



Wisconsin Dairy Council

Website Interface Report

Assignment: [Usability Testing Your Website Interface Report](#)

Researchers

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Company

Wisconsin Dairy Council <http://www.wisconsin dairycouncil.com/>

Introduction

This usability testing project is designed to improve our understanding of how users interact with the Wisconsin Dairy Council website and where they feel like the website does not meet their needs.

The main usability issues that we will be addressing with this project will be the success or failure of the information architecture and navigational user pathways of the Wisconsin Dairy Council website. This project will be designed to determine whether users are able to easily access basic pieces of information and fully utilize website functionality.

Research Questions

- Is the hierarchy of information, logical and intuitive to users?
- When the user interacts with the site are they receiving the information and feedback they expect?

Participant Information

Due to the time constraints of the quarter, participants were all students from a usability classroom. As a result the participants may have been more proficient at navigating and understanding web layout than a typical user. The participants were 71% female and the average age was 28.71 years old.

Methods

During this usability test, our research team conducted a total of seven individual testing sessions. Before they began, participants were asked to read and complete a consent form and pre-test questionnaire. Once the pre-test documents were completed participants were set up at a computer to begin the testing. Participants were asked to complete approximately 3 tasks using the **think aloud** protocol. This involves the participants vocalizing everything that they are doing, and why. Using this protocol allowed the researchers to follow the user's thought pattern. Upon completion of the tasks the participants filled out a post-test questionnaire where they evaluated and discussed their experiences with the website.

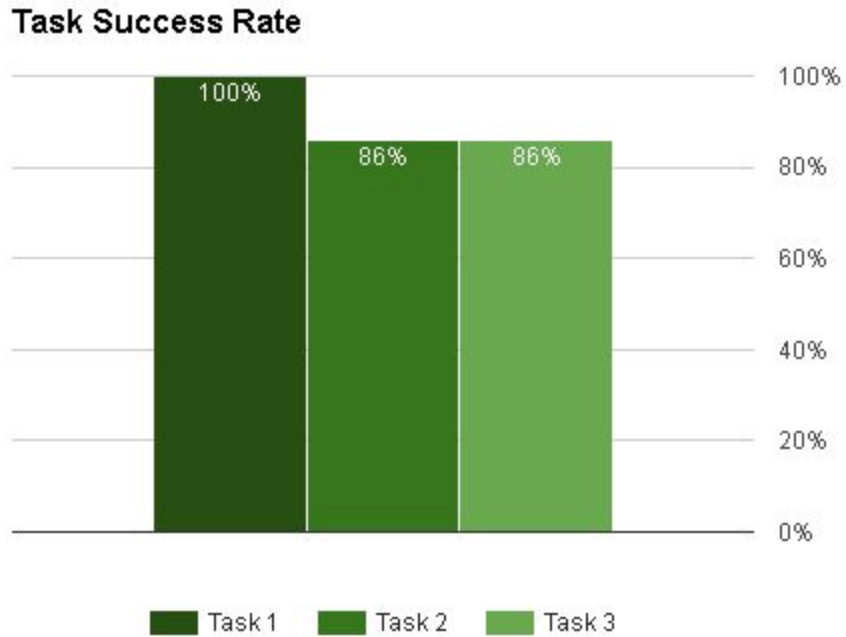
Logistics

The Usability testing was administered inside of a Seattle central classroom. The administrator sat next to the participant as they performed the usability test. The administrator recorded the entire computer session, as well as documented any relevant information during the test.

