

# Second Look Consignment Store

[www.secondlookgranville.com](http://www.secondlookgranville.com)

## Usability Testing Report

### **Date**

March 29, 2018

### **Location**

BCIT  
Vancouver

# Table of Contents

Overview .....	1
Persona .....	2
Methodology .....	3
Pre-Test .....	4,5
Preference Test .....	6,7
Click Test .....	8
Task .....	9,10
Post-Test Questions .....	11-15
Findings .....	16-20
Heuristics .....	21
Conconclusion .....	22
Appendix .....	23-30

# Overview

Date of Testing: March 29, 2018

Date of Report: March 30, 2018

---

Location of Test: BCIT Downtown Campus  
555 Seymour St., Vancouver, BC  
Room 880

Participants: Four Students from New Media Design and Web Development

## Introduction

Second Look Consignment Store is a womens clothing store where it sells used clothing for a reasonable price. The purpose is to spruce up the website and to be able to maintain and develop more customers while also increasing business for Second Look.

## Summary

**Purpose:** of usability testing is to see how users can navigate throughout the interface with having no knowledge of how the website works. The navigation will help show the problems and confusion that might occur during the tas. This feedback will provide me with knowledge in how to make the navigation and the overall design of the site better.

**Goal:** of the site is to create a modern and clean design that reflects the identity of Second Look and to make it easy for users to navigate, by making the main menu clear so users can find what they are looking for. The problems that occured during the testing showed:

1. Small Header, which lead to a little bit of confusion about what the site is about.
2. The font was hard to read throughout the site.
3. The buttons needed to be larger.

This usability report discovers the underlying issues of the interface design. These tests are conducted by using participants to provide us with data in order to change the problems that occured during the test.

# Persona



**Title:** Digital Artist

**Age:** 34

**Education:** BA in Design

**Location:** Vancouver, BC

**Income:** 88,000

## About

Sarah, a 34 year old, who is single and lives in South Granville, Vancouver working as a graphic artist at a company in Gastown, Vancouver. Sarah just recently got promoted as a digital artist and has enough money to move into a larger apartment in South Granville but she realized she does not have enough time to go shopping.

## Needs & Goals:

- Would like to purchase clothes online.
- Like to easily navigate throughout shopping website
- Would like a shopping app to keep her information

## Pain Points:

- Online shopping, sometimes its slow to load
- Hard to find items, it is really frustrating at times
- Some website are not mobile friendly
- Sometimes feels like there is a lot of information to fill out while placing an order

## Behaviour:

Since Sarah likes to stay updated on the fashion trends and look presentable at work, she likes to shop at consignment stores. Even though money has become not an issue for her, she still likes to keep a budget friendly lifestyle.

## What could affect current shopping habits?

More online shopping is available, since Sarah is on a really tight schedule all the time and soon online shopping will be the only option for her as of this moment.

*“I am always busy with work and this is a great website to shop for used clothing, there is a lot of vintage items!”*

# Usability Testing

## Methodology

The usability test was conducted at BCIT, downtown Vancouver and in a classroom setting, where the testing is done on mac computers. I had four participants for the testing and it took around 70 minutes to gather data.

Station	Devices	Type of Tests
1	Desktop Computer	Pre, Click, Preference, Invision and Post Test Questions
1	Desktop Computer	Pre, Click, Preference, Invision, and Post Test Questions
1	Desktop Computer	Pre, Click, Prefence, Invision, and Post Test Questions
1	Desktop Computer	Pre, Click, Preference, Invision and Post Test Questions

There was a facilitator (myself) who conducted and lead the participants along the way to make sure they understood all of the tests. Furthermore, an observer was watching over to record the timing of the Invision Task. It is important when gathering data that the testing goes as smooth as possible as the data might end up being inconsistent and or unreliable.

### Steps:

1. The facilitator starts the tests by saying hello and thanking them for their time, the facilitator also helped provide instructions with what tasks where needed to be done.
2. The participant started the pre-test questions
3. After the pre-test questions, the usability hub was tested and that included the Click test and then the Preference Test.
4. After these tests were completed, the participant then went to complete the Invision Task, where they were told “go find a one of a kind cozy white sweater”
5. When the task was completed, the participant completed post-test questions.

# Pre-Test Questions

Pre-Test Questionnaire includes general demographic and specific questions for Second Look Consignment Store. The pre and post questionnaires were created using Google Drive Forms where the participants answered these questions online.

Google URL: <https://docs.google.com/forms/d/11GPHv9UjAY56XSSjeHkHfesdhsRO7Q4Y81QXlv6wmMo/>

\*\*\*The pre and post questions can be found in the appendix section of this report.

## Results

### General Information:

Questions	Participant 1	Participant 2	Participant 3	Participant 4
What is your occupation?	a student	a designer	a student	a student
Which of the following age ranges are you in?	25-35	25-35	Under 25	25-35
Do you live in Vancouver?	Yes	Yes	Yes	Yes
Which of the following best describes how much time do you spend online each day, not including email?	The majority of my waking	1-2 hours	1-2hours	More than 3 hours
Which statement best describes how tech savy you are?	I am an early adapter, always in line for the newest product.	I am comfortable with computers as long as I do not have to try anything new.	I am an early adapter, always in line for the newest product.	I am not afraid to try new tech but I do not search it out.

