Sahar Feyzallahzadeh - Natalie Lingren - Stephen Therriault - Kit Weir

CHOPLOGIK

RESEARCH STUDY PLAN

current choplogik.org landing page

Community Partner

Choplogik is the brand name of Vancouver-based independent artist and sole proprietor Russell Alton. This study will evaluate their online store (choplogik.org), where they sell prints and t-shirts of their art.

Key Questions

01 **Overall Usability**

Is the overall design of the site easy to navigate? Is anything confusing?

02 **Product Listing**

Would a single page for all products be better than the current multi-page design?

03 **Cart Location**

Should the shopping cart be located on the website rather than PayPal?

04 **Brand Perception**

Does the website feel fun and convey the tone of the art?

Methods

Heuristic Evaluation

Controlled Study (x2)

Method 1:
Heuristic Evaluation

Purpose

To uncover issues concerning navigation and information clarity.

Methodology

4 Evaluators (team members)

Mix of scenarios and self-guided exploration

Why Heuristic Evaluation?

A cheap and fast method for finding design problems from the overall system

heuristic evaluation plan

Method 2:
Controlled Study (x2)

Purpose

To determine whether changes to current designs will affect speed of task completion.

Why Controlled Study?

Most fitting for evaluating performance (time to complete task) between different speculative options when time and resources are limited.

Methodology

20 participants (within-subjects)

4 hypotheses (2 per study part)

4 interfaces (2 per study part)

Participant Demographic

Students and working professionals, 25-36 years old, who have a history of buying products from independent artists found through social media

Method 2:
Controlled Study (x2)

Order Types

One print *or* one t-shirt
One print *and* one t-shirt

Business Goal

Prioritize ease of purchasing
prints (profit-driver)

HYPOTHESIS A

Efficiency of orders involving a print

HYPOTHESIS B

Efficiency of orders involving a print and a t-shirt

Method 2:
Controlled Study (x2)

LEGEND

Product: Product layout

Cart: Shopping cart layout

P: Buying a print

P+T: Buying a print and a t-shirt

| Participant Number	Product/Cart Order		Task Ordering
P1 – P4	1.	Product	P, P+T
	2.	Cart	P+T, P
P5 – P8	1.	Cart	P, P+T
	2.	Product	P+T, P
P9 – P12	1.	Product	P+T, P
	2.	Cart	P, P+T
P13 – P16	1.	Cart	P+T, P
	2.	Product	P, P+T
P17 – P20	1.	Product	P, P+T
	2.	Cart	P+T, P

task counterbalancing

Controlled Study Phase 1: Product Listing Layout

Purpose

To discover whether multiple pages for products vs one page is faster for buying products.
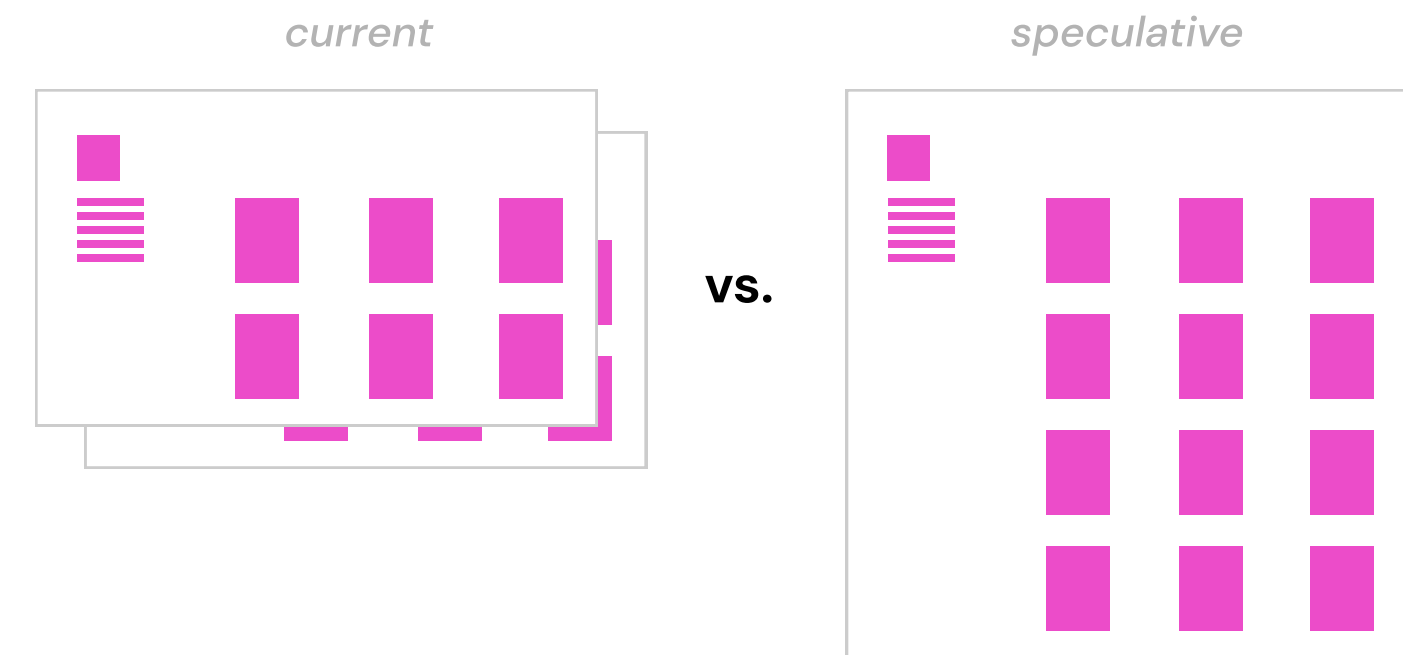
current

speculative

vs.
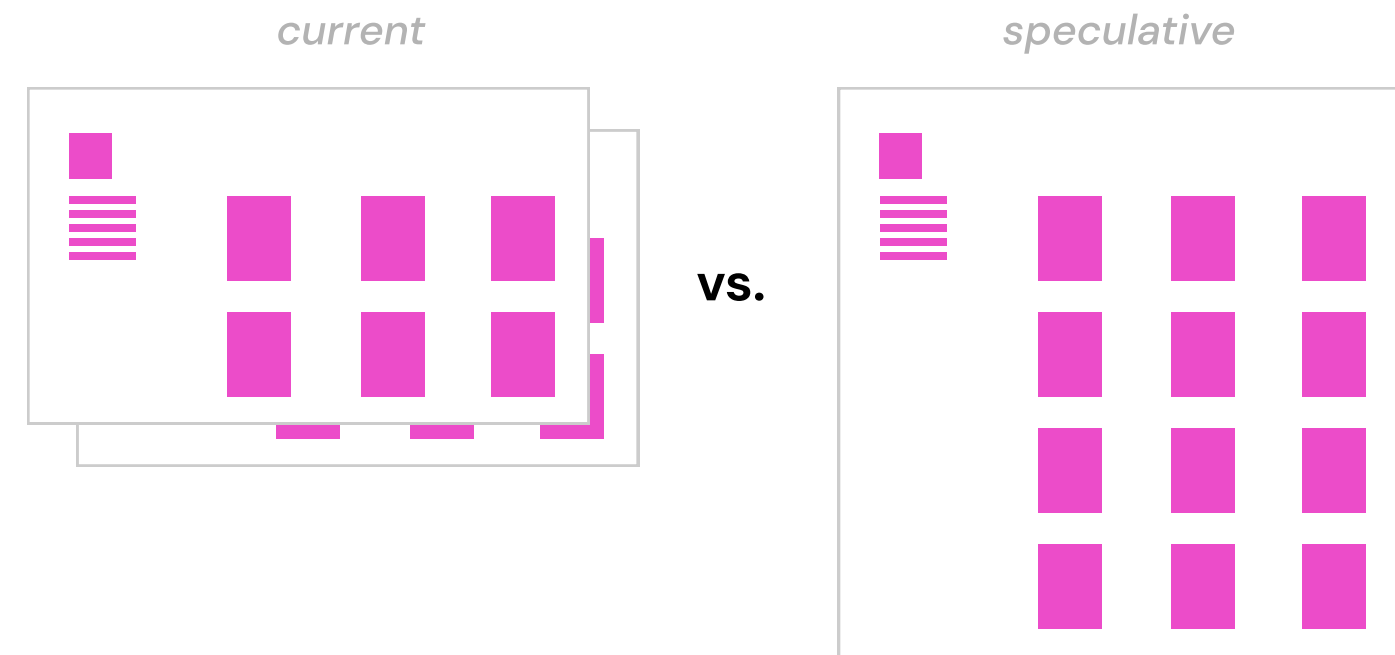
Controlled Study Phase 1: Product Listing Layout

Hypothesis A

It is faster to find and purchase a print with a one page layout than a multiple page layout.

Hypothesis B

It is faster to find and purchase a print and a t-shirt with a one page layout than a multiple page layout.

current   *speculative*

vs.

