

Moderated User Testing Report

Usability Theory & Practice

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EXECUTIVE SUMMARY

STRYKK is a bold brand offering a unique range of non-alcoholic beverages to consumers within the UK and US through their e-commerce channel. The current digital product enables users to browse and make purchases for home delivery. While the site demonstrates polished branding and imagery, our research team identified three main areas of improvement through the lens of moderated user testing.

The following report examines the usability of STRYKK's website as evaluated and analyzed by three researchers at Pratt Institute. We recruited six participants to partake in moderated remote user testing, prompting them to complete four tasks related to locating relevant information for decision making. To address the most critical gaps in usability that we identified, we synthesized the following recommendations to create a more usable experience:

- 1. Add an About page to the main navigation bar to emphasize information about STRYKK.**
- 2. Create a permanent announcement banner in a bright color to highlight the free delivery option.**
- 3. Group products by type so users understand their differences.**

These recommendations were designed to be technically feasible yet effective. All of these recommendations would benefit both new users and experienced users; the first recommendation provides users with context, aiming to promote STRYKK's competitive advantages within the beverage sector. The current lack of brand transparency poses a gap in usability as this information is buried within an FAQ page, requiring users to manually search throughout the site's navigation to locate it. The second recommendation provides a more distinct presentation of information to create an incentive for both new and existing users to convert their carts into purchases. Finally, the third recommendation provides context to the different product lines STRYKK offers to reduce the need for manual comparison.

Through the implementation of these recommendations, users should have increased confidence in using STRYKK.com to shop the high-quality products offered more efficiently.

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INTRODUCTION

STRYKK is a UK-based beverage company focusing on non-alcoholic drinks, with a product line including spirits, pre-mixed drinks, and cocktail mixers. By providing a substitute for alcoholic beverages, STRYKK aims to suit the needs of those looking to decrease (or eliminate) their alcohol intake without sacrificing flavor or lifestyle [1]. This attracts long-term consumers, including health-conscious or abstaining individuals, or situational consumers, such as designated drivers or those looking to decrease their consumption.

The non-alcoholic sector is niche yet rapidly scaling, with sales projected to be approximately 550 billions euros by 2026 within Europe [2] – a 20% increase from sales in 2021. While STRYKK positions itself as one of the first “players” within the industry, there is increased competition as a result of the rapid growth of the non-alcoholic sector. The consequences of this include a decreased conversion rate on their direct to consumer (DTC) channel and therefore lowered opportunity for revenue as a result of less orders. Each year, STRYKK’s conversion rate repeatedly peaks during “dry January”, a universal behavioral-change campaign encouraging drinkers to pivot away from alcoholic beverages [3]. However, the rate since January 2021 has decreased more than expected by approximately threefold. In order to evaluate how usability issues may be contributing to the declining conversion rate of STRKYY.com, moderated user tests were conducted to provide insight and recommendations into optimizing the website to ultimately increase conversion.

METHODOLOGY

The following research was conducted through the evaluative lens of moderated user testing. Moderated user testing is an established method in which recruited participants are cued to “think aloud” while navigating through specific tasks using a system [4]. The presence of researchers during these sessions makes this type of testing unique as participants and researchers can interact in real time to clarify questions, probe for details, and build a rapport, allowing researchers to better understand and identify in depth insights compared to unmoderated testing methods. As sessions are conducted, participants are provided with materials generally including a pre-test questionnaire, task descriptions, post-task questions, and post-test questions. This allows for both qualitative and quantitative data collection before, during, and after testing, which can be later analyzed by researchers to determine significant barriers to usability and to propose specific suggestions for improvement. Moderating testing is the “gold-standard” of user testing, as the substantial investment of time and resources provides data and observations much richer than those of discount testing methods including unmoderated testing or heuristic evaluations.

While moderated tests are generally performed in a controlled lab setting, the remote variation used within this research allows users from any location to participate. This benefits the research by widening the pool for recruitment and by allowing testing sessions to be conveniently recorded and later reviewed during the analysis stage. The following sections outline the specific steps taken to prepare and perform moderated testing within the scope of our research goals.

Preparation

Objective

Meeting with the Digital Lead of STRYKK provided insight into STRYKK’s digital product, including the overall strengths and recent pain points. It was crucial to understand that STRYKK’s e-commerce site provides separate portals for UK and US users. The two versions of the website diverge into two different user journeys; the US site directs users to their Amazon Prime channel, while the UK site provides a classic e-commerce experience where users can place orders directly through STRYKK.com. With this understanding, our scope was to focus on the UK version only, as STRYKK has increased control over customizing the user journey within the Shopify-based digital product.

Upon initial overview of the site, it was clear that the product itself has a demonstrated track record of positive customer reviews and feedback. The website has a stylish, minimal layout with bold elements consistently used as accents throughout the visual architecture. These elements were also seen on the physical bottle's labeling as well, creating a strong brand identity that presents STRYKK as a modern product. With this said, the client was still facing a drop in conversion. We quickly became interested in understanding how the oversimplification of structures and ambiguity of product information might impact how users explore and navigate the site. Our final research objective was to understand how the usability of the UK desktop site could be impacting consumer behaviors, and to improve clarity to create a more approachable platform.

Participants Recruitment

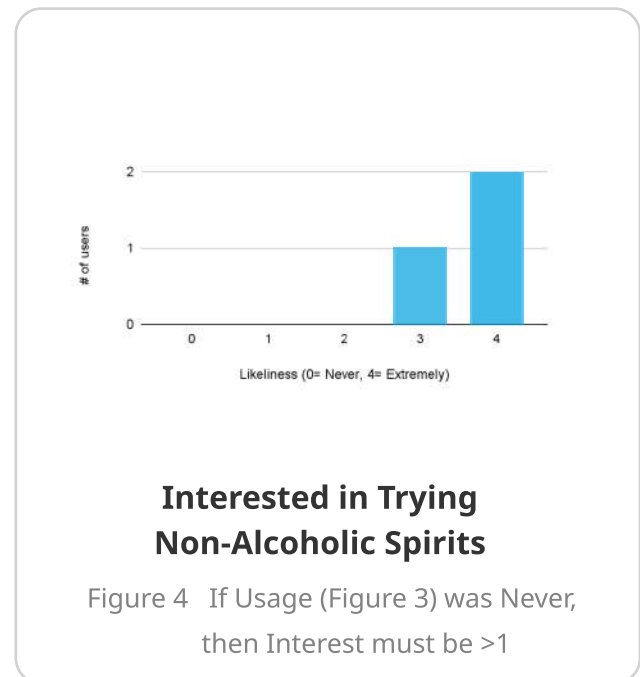
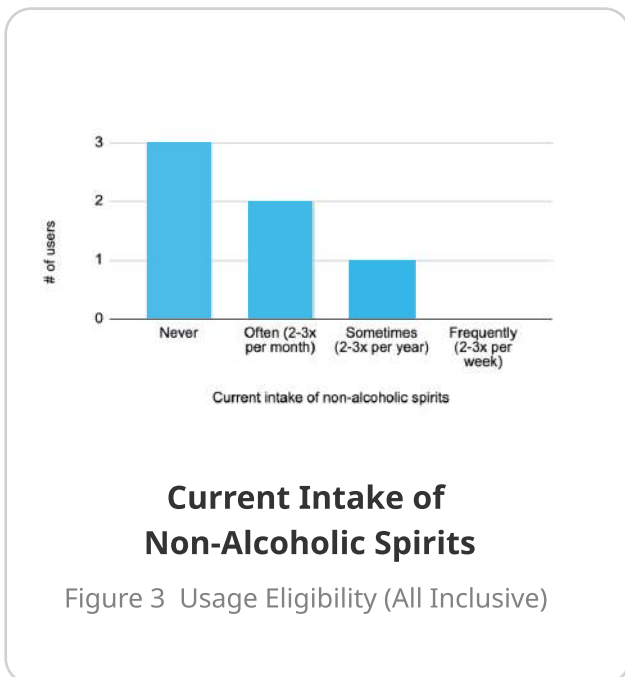
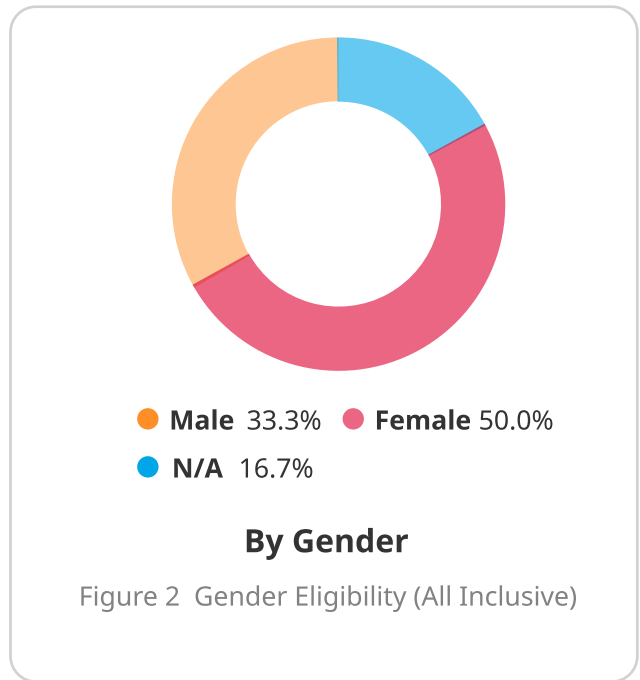
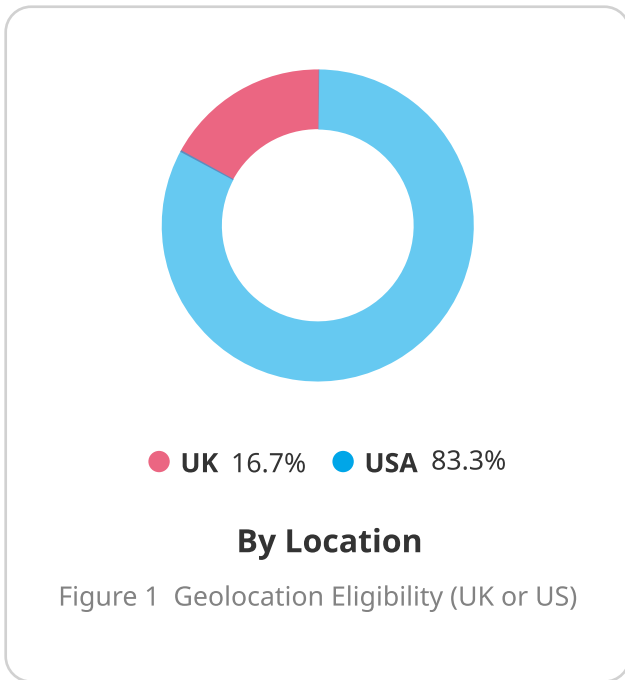
To evaluate how users navigate STRYKK's website, STRYKK's Digital Lead provided insight into their current and target user profile; STRYKK was hoping to lower the age demographic from 35+ down to a range of 25-35 to match their target user. Given this objective, participants who closely matched STRYKK's desired criteria were carefully screened and selected based on the following:

- Currently located in the US or UK
- Orders beverages or groceries online at least 2-3x per year
- In the age bracket of 25-35 years old
- Interested in trying non-alcoholic spirits, or currently consumes them

It should be noted that US respondents were invited to participate despite the test focusing on the UK site. This was a decision made to widen the scope of eligibility due to time constraints within recruitment and scheduling.

A Google Form pre-screening questionnaire was developed and subsequently distributed through social media and Pratt Institute's email channel, noting that selected participants would receive a \$10 Amazon gift card as compensation for their time (see Appendix A for full participant screening questionnaire). Of 25 respondents, 6 were selected and further contacted through email based on closely matching the STRYKK's target user profile.

The demographic and habitual responses are summarized as follows (n=6):



Please see Appendix B for full participant response data.

After recruitment was completed, 3 moderators scheduled individual sessions (1:1) with 2 participants each, for a total of 6 sessions. Session invites were sent to provide participants access to private meeting rooms within Zoom, a popular video conferencing platform. Participants were emailed consent forms to outline the requirements of the session in advance (Appendix C), including details related to audio, video, and screen recording and specification that the study would take no more than 30 minutes of their time.

Task Design

One scenario and four tasks were developed to evaluate the usability of the desktop version of STRYKK's website in alignment with our team's goals.

Scenario: You're planning a dinner party for next weekend and you want to accommodate several friends who will be designated drivers. You decide to purchase non-alcoholic Spirits as a substitute after seeing their ad online.

Tasks:

1. On their website, find an occasion STRYKK suggests when you should use their product.
2. Pick out a Spirit for a friend who likes vanilla flavors and determine the cost of shipping for 2 bottles.
3. Select a product that can be mixed with the Rum spirit to serve a large group.
4. Find the cheapest way to purchase 3 spirits at once.

Materials

To ensure all 6 sessions would be consistent between the 3 moderators, a testing script was developed to guide participants through the session introduction, tasks, and debriefing (see Appendix D for full script details). To prepare for data collection, a new Google Form was created that included Pre-test questions, Task descriptions, Post-task questions, and Post-test questions. The full testing questionnaire can be reviewed in Appendix E. Post-task questions aimed to measure both ease and satisfaction with each task, while the Post-Test section included the System Usability Scale [4], a popular questionnaire for measuring usability in a standardized way. This scale offers a quick and reliable way to measure the usability of a website and compare it to relevant industry benchmarks. The method was originally created by John Brooke in 1986; the SUS has been used to evaluate the usability of a wide range of products, including websites, hardware, software tools, mobile applications, in a variety of industries [5]. As the method became an industry standard, the benefits are obvious, as it is very easy to administer to participants and analyze the results. The SUS may also be used on small sample sizes with reliable results.

One qualitative question was also included to assess the user experience (UX) of STRYKK's digital product by using descriptive words selected from the Microsoft desirability toolkit [6]. Within the Post-test questionnaire, after the SUS items, we asked users to select three descriptive words out of a pool of 20 to illustrate STRYKK's website. The 20 words selected (see Appendix E for full word list) were mainly adjectives that describe potential emotional states while users interacted with the

site. This question was used to collect qualitative user experience feedback that we then translated into quantitative data by recording frequency of word usage.

Pagination was implemented between each of these sections (as well as within tasks to separate Task descriptions from Post-task questions) to allow users to maintain focus.

Data Collection & Analysis

During the sessions, participants were asked to enable their webcam, microphone, and screen sharing feature in Zoom to allow the moderator to see, hear, and view their activity within their web browser for the most effective data collection.

Moderators recorded the session after confirming that the participant reviewed, signed, and sent back the consent form prior to the study.

Once the session began, participants were linked to the Google Form to record their responses as they navigated through each of the 4 tasks. These responses were connected to a Google Sheet for later analysis. Pre-test screening results of participant demographics and behavior outcomes can be viewed in Appendix F.

After each session concluded, the moderator viewed the session recording at least twice to note task start and end times, key comments, quotes, and observations of the participant's behavior. This data was annotated and collected in Google Sheets and organized into a Figma board in order to aggregate similar insights. The analysis focused on identifying dissonance between what participants said and what they actually did.

RESULTS

Overall Findings

After conducting six moderated user tests, we received valuable feedback from participants that helped us identify potential usability problems within STRYKK's digital product:

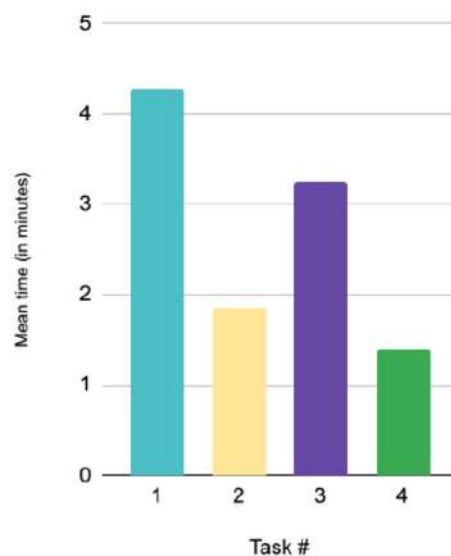
Key Strengths:

1. Users made positive comments about the site's aesthetics.
2. Users noticed the consistency between brand image and the products they sell.
3. Users are excited to try the products.

Key Improvement Areas:

1. Users needed more information about the company and the products they sell.
2. Users had a hard time locating critical information due to elements' low discoverability.
3. Users could not find products quickly because of unclear navigation and lack of classification.