# Pre-Test Questions continued...

Pre-Test Questionnaire includes general demographic and specific questions for Second Look Consignment Store. The pre and post questionnaires were created using Google Drive Forms where the participants answered these questions online.

Google URL: <https://docs.google.com/forms/d/11GPHv9UjAY56XSSjeHkHfesdhsRO7Q4Y81QXlv6wmMo/edit>  
\*\*\*The pre and post questions can be found in the appendix section of this report.

## Results

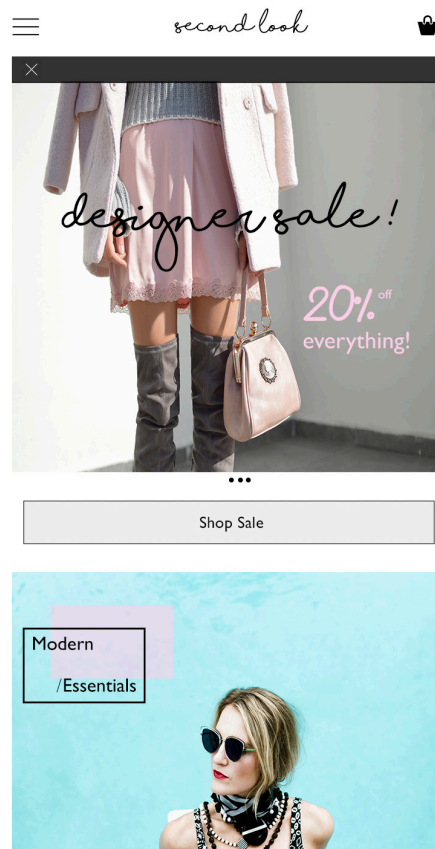
### Specific Questions for: Second Look Consignment Store

Questions	Participant 1	Participant 2	Participant 3	Participant 4
Would you prefer to purchase used clothing online?	Yes	No	No	No
How often do you purchase clothing online?	Less than a month.	Less than a month	Once or twice a week	Once or twice a month
Have you ever been to a consignment store before?	Yes	No	Yes	Yes
Have you ever purchased items from a consignment store?	Yes	No	Yes	Yes

# Preference Test

Preference test was created on usabilityhub.com to see what version would work best in order to understand the overall design. These are mobile friendly designs, the first version is a simpler approach where there is less going on with the main image compared to the second version, the text is more defined and the images are wider.

## Second Look Consignment Store (Mobile Phone)



First Version

## Results

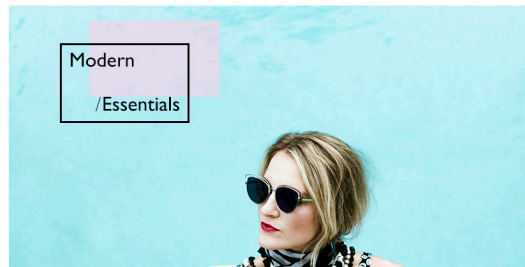
The results from the preference test, came back with hundred percent of the four participants had chosen the second version, which makes sense. Where this design is a bit confusing, as the black bar underneath the header has nothing on it. Also, there is no search icon and the images are not as wide and the text is not defined like it is with the second version.

# Preference Test continued...

Second Look Consignment Store (Mobile Phone)



Go to Sale

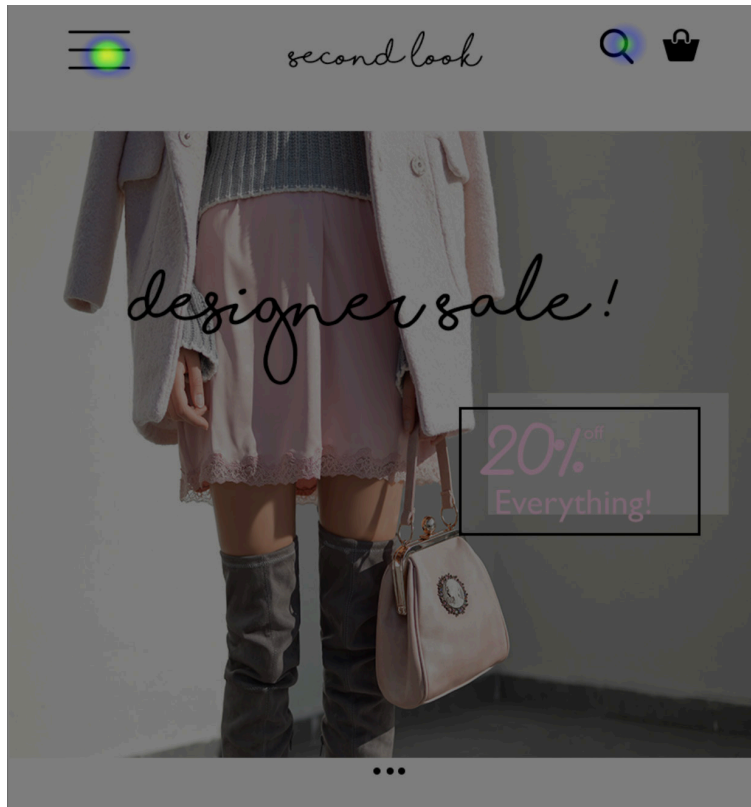


Second Version

Questions	Participant 1	Participant 2	Participant 3	Participant 4
Why did you pick this design?	its more fun, the black thing in the other image does not make sense	It feels lighter on the eye.	It is clear to see things and the images are attractive to me.	The spacing is better, the button is easier to click
What could make it better?	I think the 'go to sale' button can stand out more.	Looks nice and clean, I do not know.	Where is the rest of the page?	Put some arrows on the main image, to make it a slideshow.

