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Sample UX Research Report

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Objectives & User Profiles

Research objectives:	To discover any usability issues or potential website enhancements by testing the website on a remote basis.
	To test the most popular user journey on the website using a variety of devices.

Tester One profile:	iPhone, UK, Female, 40+, ABC1
Tester Two profile:	Desktop, Win 8.16.3, Chrome 68, 1366 x 768, UK, Female, 28, ABC1
Tester Three profile:	iPad, iOS 9.3, Mobile Safari 9.0, Female, 33, ABC1

Main task:	To buy a scented candle for a friend or partner as a birthday present.
	For full details of the tasks set see Appendix A, page 15

Summary of testing outcomes & key observations

- 24 issues found, 8 ranked as high priority to fix as likely to be impacting conversion rate
- The basket/check out area has the most usability issues
- All three users went about the task in a different way/route on the site but all started on the home page
- All users were annoyed/frustrated by the amount of pop ups and were negatively distracted by these
- Some pages (such as check out and those with images) were slow to load which caused frustration, particularly on mobile devices
- Users felt even more product information could be shown on the product details pages
- Users struggled to find functional content such as information about delivery and returns
- Whilst it wasn't set as a specific task, none of the users seemed to notice or mention the loyalty scheme

Positive comments & observations

- Users liked the overall look and feel of the website.
- They felt it was fresh and looked like a quality website that was professionally put together
- Recommend similar products were noticed and one user was interested in these
- User reviews were commented on and users liked that others had endorsed the products
- Video content was noticed and liked
- All users were easily able to remove products from their basket in summary view
- All users were able to add a promotional code

Verbal responses

Question	Tester One	Tester Two	Tester Three
<i>Without thinking too much, say three words that come to mind about the brand?</i>	Quality Natural Simple	Quality Environment Products	Who? Natural New (I've never heard of them and it sounds new)
<i>Have you shopped here before?</i>	No, but I am aware of the brand as a friend has had candles and recommended them	No	No
<i>Viewing the home page (please scroll if you like), say three words that instantly come to mind?</i>	Pretty Pink Floral	Home Pretty Fun	Clean Annoying (based on pop ups) Fresh
<i>In real life would you enter your credit card details on this website, based on your first impressions?</i>	Yes, the padlock sign is visible, it's a brand I've heard of, contact details and information about the company are visible, it's UK based and a professionally written website	Yes. 'I would be happy to put my credit card details in based on first impressions'.	Maybe. 'My motto is a good website does not mean a trustworthy one but I don't see any reason why I wouldn't yet' (user at this point checked it was https). 'I don't see a reason why I wouldn't, but don't feel positive about it as there is no financial safeguard information.'
<i>Was there enough information about the items to make your decision to buy? If not, what was missing?</i>	Yes, but would also like: More information on travel candle & dimensions of product	Yes, but user didn't view product details page at all so assumed the content might be there!	No, would require more information about allergens, animal testing and returns policy.
<i>If you needed to return your product how would you do that?</i>	Via Contact Us (as user could not find any other information about returns)	Note: User misunderstood this question and tried to remove product at check out	User looks in page footer for information about returns but can't find anything. 'I suppose

			they don't want you to find this as they don't want you to think about it'. User then looks under terms & conditions. User navigates to section 10 easily and reads the section but feels the policy should be separated out and not 'buried under terms and conditions'.
<i>If we could improve one thing on the website for you what would that be?</i>	To be able to filter choices of products more e.g. by product type. In the sort options there were things the user would expect to be in filters	Promotional banner immediately popped up on home page 'but that meant it was my first impressions so I immediately closed it as I couldn't see the page.'	Had to dig for information sometimes. 'It is a very pretty website but a bit light on information,' e.g. return policy, shipping options, and product details such as not tested on animals.
<i>What one thing would have stopped you purchasing from this website?</i>	'Not knowing how to return the products if needed.' Note: How to return a product was the final task, so the user may have been influenced by this when answering the final question.	'Not a brand I've heard of or come across before so would look at reviews online first or speak to friends/family that might have used the company.'	No security symbol at the check-out. Also pop ups that came up as soon as the page loaded. 'They really annoy me and put me off a website within 10 seconds of a website loading, especially on a tablet.'

