

Jon Beck Responsive Website Design - Usability Test

Name: Morris Scardigno

GENERAL INFORMATION

What is your occupation?

Engineer

How many hours a week altogether would you say you spend using the Internet, including Web browsing and email, at work and at home?

About 10 hrs

Rough percentage of split between email and browsing?

60% email, 40% browsing

Type of sites most commonly drawn towards browsing?

News articles, technology related

Any favourite websites?

Mail Online, Google News

HOMEPAGE

What strikes you about it?

Bold, there's lots of large images and text

Professional feel

Bright, colourful text jumps out.

Whose site do you think it is?

A company that is in the photography industry

What can you do here?

Buy high quality photographs from the company

Look for workshops

Tours

Find contact information

What is it for?

To promote a photography business

WEBSITE TASKS

The first task is to navigate the homepage, what information do you see? What expectations do you now have from the website as a whole?

User Comments:

Lots of subheadings for different things being advertised e.g. tours, workshops
Navigation bar that assume leads to even more, from this they expect to see more info + gallery

Testers Comments:

From the theme of the website design visually, describe what you think the user audience would be for this site.

User Comments:

Audience would be an older demographic, most likely people looking to purchase professional photographs or have an interest in pursuing or just have a love of photography

Testers Comments:

From looking through the homepage, what do you think the message and goals of this site are?

User Comments:

As a business page they would expect the goals are to advertise the business. The text and sections show this as it breaks up different areas of advertising

Testers Comments:

What visual elements on the homepage help you to discover information and identify these goals?

User Comments:

The headings help with identifying, they are clear in what they are trying to promote. The buttons that say "BUY NOW" "LOOK FOR..." etc are also trying to sell.

Testers Comments:

There are different ways to access specific sets of information within the site; can you find the ways in which this has been done for the photography gallery.

User Comments:

The one that stands out most is the big, blue button that leads to the photography page, would most likely use that first and then this smaller one at the top that says photography

Testers Comments:

Jon Beck finds communication with his users and customers an important part of the business, can you navigate and find where to go within the site to get to the company's contact details.

User Comments:

Noticed when scrolling that there was contact details at the bottom of the homepage but also navigation has contact tab so assumed there was a page specific

Testers Comments:

If you wanted to find out information about the process of purchasing photographs from the site how would you navigate to do so?

User Comments:

From the tabs at the top they'd assume that purchasing photographs would be under photography tab or that clicking the "BUY NOW" would take them to where they can buy photos

Testers Comments:

Having visual elements throughout the website is important, can you find visuals that clearly communicate interactive areas?

User Comments:

On the homepage at the bottom are links to social media. There's also a rotating gallery and another separate gallery that can be clicked to enlarge the photos.

Testers Comments:
