



Website Prototype Usability Test

Prepared by
Sean Flores
Version 1
Prepared for TexSTYLE Exchange

About TexSTYLE Exchange

TexSTYLE Exchange is a secondhand clothing reselling company aiming to bridge the gap between expensive vintage clothing stores and thrift stores to bring customers an online experience to find unique, timeless, hard to find/out of season clothes. TexSTYLE Exchange differs from competitors in that it is the direct seller of merchandise versus a large group of individuals reselling their own clothes where the quality, customer service, and possible issues vary widely. TexSTYLE Exchange sources and curates the clothing offered on their site from secondhand wholesalers and offers to purchase from users that would like to sell their clothing to TexSTYLE Exchange. TexSTYLE Exchange is then able to quality check and resell to customers directly online.

TexSTYLE Exchange is aimed at style savvy and discerning customers that are environmentally conscious and seek a selection of clothing that are quality yet more affordable than new luxury goods.

1. Young adults with disposable income; Gen Z, and the upcoming Gen Alpha.
2. Working professionals with medium to medium-high incomes; Millennials, Gen X.

1. Determine the goals

Two goals:

1. To determine the usability of the TexSTYLE Exchange website prototype and identify areas for improvement to increase the likelihood of users to complete a purchase transaction to be implemented prior to official launch.
2. To align content with the TexSTYLE Exchange style guide, including values of the company as it relates to sustainability, and inclusivity.

2. Explore the questions

Questions created for this usability test were designed to complement the gathering of data from user observation. The following questionnaire was created on Google Forms for users to provide direct feedback to questions post observation. The questionnaire contained questions to address the two main goals of this study: to determine the usability of the TexSTYLE Exchange website prototype for identifying areas for improvement, and to determine if the branding and content align with the TexSTYLE Exchange's brand.

TexSTYLE Exchange Questionnaire

Purpose of this questionnaire is for an initial contextual inquiry on the usability of the website prototype of TexSTYLE Exchange and identifying areas of opportunities for improvements prior to launch.

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According to the below options, what generation do you belong to?

- Gen Z | Born: 1997-2012, Current Ages: 12-27
- Millennials | Born 1981-1996, Current Ages: 28-43
- Gen X | Born 1965-1980, Current Ages: 44-59
- Baby Boomers | Born 1946-1964, Current Ages: 60-69
- Other: _____

On average, how often do you buy clothes online?

- 0 times/month
- 1-2 times/month
- 3-4 times/month
- 5+ times/month

What did you LIKE about the TexSTYLE Exchange website?

Your answer _____

What did you NOT LIKE about the TexSTYLE Exchange website?

Your answer _____

Overall, how would you rate your TexSTYLE Exchange shopping experience?

- 1 - Very Unsatisfied
- 2 - Unsatisfied
- 3 - Satisfied
- 4 - Very Satisfied

Very Unsatisfied 1 2 3 4 Very Satisfied

Does the TexSTYLE Exchange website's look and feel aligns with their branding?

- Yes
- No

What about the TexSTYLE Exchange website's look and feel align with their branding?

Your answer _____

What about the TexSTYLE Exchange website's look and feel DOES NOT align with their branding?

Your answer _____

Overall, did the content and images represent sustainability and inclusivity.

- 1 - Very Unsatisfied
- 2 - Unsatisfied
- 3 - Satisfied
- 4 - Very Satisfied

Very Unsatisfied 1 2 3 4 Very Satisfied

What other websites have you used for online shopping for clothing?

Your answer _____

Are there any aspects of these other clothing websites have that you would like to see on the TexSTYLE exchange website?

Your answer _____

Is there anything else you would like to share about your experience using the TexSTYLE Exchange website?

Your answer _____

Submit

Clear form

3. Choose the evaluation approach and methods

The evaluation approach and methods consisted of an observation followed by a questionnaire.

Observation

The observation consisted of one main task: complete a purchase of a dress. Prior to the observation, the evaluator shares the TexSTYLE Exchange style guide with users to create a baseline of understanding of the values, look, and feel of the business's branding. Users were encouraged to talk aloud and let the evaluator know what they are thinking throughout the observation.

Sub-tasks

The main task was broken into smaller tasks per prototype page for a total of 6 tasks. Each sub-task was timed, and a total time of the sub-tasks was added together to form the completion time for the main task.

Homepage

- **Sub-task 1:** Find an area to go to view dresses.

Category page

- **Sub-task 2:** Find and select a dress to purchase.

Item page

- **Sub-task 3:** Review page, select item color, size, and add item to shopping.

Shopping bag

- **Sub-task 4:** Review shopping bag and go to checkout.

Checkout page

- **Sub-task 5:** Complete the checkout form and submit your order.

Confirmation page

- **Sub-task 6:** Review the confirmation page and return to home page.

Questionnaire

The Google form questionnaire was given to users after the observation to provide a means for users to formulate their thoughts and complete the form interpedently as a summative evaluation of their experience with the TexSTYLE Exchange website prototype. A sample of the questions can be found in the **Explore the questions** section.

4. Identify the practical issues

To conduct this study effectively, the following resources should be made available during the time of the study.

Supplies

1. At least one evaluator to present, guide the observation, deliver questionnaire, gather and analyze user data.
2. Two computers: one for the user, the other as a backup for unforeseen technical difficulties that could occur with technology and a means for the evaluator to conduct their tasks.
3. Notepad, writing utensil and/or alternative digital device that evaluator tasks can be completed on as a backup to unavailability second computer.

Budget

There is no budget for this study. All costs must be incurred by the evaluator.

Evaluators

As the sole member of the project team, the evaluator will be Sean Flores.

Users

Users selected for this study should preferably fit the target demographics: primarily Gen Z, and secondarily Millennials, and Gen X. Note that Gen Alpha would all be minors at the time of this study and if included would require a parent or legal guardian's presence and/or permission. No users in Gen Alpha were used in this study.

Schedule

1 week for completion of all UX testing, gathering and initial analysis of data.

5. Decide how to deal with the ethical issues

This agreement relates to your participation in a TexSTYLE Exchange design research project. The project will take place between May 20, 2024 and May 26, 2024. Our session with you is scheduled for 20 minutes. The project's purpose is to better understand the usability of the TexSTYLE Exchange website prototype and how well the website aligns with TexSTYLE Exchange's branding. We ask that you read, sign, and return this agreement so you know your rights and what to expect from us.

Please email or call us if you have any questions, concerns, or technical issues with signing. Contact info: Sean Flores | Email: flores.sean.a@gmail.com | Phone: 555-555-5555

You're not required to take part in this research project. You can end your participation or skip a question at any time. While we'd love to hear your perspective, your participation is completely voluntary. If at any point you no longer wish to take part or want to skip a question, please let us know.

We appreciate your participation. Your participation will be unpaid. You won't receive any form of compensation for joining us for this session. Your time and input make it possible for us to improve our services. Unfortunately, we're not able to provide compensation for this session. By participating in this study, you agree to waive any right or claim relating to compensation for your participation in this study.