Number of issues found by area of website

Area of website	Priority				Total
	High	Medium	Low	Enhancement	
Home page	2				2
Search results	1	1	1	1	4
Site search	1				1
Product details pages	1	4		1	6
Basket & Check Out	2	1	2	2	7
Delivery page			1		1
Gift Wrap page		1	1		2
Whole site	1				1
Total	8	7	5	4	24

Tester One (iPhone) Issue Log

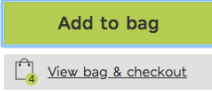
Issue #	Area of website	Issue/Observation	Action	Priority
1.1	Home Page	Too many pop ups that dominate the page. User had to close them before being able to see the site.	AB test pop ups, specifically promotional offers (if offer runs for a few weeks) to assess impact. Do not serve pop up to returning visitors, especially when offer is already on home page or user has signed up to email.	High
1.2	Search Results	User went to Home Fragrance landing page and was unable to refine by candles.	Add refine options on search results pages when a large range of products are returned.	Enhancement
1.3	Site Search	User searched specifically for 'scented candles' but was returned products with candles in the bundle (first in the list) and scented spray at the end of the list.	Perform an exact match for search terms, or return fuzzy matches e.g. in a search for candles return products that contain candles but lower down the list.	High
1.4	Product Details Page	User wanted to know the dimensions of the product, e.g. standard and travel candles so the size could be compared.	Add content to product details pages to show dimensions of products. Or have images of the products in contextual setting so size can be assessed by user.	Medium
1.5	Product Details Page	Liked 'send a hint' feature but also mentioned would like an 'add to favourites' feature.	Consider adding or AB testing an 'add to favourites' feature.	Enhancement
1.6	Product Details Page	Not clear what the container is made of for the travel candle, eg glass, metal and how heavy it is. Thought more information was required on this product.	Add relevant content to product details page.	Medium

1.7	Product Details Page	User accidentally clicked on the image but was unable to close the image view so had to click back on her phone.	Bug – fix issue that is reproducible on iPhone & iPad. Also selecting the 'view large image' link does nothing.	High
1.8	Delivery Information	Information is a little overwhelming and took the user a while to read and work out delivery costs.	Consider changing the layout of information on this page or AB testing an alternative (depending on traffic volumes).	Low
1.9	Packaging Information	User slightly unclear about how to add the packaging after reading the information but assumes you can add it at the basket stage.	Add to the content on this page that gift wrapping can be added at check out.	Low
1.10	Check Out	No postcode lookup which was frustrating for the user to complete all the details on a phone.	Add quick address to booking form.	Enhancement
1.11	Check Out	County field is labelled 'State/Province' which caused mild irritation /assumption of what data was required for a UK based customer.	Remove field – why is it there? Or call it county. Also non-issue if quick address implemented.	Low

Tester Two (Desktop) Issue Log

Issue #	Area of website	Issue/Observation	Action	Priority
2.1	Home Page	User immediately closes promotional pop up to view home page and in no way considers the content within it.	As 1.1	As 1.1
2.2	Search Results	User didn't click through to the product details page possibly as 'Add to Basket' is a visible option from Search Results. Note: as this a test and user isn't actually buying anything their need to research will be less. The user acknowledges she didn't look at a product page but more detail 'might be there'.	AB test removing option to add product to basket from search results OR AB test quick view of product with details summary and option to add.	Medium
2.3	Check Out	User was unsure how to change the shipping options, e.g. upgrade to next day delivery.	Bug? Unsure if this is a bug or out of date content, as I was also unable to upgrade my order to next day delivery.	High

Tester Three (iPad) Issue Log

Issue #	Area of website	Issue/Observation	Action	Priority
3.1	Home page	Navigation links layout is broken and drops to two lines.	Bug – easily reproducible on iPad.	High
3.2	Home Page	User is very annoyed about the pop ups	As 1.1	As 1.1
3.3	Search Results	User is irritated again by the 'stupid pop up - I've already seen that offer!'	As 1.1	As 1.1
3.4	Search Results	User thinks £45 is a lot for a 3 wick candle but based on very limited information as she is viewing it on search results.	Consider adding more content. The video explains the content of the candles very well – add some of this as bullet points? Also issue could be reduced if user had clicked through to the product page – see issue 2.2.	Low
3.5	Search Results	User is confused that 'Add to Basket' changes to 'Added' and then back to 'Add to Basket'	AB test adding a visual device under the 'Add to Basket' button when a product has been added – see example below. 	High
3.6	Product Details Page	Images slow to load so the page jumped around a lot as the user scrolled which is very frustrating on a tablet.	Undertake project to increase site speed & reduce page size, such as: <ul style="list-style-type: none"> • Minify JavaScript to reduce their size • Optimize/compress over 50 images to reduce their • Use browser caching for static assets 	High

