

User Testing Report:

Crate&Barrel

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

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EXECUTIVE SUMMARY

Crate&Barrel went through user testing where five random users were given ten tasks to test the web site. Most users are above-average in terms of web browsing ability and general computing ability. Tasks ranged from creating a new account to purchasing a product. The facilitator would observe the movements of the user and record what the user was thinking aloud during a task. After each task, a user had to fill out several questions regarding the specific task. Once all tasks were completed, the user would then fill out an evaluation form about the web site.

Once all data has been compiled, a list of recommended changes is organized by high to low priority. Based from the user testing, these major changes are recommended:

- Make the Crate&Barrel logo clickable to the homepage during checkout.
- Make the Cancel button cancel the whole transaction and make the button more visible.
- Add a back button so the user can go back to the previous page during checkout.
- Change the label for 'Flatware' to 'Silverware.'
- Change the label for 'Guarantees' in the footer to 'Return/Exchanges.'
- Change the label for 'Assistance' to 'Help.'
- Change the pictures in 'Flatware' to a set of silverware instead of just a picture of a fork.
- In the individual product page, make the product image clickable to show a larger image.

A wireframe diagram has been created to show how some of these major changes are to be implemented into the web site.

Most of these issues are in the checkout process and also with labeling. With the recommended changes, the user experience will be easier for potential customers and regular customers who use the web site.

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)

Priority Levels

The issues identified through user testing are grouped into three levels of priority:

High priority: These issues are likely to impact a large number of users significantly. They should be resolved as quickly as resources allow.

Medium priority: Issues at this priority level are also likely to affect a large number of users but generally are less disruptive to the user experience, relative to the high priority issues.

Low priority: Low priority issues typically impact a small subset of the overall user base, although they may impact a larger group. Regardless of the number of users affected, these issues carry only a minor negative impact. Low priority issues are generally easy to resolve. There is less time pressure to fix low priority issues, compared to medium priority issues and especially high priority issues.

Recommended Changes

Checkout Process

High Priority:

- **Make the 'Crate&Barrel' logo clickable to the homepage.** Users could not get out of the checkout process by clicking the logo. Users had to use the 'Back' button on the browser or hit the 'Cancel' button a few times depending on how deep the users were into the checkout process.
- **Make the 'Cancel' button cancel the whole transaction and make the button more visible.** Users had to click the 'Cancel' button a few times depending on where they were during the checkout process. Users felt trapped during the checkout process.
- **Add a 'Back' button during the checkout process.** Users should be able to go back to the previous part of the checkout process.

Global Navigation

Medium Priority:

- **Change the label in the DHTML menu from 'Flatware' to 'Silverware.'** Users had a difficult time finding silverware from the 'Shop' dropdown menu. Some users don't know what flatware or dinnerware is.
- **Change the label for 'Guarantees' in the footer to 'Returns/Exchanges.'** Users had a difficult time finding a link to the return policy.

Low Priority:

- **Change the label of 'Assistance' to 'Help.'** Some users were confused with the labeling of 'Assistance.'

Flatware area

Low Priority:

- **Change the flatware product pictures from a fork picture to the flatware set picture.** Users were confused about the picture of the fork. One user was wondering where the spoons and knives are.

Individual Product Pages

Low Priority:

- **Make the main image of the product clickable to a larger view of the product.** One user wanted to see a larger view of the product.

LOGO

1

ASSISTANCE | CART |

CHECKOUT

1 BILLING 2 SHIPPING 3 DELIVERY 4 PAYMENT, REVIEW, AND SUBMIT ORDER

Delivery

Please select/review delivery methods:

Shipping To:	Items	Qty	Gift Box (\$3.50 per item)	Shipping Via
Joe Shmoee 555 Sireet St Here, MI 555555	Flatware	1	<input type="checkbox"/>	Standard

Edit

Enter Gift Message (Limit 25 characters per line)

Please Note:
Please include your name with your message to indicate the gift is from you.

Cancel

2

Back to Shipping

3

CONTINUE TO PAYMENT

Privacy Policy | Return/Exchanges | Terms of Use

For Assistance, email us, or call 800-967-6696 24 hours a day. © Crate and Barrel 2004.

NOTES

1. Logo is clickable to the homepage
2. The 'Cancel' button is larger
3. The new back to the previous page button; in this case, back to the shipping page
4. 'Guarantees' text link is now 'Return/Exchanges'