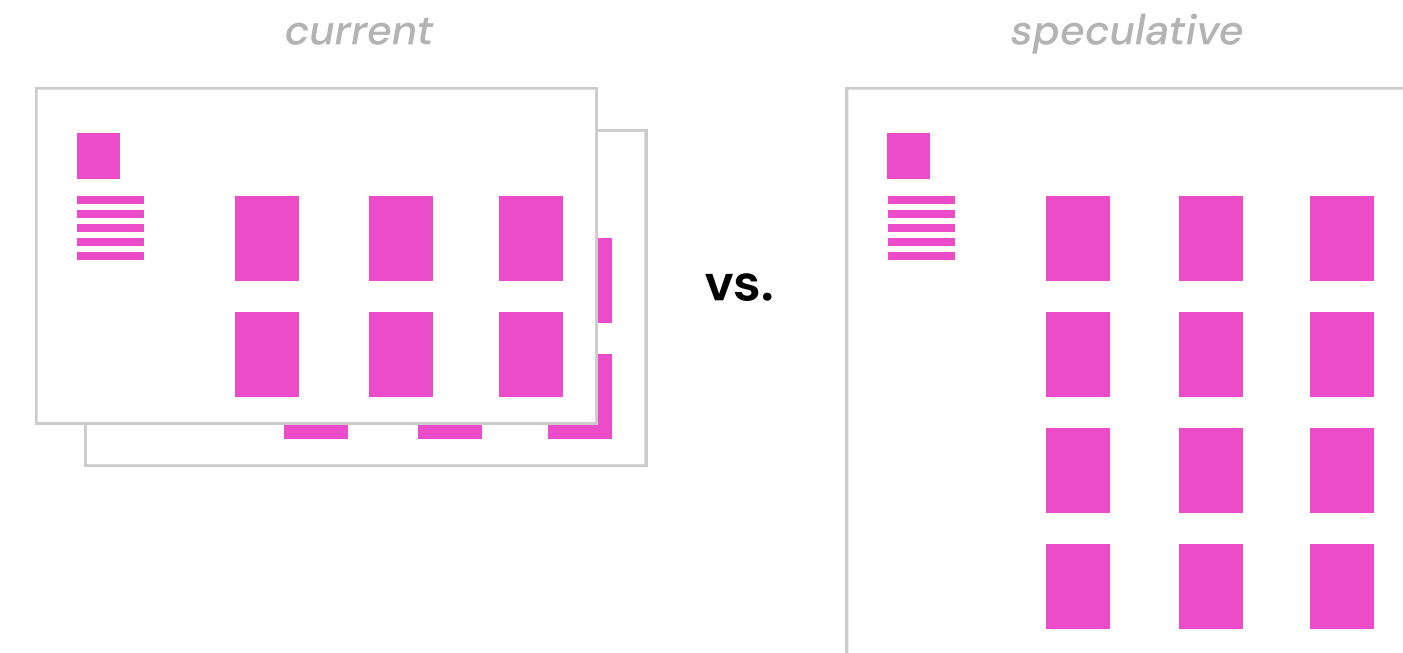# Controlled Study Phase 1: Product Listing Layout

Proposed Tasks

1. Find and purchase a print

2. Find and purchase a print and a t-shirt

   Repeated x5 per participant.

Data Collected

Task speed

Qualitative insights (post-test questionnaire)

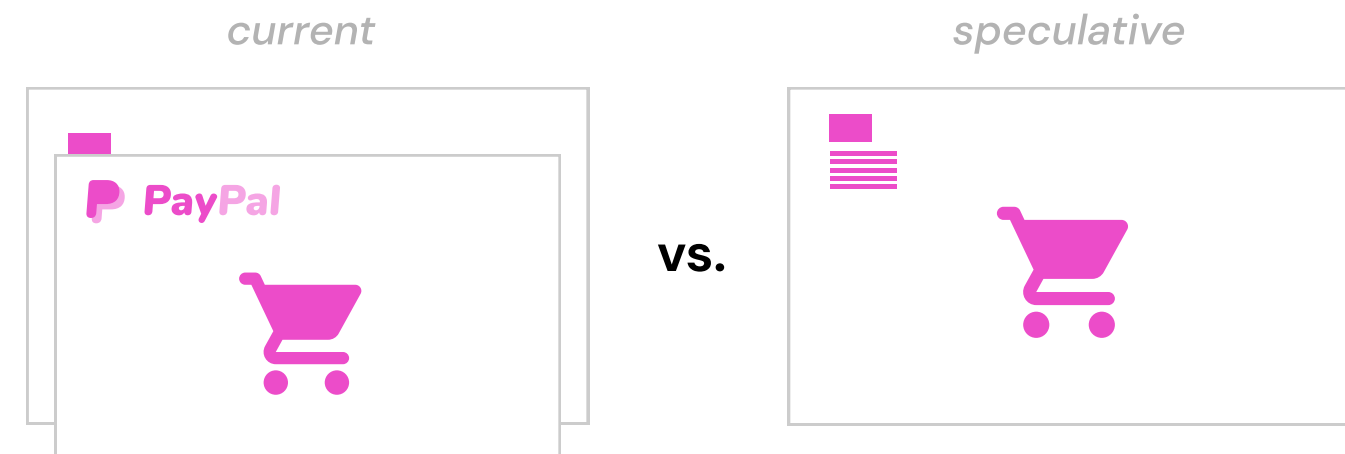*current*   *speculative*

vs.

Controlled Study Phase 2: Shopping Cart Location

Purpose

To discover whether having the shopping cart view on the website vs. handled by PayPal is faster for editing the cart.

current   *speculative*

vs.

Controlled Study Phase 2: Shopping Cart Location

Hypothesis A:

It is faster to edit a shopping cart with 1 item (a print) with the website cart layout that the PayPal cart layout.

Hypothesis B:

It is faster to edit a shopping cart with multiple items (a print and a t-shirt) with the website cart layout than the PayPal cart layout.

current   *speculative*

vs.

12/16
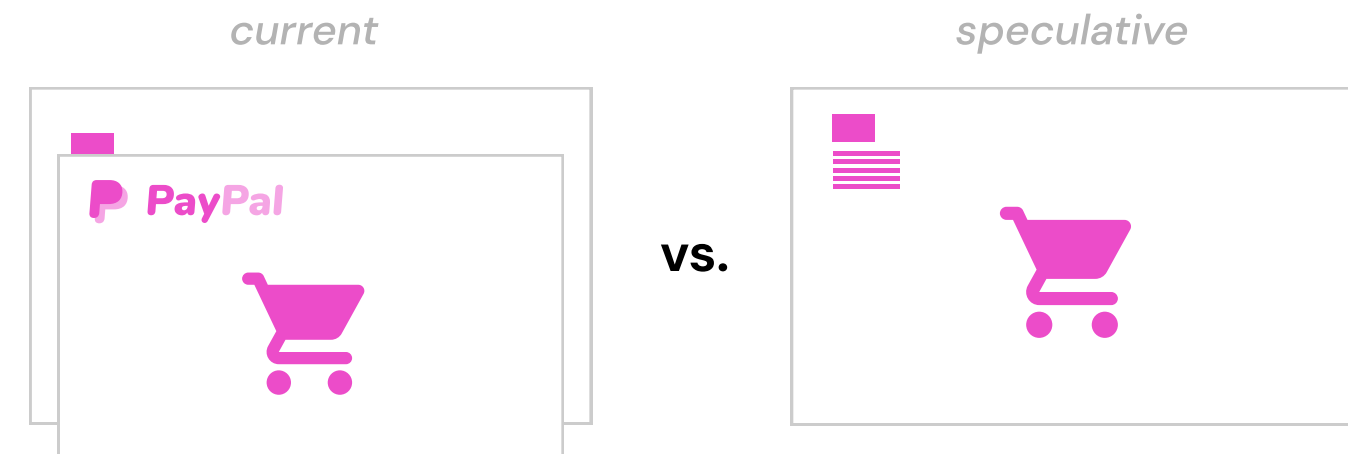
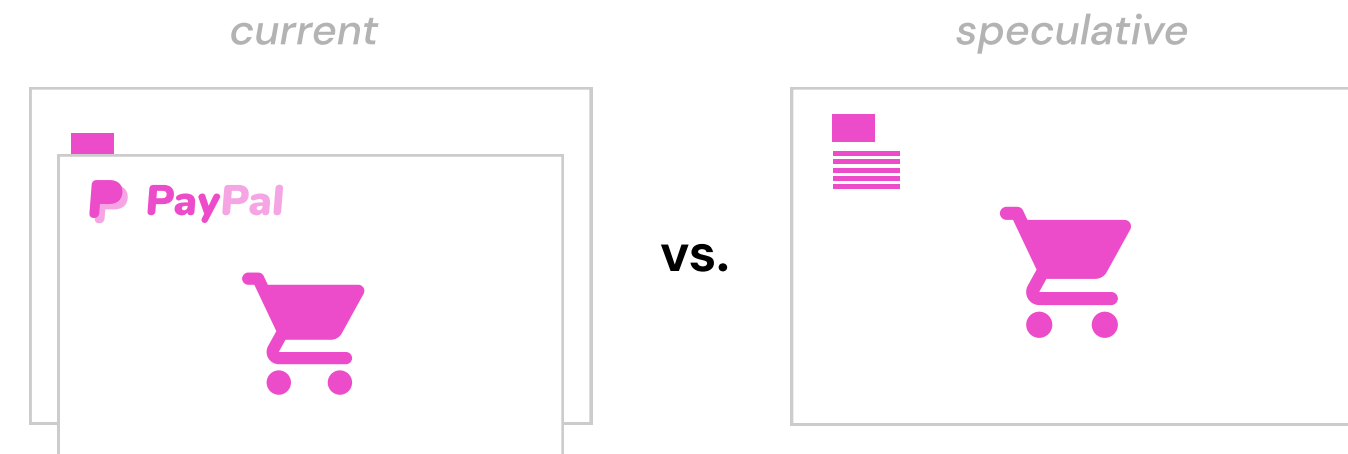# Controlled Study Phase 2: Shopping Cart Location

Proposed Tasks

1. Remove an item from the cart with one item

2. Remove an item from the cart with two items

   Repeated x5 per participant.

Data Collected

Task speed

Qualitative insights (post–test questionnaire)

current   *speculative*

vs.

Data Collection

Heuristic Evaluation

We will be recording design problems for each task and assessing their severity on a 0–4 scale.

Heuristic evaluation note sheet

Data Collection

Controlled Study (x2)

We will collect the quantitative data of elapsed time in completing a task for statistical analysis.

We will also be collecting qualitative user insights about frustrations and brand perception with the post test questionnaire.

Sample questions from the post–study questionnaire

Data Analysis

Quantitative Data

To measure and evaluate the average participant task time for each interface we will analyze:

- Frequency Distribution
- Mean (+ standard deviation)
- Median
- Mode
- Statistical significance (T–test)

To understand participants' experience with the website's design and branding we will analyze:

- Likert Scale answers (mean + standard deviation)

Qualitative Data

Our qualitative data will be analyzed using affinity diagramming (from short–form questions).

Thank you!

Feedback?

