

# **Swatara Coffee Company E-Commerce Site Usability Report**

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Lebanon Valley College

DCOM 131: Usability Design and Testing

Dr. Ritchie

May 14, 2021

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## **INTRODUCTION**

The reporting group consists of Breana, Briley, and Austin, students at LVC in the Usability Design and Testing class. The purpose of this test and overall report is to determine pain points in the e-commerce site for Swatara Coffee Company. Finding the problems within the website will show which parts of the site need to be improved upon. Running a usability test on this e-commerce site will show if Swatara Coffee Co. is giving the users all of the information and resources available to make a purchase, therefore, achieving its goals of selling coffee and baked goods, while fulfilling their commitment to helping their local community.

## **CLIENT**

The client is Swatara Coffee Company. This is a small family-run coffee company based both in Annville and Jonestown PA. The focus is on the Swatara Coffee Company e-commerce site where they sell coffee and goods online. Link to website: <https://swataracoffee.com/>

## **GOALS OF RESEARCH**

The goal of this research is to determine the pain points in the Swatara Coffee Company website. To help try and identify these pain points, three test goals have been determined to show what the main problems are so recommendations can be made to fix them. These test goals include:

- 1-Ability to Test Shopping Page and Getting Back to Main Home Page
  - testing this to make sure that the user can return to the main page without too much conflict, allowing them to maintain interest in viewing the site.
- 2- How well the site tells the user what they get out of their purchase
  - testing this to help determine if the company should change how they display the purchasing information. This will help the company maintain happy customers
- 3- Find Out How the Catering Feature Works
  - This will also be tested to see if all of the features of catering work, allowing the user to purchase what they need.

## **AUDIENCES/PARTICIPANTS**

- Different Audience Subgroups
  - Local community
  - Coffee lovers
  - Lovers of baked goods
  - Supporters of small-businesses
- Chosen subgroup: community members
- Community Member Profile
  - Motivation
    - People are motivated to visit because the company also supports other companies
    - They also have interest/motivation if they enjoy coffee
  - Skill level
    - Normal skill level- not coffee experts just enjoy it
  - Experience
    - Some -have visited other types of coffee places before

## **METHODS**

In order to test for the subgroup of Community Members, a Usability Test was created that would hit all of the research goals. The Tasks and Scenarios will find pain points on aspects of the site. Through the Tasks and Scenarios, the Usability of the Swatara Coffee Company website will be tested and there will be answers and findings that go along with the Test Goals. To find participants, a screener was performed to make sure criteria was met to find adequate participants. The screener touched on if the participant was interested in coffee, had been on the website before or enjoyed supporting small businesses. A test script was written to ensure consistency of the test for all participants involved for clear and unbiased results.

A pre-test and post-test were performed to gain extra knowledge from the test participants before and after the test. The tasks and scenarios were the most important to take note of, as they indicated the usability errors on the website. Information and data gathered from the pre-test, tasks, and post-test are shown in the Appendices section.

## **METRICS**

The test was conducted quantitatively by using a Likert scale where each participant rated

their experience and ease of use from 1 to 10 with 1 being difficult and 10 being easy. This allows an average score to be determined from the 5 participants that were tested in this discount usability test. To accompany the results that were gathered from the Likert scale, qualitative questions were asked that would help pinpoint moments of failure and frustration the participants experienced while trying to achieve their goals. By asking for participants to speak out loud, data was gathered of what they were thinking and what steps they took to get to their end goal of completing the task at hand. Participants were then asked to provide any additional feedback they had about the tests and the websites that they had. This allowed for more information to be gathered from the participants that was not covered in the testing questions.

### **PRE-TEST QUESTIONS**

- Have you visited the Swatara Coffee Company Website before?
  - If yes, was it a positive or negative experience?
- What do you expect to find out about the business on the website?
- What items do you expect to be able to purchase from the website?

### **TASKS/SCENARIOS**

- Scenario/Task 1
  - You are visiting the Swatara Coffee Company website and are looking to purchase some coffee beans, navigate the website to find where this can be done. Choose an item to shop for and then add it to your shopping cart. After doing this proceed to checkout. After opening the checkout page examine and then proceed back to the shopping page.
- Scenario/Task 2
  - You are looking at the different coffee offered for purchase on the site, how many pounds will you be purchasing per order?
- Scenario/Task 3
  - You are wanting to buy 12 bagels from Swatara for a company picnic. Navigate to where you think you might do this. Click add to cart. Pick a catering time and day to add to your cart. Click on checkout to complete this task. Don't actually check out.

