

Madison Benda

Introduction to Web Publishing

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Usability Test for gillettevenus.com

Test Preparation

In order to prepare myself to give the test I first went through each task myself. I have been to the site many times and therefore have already been to many of the pages. I started with Task 1, which is to determine if the site has any information of razor rash. I immediately able to find it under Help>Shaving Tips>Sensitive Skin, on the Sensitive Skin page is where I found an article on what causes Razor rash and how to prevent it. I would give this task a rating of 5, excellent, because it was very easy for me to find and I knew right where to go.

I then moved on to Task 2, determine if the site has any products to prevent razor rash, what they are, and what their cost is. I first went directly to the products page, which is hidden in the websites footer. There I found a shave cream, PURE by Gillette Venus Shaving Cream, Manuka Honey & Vanilla, and it was only available as an add-on item to a kit and did not have a specific price. I also looked into the Extra Smooth Sensitive Razor, but it also did not have a specific price and was only available in a kit. I would give this task a rating of 2, poor, because no where did it say it was good for razor rash and there was no price or option to buy.

Next I started Task 3, which is to calculate the cost for a one-year subscription that includes a handle, blades and at least one razor-rash or sensitive-skin related product. I immediately went to Design Your Plan>Customize Your Plan. There I began to build my plan. I chose the Comfort Glide White Tea blades, those are the ones I use, and a pink handle to match.

Next I chose once a week because that's how often I shave, this could be hard if you're choosing for a friend because odds are you don't know how much they shave. I then added the shaving cream from Task 1. It then brought up my order summary and said I would owe \$23 today, but not how much long term. After logging in there was no way I could find a total for a whole year, or shipping and tax. I would rate this task a 2, poor, you couldn't get the total cost for a whole year.

Lastly, Task 4 asked if there were options to add a note to the gift. My initial conclusion was no, because I was going through the "Customize Your Plan" page, but then I found the "Gifting" page. The "Gifting" page is hidden in the footer right next to the "Products" page. When I went through the "Gifting" page I found that there is a box to enter your gift recipient's email and then there is another box under it. I'm guessing this is for the message but it did not say. I would give this task a 1, terrible, mainly because it was so hard to find the "Gifting" page and the message box didn't really make sense.

Choosing Participants

	Participant 1: Bryan Henning	Participant 2: Lisa Benda
Gender	<i>Male</i>	<i>Female</i>
Age	<i>20</i>	<i>46</i>
Hours browsing / week	<i>100</i>	<i>28</i>
Browsing habits	<i>90% social media, Twitter and Tik Tok. 5% shopping, doesn't shop much online. 5% general browsing sometimes will look up sports stats or stories.</i>	<i>25% social media, uses Facebook every day. 5% shopping, frequents Amazon Prime instead of going to the store. 70% general browsing, uses a lot to research activities for her job.</i>
Other observations	<i>Bryan has ADHD and knows nothing about women's razors, which combined caused frustration.</i>	<i>Lisa is a consumer of the gillettevenus products but had never been to the website. She is also very opinionated and honest.</i>

Tester 1 Details: Bryan Henning

Bryan Henning is my boyfriend who I have been dating for over a year now. He is a 20 year old male full time college student who mainly spends his time doing homework, watching sports or playing video games. Bryan mainly uses the internet for social media and homework. He is not a fan of online shopping. I thought he would make a good tester because he could possibly be in the market to buy this product for me. Being a male, I assumed he did not have much knowledge on women's razors. He has shown interest in getting direct-to-consumer products from "Dollar Shave Club" before, which made me think he might be good to evaluate a women's direct-to consumer product website. Bryan has ADHD, which I thought might also make things interesting because he is easy to give up on things once his attention is lost. I knew if Bryan could not find what the task was asking he would be honest with how he felt about it.

Environment for Bryan Henning's Test:

- **Location of Test:** My house in Kansas City, somewhere where Bryan spends a lot of time. He chose to sit at the kitchen table because we were already sitting there working on homework.
- **Physical Environment:** The lighting was good since it was about 4 o'clock in the afternoon and there are large windows next to my kitchen table. Distractions that Bryan had were mainly my younger sister who was watching TV in the living room and was very interested in the test. Per usual, she put in her opinion on what we were doing until I told her she had to leave because I was administering a test.
- **Technical Environment:** Bryan has an Apple MacBook laptop in which he uses the browser Safari. He had no browser add-ons for Safari on his computer. Since we were on my Wi-Fi, it was provided by Google Fiber.