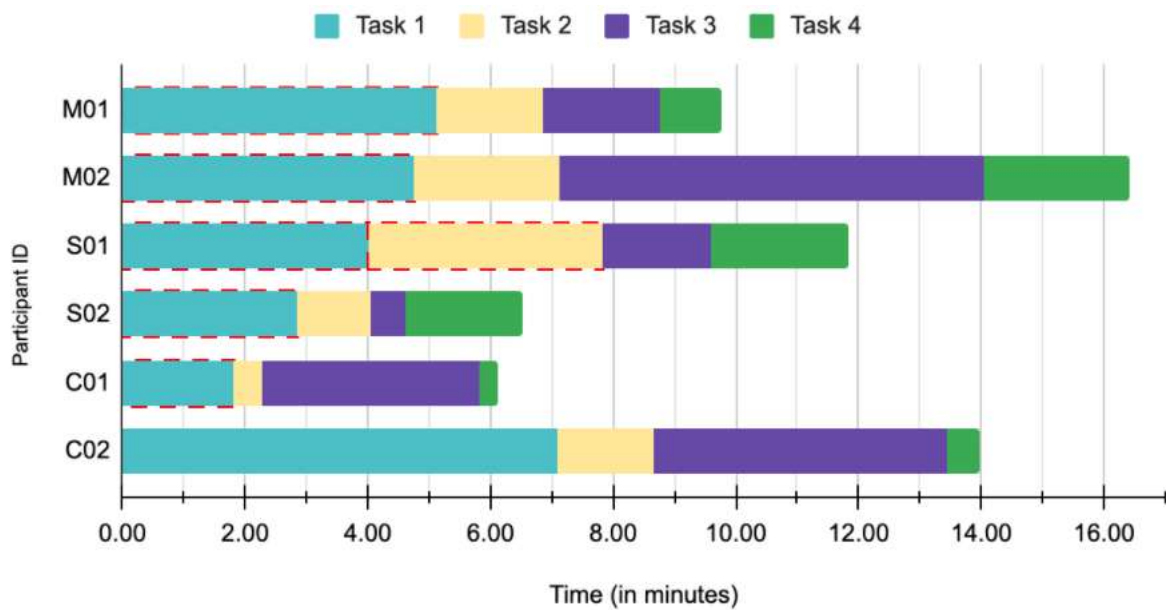
Post-Task Results



Average Time Per Task

Figure 6

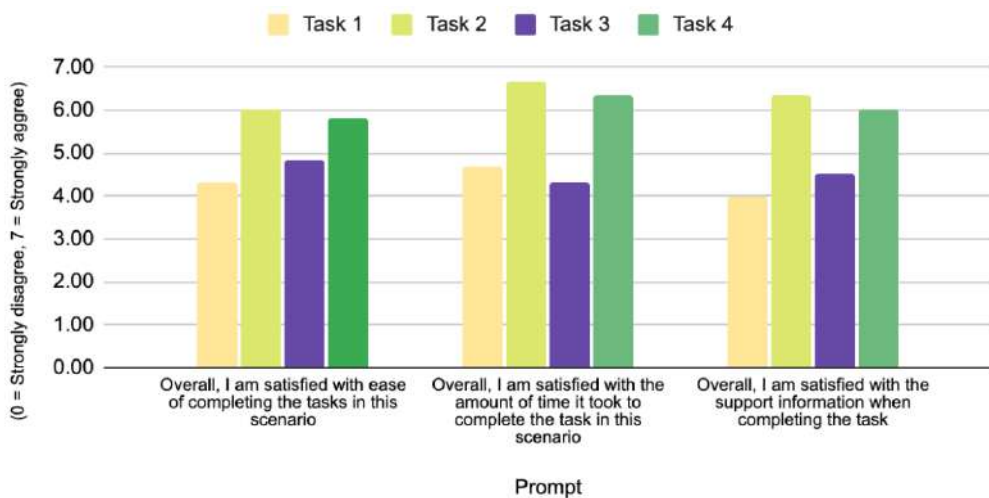
*Red dash lines indicate task was not completely successfully



How Participants Used Their Time

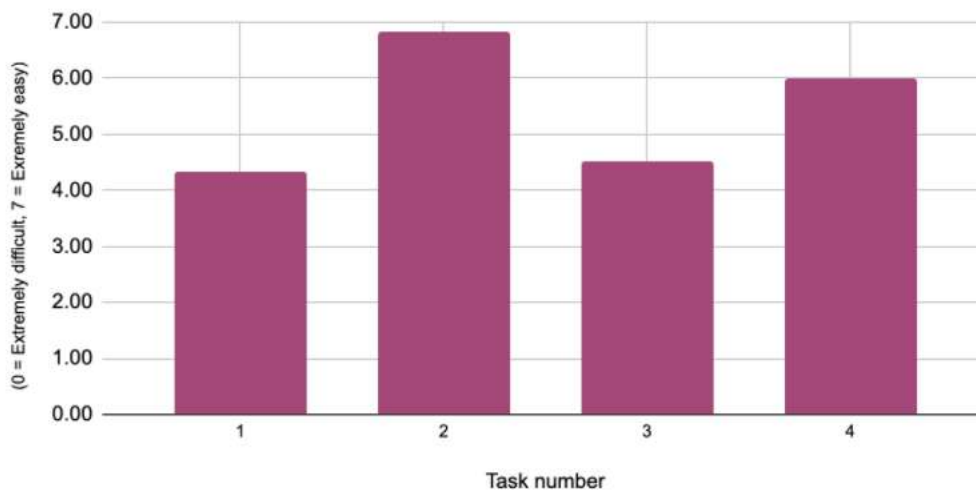
Figure 7

Overall, users spent the majority of their time on Task 1 (Figure 6, 7), averaging just over 4 minutes. Task 1 (related to locating information about the product and company) was also the least successfully completed task, with 5 of 6 users not being able to find related information. Task 4 (related to locating Sale items) was both the quickest and most successfully completed task, with 100% of users completing it without an issue and under 2.5 minutes. Please see Appendices G and H for complete task data.



Post-Task Questionnaire

Figure 8



Post-Task Ease Responses

Figure 9

Overall, participants were the most satisfied with Tasks 2 and 4 (Figure 8), which were also reported to be the easiest to complete. In examining average times, Tasks 2 and 4 were also the quickest tasks of the four total tasks (Figure 9).

Post-Test Results

System Usability Scale (SUS)

As described within the Methodology section of this report, the SUS consists of 10 questions each with a five-point Likert scale ranging from Strongly disagree to Strongly agree. We implemented all 10 questions with the standard wording and order, and provided participants a 5-point scale to respond to each item.

In analyzing the SUS data (see Appendix I for full results), we gained insight into how the system's usability compares to the benchmark. Although it requires advanced statistics to interpret scores, a calculating system template in Google Sheets certainly made the process less complex. The SUS score for STRYKK's desktop site was measured at 65.4 ($s=25.2$), which is below the benchmark of 68. This can be interpreted as the site having potentially serious usability issues that need to be addressed. This result underscores the importance of this research, as we intend to improve usability so users of all experience levels may better access STRYKK's high-quality products. However, it should be noted that the significance of these results ($p= .4$) could be increased with additional participant recruitment and testing.

User Experience

Through the Microsoft Desirability Toolkit described within the Methodology section, we aimed to gain an understanding of users' visceral reactions to the overall experience as well as the genuine feedback on their feelings while using the site. Below are the most frequently selected descriptive words (Figure 10).



User Reaction Word Cloud

Figure 10

Based on the results we gathered, we uncovered the following quantitative findings:

1. **66.7%** of users described the website as **confusing, overwhelming, complex** and **misleading**
2. **33.33%** of users described the website as **straightforward, easy to use, engaging** and **efficient**
3. **33.33%** of users described the website as **predictable** and **intuitive**.

Overall, our team of 3 moderators identified a total of 11 unique usability problems experienced by 6 users on STRYKK's website. After analyzing the Post-task and Post-test responses, we developed 3 final recommendations to address the most significant problems deemed as greatest barriers to conversion. The following report outlines our three recommendations to help improve the usability of STRYKK desktop site. These recommendations are illustrated as high-fidelity mockups to further demonstrate the implementations of our proposed solutions.

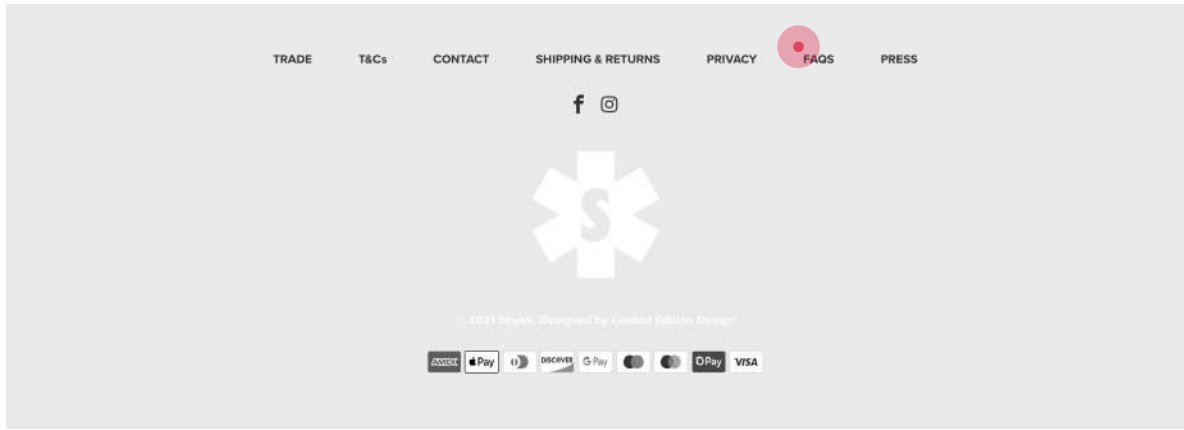
PROBLEMS & RECOMMENDATIONS

The problem: There is no clear way for users to find background information on the company or type of products they offer.

STRYKK offers very unique products: non-alcoholic spirits with accurate tastes. As this market is currently niche, it is important for their target audience to easily understand the benefits of the products and the suggested occasions that they can enjoy those spirits. This information is closely tied to STRYKK's competitive advantage, allowing STRYKK to stand out among alcoholic and non-alcoholic competitors. Therefore we created a related task to observe if users could find this information easily.