### **POST-TASK QUESTIONS**

- When navigating the site, on a scale of one to ten one being difficult to ten being easy, how was your time navigating the site?
  - Explain why you gave the number you did
- Were there any parts of the site that confused you in any way?
- Do you have any other information you want to share?

## **RESULTS**

### **Main Findings Based on Data Collection:**

#### **Task 1:**

- Participants Having a Hard Time Finding Where to Shop
  - confusion of where to go
- Participants getting lost on the main home page
  - finding their way to other places instead of the shop page
- When they hit checkout, a screen to the right pops up, users liked this
- Participants Must Click Back Arrow Multiple Times to go back to home screen
  - home button does not work

#### **Task 2:**

- Easy Task for All Users
- Able to See the Amount of Coffee they are getting from a purchase from the website
  - Pictures were helpful
  - Text explaining one pound was large and clear
- No negative findings

#### **Task 3:**

- Catering Times Able to Click were not actually available
  - led to frustration
- User did not like that they could only buy coffee on the main shopping page
  - they could only buy others things through the catering page
- Website is broken up into two main sub-websites with no way to go in between
  - Users had to click back arrows many times to navigate between the two separate sites
  - Two separate sites: Home/Shopping Page and Catering Page

#### **Others Overall:**

- Most users rated the usability as fairly easy although they had clear moments of confusion and frustration
- Top navigation Bar at Top is very small and hard to see at first glance for participants

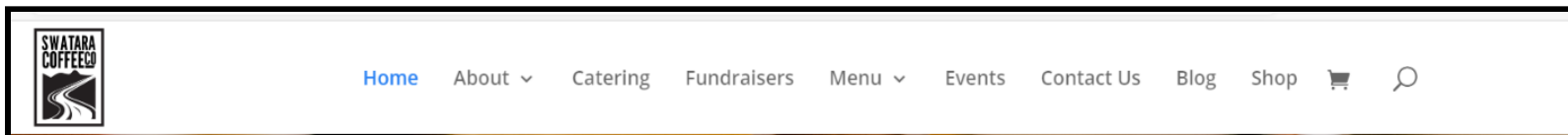
#### **Overall Findings Section:**

Many participants had confusion and trouble finding the shop page. They went to the catering or menu pages before finding the page where they could shop for coffee beans. Participants found out pretty quickly that the home button on the website did not take them directly back to the home screen. They then would use the browser back arrow multiple times to get back to where they wanted. A user also voiced concern on how shopping for coffee and bagels and other pastries is not on the same page. The Coffee is in the shop option and the bagels are in the catering option. The last major finding was in the catering section. Time that can be clicked for pick-up eventually says that the date is unavailable. Users got frustrated as the times they were selecting continuously did not work for the caterer. The main problems found from the test were mainly found in the Shopping and Catering Sections and the main navigation on the Home Page.

