

User Testing Data:

Crate&Barrel

<http://www.crateandbarrel.com/>

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Description of Test

<i>Dates of testing:</i>	Week of September 20th, 2004
<i>Testing location:</i>	Washtenaw Community College Library
<i>Number of users tested:</i>	5
<i>Length of each test:</i>	One hour
<i>Platforms tested on:</i>	Most users tested on Windows XP; (choice was given to the user)
<i>Browsers tested on:</i>	All users tested on Internet Explorer 6 (choice was given to the user)

Transcript of User Testing Sessions

Note: This transcript is intended to provide an accurate portrayal of the sequence of events during the user testing. However, not every movement of the mouse was documented and quotations, while believed to be accurate, may not include all connectors and filler phrases (e.g., “you know”, “well”, “uh”, “I mean”).

Transcription Key:

F: Facilitator

TS: Test Subject

“ ” Quotation

‘ ’ Name of a page, link, or heading

[] Summary of events that do not require elaboration (e.g., reading a task)

() Clarifying notes where the meaning of the text is unclear

User 1

Task 1: Create a new account.

F: [reads task aloud] →

TS: "All right." →

Mouse's over to the left edge of the top navigation menu →

Mouse's over to the center edge of the top navigation menu →

Clicks on 'Account' quick link on left hand side of home page →

TS: "Oh company name." →

Typing information →

TS: "I don't want to send to my home." →

Filling up the forms →

Scrolls down page →

TS: "This is too much business." →

F: "Errors appear after clicking on the submit button." →

F: "Checking the errors." →

F: "Checking profiles." →

F: "Fixing the zip code errors." →

F: "Account was created." →

TS: "What that thing was call." →

TS: "I spell the zip wrong."

Task 2: You are interested in finding a new office chair. Find the Quartz chair.

F: [return to home page] →

F: [Read the task out loud] →

TS: "You said that I can use the search engine once." →

Scroll down the page →

Clicks on the 'Shop' button →

Clicks on the 'Furniture' button →

Clicks on 'Home' office →

Clicks on 'Chairs' →

TS: "It was very fast and easy." →

TS: "It was very quick and easy." →

F: "Task is done."

Task 3: Your bed linens are old and unusable. Find new bed linens.

F: [reads task aloud] →

Clicks on 'Shop' button →

Clicks on 'Bed and Bath' button →
Clicks on 'Bed linens' button →
Clicks on Bed linens page '1' →
Clicks on Bed linens page '2' →
Clicks on Bed linens page '3' →
Clicks on Bed linens page '4' →
Clicks and return 'on Bed linens page 1' →
F: [finish the task] →
TS: "I'm done." →
TS: "This was very easy."

Task 4: You ordered those new bed linens but it's not exactly what you had in mind. You want to return them. Find the return policy.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page global navigation →
Clicks 'Add to Cart' →
F: [No results appears] →
Clicks 'Shop' link in top left of the global navigation →
TS: "What the hell." →
Clicks Chelsea/classic bed →
Scrolls down →
TS: "I don't know if I have to click in this button's to return policy." →
Clicks 'Check out' →
TS: "If you are shopping and deliver." →
TS: "Order." →
TS: "What they put gift over here." →
Clicks 'Privacy Policy' →
TS: "Shoot." →
Scroll's down →
TS: "What I have to do to get there man." →
F: [look at your global navigation] →
Clicks 'Sign in' →
Clicks 'Billing' →
Clicks 'Continuing to deliver' →
TS: "Where is the returning policy?" →
Clicks 'Payment' →
Scrolls down →
TS: "What the hell." →
Clicks 'Back' →
Clicks 'Back' →

Clicks 'Back' →
Clicks 'Back' →
Clicks 'Back' →
Clicks 'Back' →
Clicks 'Home' →
F: [Using the search engine] →
F: [Typing] →
TS: "Ok was under 'Assistance.'" →
Clicks 'Return and Exchange' →
TS: "I'm done." →
TS: "This task was hard." →
TS: "My goodness." →
F: [would you like to take a break] →
TS: "Thanks but I'm ok."

Task 5: You want to find a Crate and Barrel store near by.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page under the global navigation →
Clicks 'Store' in the global navigation in the top of the page →
F: [Typing the city] →
TS: "Hey there is one in Somerset mall." →
TS: "Ok." →
TS: "This task was easy." →
TS: "Can't be easier than that."

