

First Impressions Usability Test

Part I. First Impressions

First Impressions is an ecommerce site where users can find and buy rare and collectable books. The site allows users to search for specific books they would like to own, and get more targeted results by using our advanced search option to specify publisher information, ISBN, and other book specifics. When users are browsing their results, they can filter to find particular editions, books in that meet specific condition criteria, and even look for collectable features.

When users buy a book from this site they can easily make a one time purchase, or they can create an account to save their information for future purchases.

In the following scenarios, you will be asked to complete some tasks related on this site, and your feedback as you complete them is much appreciated.

Part II. Tasks

1. Search for a book:

Task Summary:

From the homepage, use the Advanced Search to search for a book. The title of the book we're looking for is "Coming up for Air", by George Orwell. Once you've entered the title and author information, view your results.

Feedback:

Were you able to complete this task?

Yes

No

How easy was this task to complete on a scale of 1 to 5 (1 being very easy, 5 being very difficult)

1

2

3

4

5

Do you have any feedback or thoughts on this process?

2. Filter and sort your results

Task Summary:

Take a look at your results. You're looking for a first edition, and you want a copy that's in fairly good condition, so use the filters to narrow your results to fewer, more targeted options

Feedback:

Were you able to complete this task?

Yes

No

How easy was it to complete this task on a scale of 1 to 5 (1 being very easy, 5 being very difficult)?

1

2

3

4

5

How many books are left in the results view?

Do you have any feedback or thoughts on this process?

3. Add to cart

Task Summary:

Hover over the first result (the book in the top left corner) to see if it's a first edition that matches all our criteria from our filter search. If it is, click on it to view more details about this purchase. Once you've had a chance to read the details, add it to your cart.

Feedback:

Were you able to complete this task?

Yes

No

How easy was it to complete this task on a scale of 1 to 5 (1 being very easy, 5 being very difficult)?

1

2

3

4

5

How much did this book cost?

Do you have any feedback or thoughts on this process?

4. Checkout

Task Summary:

Proceed to checkout

After adding the book to your cart, continue to checkout. Review your cart to make sure your book is there, then move on to purchase your item. Choose to create an account when checking out, set up an account using your email and a password.

Feedback:

Were you able to complete this task?

Yes

No

How easy was it to complete this task on a scale of 1 to 5 (1 being very easy, 5 being very difficult)?

1

2

3

4

5

Do you have any feedback or thoughts on this process?

5. Purchase your book

Task Summary:

Review the order confirmation page. Fill out your address and credit card information, then confirm your purchase. Once you've successfully completed this task, you're done with the usability test

Feedback:

Were you able to complete this task?

Yes

No

How easy was it to complete this task on a scale of 1 to 5 (1 being very easy, 5 being very difficult)?

1

2

3

4

5

What day is your book shipping?

Do you have any feedback or thoughts on this process?

Part III. Final thoughts and Feedback:

Thank you for completing the above tasks. If you have any additional feedback or thoughts on using Gowork, please include them below. These can be comments on the appearance of the app, how intuitive you found the tasks, or anything else you noticed along the way. We appreciate your feedback