## ANALYSIS

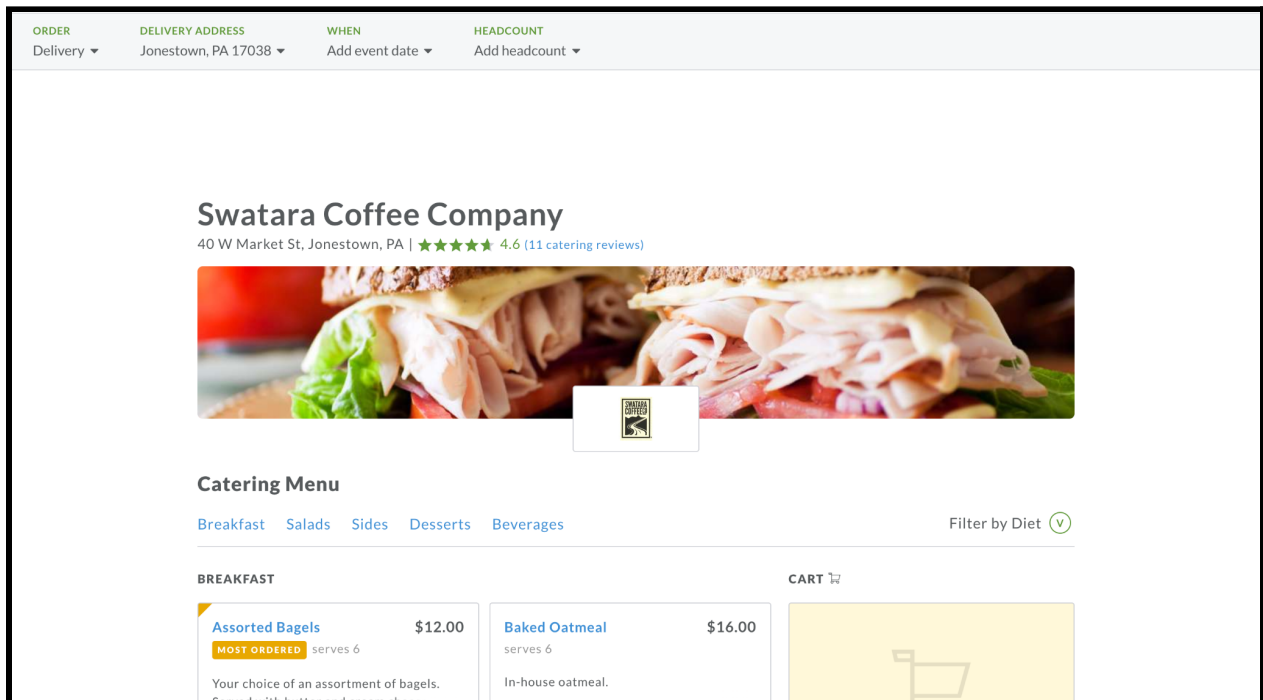
Throughout running tests on five participants, good news and bad news was found. The good news is that when running **Task 2**, none of the participants had trouble figuring out that the amount of coffee they would be purchasing would be one pound. Since there was good news no low-priority problems were found, however, two high-priority problems were found which include:

- **Navigation (High Priority)**
  - **Found in Task 1**
  - When it comes to the navigation of the website many users struggled finding where they needed to click to get to certain portions of the site, as can be seen in **Figure 1** below, the navigation bar is at the top but none of the words are distinguishable as buttons and people did get confused.
  - They also had trouble navigating back to the main page after going on to parts of the site such as shop and catering
  - The navigation bar at the top of the screen that is usually easy for users to understand, was a large portion of the site that hindered the users from getting to the place they needed to go
  - High priority issue because this added frustration and extra time to the users experience while trying to achieve their goals

