Usability Test Report

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TCOM 4120 – 02

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PART 1: Description of our Usability Test Set-Up

1. Executive Summary

a. This report outlines the findings from a usability test conducted on the Zara mobile app, which is designed for browsing, searching, and purchasing fashion items. The purpose of the test was to evaluate the app's overall usability, identify challenges users encounter while completing key tasks, and assess user satisfaction with the app's design and functionality.

b. The study focused on three core tasks that represent typical user interactions: filtering products, finding product details, and adding items to a wishlist. Sessions were conducted remotely via Microsoft Teams, with participants using iPhones and laptops to complete the tasks while their screens and reactions were observed. A total of six participants, along with one pilot study participant, were selected through a screening questionnaire and took part in interview sessions over the course of a two-week period.

c. Metrics used in the analysis included effectiveness, measured by task success rates; efficiency, determined by the time spent on each task; satisfaction, assessed through Single Ease Question (SEQ) ratings for task difficulty and System Usability Scale (SUS) scores which also measures overall usability.

d. Upon analyzing the data from our study, we found that task success rates were high overall, with Tasks 1 and 3 achieving 100% success and Task 2 achieving 83%. Additionally, SEQ ratings improved progressively across tasks, indicating increasing user comfort as they navigated the app. The app received an average SUS score of 71.6, exceeding the industry standard passing score of 68. However,

participants noted areas of friction, including excessive animations, hidden product details, and poorly placed navigation elements.

2. Name and brief description of the technology.

a. Zara is a global fast-fashion retailer that offers products to women, men, and kids.
b. We will be focusing on their mobile app which provides features such as searching, browsing, and purchasing items.

3. Goals of our usability test:

a. To determine the overall usability success of Zara's mobile app according to users.
b. To determine issues within Zara's mobile app that make users' tasks challenging.
c. To determine the satisfaction of the users and if they enjoy the design of Zara's mobile app.

4. Evaluation Questions:

a. How easily and successfully are users able to navigate the mobile app?
b. How easily and successfully are users able to purchase an item?
c. How effectively are users able to find product details?

5. Methodology: Describe the methodology of conducting the usability test. This section describes a high-level flow of the usability test outline and description of the test set-up, un-/moderated usability test, order of the tasks, what metric you evaluated with each task, etc.

    a. High-level flow of the usability test:

        i. Sessions were done remotely in a Microsoft Teams Meeting

        ii. Started each session with the moderator reading our orientation script

            - Informed participants what they will be doing/what is expected
            - Clarified consent and voluntariness – Informed Consent

        iii. Participants are trained on:

            - Logging in with dummy account
            - Think-Aloud & informing us on task status (e.g. stating aloud, “I am beginning the second task now”)
            - Keeping their chat box open to receive tasks and surveys and questionnaires

        iv. Assured all participants’ questions have been answered

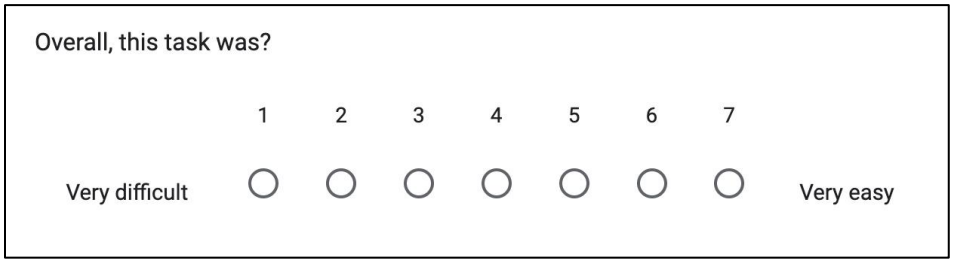
        v. Turn on the recording/transcribing feature

        vi. Pre-test Questionnaire

        vii. Start Tasks (3)

            - Participant provided with Task Scenario
            - Participant informs when starting and completing
            - Observer(s) collect notes/data

viii. Participants complete a Task-Level Subjective Evaluation (SEQ) following each task – a short and easy question that assesses how difficult users find each task

