

Japanese Imports – Usability Testing

Scenario

You are a college student who has befriended a Japanese Exchange Student at school. Her birthday is coming up and you think it would be a good idea to buy her a box of her favorite Japanese candies, Japanese KitKats. Since this item is not easily found in the United States, you have downloaded the Japanese Imports app to find and order it.

Tasks

1. Search for “Japanese KitKats”
2. Select an item, view its product details, and add it to the cart
3. View the Importers list and select a price and place from which to purchase the item

Pre-Test Questions

1. How comfortable are you with technology? (Scale of 1-5, 1 being “not at all,” 5 being “very”)
2. Have you ever imported something from another country? If so, how often?

Post-Test Questions

1. How easy was each task to complete (scale of 1-5, 1 being “very hard,” 5 being “very easy”)?
2. How likely would you be to use this product?

Strengths

1. The “Product Details” page had all relevant information in one place, along with buttons for quick actions, such as favoriting a product or adding it to the cart.
2. Users found the home and search page to be very interactive, showcasing deals, sales, and featured items.

Improvements

1. The Importers List must be better integrated with the rest of the application, especially the Product Details. Instead of being found through the left-hand button, it should exist as a separate page off of the Product Details, which could be accessed through a button in that module.
2. Advanced sort filters should be added to the search results and Importers list. Example filters could be shipping time and amount of positive reviews.

User #1

Pre-Test Questions

1. 3/5 – uses technology everyday, is comfortable navigating websites and doing basic troubleshooting
2. Yes, once through Amazon. Does not do so often.

Tasks *(includes commentary on each task from subject)*

Task #1

- **User's Usability Rating (5/5)**
- User considered the search results page useful for immediate price comparison
- User like seeing the # of sites at which an item could be found
- User preferred the simplicity of the page, as compared to more cluttered search results found on Amazon. Our app's interface felt "unbiased and more to the point."

Task #2

- **User's Usability Rating (5/5)**
- **User thought that "Add to Cart" button would take them to the shopping cart**
- User felt that a five-star rating system may be a better than showing the ratio of likes/dislikes
- User found the buttons to be relevant and useful

Task #3

- **User's Usability Rating (4/5)**
- **User confused the similar items button with the importer list**
- **User found it awkward that the importers list button was always at the bottom of the screen**
- User liked that several websites were given and that a price comparison as given, however **it felt like a different interface from the product details itself**

Overall Opinion

User would definitely use the product, especially as an alternative to Amazon. They felt the design was clean and easy to use for the most part.

User #2

Pre-Test Questions

3. 4/5
4. Never.

Tasks *(includes commentary on each task from subject)*

Task #1

- **User's Usability Rating (5/5)**
- User considered the banners advertising sales and deals to be useful
- User also found the featured items to be relevant

Task #2

- **User's Usability Rating (5/5)**
- User thought that the search results page should have a sort function to rank items by price or shipping time
- **User thought that the "Shopping Cart" button in the right-hand corner would add the item to the cart**

Task #3

- **User's Usability Rating (4/5)**
- **User confused the similar items button with the importer list**
- User suggested that the Importers List could also be sorted by shipping times along with prices

Overall Opinion

User would use the product, should the need to import a foreign product arise. They found the app to be simple and easy to use, but wished there were more advanced features, such as sorting by shipping times.