

Introduction

- **Title:** Create responsive website experience for a clothing store “SELECT”
- **Author:** Liam Haeffele, lead UX designer with SELECT.
 - Email: lhaeffele14@gmail.com
- **Stakeholders:** SELECT executives, upper management
- **Date:** June 14th, 2023
- **Project background:** In a short user survey, many users indicated their frustration with certain aspects of popular clothing sites, such as difficult navigation, lack of reliable sizing, inability to try before you buy, and a lack of quality product photos to rely on when making a purchase. In response to these needs outlined by users, we are setting out to make SELECT a premier streetwear brand that offers not only quality pieces, but also has a fabulous user experience that makes shopping easy and without hassle. We'd like to understand if the website is easy to use and if people are able to accomplish the core task of purchasing items off the website.
- **Research goals:**
 - Ensure that users are able to complete core tasks with the website design.
 - Ascertain if the experience as a whole is easy or hard to use
 - Identify any changes that users would like to see

Research questions

- What are the questions your research is trying to answer?
 - Do users understand how to add something to their cart?
 - Does anything need to change within the navigation?
 - Any broken pages or unforeseen “dead-ends” within the prototype?
 - Do users like the homepage layout?
 - Are the filtering options on shopping pages well-executed?
 - Do users think it is easy or difficult to use?
- Pro tip: 5 research questions is a solid place to start. Do not include more than 7-10 research questions.

Key Performance Indicators (KPIs)

- How can you measure progress toward the research goals?
 - Time on task
 - System usability scale (rating the experience from not usable at all to highly usable)
 - Use of navigation versus search
 - Conversion rates
- KPIs might include: Time on task, use of navigation vs. search, user error rates, drop-off rates, conversion rates, system usability scale (SUS), etc.



Methodology	- How will you collect data? How will you analyze the data once you get it? - Unmoderated remote usability study: users will receive an audio presentation outlining the task(s) they are being asked to complete, followed by a link to the digital prototype. From there, they interact with the product to their heart's content and will be asked to submit a brief survey with questions about their experience. - Each session will last no more than 15-20 minutes for vast majority of users, if not all - Date: Wednesday, June 14 - United States - The methodology should be detailed so that other researchers can understand what you did, the choices you made, and the limitations of the methods employed to decide if or when further research is needed.
Participants	- Who will you include in this study? What characteristics do the participants have? Why did you choose them? - Users are mostly young professionals who use online shopping platforms at least 1 time per month. 5 females, 1 male; all ages 20-30. 2 users have visual impairments (poor vision) - Note: If you're intentionally including specific populations (e.g., users with diverse abilities and perspectives), be clear about the needs of the study.
Script	- What questions will you ask study participants? 1) After signing up for a new account and using the homepage, please navigate around and find an item / shopping section to browse. - Follow-up question: How intuitive was this process for you? What did you make of the experience? - Do you feel anything should be added to the top 3 navigation options? Why or why not? - Do you like the layout as a whole? Expand on your thoughts. 2) Looking at the shopping filters, were these easy to locate and understand? - Anything you would add to our PDPs? (product display pages) 3) Now, go ahead and add your selected item to the cart. - Follow-up: Is there anything that would make this process quicker or simpler for the user? 4) Check out with your item and place your order. - How logical do you think this flow is to the user? - Anything you would adjust about the cart or payment pages? 5) Looking at the mobile rendition of the site and completing the same tasks, is there anything you felt was missing? 6) Using a system usability scale, please rate this experience from 1-10 (1=not usable at all, 10=very usable) - When your full script is ready, insert it here, along with some design mockups to provide context. In the meantime, add "TBD" (to be

determined).