To our surprise, out of six users, only one was able to locate the information correctly, and the rest either did not find it at all, or thought they had found it but had actually not. Currently, the website does not have an About or FAQ page on its main top-navigation, hence there is no clear way for users to find background information on the company nor the general type of product they offer.

One of the users commented "I expect to see an 'About Us' section that tells me about the company and ways to enjoy their product". Three users also clicked into the Blog page repeatedly in order to search for the information; two of them mistakenly thought they found it by reading through the blog article titles. One user even managed to land on the FAQ page, which is where the answer is located, but did not end up noticing the information as it was hidden inside of an unstructured block of paragraph text. Figure 11 shows the current location of the FAQ link on the home page.



Current FAQ Location In Footer Navigation

Figure 11

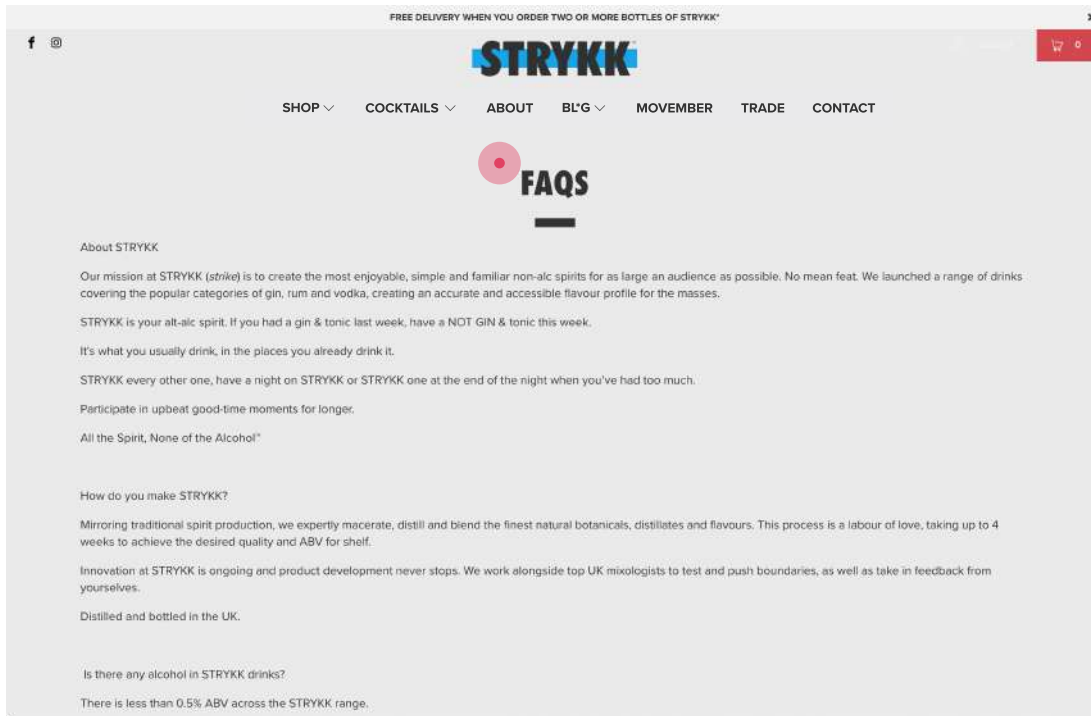
Recommendation 1: Add an About page to the main navigation bar to emphasize information about STRYKK.

We recommend moving the FAQ page to the main top-navigation bar and renaming it “About”. This can be seen in Figure 12 below. By doing so, novice users would be able to recognize how to learn more about the company upon landing on STRYKK.com, without having to scroll all the way down to the bottom of the page where the current FAQ section is located. Thus, users will find background information more quickly. Additionally, the newly renamed FAQ page should be separated into 2 sections: About and FAQ, to allow users to easily skim through information about STRYKK. In doing so, we recommend making the heading text thicker and the font sizes larger. Figure 13 on the following page is the current FAQ page. Figure 14 is the updated page with increased visual hierarchy.



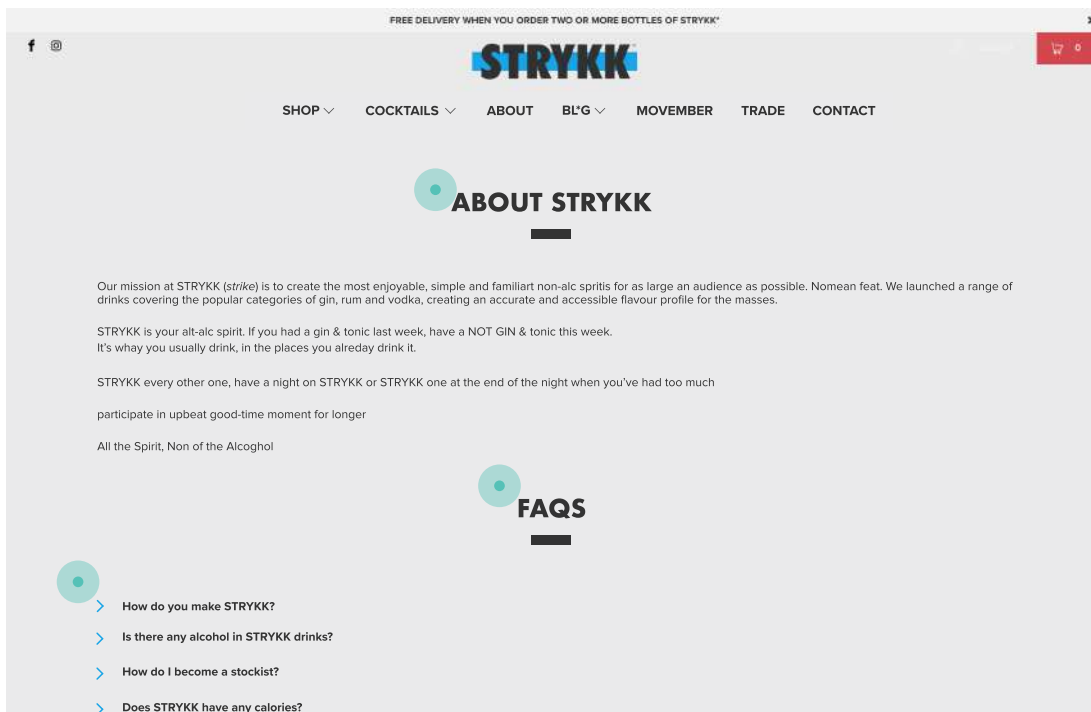
Updated Top Navigation Bar

Figure 12



Current FAQ

Figure 13



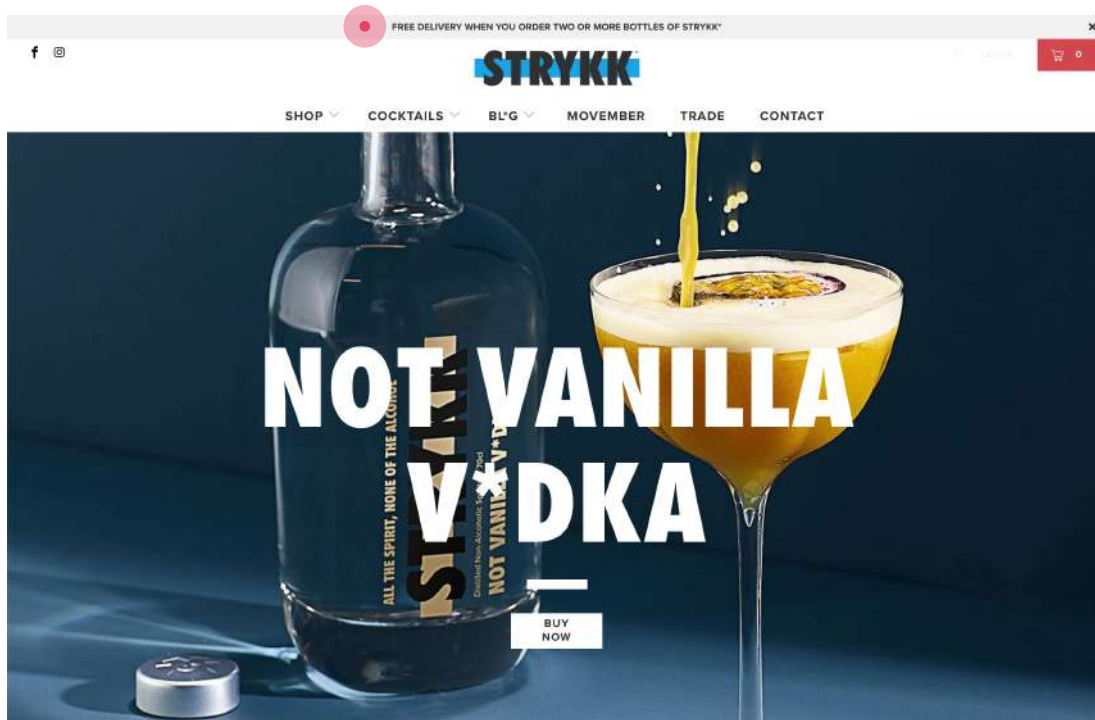
Updated About Page

Figure 14

The problem: The free delivery information is not easily perceived.