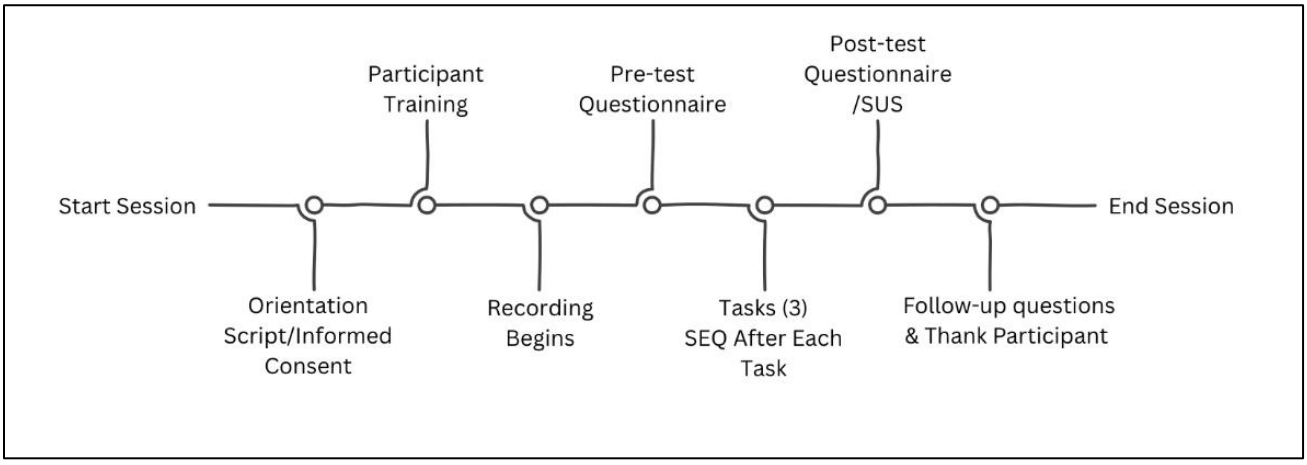


ix. After all tasks have been attempted by the participant

- Post-test Questionnaire
- Session-Level Subjective Evaluation (SUS)

x. Asked follow-up questions and thanked participant for their time/participation

xi. End session



b. Test set-up:

    i. Following the invite acceptance by the participant, all team members and the participant joined the online meeting remotely at the designated date and time.

    ii. Participants joined the meeting from both their laptop and their iPhone.

    iii. Participants broadcasted their phone screens with camera and audio off – allowed us to observe actions on the ZARA mobile app

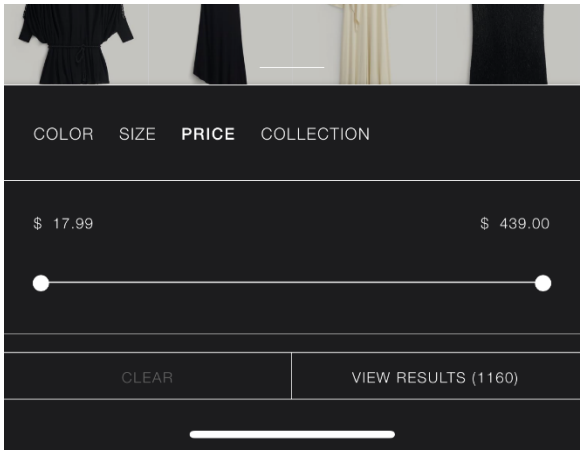
    iv. Participants had their cameras and audio on from their laptops – allowed us to observe reactions, body language, Think-Aloud, etc.

c. Moderated testing:

    i. Choosing to use moderated testing allowed us to observe the participants, ask real-time and impromptu questions, as well as measure the time the participants take on the tasks.

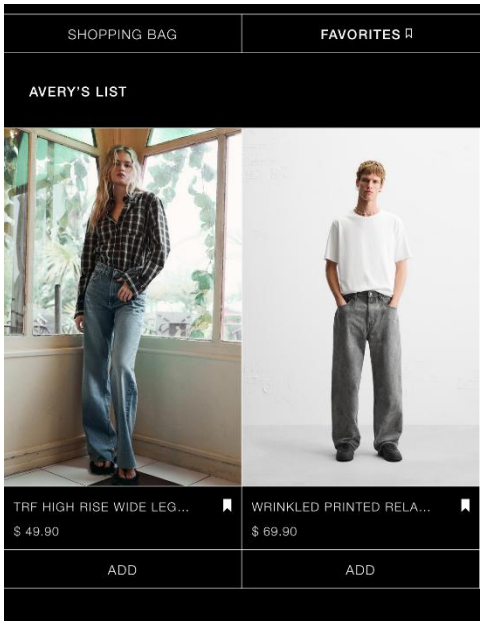
d. Order of tasks

    i. Task #1: Apply filters to find a product.



    ii. Task #2: Find the cotton percentage for a pair of jeans.

iii. Task #3: Save the previous pair of jeans to “My Favorites” and navigate to “My Favorites” to view the jeans.



e. Performance Metrics / Test tools:

i. Efficiency – Time on Task – Measuring the time the participant takes from when they start the task to when they complete it.

Task Time = End Time – Start Time

ii. Effectiveness – Success Rate – Using this level of successes:

1. Complete Success
2. Success with 1 minor issue
3. Success with a major issue
4. Failure

iii. Satisfaction

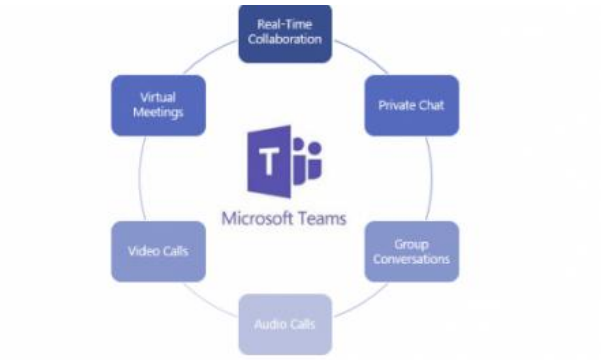
- Task-level: Single Ease Questions (SEQ) 7-point rating scale - reliable and efficient - measures how difficult the participant finds each task
- Test-level: System Usability Scale (SUS) 10 questions – has become an industry standard - measures the participant's overall perceived usability of the system

6. Details of computer/laptop/mobile, operating software, and browser used for testing:

a. Apple iPhone running an IOS operating systems – Version 16+

b. Laptops with Google Chrome browser installed.

c. The “Microsoft Teams” collaboration app/conference platform is installed on both the participants’ phones and laptops.



7. Participant recruitment process for the usability test:

a. Our team sent out a screening questionnaire (Appendix A) created in Google Forms to family, friends, co-workers, etc. The screener asked them questions about their demographics, technological background, online shopping habits, and familiarity with ZARA/similar products.

b. We cross-referenced the screening questionnaire results with our eligibility requirements and desired participant variety. (e.g. Having some younger participants and some older) Filtered out bad candidates and selected 7 (including pilot study) participants from this.

c. Asked these selected participants over text messages if they would be willing to participate in our study, provided context/background, and discussed availability.

d. Sent an email invitation for a scheduled video conference that participants accepted.

8. Task Scenarios:

a. **Task #1:** Apply filters to find a product **(Task Success)**

i. **Task Description:** Use the filtering options to narrow down product choices based on specific criteria.

ii. **Task Scenario:** You have an upcoming event for which you need to find a dress for. Use the app's filtering options to find a dress that meets the following criteria:

- Blue
- Size Medium
- Under $80
- Women's Collection
- Long sleeve

Find the first dress that meets these requirements and add it to the bag. Show us the dress has been successfully added.

iii. **Successful Completion Criteria:** The user receives a success message that a dress has been added to their bag.