We'll be using information from the sessions to understand what people expect and want from TexSTYLE Exchange services. We use what we learn to help others understand what's important to support. You give us unlimited rights to use materials associated with your participation, except for some limitations on recordings as explained below.

We'd like to record this session. We may record video, audio, or photo recordings from this session to help us review our time together and make sure we understood what you shared. We may also share recordings to help tell stories about what people want and need. In all cases we'll take written notes. We might share quotes from people we interviewed. **Nothing shared will include your face or name.** When the design research project is completed, we'll delete the full recordings.

Please check below if you approve recording this session. At any time during the session, you can ask us to stop recording, or you can end the discussion.

I approve recording this session

We'll work to protect your privacy. We'll remove information that could be used to identify you, such as your face or name. (Your voice won't be removed if you approved recording above.) There's more information in this [Privacy Act Statement for Design Research \[GSA.gov\]](#).

You can withdraw your consent or change your mind about what you have shared with us. You can do this during the session, at the end of the session, or up to after the session by contacting Sean Flores | Email: flores.sean.a@gmail.com | Phone: 555-555-5555.

We appreciate you taking part in this session. Your perspective will help shape products and services for the American public. Thank you very much for your time and feedback!

Your signature below means that you understand your rights and agree to the above. If you are signing as *participant* but are a minor an accompanying parent and/or legal guardian must also review and sign the below agreeing to your rights and agree to the above.

Participant
Printed name
X
Signature
X
Date
X

Parent and/or Legal Guardian of Participant
Printed name
X
Signature
X
Date
X

6. Evaluate, analyze, interpret, and present the data

This section explores this study’s results from user observations and answers to the questionnaire. Raw data, evaluation of data, and a summary of findings analyzing and interpreting the data are presented.

Raw Data

Observation

User 1 – Gen Z

Homepage	
Sub-task 1	Find an area to go to view dresses
Time/Completion	00:01:12
Notes:	<ul style="list-style-type: none"> Scrolled up and down looking for a section that prioritizes dresses. Used Search bar, didn't work Then searched under Womens category in navigation Comments: <ul style="list-style-type: none"> Photos feels like they’re taken from other websites
Category page	
Sub-task 2	Find and select a dress to purchase.
Time/Completion	00:00:40
Notes:	<ul style="list-style-type: none"> Doesn’t like the photos where clothing isn’t on a mannequin or model. Can’t determine what the clothes would look like on someone.
Item page	
Sub-task 3	Review page, select item color, size, and add item to shopping.
Time/Completion	00:00:14

Notes:	<ul style="list-style-type: none"> • Prefers all colors show instead of having to select the color first for to see other color options. • Same as above for sizes, prefers all display at once. • Would like other photos of the item displayed as tiny boxes below main photo.
Shopping bag	
Sub-task 4	Review shopping bag and go to checkout.
Time/Completion	00:00:40
Notes:	None.
Checkout page	
Sub-task 5	Complete the checkout form and submit your order.
Time/Completion	00:01:45
Notes	<ul style="list-style-type: none"> • Number value type as input field for zip code causes user input error. • Comments: <ul style="list-style-type: none"> ◦ Same address as shipping address checkbox should also fill out the billing address. I don't want to type all of my address info again. ◦ I'd like to see the Shipping/billing box together on left, payment center, order summary to right and make it bigger. Get all info visible at top so can see everything.
Confirmation page	
Sub-task 6	Review the confirmation page and return to home page.
Time/Completion	00:00:14
Notes	<ul style="list-style-type: none"> • Comments: <ul style="list-style-type: none"> ◦ Move photos of purchased items to top ◦ Delete the thank you picture, not necessary ◦ Keep order details where they are

User 2 – Gen X

Homepage	
Sub-task 1	Find an area to go to view dresses
Time/Completion	00:01:01
Notes:	<ul style="list-style-type: none"> • Went directly to navigation → Women → Dresses <ul style="list-style-type: none"> ◦ Expected to see category of dresses and got it • Likes to see a search in a prominent place like it is, but wouldn't mind if it was grouped to the right and just had the search icon with other functions (shopping bag, account) if it was viewing on a smaller device. • Likes logo and placement • Likes footer and the information provided and helps to have website credibility with the social media linked because he likes to look how active a company is on social media if he has not bought from a site before.

	<ul style="list-style-type: none"> • Look and feel <ul style="list-style-type: none"> ◦ Different than what used to. Missing larger and bolder text and graphics to get attention. • Comments: <ul style="list-style-type: none"> ◦ I like [the navigation], it is setup functionally because I see things where he expects to see them: Navigation, then deeper categories. So, it worked for me when I needed it to work. ◦ Homepage content looks good for browsing, for people that don't know exactly what they want they can get ideas in the trending and community favorites.
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Category page

Sub-task 2	Find and select a dress to purchase.
Time/Completion	00:00:43
Notes:	<ul style="list-style-type: none"> • Likes that he would be able to breakdown to sub-categories, and size, and color. • Want to see total number of results to get an idea of how many options are available. • Comments: <ul style="list-style-type: none"> ◦ Would like to see the sub-categories to see a further breakdown to get dresses to be even more specific types of dresses to make it easier. Ex: sundresses, formal, short, long. If buying for my wife, I know her size and don't want to waste time and just see what will fit her.

Item page

Sub-task 3	Review page, select item color, size, and add item to shopping.
Time/Completion	00:01:18
Notes:	<ul style="list-style-type: none"> • Changing color option isn't changing color of dress, user keeps selecting different colors to try to see pictures of the dress in different color options. • Likes having multiple pictures of the item. • Comments: <ul style="list-style-type: none"> ◦ I like that there would be a link to size guide because I always checks each specific store's size guide because they all fit differently. ◦ I don't want to see reviews of similar products because it might prevent me from wanting to make the purchase. I only want to see reviews of the exact product I'm looking at.

Shopping bag

Sub-task 4	Review shopping bag and go to checkout.
Time/Completion	00:00:32

Notes:	<ul style="list-style-type: none"> • Likes that there's a picture with the item name and that the information is brief but is enough information that he needs at this point. • Selected a different color in item page but the color is different in shopping bag. User asking if can keep color specific? • Would like to be able to edit quantity. • Comments: <ul style="list-style-type: none"> ◦ Maybe remove the 'Shipping' part here since it's not applicable yet. It's just blank here but I know I'm going to get charged shipping when I enter payment and shipping info.
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Checkout page

Sub-task 5	Complete the checkout form and submit your order.
Time/Completion	00:02:23
Notes	<ul style="list-style-type: none"> • User was able to select all checkboxes for payment method and was confused. • Comments: <ul style="list-style-type: none"> ◦ Why isn't billing address auto-populating when I select that it's the same as my shipping address?

Confirmation page

Sub-task 6	Review the confirmation page and return to home page.
Time/Completion	00:00:26
Notes	<ul style="list-style-type: none"> • Likes that can also see items purchased on confirmation page. • Comments: <ul style="list-style-type: none"> ◦ Has phone number but I don't remember an option where it had an input for phone number. ◦ I'd like to see order number more prominently. That's what I look for to make sure the order had gone through and in case something goes wrong with my order I can easily find the order number to refer back to.