Usability Test Results

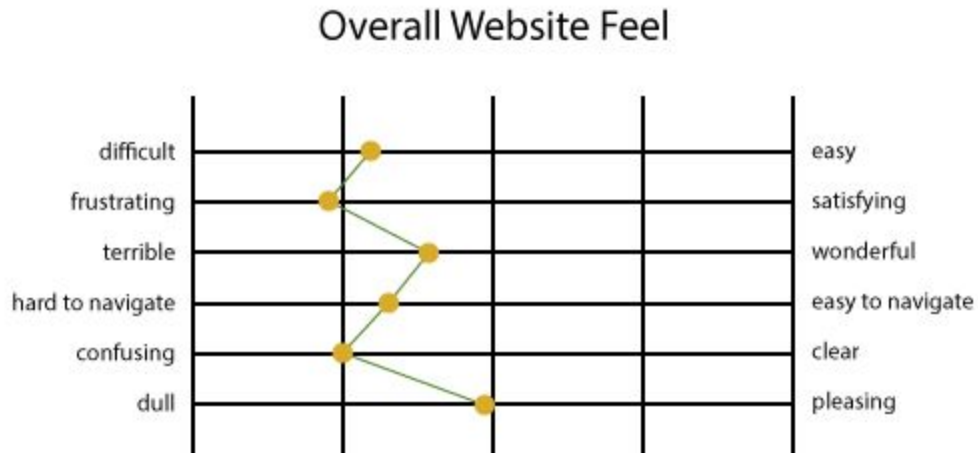
Success Rate

The majority of the participants were able to successfully complete the three tasks during the usability testing session. All participants (100%) were able to complete task 1 (Chocolate Milk Comparison). 6 of the 7 participants (87%) were able to complete task 2 (Shopping Cart). Finally, 6 of the 7 participants (87%) were able to complete task 3 (Butter Companies).



Overall Rating

Based on the feedback from the participants post-test questionnaires, the overall feel of the website was negative. Participants were frustrated with their experience and found it confusing to use. They were mostly neutral about the aesthetics of the website.



Likes & Dislikes

Likes:

P1 : "The Milk Comparison of calories is good."

P2: "Search function works well and is fast."

P2: "Good color palate."

P3: "I was impressed with the animation."

P4: "Design is simple and relatively clean."

P4: "Navigation is pretty well organized and well-contained."

P:5 "The site looks good, simple,"

P:7 "The 'add to cart' button on items was bright and easy(ish) to see."

Dislikes:

P1: "The Shopping process should be easier."

P2: "Store and cart seemed convoluted. A "store" item on the nav would help."

P2: "Navigation bar is organized poorly."

P3: "Type size is too small, nav is squashed."

P3: "Either make the logo match the aesthetics or update the logo."

P3: "Navigation makes no sense."

P4: "Organizational structure of educational materials catalog could be improved."

P4: "Visibility of shopping cart should be on homepage as well as somewhere at the top of the page."

P5: "Shopping cart is hard to find."

P6: "Side nav should "pop" more, not super visible."

P7: "Label language is vague."

Participant Inputs

Information Architecture

P2: "Rename labels for top tier pages."

P3: "Fuel up to Play 60 should be under Contest."

P3: "There should be a dropdown for Dairy Products first."

P4: "Repetitive links on homepage."

P5: "Information Architecture needs reorganized."

P7: "Terrible, not organized or intuitive."

Navigational User Pathways

P1: "Shopping Cart user pathway needs improvement"

P5: "Pathways are easy to navigate if you are familiar with the content."

P7: "Not easy to figure out where you need to go to find information."

Aesthetics

P2: "Two thumbs up! But needs responsive work."

P3: "Branding clash between logo and design of the site."

P4: "Logo too small."

P5: "The feel of the site is refreshing."

P6: "Cart button doesn't match the rest of the design."

Usability Test Findings

Finding #1

Participants communicated experiencing trouble locating the shopping cart.

Problem	Link to user shopping cart non-existent and/or in an unexpected place on the page.
Recommendation	Put shopping cart in easily accessible and visible location, carts are usually located in the top right corner.
Participants Supporting the Finding	P1, P5, P7
Severity	High

Finding #2

Participants found that overall typography was poor.

Problem	Font size too small, particularly the navigation labels.
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Recommendation	Increase font size and line spacing. Reduce clutter by auditing and simplifying content. Simplify navigation labels.
Participants Supporting the Finding	P3, P4, P6
Severity	High

Finding #3

Participants thought navigation was poorly organized

Problem	Mislabeled, misleading, hierarchy of items is not logical
Recommendation	Perform a card sort to create logical navigational pathways, organization and labels.
Participants Supporting the Finding	All participants felt this way
Severity	High

Finding #4

Participants did not find the aesthetics to be appealing.