iv. **Optimal Path:** From the homepage => Tap on "Menu" tab => Scroll to find the "Dresses" category => Tap on the "Dresses" category link => Select "Long Sleeve" from the filter options at the top bar => Select "Color" filter option => Select "Blue" => Click "Size" => Click "M" => Click "Price" => Drag slider to where max price is "$80.00" => Click "View Results" => Click on a desired dress choice => Click "Add" => Select the "M" size => Review "Added to your cart" screen.

b. **Task #2:** Find the cotton percentage for a pair of jeans. **(Efficiency)**

    i. **Task Description:** Find the “Composition & Care” section for a pair of jeans.

    ii. **Task Scenario:** You are looking for a new pair of jeans because your old pair got shrunk in the dryer, you want your new pair to be mostly cotton. Search men's jeans and when the search results appear, select the first result and show us where you can read the composition and care details to see its cotton percentage.

    iii. **Successful Completion Criteria**: User successfully finds and opens the composition and care section for a pair of jeans.

    iv. Optimal Path: From the homepage => Tap on “Menu” tab => Tap on “Men” => Scroll to find the “Jeans” category => Tap on the “Jeans” category link => Select a pair of jeans => Scroll vertically to find the “Composition & Care” section => Tap on “Composition & Care” section => Review product details

c. **Task #3:** Save the previous pair of jeans to “My Favorites” and navigate to “My Favorites” to view the jeans.

    i. Task Description: Add the jeans from the previous task (Task 2) to the “My Favorites” section. When the “View Lists” pop-up appears, tap on “View Lists”.

    ii. Task Scenario: The jeans from the previous task meet your requirements. You are pleased with the look of them and their product details, but do not want to check out or stop browsing yet. Save the jeans to “My Favorites”.

Navigate to the favorites section and show us they have been successfully added.

iii. **Successful Completion Criteria:** User successfully saves item and navigates to the "My Favorites" page.

iv. **Optimal Path:** From the product page => Tap on the "Bookmark" icon => When the "View Lists" pop-up appears, tap on "View Lists" => Review "Favorites" page content.

9. Usability test scripts used for the study:

a. Our team started each session with a participant orientation script. (Appendix I) This script:

   i. Gave participants an outline of what they will be doing throughout the session.

   ii. Informed participants of what is expected of them. (e.g. Think-Aloud)

   iii. Reminded participants their participation is voluntary and that we are testing the system and not them.

   iv. Confirmed consent and readiness. (Informed Consent)

   v. Provided participants with an opportunity to ask any questions before starting.

b. We ended the session by:

   i. Asking the participant any follow-up questions we had/Answer any of their questions.

   ii. Thanking the participants for their time and willingness.

   iii. Closing the session.

10. Our data collection instruments:

a. Pre-test Instruments
    i. Screening questionnaire – Demographics, Technology usage, Experience/Behavior, Comfortability
    ii. Pre-test questionnaire (Appendix C)– Background, Demographics, Skills, Familiarity, Usage Scenarios, Current Practices, Expectations

b. Mid-test Instruments
    i. Observation notes – Includes notes on participant Think-Aloud and actions.
    ii. Task timing – Team members not moderating kept track of the time from when each participant started and completed each task.
    iii. Logging task success rate
    iv. SEQ – Single Ease Questions (following each task) 7-point rating scale – measures how difficult participants find a task

c. Post-test Instruments
    i. SUS – System Usability Scale - Measures the participant's perceived usability of the ZARA mobile application
    ii. Post-test questionnaire (Appendix D) - Overall experience/usability, Likes/Dislikes, Suggested Improvements
    iii. Notes from follow up/open-ended questions

Part II: Usability Test Results

1. Participants' characteristics

a. Below are our participant demographics, each of them completed a screening form prior to being interviewed. The screening questionnaire included questions regarding:

i. Gender

ii. Age

iii. Employment status

iv. Income range

v. Technological Background

vi. Shopping Habits

vii. If they have ever heard of or used the Zara mobile app

Participant	Gender	Age	Socioeconomic Details	Technology Usage	Technology Proficiency	Cell Phone Type
1	Female	18-23	Employed	Daily	High	iPhone – iOS 16+
2	Female	18-23	Unemployed	Daily	High	iPhone – iOS 16+
3	Female	30+	Employed	Daily	Medium	iPhone – iOS 16+
4	Male	18-23	Employed	Daily	High	iPhone – iOS 16+
5	Female	24-29	Unemployed	Daily	High	iPhone – iOS 16+
6	Female	30+	Employed	Daily	High	iPhone – iOS 16+

