Interactive media design:
Webshop

Why?

I was responsible for the webshop page that sells our game and other funny merchandise that I designed. To ensure a user-friendly webshop where they can buy those items I did a usability test to ensure they can complete simple tasks.

How?

I did a usability test were the users have to complete a couple of tasks. This will give me insight in if they can navigate themselves easily through my webshop.

- Find certain product details and the belonging prices.
- Add all the limited edition items to your basket.
- Add and remove items from the cart.
- Change the item quantities.
- Complete check out process.

What?

I found out that the target group could complete all tasks easily and were able to navigate themselves easily through the webshop. They also appreciated the funny mock up merchandise that I've created, but they had a small suggestion to improve the user experience:

- I added product images for each item that is added. It improves the user-experience according to the target group, since they immediately see what they've added to the cart.

So?

Thanks to this test I was able to improve the user experience of my shopping cart and validated my design choices. Because of the test I can say that the target group can navigate themselves easily through the webshop, are able to use the shopping cart efficiently and appreciate my mock ups and funny product descriptions.