# Click Test

The click test that was conducted was to further determine where a user would click in order to find a sweater. This will provide me more information as to what area is the most popular for when searching items and areas I can adjust in order to make the overall site easier to navigate.



## Results

Question: Where would you click if you were looking for a sweater?

Question: Why did you click there?

Average Duration: 40.6 seconds

Participant 1	I would like to find the category on this section to find the sweater
Participant 2	Browser, I would search for sweaters
Participant 3	I would go to the menu to look for a sweater to find a page that is relevant
Participant 4	Check the menu for sweater

# Task

The task was conducted to understand and gather data in order to evaluate the usability of the website. This task was conducted in inversion and I provided my phone with the mockup so this will feel more real as compared to completing the task on desktop.

## Invision Task 1:

Take a look at the home page and **“go find a one of a kind white sweater”** and please remember to speak out loud as you complete this task.

\*\*\*The observer then started a timer to see how long it would take the participant to complete the task.

### Goal:

The goal of this task is to see if the user can fulfill this task without having any difficulties along the way.

### Observations:

The participants at first glance explain how the overall home page looks nice, the overall feeling is attractive and the images and color represent Second Look quite well. The participants really liked how clean and modern the overall site was as well as the menu being easy to see the font and it being slightly transparent which is a nice touch. Overall the participants had found the task to be quite easy to complete. Although some participants would like to see more color as this will define the buttons throughout the site.

### Key Finding:

The key finding that was found from this task was that the header on the home page should be bigger, all of the participants said that they might have not known what this website was about at first glance due to the header being small. Furthermore, they participants would like to see less text on the home page and make all the other text larger and add a pop of color to buttons and make them larger as well.

# Time to Complete

The participants took on **average .54 seconds** to complete the one task which was--- “go find a one of a kind cozy white sweater.”

Overall, the time it took the participants to complete the task was pretty quick as I thought by placing the search icon at the top header section would lead to confusion and would add more time to the task. Since the results from the heatmap display that some participants went to the search icon instead of heading to the hamburger menu. Which this is another method to use if you were wanting to find a specific item.

Please see the breakdown of each time below:

## Results:

Participant 1	
Task 1:	Time: .57secs

Participant 2	
Task 1:	Time: .50secs

Participant 3	
Task 1:	Time: 45secs

Participant 4	
Task 1:	Time: 63secs

# Post-Test Questions

The post-questions are given to the participant after the task is completed in order to get a better understanding from the click test, preference test and the prototype from the invision app.

\*\*\* The pre and post questions can be found in the appendix section of this report.

Google URL: <https://docs.google.com/forms/d/11GPHv9UjAY56XSSjeHkHfesdhsRO7Q4Y81QXlv6wmMo/edit>

## Results

Question 1: What are your overall impressions of Second Look website?

<b>Participant 1</b>	I would shop there, I really like used clothing and I think that this website is a very fresh and clean way to shop consignment. The aesthetic & design are great, the links and buttons need to be emphasized & stylized.
<b>Participant 2</b>	It feels good and light
<b>Participant 3</b>	It is very fashion style website, which attracts my attention a lot. Overall feeling is simple and clean, I like it.
<b>Participant 4</b>	I like the color and fonts of the website, only some spacing and button size improvement.

Question 2: Give the website a grade from 1 to 10. 10 being outstanding and 1 being a fail.

<b>Participant 1</b>	9
<b>Participant 2</b>	9
<b>Participant 3</b>	10
<b>Participant 4</b>	9

# Post-Test Questions continued...

Question 3: Name two characteristics that best describe Second Look website.

<b>Participant 1</b>	So fresh and so clean
<b>Participant 2</b>	Light and easy to navigate
<b>Participant 3</b>	Fashion, fresh and clean
<b>Participant 4</b>	simple and clean

Question 4: What two things do you like the least of the Second Look website?

<b>Participant 1</b>	Lack of color and links
<b>Participant 2</b>	Some fonts could be a little bit bigger
<b>Participant 3</b>	One thing probably would be the font
<b>Participant 4</b>	Buttons are too small, the font is also too small.

Question 5: If you could make a change to the Second Look website what would it be?

<b>Participant 1</b>	Links, buttons, colors, also maybe a little bit more information about the clothing itself?
<b>Participant 2</b>	I would shop this website if I was looking for gifts for my gf, maybe a section for gifts
<b>Participant 3</b>	Just make more sections like 'go to slae be more attractive so that people can find it easily
<b>Participant 4</b>	Header spacing could be bigger.