Tester 1 Details: Lisa Benda

Lisa Benda is my mother and a long time user of the Venus products. I thought she would be a good tester because she is familiar with Venus products, but not with their direct-to-consumer options. Lisa is a 46 year-old, kindergarten teacher for the NKC school district. Lisa is a frequent online shopper of Amazon.com and Target.com as well as a frequent Facebook user. When it comes to grooming products she favors the gillettevenus Comfortglide White Tea blades when using the Venus products.

Environment for Lisa Benda's Test:

- **Location of Test:** My house in KC, which is where Lisa lives. The test was given sitting at the counter of our island in the kitchen, this is a frequent place for Lisa to sit and get work done.
- **Physical Environment:** The test was given at night, but all the lights in our kitchen were on, including the ones directly above our island counter. At the beginning of the test Lisa and I were the only ones in the kitchen. Partway through the test my fathers' friend dropped by our house to pick something up. He stuck around for a few minutes to chat, during this time we proceeded with the test. This distraction was able to be ignored pretty well by Lisa because she is used to having to focus despite chaos in her job as a kindergarten teacher.
- **Technical Environment:** Lisa used her work laptop, an Apple MacBook, for the test. She used the browser Chrome, with no plug-ins. Lisa was on our houses Wi-Fi network which is supplied by Google Fiber.

Test Results

Initial Site Thoughts

Tester 1: Bryan was surprised to see that the site we were looking at was for women's razors. He said "You can buy razors on this site, but they're for girls", "There's a lot of pictures and it's really colorful" and "It gives off the 'you need this to be sexy' vibe".

Tester 2: Lisa did not seem too impressed with website when first visiting. She knew exactly what the website was when I asked her to type it into the search bar. "It's about razors. Looks like it's geared towards younger women."

Similarities and Differences: The main thing that is different about these two is that one is familiar with the product and shaving for women and one is not. Bryan seemed to think it was interesting how women's razors were marketed and what products women use. Lisa is familiar with these things since she uses the products and is a woman who shaves. They were similar in the fact that they could tell that the site was geared towards women.

Task 1: Determine whether there is any information available at gillettevenus.com that explains what razor rash is and how to prevent it. You want to learn details here, not just superficial.

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction	1	4	2.5
Success Rate	0%	100%	50%

Tester 1 Task Completion Process

Bryan spent approximately 4-5 minutes trying to complete this task. He began by scrolling all the way up and down the home page looking at the different sections for something about razor rash. When that didn't work he went to Design Your Plan>Customize Your Plan, he

quickly concluded that there was no information on that page about razor rash. He then went to Help>FAQ, which after scrolling through did not find the info he was looking for. Getting frustrated, he then jumped to Reviews and then About Us. After both of those pages did not have what he was looking for he concluded the site had nothing about razor rash. “I don’t think there’s anything on this site about razor rash, if there is it’s hidden.”

Tester 2 Task Completion Process

After reading the Task to Lisa she knew immediately where she wanted to go to find information on razor rash, the built in search tool. She typed in “razor rash” which brought up results for different articles about razor rash. She scrolled through articles, scanning through the titles. She found one called “Recycle Your Razors” which intrigued her saying, “I didn’t know you could recycle your razors.” She then picked the article “Why You Should Never Share Your Razor”, which was the first one in the search list. It took Lisa less than a minute to find her information on razor rash.

Biggest Problem

I think the biggest problem related to this task is that it was hard to find for tester 1 and tester 2 had many different options for razor rash, but nothing specifically just about razor rash. The best article that gillettevenus.com had for razor rash that I could find was “What Causes Razor Rashes and Bumps and How to Prevent Them”. When Lisa, Tester 2, searched razor rash this article did not come up on the first page of results. So I would say their biggest problem is the navigation to that article with the information on razor rash being difficult to reach.

Alignment to Heuristic: Flexibility & Efficiency of Use

It is important to have different way to reach a given task. In this case thought the two different avenues that each tester took did not get them to the best place in the end. Flexibility and efficiency of use is all about that no matter how the user wants to get to somewhere on the site or do something on the site they are able to do so as they choose. So in this case the search feature should lead them to a good article about razor rash, preferably “What Causes Razor Rashes and Bumps and How to Prevent Them”. They also should be able to find the page that it is listed on, which is Help>Shaving Tips>Sensitive Skin. Both of these ways should be set up to be both flexible and efficient.

Task 2: Determine if Venus has any skin-care products available that can prevent razor rash. What are the products and how much do they cost?

