

USABILITY TESTING

for

ASOS.COM

by

Shilpa Tripathi

User Experience Evaluation

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Research

PURPOSE

Usability testing is a procedure for evaluating a digital system. The method observes an individual's experience with a technological solution as they engage in a scenario and walk through specific tasks to intuit whether the system flows organically and whether the user is able to achieve their goals.

Through conduction such an evaluation, the evaluator is able to identify pain points for the user along with finding errors and faults in the system that may have been missed in prior evaluations. Once problems are identified, they can be prioritized, resolved and re-evaluated before launch or updates. Quantitative usability testing is cost-effective while qualitative usability testing allows the evaluator to observe the nuances of the user's interaction with the system.

Research

BENEFITS

Usability testing allows for better interactions between the user and the digital solution, increasing satisfaction on both sides. Fewer errors in the digital system allow for fewer opportunities for user dissatisfaction and task abandonment.

Executive

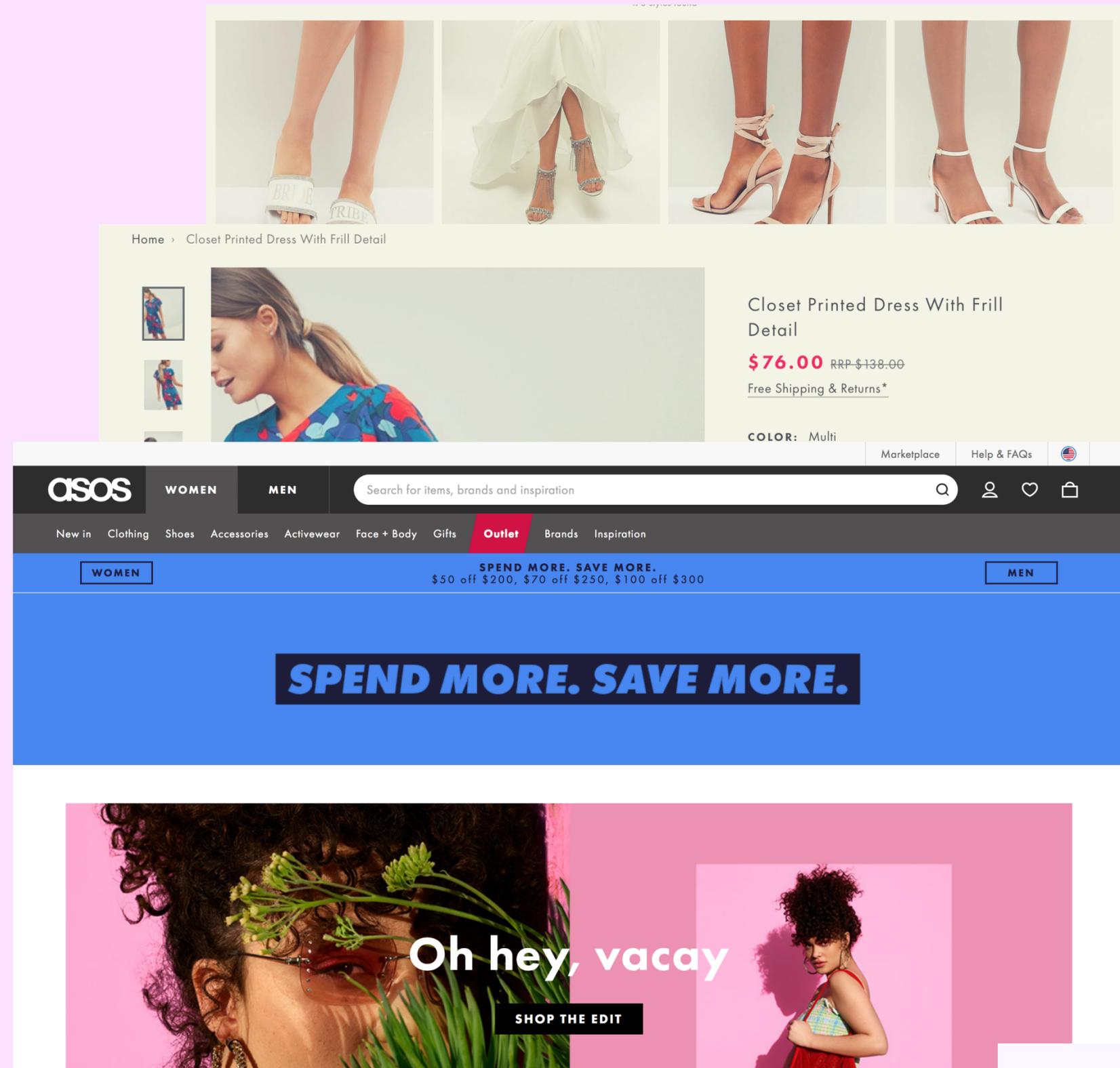
SUMMARY

The usability test for Asos.com was conducted by Shilpa Tripathi from March 17th to March 20th, 2018 through the University of California, Irvine. The evaluator conducted remote usability testing through Loop 11 for a quantitative testing and UserTesting.com for a qualitative testing. Findings allowed ten unique insights that can improve user interactions with the current Asos.com website.

