

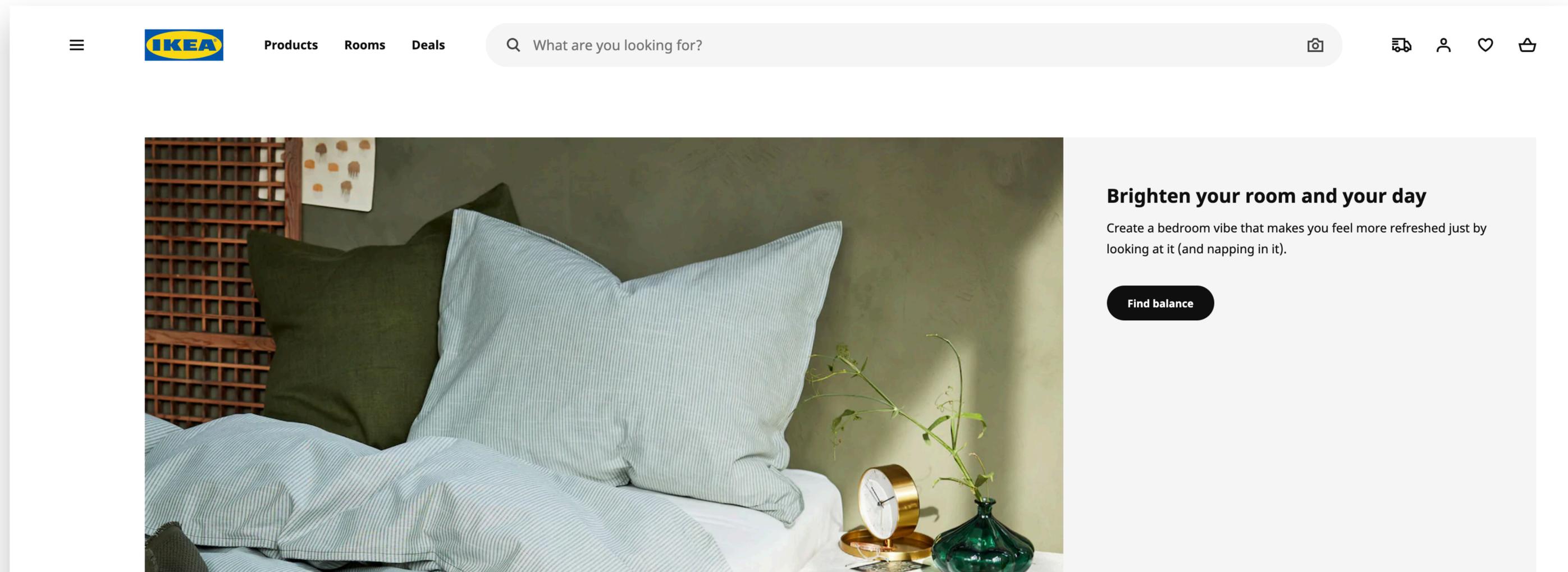
Usability Testing via Think Aloud

Website

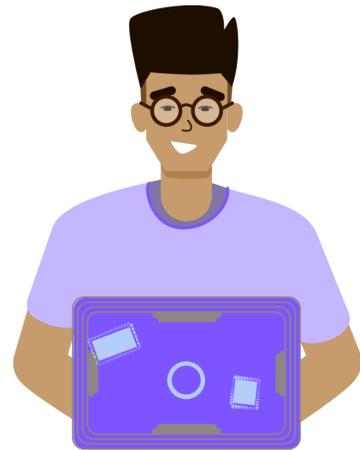
summary



Jesse Gao
Sep 22, 2020



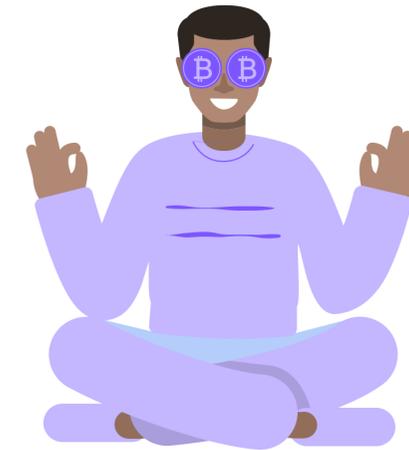
Participants



Spencer
22
Architect
Frequent user



John
23
Aerospace Engineer
Frequent user



Jerrey
24
Engineer
Novice user

Task 1

Goal— test whether IKEA explains family account clear to customers

Background— Suppose that your heart from your friends that Ikea family is good, you also want to create one.

- Steps—**
1. Find IKEA family entrance
 2. Check the benefits
 3. Dicide "Join or not"

Create an **IKEA Family Profile**

Already have an account? [Login](#)



Become a member of
mention it's free to j

Yes, I want to e
 No, I just want t

First name

Last name

Mobile
USA/CA (+1)

