

# Usability Testing Recommendations

## Hot Spot Pizza Shop: CEO & CTO Review

### Where We Are



#### Our Goal

Designing and releasing the best online ordering experience for our customers



#### Deadline

Super Bowl LIII - **February 3, 2019**



#### Today's Date

November 1, 2018



#### Time Remaining

**94 days**

#### Current development of our site is underway :

- User Interactions
- Credit Card Processing
- CSS Complete
- Tied to Our Franchises
- Early Prototypes Complete
- HTML Complete
- JavaScripting Complete
- Tied to Corporate Test Servers

**We must devise a solution to reduce churn.**

**Churn:** the lost of revenue due to poor user experience.

**67%** of consumers site bad experiences as reason for churn.

### Our Options

#### FORMATIVE TESTING

- Investigates **early** design iterations
- **Diagnoses** pain points and errors
- Small and rather **informal**
- Allows for **thinking aloud** by the test participant: narrating their thoughts, reactions, frustrations, and delight
- Discovers the **why** behind user actions
- Solution iteration and retesting to **resolve problems**
- Users can **suggest solutions** based on their habits, context, and usage
- Formative testings **prevents** the implementation of an **unusable** solution
- **Benefits**
  - Issue free navigation
  - Interface issues
  - Ease of use verification
  - User learnability information
  - Overall efficiency of site

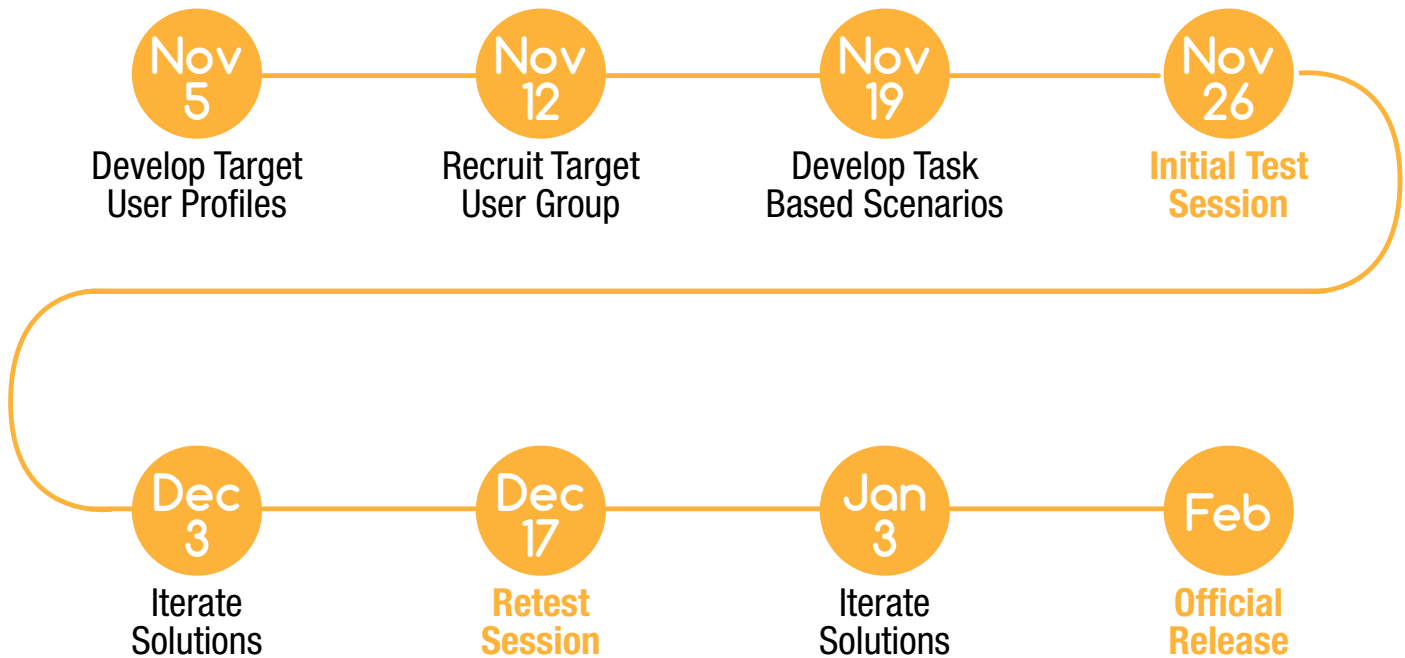
#### SUMMATIVE TESTING

- **Evaluates** instead of diagnosing
- Investigates **late-to-finished** design iterations after high level design is completed
- **Measures** the usability via task times, satisfaction scores, and completion rates
- Assumes the design solution chosen is **correct**
- Allows for test participant to work **independently** to validate site usage
- Provides **behavioral metrics** such as web analytics, performance, and success rates
- Provides **physiological measures** such as cognitive load, memory attention, affective state, and engagement
- Validates site **performance** against goals and benchmarks
- Users always **perform tasks**, rather than narrate the process they may take
- Ensures the site meets **stakeholder requirements**

## Recommendation

Complete **2 formative studies** ensuring the foundational elements and interactions of our site are sound. The second test will allow for **clarification** of our solutions.

## Suggested Timeline



## Justification

Since early work of the Hot Spot's website is on our test servers, we can devise major tasks for users to complete. Formative testing will allow us to identify major issues, **correct** them, and **test** our solutions **before** the site goes live.

If we wait and conduct summative testing, we may not have enough time to develop solutions. We will also have no way of knowing if those solutions resolve the errors found in testing. Users may be able to complete their tasks, but they may be frustrated with the process. According to Esteban Kolsky, if the customers are not satisfied, **13% tell 15+ more people** about their poor experience. But! **72%** of customers share positive interactions with **6+ people**.

### Formative testing will allow us to:

- Launch a site with a firm foundation
- Iterate our site and our solutions
- Test the quality of the user's experience, not just metrics
- Clarify our approach and ensure our assumptions are correct
- Test the quality of the user's experience with the Hot Spot site

## Web Version

Web version is accessible on

<http://stinnick.com/hotSpot/>



## Resources

Afshar, V. (2017, December 07). *50 Important Customer Experience Stats for Business Leaders*. Retrieved May 26, 2018, from [https://www.huffingtonpost.com/vala-afshar/50-important-customer-exp\\_b\\_8295772.html](https://www.huffingtonpost.com/vala-afshar/50-important-customer-exp_b_8295772.html)

Barnum, C. M. (2011). *Usability testing essentials: Ready, set-- test*. Burlington, MA: Elsevier.

Bimschleger, B. (2016, May 04). *Common causes of churn – and how to kill them with UX*. Retrieved from <https://www.dtelepathy.com/blog/products/how-to-reduce-churn-with-ux>

Rinaldi, J. (2017, May 13). *30 Eye-Opening User Experience Stats [Infographic]*. Retrieved May 26, 2018, from <https://www.impactbnd.com/blog/user-experience-stats-infographic>

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