Task 6: You need new silverware for your new home. Locate some silverware.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page under global navigation →
Clicks 'Shop' in the global navigation →
Clicks 'Dinnerware' →
TS: "Nope not here." →
Clicks 'Flatware' →
TS: "I didn't know that they call flatware" →
TS: "Ok I'm done of this task" →
TS: "They should put silverware in parenthesis." →
TS: "Ok I'm done."

Task 7: You want to buy a new lamp. Find a lamp of your choice and add it to your cart.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page under global navigation →
Clicks 'Shop' in the global navigation →
Clicks 'Lighting' →
Clicks 'Floor Lamp' →
F: [typing the zip code] →
F: [choose quantity] →
Clicks 'Add to cart' →
TS: "Very easy task." →
TS: "Pretty simple." →
TS: "This task was very easy."

Task 8: You have decided not to purchase the lamp. You now want a new rug for the family room. Find a rug and add it to your cart and also remove the lamp.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Add' to your cart →
Typing quantity →
F: [choose 1 as quantity] →
TS: "Ups! I don't need blankets." →
TS: "Part me rugs." →
TS: "I'm looking for rugs." →
Clicks 'Rugs' →
TS: "Indoor or Outdoor!" →
Clicks 'Terrace Rug' →
TS: "Man! They are asking too much money for this rug." →
Clicks 'Add to Cart' →
Clicks 'Remove' →
TS: "I messed up." →
TS: "Going back." →
Clicks 'Remove' →
TS: "Remove the rug." →
TS: "I got confuse in what I should remove." →
TS: "I finish." →
TS: "What do you call those things up here?" →
F: "Buttons of the global navigation."

Task 9: Check out and purchase the rug.

F: [reads task aloud] →

F: Why you didn't return to the 'Home' page? →

TS: "It was no point to return to home page, because I was just there." →

Clicks 'Check Out' link →

Clicks 'Continuing Shipping' →

Clicks 'Continuing to delivery' →

TS: "I will stop here." →

TS: "I don't want them to deliver to me."

Task 10: Request a catalogue.

F: [reads task aloud] →

TS: "I saw that somewhere." →

F: [return to home page] →

Clicks 'Home' link in top of page under global navigation →

Clicks on 'Catalog' link on the center of the home page →

F: [Mouse over to 'Request Catalog'] →

Clicks on 'Request Catalog' the last link under the 'Catalog' button →

F: [Typing the Form] →

TS: "It was easy." →

TS: "I'm done sir."

Crate & Barrel: Overall Ratings

(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use:	1
Responsive:	1
Interesting:	3
Efficient:	1
Well-organized:	1
Good labels:	2
Direct:	1
Attractive:	4
Easy to Read:	1
Focused:	1
Useful:	1
Valuable Information:	2
Comprehensive:	1
Good Instructions:	1

What do you consider the most valuable aspect of the Crate & Barrel website?
The way this website is organized, It's take you straight to the point.

What is the biggest problem with the Crate & Barrel website? Could be more attractive it's some what bland.

Additional comments: No response.

User 2

Task 1: Create a new account.

F: [reads task aloud] →

Mouse's over to the left edge of the top navigation menu →

Mouse's over to the center edge of the top navigation menu →

Clicks on 'Account' quick link on left hand side of home page →

F: [Typing the form to create a new account] →

TS: "Ok account is created." →

Mouse's over to left, right and top →

F: "Account was created." →

F: [Did you find any problems in this task?] →

TS: "No it was easy to find the label and took me straight to the point."

Task 2: You are interested in finding a new office chair. Find the Quartz chair.

F: [Read the task out loud] →

F: [return to home page] →

Clicks 'Home' link in top of page under global navigation →

Mouse's over to left and right →

Click on the 'Shop' button →

Click on the 'Furniture' button →

Click on 'Home office' →

Mouse's over right →

Click on 'Chairs' →

Mouse's over right →

Click on 'Quartz Chair' →

F: [Was it easy to finish this task?] →

TS: "Yes I founded very easy."

Task 3: Your bed linens are old and unusable. Find new bed linens.

