

Jon Beck Responsive Website Design - Usability Test

Name: Indiah Parker

GENERAL INFORMATION

What is your occupation?

Receptionist

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

30 hrs a week maybe

Rough percentage of split between email and browsing?

50% email, 50% browsing

Type of sites most commonly drawn towards browsing?

Entertainment news, social media, video sharing

Any favourite websites?

Instagram, Eonline

HOMEPAGE

What strikes you about it?

Bold writing - stands out when you see it
The facial features of the girl

Whose site do you think it is?

Jon Beck

Someone in the photography

What can you do here?

Can go on photography tours and do workshops
Can buy photos - portraits, landscapes

What is it for?

Advertising the company

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:

Different areas that are involved in the company - photography, workshops, tours. Would expect to find out prices, how to book, look at photos in the gallery, more about the company.

Testers Comments:

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

User Comments:

People who have an interest in photography.
All ranges of ages.

Testers Comments:

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

User Comments:

Goal is to give people who like to take photos the encouragement to pursue it, get them involved, educate and improve skills

Testers Comments:

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

User Comments:

The information text and headings on the page and the buttons that stand out. The logo in the top left corner visually communicates who the site revolves around.

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:

Through the photography tab up the top of the page. The button at top of the home page can be clicked to get to same page.

Testers Comments:

Wasn't aware that the blue rectangles were buttons until further prompting but nav bar was recognised immediately.

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:

The contact tab at the top in the nav bar leads straight to list of details. Can also scroll on homepage to get same info.

Testers Comments:

First instinct was navbar link. Took a little while to go back to homepage and find contact section at bottom.

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:

The "BUY NOW" button at the top is what immediately catches eye and becomes memorable for later when going to purchase.

Testers Comments:

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

User Comments:

The blue buttons take you to other links
Interactive photos - can click arrow to move
through or click gallery ones to make them
bigger.

Testers Comments:

Didn't realise social media icons were links.