

USABILITY TEST FINDINGS

Golden Nugs. Responsive Website

[Brendan Gordon]

ABOUT THE TEST

Number of Participants: 4-5

Prototype Tested: High-Fidelity and animated prototype for the Golden Nugs. Dispo website

Testing Methodology: Participants shared their screens with me, either in person or on Discord, as I instructed them to complete the three desired tasks.

Test Goals: Evaluate the interactions of the users with the Golden Nugs. website, identify all current pain points, potential pain points, successes of navigation, architecture, overall flow and consistency of design.

Task 01: Browse through the landing page.

Task 02: Find a Golden Goat strain of cannabis flower, and order 1/4 ounces of it.

Task 03: Explore the site further, like perhaps the locations page and more.

TEST FINDINGS & OBSERVATIONS

Task 01 - Completion Rate: 100%

- All participants were able to effortlessly complete the task with relative speed and ease.
- No participant hesitated or struggled with the overall task.
- 5/5 initiated the task by scrolling down the main landing page.
- Every participant, except one, commented specifically on the overall use of colors and images throughout.
- 4/5 appreciated the sticky navigation and help, or 'bell-hop', shaped button, in the lower right of the screen.
- 3/5 enjoyed use of minimal colors in relation to the strong detail shots, or images given for each category.
- 2/5 mentioned the ordering of sections and content on the main landing page as being in a nice order.
- One participant did not mention specifically the imagery used throughout as bad or good.
- Nearly everyone commented and enjoyed the "Cannabis 101" section for learning more about their products.

Task 02 - Completion Rate: 100%

- All participants completed the task without any questions and at a quick pace as well.
- No participants either hesitated or struggled with any part of the task.
- 5/5 initiated the task by clicking "Store" and then selecting the designated strain under the "Flower" section.
- 4/5 positively commented on the hover state of thumbnails in revealing a detail shot, or close up view.
- 3/5 complemented the use of png cutouts of the products for the thumbnail listing in the store page.
- 2/5 enjoyed the ability to break down the store into a specific category to reveal more items to sort through.
- Every participant enjoyed inclusion of info-graphics, with helpful shapes/forms to aid in understanding.
- Everyone enjoyed being able to effortlessly add an item to your cart, in any variation/size available from just the thumbnail view page, was a nice addition and option.
- 1/5 did not specifically understand the side scrolling option available for viewing multiple thumbnails for each of the given categories.
- Only one participant did not specifically comment on the informative information and stats found in detail.

Task 03 - Completion Rate: 100%

- All participants were able to complete the task with ease and speed.
- No participant struggled or even hesitated with the task.
- 5/5 initiated the task by clicking on “Locations” from the main navigation header.
- 4/5 commented on the inclusion of each store hours displayed in the thumbnail view.
- Nearly everyone commented positively on the entire sites hover states throughout.
- Everyone enjoyed being able to sort through the contents of the store quickly and efficiently with the secondary sticky navigation bar of “Rec” or “Med” button selection, in addition to the search bar too.
- One participant mentioned the cart sidebar option to be functionally sound, but layed out a bit odd.