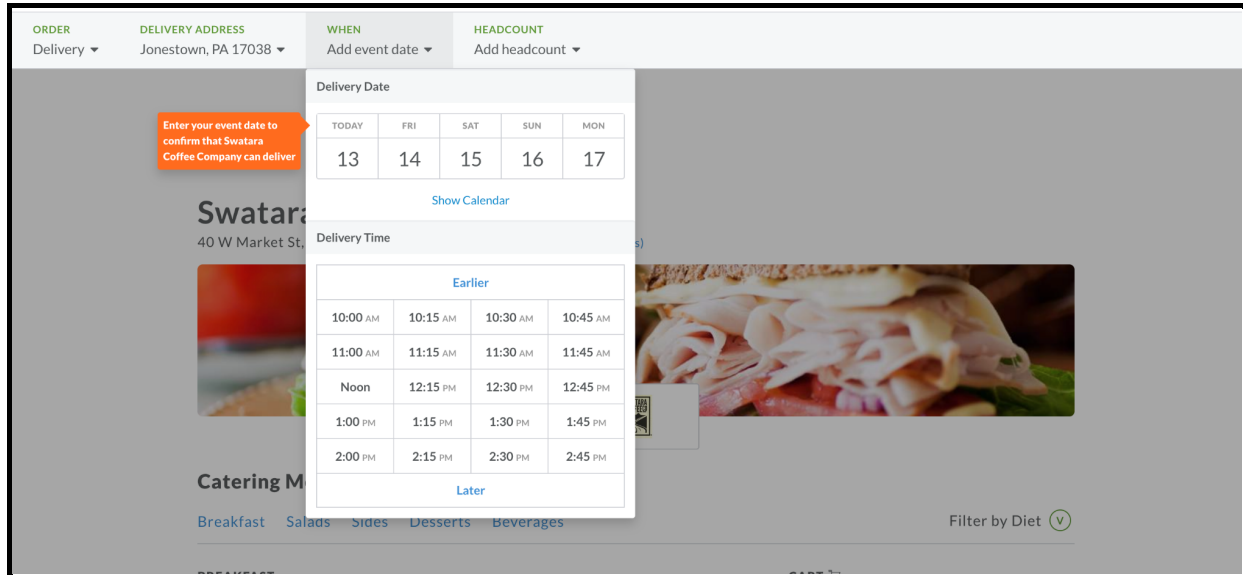


**Figure 1**

- **Catering (High Priority)**
  - **Found in Task 3**
  - Many users got confused when the catering place took them to a different portion of the website, it was a whole new pop-up site (Shown on **Figure 2**)
  - When picking a catering time, participants found problems and were very frustrated when the catering calendar gave them dates that were not available... for the participants to find a time that fit for the business, it was a more trial and error thing that led to frustration, as can be seen in **Figure 3**
  - At the end state of the third task, many users were confused of the pop-up that said they needed at least \$50 worth of merchandise to complete an order
  - High priority issue because much frustration was seen between all participants as well as many qualitative comments on how the catering site and shopping site could be combined to have more options



**Figure 2**



**Figure 3**

## RECOMMENDATIONS

Throughout the research and analysis, both navigation and catering were found to need to be fixed. Listed below are recommendations on how to approve these portions of the site.

- Navigation
  - Have all information present on the main page, do not have them sent to another website to be able to purchase catering/coffee beans
    - This would fix the problem of users having to click the back arrow many times to get back to the home screen with the navigation bar
  - A better/clearer navigation bar..
    - This would solve the problem of users getting confused of where to go within the site to achieve their goal
    - Many participants that were involved in the test had trouble seeing the navigation bar at the top since it is small and the text is hard to read and see
- Catering
  - could give a recommended time to pick for catering since it is not clear until the user already click on it and then are unable to choose that time
    - Or color code the days that are or are not available for catering pick-ups... more visibility to users as to what times are the best

- This would solve the frustration and confusion that many participants dealt with when told to pick a catering time, dates that would be available will be visibly available to the users
- should make it clear somewhere before they go to check out that they must have \$50 worth of food to be able to submit the order
  - This will indicate to the users that they must purchase more before they are almost at the end state of checking out

## **APPENDICES**

### **APPENDIX A: RECORDINGS FROM TEST**

<https://youtu.be/KQmAFIqFbwQ>

[https://youtu.be/eeohbI\\_nIqo](https://youtu.be/eeohbI_nIqo)

[https://www.youtube.com/watch?v=yTzH\\_e\\_CgbA](https://www.youtube.com/watch?v=yTzH_e_CgbA)

<https://www.youtube.com/watch?v=BMgsOSW9twE&ab>

<https://www.youtube.com/watch?v=62dkTg9iul0>

### **APPENDIX B: SCREENER**

Do you enjoy and find interest in coffee?

I have a lot of interest

I have some

I have none *-terminate*

Do you typically use coffee beans/grounds to make your coffee?

Yes

Sometimes

No- *terminate*

Do you have an interest in supporting small businesses?

Yes

No *-terminate*

## APPENDIX C: DATA TAKEN FROM TEST

### Pretest

Name	Pretest Question 1: Have you visited the Swatara Coffee Company Website before?	Pretest Question 2: What do you expect to find out about the business on the website?	Pretest Question 3: What items do you expect to be able to purchase from the website?
<b>Bre: Participant</b>	no	Locations, about	Coffee beans
<b>Bre: Participant</b>	no	About, menu	Coffee grounds
<b>Austin: Participant</b>	no	Location, food offerings, prices	Coffee and baked goods
<b>Briley: Participant</b>	No, not that I know of	Coffee, how to buy the coffee, where the location, phone number and email, and what's on the menu	coffee
<b>Briley: Participant</b>	No	The drink options and different food options, address, and contact information.	Coffee in bags

### Test

Name	Task/Scenario 1	Task/Scenario 2	TaskScenario 3
<b>Bre: Participant</b>	Participants struggled to find the correct place to shop. First went to the catering page and then realized it was incorrect, so proceeded back to the main page after some struggle. Then they had to navigate the page to find the shop. From here they finally found what the task asked for. From here they had an easy time adding the item to the cart	This task was also easy for the user especially since they had already been on the page. They just read the description listed underneath the picture -one pound	The user was able to add the bagels to the cart by going to the catering page and selecting bagels --They then selected a time that would not allow them to proceed so they chose a different one that would... Finally, they tried to proceed to checkout but it would not allow them because they were not purchasing enough food

