

Usability Analysis

Task List and Observational Grade for Participant #1 (Final Prototype)

- 1) Find link to customer support - 5
- 2) Create an account - 5
- 3) Find Weekly ads - 3
- 4) Find website help link - 3
- 5) Using the filter function, find dairy and egg products that are on sale - 0
- 6) Find link to digital coupons - 4
- 7) Find about us link - 5
- 8) Find Kroger promotion sales - 5
- 9) Find pickup FAQs - 2
- 10) Find information about health and wellness services - 5

Task List and Observational Grade for Participant #2 (Final Prototype)

- 1) Find link to customer support - 5
- 2) Create an account - 5
- 3) Find Weekly ads - 4
- 4) Find website help link - 4
- 5) Using the filter function, find dairy and egg products that are on sale - 0
- 6) Find link to digital coupons - 5
- 7) Find about us link - 2
- 8) Find Kroger promotion sales - 5
- 9) Find pickup FAQs - 4

10) Find information about health and wellness services - 5

For my usability analysis, I conduct a final observation on the prototype. With this prototype, I made use of the same task list that was used during the observation of the Kroger website. When analyzing the observations of the two participants of the study, a number of improvements can be seen from their usage of the Kroger website and the senior prototype of the website. For example, when looking at the task list score, the score went up between the the Kroger website and the senior mode prototype. As such, two main points can be observed due to this study. The first is that, these observations confirm that there are usability challenges that elderly internet users face and two that these challenges can be improved upon in order to improve the overall user experience of elderly internet users. In the end, the prototype was able to demonstrate the initial idea of using a senior friendly mode, in order to improve the overall user experience for elderly internet users.