F: [reads task aloud] →

F: [return to home page] →

Clicks 'Home' link in top of page under global navigation →

Mouse's over to the top right of the page, into global navigation →

Clicks on 'Shop' button →

Mouse's over into the bottom of the page →

Clicks on 'Bed and Bath' button →

Clicks on 'Bed linens' button →
Clicks on 'Paint Box' →
Mouse's over to the left →
TS: "I'm done." →
F: [Do you think this task was very easy] →
TS: "Yes."

Task 4: You ordered those new bed linens but it's not exactly what you had in mind. You want to return them. Find the return policy.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page under global navigation →
TS: "Hum! Hum!" →
Mouse's over top right →
Mouse's over to 'Store' →
Mouse's over to 'Catalog' →
Mouse's over to 'Gift Registry' →
Scroll downs →
F: [Thinking] →
TS: "Hum! Hum!" →
TS: "Ok!" →
Mouse's over to 'My Account' →
Mouse's over to 'Assistance' →
Clicks 'Assistance' →
Mouse's over down →
TS: "Help! FAQ!" →
Clicks 'Returns/Exchanges' →
TS: "Furniture collection return." →
TS: "Hum! Hum! Hum!" →
F: [This task was clear] →
TS: "It was but hard to find on the website."

Task 5: You want to find a Crate and Barrel store near by.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page under global navigation →
Mouse's over right →
Clicks 'Store' in the global navigation in the top of the page →
F: [Typing the city] →
F: [Couldn't find] →

F: [typed the zip code] →
Clicks on 'Go' button →
TS: "Ok." →
TS: "Somerset mall." →
F: [It was easy task?] →
TS: "Yes." →
F: [Do you think they place this button on a good place on the website?] →
TS: "Yes."

Task 6: You need new silverware for your new home. Locate some silverware.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page under global navigation →
Clicks 'Shop' in the global navigation →
Mouse's over 'Dinnerware' →
Clicks 'Flatware' →
Clicks 'Kitchen' →
Clicks 'Back' →
Clicks 'Back' →
TS: "Ok." →
TS: "Wasn't easy like the task before." →
F: [What was difficult between task 6 and task 5?] →
TS: "They were not to different and difficult." →
TS: "They should put knife, forks and spoons together."

Task 7: You want to buy a new lamp. Find a lamp of your choice and add it to your cart.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page under global navigation →
Clicks 'Shop' in the global navigation →
Clicks 'Lighting' →
Scrolls down →
Clicks 'Floor Lamp' →
Clicks 'Back' →
Clicks 'Sconces' →
Clicks 'View All' →
Scrolls down →
TS: "Ok" →

Clicks 'Next' →
Scrolls down →
Mouse over top and bottom →
Clicks 'Nicole Chandelier' →
TS: "How can I..." →
TS: "Never mind." →
F: [Check Viability] →
F: [Typing zip code] →
F: [got some error on the zip code] →
F: [Retyping] →
Clicks 'Add to Cart' →
TS: "Ok."

Task 8: You have decided not to purchase the lamp. You now want a new rug for the family room. Find a rug and add it to your cart and also remove the lamp.

F: [reads task aloud] →
F: [return to home page] →
Mouse's over to the right side 'Removed' the lamp →
Clicks 'Continuing shopping' →
Mouse's over right →
Clicks 'Rug' →
TS: "Hum!" →
Clicks 'Indoor' →
Clicks 'Stripes' →
Clicks 'Holiday' →
Clicks 'All Over Patterns' →
Clicks 'Solids' →
Clicks 'View all' →
Clicks '1' →
Clicks '2' →
F: [Typing quantity] →
Clicks '1' rug →
Clicks 'Add to Cart' →
F: [It was easy to remove the lamp and add the new item?] →
TS: "Yes."

Task 9: Check out and purchase the rug.

F: [reads task aloud] →
Clicks 'Check Out' link →

Clicks 'Continuing Shipping' →
Clicks 'Continuing to delivery' →
F: [Why you didn't return to the 'Home' page?] →
TS: "Because I was just there."

Task 10: Request a catalogue.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page under global navigation →
Mouse's over to 'Catalog' →
Clicks 'Catalog' in the global navigation link on the center of the home page →
→
Mouse's over in 'Catalog quick order' →
Clicks 'Catalog quick order' →
TS: "Oh no." →
TS: "I want to request." →
F: [Mouse over to 'Request Catalog'] →
Clicks on 'Request Catalog' link under catalog →
F: [Typing the Form] →
TS: "Ok." →
TS: "I'm done."