CHOPLOGIK

DESIGN EVALUATION

Sahar Feyzallahzadeh - Natalie Lingren - Stephen Therriault - Kit Weil

Study Recap

Choplogik is the brand name of Vancouver-based independent artist and sole proprietor Russell Alton. This study evaluates their online store (choplogik.org), where they sell prints and t-shirts of their art.

METHODS
- Heuristic Evaluation
- Controlled Study (x2)

Key Questions

01 **Overall Usability**

Is the overall design of the site easy to navigate? Is anything confusing?

02 **Product Listing**

Would a single page for all products be better than the current multi-page design?

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Should the shopping cart be located on the website rather than PayPal?

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Does the website feel fun and convey the tone of the art?

QUESTION 01

OVERALL USABILITY

Navigation Frictions: Products

HOME / T–SHIRTS PAGE

PRINTS PAGE

No sidebar link for t-shirts specifically, only prints

No 'view cart' button
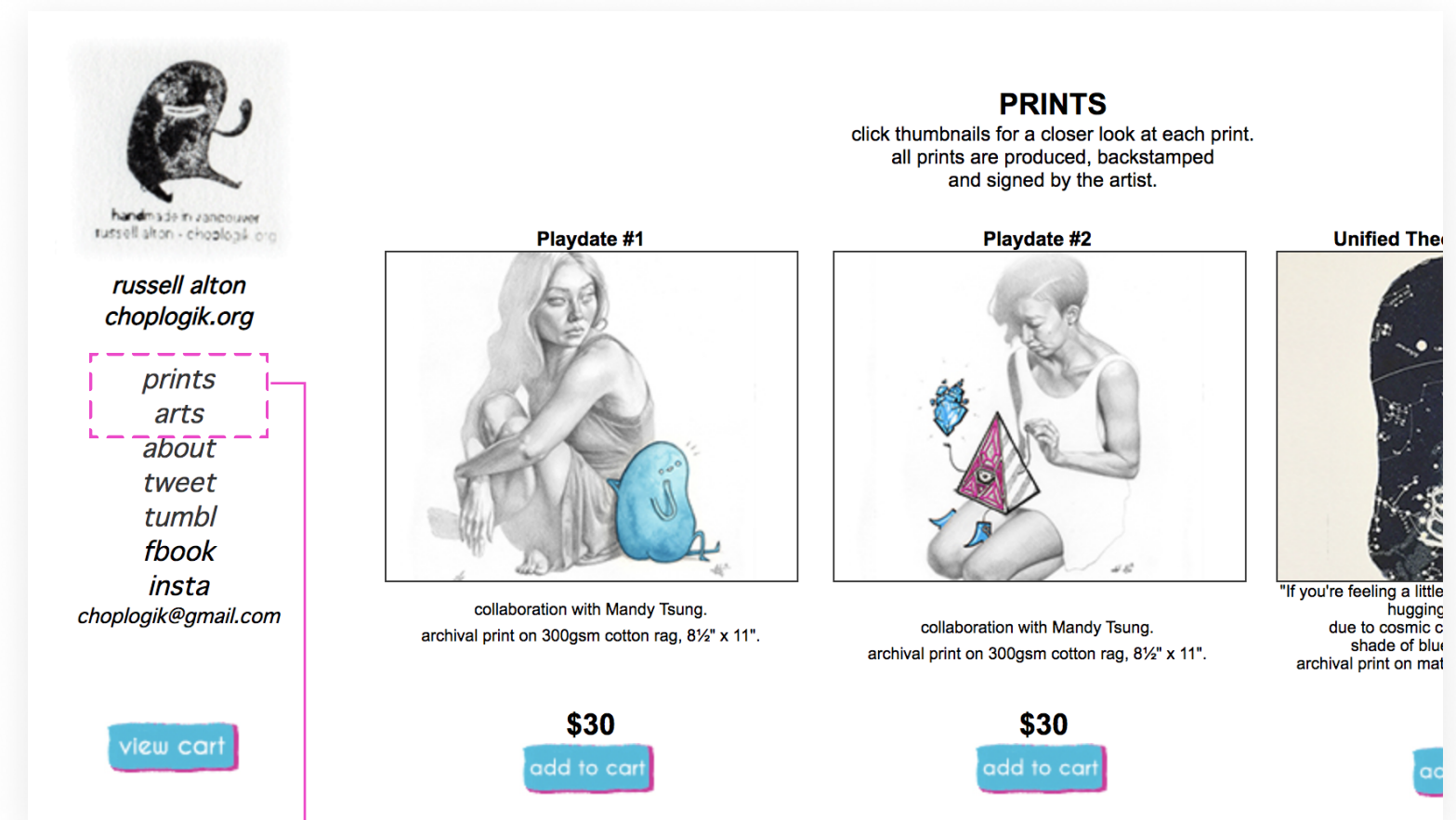
'Arts' and 'prints' are easily confused, unclear difference between each

04/20

Navigation Frictions: PayPal
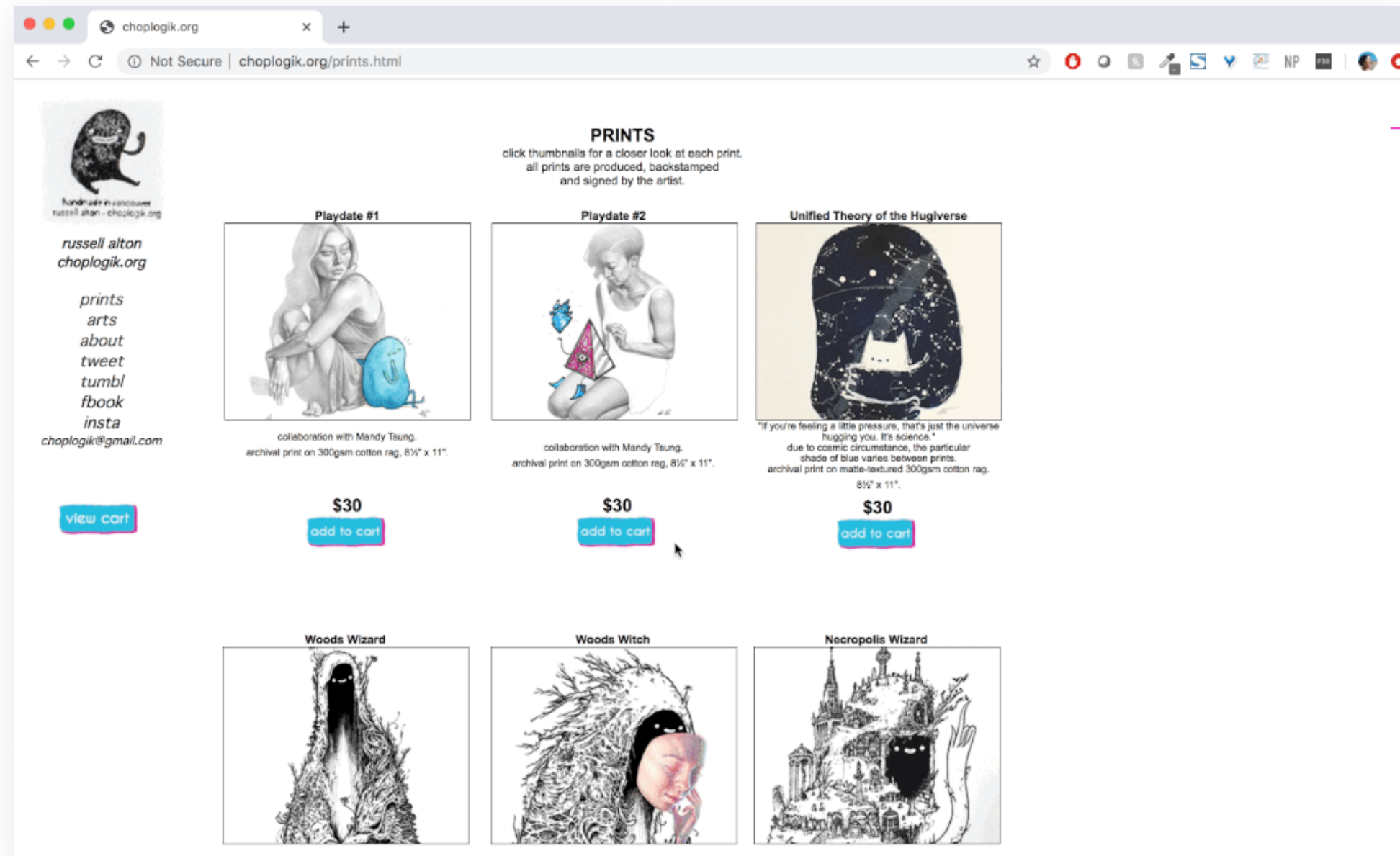
PAYPAL NAVIGATION

Redirection feels jarring and disconnected from the website

Items go directly to a checkout page (no way to add to cart and keep browsing)

Unclear if the website and cart will be remembered if you go back to the website

Unclear Information

**Sumptuous white on comfy, black, 100% cotton tees,
silkscreened in Vancouver, BC!
Shipped worldwide! NOT CURSED!!!***

click here for a size chart!

shipping is as cheap as I can make it, flat-rate, untracked.
if you need faster or tracked options, email me!

view cart

gallery is being fumigated. See latest drawings & paintings over on Instagram!