			See links below for more information: Webpagetest.org Pingdom.com	
3.7	Product Details Page	User required more content on the product, e.g. that they are not tested on animals, information on allergens etc.	Add content to product details page where relevant and/or as a main USP if major – like not tested on animals.	Medium
3.8	Product Details Page	User very sceptical about the percentage data of customer satisfaction, 'these percentages seem pointless'.	AB test product pages with and without this information to assess impact.	Medium
3.9	Check Out	User really struggles to change the delivery options on their order, e.g. next day delivery. Eventually finds the delivery information page but still can't work out how to upgrade to next working day.	As per 2.3	As per 2.3
3.10	Check Out	User worked out how to add a gift box but was unsure which size was suitable for the product chosen and also if the product came within the box or if it came separately. 'What if it doesn't fit?'	Add more content around packaging or develop section so correct box/packaging size is suggested depending on what the user has in their basket or a flat charge regardless of size?	Enhancement Note: unsure of gift wrap sales/if worth development cost.
3.11	Check Out	User concerned not seeing any security symbols at this point.	AB test button wording, e.g. 'Check Out Securely' rather than 'Proceed to Check Out'. Also add logos for any security measures in place, e.g. Verified by Visa, Mastercard secure, Norton etc	High
3.12	Check Out	User finds it 'vaguely annoying' there is no postcode look up, especially as on a tablet.	As 1.10	As 1.10

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3.13	Check Out	User finds marketing opt out 'none of these' confusing as feels not ticking any of the boxes would do this.	Unless there was a specific reason this was done, remove the 'none of these' option.	Low
3.14	Check Out	Page is slow to load again so user starts inputting in wrong field.	As 3.6	As 3.6
3.15	Check Out	Expiry date of card - format required is not clearly explained.	Change fields to dropdowns as easier to complete, especially on mobile devices.	Medium
3.16	Gift Wrap Page	User finds this page after check-out and wishes this information was at the point they need it during check out	Add overlay to this page of information at check out.	Medium

Appendix A: Full log of issues raised

- Issues are assigned a priority based on the overall impact they have on a customer journey, device types and frequency the issue was seen
- Issues are categorised by type, eg usability, bug, content change, technical
- Issues are flagged by device type
- Issues are flagged by the review in which they were found, eg Heuristic review, usability testing or competitor review

All issues come with a recommendation as to A/B test an alternative treatment, fix or implement a new solution.

More detail on priority 1 issues is also included in the report and includes screenshots and video clips.

Sample Report - Issues & Ideas Log								
Area	Issue	Priority	Category	Device	Heuristic Review	Usability Testing	Competitor Review	Recommendation: A/B test? Fix? Implement?
Basket & Check Out	Add security reassurance	1	Usability	All	✓	✓	✓	Fix
Basket & Check Out	Issue/bug upgrading delivery	1	Usability	All	✓	✓		Fix
Navigation	Top level landing pages inaccessible on iPad	1	Bug	iPad	✓	✓		Fix
Navigation	Navigation broken on iPad	1	Bug	iPad	✓	✓		Fix
Product details pages	Confusing add to basket button	1	Usability	All	✓	✓		AB

Sample Report - Issues & Ideas Log								
Area	Issue	Priority	Category	Device	Heuristic Review	Usability Testing	Competitor Review	Recommendation: A/B test? Fix? Implement?
Product details pages	Can't close large images	1	Bug	iPhone & iPad	✓	✓		Fix
Product details pages	View more image link doesn't work	1	Bug	iPhone & iPad	✓			Fix
Product details pages	Images slow to load	1	Technical	All	✓	✓		Fix
Product details pages	Video content explains great USPs that can't be found elsewhere	1	Content	All	✓			Fix
Search Results	No review ratings on search results	1	Usability	All			✓	A/B
Search Results	Arrows on resort results not intuitive	1	Usability	All	✓			Fix
Search Results	Remove ability to buy from search results	1	Usability	All	✓	✓	✓	A/B
Site Search	Site search returns confusing results	1	Usability	All	✓	✓		Fix
Basket & Check Out	Basket view doesn't display product image	2	Usability	Mobile	✓			A/B
Basket & Check Out	Add postcode look up to checkout form	2	Usability	All	✓	✓		Fix
Basket & Check Out	Change form fields to dropdowns where possible	2	Usability	All, especially mobile	✓	✓		Fix
Basket & Check Out	Change label titles of some fields	2	Usability	All		✓		Fix