MM-DD-YYYY

Country
United States

Address, zip co

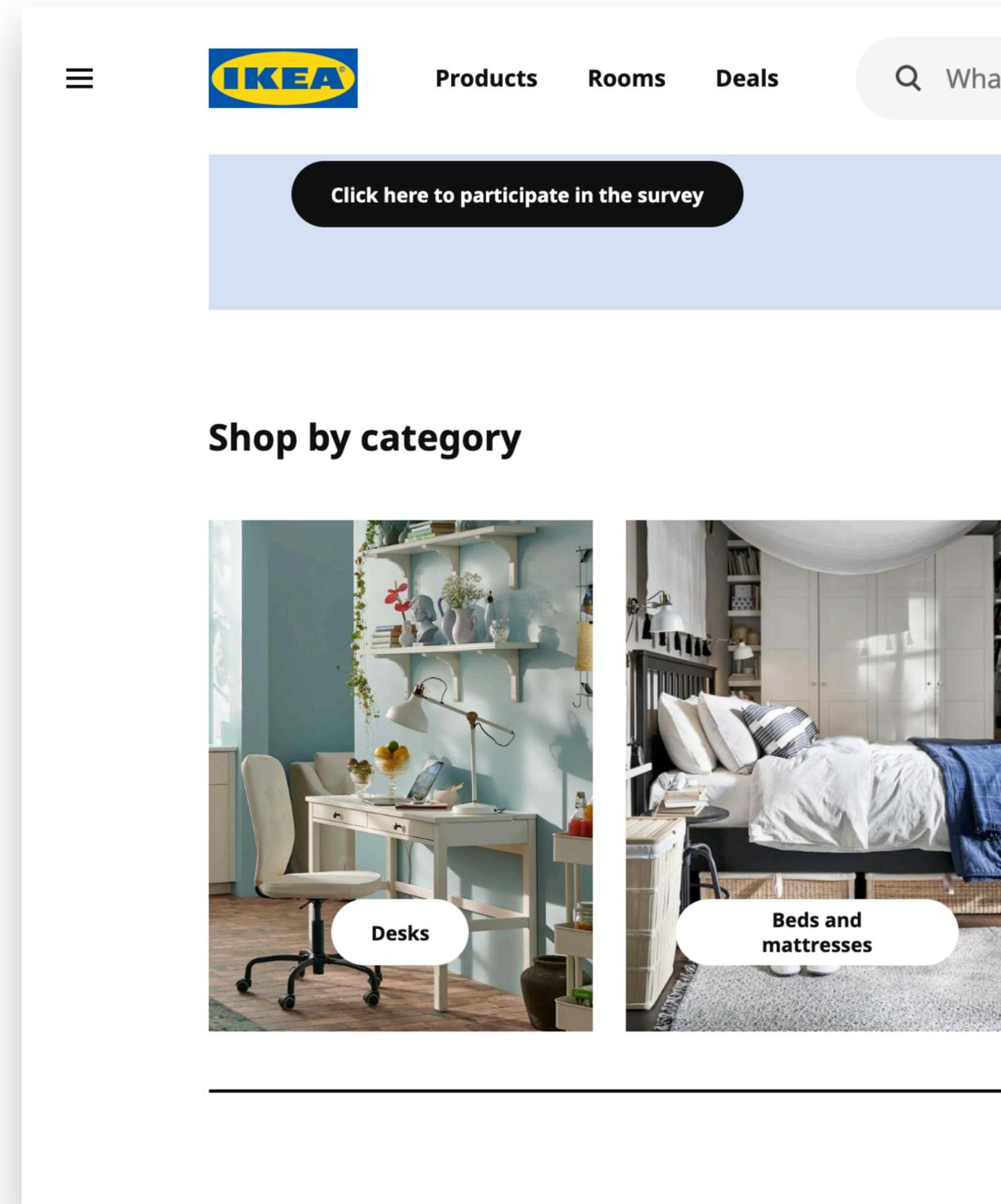
Task 2

Goal— test whether the website is good for users to explore, which will lead to final purchase, Then find the nearest store in which the product is still available.

Background— You're going to buy something on your table/desk in your workplace. (e.g. file storage, some drawers...). Please choose one. Can't use search bar.

Steps—

1. start from the home page
2. find what you want for workspace
3. check availability
4. nearest store
5. add to bag



Task 3

Goal—

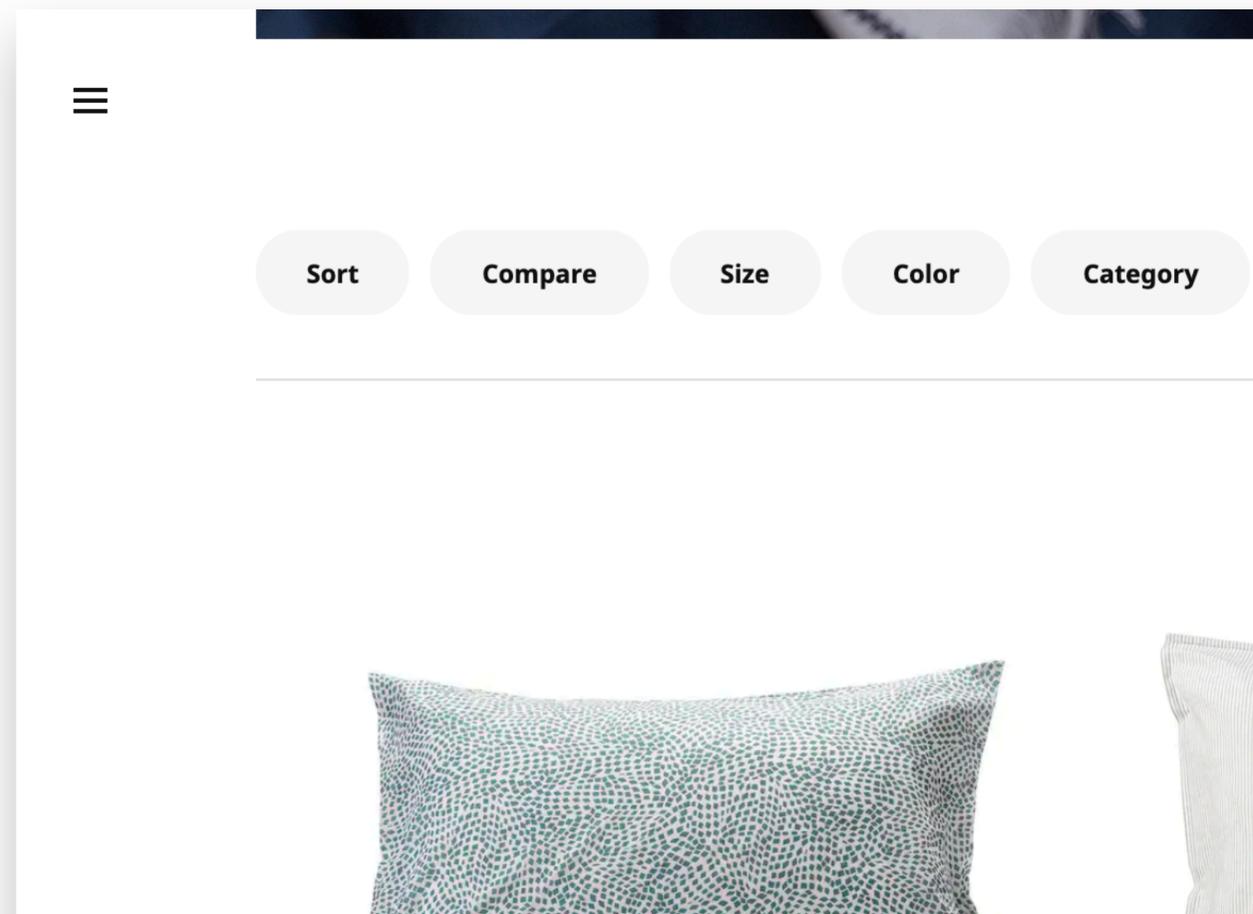
1. test whether the user can recognize compare function fast and how this function helps users for their shopping experience
2. check whether users literally compare two products manually or use this function when they are doing this task

Background—

Choose the top two drawers you like the most and see what are the differences between the two products.

Steps—

1. find two drawers you want to buy the most
2. compare what are the differences

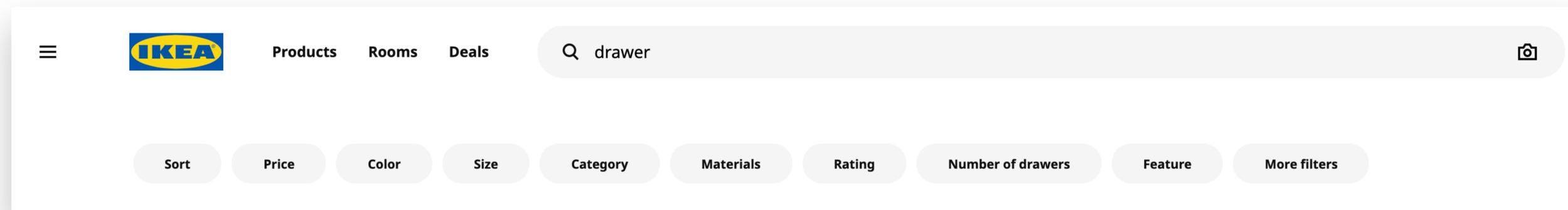


Task 4

Goal— test whether the website is good for users to find what they want with filter.

Background— Let's say you need a sofa (for 2 people or for 1 person), but your budget is \$300. Please, find the sofa you want and add it to your shopping bag. You can select and add maximum 3 items to your shopping list.