T–SHIRT 02 DESCRIPTION   'VIEW CART' BUTTON   'ARTS' PAGE TEXT

Only 1/3 t-shirt descriptions
have detailed shipping
information and a size chart
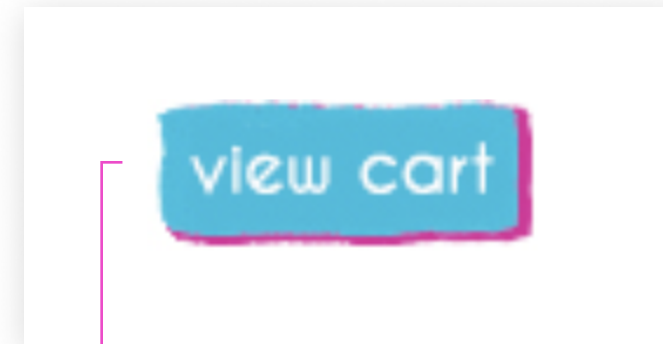
No cart feedback when
products are added
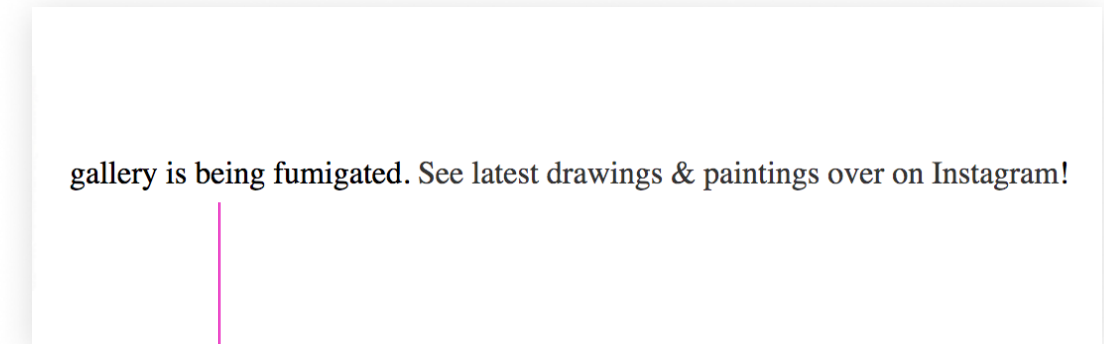
Unclear what 'gallery is
being fumigated' means

No link or directions to
Instagram profile

Heuristic Evaluation Results

Problems with Purchasing Products
Severity vs. Ease to Fix

Problems with Editing Cart
Severity vs. Ease to Fix

Problems with Exploring Work
Severity vs. Ease to Fix

Other Problems
Severity vs. Ease to Fix
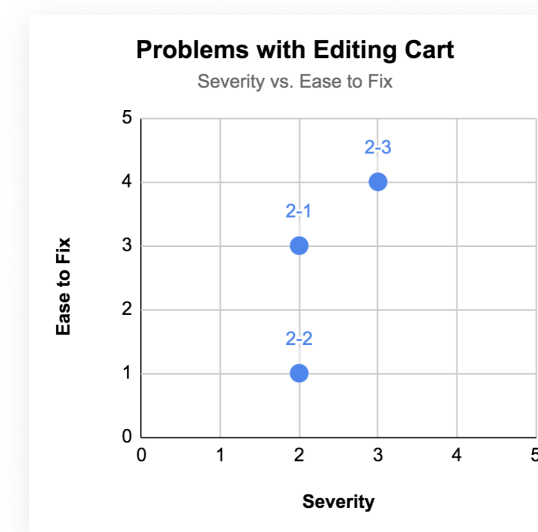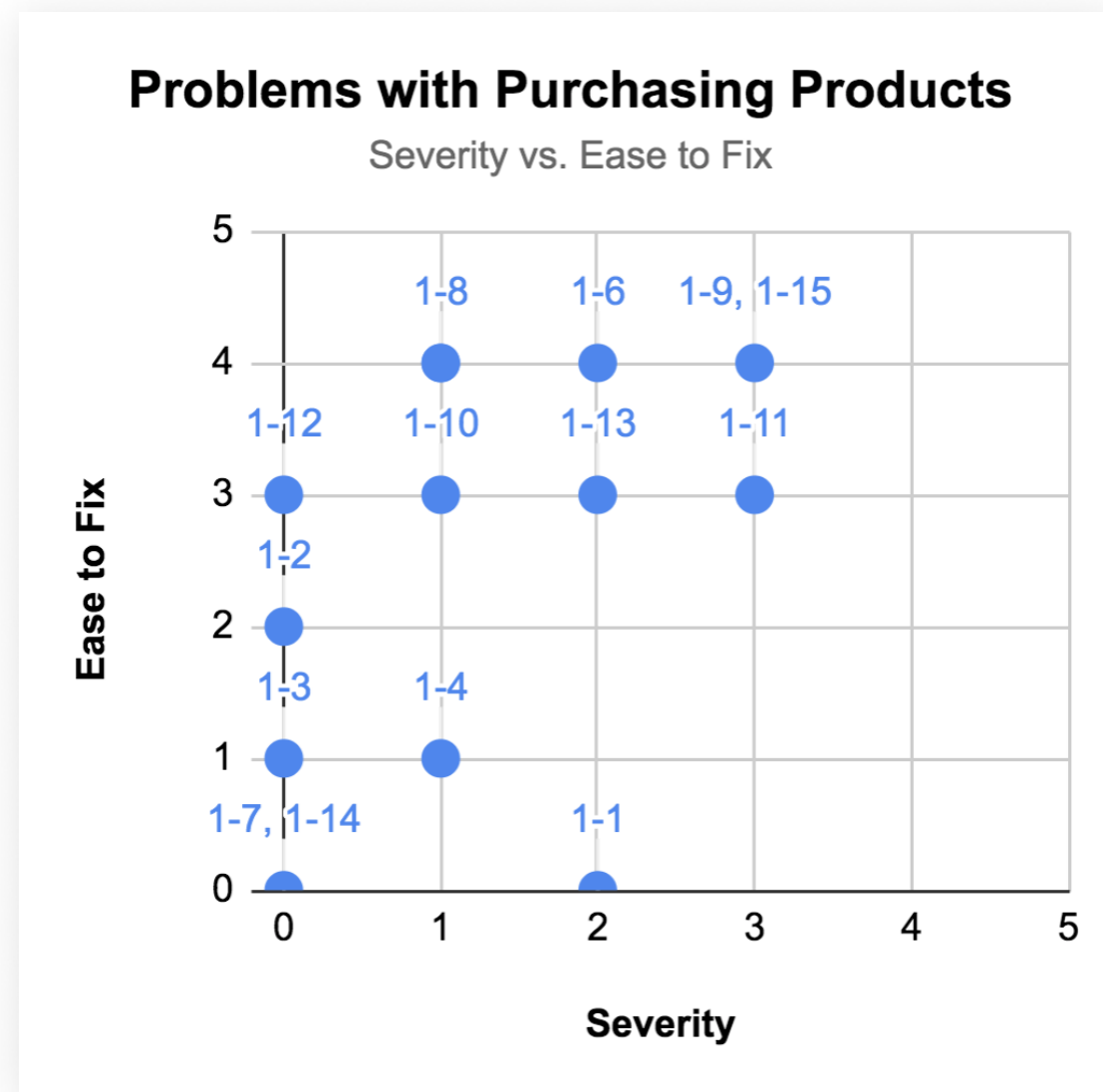
PayPal Interface Issues

Your shopping cart

Continue shopping >

Description	Price	Quantity			Total
Playdate 1 - Print	$30.00	-	1	+	$30.00
		Remove			

Order Summary

Item total	$30.00
Shipping	$10.00
Total	**$40.00 CAD**

PayPal Check out

or

Check Out

Pay without a PayPal account

Powered by PayPal

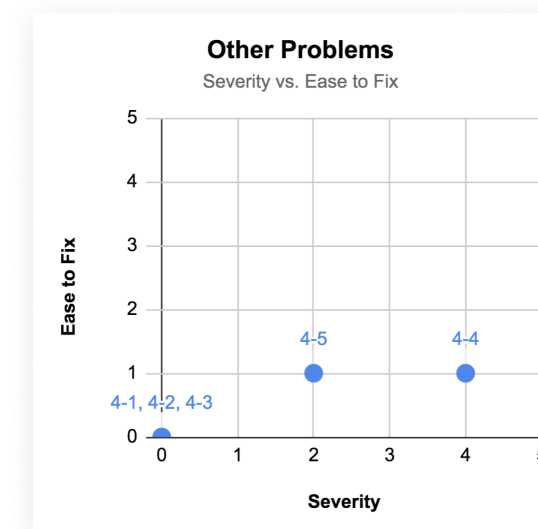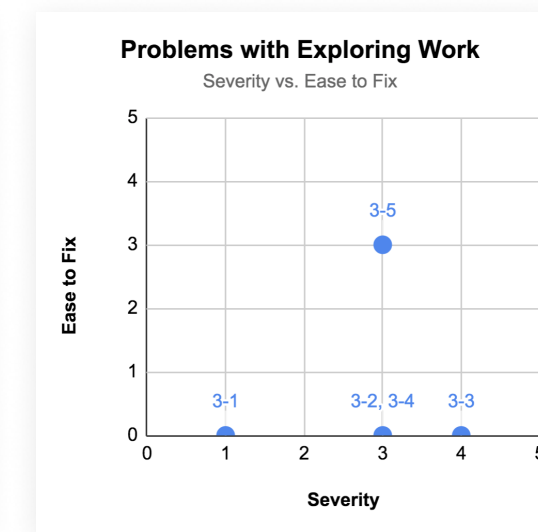Policies   Terms   Privacy   Feedback   © 1999 - 2019

PAYPAL CART (TYPICAL)

Your shopping cart

Your cart is empty

Powered by PayPal

Policies   Terms   Privacy   Feedback   © 1999 - 2019

PAYPAL CART (ERROR)