About ASOS

VALUE PROPOSITION

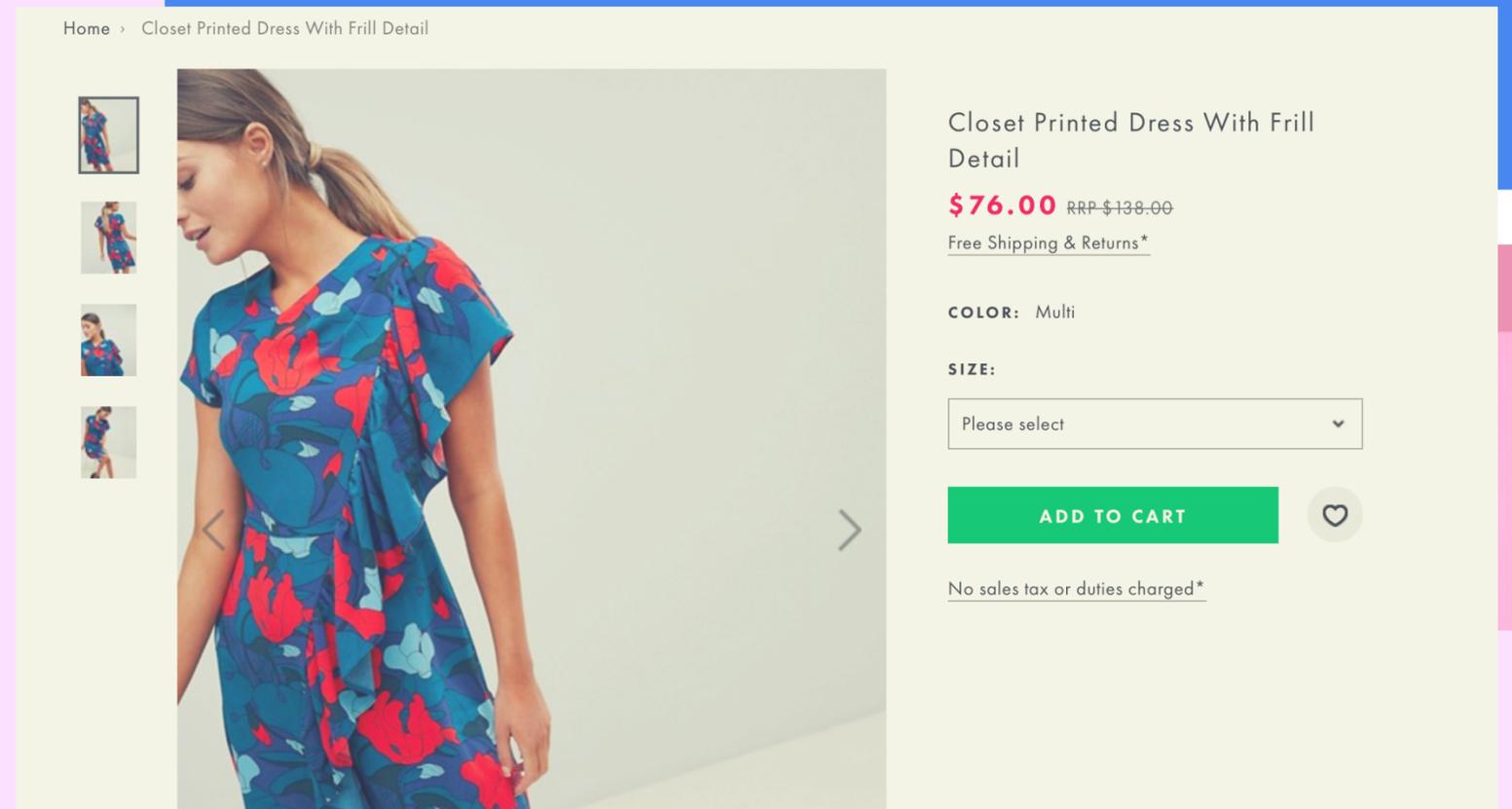
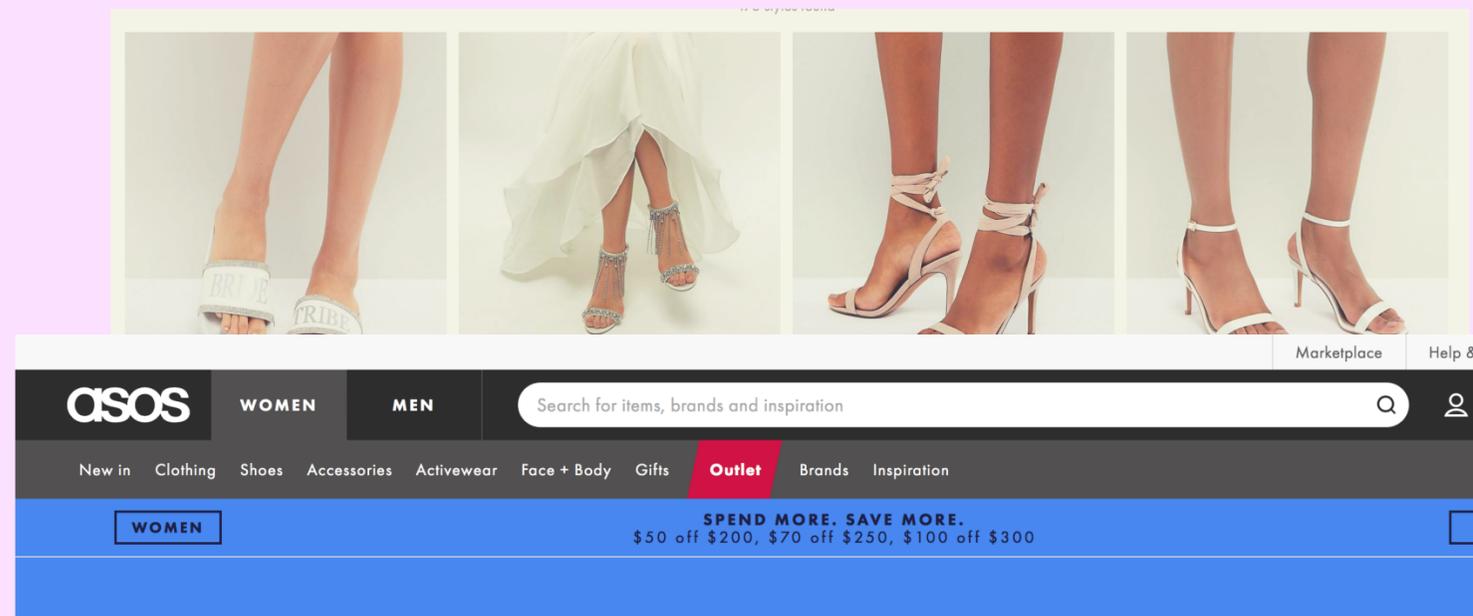
ASOS is a fast fashion internet e-commerce website that allows its users to find and wear the latest trends in street style. It currently holds the top position in the fast fashion market with over 111,315 items in their stores (reference [link](#)). In 2017, up to August 31, ASOS's revenue increased 33% to £1.9 billion. (reference [link](#)). Fashion influencer based shopping experience, easy shipping, and return policies along with quick customer service make ASOS.com the best in the market.



About ASOS

PAIN POINTS

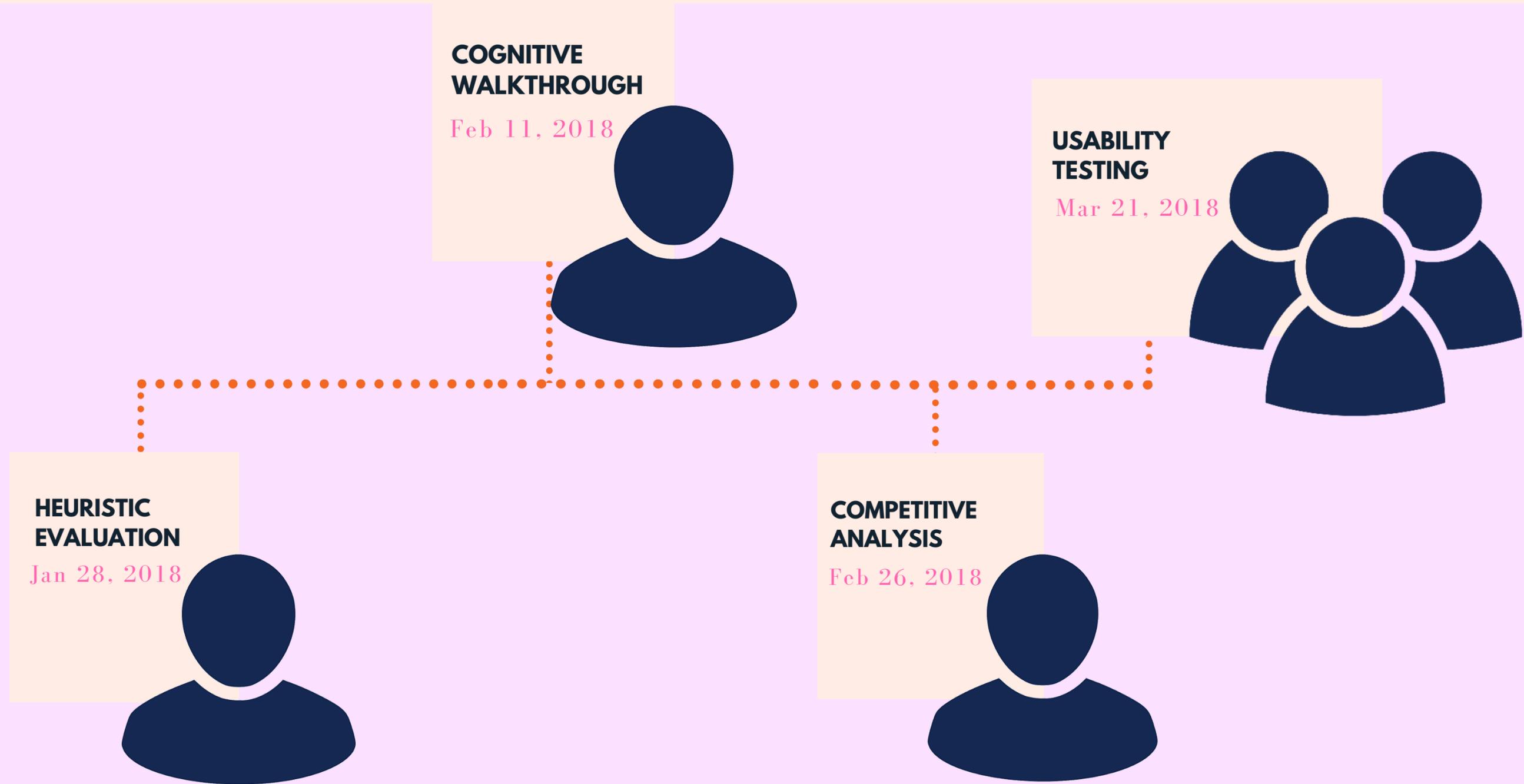
Although ASOS makes large strides towards creating a delightful shopping experience, problems with the cart create hurdles for the user, potentially resulting in cart abandonment.



