

# Usability test website

## Why am I doing this?

A usability test will help me understand if the target group can easily navigate themselves through the webshop. It ensures the web shop is user-friendly, clear and enjoyable.

***“How easily can users navigate the Friends with 'benefits' webshop and complete key shopping tasks, while experiencing the intended fun and playful brand identity?”***

## How am I doing this?

I showed the users my web shop and asked them to complete a series of tasks:

- 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.

After completing the tasks I following-up questions to find out if they had any struggles during the tasks.

## What am I doing?

I created a web shop with fun merchandise I made myself, shopping cart and funny product descriptions to match our brand identity. I did a usability test to find out if users can navigate themselves easily through my webshop.

## What did I find out?

- Navigation was easy. User were able to complete all tasks.
- The funny mock ups and product descriptions were appreciated by the target group.
- Shopping cart needs improvement. More user-friendly, like adding product images to the shopping cart.

## So?

I learned that doing a task-based usability test is a great way to find improvements to make your website more user-friendly, something I wouldn't know without testing. Something that makes sense to me doesn't mean it makes sense to other people.