

User Research Report



Target Market:

- The target market for this website would be anyone in the woodworking industry, from machinery sales to sawmill operators. There would be little to no interest from users outside of this field.

Participant Recruitment:

- Attendees were asked in person at the Annual Meeting of MMPA (Molding & Millwork Production Association) in San Antonio, Texas during the week of April 7 – 11, 2019 if they were interested in participating in a usability study for a new website. Participants that had time in their schedule agreed to meet on Wednesday, April 10th, 2019 in 30 minute increments from 12:00 pm – 2:30 pm.

Demographics:

- 5 participants
- ages ranging from 29-62
- 1 female, 4 male participants
- All participants are attendees of MMPA (Molding & Millwork Production Association) and are familiar with the woodworking industry.

Study Procedures:

- Each user was told they are a cabinet manufacturer in search of a product that would benefit their company. They have a budget of \$15,000 and are located in Denver, Colorado.
- They were given a series of tasks, orally, by the moderator, myself. They received the next task after completing the first. Studies were recorded for note taking purposes after-the-fact and participants were made aware of their rights at the start of the study.

Task List:

- **Task 1**
 - Do you see anything on the home page of the website that interests you? Where would you go first?
 - I began by testing user's reactions to the home page. I wanted to see what stood out to them, or if anything caught their attention. If there was somewhere they wanted to go on the site, I wanted to find that out instead of immediately directing them somewhere.

- **Task 2**
 - Try to find a machine or spare part you'd like to purchase for your company.
 - Next, I told users to look for a machine or spare part they'd like to add to their production line. Because they are familiar with the industry, they should have enough knowledge to land on a machine they are looking for without needing a more specific instruction. I also didn't want users to be distracted by telling them to find a certain product, if they were instead interested in another.
- **Task 3**
 - What are the most important factors for you when choosing which machine to order?
 - In case it wasn't clear from watching the previous tasks, I asked users to state specifically what had been the most important deciding factors as they made their choice on which machine to purchase. I wanted to hear what they said rather than view the site through my own bias.
- **Task 4**
 - Complete your purchase (up to a certain point) of your desired product.
 - I wanted to watch users go through the ordering process to see if there was anything they didn't understand or wasn't clear while they were completing their order

Conclusion Questions:

- **Conclusion Question 1**
 - Is there anything that can be improved upon in the navigation?
 - Most participants stated that the navigation was simple enough to follow and that the search function brought up what they searched for.
- **Conclusion Question 2**
 - Is there anything that can be improved upon in the ordering process?
 - Most participants had no faults with the ordering process.
 - One participant noted that the pop-up notifications took a few seconds longer to appear than they would on other sites they've used.

Key Findings:

- Some participants wanted to know more detailed information about the machines, such as types of plugs available for power and cord length on hand-guns. Because of this, those details were added.
- Some participants assumed the 'right click' arrow on the product page was to take them to a comparable product or spare parts for the product they were viewing, instead it took them to the next product on the website, whether it was related or not. Because of this, that feature was removed.
- Some participants had confusion based on the variety of products sold, because of this, more information was added to the website for clarification on what products they would find on the site.

- Page loads and pop-up notifications seemed to lag during the user testing, that could be due to connectivity issues or browser use but I have addressed those issues.

Based on the usability study, I incorporated more descriptions to machinery and spare parts product pages, removed confusing buttons to next product pages from current page, and revamped the home page to include more information about what users would find throughout the website and overall made the site more visually appealing.