METHODOLOGY

Supporting Evaluations, Usability Testing Methodology

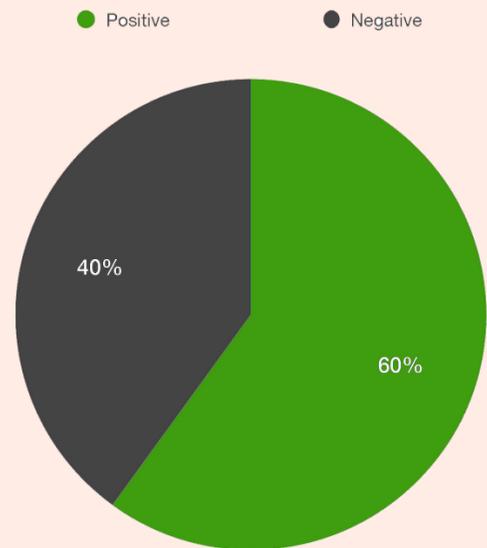
EVALUATION TIMELINE



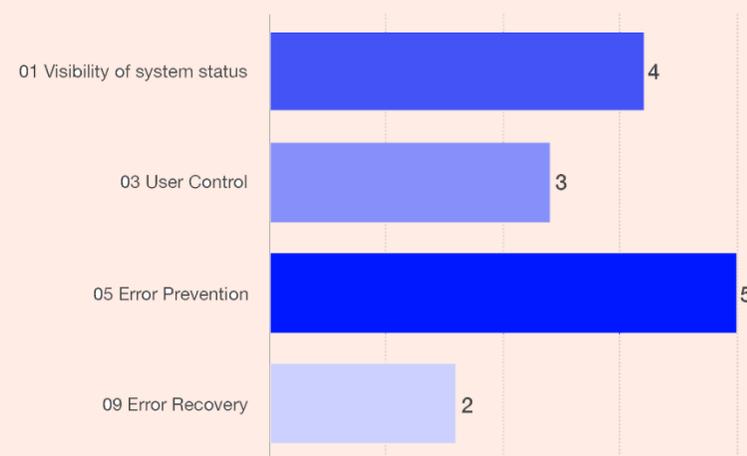
Methodology

EVALUATION RESULTS

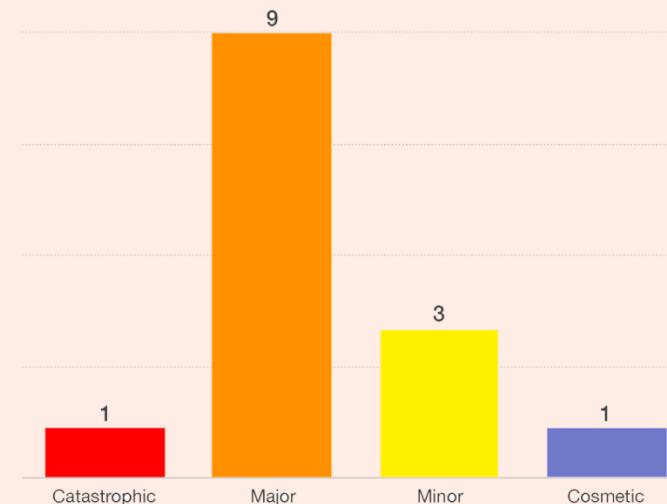
Heuristic evaluations of specific tasks were conducted individually by a team of a diverse group of experts with strengths in commercial design, education, psychology, and interaction. and then compiled into a cohesive report. The experts used Jakob Nielsen's Ten Usability Heuristics. The following charts summarize findings from this evaluation:



FINDINGS



HEURISTICS VIOLATED



SEVERITY RATING

HEURISTIC EVALUATION

COGNITIVE WALKTHROUGH

COMPETITIVE ANALYSIS

USABILITY TESTING

Methodology

EVALUATION RESULTS

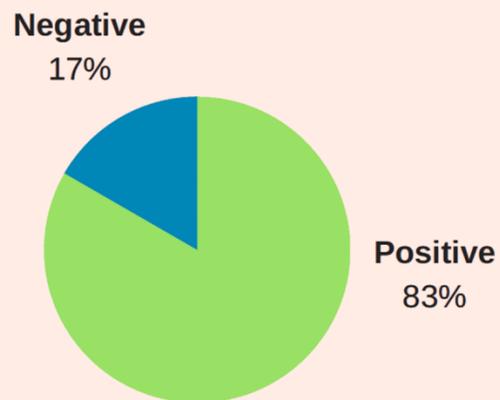
A Cognitive Walkthrough was conducted by a usability evaluator to scrutinize Asos.com's interface by examining a typical ASOS user's core task of shopping on the website, using the Cognitive Walkthrough Strategy as proposed by Wharton et al. (1994). The evaluator then contrasted the findings with the user's "credibility story". This evaluation led to a usability argument (while exposing potential biases and assumption) regarding how well the user's goals were matched by the interface.

HEURISTIC
EVALUATION

COGNITIVE
WALKTHROUGH

COMPETITIVE
ANALYSIS

USABILITY
TESTING

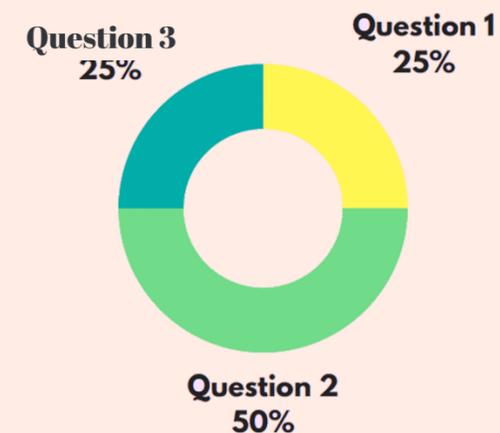


FINDINGS



ISSUES BY STEPS

[STEP 1] Cosmetic Issue
[STEP 2] Cosmetic Issue
[STEP 6] Cosmetic Issue & Minor Issue



ISSUES
BY QUESTIONS

[Q1] 1 Issue [Q2] 2 Issue
[Q3] 1 Issue [Q4] None [Q5] None
[Q6] None

Methodology

EVALUATION RESULTS

A competitive analysis was conducted to reveal how Asos.com fits in the market landscape. It helped uncover industry trends and marketing strategies employed by competitors. Learning from this evaluation helped reevaluate ASOS's current branding and marketing strategies along with identifying tactical advantages.

➔ DIRECT COMPETITORS

➔ BOOHOO

➔ ZARA

➔ UNIQLO

↪ INDIRECT COMPETITORS

↪ HAUTELOOK

↪ GILT

👍 INFLUENCERS

👍 AMAZON FASHION

👍 INTO THE GLOSS

👍 NORDSTROM

👍 LIMEROAD

👍 NORWEGIAN RAIN

**HEURISTIC
EVALUATION**

**COGNITIVE
WALKTHROUGH**

**COMPETITIVE
ANALYSIS**

**USABILITY
TESTING**

EVALUATION PREMISE



Remote usability testing is the most widely used user experience evaluation method employed by companies to gain direct insight into the users mental model and how it contrasts with the system's model. The use of screen testing, audio testing, and video allow the evaluator to gain qualitative insights into the user's process along with their pain points. Conducting over 100+ tests with scenarios and task allow for quantitative testing to see the over-arching trends and pain points for a diverse set of users in their personal environments.



**HEURISTIC
EVALUATION**

**COGNITIVE
WALKTHROUGH**

**COMPETITIVE
ANALYSIS**

**USABILITY
TESTING**

EVALUATION PREMISE



TOOLS

Loop 11
UserTesting.com



SCENARIO

Imagine you are purchasing a dress/suit on for an event.

TASK

- ♥ Heart an item (save an item)
- ♥🔍 Retrieve an item from "saved items" page.
- 🛒 Add item to cart.
- ⊖ Delete an item from cart.
- ▶ Watch a video on product description page.

PARTICIPANTS

- Female & Male
- 18-40
- Lives in US, UK, Europe, Australia (Majority), Rest of the world

- Shops fast fashion online
- Has Chrome browser on a decent internet connection



FINDINGS

Key User Testing Results

FINDINGS

OVERVIEW



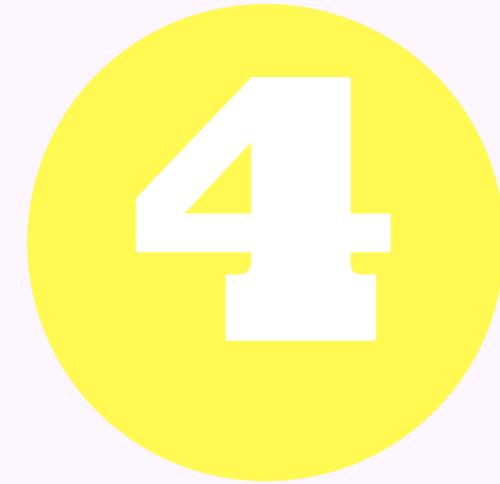
Positive Findings

Things that are working



Negative Findings

Things that need revision/fixing



Insights

Breakthroughs provided by the study



Positive Findings

Things that are working

Most people's mental model of a heart on an image means "to love" or "to like" something.

Retrieval of saved items was highly instinctual.

"Editing a cart is like observing what is in your shopping cart when you physically go shopping,"

Videos are highly visible. They also affect the user during the decision making process.



Negative Findings

Things that need revision/fixing

Adding to cart functionality is glitchy.

Deleting an item from cart overwhelmingly surfaced as a major pain point.



Insights

Breakthroughs
provided by the
study

"Add to cart" feedback is incredibly minimalistic, often disallowing user gratification.

Most people prefer search to browsing.

"Editing a cart is like observing what is in your shopping cart when you physically go shopping,"

Wishlists work.