No product preview

Difficult to find 'continue shopping' button

Closes tab but doesn't always return to store tab
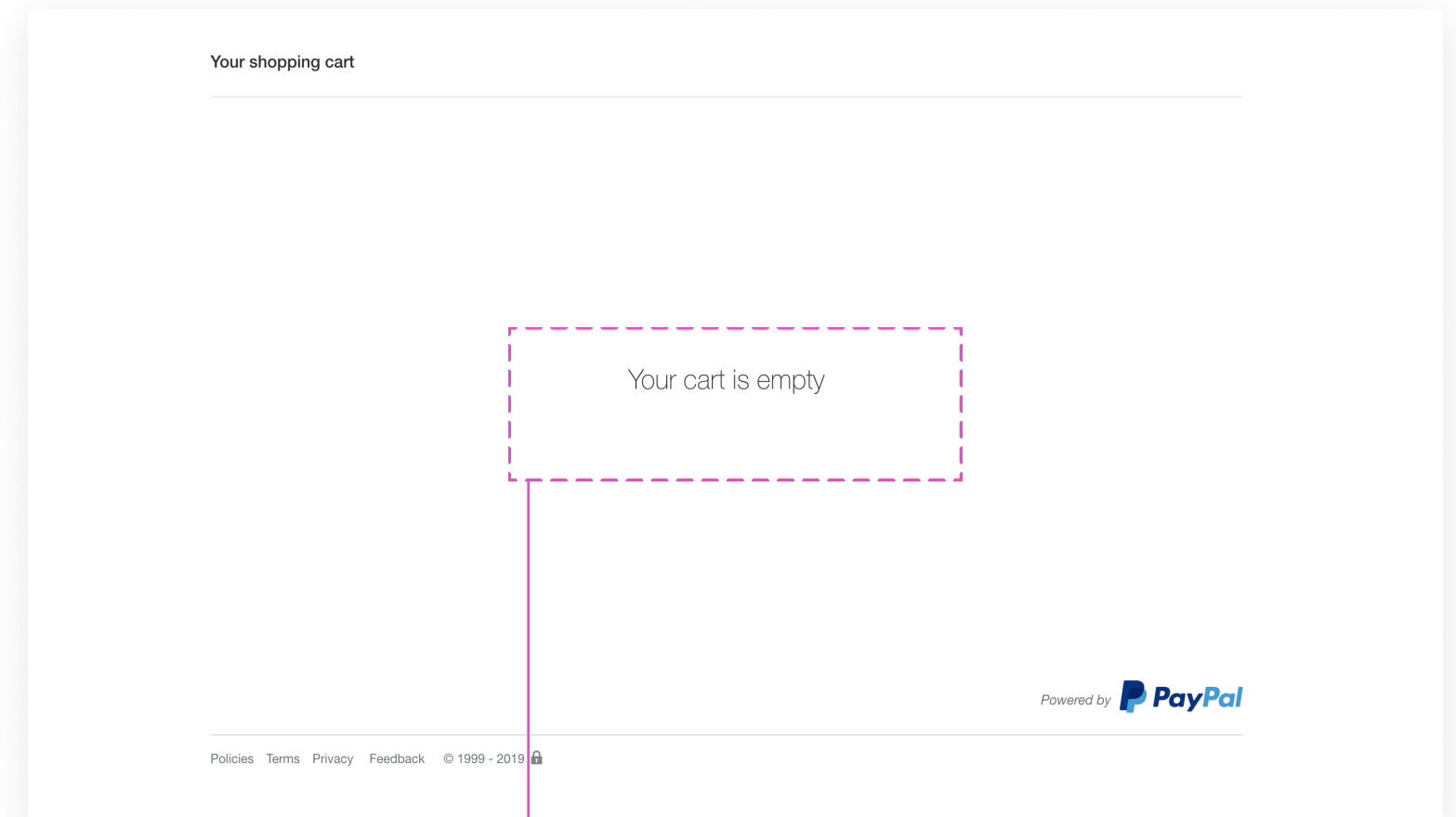
When all items are removed from 'continue shopping' button doesn't always appear

07/20

PRODUCT LISTING LAYOUT

20 PARTICIPANTS

Controlled Study

Measuring speed (time in seconds) of finding and purchasing items across 2 different layouts:

1 Page Layout
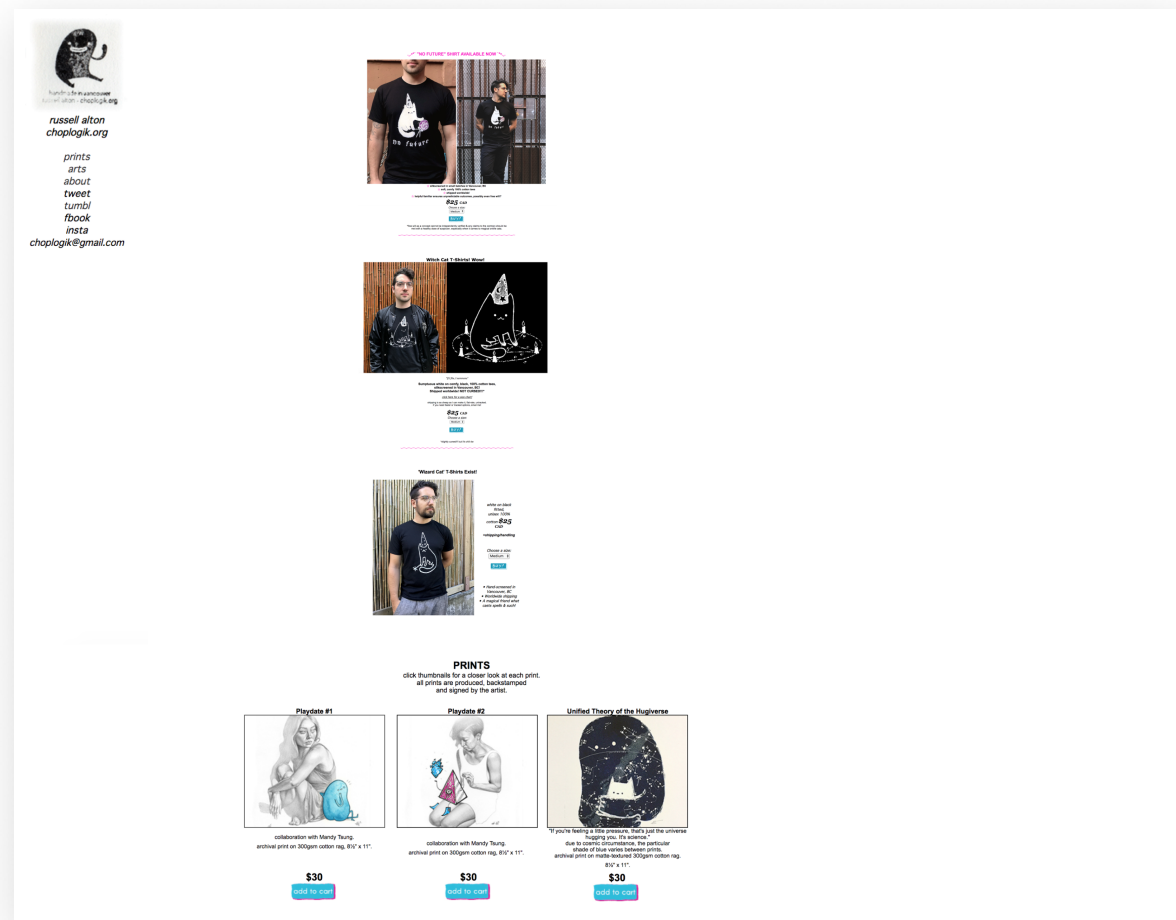
SINGLE LISTING PAGE

VS.

2 Page Layout

SHIRTS PAGE

PRINTS PAGE
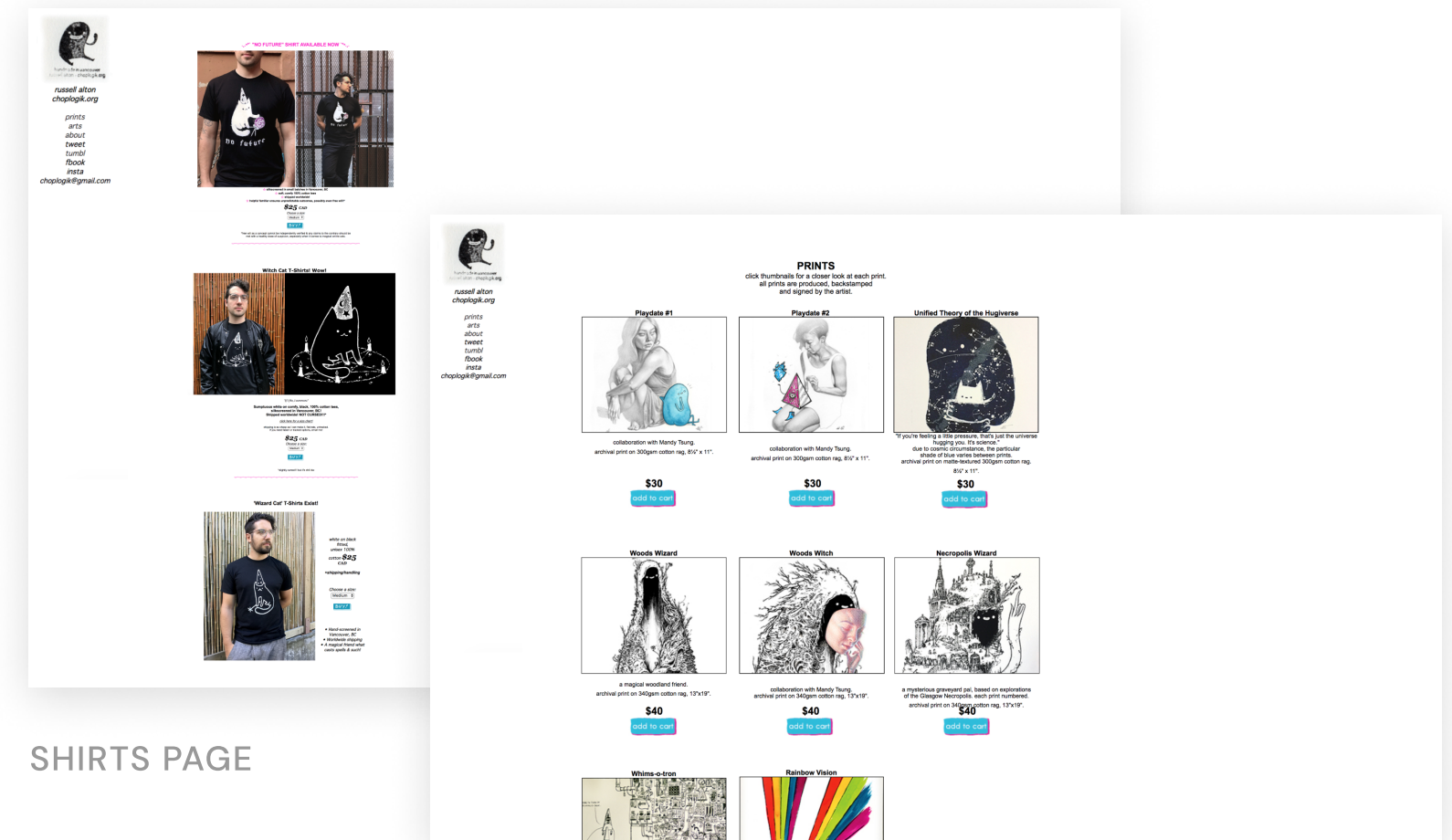
Results: Purchasing 1 Item

Hypothesis A

It is faster to find and purchase a print with a one page layout than a multiple page layout.