2. Describe when, where, and how you conducted the test with each participant.

a. We opted to do all our interviews online, using Microsoft Teams.

b. An invitation link to the meeting will be sent out days before the meeting. Then for the testing we would have participants join on their phone and laptop, so we could see their screens and their reactions at the same time.

Participant	When	Where	How
1	November 5, 2024 11:00 AM	Online	Microsoft Teams
2	November 7, 2024 11:00 AM	Online	Microsoft Teams
3	November 7, 2024 6:30 PM	Online	Microsoft Teams
4	November 11, 2024 12:00 PM	Online	Microsoft Teams
5	November 12, 2024 6:00 PM	Online	Microsoft Teams
6	November 14, 2024 5:00 PM	Online	Microsoft Teams

3. Task-level results

a. After each task completion, we had our participants fill out a Single Ease Question (SEQ). SEQs measure how difficult or easy a task is from a scale of 1-7, 1 being very difficult and 7 being very easy. They are a simple quantitative usability testing method.

b. Below is a table of each of our participants and how they rated each of the three tasks:

Participant	Task 1 SEQ	Task 2 SEQ	Task 3 SEQ
1	7	7	7
2	4	7	7
3	5	1	6
4	7	6	7
5	5	7	7
6	6	7	7

c. For our participants, they found that the tasks became easier as they advanced, with task one having lower SEQ scores compared to task three having all high scores.

d. The chart below shows the average success, average time, average SEQ, and average errors across all three tasks.

Task	Average Task Success (%)	Average Time on Task (min)	Average SEQ (1-7)	Average Errors
Task 1	100%	2 min 10 sec	5.67	1
Task 2	83%	1 min 26 sec	5.83	0
Task 3	100%	16 sec	6.83	0

i. This further proves that as the participants advanced, the tasks became easier as we see a decrease in time and an increase in the SEQ averages.
ii. Overall, there are no significant errors, except for task 1, when most of the participants did not apply one of the filter options we asked them to. Although they did not apply it, it did not alter the result,
iii. However, they didn't apply it because the option was in the top bar, and they had to horizontally scroll to get there.

4. Session-level results

a. After the completion of the three tasks, participants were asked to fill out a System Usability Score (SUS). The SUS is a ten-question scale measuring from one to five and can be used on practically any kind of system.

b. Our participants were asked to complete a SUS scale upon completion of all three tasks. Afterwards, we calculated each of their SUS scores, and the table below shows their score along with the average score.

c. The passing score on the SUS scale is a 68, and totaling our participants' SUS scores gave us an average of 71.6. Meaning that the system, the Zara mobile app, is acceptable, and good (Appendix B).

d. Our participant SUS scores are varied, with one having a really high score of 97.5 and one really low score of 27.5. Although the system might have passed on the SUS scale, in our opinion, the mobile app could use some improvements in certain areas.

Participant	SUS
1	97.5
2	60
3	27.5
4	72.5
5	77.5
6	95
Average	71.6

5. What are the major categories of feedback received from the participants during observations, qualitative feedback, and quantitative metrics?
    a. The major categories of feedback received from participants during observations, qualitative feedback, and quantitative metrics were:
        i. Interface Design
        ii. Layout
6. Describe any difficulty experienced by the participants with the technology during the test process.
    a. During the pilot test and main test, users ran into some technological difficulties. These difficulties ranged from platform specific issues to task specific issues. Major difficulties were:
        i. Our original hosting platform Zoom limiting and disconnecting online test sessions.
        ii. Some of our original tasks being too confusing for new users to perform on the app.
        iii. The app having strange navigation that would lead to users either mis-clicking and getting off task or not finding what they need (ex: poorly designed search bar overlay's and poorly organized/formatted filters).