	and proceeded to checkout		
<b>Bre: Participant</b>	The participant went to shop, and then picked the coffee in a box and added it to their cart, went to checkout and the proceeded back to the home page	This took my participant a short amount of time since the images all said one pound	The participant had a hard time navigating back to the main page to then be able to go to the catering website. They had to click the back arrow a bunch of times and then finally found their way. They were able to easily go to catering after this and add the dozen bagels to the cart, add needed by time and then attempt to checkout (the time problem showed up and the not enough money showed up as well)
<b>Austin: Participant</b>	My participant went to the menu>dietary information page first. Then later navigated to the correct shop page.  Participant was easily able to add things to the cart and proceeded to checkout once they found the proper shop page	This task took very little time as they had already seen the 1 pound marker under all the coffee bean options.	The participant was not able to easily navigate back to the main website after being on the shop page. I had to relay that information after a little bit that they would need to re-paste the link or use the back arrows to navigate back to the main website where the catering page is located. They would easily able to add the dozen bagels to their cart, but were unable to check out as the date was too early. They then changed the date to next week and were told they needed to have at least \$50 worth of food.
<b>Briley: Participant</b>	Went to the shop tab, commented on it loading slowly. Hit shop now. Commented on how nice the checkout was when it	One pound, read it clearly.	Hit the back arrow many times instead of hitting home. Hit the catering tab, loaded for a while. Hit 1 dozen of assorted

	popped up on the right side.		bagels. Participants had trouble picking the pick-up date. Got confused and frustrated that pick-up times were not actually available. Got frustrated that he needed at least \$50 in order to checkout.
<b>Briley: Participant</b>	Participants ended up on the Catering Screen and did not know where to go from here. Participant was confused. Went back to the home screen. Clicked on Menu, was still unsure of where to go. The	One pound	Was able to get to catering well and fast. Used a back arrow to get there.

**Post test**

Name	Post-Test Question 1: When navigating the site, on a scale of one to ten one being difficult to ten being easy, how was your time navigating the site? Explain.	Post-Test Question 2: Were there any parts of the site that confused you in any way?	Post-Test Question 3: Do you have any other information you want to share?
<b>Bre: Participant</b>	For the most part yes	The navigation going away/ability to go back to main page not being there	no
<b>Bre: Participant</b>	8, relatively easi besides having to hit the back arrows a bunch of times	Had trouble with the arrows	no
<b>Austin: Participant</b>	7, was easy to navigate, but was confused by the website being broken up into 2 different websites with no way to get between the two easily.	Had difficulty navigating back to the main page of the website.  Catering page didn't show all the information needed to schedule catering.	No
<b>Briley: Participant</b>	8, it would have been a 10 if I did not have an issue	The bagel where it allows you to pick days that are	No.

	with the bagels. Easy to navigate. Buying beans and buying bagels are in different places, you should just be able to shop for beans. Everything should be under the shop tab.	unavailable for pick-up.	After exploring more: The home button does not work, it doesn't take you to the homepage, it instead takes you back to the shopping page.
<b>Briley: Participant</b>	8. Was pretty easy, text could have been bigger at the top so I could find the shop options easy in the beginning	No	No

**APPENDIX D: TEST SCRIPTS**

**INTRODUCTION TEST SCRIPT**

Hi, our names are Breana, Briley, and Austin and we are students at LVC in the Usability Design and Testing class. Today, we are asking you to be a participant in a usability test of the Swatara Coffee Company website. The purpose of this test is to determine pain points in the e-commerce site for Swatara Coffee Company. If possible, we hope to find errors or problems within the small-business site that will confuse or interfere with a user's navigation and an overall purchase of an item. Finding the problems within the website will show which parts of the site need to be improved upon. Running a usability test on this e-commerce site will show if Swatara Coffee Co. is giving the users all of the information and resources available to make a purchase, therefore, achieving its goals of selling coffee and baked goods, while fulfilling their commitment to helping their local community.

You will not be receiving payment for your participation. You can revoke your participation at any time. You will be asked to perform activities related to the perception, behavior, and functionality of the system. These activities will not require personal, confidential, or medical information. You have the right to refuse to perform any activity.