User 3 – Millennial

Homepage

Sub-task 1	Find an area to go to view dresses
Time/Completion	00:00:20
Notes:	<ul style="list-style-type: none"> • Went directly to navigation, Womens --> Dresses <ul style="list-style-type: none"> ◦ Liked categories available. • Comments: <ul style="list-style-type: none"> ◦ I like the trending section. It reminds me of Netflix. Helpful if don't know what want. ◦ Can there possibly be a children's section added?

Category page	
Sub-task 2	Find and select a dress to purchase.
Time/Completion	00:02:25
Notes:	<ul style="list-style-type: none"> Went to size filter first. Doesn't want to see anything that's not in her size. Comments: <ul style="list-style-type: none"> On Thredup [other online shop], the items that get the most hearts/likes are shown first.
Item page	
Sub-task 3	Review page, select item color, size, and add item to shopping.
Time/Completion	00:00:22
Notes:	<ul style="list-style-type: none"> Likes reviews of similar products Finds similar items helpful Likes that size guide is available If someone is modeling item, wants to know measurements of model like height.
Shopping bag	
Sub-task 4	Review shopping bag and go to checkout.
Time/Completion	00:00:46
Notes:	<ul style="list-style-type: none"> Comments: <ul style="list-style-type: none"> Will there be a way to use discount codes? Why is shipping field showing? There's no information on it. Don't show it yet if not calculated.
Checkout page	
Sub-task 5	Complete the checkout form and submit your order.
Time/Completion	00:01:10
Notes	<ul style="list-style-type: none"> Expects auto population after the selection for billing address same as shipping address. Doesn't want to have to write out address information again.
Confirmation page	
Sub-task 6	Review the confirmation page and return to home page.
Time/Completion	00:00:09
Notes	<ul style="list-style-type: none"> Comments: <ul style="list-style-type: none"> Looks fine. No changes. Keep the way it is.

User 4 – Millennial

Homepage	
Sub-task 1	Find an area to go to view dresses
Time/Completion	00:00:25
Notes:	<ul style="list-style-type: none"> Scrolled up and down page, then to navigation → Womens → Dresses.

	<ul style="list-style-type: none"> • Comments: <ul style="list-style-type: none"> ◦ There's a lot of white space. Can probably push things closer together.
Category page	
Sub-task 2	Find and select a dress to purchase.
Time/Completion	0:46
Notes:	<ul style="list-style-type: none"> • Likes filter options • Comments: <ul style="list-style-type: none"> ◦ Shouldn't there be a total for the number of dresses available?
Item page	
Sub-task 3	Review page, select item color, size, and add item to shopping.
Time/Completion	00:00:58
Notes:	<ul style="list-style-type: none"> • Was looking for image thumbnail previews. • Didn't select the color option to view other colors • Liked similar items and recently viewed sections
Shopping bag	
Sub-task 4	Review shopping bag and go to checkout.
Time/Completion	00:00:18
Notes:	<ul style="list-style-type: none"> • Comments: <ul style="list-style-type: none"> ◦ This is fine.
Checkout page	
Sub-task 5	Complete the checkout form and submit your order.
Time/Completion	00:01:22
Notes	<ul style="list-style-type: none"> • Confused by the 'add card button' then having to select the 'complete your order' button too. • Comments: <ul style="list-style-type: none"> ◦ I like that I can tab through the fields and it goes to the next one in the order that it's displayed. Some forms don't do that and it's dumb. ◦ Will the checkbox for 'same as shipping address' populate the address in the finished website?
Confirmation page	
Sub-task 6	Review the confirmation page and return to home page.
Time/Completion	00:00:21
Notes	<ul style="list-style-type: none"> • Comments: <ul style="list-style-type: none"> ◦ As long as the confirmation information is also emailed to me too, I'm not gonna remember any of this information. It would be nice to be able to log into my account and have my purchase history available too.

User 5 – Gen Z

Homepage	
Sub-task 1	Find an area to go to view dresses
Time/Completion	00:01:02
Notes:	<ul style="list-style-type: none">• First, user tried as search for dresses in search bar. But functionality not programmed in.<ul style="list-style-type: none">◦ User didn't like that couldn't functionally do searches in search bar.• Then scrolled page for options for dresses, found it in carousel options upon rotation.• Likes pictures.• Comments:<ul style="list-style-type: none">◦ Page is nice but kind of plain, nothing really sticks out. Shouldn't trending things stick out more, like bolder words?
Category page	
Sub-task 2	Find and select a dress to purchase.
Time/Completion	00:02:20
Notes:	<ul style="list-style-type: none">• Likes that the category color changes on category you have selected.• Likes that brand names of items are shown.• Comments:<ul style="list-style-type: none">◦ Why is font gray on item names? Have something more vivid.◦ Letters for price/size/brand too small.◦ Make the pictures be bigger.
Item page	
Sub-task 3	Review page, select item color, size, and add item to shopping.
Time/Completion	00:02:11
Notes:	<ul style="list-style-type: none">• Don't like having to tap color to show options. Would like to see all colors available at once.• Comments:<ul style="list-style-type: none">◦ Select size is a little bit small and hard to see, needs more contrast.◦ Same feedback regarding gray font and size; make bigger and darker/contrast.
Shopping bag	
Sub-task 4	Review shopping bag and go to checkout.
Time/Completion	00:00:21
Notes:	<ul style="list-style-type: none">• Generally, prefers bigger/darker font for information presented.• Likes that can 'X' out items, so if over budget can remove an item or two right there before checking out.

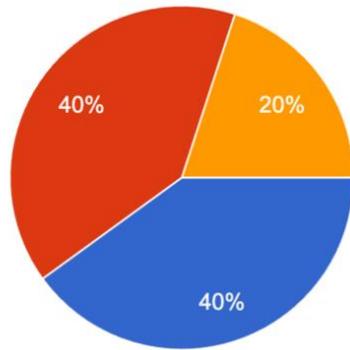
Checkout page	
Sub-task 5	Complete the checkout form and submit your order.
Time/Completion	00:02:45
Notes	<ul style="list-style-type: none"> • Didn't like having to enter address manually when checked box that billing address same as shipping. • Comments: <ul style="list-style-type: none"> ○ For state, do I use full name or acronym? ○ Input fields too small ○ Background blends in with font color too much. Not enough contrast.
Confirmation page	
Sub-task 6	Review the confirmation page and return to home page.
Time/Completion	00:00:12
Notes	<ul style="list-style-type: none"> • Comments: <ul style="list-style-type: none"> ○ What is the thank you picture for? I don't like having to scroll to see the important stuff: items purchased and order details.

Questionnaire

The questionnaire was created as a complementary method to the observation for obtaining statistical data using multiple choice options as 'yes' or 'no,' and likert scale with 4 options: Very Unsatisfied, Unsatisfied, Satisfied, and Very Satisfied. A 4 option likert scale draws out a direct like or dislike with varying intensity by allowing the answers to lean on either negative or positive. This is informative to the evaluator to surface problems to address in the analysis phase. Open ended questions were also used to add opportunities for users to provide insight regarding their answers to multiple choice and likert scale questions. The following are graphical representations of the statistical data gathered along with their corresponding qualitative responses.