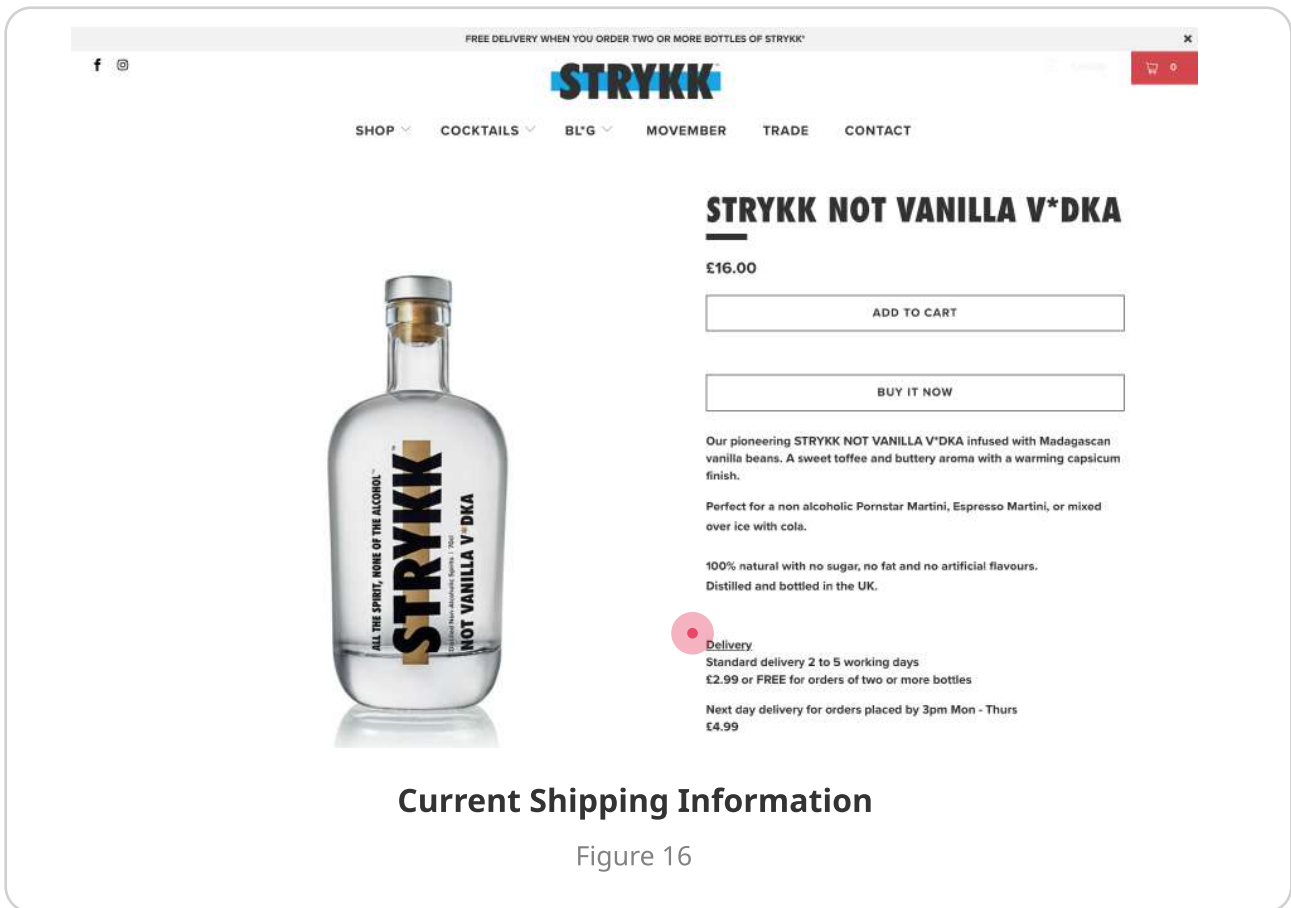
STRYKK's website offers free delivery on orders of two or more spirit bottles, which is a great deal that can certainly encourage new or existing users to increase their average order value and promote conversion. The team created a related task to ask users to pick a spirit and find out how much it would cost for two bottles. This would help identify if they locate free shipping information on the website easily.

All of the users were able to find the answer for this task eventually, however it took time for them to notice the information even though it was mentioned both in the announcement banner on the top of the website as a sticky element across all pages, and in each product description section. One user did not technically succeed to find the information while she was doing this particular task, however she found the answer during a later task as she familiarized herself with the site, and commented "I just saw that information on the grey announcement bar, that could've been a brighter color to emphasis this great deal, because I didn't even realize it was there." Figure 15 shows the current free delivery information on the announcement banner. Figure 16 shows free shipping information in the current product description.



Current Free Delivery Option Banner

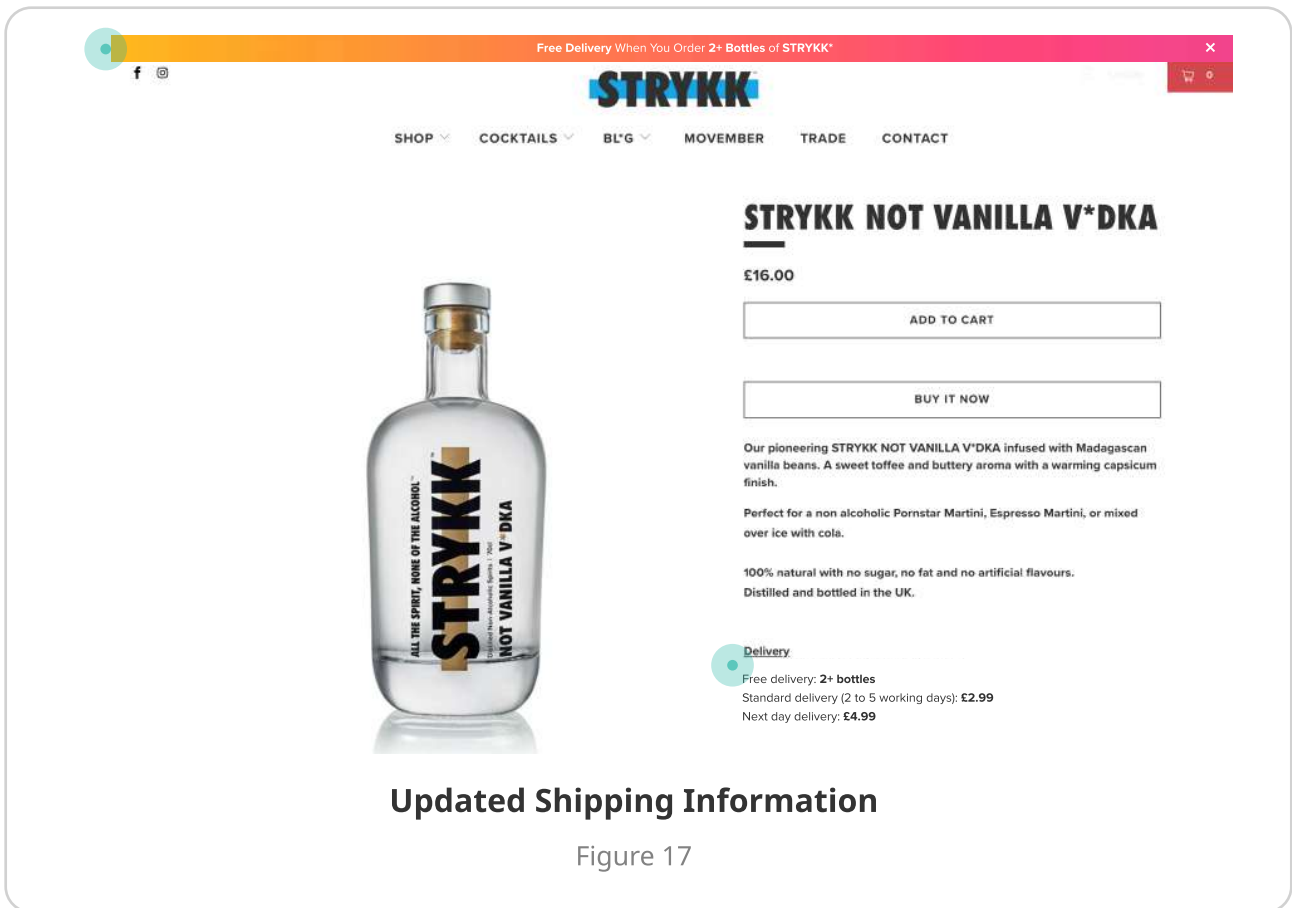
Figure 15



Recommendation 2: Create a permanent announcement banner in a bright color to highlight the free delivery option.

Based on participants' feedback, we decided to place more emphasis on the free delivery information offered on the site, therefore we recommend changing the current banner background color from grey to a bright gradient to draw more attention to this information. Currently there are too many hues of grey on the header of the page, which may explain why the original banner was easily overlooked. Introducing a bright color has the potential to increase discoverability and help users locate this information more easily. Figure 17 on the following page shows the updated free delivery announcement banner on the page.

