Participant Script

(This is what the participant receives—either as printed handout, onscreen text, or verbal instructions from moderator.)

Scenario 1:
You want to buy you swimwear (Tech Suit) for your competition next week.

Task:
Using the SwimOutlet website, find the swimwear called "Arena men's Powerskin ST Next jammer Tech Suit Swimsuit and add it to your cart.

Scenario 2:
You want to buy swimwear in the future too, so you want to create an account to save your details for faster checkout.

Task:
Create an account using Facebook.

Scenario 3:
You have all the item that you need now you want to purchase it.

Task:
Proceed to payment and checkout, complete all required information on the checkout page. (Stop at the confirm payment part)

Please do each task in order. If anything is confusing, just do your best and share your thoughts.

Usability Test Plan

Purpose:

The purpose of this usability test is to evaluate SwimOutlet's e-commerce website for critical shopping tasks and identify the issues that may hinder user's purchase decisions. The findings will help improve the user experience and increase conversion rates.

Test Goals:

- See how easily users can add items to their shopping carts
- Determinate how easily it is for the users to create an account or logging in
- Evaluate the efficiency of the checkout and payment process

Test Participants User Profile:

User type: Adult living sin Singapore that are interested in the swimming community

Age: 18 to 35 years old

Attribute: Able to use mobile phone and online websites/platform to shop online

Shopping experience: Had shop online on an e-commerce website at least 5-6 times before

Number of Test Participants:

6 main test participants and 2 backup participants

Length of Test Session:

Total: 25 minutes

- 3 mins for instructions and pre-test briefing
- 15 mins for test sessions
- 5 mins for post task questionnaire
- 2 mins for post test questionnaire

Test Location and Environment Set Up

- It will be a remote moderated usability test using Zoom.

- Participants only need their own electronic devices in a familiar environment

- Participants will be asked to share screen on zoom and moderators will use a application called "ScreenRec." Where it will record the participants interaction and voice.

Metric Data Collection:

Task success rate:
- 5 out of 6 participants (83%) successfully created an account without assistance

Task time:
- Average time to add an item in cart: 2 minutes 15seconds (limits are 3min and below)

Error rate:
- 3 participants click on sign in instead of the create a new account button during registration task

Satisfaction:
- Average rating 4 out of 5 for adding items, 3 out of 5 for account creation, 5 out of 5 for payment and checkout process

Usability issues log:
- Issue 1: Users could not find the "create an account" button easily
- Issue 2: Users ask whether all the details at the checkout page are necessary as there are too many field to input

Usability Scenarios

Scenario 1: You are shopping for your swimwear (Tech Suit) on SwimOutlet for your competition next week.
Task: Find the swimwear called "Arena men's Powerskin ST Next jammer Tech Suit Swimsuit" and add it to your cart.

Answer path:
1. Navigate to swimwear from the homepage menu.
2. Select competition category
3. Click on technical suit (Tech Suit)
4. Browse through the swimwear's
5. Look for "Arena Men's Powerskin ST Next jammer Tech Suit Swimsuit"
6. Select the size and colour options
7. Click add to cart

Scenario 2: You have a swimwear in mind that you plan to buy so you want to create an account to save your details for faster checkout.
Task: Create an account using Facebook.

Answer path:

1. Click sign in on the top right hand side of the SwimOutlet homepage
2. Click sign in
3. Scroll down till you see "Do not have an account? Create an account" and click it
4. Click on sign in using Facebook
5. Fill in required field (Username and Password)
6. Click on create account
7. Confirm account creation (check for success messages)

Note please use the given dummy account for account creation
Username: dummyuser377@gmail.com
password: ugZzYw73WdGFuCY

Scenario 3: You have all the items that you need in your cart now you plan to complete the purchase.
Task: Proceed to payment and checkout (Stop at the confirm payment part)

Answer path:

1. Click on the shopping cart icon
2. Review item and click checkout
3. Enter shipping details
4. Select shipping method
5. Enter payment details (Credit card info)
6. Click on pay (Stop there)

Post Task Questionnaire

➢ Rate how easy or difficult it was to complete this task on a scale of 1-5:
1 – Very difficult / 2 - Moderately difficult / 3 – Neither easy nor difficult / 4 – Moderately easy / 5 – Very easy

➢ Rate how confident you are that you complete the task correctly on a scale of 1-3:
1 – Very confident / 2 – Somewhat confident / 3 – Not confident

➢ Did this task take more time than you expected?
Yes or No

➢ Did you feel frustrated while completing this task?
Yes or No

Please explain why you gave that rating!

Post Test Questionnaire

➢ Rate your overall satisfaction with the SwimOutlet website on a scale of 1-5:

1 – Very difficult / 2 - Moderately difficult / 3 – Neither easy nor difficult / 4 – Moderately easy /
5 – Very easy

➢ What did you like most about the website & what was the most frustrating part of your experience

Please explain why you gave that rating!

➢ Would you recommend this website to your peers and friends on a scale of 0-10:

0 – Not at all / 5 – Maybe / 10 – Will confirm recommend

➢ Lastly what improvement would you suggest for SwimOutlet?

Please explain why you gave that rating!

Moderator Script

Hi, my name is XinXiang, and I'll be guiding you through this session.

Thank you so much for coming in today. Before we get started, I want to tell you a little about what you'll be doing and give you a chance to ask any questions.

Today, we're asking you to try out the **SwimOutlet.com website** and complete a set of tasks. Our goal is to see how easy or difficult you find the site to use.