According to the below options, what generation do you belong to?

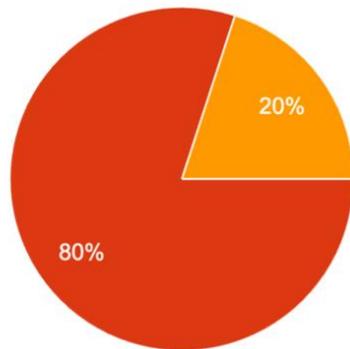
5 responses



- Gen Z | Born: 1997-2012, Current Ages: 12-27
- Millennials | Born 1981-1996, Current Ages: 28-43
- Gen X | Born 1965-1980, Current Ages: 44-59
- Baby Boomers | Born 1946-1964, Current Ages: 60-69

On average, how often do you buy clothes online?

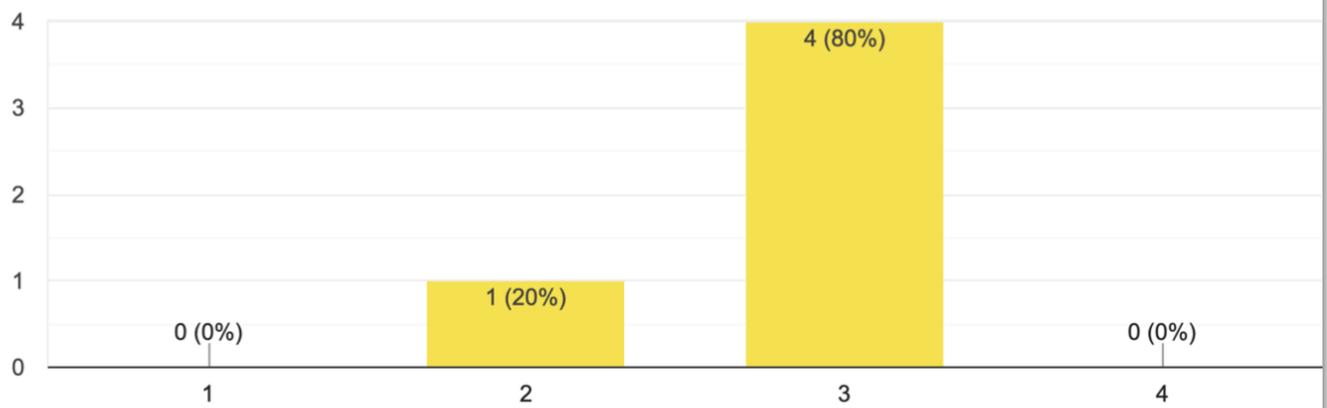
5 responses



- 0 times/month
- 1-2 times/month
- 3-4 times/month
- 5+ times/month

Overall, how would you rate your TexSTYLE Exchange shopping experience? 1 - Very Unsatisfied 2 - Unsatisfied 3 - Satisfied 4 - Very Satisfied

5 responses



What did you LIKE about the TexSTYLE Exchange website?

5 responses

I liked that it's a thrift store website.

Ease of navigation.

trending section

I like the pictures and that it's like a thrift store online

The pictures of clothes

What did you NOT LIKE about the TexSTYLE Exchange website?

5 responses

The random feeling photos.

Different aesthetic than what I prefer from a website I'd buy from, but also more options to parse the items I'm interested (i.e. view X items per page).

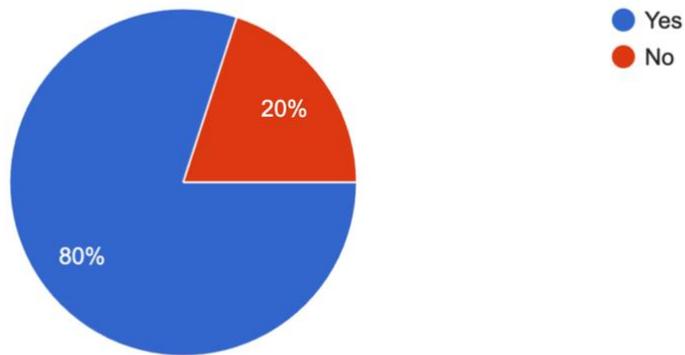
no discount code available

Some of the words could be darker and bigger. Maybe some of the images to.

The subtle color scheme

Does the TexSTYLE Exchange website's look and feel aligns with their branding?

5 responses



What about the TexSTYLE Exchange website's look and feel align with their branding?

4 responses

I feel like the color scheme aligns with the idea of being aware of waste and re-use of existing items (earth tones). It also looks like features on the website promote community which I feel like is important to younger folks.

the visual examples

Colors and some of the pictures

Yes

What about the TexSTYLE Exchange website's look and feel DOES NOT align with their branding?

3 responses

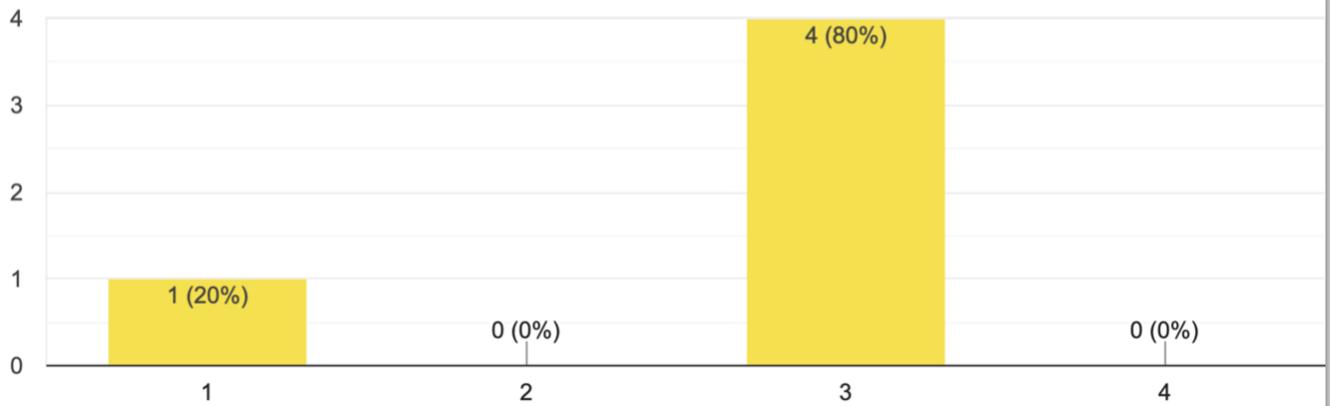
The design of the website does not give off a clothing store feeling. It gives off more of an "organization" company feeling.

In some ways, the look and feel of the website felt very corporate and polished. I feel like a website in this category (re-use and re-purpose of clothing) would be more avant garde and cutting edge -- but I also feel like that is my opinion.

background colors - needed more vintage feel

Overall, did the content and images represent sustainability and inclusivity. 1 - Very Unsatisfied 2 - Unsatisfied 3 - Satisfied 4 - Very Satisfied

5 responses



What other websites have you used for online shopping for clothing?

