

Il Paese dei Gatti - Usability Test Plan & Results

1 TEST OBJECTIVES

- Find out whether the information architecture is easily understandable;
- Find out whether the overall hierarchy of content on the pages is clear.

2 TEST SUBJECT

The test will be conducted on a prototype created on InVision with high fidelity mockup screens and imported into Maze.

3 TEST METHODOLOGY

Tests will be conducted using Maze.

4 PARTICIPANTS

At least 5 participants of any age and gender.

5 RECRUITING PLAN

Participants will be recruited among UX Academy students on Slack.

6 TASKS, ERRANDS

1. Scenario: You are looking for a cat and would like to adopt a male Maine Coon cat from the Il Paese dei Gatti shelter.
Task: Find a male Maine Coon cat.

2. Scenario: You found your male Maine Coon cat and would like to get to know the cat better.
Task: View Charlie's profile.
3. Scenario: After reading Charlie's story and profile, you are convinced he is the right cat for you. You therefore would like to apply for adoption online.
Task: Apply to adopt Charlie.
4. Scenario: You love cats and would like to help animal shelters. You came to know the Il Paese dei Gatti cat shelter from their Facebook page. Now you landed on their website and would like to donate via PayPal.
Task: Donate via PayPal.
5. Scenario: You love animals and already own a cat. You would like to help the shelter Il Paese dei Gatti by volunteering. You would like to apply.
Task: Apply to become a volunteer.

7 TEST GOALS

7.1 DESIGNER GOALS

- Find out whether the site is easily navigable.

7.2 USER GOALS

- Be able to complete the tasks quickly and easily.

8 COMMENTS

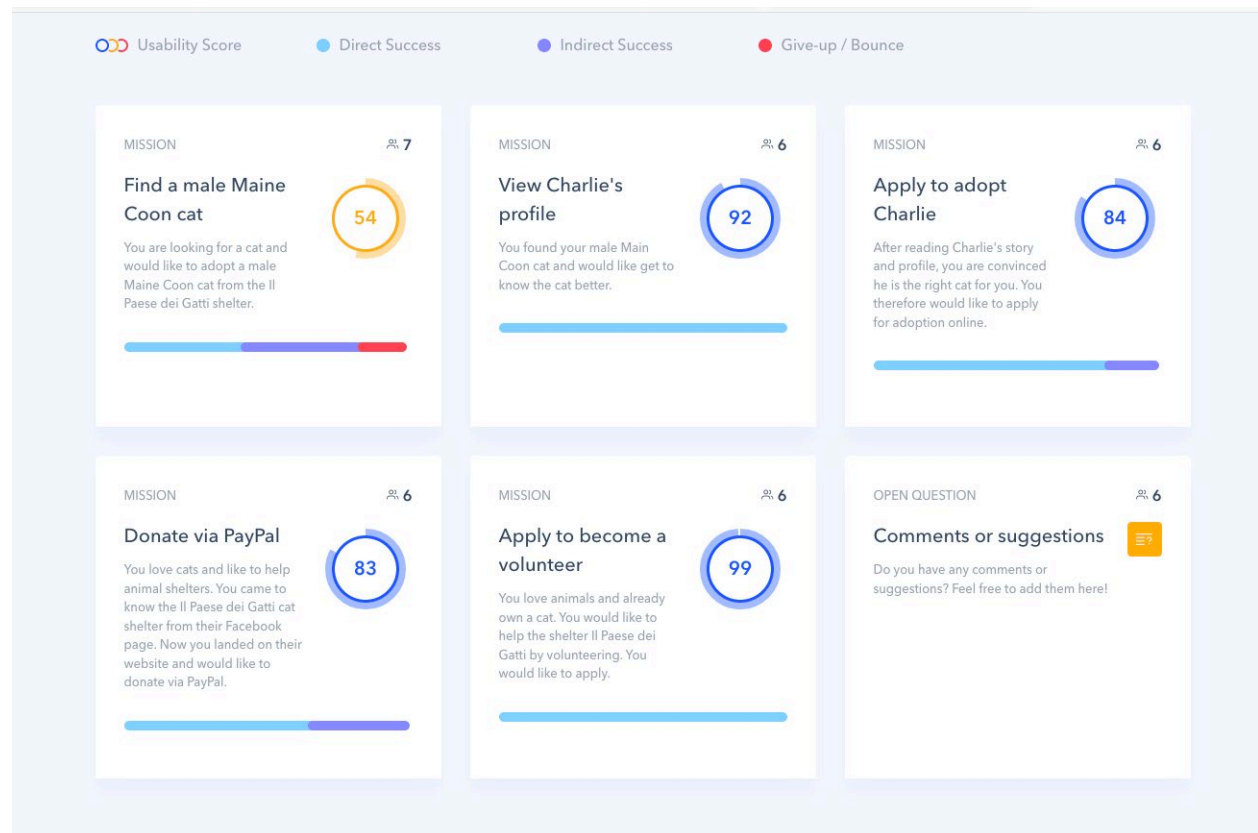
Two participants thought they overlooked the form that enables the user to apply for adoption in the profile page. One of them thought the CTA would bring them to another page.