POSITIVE FINDINGS

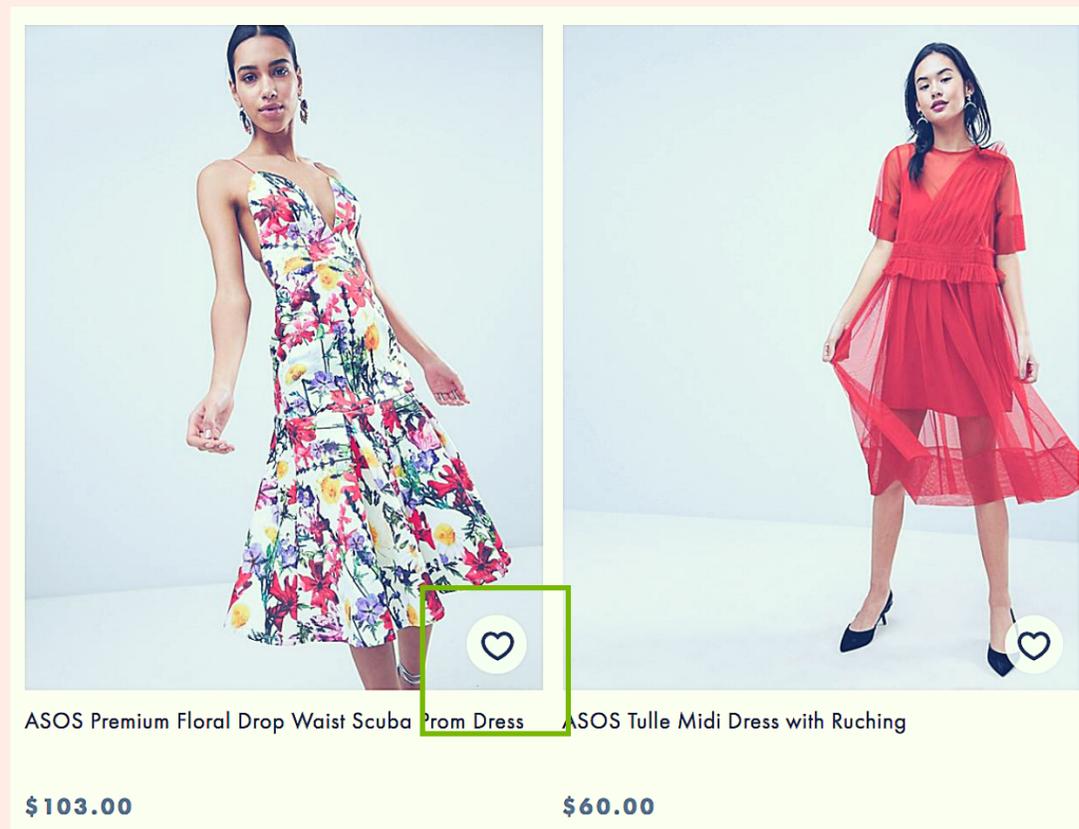
DETAILS

Positive Findings

TASK 1: WISHLISTS

Most people's mental model of a heart on an image means "to love" or "to like" something.

73.5% of the participants on Loop 11 understood what a heart on an image referred to. 100% of the participants on Ustesting.com understood what the heart on an item meant.



3. Did you know what the "heart" icon meant on the items pictured?

	%	Response Count
Yes	73.5%	61
No	26.5%	22
Answered Questions		83
Skipped Questions		0

[View all 83 responses](#)

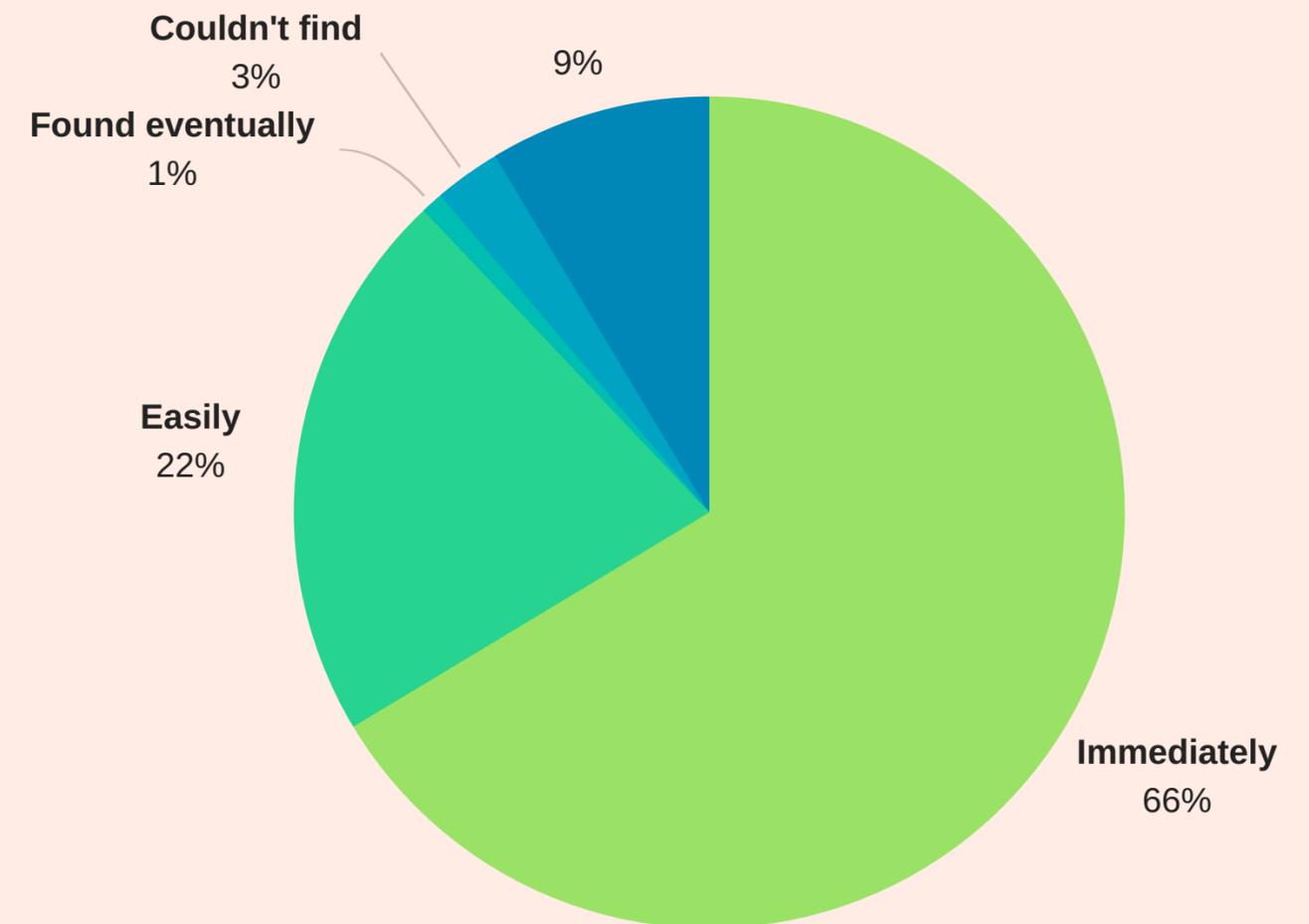
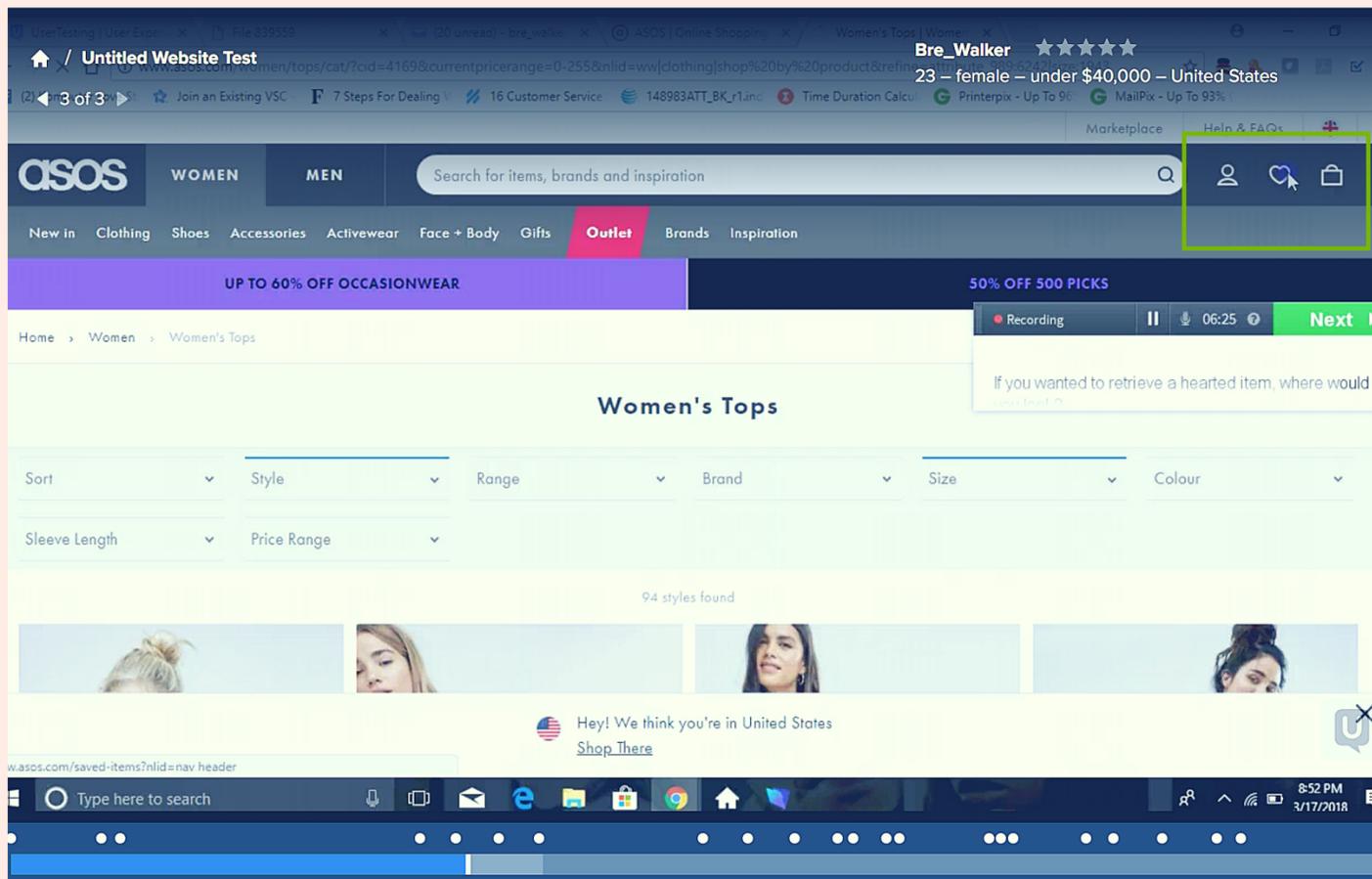
Loop 11

