

# Ensemble Usability Test - Findings

## Assumptions & Hypotheses

1. Users will use the menu navigation and filters to easily find what they need vs using search.
  - not all users would go straight for the top menu navigation, but when doing it for the tests, were able to do it with ease
  - filtering was understood overall
2. Users will understand the patterns of the product page when making color and size selections.
  - All users did this task with no friction
3. More users will click on Checkout button with the mini-cart pop-up, while some may close it or keep shopping, and use the header icon button to checkout.
  - All users used the mini-cart pop-up
4. More users will scroll through the images by clicking on the image tile versus using the navigation arrows.
  - 3/5 participants scrolled through the image carousel
    - 2 used the nav arrows to cycle
    - 1 clicked on the image thumbs to cycle
5. Users will have no issue completing the checkout process.
  - 4/5 participants had no issues with checkout
  - 1 participant had confusion due to the prototype scroll position being set up wrong (they were the first participant and this was fixed prior to the

next test)

## Common themes

1. Apply → click on filter:
  - 4/5 participants didn't click this first try
  - 2 participants specifically mentioned it as being odd and cumbersome
2. Everyone used the mini cart window pop-up to checkout
3. Aside from the Apply → on filtering, everything worked well
4. Some users said they would have scrolled the home page to select the category if it was available, versus the top menu. Another would have started with the sale page first.
5. Some users said they would filter on size first as a general rule.
6. Brand is good for decent quality and low prices
7. Brand felt generic but trustworthy and family friendly, for 4/5 participants.
8. Brand could use some visual improvement with colors and designs to feel less basic.

## Next Steps

Make adjustments based on these findings.

1. Remove Apply → on filter menus
2. Hide the grey cardigan that shows up on the initial category page gallery of products to require the user to use filters to find it.
3. Add options for navigation to the cardigans page on home screen.

- Best Sellers turned into Shop by Category
  - Make womens clickable
  - Make sale menu clickable
- 4. Add size filtration to category page.
- 5. Try adding some color or graphics to spruce up the site and make it a little less generic