Question 6: How did you find the navigation to be? Rate it from 1 being difficult to 10 being a piece of cake.

<b>Participant 1</b>	10
<b>Participant 2</b>	10
<b>Participant 3</b>	10
<b>Participant 4</b>	10

# Post-Test Questions continued...

Question 7: Did you find what you were looking for?

Participant 1	Yes
Participant 2	Yes
Participant 3	Yes
Participant 4	Yes

Question 8: Was there a certain task that you found difficult?

Participant 1	Nope
Participant 2	No
Participant 3	Not at all
Participant 4	Super easy

Question 9: Would you recommend Second Look?

Participant 1	9
Participant 2	10
Participant 3	10
Participant 4	10

Question 10: Can you rate your experience with the site from 1(bad) to 10 (good)?

Participant 1	9
Participant 2	10
Participant 3	10
Participant 4	10

# Post-Test Questions continued...

Question 11: Do the images fit with the style of Second Look website?

Participant 1	Yes
Participant 2	Yes
Participant 3	Yes
Participant 4	Yes

Question 12: Are the colours suitable to Second Look?

Participant 1	Yes
Participant 2	Yes
Participant 3	Yes
Participant 4	Yes

Question 13: What information do you think is important to you when you want to make a purchase online?

Participant 1	Quality and cost
Participant 2	Prices and clarity of information, easy purchase process
Participant 3	I want to see more reviews of each item
Participant 4	Reviews for items

Question 14: The overall site is attractive

Participant 1	5
Participant 2	5
Participant 3	5
Participant 4	5

# Post-Test Questions continued...

Question 15: The homepage makes me want to explore the site further

Participant 1	4
Participant 2	5
Participant 3	5
Participant 4	5

Question 16: The typeface is easy to read

Participant 1	5
Participant 2	5
Participant 3	4
Participant 4	4

Question 17: The website has a clear purpose

Participant 1	5
Participant 2	5
Participant 3	5
Participant 4	5

Question 18: I found it easy to navigate from page to page

Participant 1	4
Participant 2	5
Participant 3	5
Participant 4	5

# Findings

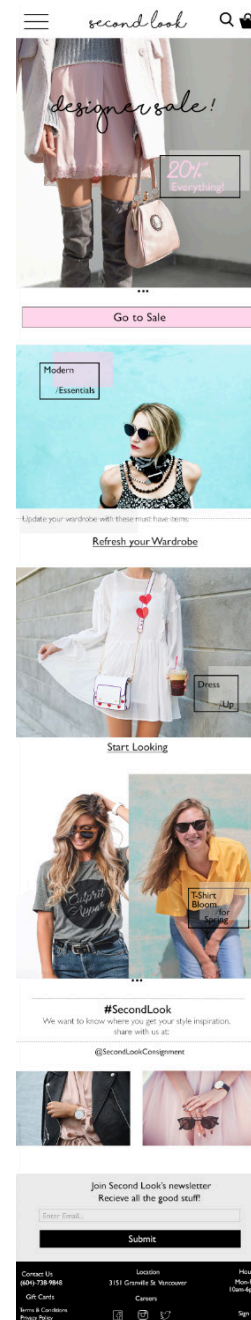
From the results and data from tests and peer feedback, some minor changes were being made to make the overall navigation easier for users.

The changes that were made to the **home page** was the header, this needed to be made larger as it was hard to see. Other minor changes include increase in font, pop of color to the buttons, increased the size of the main home page image. Lastly, the font was reduced as users would like to see images and not a lot of text, also the gutter is removed by widening the images.

