



specialists in online user experience

Usability Testing - E-commerce Websites

What is it?

Usability testing (or user testing) involves measuring the ease with which users can complete common tasks on your e-commerce website. The results of the analysis are a big eye-opener and when implemented can deliver significant ROI

What can it lead to?

- ✓ Increased sales, task completions and returning site visitors
- ✓ Reduced checkout process abandonments
- ✓ A greatly improved understanding of your customers' needs
- ✓ A significant reduction in call centre enquiries
- ✓ A much more user-focused in-house development team

Deliverables

1) A detailed report

The usability testing report is very much recommendation-led and highlights the problem areas of the site from the usability testing. Clear recommendations are provided for how to remedy each issue. Recommendations are defined as high, medium and low priority, as appropriate.

2) A presentation to the team

This allows for feedback, questions and knowledge sharing - empowering you and your team with valuable usability insights which can be used for future projects. It is also affective in convincing key stakeholders of the benefits of user testing.

Methodology

Identifying Your Users

We work with you to fully understand your customers and potential users of your site

Determining Tasks and Journeys

We determine tasks based upon our e-commerce experience and your commercial objectives

Efficiency, Effectiveness, Satisfaction

We measure these 3 keys areas during the usability testing sessions, providing you with comprehensive customer insights

Think Out-Loud

We encourage users to talk about what they are thinking during their completion of tasks

Capturing Audio and Visual Feedback

It is vital that we capture user feedback for both what they are saying, doing and expressing

Reporting Results and Recommendations

Based upon the sort of report you are looking for we will provide a structured report which includes prioritised recommendations

Next steps

If you are considering having your current e-commerce website evaluated through user testing, please give us a call on 0161 918 6729. You may also be interested in **Usability Evaluation** services.



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