- Steps—**
1. search sofa or chair
 2. set filter (budgets, number of seats)
 3. add to list



Task 5

Goal— test how will users do when they want to pick up first.

Background— Say that you need them in a hurry, you want to find out which stores have them so that you can drive to pick up. Otherwise, the only way left is to buy online.

Steps—

1. go to the shopping bag; presse check out.
2. try to collect
3. if can't, choose "buy online"

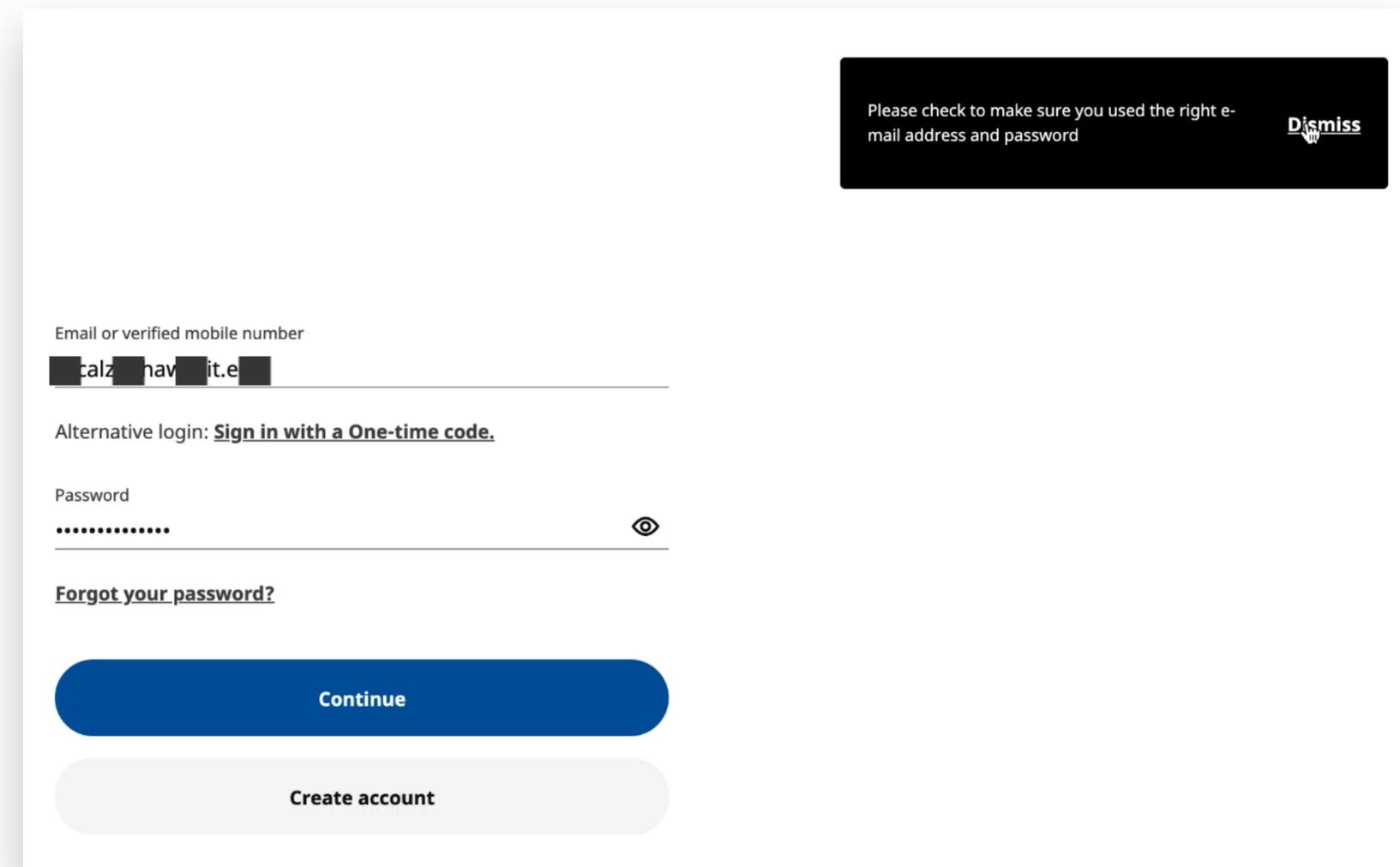
The screenshot shows two parts of an IKEA website interface. The top part is titled "Your order" and shows a list of items: "1 x STRANDMON Wing chair Nordvalla dark gray 903.598.29". Below the items is a box with an information icon and the text "Excluding delivery". At the bottom of this section, it says "Total (Excl. tax) \$249.00".

The bottom part is titled "Available service options" and shows a location "60616 Chicago, IL" with an "Edit" link. Below this is a list of service options: "Collect from IKEA store" (with a hand icon), "Collect at store" (with a radio button and the text "Order online and pick-up at the store."), and a dropdown menu showing "MI, IKEA Canton". Below the dropdown is a red text message: "Click & Collect is temporarily unavailable at this store due to increased demand and temporarily reduced capacity due to COVID-19. We are actively working to overcome these issues and improve access to our services as soon as possible. Please check back as new windows may open up throughout the day." At the bottom of this section, it says "Total (Excl. tax) \$249.00".

Issue 1—task 1

When log in, the system doesn't provide which one is not correct. User need to check each of them.

Since this is only the wrong password, the system should point out the issue directly.



The screenshot shows a login interface with the following elements:

- Error Message:** A black box in the top right corner contains the text "Please check to make sure you used the right e-mail address and password" and a "Dismiss" button with a mouse cursor icon.
- Email Field:** Labeled "Email or verified mobile number", containing the text "calz@navit.e" with redacted characters.
- Alternative Login:** A link that says "Alternative login: **Sign in with a One-time code.**"
- Password Field:** Labeled "Password", containing a series of dots and a toggle eye icon.
- Forgot Password Link:** A link that says "Forgot your password?"
- Buttons:** A blue "Continue" button and a grey "Create account" button.

Issue 2—task 1

After joining IKEA Family, the footer area in the website still has an obvious entrance for “Join IKEA Family”, which makes users confused.

Remove it, or upgrad the notifications.



Join IKEA Family

Bring your ideas to life with special discounts, inspiration, and lots of good things in store. It's all free. [See more.](#)

