COGNITIVE WALKTHROUGH REPORT

www.keancoffee.com

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IN4MATX283

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Executive Summary

This report contains results from an evaluation performed using the Cognitive Walkthrough Method. This method is used to evaluate usability of a website by assigning a task to a reviewer unfamiliar with the site. The specific task evaluated was the process of purchasing coffee online.

The following are the key findings of the report:

➢ The evaluation identified three major issues regarding inconsistency, visibility, and error prevention.

➢ The main pain point hindering completion of the task is inconsistency & redundancy in the global navigation

➢ By implementing the recommendations, usability of the Kean Coffee website would improve significantly.

➢ Improving user experience will provide Kean Coffee with an opportunity to expand their target market and increase website sales & revenue.

Introduction

Kean Coffee is a coffee shop in California with two locations located in Newport Beach and Tustin. Kean Coffee is a well-known establishment that serves coffee and is very popular in the surrounding communities. The popular coffee blends they sell on-site are also sold through their website. The purpose of this report is to identify pain points of the site and make recommendations for improvement on overall usability.

The site's usability was tested using the Cognitive Walkthrough method. Two reviewers were given the task of buying coffee online meanwhile answering cognitive questions. The questions included matching the site to the target user's mental model, visibility, and ease of learnability.

Methodology

A Cognitive Walkthrough was conducted on the Kean Coffee website. A Cognitive Walkthrough is a method used to evaluate usability of a website by assigning a task to a reviewer unfamiliar with the site.

The reviewer will then answer the following four questions during each sequence of the assigned task:

1. Will the user try to achieve the right effect?
2. Will the user notice if the correct action is available?
3. Will the user associate the correct action with the effect trying to be achieve?
4. If the correct action is performed, will the user see that progress is being made toward solution of their task?
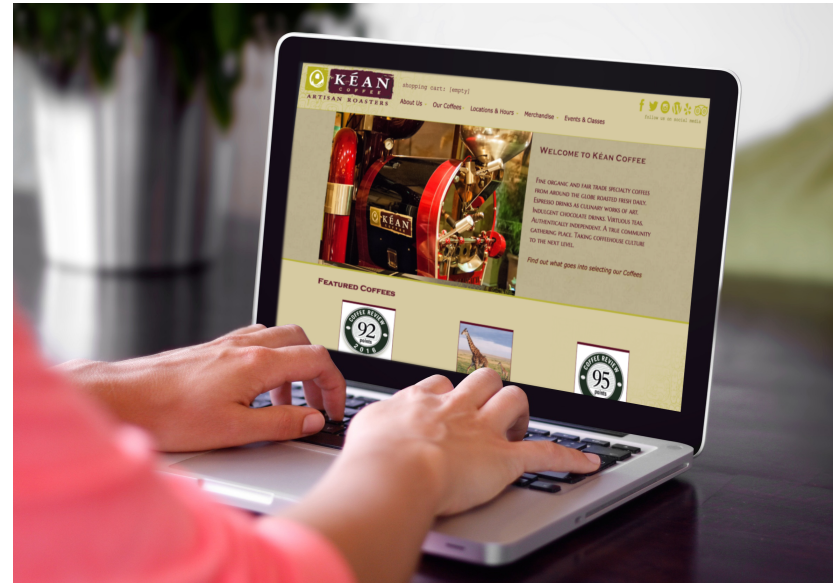
Methodology (cont'd)

Target User:

The target user would be male or female, anywhere between 25-65 years of age with an appreciation for Kean coffee.

Test Scenario: A customer has visited Kean Coffee on site and really enjoyed the coffee. They decided they wanted to purchase a bag of Kean Coffee online to send to relatives in another state.

Correct Action Sequence:

1. Select "Our Coffees" navigation item in the main header

2. Select "Fresh Roasted Beans" secondary navigation item under "Our Coffees"

3. Select any type of coffee in the coffee list page

4. Select "Grind" type & enter quantity of bags, then click "Add to Cart"

5. View shopping cart and make corrections as needed, then click "Check Out"

6. Enter Shipping & Billing Info, then click "Next Step"

7. Enter payment method information, then click "Place Your Order"

FINDINGS & RECOMMENDATIONS

Finding 1

Issue: Inconsistency and redundancy in navigation labels and dropdown options

Failed question: *Will the user associate the correct action with the effect they are trying to achieve?*

- There are two main navigation items in the header that could be chosen for purchasing coffee: 'Our Coffees' and 'Merchandise'. Users assume "Our Coffees" is about the coffee whereas "Merchandise" is where to buy something.

- Under "Our Coffees", there are two secondary navigation items that could be selected for purchasing coffee: 'Fresh Roasted Beans' and 'Order & Shipping'. User assumes they are ordering something and select "Order & Shipping".

- In the 'Coffee Detail' page, the dropdown options for "Grind" contain items associated with whole beans, filter types, and brewing methods. Options are not clearly understood.

Recommendation: Provide consistent & intuitive labeling in all areas of website

- In the main navigation, change "Merchandise" to "Shop" and include coffee and tea leaves there.

- Change "Order & Shipping" label to "Order & Shipping Details". Also, move this item under "Shop".

- "Our Coffees" should only list coffee items: About Our Coffees and Fresh Roasted Beans.

