

# Usability Testing Report for "A Sharper Image" Landscaping Website

## 1. Introduction

**Purpose:** The purpose of this usability test was to evaluate the user experience of the "A Sharper Image" landscaping website and identify any usability issues.

**Scope:** The test focused on the main features of the application, including the signup process, login process, scheduling an quote, canceling a service, leaving a review, and navigating through the main sections (Home, Service, quotes, Cancel Service, Review, Social Media).

**Objectives:**

- Assess the ease of use of the signup and login processes.
- Evaluate the clarity and effectiveness of the navigation.
- Identify any usability issues that may hinder the user experience.

## 2. Methodology

**Participants:** 3 participants were recruited for the test. They were a mix of coworkers and friends.

**Tasks:**

1. Sign up for a new account.
2. Log in to the application.
3. Navigate to the "Service" page and view the available services.
4. Schedule an quote.
5. Cancel an appointment.
6. Leave a review.

**Test Environment:** The test was conducted remotely using Zoom and in person. Participants used their own devices, which included laptops and desktops with various operating systems and web browsers.

**Procedure:** Participants were given a brief introduction to the test and instructed to think aloud while completing the tasks. While I observed and took notes on their interactions and feedback.

## 3. Findings

### Task Completion:

- **Sign up:** 3/3 participants successfully signed up.
- **Log in:** 3/3 participants successfully logged in.
- **Navigate to Service page:** 3/3 participants successfully navigated to the Service page.
- **Schedule an quote:** 3/3 participants successfully scheduled an appointment.
- **Cancel an appointment:** 3/3 participants successfully canceled an appointment.
- **Leave a review:** 3/3 participants successfully left a review.

### Time on Task:

- **Sign up:** Average 2 minutes.
- **Log in:** Average 1 minute.
- **Navigate to Service page:** Average 30 seconds.
- **Schedule an appointment:** Average 3 minutes.
- **Cancel an appointment:** Average 2 minutes.
- **Leave a review:** Average 2 minutes.

### Errors:

- **Schedule an appointment:** 1 participant encountered an error message when submitting the form.
- **Cancel an appointment:** 1 participant were unsure how to navigate to the cancel appointment page.

### Participant Feedback:

- **Positive:** Participants found the design clean and the navigation straightforward.
- **Negative:** Some participants found the appointment scheduling process confusing and suggested clearer instructions.

## 4. Analysis

### Usability Issues:

1. **Appointment Scheduling:** Confusing form submission process.

2. **Cancel Appointment Navigation:** Lack of clear navigation to the cancel appointment page. -

#### **Severity Ratings:**

1. **Appointment Scheduling:** Moderate
2. **Cancel Appointment Navigation:** Minor

#### **Root Causes:**

1. **Appointment Scheduling:** Lack of clear error messages and form validation.
2. **Cancel Appointment Navigation:** Insufficient navigation cues.

#### **5. Recommendations**

##### **Improvements:**

1. **Appointment Scheduling:** Improve form validation and provide clear error messages.
2. **Cancel Appointment Navigation:** Add clearer navigation cues and instructions.

##### **Prioritization:**

1. **Appointment Scheduling:** High priority
2. **Cancel Appointment Navigation:** Medium priority

#### **6. Conclusion**

**Summary:** The usability test identified several areas for improvement, particularly in the appointment scheduling process and navigation to the cancel appointment page. Overall, participants found the application easy to use and appreciated the clean design.

**Next Steps:** Implement the recommended improvements and conduct a follow-up usability test to evaluate their effectiveness.

#### **Detailed Findings and Recommendations**

##### **Task 1: Sign Up for a New Account**

##### **Findings:**

- All participants successfully signed up without any issues.
- The form was straightforward and easy to complete.

**Recommendations:**

- No changes needed.

**Task 2: Log In to the Application****Findings:**

- All participants successfully logged in without any issues.
- The login process was quick and intuitive.

**Recommendations:**

- No changes needed.

**Task 3: Navigate to the "Service" Page****Findings:**

- All participants successfully navigated to the Service page.
- The navigation links were clear and easy to find.

**Recommendations:**

- No changes needed.

**Task 4: Schedule an Appointment****Findings:**

- One participant encountered an error message when submitting the form.
- Some participants found the form submission process confusing.

**Recommendations:**

- Improve form validation and provide clear error messages.
- Add instructions or tooltips to guide users through the form submission process.

**Task 5: Cancel an Appointment****Recommendations:**

- Add clearer navigation cues and instructions to help users find the cancel appointment page.
- Consider adding a direct link to the cancel appointment page from the appointment confirmation email.

## **Task 6: Leave a Review**

### **Findings:**

- All participants successfully left a review without any issues.
- The review form was easy to find and complete.

### **Recommendations:**

- No changes needed at the moment.

### **Final Thoughts**

The usability test provided valuable insights into the user experience of the "A Sharper Image" landscaping website. By addressing the identified issues and implementing the recommended improvements, the website can provide an even better experience for its users. Conducting a follow-up usability test after making these changes will help ensure that the improvements are effective and that the website continues to meet user needs.