Furthermore, two users were hesitant to announce that shipping would be free for two bottles. When they skimmed the shipping information found within each product description section, they noted that the current description was confusing. One user commented "it says "2.99 or Free over 2 bottles", how about just two bottles?". With this feedback, we further recommend editing the delivery information within the product descriptions to depict that there are 3 mutually exclusive options, to help customers make informed purchasing decisions.



Additionally, two users noticed the misalignment of the shop button and expressed their frustration by asking “why are those off-set?”. With this insight, we recommend a minor re-alignment so that users will have a smoother visual experience shopping on the site. Figure 18 shows the current product description page. Figure 19 is the updated version with all Delivery-related recommendations implemented.

FREE DELIVERY WHEN YOU ORDER TWO OR MORE BOTTLES OF STRYKK®

f @

STRYKK

SHOP ▾ COCKTAILS ▾ BL'G ▾ MOVEMBER TRADE CONTACT

STRYKK NOT VANILLA V*DKA

£16.00

ADD TO CART


BUY IT NOW

Our pioneering STRYKK NOT VANILLA V*DKA infused with Madagascan vanilla beans. A sweet toffee and buttery aroma with a warming capsicum finish.

Perfect for a non alcoholic Pornstar Martini, Espresso Martini, or mixed over ice with cola.

100% natural with no sugar, no fat and no artificial flavours.
Distilled and bottled in the UK.

Delivery
Standard delivery 2 to 5 working days
£2.99 or FREE for orders of two or more bottles
Next day delivery for orders placed by 3pm Mon - Thurs
£4.99



Current Product Description Page

Figure 18

FREE DELIVERY WHEN YOU ORDER TWO OR MORE BOTTLES OF STRYKK®

f @

STRYKK

SHOP ▾ COCKTAILS ▾ BL'G ▾ MOVEMBER TRADE CONTACT

STRYKK NOT VANILLA V*DKA

£16.00

ADD TO CART


BUY IT NOW

Our pioneering STRYKK NOT VANILLA V*DKA infused with Madagascan vanilla beans. A sweet toffee and buttery aroma with a warming capsicum finish.

Perfect for a non alcoholic Pornstar Martini, Espresso Martini, or mixed over ice with cola.

100% natural with no sugar, no fat and no artificial flavours.
Distilled and bottled in the UK.

Delivery
Free delivery: 2+ bottles
Standard delivery (2 to 5 working days): **£2.99**
Next day delivery: **£4.99**



Updated Product Description Page

Figure 19

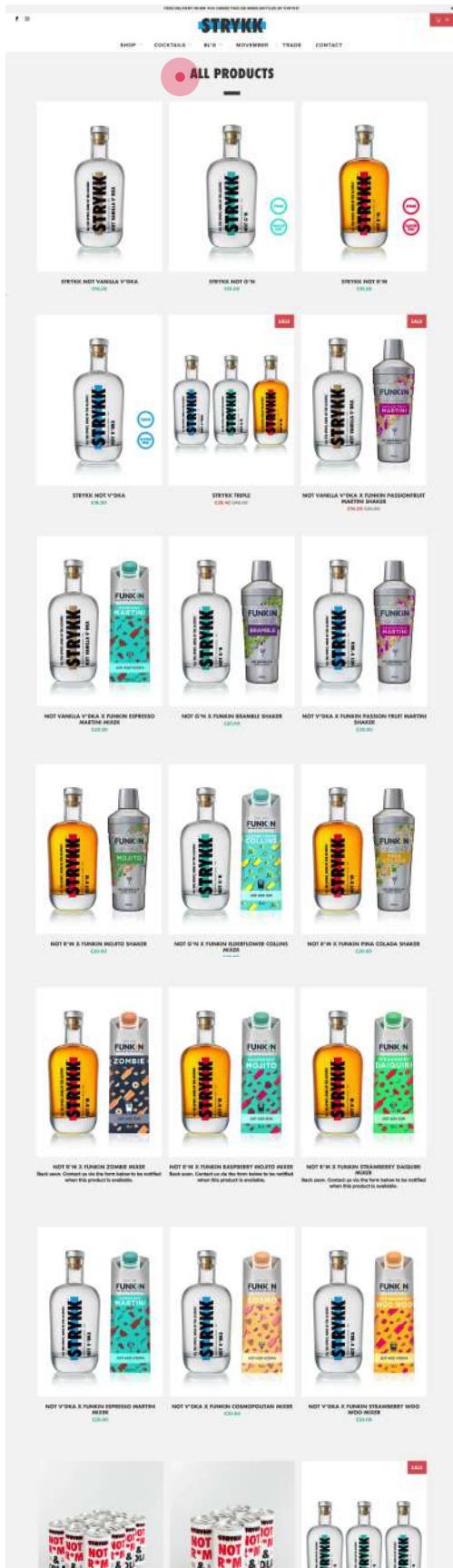
The problem: Product types are not logically organized within the Shop All page.

The team created a task for participants to find specific products with the intention of testing the navigability of the shop section. Additionally, as STRYKK has several different types of products, we wanted to see if they easily understood the differences between product types. We asked participants to find paired cocktail products that can serve 10 drinks; 5 of 6 users were able to locate the correct products eventually. However, it was not a straightforward experience as there is currently no filter system on the shop page, and the products were not categorized in any obvious way. One user commented “It took a couple of extra steps to go through and find the products, I could have done it much more efficiently”.

When asked in a separate task to find the cheapest way to purchase 3 spirits at once, we wanted to identify if users were able to locate deals on the site as customers within the 25-35 age range may want to view products on sale. All users were able to find one of the STRYKK TRIPLES (a discounted bundle of 3 spirits), however, each variation of a TRIPLE was featured randomly throughout the Shop All page. Three users expressed their desire to see products grouped together in a logical manner, while one of them commented “it doesn’t seem to make sense why the triple’s are in different places on the page. Why aren’t those next to each other?”. Figure 20 shows the current Shop All page with products randomly displayed without apparent order.

Recommendation 3: Group products by type so users understand their differences.

After taking serious considerations from users’ feedback, our team recommends grouping products by type on the Shop All page to help users understand their differences and locate them more efficiently. An alternative solution discussed was related to implementing a filtering system in the shop section to allow users make active selections, however, we opted out; according to usability expert Steve Krug, when addressing problems, experts should do the least amount of change that could lead to the most impact [7]. In this case, as the product line is not too extensive, a well organized grouping system on the page would be equally as effective in creating a distinct structure while being more technically feasible. Figure 21 is the updated Shop All page with products grouped logically, thus users can see on-sale products at once and locate specific products more easily.



Current Shop All Page

Figure 20



Updated Shop All Page

Figure 21

CONCLUSION

Users praised the visual aspect of STRYKK's digital product with mentions of attractive fonts and a decent layout, which delivers a modern brand image to users. However, our team found that users' overall impression of the site was that it was confusing, which majorly stemmed from navigation issues, a lack of discoverability, and unclear classification when it comes to users locating crucial information. This information was mainly related to purchasing decisions, including the context of non-alcoholic beverages usage, delivery options, and locating specific products. Building upon these findings, we suggest following recommendations that are easy to implement and effectively solve the problems illustrated:

- 1. Add an About page to the main navigation bar to emphasize information about STRYKK.**
- 2. Create a permanent announcement banner in a bright color to highlight the free delivery option .**
- 3. Group products by type so users understand their differences.**

Our team expects that these recommendations will increase the conversion rate by addressing major usability problems related to the customers' purchasing decisions. STRYKK's website already has obvious strengths in its modern style, visual design, and high-quality spirits. Thus, following these recommendations will bolster the customer journey on the website by providing a polished experience on top of the charming brand images of STRYKK.

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4. What Do Usability Evaluators Do in Practice? An Explorative Study of Think-Aloud Testing. <https://dl.acm.org/doi/10.1145/1142405.1142439>
5. System Usability Scale (SUS) <https://www.usability.gov/how-to-and-tools/methods/system-usability-scale.html>
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7. Rocket Surgery Made Easy <https://usabilitypost.com/2010/01/18/rocket-surgery-made-easy/>

APPENDICES

Appendix A: Participant Screening Questionnaire

STRYKK Questionnaire

ish11@pratt.edu (not shared) [Switch account](#) [Dash restored](#)

* Required

Please enter Participant ID below:

Your answer _____

How old are you? *

18-24

25-35

36+

What industry do you work in?

Your answer _____

What is your occupation?

Your answer _____

How much do you spend per week on alcohol? *

Under \$10

\$10 - \$30

\$30 +

How often do you shop online? *

Never

Sometimes (2-3x a year)

Often (2-3x a month)

Frequently (2-3x a week)

What are 3 websites/platforms you commonly shop online with?

Your answer _____

What device do you usually use to make purchases on?