Problem	Branding clash between logo design and site, logo too small, certain elements do not match the rest of the site.
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Recommendation	Keep design choices consistent throughout the site. Make sure logo design reflects the themes of the website.
Participants Supporting the Finding	P3,P4,P6
Severity	Moderate

Finding #5

Participants thought site wouldn't work well on different devices

Problem	Site is not responsive.
Recommendation	Add responsivity to website pages. Test functionality and look and feel on different devices.
Participants Supporting the Finding	P2
Severity	Low

Conclusion

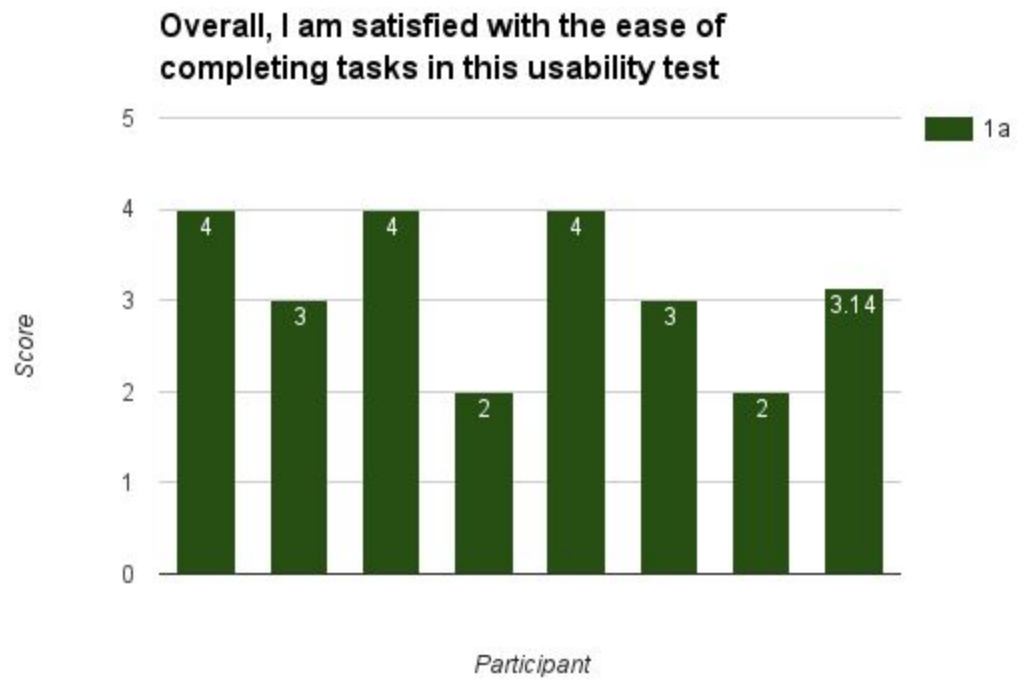
Our research team set out to test usability issues such as the success/failure of the information architecture and navigational user pathways of the Wisconsin Dairy Council website. Based off the feedback we received we were able to develop a better understanding of whether users were able to easily access basic pieces of information and fully utilize website functionality.

Generally there were large problems with the shopping cart location as well as function. Though 6/7 participants completed this task, the navigational pathways proved to be confusing and frustrating. All participants expressed issues locating the cart. The website relies on the user's own memory to get them where they need to go. When adding items to the cart there is no confirmation of user action. Once on the cart page there is not a clear way to remove or add extra items. One participant actually ended up accidentally submitting the form and ordering school supplies instead of removing them.

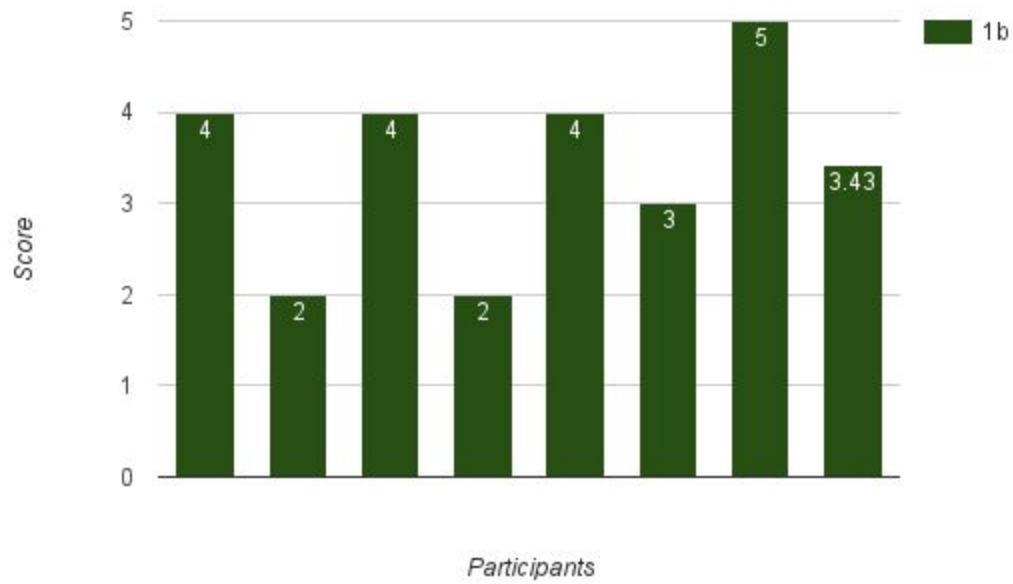
All participants experienced trouble navigating the Wisconsin Dairy Council website. Participants felt that the navigation items didn't make sense and often resulted in excessive searching for a logical path. This affected the participants experience and promptness in completing the tasks.

Through our research our team found evidence for a number of usability issues. Some of the issues are more detrimental to site users and should be addressed. A reorganization of the navigation should be done to simplify the user experience. The shopping cart should be redesigned to fit the standards of typical industry websites or placed in a position that is expected by the audience. Streamlining website aesthetics will enhance the user experience. Using colors consistent with the logo and brand could create better recognition and overall feel to the website.

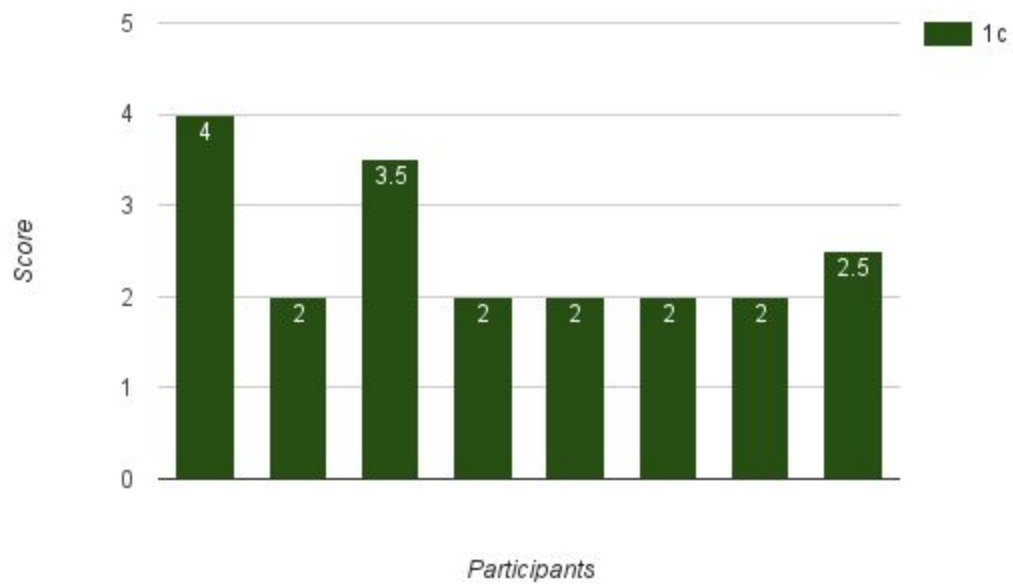
Appendix



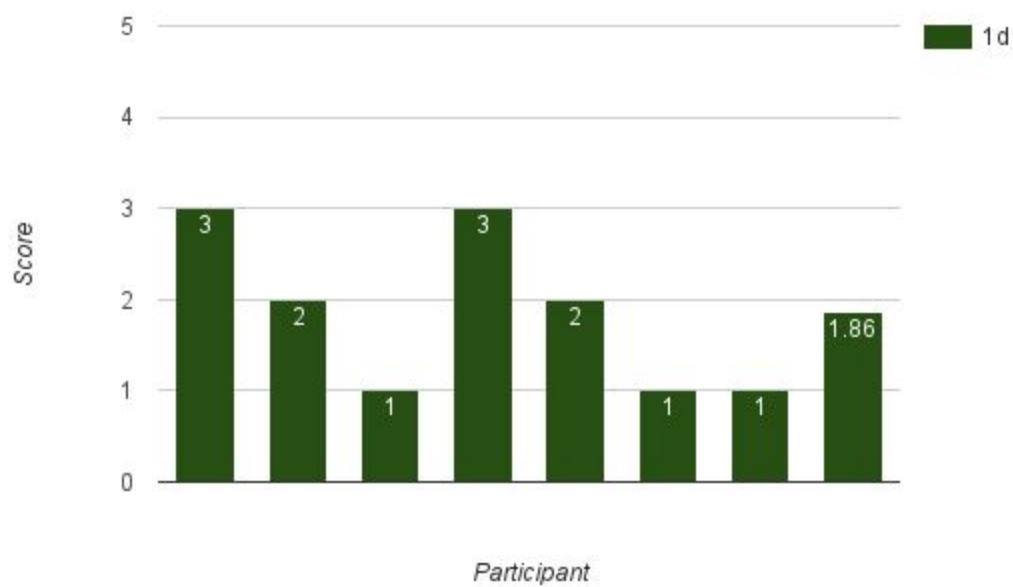
Overall, I am satisfied with the amount of time I took to complete each task in this usability test.



