

## Usability Test Questions

- **Task 1:** Start from the top of the page and scroll through the landing page and tell us what you think of the overall design (colour, images, typography) and layout of information. Now explain what you think each element of this page is trying to make you do.
  - ❖ How does the design of this website influence your assumption of the price range of this brand? Give an example of another clothing brand with similar prices.
  - ❖ (1-5) Rate the trustworthiness of this website on first impression
- **Task 2:** Scroll through the navigation menu and discuss your thoughts.
  - ❖ How would you improve it?
- **Task 3:** Find a top appropriate for workwear that is under £40 in your size. This top needs to feel warm as we approach the winter season. Speak your thoughts out loud as you look for an option that meets your needs. Make sure to comment on all aspects of the searching process and product information.
  - ❖ Overall this task was (1-5)
  - ❖ Is there anything that you feel is out of place or confusing to you from the product details?
- **Task 4:** Today is Sunday. You would like this product to arrive by Friday. Find out what your delivery options are and assess the estimated delivery time for your product. Remember to speak your thoughts out loud.
  - ❖ Overall this task was (1-5)
  - ❖ How could this section be improved?
- **Task 5:** Still using this site, how would you find out what other shoppers are wearing to get inspired? Find something you like and add it to your basket.
  - ❖ Overall this task was (1-5)
  - ❖ Is there anything missing or confusing?
- **Task 6:** You want to find the latest items this brand has brought in for the new season. Find a pair of boots you like.
  - ❖ Overall this task was 1-5
  - ❖ Is there anything missing or confusing?
- **Task 7:** Think of a specific product you would like to buy, find it and then go all the way to check out, up until you enter your card details. Speak your thoughts aloud throughout the entire process.
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- ❖ How was your overall experience with purchasing a product from this website? 2
- ❖ What are some ways in which the website can be improved?
- ❖ Would you recommend this shopping website to others?
- ❖ How easy was it to read the information on site?
- ❖ Did you find a discount code to use at checkout?