bihocl more with Sterasure could be beneficial indicates the need for stronger brand association within the website's design. UX designers can explore various strategies to reinforce the connection between Bihocl and Sterasure. For example, including a clear call-to-action (CTA) to Bihocl on the front page or strategically placing branding elements can help users understand the relationship between the two entities and facilitate a smoother user journey.
5. Iterative Design and User Feedback: The feedback from Samridth about assuming that Bihocl is not part of the company based on the title "Brand Partners" underscores the importance of iterative design and incorporating user feedback. UX designers gather user insights and feedback to identify potential issues or misconceptions. By considering user perspectives, designers can refine the website's language, navigation, and visual cues to align with users' expectations and reduce any ambiguity or confusion.

By addressing these UX considerations, such as optimizing navigation, aligning with user mental models, improving brand association, and incorporating user feedback, the Sterasure website can provide a more seamless and intuitive experience for users like Samridth who are seeking to purchase Bihocl O.D

Task 2 (Find Information About BIHOCL O.D. From Sterasure.Com

1. Information Retrieval: Samridth's ability to remember seeing a page about learning more about BIHOCL O.D. highlights the importance of effective information retrieval in UX design. When users are tasked with finding specific information, it is crucial to provide them with clear pathways and cues to help them recall and locate the desired content easily. This can include well-organized navigation, clear labels, and prominent search functionality.
2. User Interface (UI) Design: Samridth's positive comment about the UI looking really good suggests that the visual design of the page was aesthetically appealing. In UX terms, UI design encompasses the visual elements, layout, typography, color schemes, and overall presentation of the user interface. A visually pleasing UI can enhance the user experience by creating a positive first impression, establishing brand identity, and conveying information effectively through visual hierarchy.
3. Call to Action (CTA): Samridth noticed the presence of a call to action on the page. CTAs are an essential UX design element used to prompt users to take a specific action. By incorporating well-designed CTAs, UX designers can guide users toward their intended goals, such as signing up for a service, making a purchase, or accessing relevant information. CTAs should be visually distinct, clearly labeled, and placed strategically to grab user attention and encourage engagement.
4. Observations and Iterative Design: Although there isn't much observation mentioned in this task, the fact that the graphic on the home page is working well suggests that it is positively impacting the user experience. In UX design, it is important to continuously observe user behavior, gather feedback, and make iterative improvements based on data and user insights. This approach allows designers to refine and optimize various design elements, including graphics, to better align with user preferences and expectations.

Overall, this scenario highlights the significance of information retrieval, UI design, CTAs, and the iterative design process in creating a positive user experience. By incorporating these UX principles, designers can enhance usability, engage users effectively, and improve the overall satisfaction of their target audience.

Task 3 (Find Information About Hypochlorous

When Samridth was tasked with finding information about HOCl, they started on the home page and scrolled down to explore further. This behavior indicates that the homepage of the website is effectively designed and engaging, as it successfully caught Samridth's attention and encouraged them to continue exploring.

The fact that Samridth found information not only on BIHOCL O.D. but also on the actual chemical compound that makes up HOCl is a positive outcome. It demonstrates that the website provides comprehensive and relevant content, catering to users who are seeking detailed information about the product and its underlying chemistry.

This positive test result highlights the effectiveness of the homepage in fulfilling its purpose of capturing user interest and providing valuable content. It suggests that the design, layout, and organization of the homepage are successful in conveying the necessary information and enticing users to delve deeper into the website.

Understanding user behavior is crucial for optimizing the user experience, and in this case, the behavior exhibited by Samridth reflects a successful alignment between the website's design and the user's needs. By recognizing this positive test outcome, the website designers can gain insights into what elements of the homepage are working well and replicate those qualities in other areas of the website.

Overall, this positive user behavior indicates that the homepage is effectively engaging users and providing them with the desired information, thereby contributing to a positive user experience and successful navigation through the website

Post Observation Questions

How did you find the experience of getting to Bihocl from Sterasure

Are these all relevant sections you'd like to see on the home page?

What re some initial reactions to the website layout of Sterasure.com

How do you feel about the information offered to you as a business

Initial User testing

lists of Tasks

1. Order a bottle of Bihocl O.D. from Sterasure.com

2. You are a customer trying to buy single bottle of Briotech

3. describe what Hypochlorous is form the information available of Sterasure.com

General Questions

1. General Experience: a. What were your initial impressions of the product/service? b. Did you find the overall user interface intuitive and easy to navigate? c. Were there any features or elements that stood out to you positively or negatively?

"I found the getting the BIHOCL website a little confusing. Before you pointed out how to get there I had no idea how to get a bottle of BIHOCL, I though the blue one was the same because it said refresh spray. So i thought that's what I had to buy.