7. Explain any negative scores or failed tasks during the study.
    a. For task 2, we did have one failure, even though the SEQ score was rated highly. The reason behind the failure was because participant 3 could not figure out how to find the product details.
        i. In task 2, participants were asked to find the "Composition and Care" details for a pair of jeans.
        ii. Product pictures are displayed vertically, with vertical scrolling to view more, and there is a black bar at the bottom in which you scroll up to view product details, and you would also find the "Composition and Care" details (Appendix E).
        iii. This also explains their low SUS score of 27.5, as participant 3 stumbled for a few minutes before announcing that they give up. The last comment they left with us was: "This is stupid."
8. Derived from your findings, describe at least 4 main problems (or areas of concern) pointed out by the participants.
    a. Too much movement/animation on the app (Appendix F).
    b. Details being hidden by inconvenient scrolling (Appendix E).
    c. Inconvenient placement of search bar and filter options (Appendix H).
    d. Harsh colors on light mode of the app (Appendix G).
9. Provide design recommendations for the problems listed above.
    a. Some design recommendations for the previously mentioned problems are:

i. Reducing the amount of unnecessary movement on pages and removing excessive scrolling animations.

ii. Decluttering and redesigning the website's product filtering system to be more conventionally formatted and include features such as clickable price ranges and saving user's filter inputs while browsing through the product catalog so users do not need to continue reapplying them.

iii. Removing the search bar from the homepage.

iv. Reworking the color palette to be easier on the eye.

Part III: Project Reflections

1. Reflections (300 words)

a. Eileen's Reflection:

Choosing Zara as a usability study turned out to be educational and interesting. Going into this, I had already known Zara to be an app with a lot of issues and user problems, as years ago, I had also created a report around Zara's website, comparing them to their competitors like H&M and Uniqlo. This time around, conducting usability tests gave me a deeper understanding of what was wrong with the app, as well as certain items that users did enjoy.

Not only did I gain a deeper understanding of the app, but I have also learned how to work together as a team to collaborate, communicate, and to meet deadlines. One of the biggest challenges for me was not to assume that everyone knew how to work the system, and everyone did things a little differently. During the test sessions, it was hard not to tell participants if they were missing anything or if they had deviated from our optimal path.

Compiling the data and calculating all the averages was interesting as the times were longer than I had expected, and the scores were mixed, but overall acceptable. Initially, I had assumed that the system would not pass and receive a failure, but to our surprise, the system passed, even though it could use a lot of improvements. Participants performed better than I expected, contributing to the passing score.

Overall, the study was a valuable learning experience, and a lesson on not to assume what participants should and shouldn't know. Doing this study, I have gained more in-depth knowledge about user interface design, and what to look out for in the future when I am designing or analyzing. Through this study, I have also learned about specific user problems to look out for, and how to categorize and fix them.

b. Jaylah's Reflection:

Now that we have reached the end of our usability study on Zara's mobile app, I believe that I have gained a better understanding of not just Zara's app, but also a glimpse of the inner workings and processes behind usability research.

This project has been extremely beneficial in helping me strengthen skills that are necessary and valuable, especially in the field I am pursuing. Many group projects only scratch the surface of putting their members into situations that really promote growth, but this project has allowed me to put serious work into exercising time management, teamwork, communication with others outside of my field, etc.

There are two specific things that I really enjoyed when completing this project. One was participating in and moderating the interviews. It was very interesting to see all the different opinions and thought processes behind user's actions. The other was sitting down, sifting through our data, compiling everything, and reading the concluding data. There was something about everything that we had done finally coming together that was very satisfying.

As for challenges, I found that developing the task scenarios and scheduling interviews caused a little bit of difficulty. For task scenarios, it took a lot of trial and error to come up with tasks that were not too simple nor too difficult for our users to carry out. We ended up changing one of them as a result of the user feedback provided from our pilot study.

For scheduling the interviews, it all came down to working with the schedules of people outside of our classroom and even outside of school. Sometimes there would be scheduling changes. As a result, this project really tested our ability to think and adjust our plans quickly.