I'll be recording your reactions and comments as you use SwimOutlet.com. I want to make it clear that we're testing the **website**, not you. You can't do anything wrong here. We really want to hear exactly what you think, so please don't worry about hurting anyone's feelings. Your honest feedback will help us improve SwimOutlet.com.

As we go along, I'll ask you to "think aloud"—just say what you're thinking as you work through the tasks and screens, even if it's something like, "I am not sure what to do." This helps us understand your experience.

If you have any questions, feel free to ask. I might not be able to answer them right away because we want to see what you do without extra help—but I'll answer any remaining questions at the end.

Do you have any questions before we start?

(Wait for questions, then continue.)

Moderator:
I'm going to give you a series of tasks, one at a time. Just go through each task as you normally would, and please let me know when you're done.

Task 1 (Read to participant):

"Here's your first scenario: You are shopping for your swimwear (Tech Suit) on SwimOutlet for your competition next week. Find the swimwear called 'Arena men's Powerskin ST Next jammer Tech Suit Swimsuit' and add it to your cart."

"Remember to say your thoughts out loud as you work."

(Wait and observe. Only help if the participant is completely stuck. Take notes.)

Answer Path (for moderator validation):

➢ Navigate to swimwear from the homepage menu.
➢ Select competition category
➢ Click on technical suit (Tech Suit)
➢ Browse through the swimwear's
➢ Look for "Arena Men's Powerskin ST Next jammer Tech Suit Swimsuit"
➢ Select the size and colour options
➢ Click add to cart

Post-task question:

➢ Rate how easy or difficult it was to complete this task on a scale of 1-5:
    1 – Very difficult /
    2 - Moderately difficult
    3 – Neither easy nor difficult
    4 – Moderately easy
    5 – Very easy

➢ Rate how confident you are that you complete the task correctly on a scale of 1-3:
    1 – Very confident
    2 – Somewhat confident
    3 – Not confident

➢ Did this task take more time than you expected?
    - Yes or No

➢ Did you feel frustrated while completing this task?
    - Yes or No

Please explain why you gave that rating.

Moderator:
Thank you. Now let's move on to the next one.

Task 2 (Read to participant):

"Here's your second scenario: You have a swimwear in mind that you want to buy so you want to create an account to save your details for faster checkout. Create an account using Facebook"

"Remember to say your thoughts out loud as you work."

(Wait and observe. Only help if the participant is completely stuck. Take notes.)

Answer Path (for moderator validation):

- Click sign in on the top right hand side of the SwimOutlet homepage
- Click sign in
- Scroll down till you see "Do not have an account? Create an account" and click it
- Click on sign in using Facebook
- Fill in required field (Username and Password)
- Click on create account
- Confirm account creation (check for success messages)

Note please use the given dummy account for account creation
Username: dummyuser377@gmail.com
password: ugZzYw73WdGFuCY

Post-task question:

➤ Rate how easy or difficult it was to complete this task on a scale of 1-5:
  1 – Very difficult /
  2 - Moderately difficult
  3 – Neither easy nor difficult
  4 – Moderately easy
  5 – Very easy

➤ Rate how confident you are that you complete the task correctly on a scale of 1-3:
  1 – Very confident
  2 – Somewhat confident
  3 – Not confident

➤ Did this task take more time than you expected?
  - Yes or No

➤ Did you feel frustrated while completing this task?
  - Yes or No

Please explain why you gave that rating.

Moderator:
Thank you. Now let's move on to the final task.

Task 3 (Read to participant):

"Here's your third scenario: You have all the items that you need in your cart now you plan to complete the purchase. Proceed to payment and checkout but stop at the confirm payment part"

"Remember to say your thoughts out loud as you work."

(Wait and observe. Only help if the participant is completely stuck. Take notes.)

Answer Path (for moderator validation):

- Click on the shopping cart icon
- Review item and click checkout
- Enter shipping details
- Select shipping method
- Enter payment details (Credit card info)
- Click on pay (Stop there)

Post-task question:

➢ Rate how easy or difficult it was to complete this task on a scale of 1-5:
    1 – Very difficult /
    2 - Moderately difficult
    3 – Neither easy nor difficult
    4 – Moderately easy
    5 – Very easy

➢ Rate how confident you are that you complete the task correctly on a scale of 1-3:
    1 – Very confident
    2 – Somewhat confident
    3 – Not confident

➢ Did this task take more time than you expected?
    - Yes or No

> ➢ Did you feel frustrated while completing this task?
>   - Yes or No

Please explain why you gave that rating.

Post-test questions:

> ➢ Rate your overall satisfaction with the SwimOutlet website on a scale of 1-5:
>   1 - Very difficult
>
>   2 - Moderately difficult
>
>   3 – Neither easy nor difficult
>
>   4 – Moderately easy
>
>   5   – Very easy
>
>   : Please explain why you gave that rating!

> ➢ What did you like most about the website & what was the most frustrating part of your experience
>   : Please explain why you gave that rating!

> ➢ Would you recommend this website to your peers and friends on a scale of 0-10:
>   0 – Not at all
>   5 – Maybe
>   10 – Will confirm recommend
>
>   : Please explain why you gave that rating!

> ➢ Lastly what improvement would you suggest for SwimOutlet?
>   : Please explain why you gave that suggestion!

Moderator:
Thank you. Your feedback has been very helpful. Do you have any questions for me about what you just worked with?

OK, we're finished.
Thank you for participating in this evaluation session. Your feedback has been very useful to us.