2. Task Completion: a. Please describe the steps you took to buying O.D. from Sterasure b. Were there any difficulties or challenges you encountered during the task? c. Were there any features or functionalities that you expected to be present but were missing?

"So the first thing I did was I went to the shop because that's where I thought it was. The blue spray said refreshing spray so I thought that was the same thing, I don't think I encountered any difficulties after you told me where the BIHOCL website was I was able to figure things out from there"

3. Usability and Functionality: a. How would you rate the ease of use of the product/service on a scale of 1 to 10? b. Were there any parts of the user interface that were confusing or unclear?

"honestly I didn't find it that confusing the hardest part of trying to find BIHOCL. I would put the ease of use around a 7 or 8. I dont think it was too bad, finding information on the product wa not to bad "

4. Feedback on Design: a. Do you find the visual design appealing and engaging? b. Are the colors, typography, and overall layout aesthetically pleasing? c. Is there anything you would change about the design to improve the user experience?

"yeah it looked pretty good, it looked like a professional website"

5. User Satisfaction: a. How satisfied are you with the overall experience of using the product/service? b. Would you recommend this product/service to others? Why or why not? c. Is there anything else you would like to share about your experience with the product/service?

"yeah it looks like a great product that I would use"

1. Suggestions for Improvement: a. Based on your experience, what improvements or changes would you suggest? b. Are there any additional features or functionalities you would like to see implemented? c. How can the product/service better meet your needs or expectations?

Specific Questions

1. General Experience: a. What were your initial impressions of Sterasure.com? How do you feel about finding your way to Bihocl? What are some features you would expect from a high quality site?
2. Task Completion: a. Please describe the steps you took to buying O.D. from Sterasure b. Were there any difficulties or challenges you encountered during the task? Is this familiar to you compared to your experience with other website?
3. Usability and Functionality: a. How would you rate the ease of use of trying to get to Bihocl from Sterasure? Was the task confusing at all? or was it fairly straightforward?
4. Feedback on Design: a. Do you find the visual design appealing and engaging? b. Are the colors, typography, and overall layout aesthetically pleasing? c. Is there anything you would change about the design to improve the user experience?
5. User Satisfaction: a. How satisfied are you with the overall expreince of trying to get from one site to the other?
6. Suggestions for Improvement: a. Based on your experience, what improvements or changes would you suggest? How would a more direct approach to getting on the site make you feel?

What can we learn from this user test?

Samridth's experience while trying to purchase a bottle of Bihocl O.D. from the Sterasure website revealed several UX aspects that can be improved:

Information Architecture and Navigation: The importance of clear information architecture and intuitive navigation is evident from Samridth's instinct to head straight to the products page. Providing a direct and easily accessible path to the desired product through well-organized navigation menus, clear labels, and search functionality can enhance the user experience.

User Mental Models: Samridth's decision to visit the industries page when looking for Bihocl O.D. highlights the significance of aligning the website's structure and content with users' mental models. Designers should ensure that the information architecture and terminology used on the website match users' understanding, considering their preconceived notions.

Optimizing Product Association: Samridth's journey to the Optometrists page after discovering that Bihocl O.D. is an eye care product suggests that users may seek specific products within industry-specific sections. Designers can improve the experience by featuring relevant products more prominently on industry-related pages and ensuring easy access to Bihocl O.D. from the Optometrists page.

Brand Association and CTA Placement: Samridth's observation about the need to associate Bihocl more with Sterasure indicates the importance of stronger brand association in the website's design. Designers can explore strategies such as including clear CTAs to Bihocl on the front page or strategically placing branding elements to help users understand the relationship between the two entities.

Iterative Design and User Feedback: Samridth's feedback emphasizes the importance of iterative design and incorporating user feedback. By regularly gathering insights and feedback, designers can refine the website's language, navigation, and visual cues to align with user expectations, address confusion, and create a smoother user journey.

Additionally, Samridth's feedback highlighted the following UX considerations:

Information Retrieval: Clear pathways and cues should be provided to help users locate desired content easily. Well-organized navigation, clear labels, and prominent search functionality can enhance information retrieval.

User Interface (UI) Design: Visual design elements, layout, typography, color schemes, and overall presentation should be aesthetically appealing to create a positive first impression and convey information effectively.

Call to Action (CTA): Well-designed CTAs can guide users toward their goals. CTAs should be visually distinct, clearly labeled, and strategically placed to grab user attention and encourage engagement.

Usability and Functionality: Overlaps in information and pages can lead to confusion. Consistency in design elements and layouts should be maintained throughout the website. Additionally, font sizes should be considered to accommodate older viewing audiences in the healthcare industry.

Overall, by addressing these UX aspects and incorporating user feedback, the Sterasure website can be improved to provide a more seamless and intuitive experience for users like Samridth, enhancing usability and user satisfaction.