Crate & Barrel: Overall Ratings

(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use:	1
Responsive:	2
Interesting:	2
Efficient:	2
Well-organized:	1
Good labels:	1
Direct:	1
Attractive:	2
Easy to Read:	1
Focused:	1
Useful:	2
Valuable Information:	2
Comprehensive:	1
Good Instructions:	1

What do you consider the most valuable aspect of the Crate & Barrel website? It was easy to read and very well organized and direct.

What is the biggest problem with the Crate & Barrel website? The only problem I found was to add the first purchase to my cart. I had to add my zip code first.

Additional comments: No additional comments.

User 3

Task 1: Create a new account.

F: [reads task aloud] →

TS: "All right." →

TS: "Ok." →

Mouse's over to the center edge of the top navigation menu →

TS: "If I create an account they will start to send stuff to me?" →

Clicks on 'My Account' quick link on left hand side of home page →

F: [Typing information] →

TS: "You guys are getting money from them to do this work?" →

F: [No] →

TS: "Ok I'm done."

Task 2: You are interested in finding a new office chair. Find the Quartz chair.

F: [return to home page] →

F: [Read the task out loud] →

TS: "Ham, Ok." →

Mouse's over to right →

Mouse's over to 'Catalog' on the center of the home page →

Clicks on the 'Catalog' button →

Clicks 'View Catalog Online' →

Scroll down the page →

TS: "Fall collection" →

Clicks on the 'Fall Collection' label →

Scroll down the page →

Mouse's over to left and right of the screen →

TS: "This catalog is cool." →

Clicks on 'Life style' →

Scroll down the page →

Scroll up the page →

Clicks 'On Great Room' down →

Clicks 'Next' →

Mouse's over to the top left →

Clicks on 'Shop' →

Clicks on 'Furniture' →

TS: "I don't where the quartz chairs is." →

Clicks 'All Chairs/Benches' →

Clicks level '1' →

Clicks level '2' →
Clicks level '3' →
Clicks level '4' →
Clicks level '5' →
Clicks level '4' →
TS: "Where is the quartz chair?" →
TS: "I can't find one." →
Clicks on 'Dining Groups' →
Mouse over left and right on the screen →
Clicks on parts of the page that doesn't have links →
TS: "Ok." →
TS: "I don't know where the quartz chair is?" →
TS: "Hum! Hum!" →
TS: "I can't find." →
F: [Using the search engine] →
TS: "Done I found." →
TS: "Here is this cra....." →
TS: "I'm done."

Task 3: Your bed linens are old and unusable. Find new bed linens.

F: [reads task aloud] →
Clicks on 'Shop' button →
Clicks on 'Bed and Bath' button →
Clicks on 'Horizon' →
TS: "Oh, this task was easy." →
F: "This task was easy?" →
TS: "I'm done." →
TS: "This was very easy."

Task 4: You ordered those new bed linens but it's not exactly what you had in mind. You want to return them. Find the return policy.

F: [reads task aloud] →
F: [return to home page] →
Clicks 'Home' link in top of page global navigation →
Mouse's over to the global navigation →
Clicks 'Assistance' →
Clicks 'Return/Exchanges' →
F: [Reading questions on the log]
TS: "Yep, I'm done." →
Scrolls up →

TS: "I'm done."

Task 5: You want to find a Crate and Barrel store near by.

F: [reads task aloud] →

F: [return to home page] →

Clicks 'Home' link in top of page under the global navigation →

Clicks 'Store' in the global navigation in the top of the page →

F: [Typing] →

TS: "Ok this is very easy." →

TS: "Oh my goodness this is easy."

Task 6: You need new silverware for your new home. Locate some silverware.

F: [reads task aloud] →

F: [return to home page] →

Clicks 'Home' link in top of page under global navigation →

Clicks 'Shop' in the global navigation →

Clicks 'Kitchen' →

Clicks 'Back' →

Clicks 'Flatware' →

Clicks 'Back' →

Clicks 'Back' →

Clicks 'Shop' →

Clicks 'Flatware'

Task 7: You want to buy a new lamp. Find a lamp of your choice and add it to your cart.