Join or log in

Help

Customer service

FAQ

My orders

Contact Us

Product Recalls

Return Policy

Warranties

Feedback

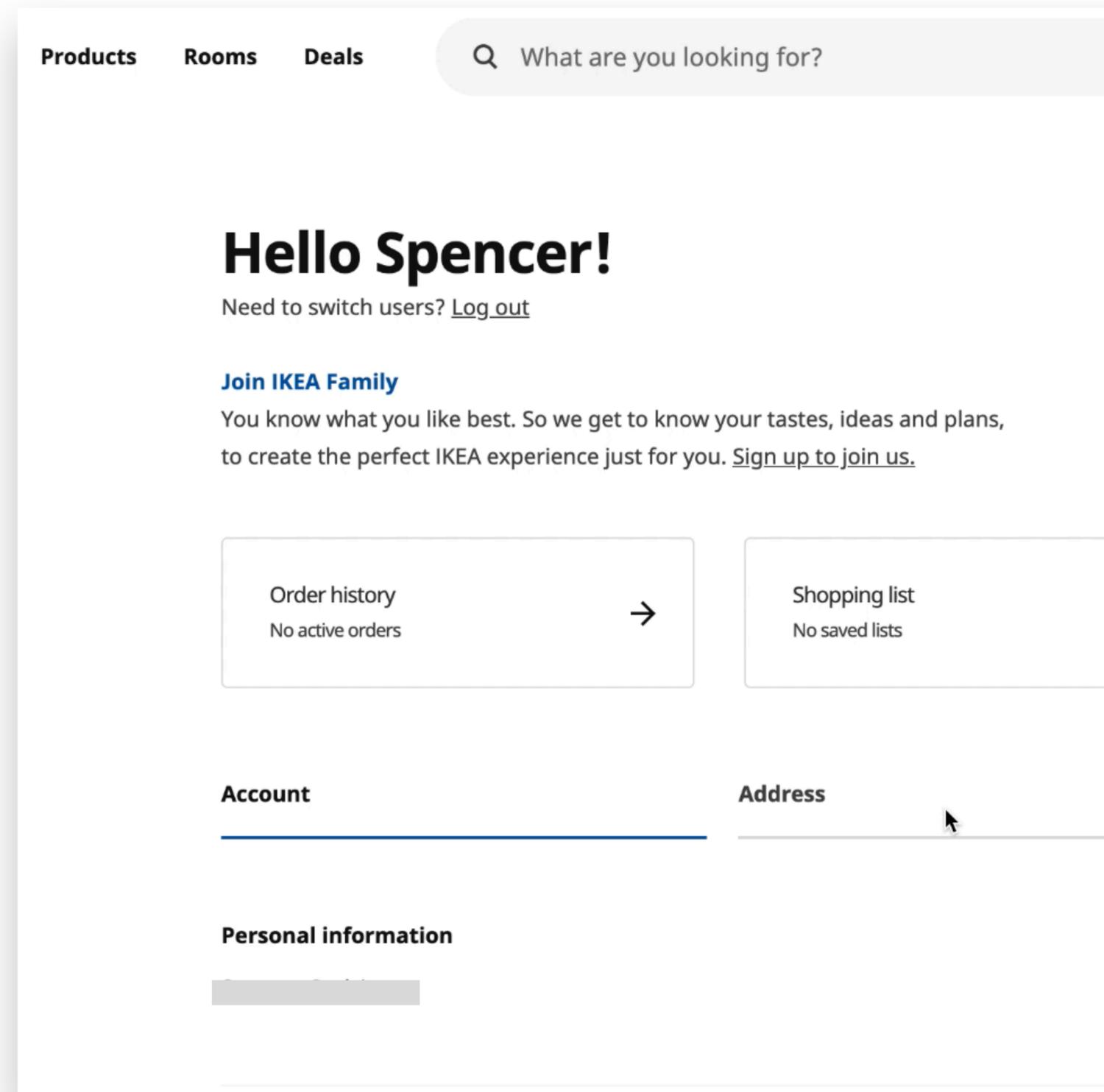
Issue 3—task 1

The short description of IKEA Family is not clear in the user profile page and even different from the main description page from the home page.

Here it tells audience that it's kind of a remandation system. But from the detailed page, it shows it is a kind of rewards program system.

Unify the description in every entrance of IKEA Family.
Providing clear Titles will help users quickly get the points in the detailed pages, because users prefer to read the big words to understand if it is attracting.
And provide the link to "read more" in user profile page, which will help users understand what it really is and the benefits are if joining.

4

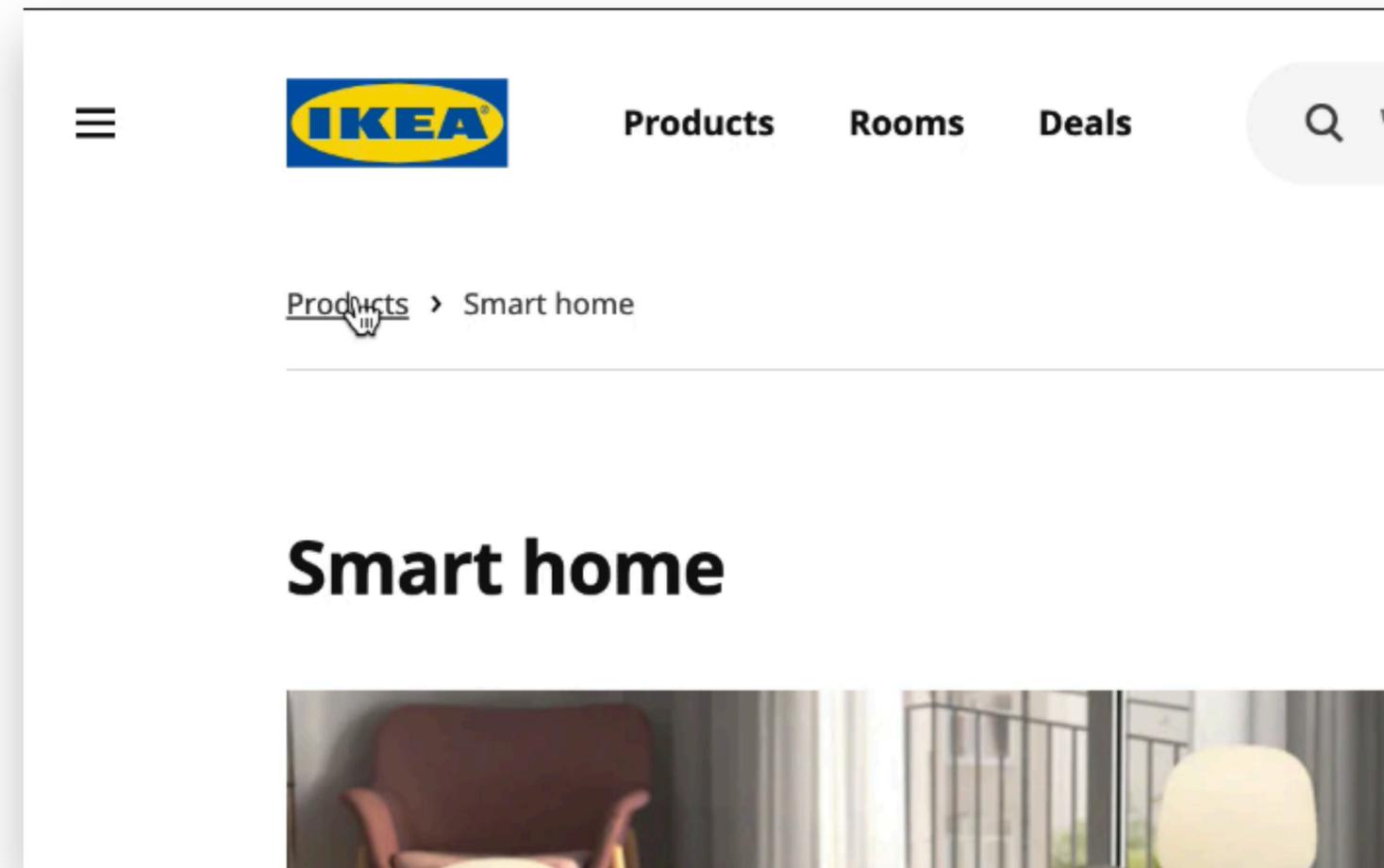


Issue 1—task 2

If users could go to “room” section, this task is pretty easy, otherwise, searching in the “Product” again and again makes them feel this website is not good for online shopping, which will lead them to shop in stores because they will get ideas when seeing so many samples in IKEA’s maze.