Sample Report - Issues & Ideas Log								
Area	Issue	Priority	Category	Device	Heuristic Review	Usability Testing	Competitor Review	Recommendation: A/B test? Fix? Implement?
Basket & Check Out	Make packaging upgrade more intuitive	2	Usability	All	✓	✓		Fix
Blog	Fantastic blog content not integrated within site	2	Content	All	✓			A/B
General	Inconsistent wording, eg shipping & delivery	2	Content	All	✓			Fix
General	USPs hide some important content	2	Usability	All	✓		✓	Fix
General	Jargon in terms & conditions, eg HazMat	2	Content	All	✓			Fix
Product details pages	Product images small	2	Usability	All			✓	A/B
Product details pages	Limited images of product in real life setting	2	Content	All			✓	A/B
Site Search	Site search doesn't clear previous search term	2	Usability	All	✓			Fix
Basket & Check Out	Free candle offer hard to add product, button not clear	3	Usability	All				Fix
Basket & Check Out	Add to basket view fairly subtle	3	Usability	All			✓	A/B
Basket & Check Out	Remove none of these opt out status	3	Usability	All		✓		Fix
Delivery Information	Change layout so more readable	3	Usability	All		✓		A/B

Sample Report - Issues & Ideas Log								
Area	Issue	Priority	Category	Device	Heuristic Review	Usability Testing	Competitor Review	Recommendation: A/B test? Fix? Implement?
General	Free candle offer doesn't say value	3	Content	All				Fix
General	Script font hard to read	3	Usability	All, especially mobile				Fix
Loyalty Scheme	Loyalty scheme placement confusing	3	Usability	All				A/B
Loyalty Scheme	Loyalty scheme doesn't open in new tab	3	Usability	Desktop				Fix
Navigation	Confusing navigation in places - only one item under perfume	3	Usability	All				Fix
Packaging Information	Add content that it can be added as basket	3	Content			✓		Fix
Product details pages	Limited/small images of ingredients	3	Content	All			✓	A/B
Product details pages	Add more content requested in usability tests	3	Usability	All		✓		Fix
Product details pages	Develop add to favourites feature	3	Usability	All		✓		Implement
Product details pages	Review use of customer satisfaction data	3	Content	All	✓			A/B
Search Results	Add refine options	3	Usability	All	✓		✓	Implement
Site Search	Advanced search seems overwhelming, consider reducing	3	Usability	All				Fix

Appendix B: Test script

Full test script that the users read when performing this test is detailed below.

1. Set a Scenario

Imagine that you are interested in buying a scented candle for your friend or partner as a birthday present.

2. Verbal response

Without thinking too much, say three words that come to mind about the company?

3. Verbal response

Have you shopped at the company before?

4. Link to visit

Add company website

5. Verbal response

Staying on this page (please scroll if you like), and say three words that instantly come to mind?

6. Verbal response

In real life would you enter your credit card details on this website based on your first impressions?

7. Task

As quickly as you can, find a range of scented candles that are available

8. Task

Find two different items you would genuinely buy and add them to your basket.

9. Verbal response

Was there enough information about the items to make your decision to buy? If not, what was missing?

10. Task

Go to your basket and pretend you have decided you want to remove one of the items - remove any of the items.

11. Task

If you needed to get the item delivered quickly how would you do that?

12. Task

Is the item gift wrapped and if not, how would you arrange that?

13. Task

If you had a discount code how would you use it?

14. Task

Using fake, but realistic, details please complete the purchase process including all forms - stopping at the point of payment.

15. Task

If you needed to return your purchase how would you do that?

16. Verbal response

If we could improve one thing on the website for you what would that be?

17. Verbal response

What one thing would have stopped you purchasing from this website?