5 responses

Depop, Amazon, Shein, Temu

Dickies, Hard Luck Mfg, Thrasher, independent artists.

thredup

Depop, ASOS, eBay, OfferUp

Thread Up, Etsy, Amazon, and Temu

What about the TexSTYLE Exchange website's look and feel align with their branding?

4 responses

I feel like the color scheme aligns with the idea of being aware of waste and re-use of existing items (earth tones). It also looked like features on the website promote community which I feel like is important to younger folks.

the visual examples

Colors and some of the pictures

Yes

Is there anything else you would like to share about your experience using the TexSTYLE Exchange website?

5 responses

Nah

I thought the website was very functional and user friendly.

no

I think it's a good start, everything works the way I'd expect when buying something.

No

Findings

User Demographics

Early analysis of the data gathered from user testing has revealed generational behavior trends and areas of opportunity to improve the TexSTYLE Exchange website prototype.

The demographics are spread across target demographics: 40% Gen Z, 40% Millennials, 20% Gen X. All users have experience with online shopping for clothing or other items with 80% of users purchasing items of apparel an average of 1 to 2 times per month

and the remainder being a user from Gen X averaging a higher average of purchases a month at about 3-4 times a month.

Evaluation of Goals

Overall, the goals of the study were met and a determination of the usability of the TexSTYLE Exchange website and the website's alignment to the business's branding is satisfactory albeit with opportunities for refinement. The questionnaire revealed a clear satisfaction of user experience using the TexSTYLE Exchange website:

- 80% of users felt satisfied with their experience on the TexSTYLE Exchange website.
- 80% of users felt that the website's look and feel aligned with its branding.

Analysis & Interpretation of Data

The qualitative data from the interviews and a questionnaire provided the most insight as to why users felt satisfied or unsatisfied with specific aspects of TexSTYLE Exchange's website. Generally, most users didn't have a problem navigating from one page to another to complete the main task of purchasing an item and the subtasks associated with it. Users had commented that:

"...everything works the way I'd expect when buying something."

"I thought the website was very functional and user friendly."

It is in the finer points of specific formatting of content and expectation of full interactivity of the prototype website that caused user confusion.

User Expectation vs. Prototype Functionality

The users expected fuller functionality of the prototype and a presentation of information in a manner like what they experience in the e-commerce websites they use.

- **Search Bar**

- First element that Gen Z users went to when introduced to the homepage and asked to find dresses. The frustration Gen Z users felt was that they couldn't use the actual search bar in a manner that they were expecting.
- A Gen X user indicated that they appreciated the prominent placement of the search bar and that it is available throughout most of the website along with account tools and shopping bag as he likes to have a consistent set of tools such as search bar, shopping bag, and access to his user account available as often as possible when shopping online.

- **Navigation, Filters, and Exploration**

- Millennials and Gen X users exhibited behavior towards utilizing the navigation menu, an appreciation for having filters and particularly subcategories for

clothing types, size, and color. Millennial and Gen X users demonstrated more attention to the content on the screen by exploring the carousels and commenting on other information on each page such as reviews, suggested or recently viewed items sections.

- **Header Tools and Shopping Bag**

- Users often clicked the Shopping Bag icon along the header when asked to complete sub-task 4: review shopping bag and go to checkout. This highlighted a missed area in the flow of the website prototype. The Add to Shopping Bag button should indicate a change in the Shopping Bag Icon instead of link directly to the Shopping Bag page. The expectation from users is that when they are done with the task of adding an item to their Shopping Bag that they will then select the Shopping Bag icon to view the Shopping Bag page.

- **Look & Feel**

- Users thought that the website was well organized but overall sterile and wanted something more attention grabbing. Users were split between the images as some of them liked the images while others didn't like them and desired to see only dresses that were worn by models so they have an idea of what they would look like if purchased. Overall, the consistent desire of users was to have the images and fonts be displayed as bigger, bolder.
- It is important to note that by the time of testing for User 5 - Gen Z was completing their user testing that the computer being used was low on power, the screen had dimmed significantly in a power save mode, and their responses are strongly bias toward more contrast of each website page.

"Some of the words could be darker and bigger. Maybe some of the images to[o]."

"Bigger, bolder graphics/photos."

"In some ways, the look and feel of the website felt very corporate and polished. I feel like a website in this category (re-use and re-purpose of clothing) would be more Avant Garde and cutting edge -- but I also feel like that is my opinion."

"The design of the website does not give off a clothing store feeling. It gives off more of an "organization" company feeling."

- **Item Page**

- 100% of Gen Z users reported a dislike of the presentation of the color option. Currently, the color option must be selected to view additional color options.

Users would like to see all options laid out on page without having to click to view it first and see the change in color reflected in the item image preview.

- 40% of users commented on a desire to have thumbnail preview images of the item in addition to the full-sized view.
- The review section had an even number of users that found it helpful and unhelpful.

- **Checkout page**

- Confusion regarding Checkout page form. Users don't want to have to enter their address over again when they select that their billing address is the same as their shipping address. *User 1 - Gen Z* provided a comment that would address the general finding of users confusion and preferences for the Checkout page,

"I'd like to see the Shipping/billing box together on left, payment center, order summary to right and make it bigger. Get all info visible at top so can see everything."

This analysis is an indicator that the header and its corresponding tools: search bar and shopping bag is a significant area that users rely on to find items of interest and that the tools along the header of the site are heavily relied on. Similarly, tools on the body of the page could incorporate interactivity so users that are exploring tools such as filters, color, and size option can interact and review them as they expect.

Prototype Improvements

Based on UX test findings, improvements have been made to the TexSTYLE Exchange prototype website.