Something I think I could have improved upon is how I organized my personal interview notes. I was able to get very good information, but the way I stored it and labeled each interview led to it being semi-difficult to sift through during the final stages where we needed to compile all our information.

Overall, I enjoyed this project and found it extremely educational and beneficial in helping me prepare for my future career.

c. Ella's Reflection:

Conducting this usability test turned out to be a highly valuable learning experience. Not only did the usability study of the ZARA mobile app give me clearer and deeper insight into the intricacies of executing a user-centered study, but this usability test also helped me gain additional experience and essential skills in working with a team, moderating sessions, not assuming perceptions, and understanding the significance of precise planning.

One of the challenges I personally faced was creating the task scenarios. It was difficult for me to find that "happy medium" of providing participants what they need to perform the task but not including so much that it tells them how to complete it step by step. Other challenges I faced include not expressing any personal opinions/bias to participants during the session and mentally assuming that all of the participants would be able to see the issues or design flaws I see when looking at the ZARA mobile app.

One of the most significant takeaways from this usability test was observing how differently each user interacts with the interface. Some users can navigate it effortlessly, while others spend a considerable amount of time figuring out specific features. Some participants hated certain elements while others expressed how much they loved that exact thing. This is why

usability tests are essential, and as designers, we must not assume that everyone will interact with/perceive our designs in the same way we do. I had learned and knew that before this study, but the hands-on experience helped me deepen my perspective and understanding.

Analyzing the data was incredibly insightful. It was both interesting and exciting to observe patterns emerge and to assign meanings to the data we had prepared for and collected throughout the testing process. Overall, this experience positively transformed my perspective, provided me with valuable learning opportunities, and I am grateful for it.

2. As a group, describe what could have been implemented differently:

a. Finding a diverse age group was one of the biggest challenges for us because it was easy to find younger age ranges rather than the older age ranges. If we had more time, we would find a more diverse age group.

b. Our test environment could have also been implemented differently. If our group members and participants had more availability and time, doing in-person interview sessions could have benefited this study significantly.

c. Reading over pre/post-test questionnaire responses while still in session with the participant could have allowed us to ask the participant more direct follow-up questions and aid our observational/think-aloud data.

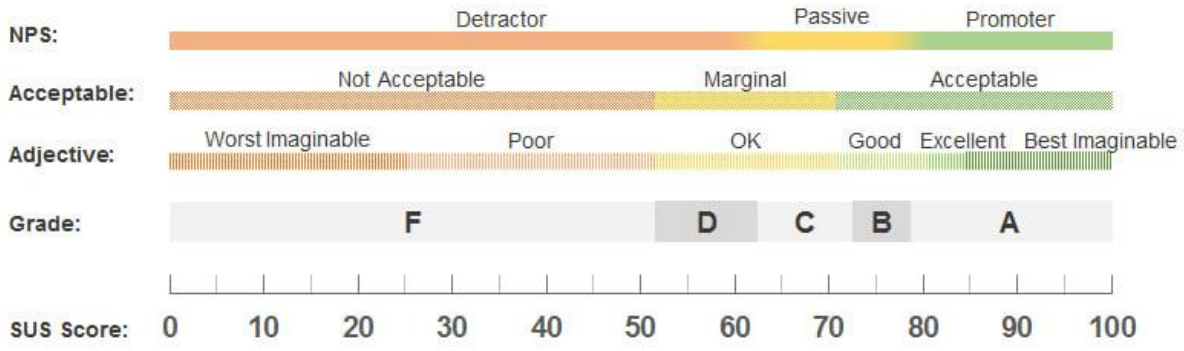
Appendix

Appendix A

Screening Questions: https://forms.gle/BixqNsZR12iW5xvf7

1. What is your gender?
2. Please specify your ethnicity.
3. We want to recruit candidates from a variety of age groups. Please select the age category you fit in.
4. What is your highest education level?
5. Are you currently a student?
6. Into what category does your annual income fall?
7. Please tell us your occupation below.
8. What type of smartphone do you use?
9. On a scale from 1 - 5, how often do you use technology?
10. On a scale from 1 - 5, how would you rate your technology proficiency?
11. On a scale from 1 - 5, how comfortable are you with using mobile apps for online shopping?
12. How often do you shop for clothes online (using apps or websites)
13. How do you usually purchase clothing items?
14. Which of the following online shopping apps do you use?
15. Have you ever heard of Zara, the clothing brand?
16. Have you ever used Zara's mobile app?
17. Is there anything you find frustrating when using mobile apps for shopping?