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction	4	3	3.5
Success Rate	100%	50%	75%

Tester 1 Task Completion Process

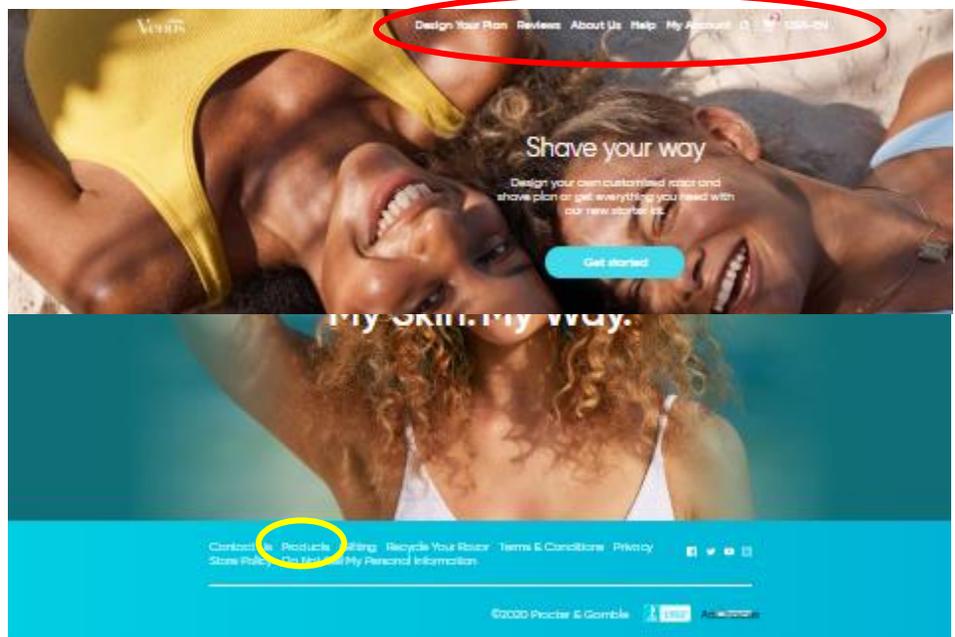
Bryan began by returning to the home page where there he saw the two options for the kits. He then said “There is no way to buy it, just a whole set.” He continued to go through the starter kit option. He thought it was cool you got to customize your razor saying, “Cool, you can pick the color, but all these colors suck. There is no orange.” Orange is his favorite color. When he arrived at the add-ons page he decided he thought that the PURE Shaving Cream was the best option to help with razor rash and that it cost \$6 to add onto your box. Bryan spent about 4 minutes on this task.

Tester 2 Task Completion Process

Lisa's first instinct was to go to the products page, after not being able to find one she quickly became frustrated. "Where is the products page? Do they seriously not have a products page?" She then decided to go to the starter kit page, but there she just found the ability to pick a razor. She then went back to the search tool and searched "razor rash prevention products". She clicked on the article "How to Choose the Best Razor for Women", in the article she found that "blades with extra moisture" is what was needed to prevent razor rash. When I repeated with the second part of the task "What are the products and how much do they cost?" she replied with "I don't know because there's no products page to tell me." Lisa spent about 3 minutes on this task.

Biggest Problem

The biggest problem the testers ran into was that there was no option to find products specifically for razor rash. Tester 1 tried to do it through the starter kit, but was unsure if the shaving cream would really help with razor rash because there was no



description. Tester 2 did not find any specific product for razor rash and ultimately gave up.

Having an effective products page, which neither tester ever found, would help with this problem. Testers were looking in the area of the red circle for a products page when it was in the footer which is shown in the yellow circle.

Alignment to Heuristic: Consistency & Standards

Most website users are used to the pages being at the top. It can be said that this is a standard of web design. The consistency and standards heuristic says that users should never have to wonder about an aspect of the site. Both testers looked for a products page that was there, but was not in the place that they looked to be consist with other sites. In order to keep their consistency with other sites they would need to move their products page to a more standard place on the site, not the footer.

Task 3: You've decided you want to give your friend a one-year Venus subscription including handle, blades and at least one razor-rash or sensitive-skin related product. Determine the total cost including tax and shipping.

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction	3	1	2
Success Rate	0%	0%	0%

Tester 1 Task Completion Process

Bryan started by going to the Customize Your Plan page. He chose a green handle, extra smooth sensitive blades and the person he was buying for he thought would shave a few times a week. He added on the PURE Shaving Cream to help with razor-rash and sensitive-skin. When he got to the order confirmation page it only said he owed \$29 today. There was no option there that said the total for the whole year. "I don't know how much, it doesn't say. It would probably be over \$100 though." Bryan got frustrated and concluded that there was no full year option and gave up on the task. "I don't know why they don't tell you or have an option for it. I had to do the math myself."