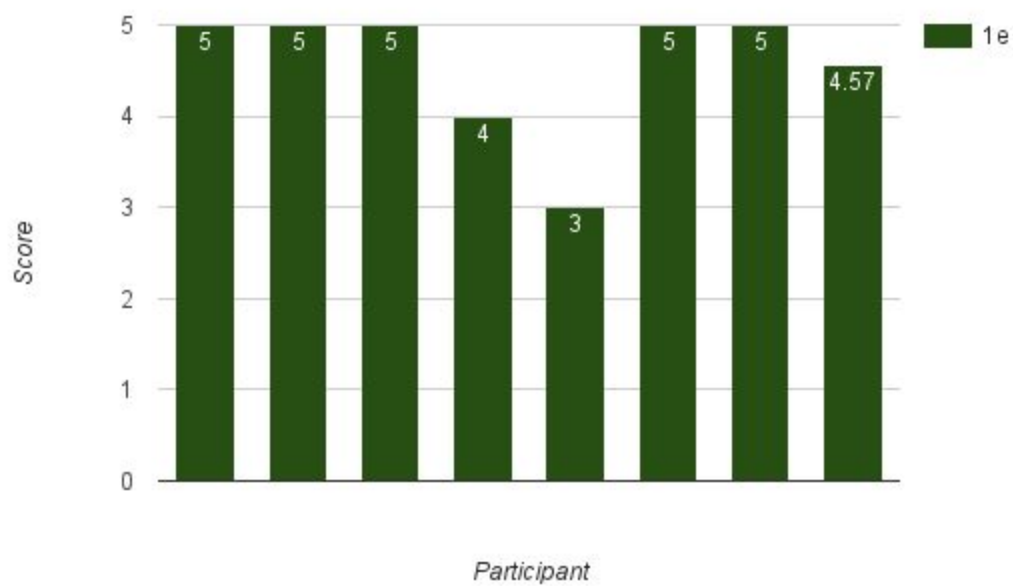
I would have organized the website's information navigation differently



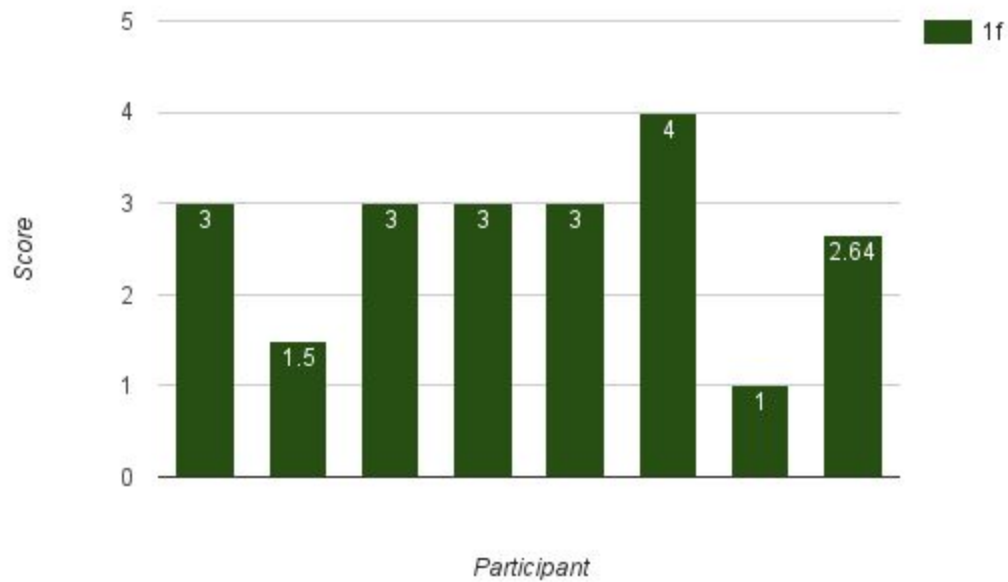
I thought the website was consistent in terms of navigation