F: [reads task aloud] →

F: [return to home page] →

Clicks 'Home' link in top of page under global navigation →

Clicks 'Shop' in the global navigation →

Clicks 'Lighting' →

Clicks 'Table and Desk lamps' →

F: [Between this task and task 6 did you find any difficult?] →

TS: "No." →

TS: "Done." →

TS: "I forgot." →

Clicks on 'Helix lamp' →

F: [choose quantity 2]

Task 8: You have decided not to purchase the lamp. You now want a new rug for the family room. Find a rug and add it to your cart and also remove the lamp.

F: [reads task aloud] →

TS: "Oh, no." →

Clicks 'Back' →

Clicks 'Back' →

Clicks 'Back' →

TS: "Ups I forget to add the lamp to my cart." →

TS: "I add." →

Clicks 'Shop' →

Clicks 'Rugs' →

Clicks 'Natural Fibers' →

Clicks 'Solids' →

TS: "I like stripes." →

Clicks 'Solids' →

TS: "I want a big rug 8x10 and I'm going to add to my cart." →

Clicks 'View My Cart' →

Clicks 'Add to Cart' →

Clicks 'View Cart' →

Clicks 'Check Out' →

Clicks 'Remove' lamp →

TS: "Done."

Task 9: Check out and purchase the rug.

F: [reads task aloud] →

Clicks 'Check Out' link →

TS: "Bla, Bla, my address." →

Clicks 'Continuing Shipping' →

TS: "Ok I'm done." →

F: "Why you didn't return to home page?" →

TS: "Because I was just there."

Task 10: Request a catalogue.

F: [reads task aloud] →

F: [return to home page] →

Clicks on 'Catalog' link on the center of the home page →
F: [Mouse over to 'Request Catalog'] →
Clicks on 'Request Catalog' the last link under the 'Catalog' button →
F: [Typing the Form] →
TS: "It was very easy." →
TS: "I'm done." →
TS: "Oh my goodness."

Crate & Barrel: Overall Ratings

(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use:	1
Responsive:	2
Interesting:	2
Efficient:	1
Well-organized:	1
Good labels:	1
Direct:	1
Attractive:	3
Easy to Read:	1
Focused:	2
Useful:	2
Valuable Information:	2
Comprehensive:	2
Good Instructions:	2

What do you consider the most valuable aspect of the Crate & Barrel website?
Well organize and good labels.

What is the biggest problem with the Crate & Barrel website? I didn't find any problems.

Additional comments: Very easy to use.

User 4

Task 1: Create a new account.

F: [reads task aloud] →

TS: "Here you go create a new account." →

Mouse's over to my account →

Clicks on 'Account' quick link on left hand side of home page →

Typing information →

TS: "Ups! Backspace." →

Filling up the forms →

Clicks 'Submit' →

TS: "Ok I create a new account."

Task 2: You are interested in finding a new office chair. Find the Quartz chair.

Mouse's over to 'Home' →

F: [return to home page] →

F: [Read the task out loud] →

TS: "I look under shop." →

Clicks on the 'Shop' button →

Clicks on the 'Furniture' button →

Clicks on 'Home' office →

Clicks on 'Chairs' →

TS: "I clicked on the second page of chairs." →

F: [Have you use this site before?] →

TS: "Yes." →

F: [Task is done]

Task 3: Your bed linens are old and unusable. Find new bed linens.

F: [reads task aloud] →

Clicks on 'Shop' button →

Clicks on 'Bed and Bath' button →

Clicks on 'Bed linens' button →

Clicks on 'Bed linens' page '1' →

Clicks on 'Bed linens' page '2' →

Clicks on 'Bed linens' page '3' →

Clicks on 'Bed linens' page '4' →

Clicks on 'Bed linens' page '2' →

Clicks and return 'Lavender Bed Linens' →

TS: "Uh! Beautiful beds linens."

Task 4: You ordered those new bed linens but it's not exactly what you had in mind. You want to return them. Find the return policy.

F: [reads task aloud] →
Mouse's over 'Home' →
F: [return to home page] →
Clicks 'Home' link in top of page global navigation →
TS: "I think I will try 'Assistance'." →
Clicks 'Assistance' →
Clicks 'Returns/Exchange' →
TS: "It is easy."

Task 5: You want to find a Crate and Barrel store near by.

F: [reads task aloud] →
Mouse's over 'Home' →
F: [return to home page] →
Clicks 'Home' link in top of page under the global navigation →
Mouse's over 'Store' →
Clicks 'Store' in the global navigation in the top of the page →
TS: "I guess is here." →
F: [Typing the zip code] →
TS: "Somerset mall."