**TEST SCRIPT**

For this test, we are going to ask you to think aloud while you work through this project. This means that you are going to explain what you are reading, the primary points you took interest in, and give us your thoughts and opinions on the site. Don't be afraid to question or comment on the functionality. The purpose is to test the system, so we want as much feedback as possible. As stated above, please think aloud, ask any questions you have, and try your best to answer them as you go. We ask that you silence or put your mobile devices on airplane mode to avoid potential distractions. If you have notifications from desktop applications, we ask you to disable these for the duration of the duration of the test as well. Before we can start I ask that you pull up the Swatara coffee company website with the provided link and share screen.

## CONCLUSION TEST SCRIPT

That's all! Thank you very much for sharing your time and opinions today, we are very grateful. You are free to go, but if you'd like to stay we are happy to answer any questions that you had on the usability test today or on the nature of the work

## APPENDIX E: CONSENT FORMS

### Usability Testing Consent Form

We are asking you to be a subject in a usability testing research study of:  
Swatara Coffee Company Website.

The group of people responsible for conducting this test are:  
Bre, Briley, and Austin.

This testing group is supervised by Dr. Jeff Ritchie, a faculty member at Lebanon Valley College. You can reach Professor Ritchie at 717-867-6249 or email at [ritchie@lvc.edu](mailto:ritchie@lvc.edu).

By signing this form you acknowledge that you have been informed of:

- The purpose for this research
- That you will not receive any payment or remuneration for participation in the research
- That you can decide to revoke your participation at any time. If you revoke your participation, the notes and audio recordings
- You will be asked to perform activities related to the perception, behavior, and functionality of technology systems, documents, or artifacts
- Normally these activities and questions do not require responses that contain personal, confidential, or medical information
- You have the right to refuse to perform any activity or answer any question
- The audio and written data of your test will be stored on a computer and used for reporting and recommendations for a period of up to 3 years.
- You will not be identified by name, title, or locations under any circumstance in any form of published or private research publication.

You are of majority age or have parental/guardian consent (sign below)  
Dr. Ritchie has agreed to answer any inquiries you may have concerning this usability test  
and its procedures.

Signature of Subject:

\_\_\_\_\_ Caitlin J Heffner \_\_\_\_\_

Date \_\_\_\_\_ 5-3-2021 \_\_\_\_\_

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Signature of Subject:

\_\_\_\_\_ Brenden Smith \_\_\_\_\_

Date \_\_\_\_\_ 5/5/2021 \_\_\_\_\_

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Signature of Subject:

\_\_\_\_\_Wyatt Morrison\_\_\_\_\_

Date \_\_\_\_\_5/5/2021\_\_\_\_\_

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Signature of Subject:

\_\_\_\_\_Alexander Detter\_\_\_\_\_

Date 050521

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\_\_\_\_\_ Sydney Fitgerad \_\_\_\_\_