Appendix B


NPS:
Detractor
Passive
Promoter
Acceptable:
Not Acceptable
Marginal
Acceptable
Adjective:
Worst Imaginable
Poor
OK
Good
Excellent
Best Imaginable
Grade:
F
D
C
B
A
SUS Score:
0
10
20
30
40
50
60
70
80
90
100

Appendix C

https://docs.google.com/forms/d/1JHaVWmmTzoX21y4Xa3JBwhbqqNMdgq4WveOI3qazOi4/edit#responses

1. How often do you shop for clothes using a mobile app?
2. Do you have a favorite mobile app for online shopping? If so, what makes it your favorite?
3. How comfortable are you with using an application to purchase clothes?
4. How experienced are you with filtering products based on things such as size, price, and color while shopping online?
5. Have you ever used the Zara mobile app before?
6. How would you describe your expectations of the Zara mobile app before using it?

Appendix D

https://docs.google.com/forms/d/1Z5wjPSz2XfUdrLqplDqEl-wi0XK8TQXkU2Dx-3A1L-8/edit#responses

1. What did you think of the Zara mobile app overall?
2. Overall, please rate how easy or difficult it was to use the Zara Mobile App
3. What did you like the most about the Zara mobile app?
4. What did you like the least about the Zara mobile app?
5. How would you describe your experience with the Zara mobile app?
6. What would you like to change in the Zara Mobile app?
7. Is there anything else you want to share about Zara's mobile app that I have not asked you today?

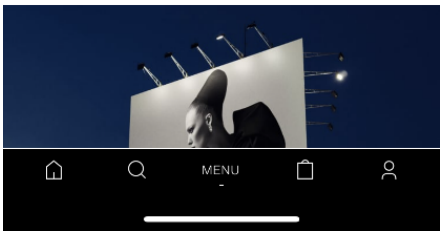
Appendix E

Appendix F


10:28
ZARA
ZARA X STEFANO PILATI
ZARA
STEFANO PILATI
COLLECTION
AVAILABLE NOW
SEARCH
MENU

Appendix G


41
EDITORIAL
LOOKBOOK
COLLECTION
PHOTOGRAPHED BY STEVEN MEISEL
FILM DIRECTED BY FABIEN BARON
METROPOLIS


MENU

Appendix H

Appendix I

Orientation Script:

“Hello! My name is [name of tester], and this is my team. Thank you for agreeing to participate in the usability testing of the Zara mobile App.

Today’s session will last about 30 minutes and will be broken down into phases. After you sign your consent form, we will begin recording and start with you filling out a brief pre-test questionnaire. Everything we ask you to complete or read will be provided to you in the chat box.

Following this, we will be giving you three tasks to attempt on the app, and we will observe you while you complete these tasks. Let us know when you are beginning each task and show us when you finish.

Please think aloud, and speak your feelings, thoughts, and reactions while you go through these tasks in the mobile app. After each task you will be asked to complete a short survey.

After the tasks, you will be asked to complete a post-test questionnaire and another short survey.

Before we begin, I would like to remind you that participation is voluntary, you are able to leave any time without penalties, and you may ask questions at any time. There are no wrong answers, and any opinions are appreciated. Remember, we are not testing you, we are testing the system. Please sign the consent form if you are still willing to participate in this study.

Are there any questions before we begin?”

References

Sauro, J. (2018, September 19). *5 Ways to Interpret a SUS Score – MeasuringU*. Measuringu.com. https://measuringu.com/interpret-sus-score/