Task 6: You need new silverware for your new home. Locate some silverware.

F: [reads task aloud] →
Mouse over 'Home' →
F: [return to home page] →
Clicks 'Home' link in top of page under global navigation →
Clicks 'Shop' in the global navigation →
Clicks 'Flatware' →
Clicks 'Place Sitting' →
Scroll down →
Clicks 'View All' →
Scroll down →
Clicks 'Michigan' →
TS: "Ok."

Task 7: You want to buy a new lamp. Find a lamp of your choice and add it to your cart.

F: [reads task aloud] →
Mouse's over 'Home' →
F: [return to home page] →
Clicks 'Home' link in top of page under global navigation →
TS: "Ok now." →
TS: "Buy a new lamp" →
Clicks 'Shop' in the global navigation →
Clicks 'Lighting' →
Clicks 'Floor Lamp' →
Clicks '1' →
Clicks '2' →
TS: "I don't like those." →
Clicks '3' →
Clicks 'Telescope Table/Floor Lamp' →
F: [choose quantity 1] →
Clicks 'Add to Cart'

Task 8: You have decided not to purchase the lamp. You now want a new rug for the family room. Find a rug and add it to your cart and also remove the lamp.

F: [reads task aloud] →
Mouse's Over 'Home' →
F: [return to home page] →
Clicks 'Rugs' →
TS: "I'm going to try stripes." →
Clicks 'Stripes' →
Clicks '1' →
Clicks '2' →
TS: "I choose the 'Kenyon Stripe.'" →
Clicks 'Stripe Rug' 5x8 →
F: [choose quantity 1] →
Clicks 'Add to Cart' →
Clicks 'Remove' →
Clicks 'View Cart' →
Clicks 'Check Out' →
Clicks 'Shipping' →
TS: "I'm done."

Task 9: Check out and purchase the rug.

F: [reads task aloud] →
Clicks 'Check Out' link →
Clicks 'Continuing Shipping' →
TS: "I'm done."

Task 10: Request a catalogue.

F: [reads task aloud] →
Clicks 'Back' →
Clicks 'Back' →
Clicks 'Back' →
Clicks 'Home' →
Clicks on 'Catalog' link on the center of the home page →
F: [Mouse over to 'Request Catalog'] →
Clicks on 'Request Catalog' the last link under the 'Catalog' button →
TS: "I all ready have a catalog." →
TS: "Do you want me to order another one?" →
F: [No it's fine]

Crate & Barrel: Overall Ratings

(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use:	1
Responsive:	1
Interesting:	1
Efficient:	1
Well-organized:	2
Good labels:	1
Direct:	1
Attractive:	2
Easy to Read:	2
Focused:	1
Useful:	1
Valuable Information:	2
Comprehensive:	2
Good Instructions:	2

What do you consider the most valuable aspect of the Crate & Barrel website?
Good image of products.

What is the biggest problem with the Crate & Barrel website? Not all pages have link to the home page.

Additional comments: No response.

User 5

Task 1: Create a new account.

F: [reads task aloud] →
TS: "Where do I create an account?" →
Mouse's over to my account button at the top navigation →
Clicks on 'Create Account' button →
Fills out the text fields →
Clicks the submit button →
TS: "Okay, I guess I'm already a member." →
The site says that it has updated the account →
Clicks on 'View addresses' on the left navigation

Task 2: You are interested in finding a new office chair. Find the Quartz chair.

F: "Can you please return to the homepage after each task?" →
TS: "Yes, I will do that from now on." →
Clicks on Crate and Barrel logo to return to the homepage →
TS: [reads the task] →
Mouse's over to the search box →
Types in "Quartz chair" →
Clicks on Quartz chair picture from the search results page.

Task 3: Your bed linens are old and unusable. Find new bed linens.

TS: Clicks on Crate and Barrel logo to return to the homepage.
Hovers over 'Shop' button →
Clicks on 'Bed and Bath' DHTML link →
TS: "I don't like looking through pages." →
"I want to find linens that match my room...dark colors." →
Clicks on a bed linen →
Reads description of the bed linen →
Tried to click on picture to see a larger view →
Clicks on 'Alternate Views' button →
Clicks through the pictures of the bed linen →
TS: "The alternate views help." →
TS: "I thought that clicking on the picture would show me a larger view of the bed linen." →

Task 4: You ordered those new bed linens but it's not exactly what you had in mind. You want to return them. Find the return policy.