For teaching users to use other functions, like “search by rooms”, IKEA should put a link in a obvious place to notice them: “can’t find what you want? try search by rooms”, which will help users get out of the loop where they only use menu to find products.

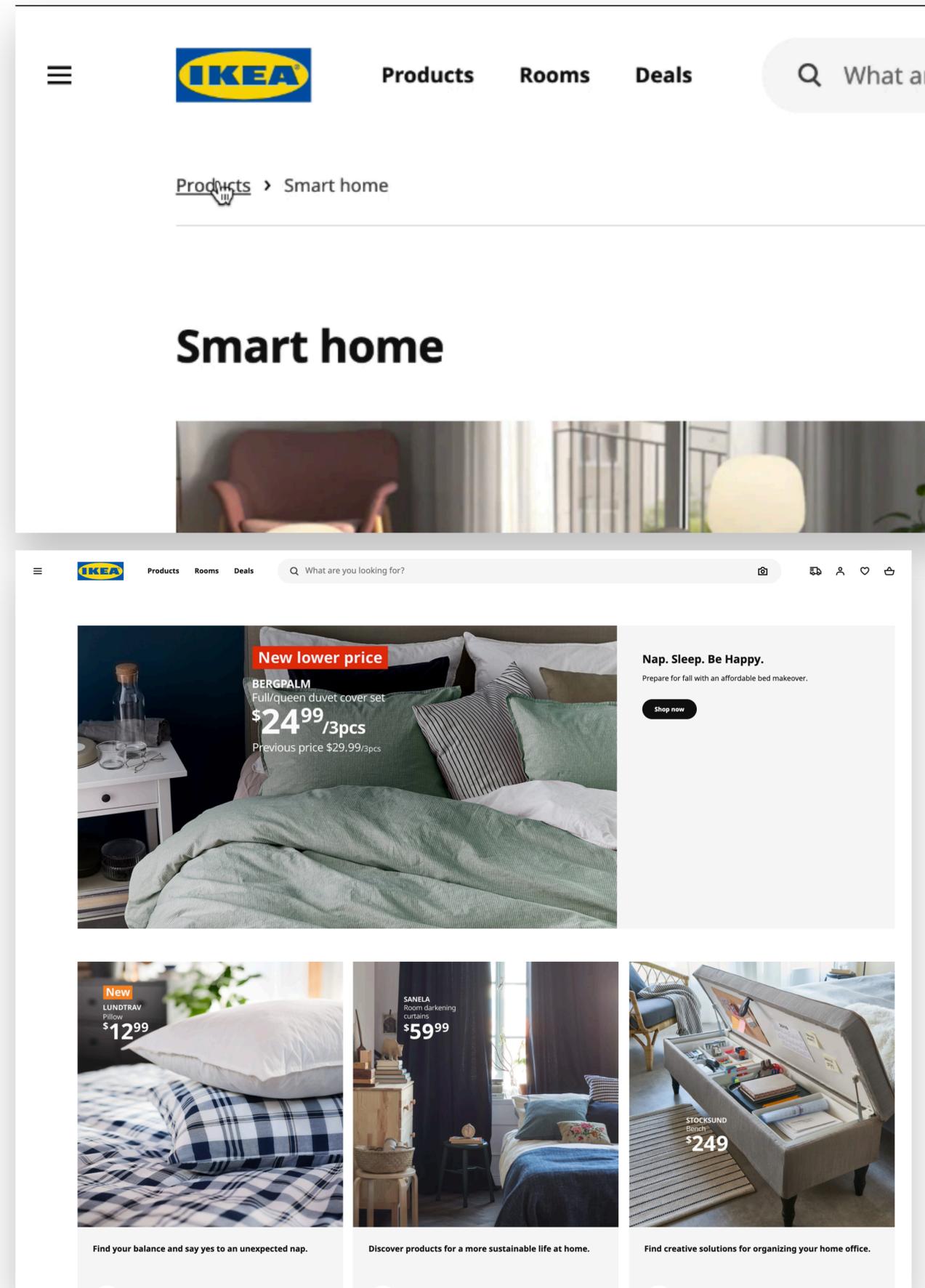
2



Issue 2—task 2

None of my participants are willing to scroll down to explore other opportunities. The big images there prevent them to scroll, so that they frequently use top menu.

Compress the ads area, providing more useful and easy-access information to help better user online shopping experience.



Issue 3—task 2

The default store location is annoying, even user has already set the preferred store before.

“That’s not my store!”

Really hard for users to search their store. For experienced users, it is ok. Because they know the names of the stores. But for new users. They can’t locate themselves.

Update the preferred store once users are all set in previous steps. Provide map for users to understand where they are, to choose the nearest ones.

Improve the fuzzy search system for users when they are not allowed to use current locations.

3

Find and pick up at your local IKEA store

Search by city, state

ill

CA, Emeryville
4400 Shellmound St.

● In stock

FL, Jacksonville
7801 Gate Parkway

● In stock

Find and pick up at your local IKEA store

Search by city, state

illinois

Sorry, we couldn't find a store near you. Please check to make sure the address you provided is right.

