Jon Beck Responsive Website Design - Usability Test

Name: Callum Welch

GENERAL INFORMATION

What is your occupation?

Student, Retail Assistant

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

Roughly 25 hrs a week

Rough percentage of split between email and browsing?

20% email, 80% browsing

Type of sites most commonly drawn towards browsing?

Video sharing websites, social media, game reviews

Any favourite websites?

Youtube

HOMEPAGE

What strikes you about it?

Looks very professional

Franchise feel to it

Simplistic overall with colours, fonts, titles

Whose site do you think it is?

Jon Beck - a photographer, photography business

What can you do here?

Can buy photographs - maybe hire??

Frames for photos

Insight into how to take good pictures on tour

What is it for?

Advertising the business
Educating photographers

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:

See that you can buy award winning photos, where to find workshops, contact information. Expect to see maps of tours, preview of what you can buy, social media.

Testers Comments:

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

User Comments:

For photographers or people trying to get into photography. Age range of audience 16+. For people researching career moves.

Testers Comments:

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

User Comments:

To advertise the business and get people to buy products. Provide information on services. Selling photographs highest priority then the workshops/tours.

Testers Comments:

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

User Comments:

The different sections for each area, show separation of different areas within the business.

Testers Comments:

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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 navigation bar, the photography tab can pressed to lead to page. Can press on the blue "BUY NOW" to go to same page.

Testers Comments:

Trouble distinguishing that rectangle is linked button. Commented on how photography page should have store, ecommerce

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:

At the bottom of the homepage shows his location, phone number, email, social media. Also whole page for contact info in navbar, same info + description and enquiry

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:

Button that says "BUY NOW" at top of homepage. Leads to page for photography with details on purchase; packaging + shipping

Testers Comments:

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

User Comments:

Homepage - Buttons to pages, social media links
Photography - Can scroll through diff. pictures, click
on gallery tab to take to more pictures.
Gallery - Enlarge photos when clicked on

Testers Comments: