

Usability Testing Presentation

www.keancoffee.com

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IN4MATX283

Overview



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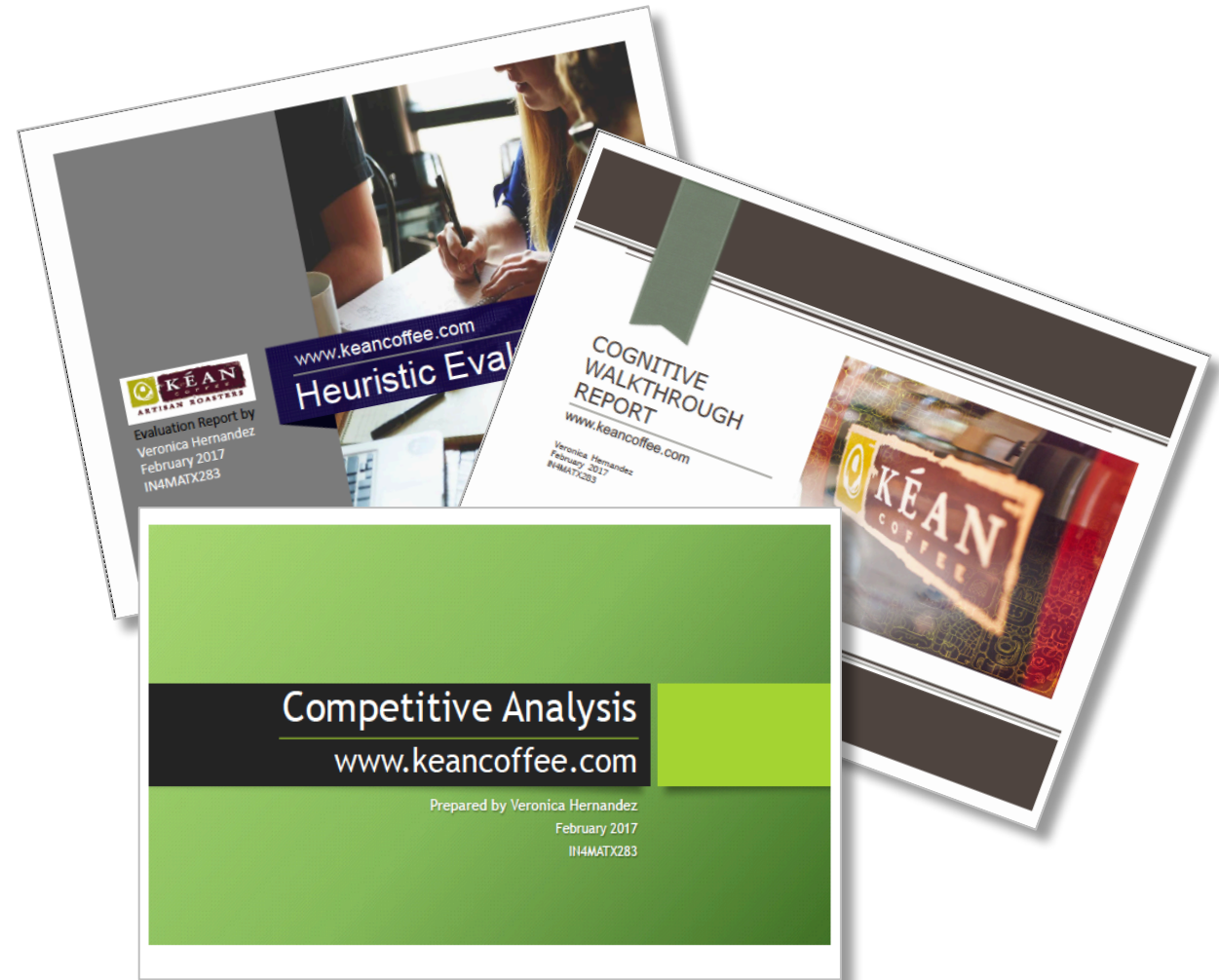
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Background

A heuristic evaluation, cognitive walkthrough, and a competitive analysis have been completed for the Kean Coffee website.

These research activities helped to identify Kean Coffee's competitors & target market. This research also uncovered the strengths and weaknesses of their current site as stand-alone & in comparison to their competitor's sites.



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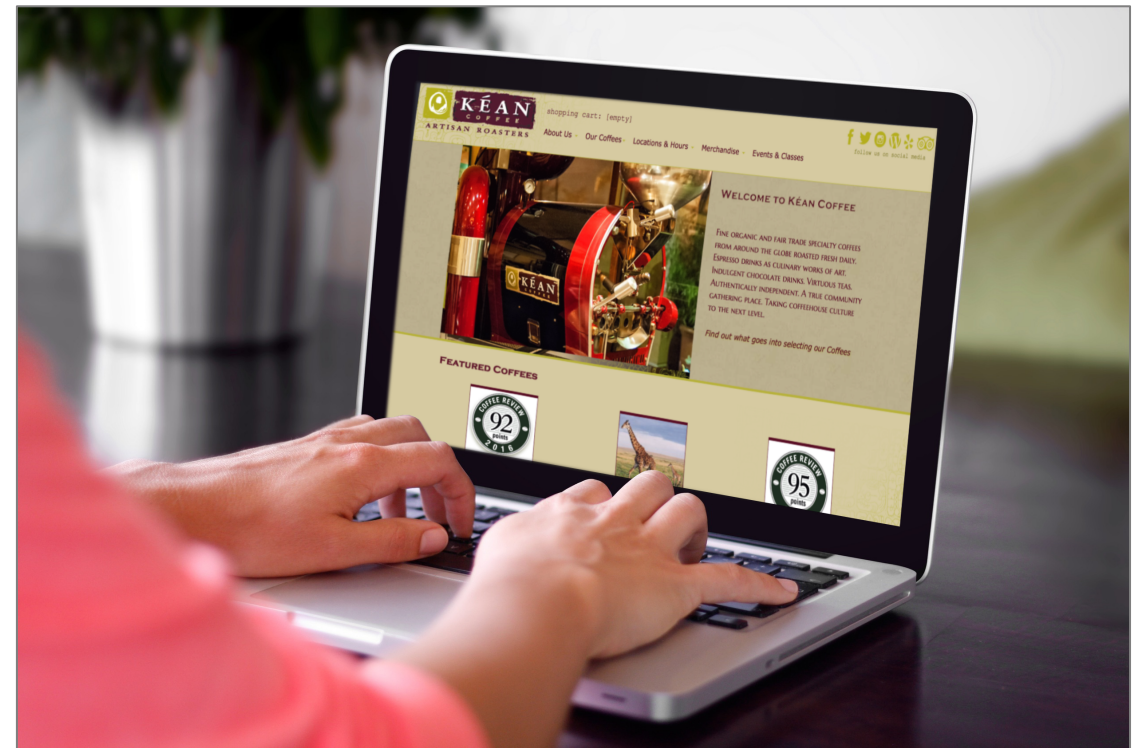
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Test Goals

The purpose of the usability test goes further than the research studies already accomplished.

The usability test provides a real-world example of how users currently interact with the Kean Coffee website & what they are thinking during a real-world task (like buying coffee on a website).



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Methodology

A usability study was conducted on the **Kean Coffee** website. A usability study is research activity performed to test product usability. Test participants were recruited & screened to match Kean Coffee's target market.

The testing was conducted using **Loop11** and **UserTesting.com**. These are online tools which allow for unmoderated, remote usability testing.

The logo for Loop11, featuring the word "Loop" in a green, lowercase, sans-serif font, followed by "11" in a smaller, blue, uppercase, sans-serif font.The logo for Amazon Mechanical Turk, featuring the word "amazon" in blue, "mechanical turk" in a larger blue font, and "Artificial Artificial Intelligence" in a smaller blue font below it. The Amazon logo is also present.

125 People Participated in Loop11 Testing

The logo for UserTesting, featuring the word "User" in white inside a green speech bubble, followed by the word "Testing" in a large, blue, sans-serif font.

3 People Participated in UserTesting.com

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Methodology

The test participants were asked to perform the follow task:

Purchase a bag of ground coffee

STEP 1

Find & select the Costa Rica Sonora coffee blend

STEP 2

Select type of coffee grind, quantity, then add it to the cart. Continue to check out.

STEP 3

In shipping & billing page, fill in fields with any mock data, then continue.

STEP 4

Stop at the Check Out page and complete this task.

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Participants

18-65

- Kean clients are mostly adults of all ages.

Coffee
Drinker

- Drinks coffee at least a few times a week

Website
User

- Novice to Advanced internet user



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Findings

Site Overview

Review participant feedback for the overall site experience

Issues

Review the top 2 issues identified:

- ◆ Navigation
- ◆ Coffee Listing

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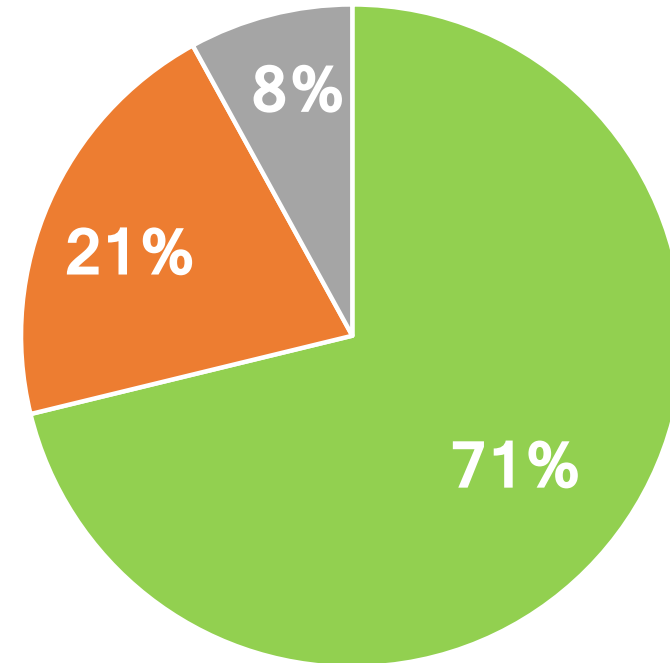
Findings

Site Overview

Good News!!

71% of the participants were able to successfully complete the task.

Task Success Rate



■ Success ■ Fail ■ Abandon

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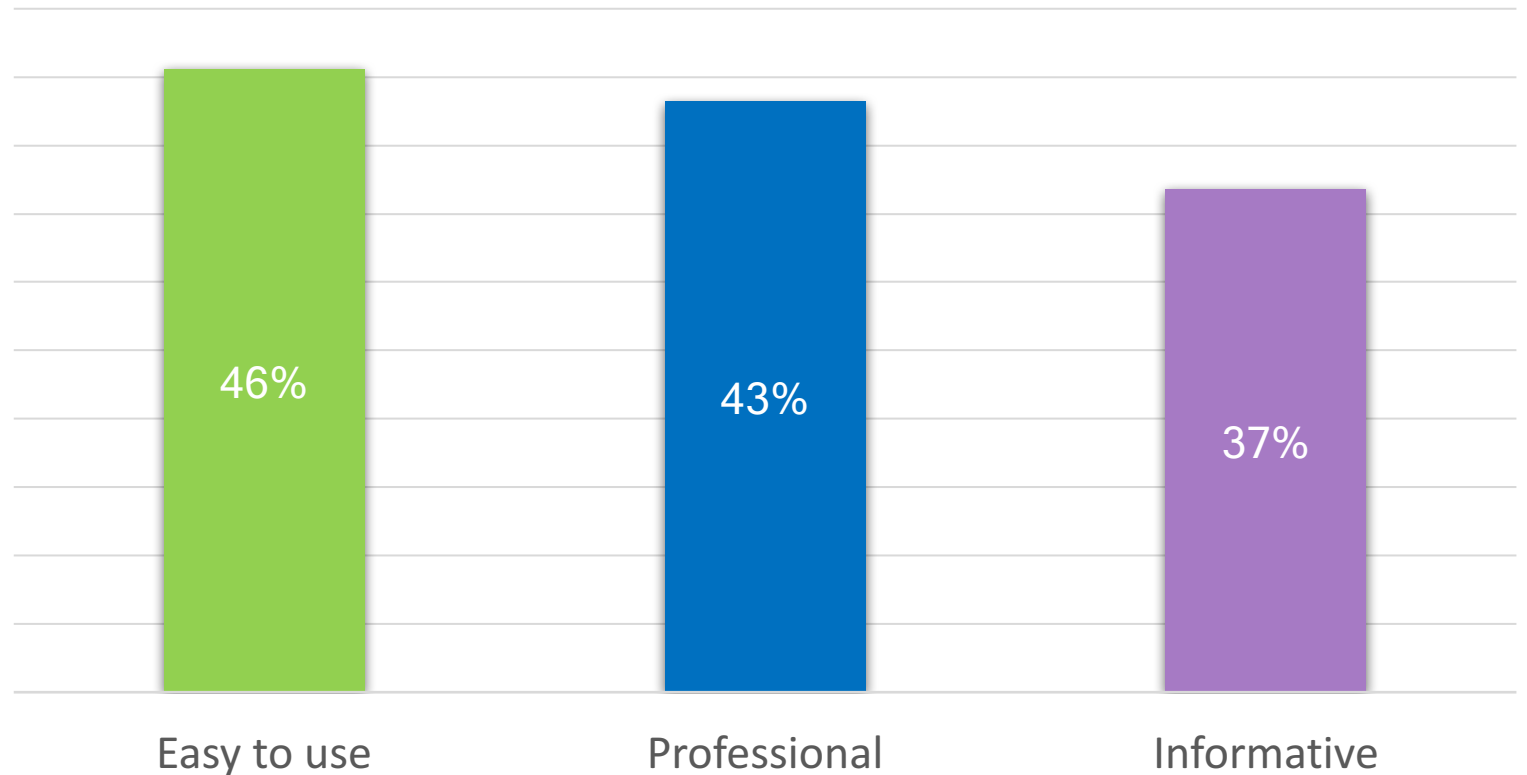
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Findings

Site Overview

An average of 42% participants voted that the site was **easy to use**, **professional**, and **informative**.

How would you describe this website?



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Findings

Site Overview

...the product page was great and the checkout was really easy.

...the site's very basic, it's very easy to use, it's well organized...

~ Participant 1

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Findings

Site Overview

...adding another product, it's real convenient that they have my information in there and I don't have to start all over.

~ Participant 2

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Findings

Site Overview

It's nice they have lots of information about each and every coffee.

They list type of roast which is very important to me as I always look for things like medium roast or dark roast because I don't drink dark roast coffees.

~ Participant 3

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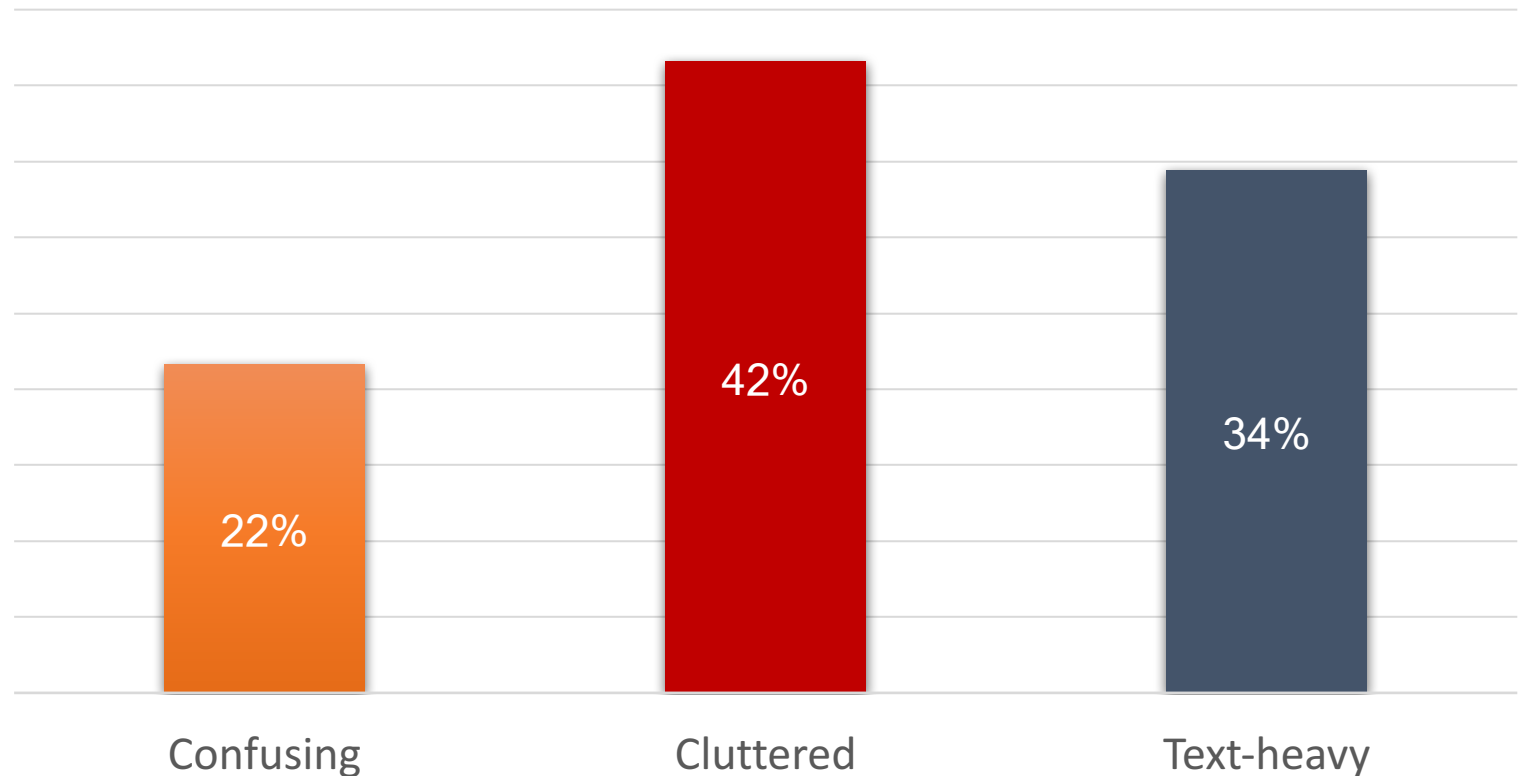
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Findings

Site Overview

An average of 33% participants voted that the site was **cluttered**, **confusing**, and **text-heavy**.

How would you describe this website?



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Findings

Site Overview

Conflicting data??

GOOD

professional,
informative,
and easy to use.

**cluttered,
confusing, and
text-heavy.**

BAD

Let's take a look at some of the pain points identified by our participants.

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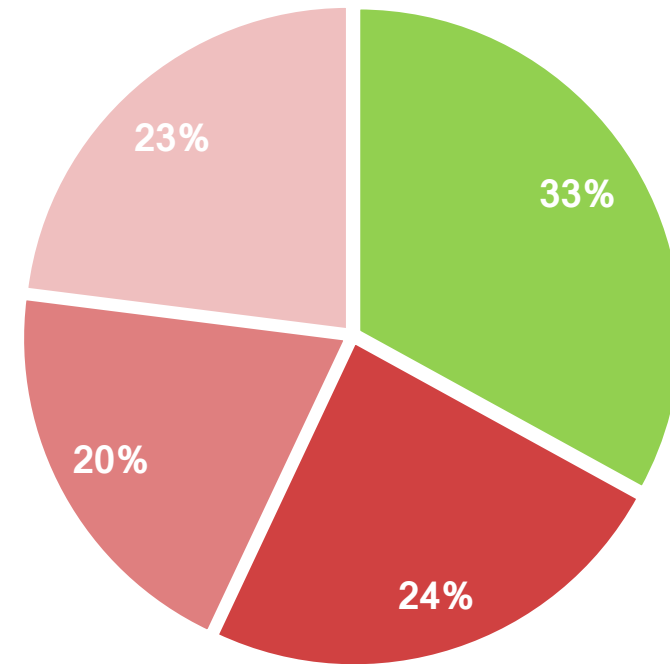
Findings

Issues: Navigation

Most participants expressed confusion in trying to find the coffee listing page:

- **33% of participants** succeeded in selecting the correct link on the first try.
- **67% of participants** were confused and failed.

First Clicked Link for "Buying Coffee" Task



■ Fresh Roasted Beans ■ Our Coffees ■ Ordering ■ Other

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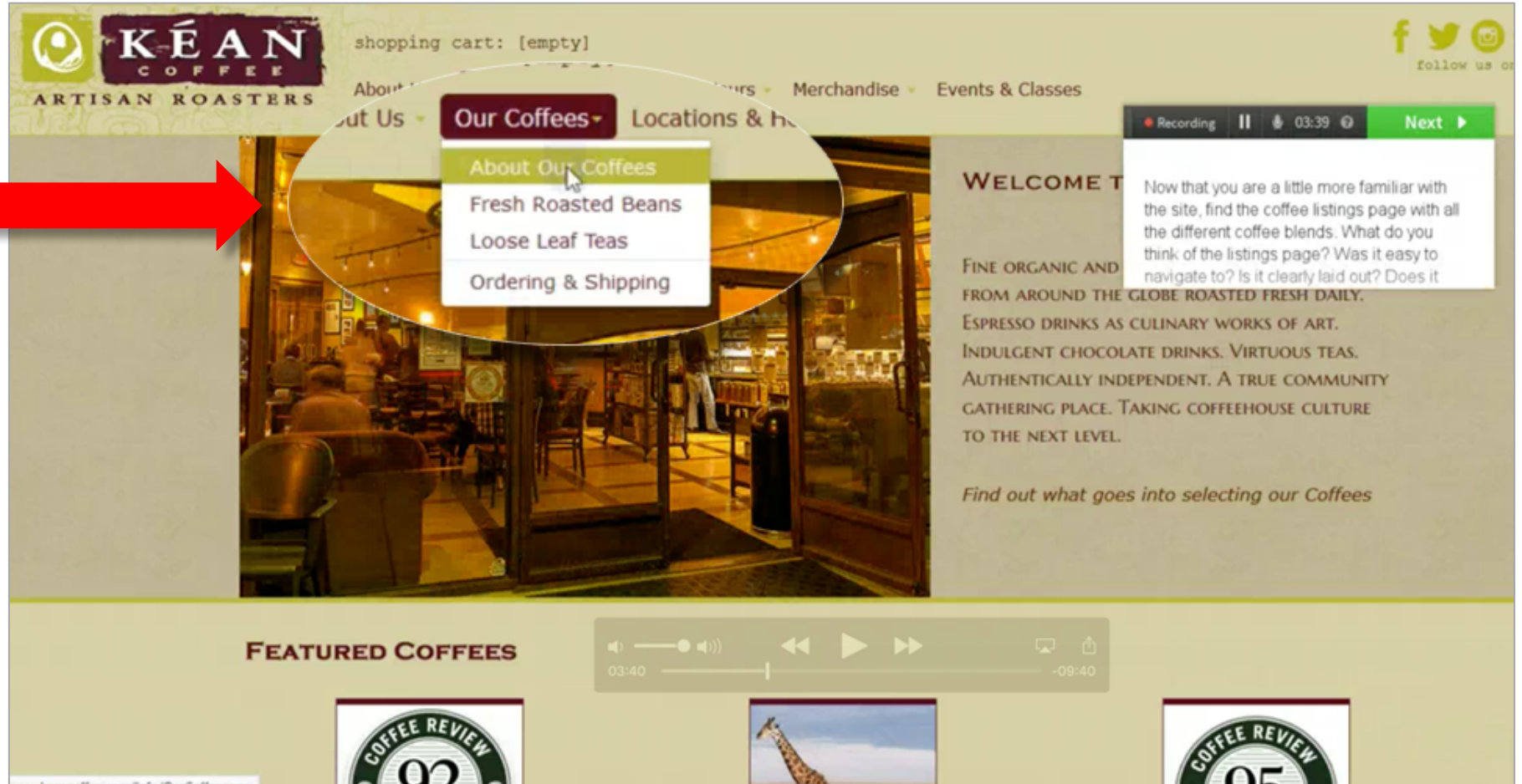
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Findings

Issues: Navigation

24%

of participants navigated to “About Our Coffees” page because it had the term “coffee” in it.



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Findings

Issues: Navigation

20%
of participants
navigated to the
“Ordering & Shipping”
page because
they were ordering
coffee.



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Findings

Issues: Navigation

Heatmaps of
“Our Coffees” page &
“Order & Shipping” page



Link to
Fresh Roasted Beans
coffee listing page



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Findings

Issues: Navigation

I'm curious if there's a way to go directly to the coffees to purchase them or do I have to go to Our Coffees , then About Our Coffees?
- Participant 2

Finding the coffee type was a little confusing at first; should maybe be the first option in the drop down menu.
- Participant 75

Easy to navigate site but product search takes time.
- Participant 48

It took me a couple tries to find their specific coffees for purchase - I started on the Ordering link, which was wrong.
- Participant 122

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Findings

Issues: Coffee Listing

Failed

23%

Abandoned

10%

Many participants stated they found the “Fresh Roasted Beans” page (coffee listing) confusing and often abandoned or failed the task at this page.

Note: The majority got past this page and succeeded at the task but commented that it was too much information at once.

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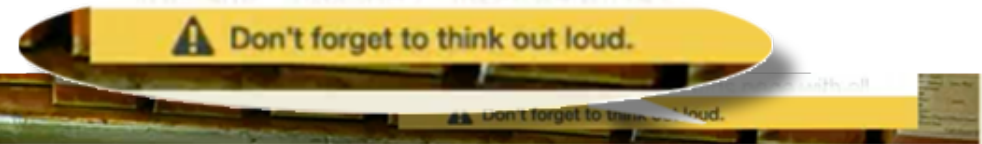
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Findings

Issues: Coffee Listing

Participants would often shut down at the coffee listing page.



Regular Coffees

Ethiopia Sidamo Shakisso \$15.75

The Guji Zone in the southern highlands is one of the oldest coffee producing regions in the world, with heirloom varietals dating back tens of centuries. Small holder farmers tend their trees and bring the ripe cherry to the central washing station for processing.

Opening aromas of jasmine, orange zest, and bergamot melt into a luxurious smoothness of black currant, semi-sweet chocolate, and blood orange. The honey sweetness perfectly balances the soft black grape acidity. The finish is long and gentle with hints of anise and sandalwood.

Medium Roast

Costa Rica Sonora \$15.75



The changing climate and economy in Costa Rica have made finding exceptional coffees more difficult with each passing year. This is that cut-above coffee that we hold out for, from the slopes of the Volcano Poas in Alajuela.