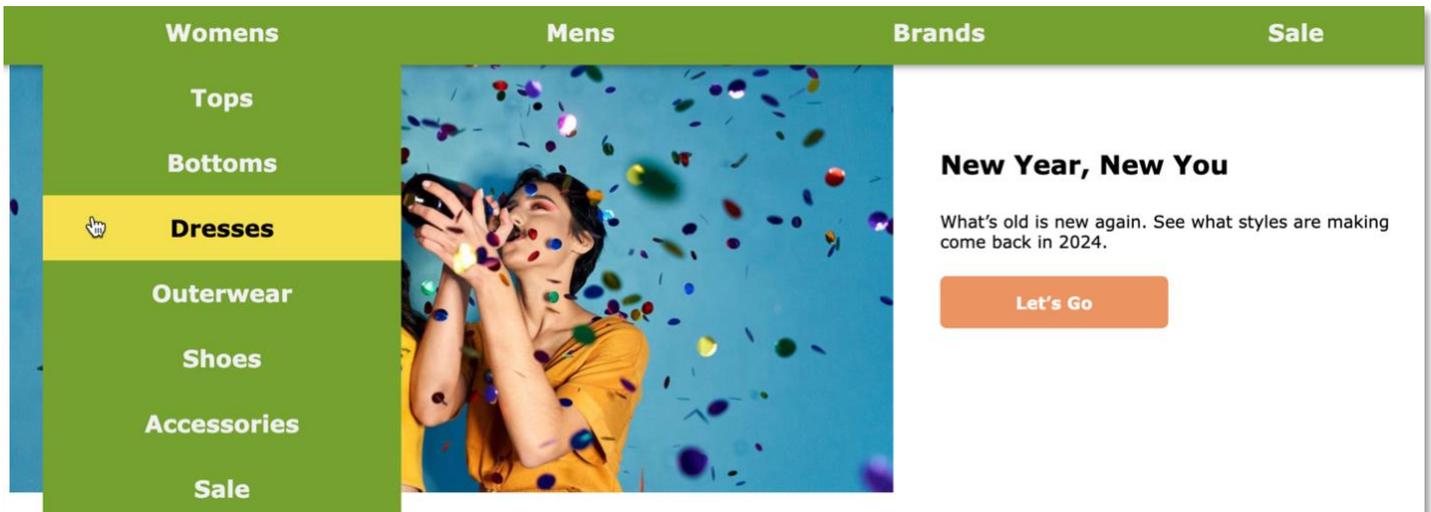
Overall

User testing had surfaced the desire for users to have a more vibrant experience. More color and personality associated with brand added to push boundary of what users wanted to see that was out of typical benchmarks of similar ecommerce sites.

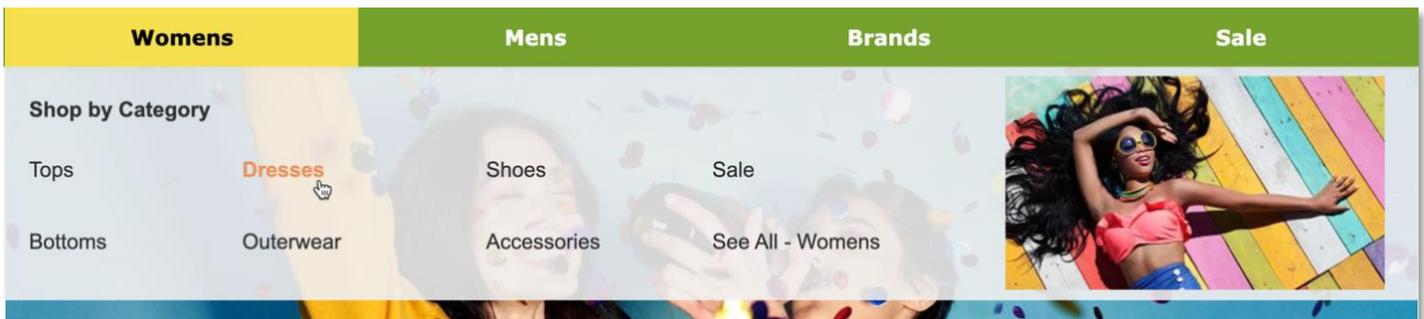
To accommodate this, the following were implemented across the prototype:

- Text was made darker, larger, with more color contrast.
- Images made larger and bolder in visual appeal.
- Navigation dropdown revamped to be visually larger, contrasted, with additional images and color.

Navigation before improvements



Navigation after improvements



Homepage

The homepage was not explored by users in the Gen Z generation. Millennial and Gen X users were more accustomed exploring and browsing versus Gen Z that opted to go directly to the search bar to complete *sub task 1 – find an area to go to view dresses*. Content on the homepage hidden behind a carousel were not found Gen Z, nor was the dresses area from the *community section*. Only one Millennial user found the dresses category through the community section on the homepage.

To better meet user and client needs, there needed to be a means of lucratively encouraging users to explore and discover items they would like to buy in addition to items they have already decided to find and purchase. The application of [Fitts's Law](#), the time to acquire a target is a function of the distance to and size of the target, to the homepage met both of client and user needs.

- The *featured* and *trending carousels* are set to auto rotate through their content without the user having to initialize it.
- Used larger images with text and button overlays with higher contrast.
- *Community favorites* content not part of client business campaigns in the *featured* and *trending sections* were pulled out of their carousel section and all placed on

the homepage so can be reviewed by users all at once, with bolder text and button overlays on images.

- Functionality of the search bar will also suggest the dresses category, this will allow a better assessment of how quickly users are able to complete tasks in any future prototype user testing.

Homepage before improvements

The screenshot shows the homepage of TexSTYLE Exchange. At the top, there is a navigation bar with the logo, a search bar, and icons for shopping and user profile. Below this is a green navigation bar with categories: Womens, Mens, Brands, and Sale. The main content area features a large hero banner for 'New Year, New You' with a 'Let's Go' button. Below the banner are three sections: 'Trending' with items like 'Cut Off Shorts', 'Graphic T-Shirts', and 'Sunglasses'; and 'Community Favorites' with items like 'Raen Sunglasses', 'Baby T-Shirts', and 'Levis Denim'. Each item includes a description, price, and a 'Shop' button. The footer contains links for 'Buy', 'Sell', 'Help', and 'Connect with us'.

TexSTYLE Exchange Search for a brand or item

Womens Mens Brands Sale

New Year, New You
What's old is new again. See what styles are making come back in 2024.
[Let's Go](#)

Trending

Cut Off Shorts
Cut off shorts are making a splash this summer. Find a pair for your wardrobe.
[Shop Cut Off Shorts](#)

Graphic T-Shirts
Graphic Tee's are a staple for any style, any season, and any outfit.
[Shop Graphic T-Shirts](#)

Sunglasses
Protect those precious eyes and look good while doing it.
[Shop Sunglasses](#)

Community Favorites

Raen Sunglasses
\$12-\$24
Raen
[Shop Raen Sunglasses](#)

Baby T-Shirts
\$10
Various Brands
[Shop Baby T-Shirts](#)

Levis Denim
\$14-\$30
Levis
[Shop Levis Denim](#)

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Instagram, TikTok, Facebook, X

Homepage after improvements

TexSTYLE Exchange

[Womens](#) [Mens](#) [Brands](#) [Sale](#)

New Year, New You

What's old is new again. See what styles are making a come back in 2024.

[Let's Go](#)

Trending

Cut Off Shorts

Cut off shorts are making a splash this summer. Find a pair for your wardrobe.

[Shop Cut Off Shorts](#)

Graphic T-Shirts

Graphic Tee's are a staple for any style, any season, and any outfit.

[Shop Graphic T-Shirts](#)

Sunglasses

Protect those precious eyes and look good while doing it.

[Shop Sunglasses](#)

Community Favorites

Raen Sunglasses

\$12-\$24
Raen

[Shop Raen Sunglasses](#)

Baby T-Shirts

\$10
Various Brands

[Shop Baby T-Shirts](#)

Levis Denim

\$14-\$30
Levis

[Shop Levis Denim](#)

Back To Basics

\$5-\$12
Various Brands

[Shop Basics](#)

Dress You Up

\$10-\$75
Various Brands

[Shop Dresses](#)

Jumpsuits

\$20-\$40
Various Brands

[Shop Jumpsuits](#)

Plain White Tees

\$10-\$20
Various Brands

[Shop White T-Shirts](#)

Cozy Sweaters

\$12-\$25
Various Brands

[Shop Sweaters](#)

Rare Vintage

\$35-\$80
Various Brands

[Shop Vintage](#)

Category page

Users particularly liked the filter options available on the category page with negative feedback towards look and feel and a desire to see numerical details on what they are viewing onscreen: more contrast, better images to know what clothing will look like if worn, total number items available, total number of pages in category or from their search.