## 1. Main Page (Mobile Phone)



## After:



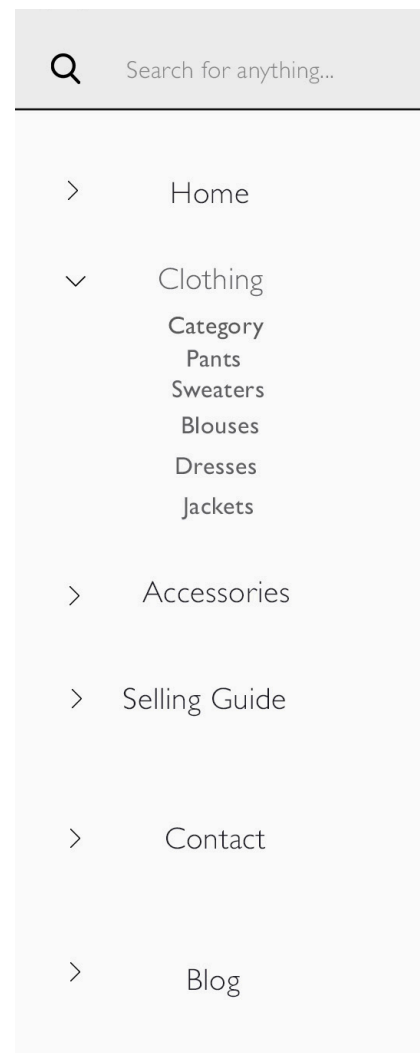
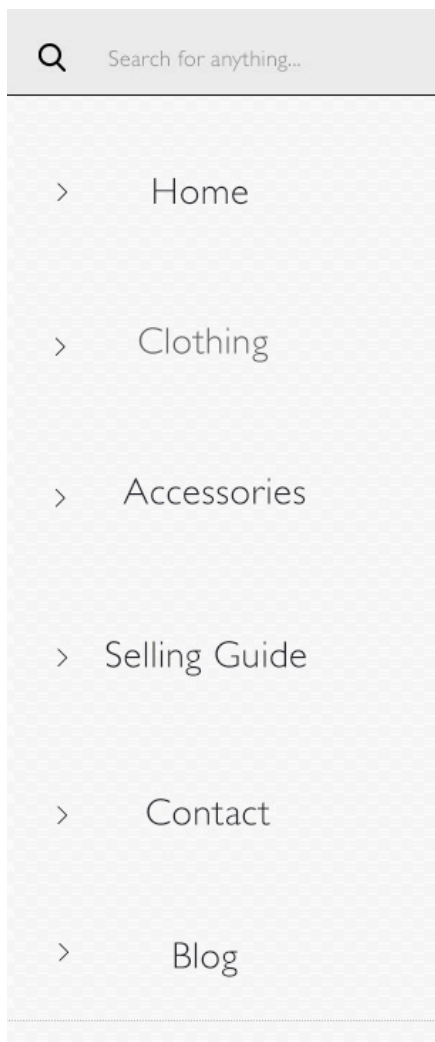
# Findings continued...

From the results and data from tests and peer feedback, some minor changes were being made to make the overall navigation easier for users.

The participants did not have much to say about having any problems with the **navigation menu**. The only thing was to space out the category section as this will make it easier to know what the user will be clicking on.

## 2. Nav Menu (Mobile Phone)

Before:



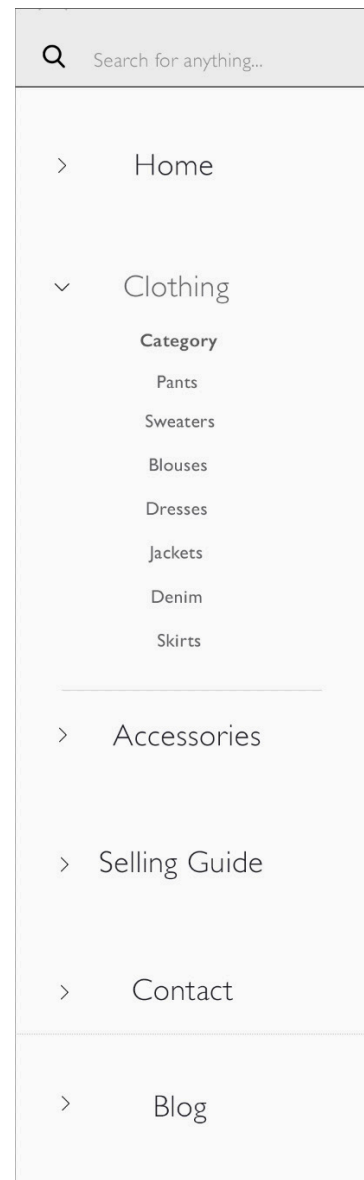
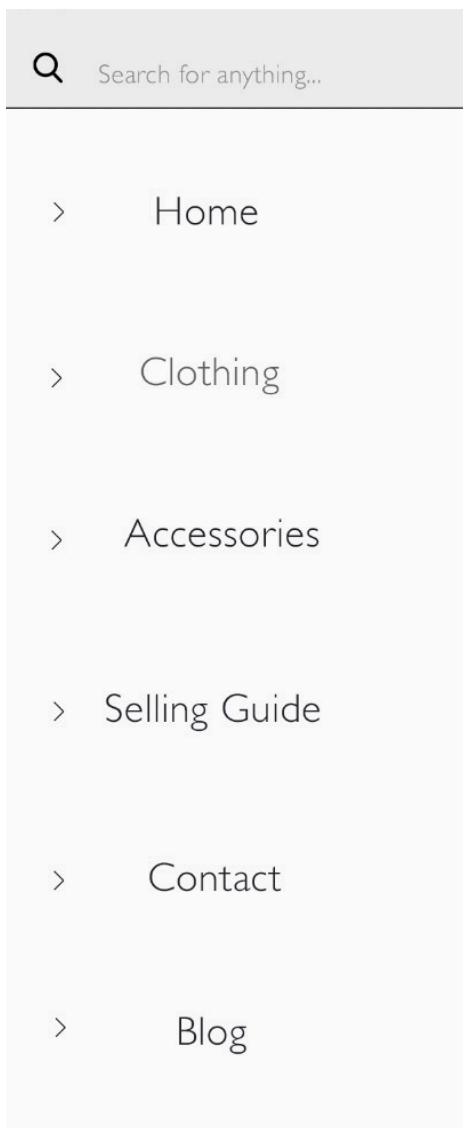
# Findings continued...

From the results and data from tests and peer feedback, some minor changes were being made to make the overall navigation easier for users.