Positive Findings

TASK 2: SAVED ITEM RETRIEVAL

Retrieval of saved items was highly instinctual.

98% of participants on Loop 11 and 100% of the participants on Ustesting.com were able to retrieve saved items from the saved items page

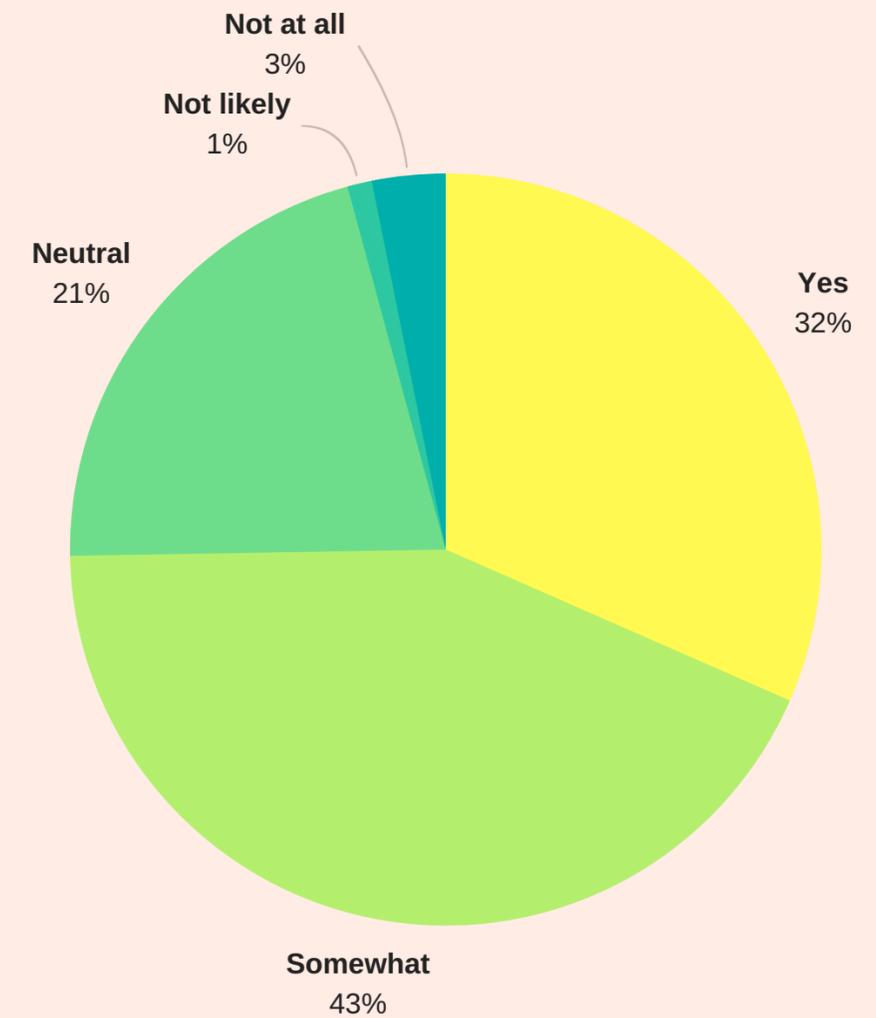


Positive Findings

TASK 5: VIDEO FUNCTIONALITY

Videos are highly visible. They also affect user during decision making.

99.5% of participants on Loop 11 and 100% of the participants on Ustesting.com were able to find videos for products. Users spent the most time on this task compared to the other 4 tasks. They spent an average of 74.1 to 460 seconds. Over 90% of the people said that videos gave them a better idea of the item they were looking at (graph below: Absolutely 34% Somewhat 49%) and 75% felt that they would be more persuaded on their shopping decision with the help of videos (right pie chart: Somewhat 43% and Yes 32%),



NEGATIVE FINDINGS

DETAILS

Negative Findings

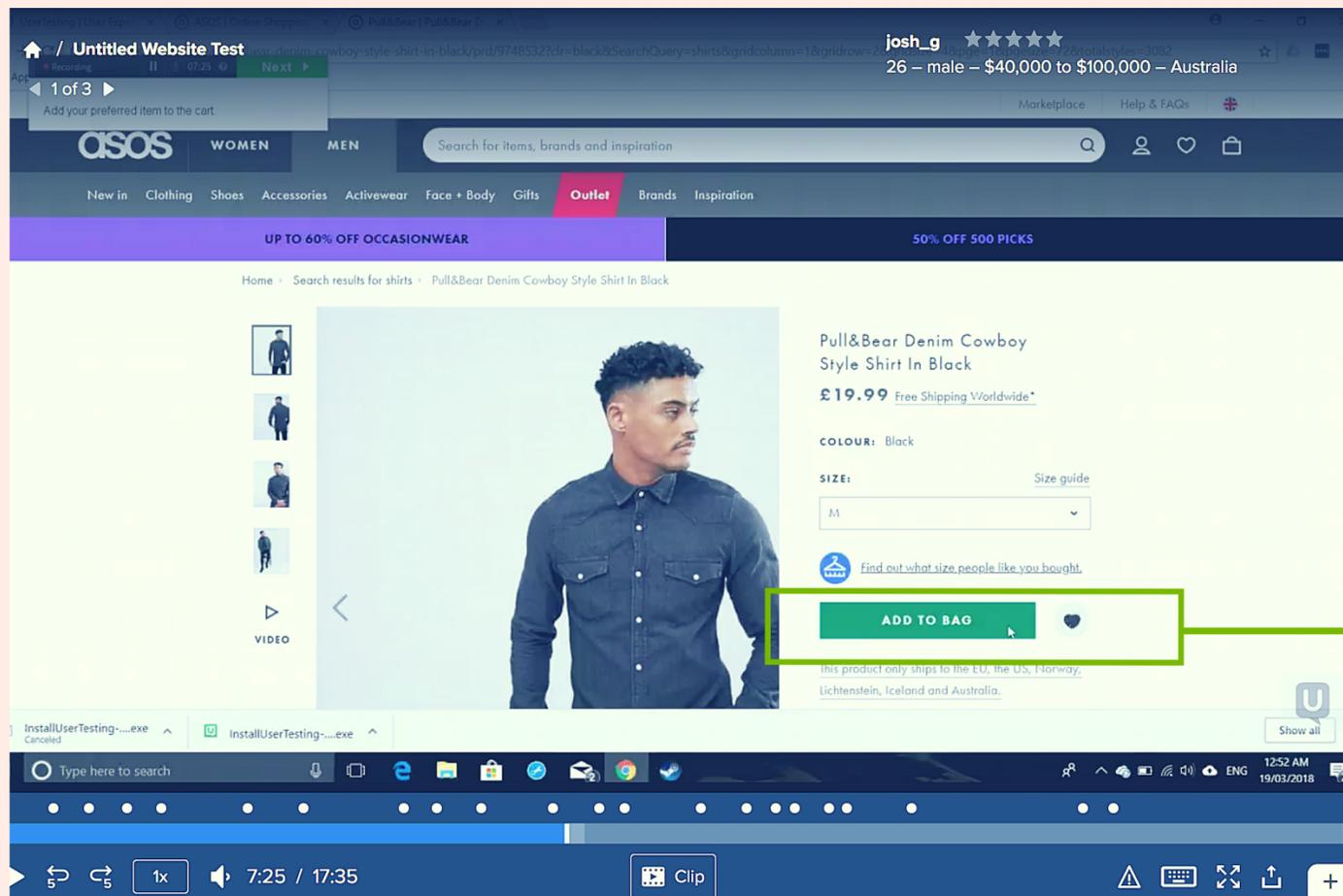
TASK 3: ADD TO CART (SYSTEM GLITCH)