Improvements:

- Larger and informative images added where that users will have a better idea of what the dresses would look like when worn.
- Additional color options and a changing hover image preview for selectable dress so users can quickly and easily see clothing at various vantage points.
- Applied darker font contrast to text.
- Created visual groupings to subtly distinguish each row as to not distract the user from their task of selecting a dress. Per the [Millers Law](#), this allows users to focus on reviewing items on screen without overwhelming them. By visually segmenting/grouping each row helps the user to process each item easier than as one large group of results.

Category page before improvements

TexSTYLE Exchange  

Womens **Mens** **Brands** **Sale**

Home > Womens > All

Womens - Dresses

Tops Bottoms **Dresses** Outerwear Shoes Accessories

Category Subcategory Size Color Brand Price Sale

Womens - Dresses

 <p>Polka Dot Slip \$20.00 Size: M In Bloom by Jonquil</p>	 <p>Navy Flower Hearts \$14.00 Size: XS PacSun</p>	 <p>Green Evening Dress \$20.00 Size: M Liverpool F.C.</p>	 <p>Orange Dress \$10.00 Size: L Hera London</p>
 <p>Pink Dress \$40.00 Size: M Anthropology</p>	 <p>Black & White Dress \$20.00 Size: L Hathaway</p>	 <p>Vintage Navy Dress \$35.00 Size: XL Other</p>	 <p>Ivory Gold Strap Dress \$45.00 Size: S Fendi</p>
 <p>Black Mini Dress \$20.00 Size: XS Nordstrom</p>	 <p>Brown Cord Dress \$10.00 Size: S Shein</p>	 <p>Vintage Brown Dress \$28.00 Size: M Other</p>	 <p>Blue White Lace Dress \$25.00 Size: M Urban Outfitters</p>
 <p>Ruffle Black Dress \$25.00 Size: L Princess Polly</p>	 <p>Floral Dress \$10.00 Size: L Ralph Lauren</p>	 <p>Vintage Gray Dress \$15.00 Size: M Mervyn's</p>	 <p>80's Yellow Dress \$12.00 Size: XL Other</p>

TexSTYLE Exchange

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Category page after improvements

TexSTYLE Exchange Search for a brand or item

Womens Mens Brands Sale

Home > Womens > All

Womens - Dresses

Tops Bottoms **Dresses** Outerwear Shoes Accessories

Category Subcategory Size Color Brand Price Sale

Womens - Dresses (16 items)



Lace Overlay Dress
\$20.00
Size: M
In Bloom by Joodal



Navy Flower Hearts
\$14.00
Size: XS
FaeSun



Green Evening Dress
\$20.00
Size: M
Liverpool F.C.



Orange Dress
\$10.00
Size: L
Hera London



Pink Dress
\$40.00
Size: M
Anthropology



Colorblock Midi Dress
\$20.00
Size: L
Dathenax



Vintage Navy Dress
\$35.00
Size: XL
Other



Windowpane Dress
\$45.00
Size: S
Giambattista Valli



Faux Wrap Minidress
\$20.00
Size: XS
French Connection



Corduroy Shirt Dress
\$10.00
Size: S
Hendi



Vintage Brown Dress
\$28.00
Size: M
Other



Bodice Lace Minidress
\$25.00
Size: M
Urban Outfitters



Ruffle Black Dress
\$25.00
Size: L
Princess Polly



Maevie Floral Sundress
\$10.00
Size: L
Balish Lauren



Vintage Gray Dress
\$15.00
Size: M
Mecron's



80's Yellow Dress
\$12.00
Size: XL
Other

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Item page

Users wanted to see as much information immediately on the page with minimal mouse clicks.

Improvements:

- All options for color and size viewable all at once. Removed need for user to make a click/selection to see additional options.
 - Note: it should be noted that TextSTYLE Exchange is a vintage secondhand clothing site and most of the items will not have various sizes and colors available but there will be instances and it is important to showcase this functionality.
- New informative images and thumbnails with hover preview functionality added with unique border on hover that connects to tactile paper fashion ads in the analog age and connects with brand.
- Added model height information under item details to provide additional context for user to make purchase.
- fixed flow — 'added to bag button' will now show a populated shopping bag icon in the user tools/menu area. This was the expected behavior for most users when asked to add item to shopping bag and proceed to shopping bag page. Users sought to see an update to their shopping bag icon and select the shopping icon bag to view it's corresponding page.

Item page before improvements



1 of 3

Polka Dot Slip Dress

\$20.00

In Bloom by Jonquil

Select a color



Select Size

Size Guide

Add to Bag

Product Details

In Bloom by Jonquil slip on polka dot dress

- 1996 Summer Collection. Rare find.
- Materials: Satin with sheer ruffle on the bottom.
- Chest: 16 inches
- Waist: 18 inches

Reviews of Similar Products



★★★★★

I wasn't sure about the fit but the measurements were exactly as described. I love this flower dress, it's so cute for picnics outside with friends. I got a lot of complements. Thanks TexSTYLE!



★★★★★

Dress is perfect for a summer day. I wore it to a music festival. It was breezy and comfortable throughout the day. It is vintage though, so not new, but it's hard to find this kind of quality.

Similar Items



White Slip Dress

\$18.00
Size: S
Victoria's Secret

Cream Polka Dot Dress

\$55.00
Size: M
Burberry

White and Lace Dress

\$20.00
Size: XL
Lilac+London

Navy Slip dress

\$15.00
Size: L
INC International Concepts

Recently Viewed



Ribbed Tank Top

\$15.00
Size: XS
Sandro

Pink Monstera Pants

\$17.00
Size: XS
Fashion Nova

Yellow Sun Dress

\$35.00
Size: M
Ciao Lucia

Green Dress

\$12.00
Size: S
French Connection

Item page after improvements

Home > Brand > In Bloom by Jonquil > Womens > Tops



Lace Overlay Dress

\$20.00

In Bloom by Jonquil

Select a color



Select a color



[Size Guide](#)



Product Details

In Bloom by Jonquil Lace Overlay dress

- 1996 Summer Collection. Rare find.
- Materials: Cotton with sheer Lace.
- Chest: 16 inches
- Waist: 18 inches
- Model is 5'9" and is wearing a size M.

Reviews of Similar Products



★★★★★

I wasn't sure about the fit but the measurements were exactly as described. I love this flower dress, it's so cute for picnics outside with friends. I got a lot of compliments. Thanks TexSTYLE!



★★★★★

Dress is perfect for a summer day. I wore it to a music festival. It was breezy and comfortable throughout the day. It is vintage though, so not new, but it's hard to find this kind of quality.