In stock at AZ, Tempe •

156 MÖJLIGHET are in stock at AZ, Tempe (09/20/2020 9:17 am).

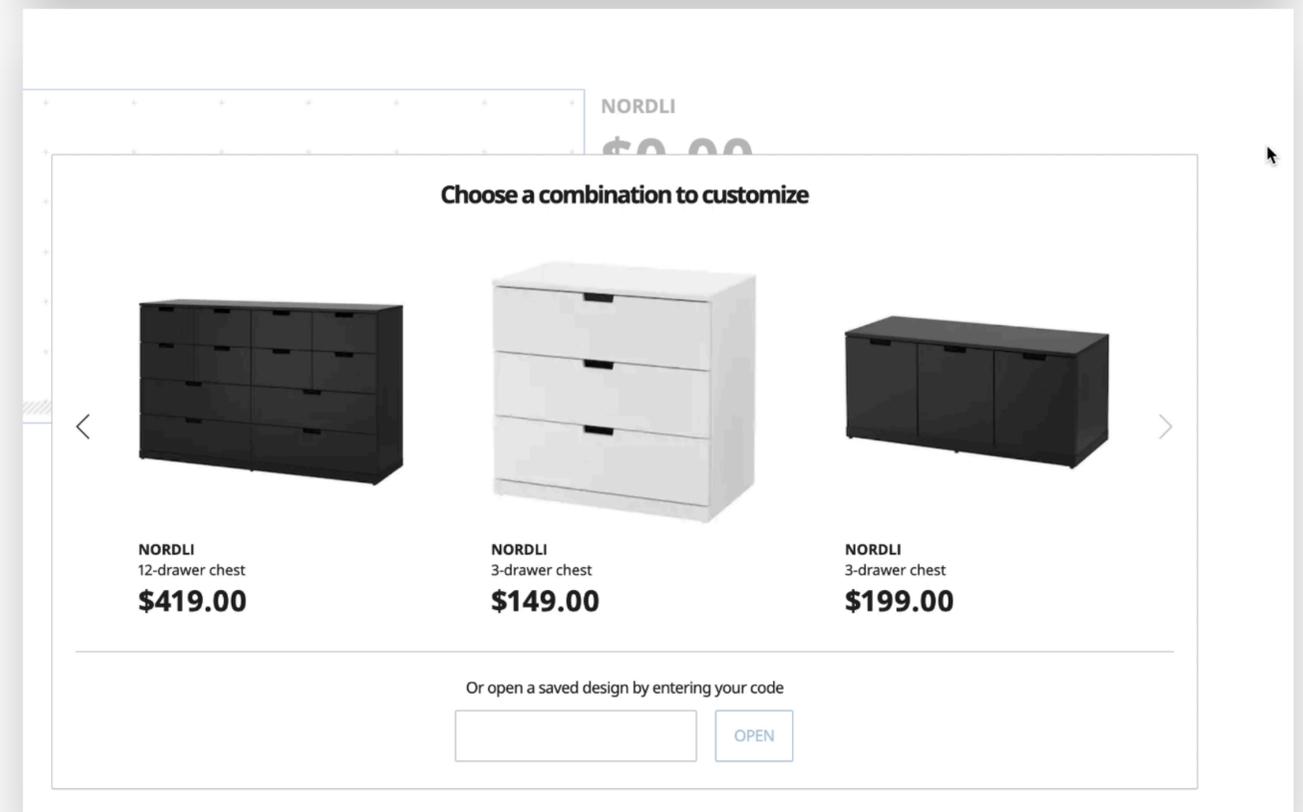
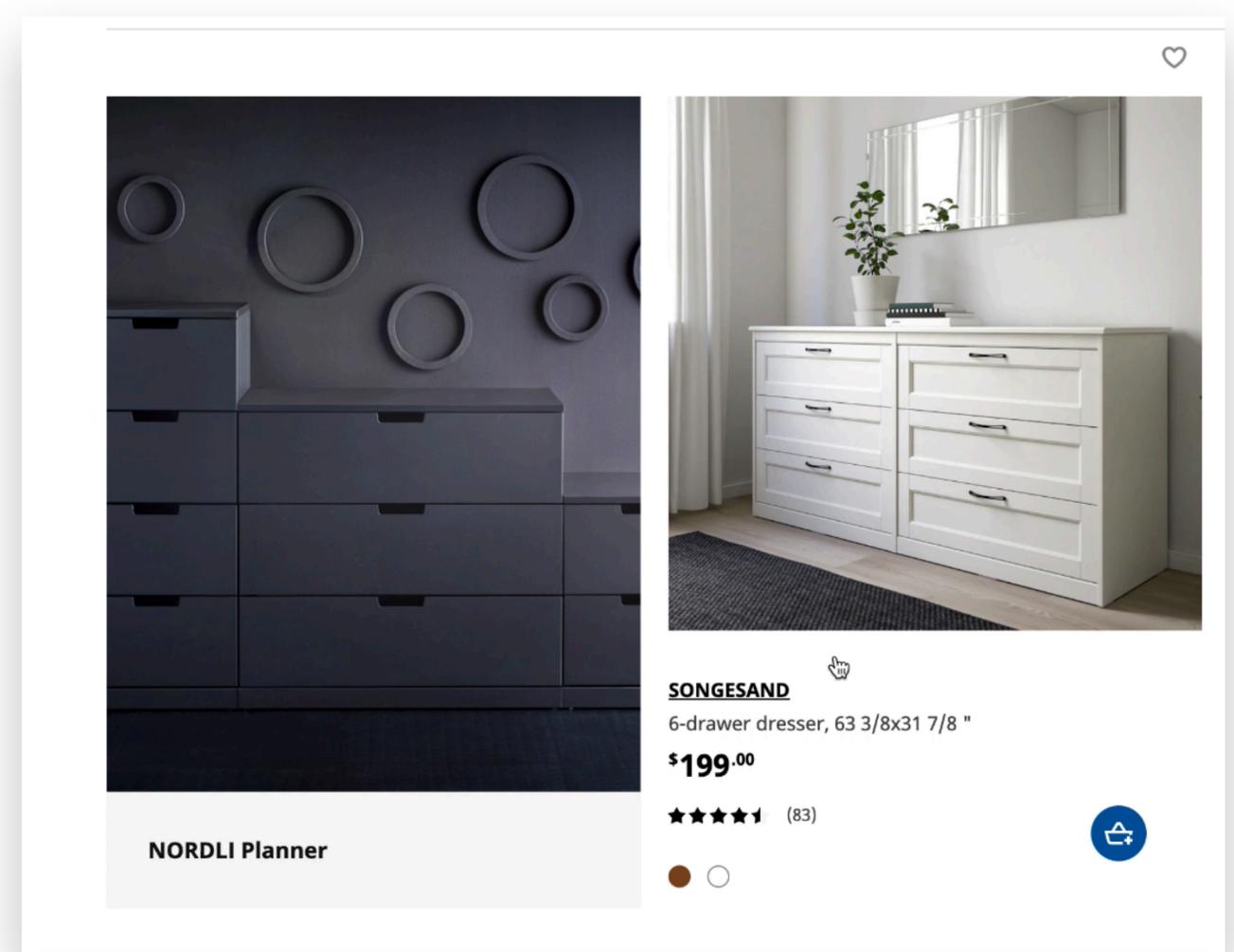
[Change Store](#)

Issue 1—task 3

Products' layout is pretty similar with some other functions, which will mislead users' actions, because users are always attracted by images.

And it is hard for users to get out when they find it is not right.

Other functions should be distinguished from others, and ease to undo when users realize they are in a wrong palce.