A buttery soft body and brown sugar sweetness are the base of this complex cup, with semi-sweet chocolate and tangerine notes wafting in. Essence of honeysuckle and lilac complement the Meyer lemon acidity, finishing clean and smooth with a hint

Sumatra Tano Batak \$15.25



From the slopes above Lake Toba, in the Tano Batak Highlands, small holder farmers take great care to harvest and prepare this clean, bright, full-bodied example of high quality Sumatra coffee.

The aromatics of tarragon, vanilla, and sweet basil open into a full, creamy body and a soft red apple acidity. Lush notes of butterscotch, molasses, hazelnut, and allspice linger into the long, buttery finish. Scored 95 by Ken Davids of Coffee Review.

Full Roast

Colombia, Los Naranjos \$14.85



In the Southwest Highlands of Hulia, 97 farmers and their families work together in the San Augustine de Los Naranjos group to produce exceptionally fine quality Colombia

silky body. Flavors of honey, milk chocolate, and strawberry preserves are complemented by a rounded apple acidity. The finish is gently long with fig and brown sugar notes.

Light to Medium Roast

Kenya Lenana \$16.25



Grown in the Lenana region in the shadow of Mt. Kenya, our Kenya Lenana received a score of 94 by Ken Davids of Coffee Review. His taste notes: Sweetly tart, deeply floral, honeysuckle, mango, sarsaparilla, butterscotch, pipe tobacco in aroma and cup. Juicy, buoyantly tart acidity; full, syrupy mouthfeel. The quietly resonant finish centers around sarsaparilla and butterscotch. Reminiscent in part of a very sophisticated essence of root beer float, this attractive Kenya is deep, sweet, and richly smooth.

Medium to Full Roast

Guatemala Santo Tomas Pachuj \$15.45



On the slopes of the mountain volcano Atitlan, "Pachuj" in Mayan means "place of mist" where the cool moist air slows the ripening of the coffee cherry to the peak of its sugar and flavor to the fifth generation of sales family to cultivate a nature preserve.

This exceptionally smooth coffee opens with tea-rose and vanilla aromas blossoms into a silky, butter cream body and brown sugar sweetness. Toasted barley and dutch cocoa notes balance the raspberry and black grape acidity. The finish lingers



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Findings

Issues: Coffee Listing

“...but the coffee page with all the varieties was a bit too text heavy. That got in the way. I think that would slow a user down or be a bit of a turnoff.”

- Participant 1

The screenshot shows a coffee listing page with a video player overlay. The page content includes:

- Regular Coffees**
- Ethiopia Sidamo Shakisso \$15.75**: The Guji Zone in the southern highlands is one of the oldest coffee producing regions in the world, with heirloom varieties dating back tens of centuries. Small holder farmers tend their trees and bring the ripe cherry to the central washing station for processing. Opening aromas of jasmine, orange zest, and bergamot melt into a luxurious smoothness of black currant, semi-sweet chocolate, and blood orange. The honey sweetness perfectly balances the soft black grape acidity. The finish is long and gentle with hints of anise and sandalwood. Medium Roast.
- Kenya Lenana \$16.25**: Grown in the Lenana region in the shadow of Mt. Kenya, our Kenya Lenana received a score of 94 by Ken Davids of Coffee Review. His taste notes: Sweetly tart, deeply floral, honeysuckle, mango, sarsaparilla, butterscotch, pipe tobacco in aroma and cup. Juicy, buoyantly tart acidity; full, syrupy mouthfeel. The quietly resonant finish centers around sarsaparilla and butterscotch. Reminiscent in part of a very sophisticated essence of root beer float, this attractive Kenya is deep, sweet, and richly smooth. Medium to Full Roast.
- Guatemala Santo Tomas Pachuj \$15.45**: On the slopes of the mountain volcano Atitlan, "Pachuj" in Mayan means "place of mist" where the cool moist air slows the ripening of the coffee cherry to the fifth generation of the family to cultivate a nature preserve. This exceptionally smooth coffee opens with tea-rose and vanilla aromas blossoms into a silky, butter cream body and brown sugar sweetness. Toasted barley and dutch cocoa notes balance the raspberry and black grape acidity. The finish lingers.

The video player overlay shows a progress bar at 03:59 / 08:40 and various playback controls.

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Findings

Issues

So what does all this mean?

What can be done with this data?

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Recommendations

Overview

Quick overview of recommendations

Next Steps

Next steps to improve usability for:

- ◆ Navigation
- ◆ Coffee Listing

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Recommendations

Overview

Overall Usability

- The good news is that overall usability looks good. The site is simple enough to learn & use.