Adding to cart functionality is glitchy.

Although users are able to find the add to cart button efficiently, several users reported errors as the function's response. Ten out of 98 total users got one of these 3 error messages.

10.5%

Percentage of Users who received errors after adding to cart.



Participant 68 The add to cart button has delayed micro-feedback and so I clicked it twice before realizing it worked. There may have been an error state on the first attempt which would mean I clicked at least 3 times. **Loop 11**

Participant 28 Yes, I clicked on 'Add to Cart' once and there was a weird red empty message below the button. I had to click 3 times to add to cart. **Loop 11**

Participant 121 It wasn't added to my cart when I first thought it was so I was confused to come to an empty shopping cart. **Loop 11**

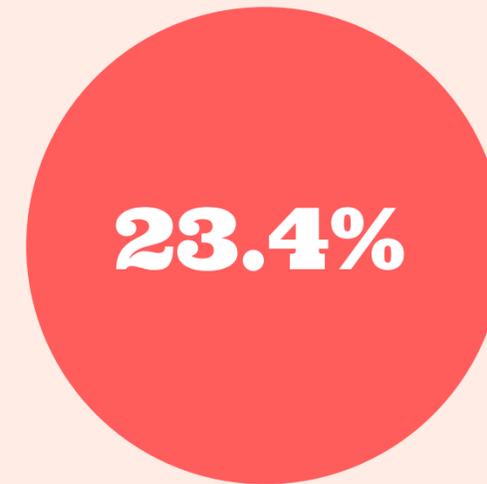
Participant 122 Adding to cart did not work the first time around so I had to search and add the item in the bag again. Once in the bag, it took me a second to find the 'X' button. I was more looking for a 'Remove Item' or 'Delete Item' text.

"Every time I click "add to cart" it favorites it and doesn't update on the cart icon. Nothing happens." Participant 1, Ustesting.com (Australia)

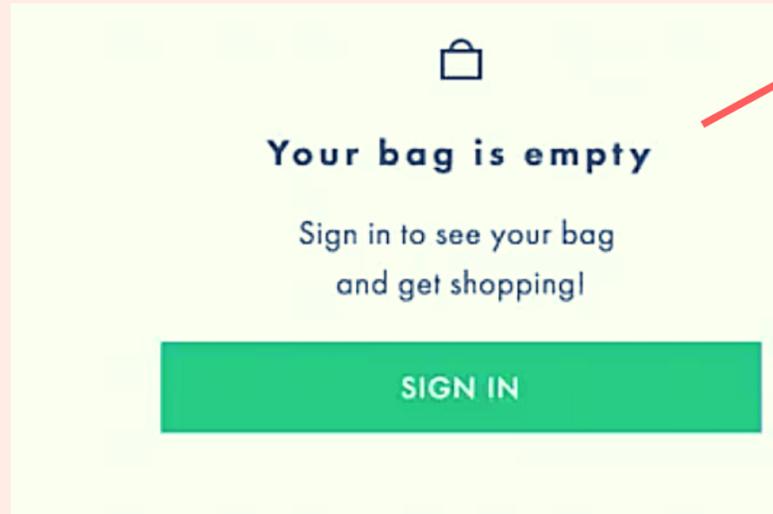
TASK 4: DELETE FROM CART

Deleting an item from cart overwhelmingly surfaced as a major pain point.

23 out of the 98 participants were not able to go through the deletion process fluidly. Several people thought they added an item but when they went to delete it, it wasn't there. Others received error messages.



Percentage of Users who received errors during the deleting process.



Correct message

Participant 111 Loop 11 "We're having issues, try again later" appeared when I clicked to delete the item from my cart.

Participant 87 Loop 11 I deleted it by simple using the 'X', but I think it holds it for 60 minutes after you put it in the cart , so not sure if it completely removed it.

Participant 57 Loop 11 there is a message saying that there are some technical issues after i deleted the item from the cart, also the cart icon shows that there is still an item in the cart

INSIGHTS

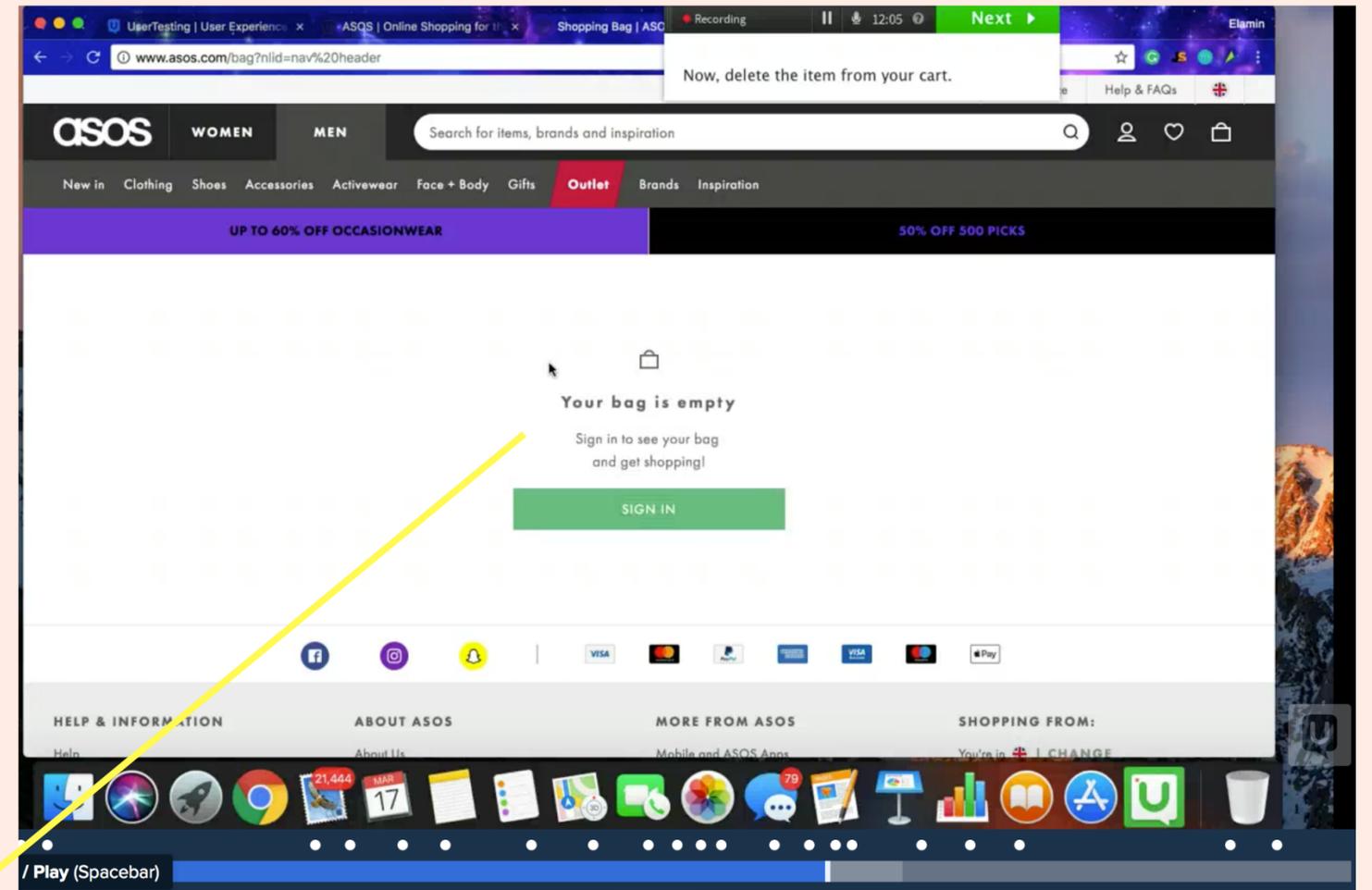
DETAILS

Insights

ADD TO CART (FEEDBACK)

"Add to cart" feedback is incredibly minimalistic, often disallowing user gratification

After adding to cart, the users walking us through their process during remote testing understood that items were added to the cart because they were used to watching for a sign that something has been added. Although the current feedback after adding to cart is the bag "jumping", they still felt like there needed to be a stronger response from the system when something is added to cart.