Date \_\_\_ 5/5/21 \_\_\_\_\_

## APPENDIX F: WEBSITE SCREENSHOTS

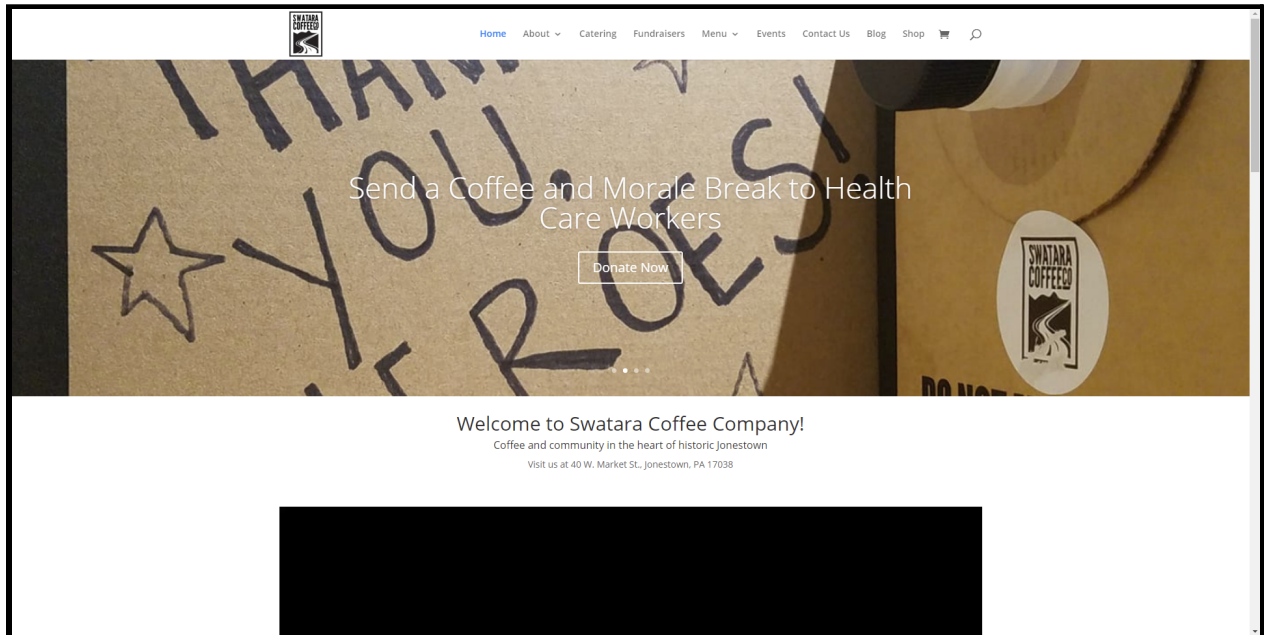


Figure 1.) Website Landing Page.

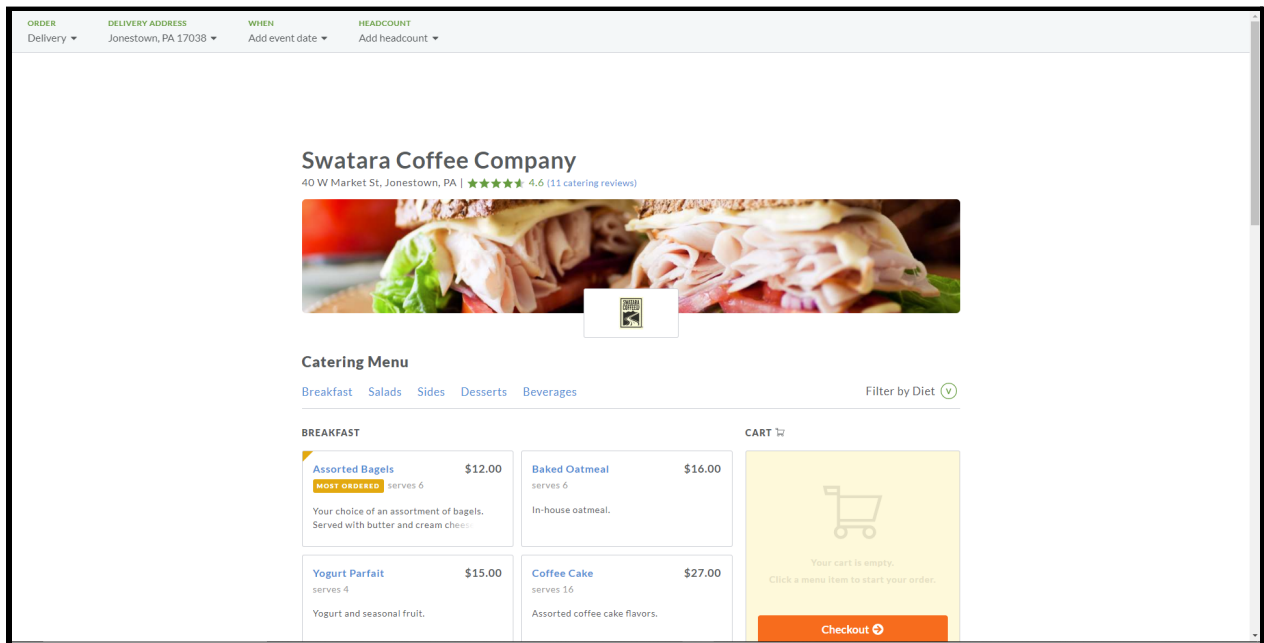


Figure 2.) Swatara Coffee Company catering page.


MyLVC Dashboard My Drive - Google Drive Use vs Usability Part My Drive - Google Drive Usability Test Report Home | Swatara Coffee

swatara-coffee-company-llc.square.site

Apps Gmail YouTube MyLVC Netflix ATS Athlete Portal... Sign in to Xfinity Google Welcome to MCR! BillHighway Alpha Sigma Tau ... Printing Site

Swatara Coffee Company, LLC

Home Shop Coffee Online Gifts and Merchandise About Us E-Gift Card



Coffee Shop in a Box

\$44.95

Shop Now

<https://swatara-coffee-company-llc.square.site/product/coffee-shop-in-a-box/2...>

Figure 3.) Swatara Coffee Company Shop page.