Null Hypothesis A

It is **not** faster to find and purchase a print with a one page layout than a multiple page layout.

Average speed of purchasing 1 print (in seconds)

■ 2 page layout: ■ 1 page layout:

PURCHASING JUST 1 PRINT

No statistically significant difference (p=0.141) could be found found between 2 page (M=23.5, SD=29.6) and 1 page (M=13, SD=8.1) layouts.

⟶

We cannot reject the null hypothesis at a 95% confidence interval (p<0.05).

Results: Purchasing 2 Items

Hypothesis B

It is faster to find and purchase a print and a t-shirt with a one page layout than a two page layout.

Null Hypothesis B

It is **not** faster to find and purchase a print and a t-shirt with a one page layout than a two page layout.

Average speed of purchasing 1 print + 1 shirt (in seconds)
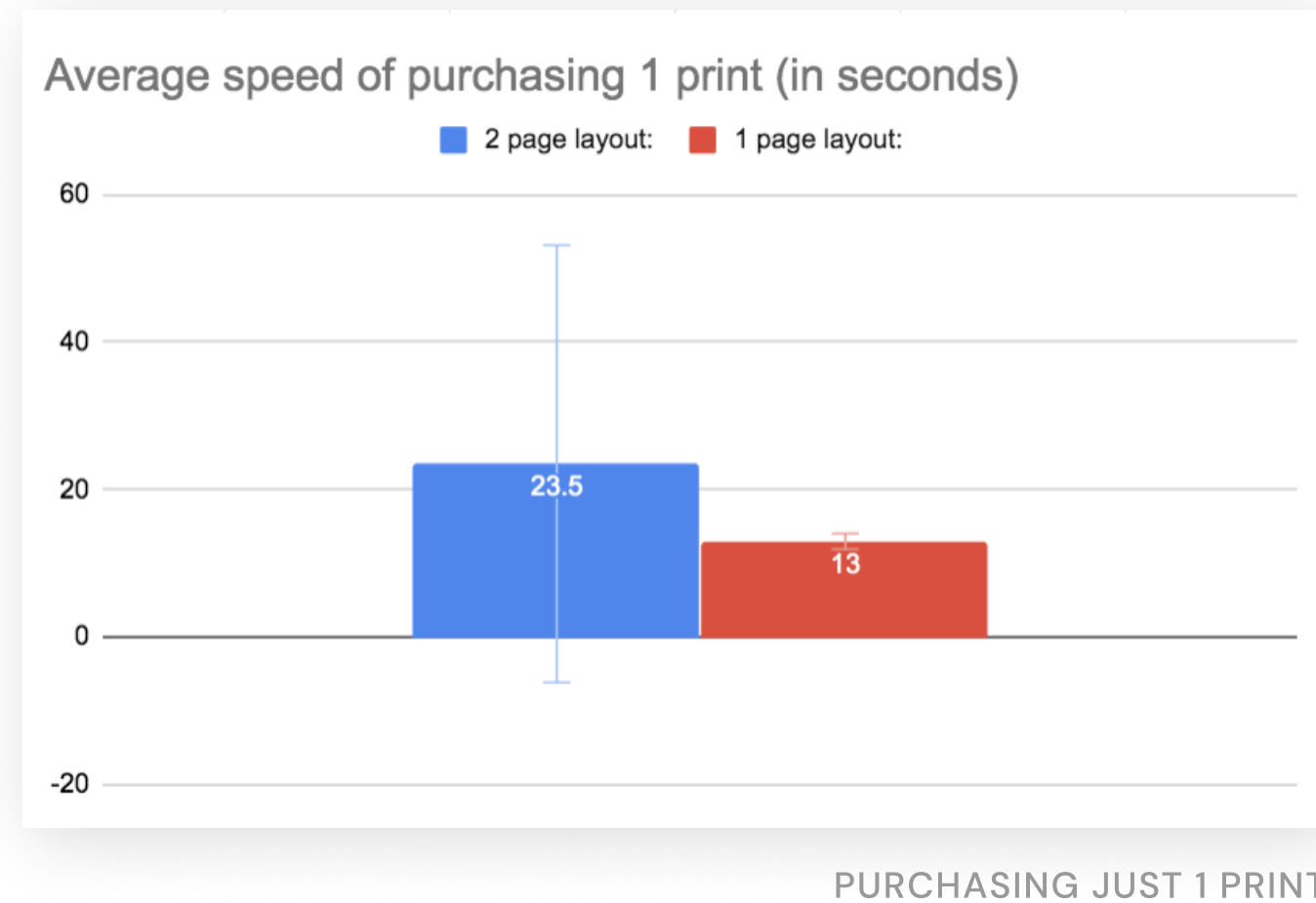
PURCHASING A PRINT AND A T-SHIRT

No statistically significant difference (p=0.11) could be found found between 2 page (M=40.85, SD=23.8) and 1 page (M=30.35, SD=15.85) layouts.
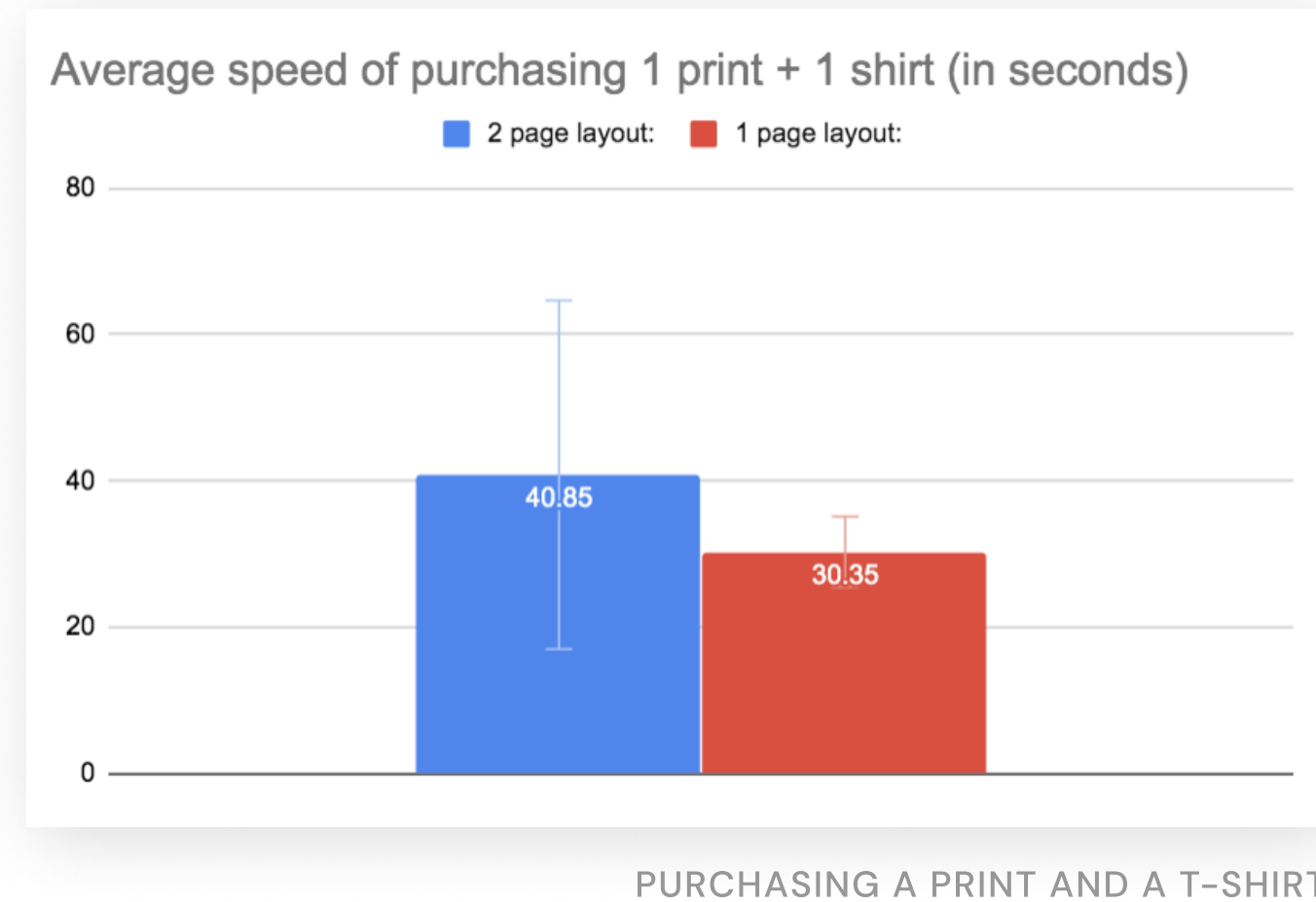
We **cannot reject** the null hypothesis at a 95% confidence interval (p<0.05).

Recommendation

Post–Test Questionnaire Results

Although on average buying items on a one page layout was 10s faster than on a two page layout, participants were **split 50/50** on what layout they preferred.