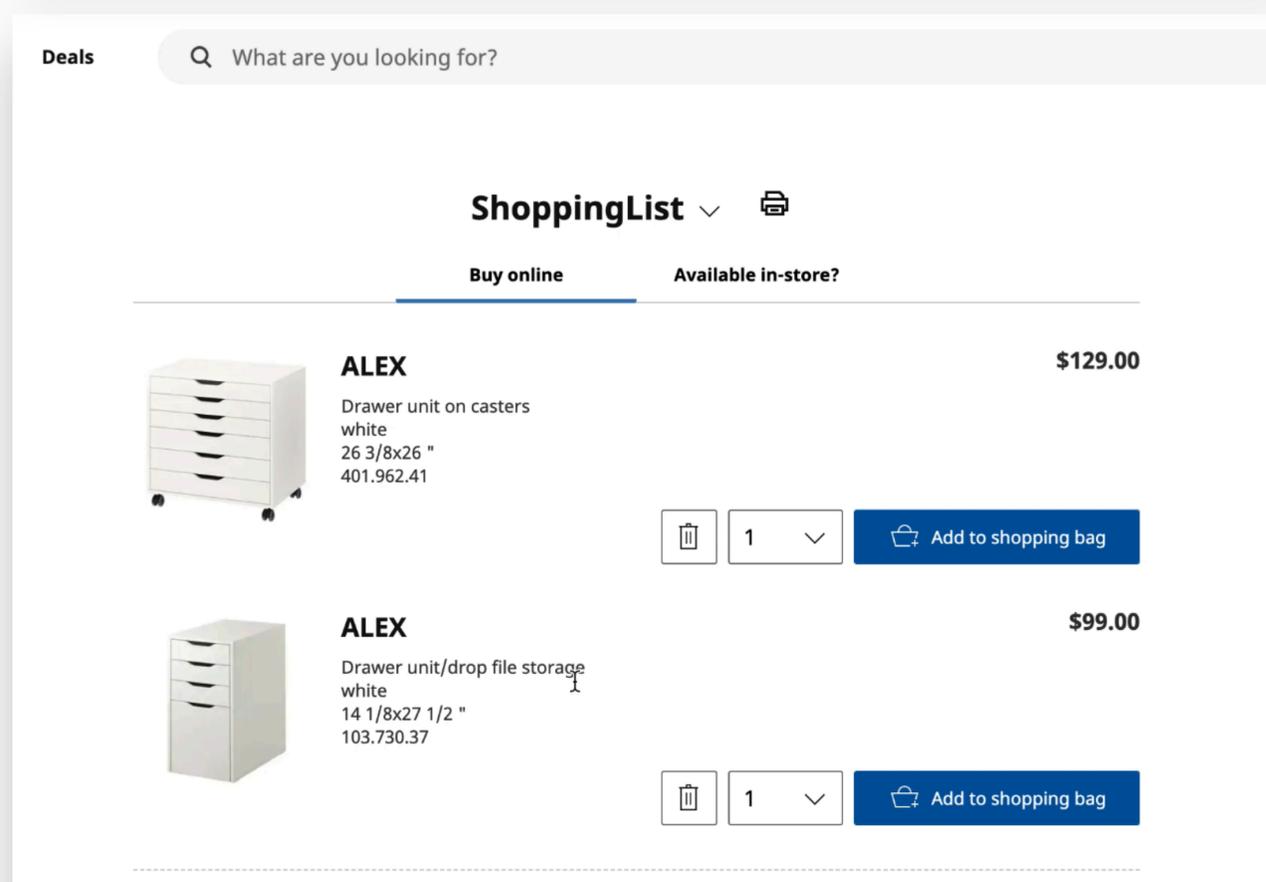
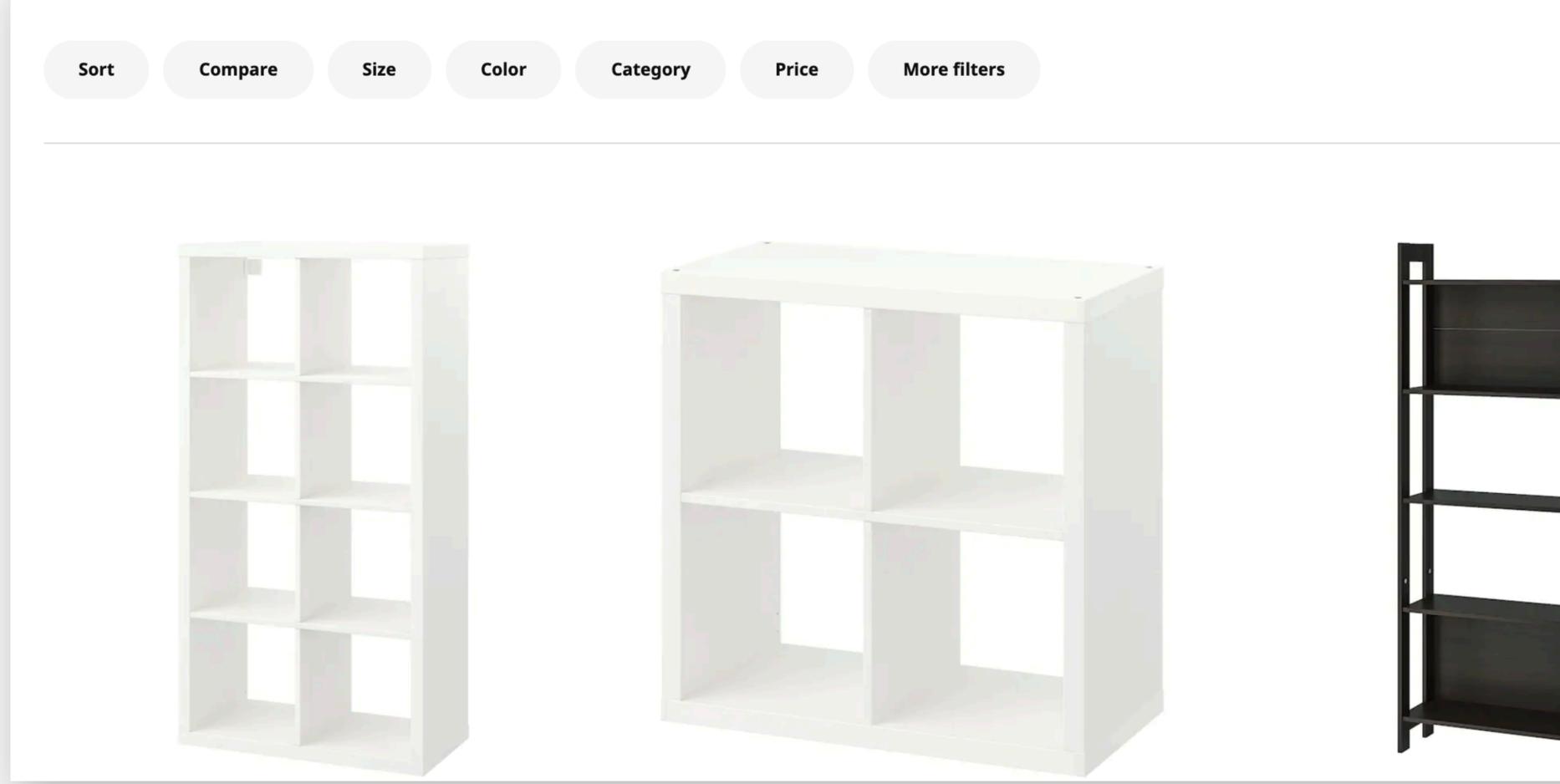


Issue 2—task 3

No one can find where the “compare” function is. Even some users find the right place (locate products from menu), they can’t see the “compare” button.

They should understand the logic of user’s way when they want to do compare work. Most of them prefer to find all the like first, then do the compare, which means users will check each details of them then put them together to find out the different.

4



Good Job—task 3

In the “compare” page, IKEA put out the whole dimensions for users to understand the real sizes of products, which makes people happy and feel useful, because it really solve a problem that almost Furniture-buyers would have —understanding the size, what’s the width, what’s the height and what’s the depth.

Measurements

Width

31 1/2 "

27 1/2 "

Height

48 3/8 "

44 1/8 "

Depth

19 "

15 3/4 "

[Read More](#)

Available for delivery

Issue 1—task 4

When using “search” to find products, it is hard to get rid of some related stuff. When user set the price limits, Sofa covers exist all of the page. But when finding products by menu navigation, there’s no issue.

Add one more filter to filter out the related products, only keep the exact results.

The screenshot shows a search results page for the term "sofa". The main content area displays three product cards:

- SNIDAD**: Basket, 21 1/4 x 15 1/4 ". Price: \$27.99 (New Lower Price) to \$24.99.
- SEKTION**: Base cabinet frame, 24x24x30 ". Price: \$60.00 (New Lower Price) to \$46.00.
- MORGEDAL**: Foam mattress, Queen. Price: \$299.00 (New Lower Price) to \$249.00.