"You see how that came up? I wish that it would have done that when I added an item to cart." Participant 2, USA (Ustesting.com)

EDITING CART

"Editing a cart is like observing what is in your shopping cart when you physically go shopping," Participant 2, Ustesting.com

People didn't mind going to cart page to delete or edit cart, but in retrospect and when given an option, prefer to have their cart visible as a drop down under the cart icon or as a sidebar to be able to quickly observe what was in their cart in order to decide what they did and didn't need.

2. If you had a magic wand, how would you improve this site?

Ustesting.com

add a small tab on the side to see what is in my cart as well as a buy now feature so i do not have to go through the discription page if i dont want to.

Participant

7

Make a popup bag when you click a button

Loop 11

Participant

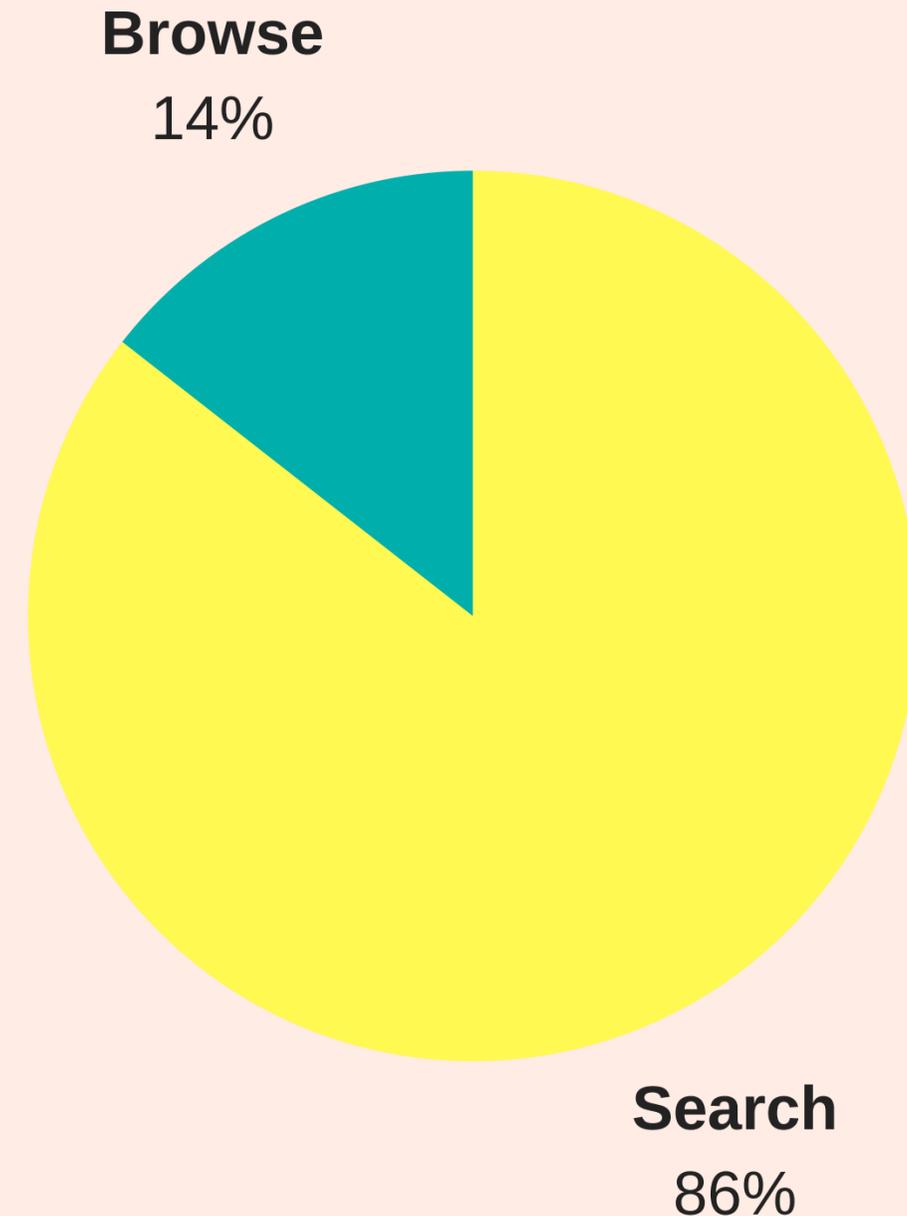
8

If you could hover over the icon and deal w/ cart stuff that way, it would be better.

SEARCH OVER BROWSE

Most people prefer search to browsing.

Out of 95 users who completed the survey on Loop 11, 77 used the search function for task 3 over the browse function. [The task was: Add to cart: "Imagine you are looking to buy the "Carmex Cherry Lip Balm Tube". Find it and then add it to cart. Please click on "task completed" after completing the above task."]

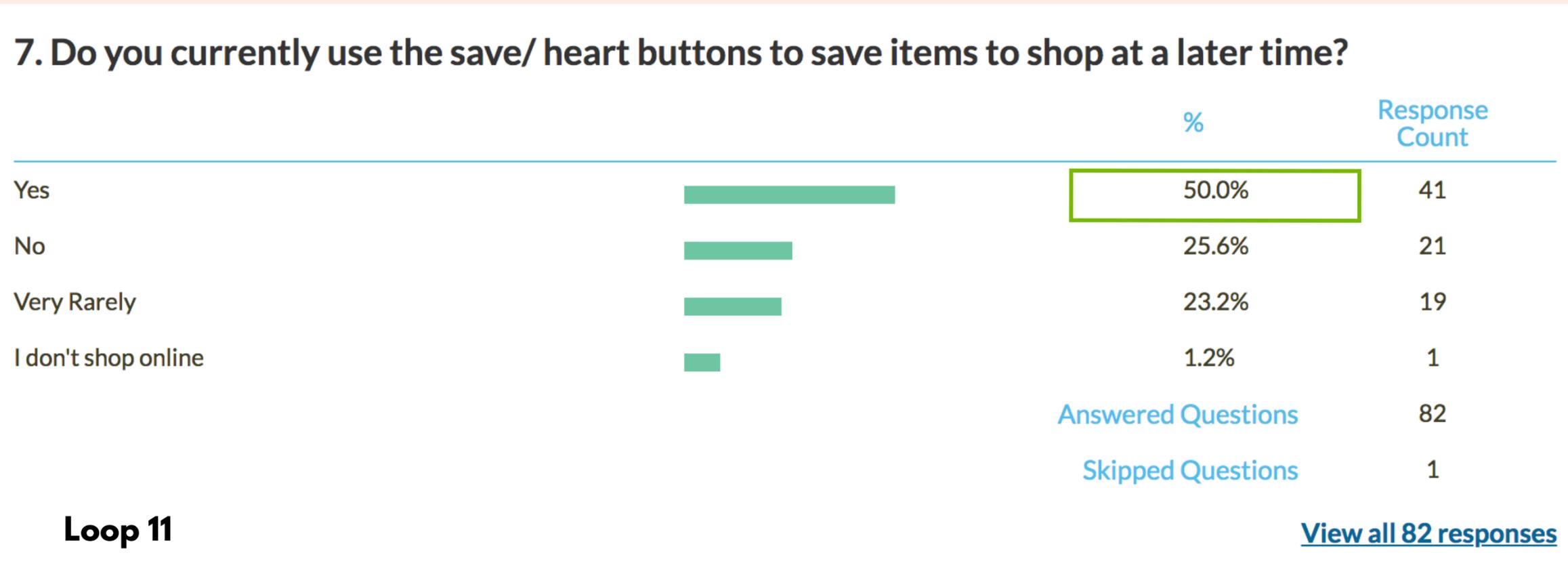


Positive Findings

SAVE FOR LATER

Wishlists work.

Over 50% of the users on Loop 11 and all of the users on Ustesting.com utilize save for later functions while shopping. "I use wishlists all the time on forever 21 and I usually go back to buy the items I save."
Participant 3, Ustesting.com



PLATFORM SPECIFIC INSIGHTS

USERTESTING.COM

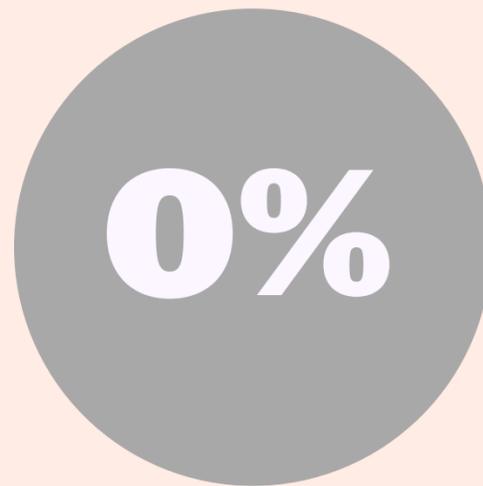
Findings

NPS SCORE

The net promoter score measures the likelihood of users to recommend your products or services. Scores range from -100 to 100. This test was conducted on usertesting.com.



DETRACTORS
(1 RESPONDENT)



PASSIVES
(0 RESPONDENTS)



PROMOTERS
(2 RESPONDENTS)



NPS SCORE
(3 RESPONDENTS)

Findings

POST-TASK QUESTIONNAIRE

	<i>Participant 1</i>	<i>Participant 2</i>	<i>Participant 3</i>
What frustrated you most about this site?	The cart and favorites wasn't working, just kept showing loading bar.	it was difficult to find the kate spade travel journal for the last task.	Having to keep clicking and scrolling to find certain things.
If you had a magic wand, how would you improve this site?	Fix the cart and favorites. Add a quick drop down for the cart to add and remove items on the fly. Add a 360 degree rotate view when hovering over the image.	add a small tab on the side to see what is in my cart as well as a buy now feature so i do not have to go through the discription page if i dont want to.	I would improve it by showing the product information and add to cart button when you hover over the image of the product, and set up the cart differently, because it's a little confusing.
What did you like about the site?	Easy to use, being able to watch a video of the item.	i liked the videos becuase it gave me a better feel of how the garment actually is. also though the page was fairly attractive.	I like the fact that they have different styles of clothing and the way they have the front page set up.
How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?	6	9	10

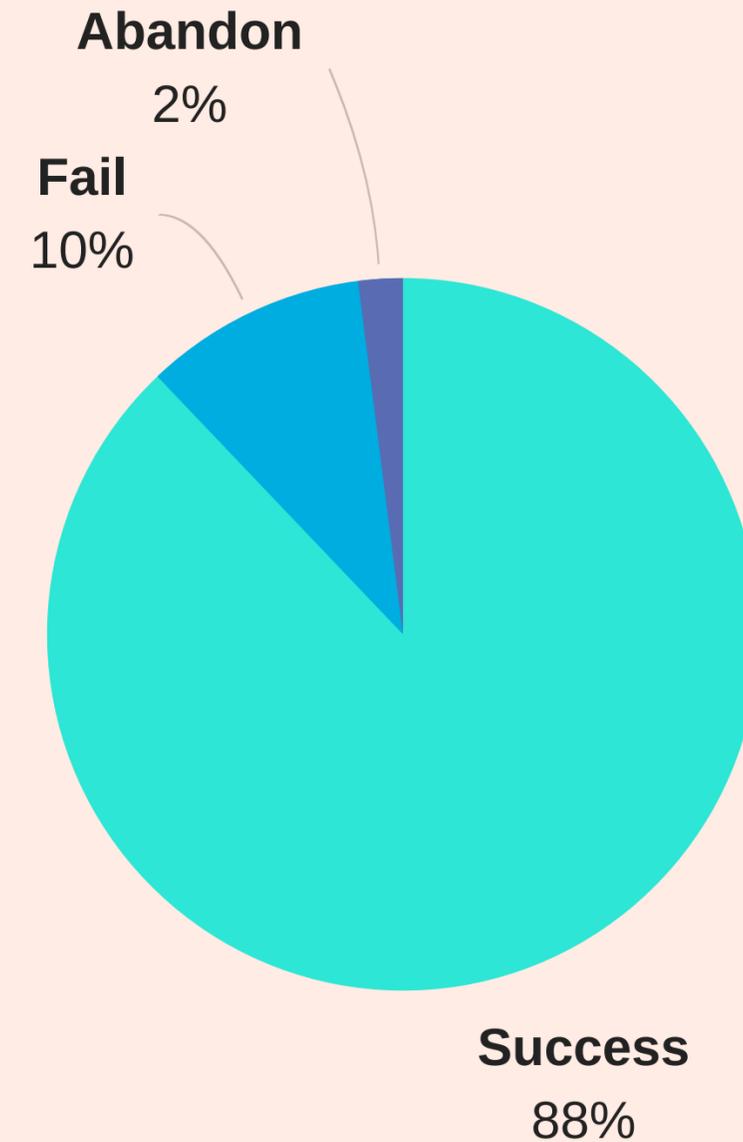
PLATFORM SPECIFIC INSIGHTS

LOOP 11

Findings

COMPLETION RATES

Average task completion rates is shown alongside:



Findings

TASK RESULTS OVERVIEW

Task results overview

Success Fail Abandon

Average page views

Average time

Wish Lists



3.4

71.7 secs

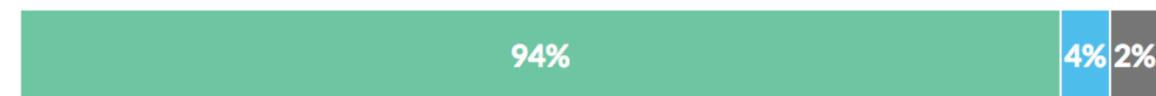
Saved items



2.0

22.0 secs

Add to cart



2.7

49.1 secs

Delete from cart



2.4

33.9 secs

Video Functionality



4.3

74.1 secs

CONCLUSION

Summary of findings, recommendations & design suggestions.

Recommendations Summary

MAJOR ISSUES

2

Major issues affect the functionality of the website. These issues can potentially reduce the credibility of the site, conversion rate and increase the abundant rate. For these reasons, the following issues are crucial to fix and it should be given higher priority task.

ISSUE TYPE	ISSUE	RECOMMENDATIONS
Functionality error	Add to cart doesn't always work	The functionality of the "add to cart" needs to be tested and fixed by an engineering team to assure that it accepts clicks, doesn't respond with a red box underneath the button or toggle the wishlist function.
Functionality error	Deleting an item from cart doesn't always work	The functionality of the "delete from cart" through the "x" needs to be revised and fixed by an engineering team to assure it doesn't trigger an error response and actually clears out the cart completely.

Recommendations Summary

MINOR ISSUES

2

Minor issues do not relate to the main functionality of the site, it does not prevent the user from accomplishing their task. However, these issues can potentially cause uncertainty, anxiety to the user and reduce the returning customer rate.

ISSUE TYPE	ISSUE	RECOMMENDATIONS
Interaction Design Error	Add to cart feedback	When you click "add to cart" the response is bleak. A designer can create a more suitable response such as a center screen pop-up or a top drop-down menu underneath the cart icon that displays cart details.
Interaction Design error	Edit cart should be visible from current page	Fast fashion sites require a lot of browsing. Therefore having editing functions within sight can improve the overall experience. Creating a drop-down cart menu with editing options would solve this need.

Recommendations Summary OPPORTUNITIES

2

The following opportunities could improve user interactivity and reduce cart abandonment by convincing a user of their choice.

OPP TYPE	OPPORTUNITY	RECOMMENDATIONS
Design	Hover on catalogue could reveal an option	When hovering on a picture of an item, an option should be made available such as quick look, quick shop or multiple perspective views of the item in question.
Design	Product video could be improvised	Product video could be improved to show more diversity in female section in terms of body type and skin tones. Furthermore, a slightly longer video showing common movements such as sitting would help a user's imagination.

APPENDIX

DATA SHEETS

Loop 11 Testing Results

Overview: <https://docs.google.com/spreadsheets/d/1gER8FuGu5cSRT739NWOF-cp5JnA5GNldE60awQcwjA/edit?usp=sharing>

Loop 11 Testing details: <https://docs.google.com/spreadsheets/d/1DsgogSKZEbt1bpp-qLBQRwxjGtcfuzZHeEpD9G5LByU/edit?usp=sharing>

Ustesting.com Testing details: https://docs.google.com/spreadsheets/d/18NGayHmB04DwFsJ-IS--lj_UapBka6k9peNITHmSCng/edit?usp=sharing