Laptop or desktop

Mobile phone

Tablet

Other: _____

Beverage Survey

Please note that all submissions are anonymous unless an email address is provided at the end of this survey. Thank you for your time.

ish11@pratt.edu (not shared) [Switch account](#) [Dash restored](#)

* Required

What is your age? *

Under 18

18-24

25-35

36+

In which country do you currently live? *

United Kingdom

United States of America

Other: _____

What is your gender?

Your answer _____

How often do you purchase food and/or beverages online? *

(Excluding meal courier services such as UberEats, DoorDash, etc.)

Never

Sometimes (2-3x per year)

Often (2-3x per month)

Frequently (2-3x per week)

From where do you purchase food and/or beverages online?

Directly from the brand's website

Amazon

A grocery delivery service

I've never purchased food and/or beverages online

Other: _____

Do you drink non-alcoholic Spirits? *

Examples of Spirits include whiskey, gin, and vodka. Please note this question relates to Spirits that do not contain any alcohol.

Never

Sometimes (2-3x per year)

Often (2-3x per month)

Frequently (2-3x per week)

How likely are you to try a non-alcoholic Spirit? *

Examples of Spirits include whiskey, gin, and vodka. Please note this question relates to Spirits that do not contain any alcohol.

1 2 3 4 5

Never Extremely

Would it be okay if we contacted you to participate in a 30-minute research study related to purchasing beverages online? Participants will be compensated with a \$10 Amazon gift card. *

Please note the session will involve screen-sharing and may be recorded for internal purposes only.

Yes

Not interested

If Yes, please provide your e-mail address.

Eligible respondents may be contacted to participate in further research.

Your answer _____

Appendix B: Participant Screening Responses

Participant ID	What is your age?	What is your gender?	In which country do you currently live?	How often do you purchase food and/or beverages online?	Do you drink non-alcoholic Spirits?	How likely are you to try a non-alcoholic Spirit?
S01	25-35	N/A	United States of America	Often (2-3x per month)	Never	3
S02	25-35	Female	United States of America	Often (2-3x per month)	Often (2-3x per month)	4
M02	25-35	Male	United States of America	Sometimes (2-3x per year)	Often (2-3x per month)	4
M01	25-35	Male	United States of America	Sometimes (2-3x per year)	Sometimes (2-3x per year)	3
C01	25-35	Female	United States of America	Sometimes (2-3x per year)	Never	4
C02	25-35	Female	United Kingdom	Often (2-3x per month)	Never	4

Appendix C: Consent Form

STRYKK Consent Form

Thank you for participating in this usability study of STRYKK website (<https://www.strykk.com/>). This study is being conducted on behalf of STRYKK by the Center for Digital Experiences at Pratt Institute (<https://prattdx.org/>), under the supervision of Craig MacDonald, Ph.D.

Purpose of Study

The purpose of this study is to evaluate the usability and design of the STRYKK website (<https://www.strykk.com/>). We are interested in determining if people can accomplish common tasks and easily find information using the site. The session is not a test of your ability to complete the tasks, but meant to gather insights on areas of improvement for the usability of the website. Please be advised that there are no risks associated with participation in this session.

Procedures

During this session, you will be asked to complete four tasks using the website and fill out a post-test questionnaire. As you complete the tasks, members of the Center for Digital Experience at Pratt Institute team will observe and take notes. In addition, the session will be captured on Zoom or Google Meet's audio, video and screen recording for future review by the team members. The recording will not be shared with anyone outside of the team. The session will last no longer than thirty minutes.

Confidentially

If for any reason you feel uncomfortable during the session and do not wish to complete a task, you may say so, and we will move on to the next task. In addition, if you do not wish to continue, you may end the session and leave at any time.

Approximately six people will participate in this study. Results from all sessions will be included in a usability report to be presented to the Digital Lead at STRYKK, Stephanie Foxley, and the Director of the Center for Digital Experiences at Pratt Institute, Craig MacDonald,. Your name will not be included in the report nor will your name be associated with any session data collected.

If you wish to speak with someone about your participation in this study, or if you feel you were not treated as described above, please contact Craig MacDonald, cmacdona@pratt.edu.

Acknowledgement and Consent

I _____, have read and fully understand the extent of the study and any risks involved. All of my questions, if any, have been answered to my satisfaction. My signature below

All of my questions, if any, have been answered to my satisfaction. My signature below acknowledges my understanding of the information provided in this form and indicates my willingness to participate in this user testing session. I have been given a blank copy of this consent form for my records.

Signature _____

Date __/__/__

Note you must be 18 years of age or older to participate in this study.

Appendix D: User Testing Protocol

Introduction

Hello, my name is _____. I am a graduate student at Pratt Institute's Information Experience Design program in New York City. Thank you so much for participating in this usability study today. I am part of a 3-person team of students who are conducting a research project with STRYKK to help improve their website. STRYKK is a UK-based company focusing on non-alcoholic beverages and cocktails. The purpose of this study is to identify usability issues on their website in order to make recommendations for improvement. Your participation and feedback are extremely helpful for us to understand what changes STRYKK should make to their website.

Consent

During our time today, we will be recording our session through Zoom. This will include recording your computer screen through Zoom's screensharing feature, and audio and video recording through your webcam. Today's recording will be reviewed by our team, but may be shared with our client if needed. Are you comfortable with this?

(Answer any questions, ask the participant to turn on their webcam)

Great. Have you had the chance to sign the consent form that we sent out earlier?

(If participant answers yes, skip to Procedures and let them know you will start recording the session. If No, email a .docx of the blank Consent form once more.)

Procedure

Before we start, I'd like to go over the general outline for today's session. The session will take around 30 minutes. It will include a pre-test questionnaire, four tasks, questions after each task, and a post-test questionnaire. During this session, the tasks will be provided to you through a Google Form. As we approach each of today's tasks, I will let you know which page of the Google Form to proceed to. I will send you the link to the form soon. I would like you to think aloud as you are performing the tasks I provide. I will be observing your screen as you do so.

Before we begin, are you familiar with the Zoom chat feature?

(If yes, ask them to open the Chat feature, and send a chat that says "hello"

If not, send a chat message saying "hello" and ask them to open the Chat feature)

Did you receive my Chat?

(if they say yes then proceed)

Great.

Pre-Test Questionnaire

To begin, please fill out this questionnaire that I will send to you in the chat. This pre-test questionnaire will allow us to get to know you better. Please try your best to complete each question, but feel free to leave out the ones you don't feel comfortable answering. The questions that do not have a red star next to them are not required to be filled out. I will give you a few minutes to fill out the form. Please feel free to ask any questions along the way.

Do not hit Next once you're finished, just let me know outloud.

Task Instructions

Let's move on to the tasks. We have four tasks prepared for you today. This session is in no way a test of you or your ability to perform the tasks. We want to test STRYKK'S website. Please give us your honest opinion in your feedback, and remember to think aloud when completing the tasks. "Thinking aloud" means letting us know your thoughts as you go through each task. For example, it can be about what you find easy, what you find difficult, what you like, and what you dislike. Remember, we are not affiliated with STRYKK and we have not created their website.

After each task is completed, I will ask you a few follow-up questions before moving on the next task. Do you have any questions? (Answer questions)

Great, let's go ahead and get started. Please share your screen with me by clicking the green "share" button at the bottom of the Zoom window. You can share just your internet browser window, or your entire screen. (enable screen sharing if needed by viewing Screenshare options) I will now begin recording.

Task 1

Today we will be looking at STRYKK's UK version of their website. I will now send the URL to STRYKK's website. Please open the URL I just chatted to you. This URL should open in a new tab.

(send link to STRYKK.com and make sure they pick UK version)

(if they haven't already hit Next yet:) In order to see the first task, please click Next on the google form.

(Wait for them to hit Next on the form so they arrive at Task 1 Description)

Here you will see the description for Task #1. I will read it aloud to you as you read along. You're planning a dinner party for next weekend and you want to accommodate several friends who will be designated drivers. You decide to purchase non-alcoholic Spirits as a substitute after seeing their ad online.

On their website, find an occasion STRYKK suggests when you should use their product (in other words, find out on the website, in what occasion would you buy their product)

If you forget the task at any point, you may ask me to repeat it, or you can look at the Google Form tab. Again, please try to complete the task to the best of your ability and remember to think aloud as you perform. Now go back to STRYKK's website and begin the task.

(continue once they've completed the task)

Great, now please open the Google Form tab and answer the questions on the next page (Google Form will have a page for the Post-Task Questions).

Is there anything additional you wanted to say about the task or website? Please let me know your thoughts.

Task 2

(if they haven't already hit Next yet:) In order to see the next task, please click Next on the google form.

(Wait for them to hit Next on the form)

Here you will see description for task #2. I will read it aloud to you as you read along.

Pick out a Spirit for a friend who likes vanilla flavor and determine the cost of shipping for 2 bottles, without actually making the purchase.

If you forget the task at any point, you may ask me to repeat it, or you can look at the Google Form again. Again, please try to complete the task to the best of your ability and remember to think aloud as you perform. Now please go back to STRYKK's website and begin the task.