Tester 2 Task Completion Process

Lisa began by going to Design Your Plan>Customize Your Starter Kit. Lisa was quickly annoyed at the fact that the starter kit only had one type of blade in it, which is the Extra Smooth blade. She then kept building her starter kit until she got to the accessories/add-ons page. “I don’t know what products are for razor rash, none of them say anything about razor rash. Half of their products are sold out.” She then got to the order confirmation page and saw that her total that day would have been \$18. “You can buy this way cheaper at Target.” She then decided to switch to the customized plan. She chose a pink handle, Comfortglide White Tea blades and thought her friend shaved a few times a week. She then ended up in the same place price wise as with the starter kit and gave up. “I’m done with this task. It was dumb. I hope they don’t think they have a good website.”

Biggest Problem

The biggest problem with this task is the fact that neither tester found the page that is specifically for gifting. If they would have found that page they would have been able to customize a plan for a whole year. This problem is almost the same as the task 2 problem. The “Gifting” page is located next to the products at the bottom of the page in the footer. It should be moved up to the top of the page to make it easier to find.

Alignment to Heuristic: Consistency & Standards

This heuristic also goes along with the one from Task 2. If the “Gifting” page was consistent with the other important pages on their site and was in the top bar it would be easier to find. This is where most people look to find things like this because it is standard with other

sites. Most other sites use their footer for things like “Contact Us” or “Careers” pages, not major pages like “Gifting” or “Products”.

Task 4: Determine how your friend will be notified of your gift. Do you have the option to include a gift note? Will that note be sent with each shipment?

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction	1	1	1
Success Rate	0%	0%	0%

Lisa, Tester 2 – “If I could rate this lower than a 1 I would, because their gift options suck.”

Tester 1 Task Completion Process

Bryan was still on the “Customize Your Plan” pages of the website, specifically at the confirmation page. After reading the task he looked back at the confirmation page for a box to add a message. When he was not successful in finding one he quickly concluded the task was not able to be complete. Bryan spent less than a minute on this task.

Tester 2 Task Completion Process

Lisa started by going to her cart, the plan she had completed in Task 3 was in the cart now. She scrolled through the page and went a few steps further into the ordering process. She did not find anywhere to add a message very quickly. “I can’t find anywhere with that option.” She then saw in the footer the “Gifting” page. “I didn’t even know this was down here.” She was very surprised by the price of the gifting options, “You can only give the most expensive products as gifts I guess.” She went through the process to build a gift kit, but never found a place to add any sort of note. She was not able to get past the part where you added an address due to the fact it

kept saying “incomplete” when every box was filled. This task took Lisa approximately 3 minutes to go through.

Biggest Problem

Aside from the fact that the gifting tab was not found by Bryan, which we have addressed in other problems, Lisa was on the right track. If the site had let our address work in the address box she would have found the place to add a message in the gifting section. I went back later and put our address in again in the same way and it worked. I am unsure if it was an error just at the time, but the error message just kept saying “incomplete address”. She did check to make sure the address was complete multiple times and deleted everything from every box and typed it again to make sure.

Alignment to Heuristic: Help users recognize, diagnose, and recover from errors

This heuristic is important because error messages are very frustrating for users, especially when it comes to online shopping. In this case if Lisa had actually been buying for a friend gillettevenus.com would have lost her sale. The error message should have told us what specific part of the address was incomplete, not the whole address. It was very confusing and frustrating for the tester to have to try and figure out on their own. The site would not let her move on until the address was fixed which ultimately lead to Lisa giving up on the task.

Final Site Thoughts

Tester 1: After concluding the test Bryan said “I think that this is a cool idea for a women’s razor subscription, but I would just go to Target before I ordered from this site. They don’t have descriptions on any of their products, so unless you know exactly what you want it’s not a good site to shop. I wouldn’t buy someone a gift from this website.”

Tester 2: After Lisa’s test was over she said “If I were really trying to buy my friend a gift from this site I would have gotten really frustrated really fast and switched to Amazon. I also may have gone to a different one of these subscription services because this one seemed expensive.”