The participants did not have much to say about having any problems with the **navigation menu**. The only thing was to space out the category section as this will make it easier to know what the user will be clicking on.

## 2. Nav Menu (Mobile Phone)

After:

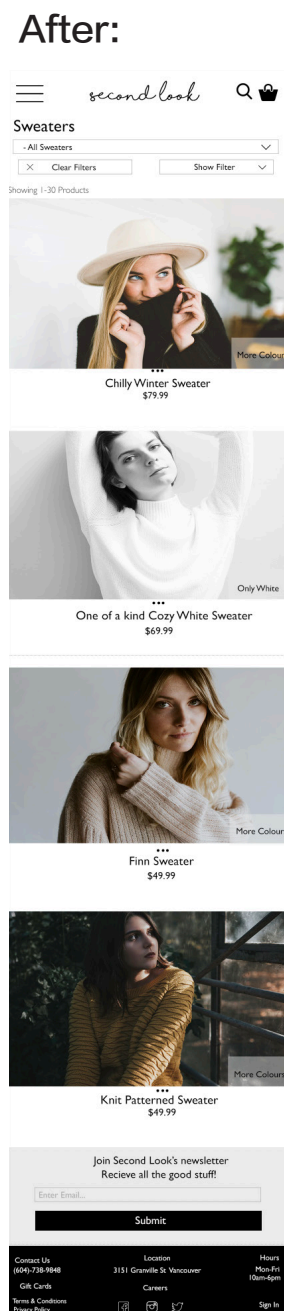
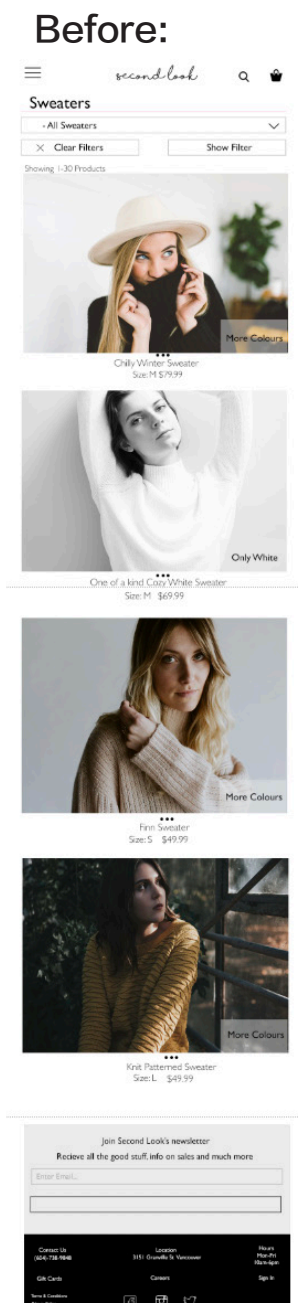


# Findings continued...

From the results and data from tests and peer feedback, some minor changes were being made to make the overall navigation easier for users.

The feedback about the **product page** was that the font needs to be bigger and the submit button is missing from the footer section. Lastly, the addition of white space is added here and throughout the rest of the site, this will make it easier for the user to navigate throughout.

## 3. Product Page (Mobile Phone)

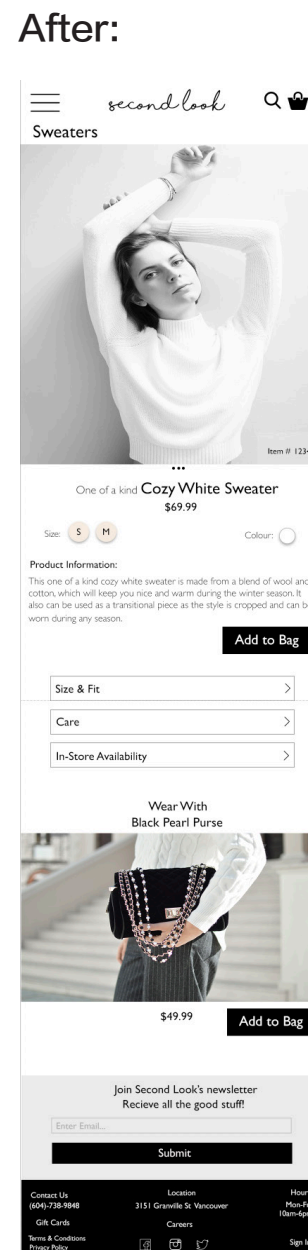
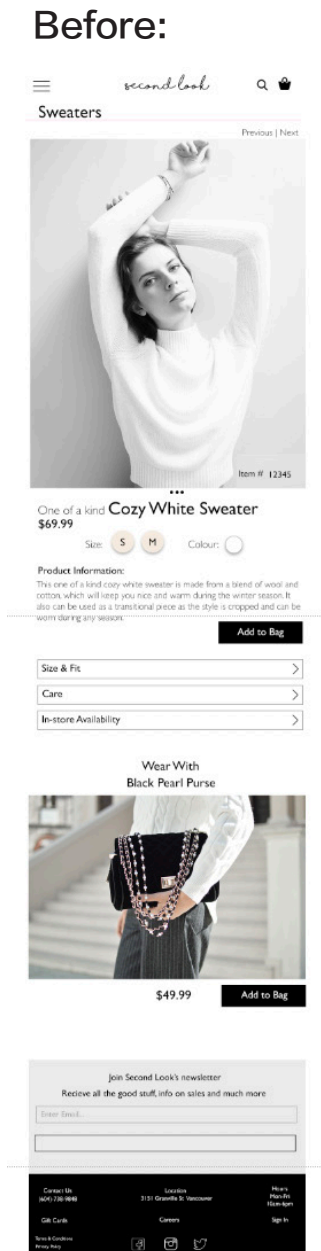


# Findings continued...

From the results and data from tests and peer feedback, some minor changes were being made to make the overall navigation easier for users.