Another participant was surprised to find a CTA in the page that enables users to apply to become a volunteer.

Another participant found every element too large.

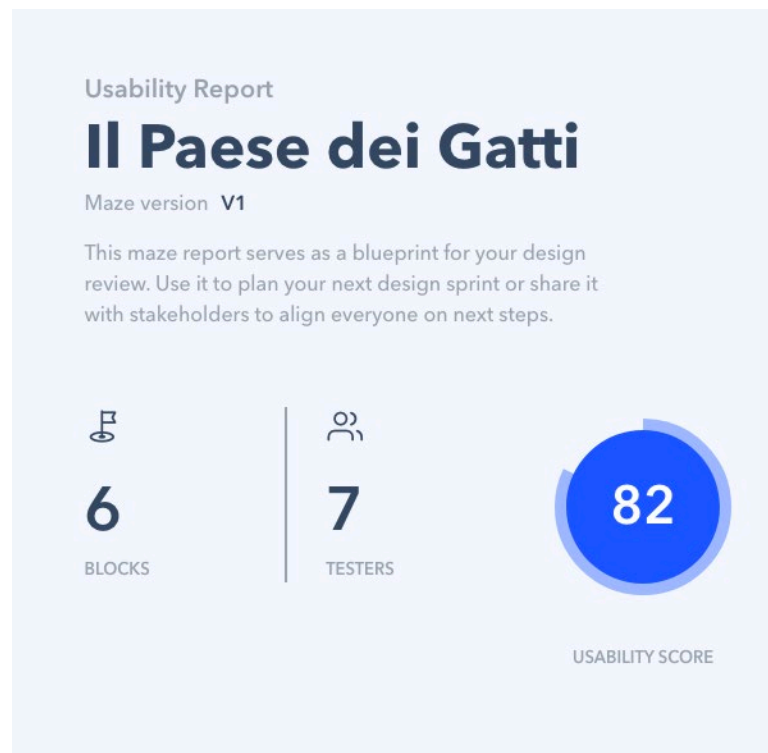
Only one participant gave up entirely after 12 misclicks.

9 TEST COMPLETION RATE



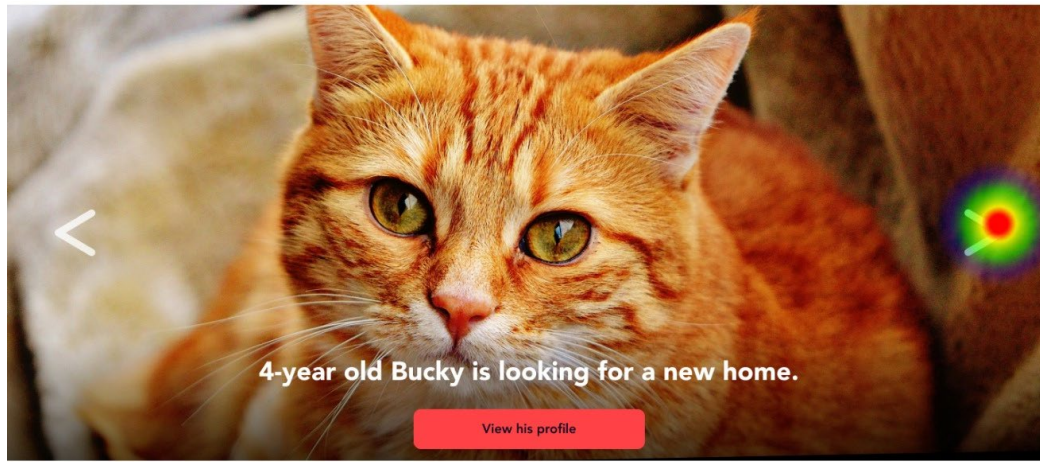
10 CONCLUSION

Overall, all participants but one were able to complete the given tasks and the usability score appears to be high (82).



The second, third and fifth task were the most straightforward, as most testers were able to complete the tasks via direct path. The most difficult task proved to be the first one (search for a male Maine Coon cat), as many users misclicked (misclick rate 21.8%). While one tester abandoned the whole test, the heat map shows that the remaining users tended to click on Gender (probably before clicking on breed), and tended to click on the whole image of the cat in the results. They seemed to find the Maine Coon cats, but did probably not see that they were all female, as the only male Maine Coon cat was the first one of the results, and nobody clicked on this profile directly. Maybe the given information should be highlighted differently or it should be labeled, as in the profile page.

It was also interesting to see that according to the heat map, many users clicked on the forward arrow of the carousel on the home page.



4-year old Bucky is looking for a new home.

View his profile

11 POTENTIAL FURTHER TESTING

Further testing could be done with more participants in order to find out (more) trends. In-person interviews could also be conducted to gain even more insights.

Full report on Maze: <https://maze.design/r/hb711k6nybt5k>