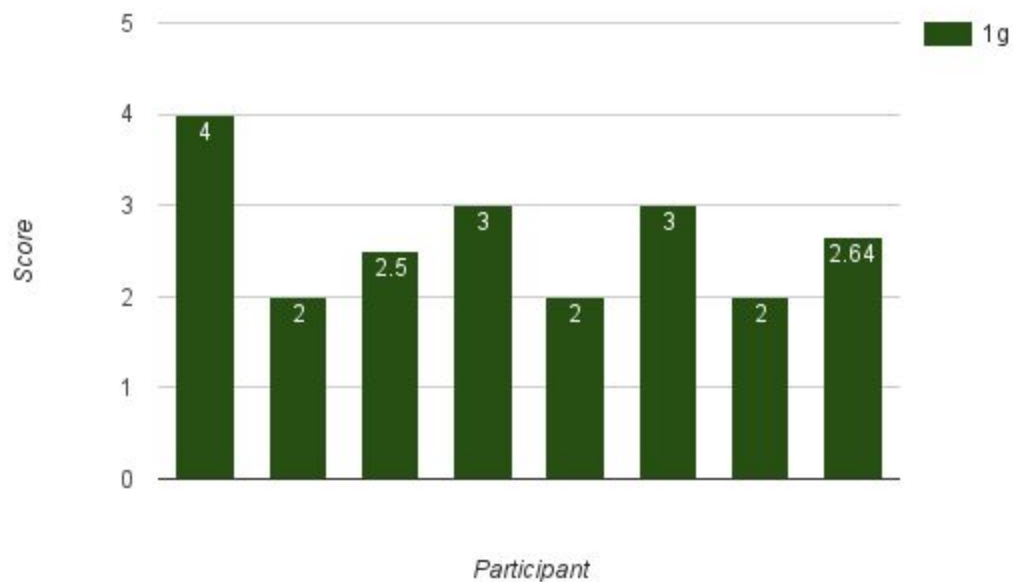
I felt very confident determining the pathways to find specific information



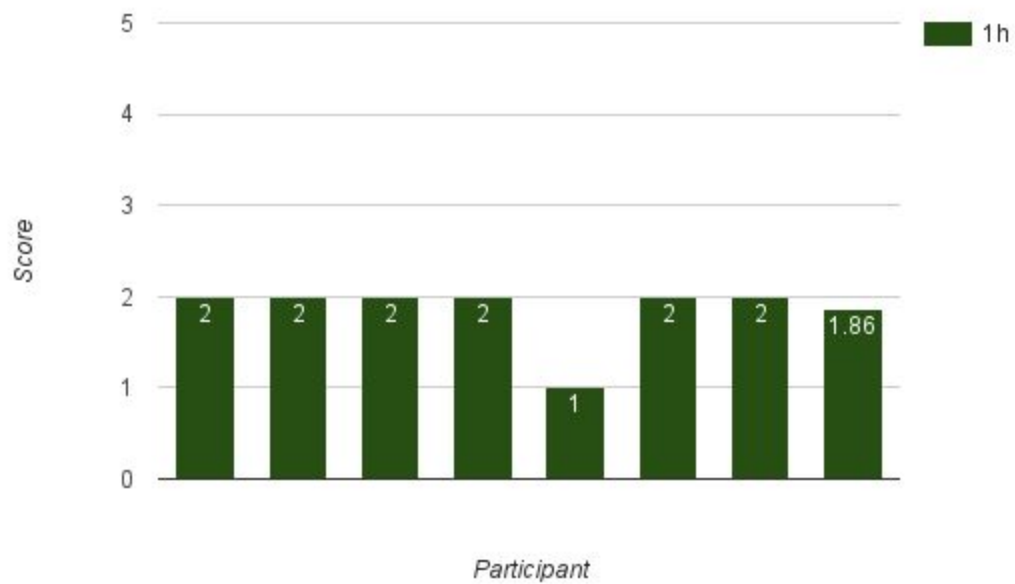
I think that most students would quickly learn to find specific information in this website



I felt very confident determining the pathways to find specific information



I think that most students would quickly learn to find specific information in this website



The interface of the website is pleasant