The feedback about the **item page** is that the header needs to be made larger, this change is made throughout the entire site. Furthermore, the font needs to be changed, adding white space and increasing the size of the buttons.

## 4. Item Page (Mobile Phone)



# Heuristics

Results of heuristic evaluation of the interface and how users interact with the overall design. Where the answers were rated by using -1 (does not comply), 0 (it kind of complies) and +1(it complies). Each area of the website that being the home page, task orientation, navigation and IA, forms and data entry, trust and credibility, writing and content quality, page layout and visual design, search, help, feedback, error tolerance and further reading were all rated.

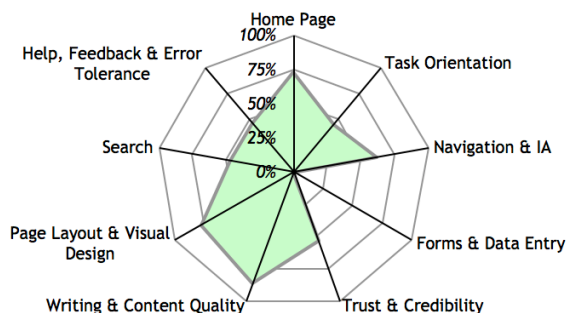
## Results

\*\*\* The Forms and Data Entry does not comply to the task that was conducted.

### Heuristic Review

#### Summary of results

	Raw score	# Questions	# Answers	Score
Home Page	9	20	20	73%
Task Orientation	-4	44	44	45%
Navigation & IA	7	29	29	62%
Forms & Data Entry	-23	23	23	0%
Trust & Credibility	1	13	13	54%
Writing & Content Quality	17	23	23	87%
Page Layout & Visual Design	22	39	39	78%
Search	-1	20	20	48%
Help, Feedback & Error Tolerance	-3	37	37	46%
<b>Overall score</b>		<b>248</b>	<b>248</b>	<b>55%</b>