TS: [goes to homepage] →
Hovers over the top navigation →
Clicks on 'Assistance' button →
Reads over the text →
Clicks on 'Returns/Exchanges' link →
Reads over the text

Task 5: You want to find a Crate and Barrel store near by.

TS: [goes to homepage] →
Hovers over the 'Stores' button →
Clicks on the 'Stores' button →
Types in zip code in the text field →
Clicks on the 'Go' button

Task 6: You need new silverware for your new home. Locate some silverware.

TS: [returns to the homepage] →
Hovers over the 'Shop' button →
Hovers over flatware and dinnerware →
TS: "Which one do I choose?" →
Clicks on 'Flatware' DHTML link →
Clicks on 'Place Settings' picture →
Clicks on 'View all' link →
Clicks on a fork picture

Task 7: You want to buy a new lamp. Find a lamp of your choice and add it to your cart.

TS: [returns to the homepage] →
Hovers over 'Shop' button →
Clicks on 'Lighting' DHTML link →
Clicks on 'Chandelier' picture →
Clicks on a chandelier →
Clicks on 'Alternate View' button →
Can't find the 'add to cart' button →
TS: "This is a pain in the butt." →

TS: "This is annoying because I have to log in even though I logged in already." →
Enters zip code in the text field →
Enters "1" in the quantity field →
Clicks the 'Add to cart' button at the bottom →
Hovers over the "Added to cart" DHTML popup

Task 8: You have decided not to purchase the lamp. You now want a new rug for the family room. Find a rug and add it to your cart and also remove the lamp.

TS: [returns to the homepage] →
Clicks on 'Cart' at the top of navigation →
TS: "I thought that I had an item in the cart." →
Clicks on 'Continue shopping' button (takes him to the All Departments page) →
Clicks on 'Rugs' picture →
Clicks on 'Solids' picture →
Clicks on 'View all' link →
TS: "I'm looking for something dark brown." →
Clicks on a rug picture →
Clicks on 'View in a room' button on the right →
TS: "I like viewing the rug in the room." →
TS: "I thought that clicking on the rug picture would give me a larger view of the rug." →
Enters "1" in the quantity field (8x10 rug) →
Re-enters zip code in the zip code text field →
Clicks on 'Add to cart' button at the bottom of the page (DHTML pop up says that the item is added to cart) →
Clicks on 'View cart and checkout' from the pop up (arrives at the cart page) and confirms item is in the cart.

Task 9: Check out and purchase the rug.

TS: Clicks on checkout button (goes to Billing information page) →
TS: [Reads aloud billing information] →
TS: "Billing info is all there...nice." →
TS: "The ship to address text should be bigger." →
Clicks on 'Continue to shipping' button (goes to Shipping page) →
Clicks on 'Continue to payment' button (goes to Payment page) →
TS: "Wow, the shipping is expensive." →

Clicks on 'What is this?' link for the Credit Card Validation number (opens a pop up) →
TS: "I like the pop up help."

Task 10: Request a catalogue.

F: "Please go back to the home page." →
TS: "Can't click on Crate and Barrel logo to go back to homepage." →
Clicks on 'Cancel' button (goes to Delivery page) →
Can't click on Crate and Barrel logo to go back to homepage →
Clicks on 'Cancel' button (goes to Shipping page) →
Clicks on 'Cancel' button again (goes to Billing page) →
Clicks on 'Crate and Barrel' logo (goes to homepage) →
Hovers over the top navigation →
Hovers over 'Catalogue' button →
Clicks on 'Request Catalogue' link →
TS: "I figure that my information would pre-populate the fields since I'm logged in." →
Clicks on 'Submit' button

Crate & Barrel: Overall Ratings

(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use:	2
Responsive:	2
Interesting:	2
Efficient:	3
Well-organized:	2
Good labels:	4
Direct:	3
Attractive:	2
Easy to Read:	2
Focused:	2
Useful:	2
Valuable Information:	4
Comprehensive:	2
Good Instructions:	4

What do you consider the most valuable aspect of the Crate & Barrel website?
Attractive product shots.

What is the biggest problem with the Crate & Barrel website? Getting trapped in checkout process.

Additional comments: Go Fry!!