Navigation

- Terminology
- Categorization

Coffee Listing

- Bigger product images
- Less details & more prominent coffee titles

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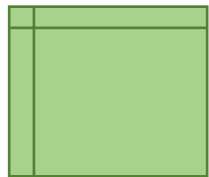
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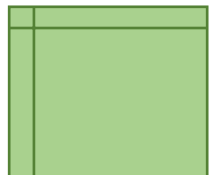
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Recommendations

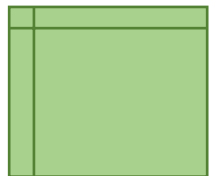
Next Steps: Navigation



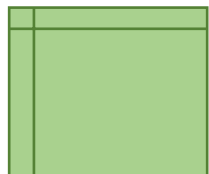
Change menu label to include teas so submenu is more intuitive



Move "About Our Coffees" down as subcategory (replace "Order & Shipping")



Re-label "Fresh Roasted Beans" to "Fresh Coffee Beans"



Move "Order & Shipping" to footer of page; Also, add this link to coffee details page

Current Navigation

~~Our Coffees & Teas~~

~~About Our Coffees~~

~~Coffee
Fresh Roasted Beans~~

~~Loose Leaf Teas~~

~~Order & Shipping~~



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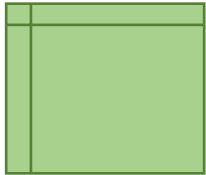
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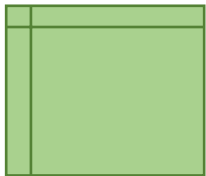
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Recommendations

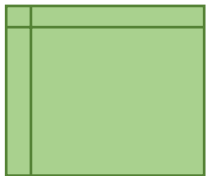
Next Steps: Navigation



Top menu label is more intuitive & user won't be surprised to find tea here



The "About..." section is clearly shown as a subcategory with less priority



Changing the label to include "coffee" is consistent with rest of site so as not to confuse users

Suggested Navigation

Coffees & Teas

Fresh Coffee Beans

Loose Leaf Teas

About Our Coffees

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Recommendations

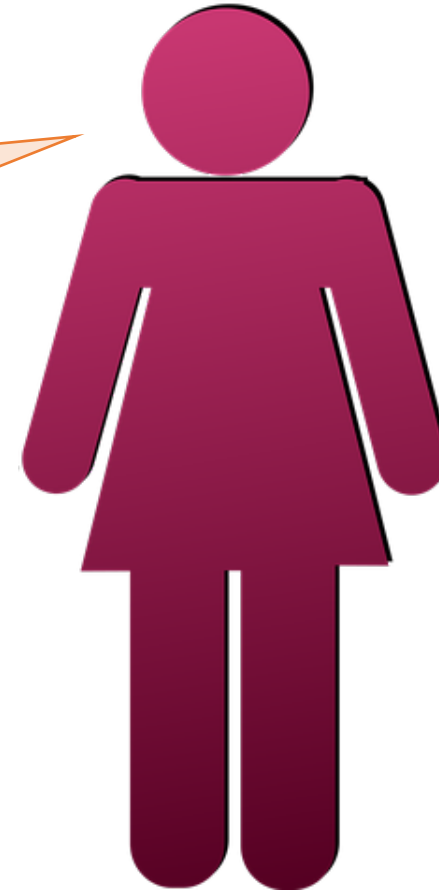
Next Steps: Coffee Listing

“

I would love to see just the name of the coffee, and the price of the coffee, and the intensity (roast level).

- Participant 3

”



This is an excellent idea & can be implemented quickly & easily

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Recommendations

Next Steps: Coffee Listing

- ✓ Remove details
- ✓ Add bigger image
- ✓ Display title, roast, size, and price

Current Listing

Rwanda, Kanzu \$15.75



Produced by small holder farmers on the soaring misty slopes of Nyamasheke above Lake Kivu, this coffee offers a classic Rwanda flavor profile.

Dried plum, semi-sweet chocolate, almond butter, and Brazil nut flavors rest gently in the syrupy, full body while aromas of clove, lavender, and Dutch cocoa waft enticingly above. The finish is long, smooth, and sweet with sandalwood aromatics.

Medium Roast

Suggested Listing



Rwanda, Kanzu

medium roast, 12 oz.

\$15.75

Conclusion

With these simple changes, the usability of the Kean Coffee website can be significantly improved.

By improving usability, users will be more inclined to use the site to purchase coffee as well as recommend it to others. Kean Coffee would then be able to further expand their target market and have a higher potential for increasing website revenue.

Thank You



For further questions, feel free to contact me:

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