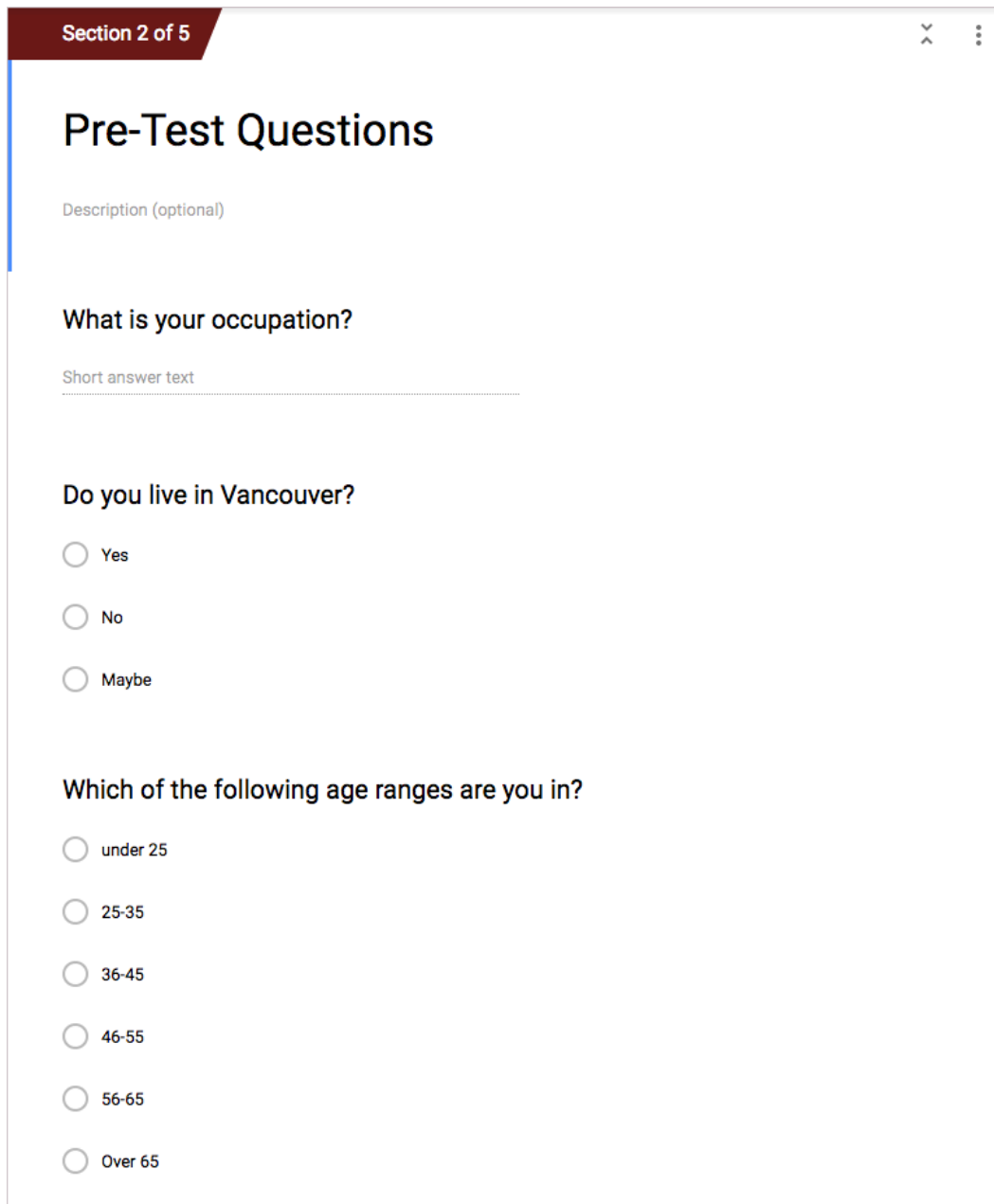
# Conclusion

Overall, the feedback from the participants was positive from it being modern, clean to having a beautifully designed interface. Of course there will always be problems with the general interface design and it is great to receive feedback and perform specific tests in order to find out where the problems are and try your best at creating a simple and easy navigation for your audience.

# Appendix

## Pre-Test Questions

These questions were given to the participants before the testing was conducted.



The screenshot shows a survey interface with a dark red header bar containing the text "Section 2 of 5" and a close button (X) and a menu button (three dots). The main content area is white and contains the following elements:

- Section Header:** "Pre-Test Questions" in a large, bold, black font.
- Description:** "Description (optional)" in a smaller, grey font.
- Question 1:** "What is your occupation?" in a bold black font. Below it is a "Short answer text" input field with a dotted line.
- Question 2:** "Do you live in Vancouver?" in a bold black font. Below it are three radio button options: "Yes", "No", and "Maybe".
- Question 3:** "Which of the following age ranges are you in?" in a bold black font. Below it are seven radio button options: "under 25", "25-35", "36-45", "46-55", "56-65", and "Over 65".

# Appendix

## Pre-Test Questions

These questions were given to the participants before the testing was conducted.

⋮  
**How often do you purchase clothing online?**

- less than a month
- once or twice a month
- once or twice a week
- several times a week

**5. Which of the following best describes how much time do you spend online each day, not including e-mail?**

- 10 minutes or less
- 10-30 minutes
- 30-60 minutes
- 1 hour - 2 hours
- Other...

**Would you prefer to purchase used clothing online?**

- Yes
- No

# Appendix

## Pre-Test Questions

These questions were given to the participants before the testing was conducted.

⋮  
**Which statement best describes how tech savvy you are?**

- "I'm an early adopter...always in line for the newest product!"
- "I'm not afraid to try new tech but I don't search it out."
- "I comfortable with computers as long as I don't have to try anything new."
- "Not a fan of technology"

**Have you ever been to a consignment store before?**

- Yes
- No

**Have you ever purchased items from a consignment store?**

- Yes
- No

# Appendix

## Post-Test Questions

These questions were given to the participants after the testing was conducted.

**What are your overall impressions of Second Look website?**

Long answer text

**Give the website a grade from 1 to 10. 10 being outstanding and 1 being a fail.**

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

...

**Name two characteristics that best describe Second Look website.**

Long answer text

**What two things do you like the least of the Second Look website?**

Long answer text

**If you could make a change to the Second Look website what would it be?**

Long answer text

**Would you likely return to Second Look?**

- Yes
- No
- Maybe

# Appendix

## Post-Test Questions

These questions were given to the participants after the testing was conducted.

How did you find the navigation to be? Rate it from 1 being difficult to 10 being a piece of cake

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you find what you were looking for?

- Yes
- No

Was there a certain task that you found difficult? (if so, explain why)

Short answer text

---

Would you recommend Second Look?

- Yes
- No
- Maybe

Can you rate your experience with the site from 1 (bad) to 10 (good) ?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Appendix

## Post-Test Questions

These questions were given to the participants after the testing was conducted.

Do the images fit with the style the Second Look website?

Yes

No

Are the colors suitable to Second Look?

Yes

No

What information do you think is important to you when you want to make a purchase online?

Long answer text

# Appendix

## Post-Test Questions

These questions were given to the participants after the testing was conducted.

Section 6 of 6



### Please Rate Each Statement

Description (optional)

The overall website is attractive

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



The homepage makes me want to explore the site further

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

The typeface is easy to read

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

# Appendix

## Post-Test Questions

These questions were given to the participants after the testing was conducted.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

The website has a clear purpose

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

⋮

I found it easy to navigate from page to page

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Thank you for your time!

Description (optional)