SINGLE PAGE

○ Easier to casually browse

○ Quicker to add items to cart

○ Easier to locate items

MULTIPLE PAGES

○ Less scrolling

○ Easier to parse and find products

○ Menu headers = fast navigation

50%

50%

● Single page layout
● Multiple page layout

PARTICIPANT PREFERENCES

Recommendations

Address navigational issues from heuristic and conduct further research before devoting time into developing a different page layout system
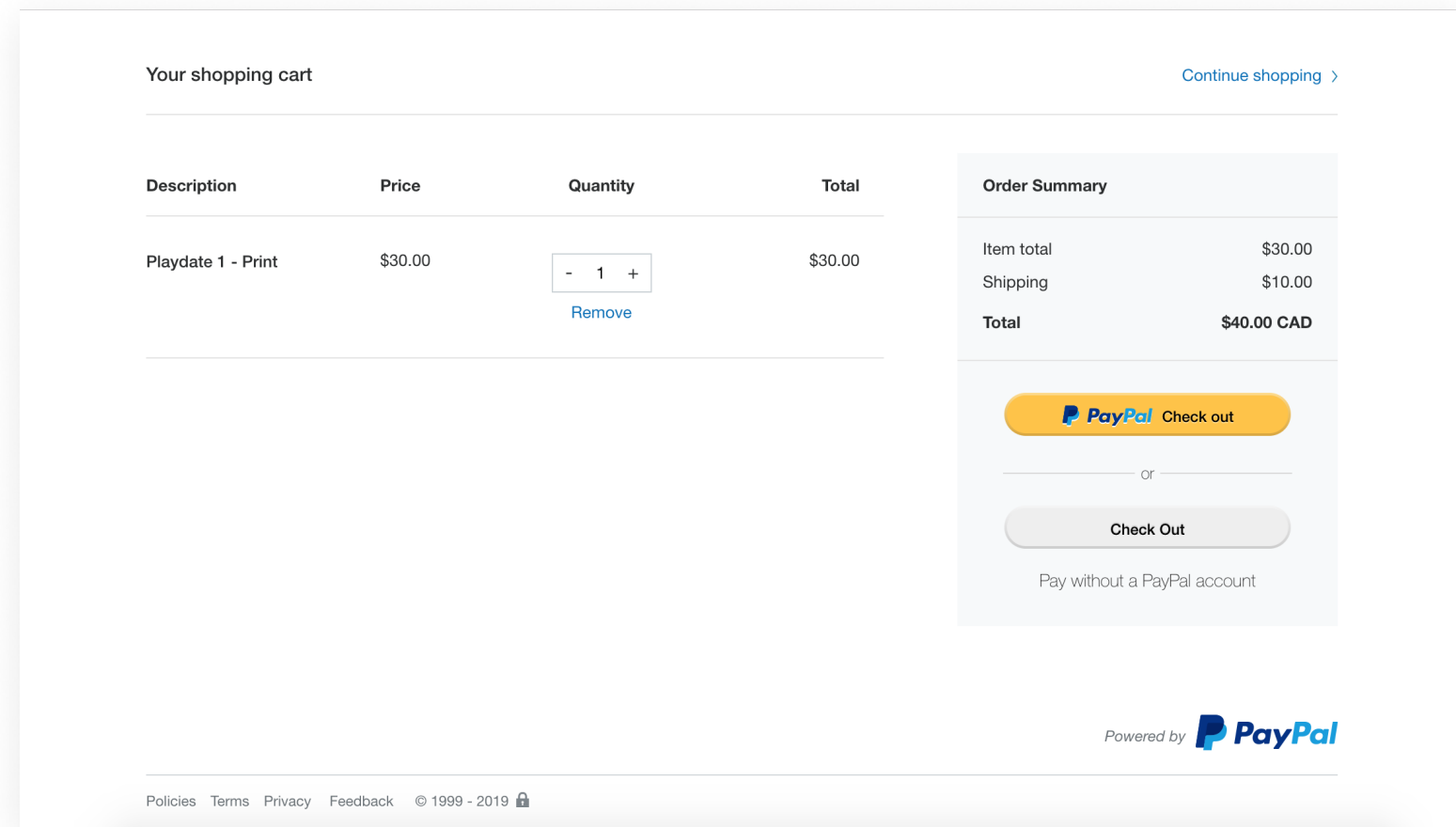
SHOPPING CART LOCATION

20 PARTICIPANTS

Controlled Study

Measuring speed (time in seconds) of navigating to, and removing items from a cart, either hosted directly on the website, or hosted on PayPal.

Your shopping cart

Continue shopping

Description	Price	Quantity	Total
Playdate 1 - Print	$30.00	- 1 +	$30.00
		Remove	

Order Summary

Item total	$30.00
Shipping	$10.00
Total	$40.00 CAD

PayPal Check out

or

Check Out

Pay without a PayPal account

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VS.

russell alton
choplogik.org

prints
arts
about
tweet
tumbl
fbook
insta
choplogik@gmail.com

Your Shopping Cart

Description	Price	Quantity	Total
Playdate 1 - Print	$30.00	- 1 +	$30.00
		Remove	

Order Summary

Item Total	$30.00
Shipping	$10.00
Order Total	$40.00

Check out

1 ITEM IN CART

2 ITEMS IN CART

Cart: Removing 1 Item

Hypothesis A

It is faster to edit a shopping cart with 1 item (a print) with the website cart layout than the PayPal cart layout.
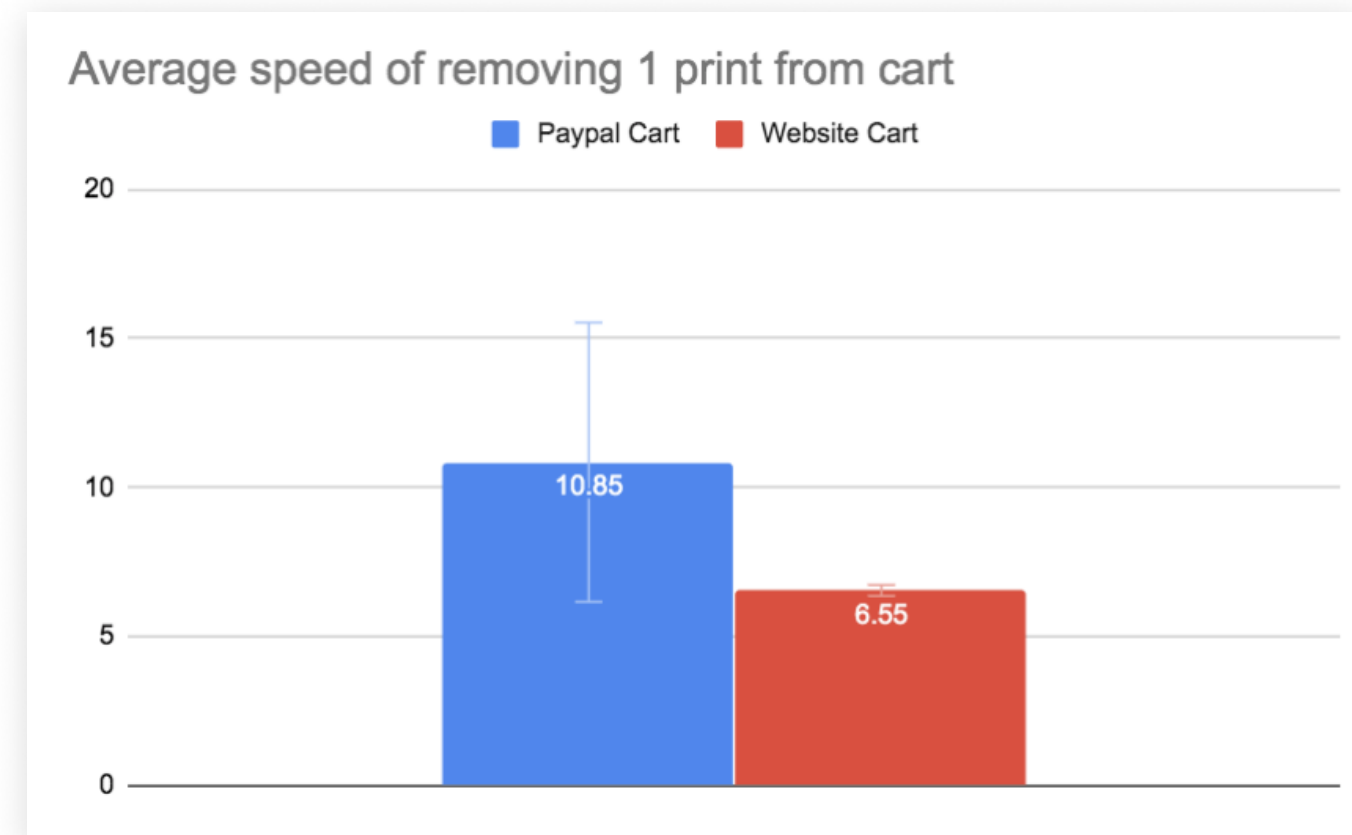
Null Hypothesis A

It is **not** faster to edit a shopping cart with 1 item (a print) with the website cart layout than the PayPal cart layout.

Average speed of removing 1 print from cart

■ Paypal Cart   ■ Website Cart

Paypal Cart: 10.85
Website Cart: 6.55

REMOVING JUST ONE PRINT

There is a statistically significant difference (p=0.001) in speed removing items from a paypal hosted cart (M=10.85, SD=4.64) and a website hosted cart (M=6.55, SD=2.80).