(once they've completed the task)

Great, now please open the Google Form tab and answer the questions on the next page.

(Google Form will have a page for the Post-Task Questions).

Is there anything additional you wanted to say about the task or website?

Task 3

(if they haven't hit Next yet) In order to see the next task, please click Next on the google form.

(Wait for them to hit Next on the form)

Here you will see description for task #3. I will read it aloud to you as you read along.

Select a product that can be mixed with the Rum spirit to serve a large group.

If you forget the task at any point, you may ask me to repeat it, or you can look at the Google Form again. Again, please try to complete the task to the best of your ability and remember to think aloud as you perform. Now please go back to STRYKK's website and begin the task.

(once they've completed the task)

Great, now please open the Google Form tab and answer the questions on the next page.

(Google Form will have a page for the Post-Task Questions).

Is there anything additional you wanted to say about the task or website?

Task 4

(if they haven't hit Next yet) In order to see the next task, please click Next on the google form.

(Wait for them to hit Next on the form)

Here you will see description for task #3. I will read it aloud to you as you read along.

Select a product that can be mixed with the Rum spirit to serve a large group.

If you forget the task at any point, you may ask me to repeat it, or you can look at the Google Form again. Again, please try to complete the task to the best of your ability and remember to think aloud as you perform. Now please go back to STRYKK's website and begin the task.

(once they've completed the task)

Great, now please open the Google Form tab and answer the questions on the next page. (Google Form will have a page for the Post-Task Questions).
Is there anything additional you wanted to say about the task or website?

Post-Test Questionnaire

Thank you for your participation! The last thing I'd like you to complete is this post-test questionnaire.

(if they haven't hit Next yet) In order to see the questionnaire, please click Next on the google form.

(Wait for them to hit Next on the form)

You may now stop sharing your screen. I will give you a few minutes to fill out the form. Let me know if you have any questions and please tell me when you are finished.
will need to figure out a way to have them fill out the affinity grid

Is there anything additional you wanted to say about the tasks or website?

Participant Debrief

This concludes our session. I will now stop recording.

(Stop recording)

I hope you enjoyed your experience today. Thank you for taking time to participate in our study, your feedback is extremely valuable. The purpose of this study was to identify the usability problems of STRYKK's website in order to learn how to improve their site. During this study, you completed 4 tasks that allowed us to see where STRYKK can focus their improvements. Again, I would like to remind you that the information provided today will remain anonymous and confidential. On a final note, please fill out this form so we can send you the Amazon Gift Card.

Appendix E: Full testing questionnaire

Pre-Test (survey)

Demographics

1. How old are you?
2. What industry do you work in?
3. What is your occupation?
4. How much do you spend per week on alcohol?

Familiarity and comfort with technology

1. How often do you shop online?
 - a. Never
 - b. Sometimes (2-3x a year)
 - c. Often (2-3x a month)
 - d. Frequently (2-3x a week)
2. What are 3 websites/platforms you commonly shop online with?

Test Metric

1. Time user takes to complete each tasks
2. Number of tasks user can complete
3. Number of errors

Post-task

1. Overall, this task was
 - a. Very Difficult (0)
 - b. Very Easy (7)
2. Overall, I am satisfied with ease of completing the tasks in this scenario
 - a. Strongly agree (0)
 - b. Strongly disagree (7)
3. Overall, I am satisfied with the amount of time it took to complete the task in this scenario
 - a. Strongly agree (0)
 - b. Strongly disagree (7)
4. Overall, I am satisfied with the support information when completing the task
 - a. Strongly agree (0)
 - b. Strongly disagree (7)

Post-test

1. SUS (each is on a scale of 1-5)
2. I think that I would like to use this system frequently
3. I found the system unnecessarily complex
4. I thought the system was easy to use
5. I think that I would need the support of a technical person to be able to use this website.
6. I found the various functions in this system were well integrated
7. I thought there was too much inconsistency in this system
8. I would imagine that most people would learn to use this system very quickly
9. I found the system very cumbersome to use
10. I felt very confident using the system
11. I needed to learn a lot of things before I could get going with this system

User Reaction Card Keywords

1. Intuitive
2. Confusing
3. Efficient
4. Frustrating
5. Easy to use
6. Difficult
7. Straightforward
8. Complex
9. Flexible
10. Inconsistent
11. Engaging
12. Misleading
13. Predictable
14. Stressful
15. Overwhelming
16. Other

Appendix F: Pre-test questionnaire results

Participant ID	What industry do you work in?	What is your occupation?	How much do you spend per week on alcohol?	How often do you shop online?	How much do you spend per week on alcohol?	How often do you shop online?	What are 3 websites/platforms you commonly shop online with?	What device do you usually use to make purchases on?
M01	Public Relations	Director + Founder	\$30 +	Often (2-3x a month)	\$30 +	Often (2-3x a month)	Caviar, Whole Foods	Laptop or desktop
M02	Art	N/A	\$10 - \$30	Sometimes (2-3x a year)	\$10 - \$30	Frequently (2-3x a week)	Amazon, Poshmark, Ebay	Laptop or desktop
S01	Fashion / Jewelry	Archivist	\$10 - \$30	Frequently (2-3x a week)	Under \$10	Frequently (2-3x a week)	Amazon, Freshdirect, <u>farmtoppeople</u>	Laptop or desktop
S02	N/A	Student	Under \$10	Frequently (2-3x a week)	Under \$10	Often (2-3x a month)	Amazon, Whole Foods, H & M	Laptop or desktop
C01	Digital Product Design	Student	Under \$10	Often (2-3x a month)	Under \$10	Often (2-3x a month)	Amazon	Mobile phone
C01	Design	Student	Under \$10	Often (2-3x a month)	\$10 - \$30	Sometimes (2-3x a year)	N/A	Laptop or desktop

Appendix G: Post-task rates and times

Key	Not successfully completed
	Successfully completed

Task #	Participant ID						Mean time (in minutes)
	M01	M02	S01	S02	C01	C02	
1	5.13	4.75	4.00	2.83	1.80	7.10	4.27
2	1.73	2.37	3.83	1.20	0.47	1.55	1.86
3	1.90	6.92	1.75	0.58	3.57	4.78	3.25
4	1.00	2.38	2.25	1.92	0.28	0.53	1.39

Appendix H: Post-task responses

Task #		Prompt		Participant ID						Mean score
				M01	S01	S02	C01	C02	M02	
1	Overall, this task was...	7	5	3	5	1	5	4.33		
1	Overall, I am satisfied with the ease of completing the tasks in this scenario...	7	5	2	6	1	5	4.33		
1	Overall, I am satisfied with the amount of time it took to complete the task in this scenario...	7	6	2	6	1	6	4.67		
1	Overall, I am satisfied with the support information when completing the task...	7	5	1	6	1	4	4.00		
2	Overall, this task was...	7	7	6	7	7	7	6.83		
2	Overall, I am satisfied with the ease of completing the tasks in this scenario...	7	7	5	5	5	7	6.00		
2	Overall, I am satisfied with the amount of time it took to complete the task in this scenario...	7	7	5	7	7	7	6.67		
2	Overall, I am satisfied with the support information when completing the task...	7	7	5	6	7	6	6.33		
3	Overall, this task was...	6	7	4	3	2	5	4.50		
3	Overall, I am satisfied with the ease of completing the tasks in this scenario...	6	7	5	4	2	5	4.83		
<input checked="" type="checkbox"/>	Overall, I am satisfied with the amount of time it took to complete the task in this scenario...	5	7	5	3	2	4	4.33		
3	Overall, I am satisfied with the support information when completing the task...	5	7	5	3	2	5	4.50		
4	Overall, this task was...	6	7	5	6	6	6	6.00		
4	Overall, I am satisfied with the ease of completing the tasks in this scenario...	6	6	5	6	6	6	5.83		
4	Overall, I am satisfied with the amount of time it took to complete the task in this scenario...	6	7	5	7	7	6	6.33		
4	Overall, I am satisfied with the support information when completing the task...	6	7	5	7	6	5	6.00		

Appendix I: System Usability Scale (SUS) responses

System Usability Test (SUS) questions		Participant ID						Mean score
Question	Description	M01	S01	S02	C01	C02	M02	
Q1	I think that I would like to use this system frequently	3	5	4	4	2	3	3.5
Q2	I found the system unnecessarily complex	2	1	2	4	4	4	2.8
Q3	I thought the system was easy to use	4	5	4	3	2	4	3.7
Q4	I think that I would need the support of a technical person to be able to use this website	1	1	1	1	2	1	1.2
Q5	I found the various functions in this system were well integrated	4	5	4	3	1	3	3.3
Q6	I thought there was too much inconsistency in this system	2	1	2	4	3	4	2.7
Q7	I would imagine that most people would learn to use this system very quickly	5	5	4	2	1	3	3.3
Q8	I found the system very cumbersome to use	2	1	2	3	4	2	2.3
Q9	I felt very confident using the system	5	5	3	2	1	3	3.2
Q10	I needed to learn a lot of things before I could get going with this system	1	1	2	2	2	3	1.8