The filter sidebar on the right includes the following options:

- Adjustable feet (0)
- Storage box sold separately (0)
- Including mattress topper (0)
- Stackable (0)
- Suitable for outdoor use (0)
- Adjustable (0)
- Decorative (1)
- Handles (1)
- Buyable online (30)
- Special price (31)
- New products (0)

At the top of the filter sidebar, there are buttons for "Sort", "Price", "Color", "Category", "Size", "Materials", "Seats", "Rating", "Shape", and "More filters 1".

Issue 1—task 4

Can't have the right to set the exact number when setting the price limit.

Provide users more flexible way to let they have things controlled.

3

The image shows a user interface with two main sections: 'Sort' and 'Price'. The 'Sort' section has a dropdown menu with 'Best Match' selected. The 'Price' section features a slider with a minimum value of \$2 and a maximum value of \$201. A mouse cursor is hovering over the \$201 value, which is highlighted in yellow. The interface is clean and modern, with a white background and black text.

Issue 1—task 5

In the shopping bag, the system doesn't provide whether the product is available or not in the selected store, which can't provide a clear sense for users to understand in which way to buy.

Show the status of products in the shopping bag. And give rights to users to let them modify and check which store is good.

 We're sorry, due to COVID-19 delivery times are running longer than usual. We are actively working to improve these issues.

[Continue to checkout](#)

[+ Book TaskRabbit assembly](#)



SANDBACKEN **\$279.00**

Sofa
Lofallet beige
192.177.97
[Show parts](#) 

[Save for later](#)



MALM **\$129.00**

4-drawer chest
black-brown
31 1/2x39 3/8 "
603.604.62

[Save for later](#)



KLIPPAN **\$279.00**

Loveseat
Mattsbo multicolor
992.846.36
[Show parts](#) 

[Save for later](#)



KULLEN **\$158.00**
\$79.00

5-drawer chest
black-brown

Issue 2—task 5

The default store is not updated with users' previous setting. And after coming back from next step, the delivery option is missed. User can't find what to do.

Likewise, update stores everywhere.
fix bug.

3

1

Available service options

60616 Chicago, IL [Edit](#)

 **Delivery**

Or you can collect it

 **Collect from IKEA store**

Collect at store
Order online and pick-up at the store.

TX, IKEA Houston 

 **Excluding delivery**

Total (Excl. tax) **\$845.00**

Interested in assembly? [Read more](#)

I want to receive a quote for Assembly service

[Next](#)

2

Enter your details

Issue 3—task 5

The system also tells users what can't do, but never provide the options or other solutions, which make online shopping experience is bad, pushing users to go to the physical stores.

Give a map list, inform users where can do the "pick-up"
Ask users if they'd like to buy those unavailable for collect online. Just help user by providing solutions.

Or you can collect it

 **Collect from IKEA store**

Collect at store
Order online and pick-up at the store.

IL, IKEA Bolingbrook 

Click & Collect is temporarily unavailable at this store due to increased demand and temporarily reduced capacity due to COVID-19. We are actively working to overcome these issues and improve access to our services as soon as possible. Please check back as new windows may open up throughout the day.

 Excluding delivery

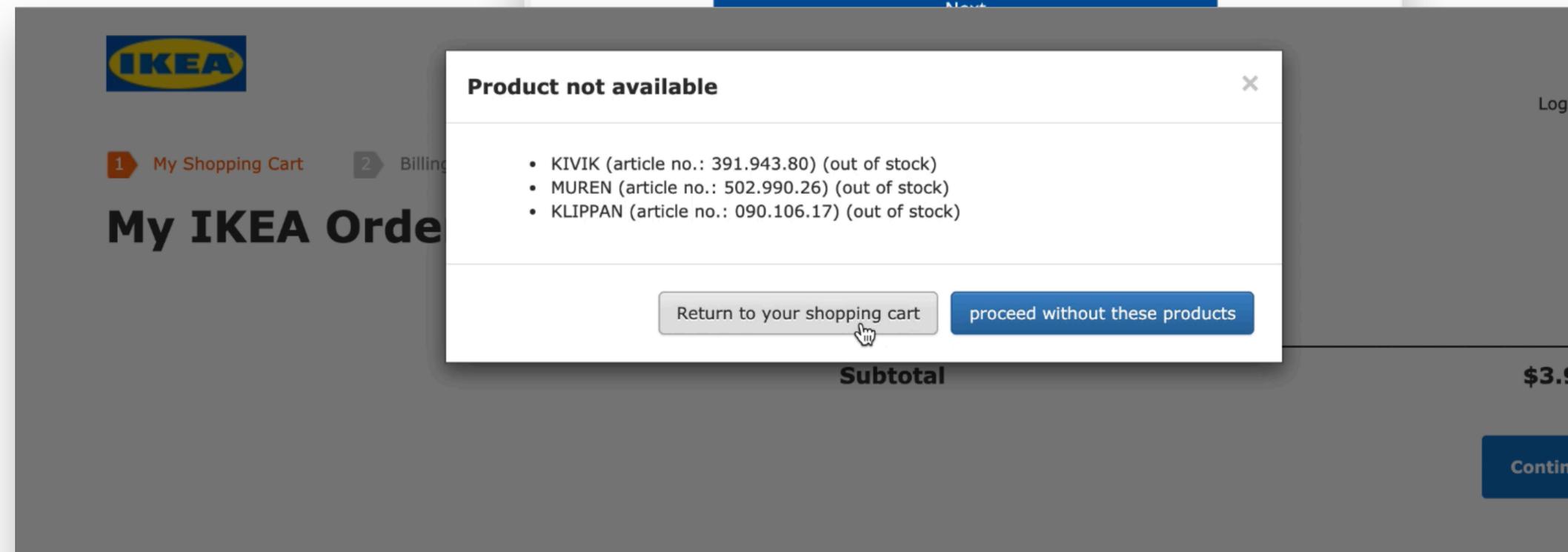
Total (Excl. tax) **\$857.99**

Interested in assembly? [Read more](#)

I want to receive a quote for Assembly service

[Next](#)

4



The screenshot shows the IKEA website's checkout process. A modal dialog titled "Product not available" is displayed over the "My IKEA Order" page. The modal lists three items that are out of stock: KIVIK (article no.: 391.943.80), MUREN (article no.: 502.990.26), and KLIPPAN (article no.: 090.106.17). Below the list are two buttons: "Return to your shopping cart" and "proceed without these products". The background page shows the IKEA logo, navigation links for "My Shopping Cart" and "Billing", and a "Subtotal" of \$3.9.

Reflection

It is **hard to create the task list**. You need to go through the website again and again and find some obvious problems first, then according to the overall system (IKEA is famous of its maze-like store shopping experience in the U.S. But its digital touchpoints always fall back), you need to design or pick the most relevant pieces, which cost me 2 days to do tasks design.

Interviewing is not as hard as I thought before, especially for people outside of ID. During this practice, I choose 3 from other school or work area, all of them are native speaker. **They can quickly get what I am saying** when I introduced them the topic and "Think aloud".

Lastly, you are not the user, user is not you. **You can never predict users' action**, especially for non-design background people. Some of my tasks went within my expectation, some were not. Some of the interesting findings provided by users, I can't find them forever if I don't do this practise.