→

We can reject the null hypothesis at a 95% confidence interval (p<0.05).
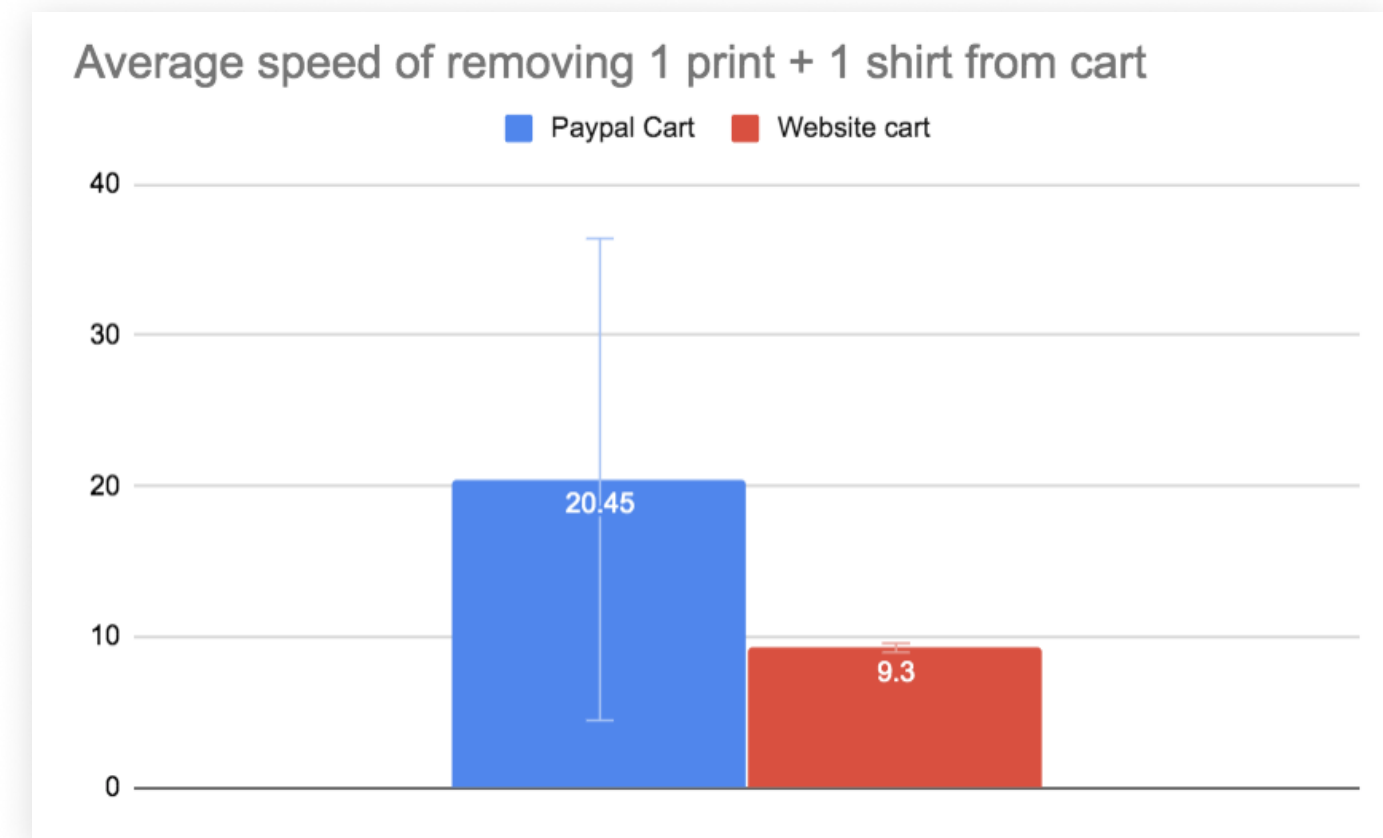
Cart: Removing 2 Items

Hypothesis B

It is faster to edit a shopping cart with 1 print and 1 t-shirt with a website cart layout than a PayPal cart layout.

Null Hypothesis B

It is **not** faster to edit a shopping cart with 1 print and 1 t-shirt with a website cart layout than a PayPal cart layout.

Average speed of removing 1 print + 1 shirt from cart

■ Paypal Cart   ■ Website cart

40
30
20 20.45
10   9.3
0

REMOVING 1 PRINT AND 1 SHIRT

There is a statistically significant difference (p=0.006) in speed removing items from a paypal hosted cart (M=20.45, SD=15.96) and a website hosted cart (M=9.3, SD=3.21).

→

We can reject the null hypothesis at a 95% confidence interval (p<0.05).

Recommendation

Post–Test Questionnaire Results

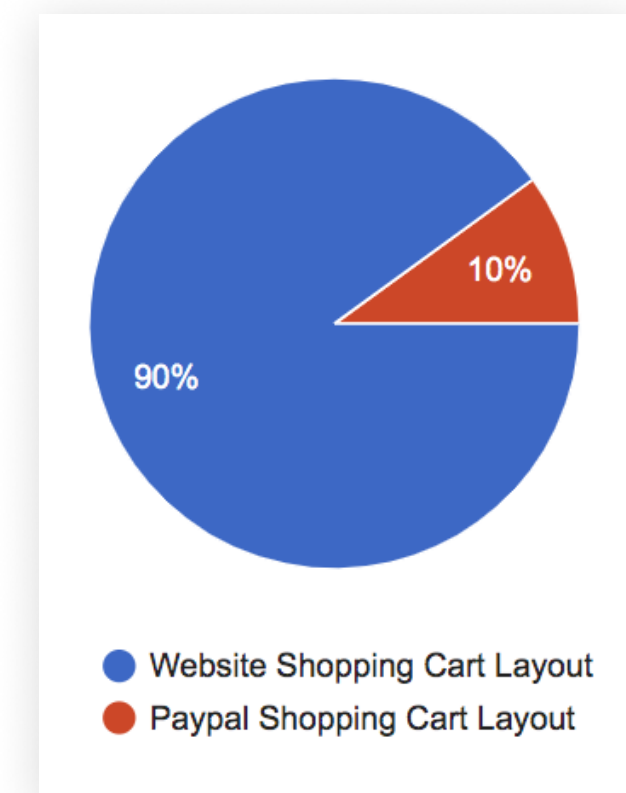**90%** of participants preferred the Website shopping cart layout.

WEBSITE CART	PAYPAL CART
o Consistent experience	o New tab feels disorienting
o Less inter–tab navigation	o PayPal interface hard to read
o Straightforward	o Higher effort to navigate

Recommendations

Implement a website on the shopping cart, taking care to ensure the cart presents (and is) secure.
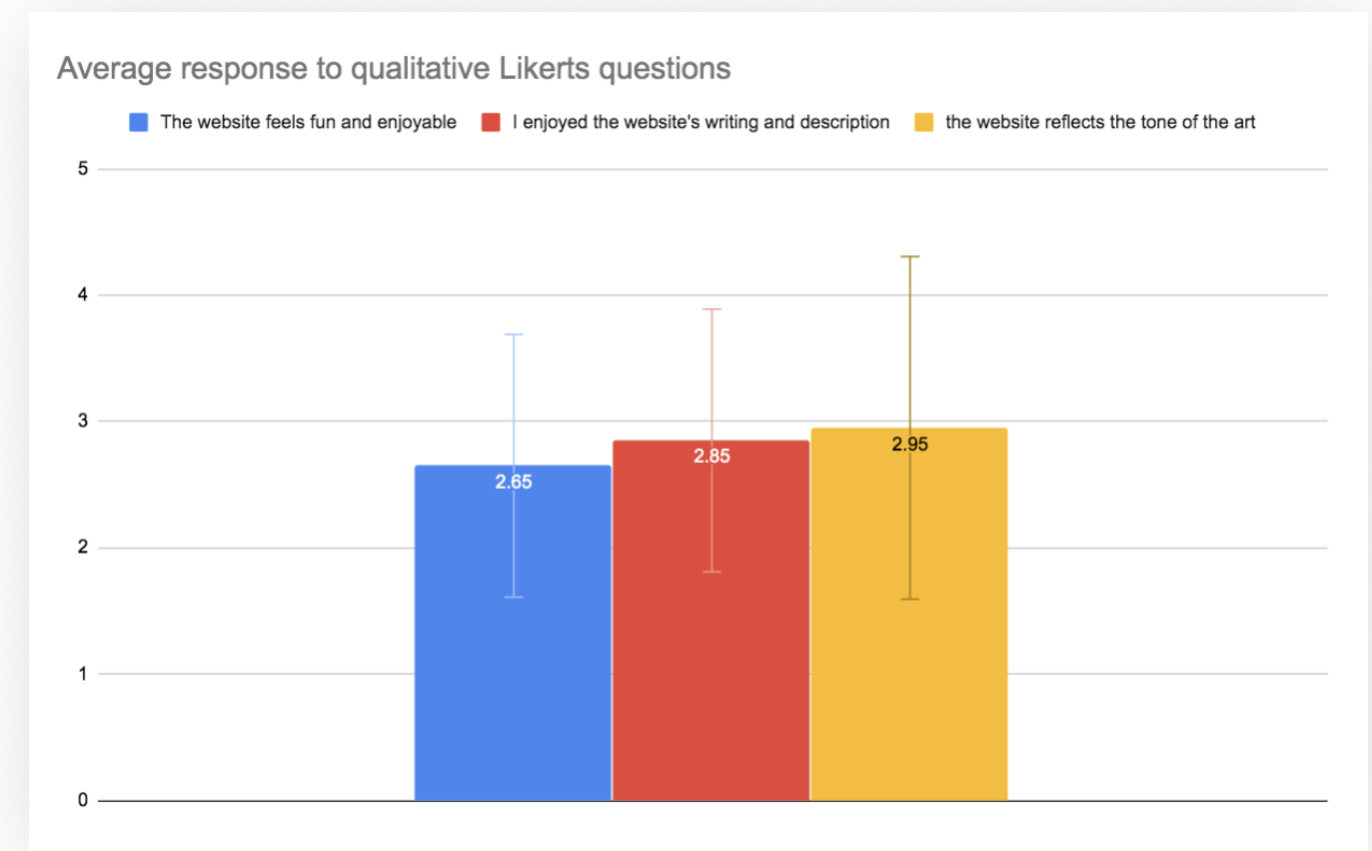
QUESTION 04

BRAND PERCEPTION

Results + Recommendation

〰〰〰〰〰〰

3 Likert scale questions concerning brand perception were asked in the post test questionaire.

01   THIS WEBSITE FEELS FUN AND ENJOYABLE (2.65)
02   I ENJOYED THE WEBSITE'S WRITING AND DESCRIPTION (2.85)
03   THE WEBSITE REFLECTS THE TONE OF THE ART (2.95)

Each answer has just below neutral (3) responses.

Even though the website is not drastically unpleasant, it could be improved to better communicate the intended brand. We recommend working with a designer to achieve this.

LIKERT SCALE QUESTION RESPONSES

19/20

Final Recommendations

01 **Address usability issues associated with navigation and information clarity**

02 **Test different page layouts only once navigational issues are addressed**

03 **Implement a website–hosted shopping cart**

04 **Consider working with a designer to improve brand communication**

Thank you!

Feedback?