- Offer tooltip information to explain "Grind" options, also change options to: Whole Beans
  Coarse (French Press)
  Medium (metal filter)
  Medium-Fine (paper filter)
  Fine (Espresso)

Finding 1 (cont'd)
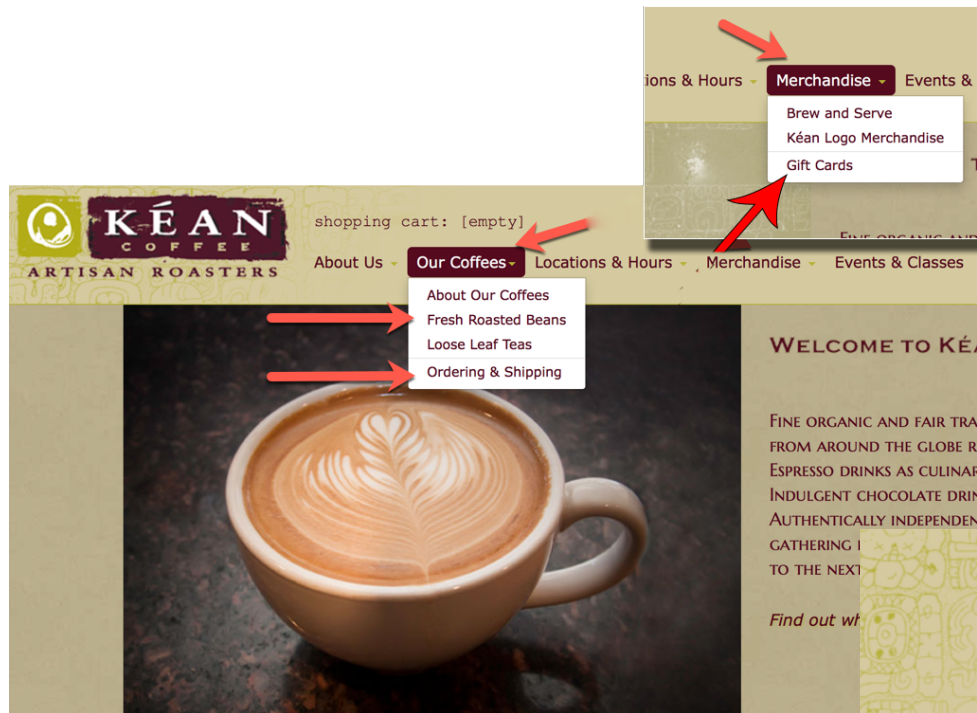
Global Navigation:
Our Coffees & Merchandise could both be options for buying coffee
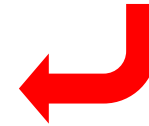
Dropdown in Coffee Detail page:
Needs clarification
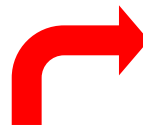
Finding 2

Issue: Links are ambiguous affecting user visibility of screen functions

Failed question: *Will the user notice if the correct action is available?*

- Coffee list page has boldfaced titles with description of each coffee type. The only indicator that the titles are links is if user hovers over them and the cursor turns into hand pointer. These links are easily missed at first glance.

- The "Continue Shopping" link in the 'Shopping Cart' page looks like regular text. Again, only if user hovers over the link, a line will appear under the text to indicate it is a link.

Recommendation: Add style to stylesheet specific for links so they are easily visible

- Add style to all links such as making them blue with an underline, or green with underline to match current style. Make sure links are consistent throughout website so user recognizes the pattern easily.

Finding 2 (cont'd)

Links in Coffee List page:
Boldface text and icons are links here, however, very unclear
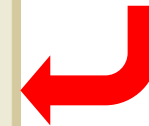
Link in Coffee Detail page:
No indicator that this is a link
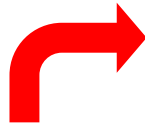
Link?
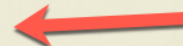
Finding 3

Issue: The payment method lacks in error prevention and recovery

Failed question: *If the correct action is performed, will the user see that progress is being made toward solution of their task?*

- The user may enter information into the payment method and click "Place Your Order", then realize an error was made in the credit card number after submitting. However, the user is taken to the confirmation page stating order was placed even though credit card is not a valid number.

- A prevention or recovery method does not exist for the user after incorrect order/payment information is entered.

Recommendation: Add secure validation to payment information screen

- Once user clicks on "Place Your Order", they should be navigated to another screen which includes order, payment and shipping information so user can confirm all information entered is correct.

- Credit card payment validation should exist to prevent erroneous orders from being sent. This validation prevents extra work in order processing and also protects user and site owner.

Finding 3 (cont'd)

CONCLUSION

Conclusion

Kean Coffee shops have become successfully popular in their surrounding communities. By offering their popular coffee blends on their site, they open up a new marketing opportunity to both local and distant users.

The following is a recap of the recommendations for usability improvements which will assist in increasing traffic to the website:

Website Sales

1. Provide consistent & intuitive labeling in all areas of website
2. Add style to stylesheet specific for links so they are easily visible
3. Add secure validation to payment information screen

By implementing these usability recommendations, users would be more inclined to utilize the site for shopping and Kean Coffee would have a better chance at expanding their target market and increasing website revenue.

THANK YOU