Similar Items



White Slip Dress

\$18.00
Size: S
Victoria's Secret



Cream Polka Dot Dress

\$55.00
Size: M
Burberry



White and Lace Dress

\$20.00
Size: XL
Lilac+London



Navy Slip dress

\$15.00
Size: L
INC International Concepts



Recently Viewed



Ribbed Tank Top

\$15.00
Size: XS
Sandro



Pink Monstera Pants

\$17.00
Size: XS
Fashion Nova



Yellow Sun Dress

\$35.00
Size: M
Ciao Lucia



Green Dress

\$12.00
Size: S
French Connection



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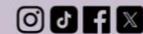
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Shopping Bag page

Users found the information for shipping and tax to be misleading and were confused that a number was calculated at a point when they expect the website shouldn't have enough information about them to calculate these or were confused why a shipping field was shown and no information on its fees. A desire to be able to edit item quantities were expressed by both youngest and oldest generation users tested for convenience and in case they were over their allotted budget they would like to make quick changes before checkout.

Improvements:

- Added a more vivid branding color and contrast to meet desire for users to have more contrast and a more unique experience.
- Added discount code area. Although, only mentioned by one user, this is a standard feature for e-commerce sites and aligns with business to create incentives and track related campaigns and affiliates.
- An option for adjusting item quantity added. Another standard feature that will likely be used not as often on a site that sells hard-to-find items but there will be exceptions when this is applicable. Will add to user experience to quickly edit their shopping bag as needed to proceed with a purchase and potential for large quantity purchases that would increase client revenue.
- Sales tax and shipping cost confused users. After review of similar clothing sites used by the user group such as Thredup and large well known store establishments such as Nordstrom, it was common practice to place "TBD" in place of a cost that would later be calculated later in the checkout process.

Shopping Bag before improvements



[Womens](#) [Mens](#) [Brands](#) [Sale](#)

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Shopping Bag



Polka Dot Slip Dress ✕
\$20.00
Size: S
In Bloom by Jonquil



Pink Dress ✕
\$40.00
Size: M
Anthropology

Total

Sub-total	\$60.00
Sales tax	\$ 4.35
Shipping	

[Proceed to Checkout](#)



Ribbed Tank Top
\$15.00
Size: XS
Sandro
[Add to Bag](#)



Pink Monstera Pants
\$17.00
Size: XS
Fashion Nova
[Add to Bag](#)



Yellow Sun Dress
\$35.00
Size: M
Ciao Lucia
[Add to Bag](#)



Green Dress
\$12.00
Size: S
French Connection
[Add to Bag](#)



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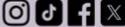
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Shopping Bag after improvements

TexSTYLE Exchange Search for a brand or item

Womens Mens Brands Sale

< Back

Shopping Bag



Lace Overlay Dress
\$20.00
Size: S
In Bloom by Jonquil

1 item



Pink Dress
\$40.00
Size: M
Anthropology

1 item

Total

Sub-total	\$60.00
Sales tax	TBD
Shipping	TBD

[Proceed to Checkout](#)

Promo Code

Enter a Promo Code [Apply](#)

Recently Viewed



Ribbed Tank Top
\$15.00
Size: XS
Sandro

[Add to Bag](#)



Pink Monstera Pants
\$17.00
Size: XS
Fashion Nova

[Add to Bag](#)



Yellow Sun Dress
\$35.00
Size: M
Ciao Lucia

[Add to Bag](#)



Green Dress
\$12.00
Size: S
French Connection

[Add to Bag](#)

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Checkout Page

The checkout page was the longest page that users stayed on to complete a sub task of completing the checkout form and submitting their order for a total average time of 00:01:53. Functionality of the *same as shipping address* checkbox had caused confusion amongst 100% of users tested. Users were unhappy to have to complete the shipping address and the payment address as it was the same information for all users tested. Fields identified for hiding to [reduce visual clutter to minimize cognitive load](#) of users.

Improvements:

- Fixed billing address same as shipping address checkbox to remove billing address fields when selected.

- Removed *add card* button as it was unnecessary and duplicated the intention of the *complete your order* button.
- Function to hide credit card information fields when paying by another method.
- Broke payment into its own block so that it is viewable along top of page with shipping and order information.
- Added more vivid branding color and contrast.

Checkout page before improvements






Womens
Mens
Brands
Sale

[Return to Shopping Bag](#)

Checkout

Shipping Address

Email Address

First Name Last Name

Address, Line 1

Address, Line 2 (optional)

City State

Zip Code

Billing Address

Same as shipping address

Email Address

First Name Last Name

Address, Line 1

Address, Line 2 (optional)

City State

Zip Code

Payment

ApplePay 
 PayPal 
 Credit Card   

Name on card

Card Number

Exp. Date CVV

ZIP / Postal Code

 Add Card

Save payment details

Order Summary



Polka Dot Slip... x

\$20.00
Size: S
In Bloom by Jonquil



Pink Dress x

\$40.00
Size: M
Anthropology

Sub-total	\$60.00
Sales tax	\$ 4.35
Shipping	\$ 5.00
Total	\$69.35

Complete Your Order



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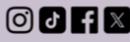
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Shopping page after improvements

TexSTYLE Exchange Search for a brand or item

Womens Mens Brands Sale

< Return to Shopping Bag

Checkout

Shipping Address

Email Address

First Name Last Name

Address, Line 1

Address, Line 2 (optional)

City State

Zip Code

Phone Number

Billing Address

Same as shipping address

Payment

Select one

ApplePay

PayPal

Credit Card

Order Summary

Lace Overlay Dr...	\$20.00
Size: S	
In Bloom by Jonquil	
Pink Dress	\$40.00
Size: M	
Anthropology	

Sub-total	\$60.00
Sales tax	\$ 4.35
Shipping	\$ 5.00
Total	\$69.35

Complete Your Order

Confirmation Page

User testing revealed that users wanted minimal information other than information about their order. Importance was placed on the order number, shipping address, and item details.

Improvements:

- Reconfigured order confirmation page information to place information that was more important to the user such as order number and order details first.
- Removed information users didn't want or need such as thank you image.
- Added more branding color contrast.

Confirmation page before improvements

Order Confirmation



Thank you for your order

Shipping & Billing Address

Jenny Rad Threads
27 Basketball Court
San Diego, CA 92101
(555) 867-5309
jenny@verycool.com

Summary

Order #: 8675309
Order Date: May 5, 2024
Order Total: \$69.35



Polka Dot Slip Dress

\$20.00
Size: S
In Bloom by Jonquil

 Share



Pink Dress

\$40.00
Size: M
Anthropology

 Share

Confirmation page after improvements



Search for a brand or item



Womens

Mens

Brands

Sale



Order Confirmation #: 8675309

We've emailed your order confirmation to jenny@verycool.com

Summary

Order #: 8675309
Order Date: May 5, 2024
Order Total: \$69.35

Shipping & Billing Address

Jenny Rad Threads
27 Basketball Court
San Diego, CA 92101
(555) 867-5309
jenny@verycool.com



Lace Overlay Dress

\$20.00
Size: S
In Bloom by Jonquil

Share



Pink Dress

\$40.00
Size: M
Anthropology

Share

Thank you for your order



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