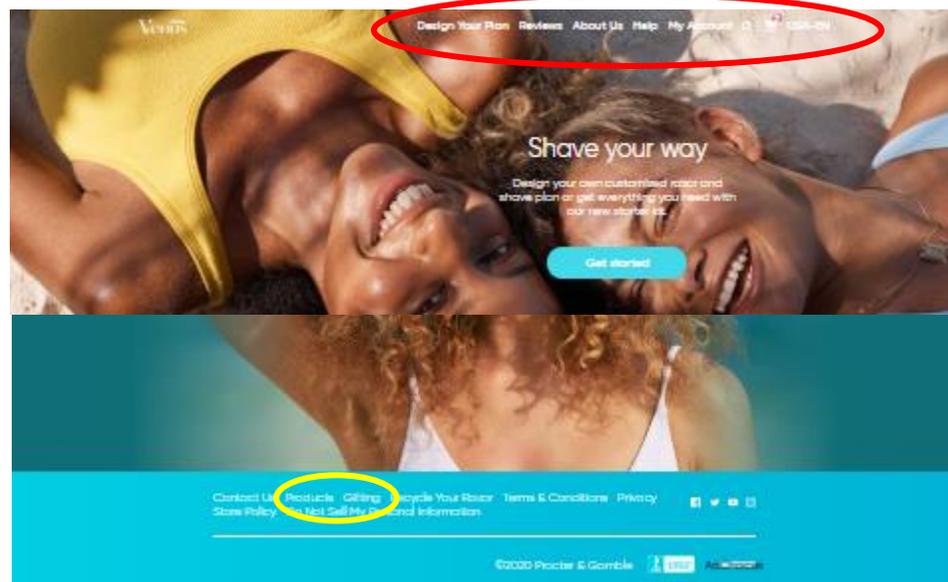
Similarities & Differences: Both testers got frustrated quickly with some of the tasks. Bryan being a male, needed more descriptions on what exactly he was buying and what it was used for. Lisa knew exactly what everything was, some of the products she uses herself, but was very appalled by the price compared to where she usually buys, Target. Both testers had trouble finding the footer or didn’t find it at all.

Single Problem Being Fixed

The biggest problem that testers had, was they could not find the correct pages they were looking for because they were in the footer rather than the header bar. This was a big problem in tasks 2 and 3 because users were unable to fully complete the tasks without going to these pages. During the test Lisa, tester 2, while doing task 2 even said “Where is their products page?” She was completely unaware that there was a products page there. She also looked for it and was unable to find it.

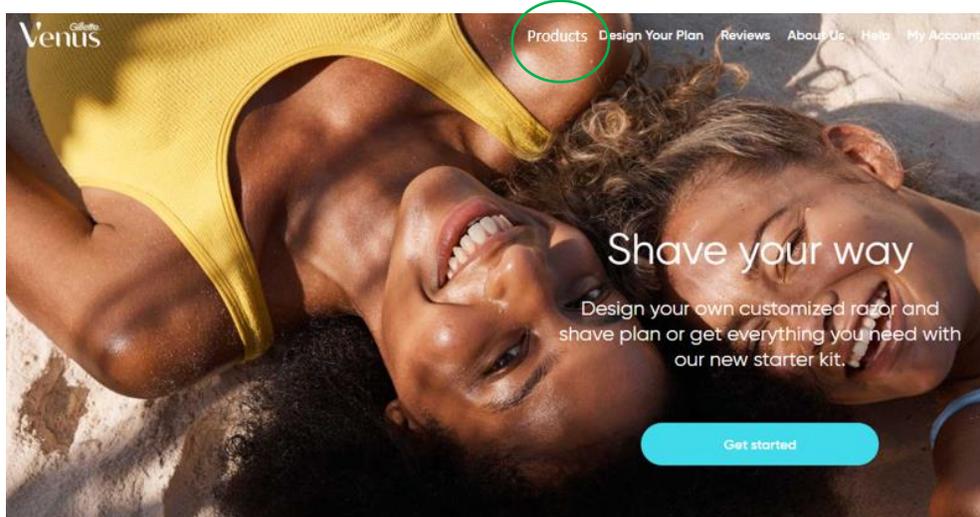
Problem Improvement

This problem can be fixed by moving the important pages that users want to the header bar at the top, rather than the footer. The screenshot on the right show what the header and footer bars look



like now. The header is at the top of the page and is circled in red. The footer is at the bottom of the page in the blue bar, circled in yellow are the two pages that should be moved to allow users to find them.

The green circle on the screenshot to the right shows the “Products” page moved up to the



bar in the top. I think it would work the best to have products be the first thing on the bar so users can look there for what products are available before building their kit. The “Gifting” tab should be moved up to the top bar as well, but I think it would work best to be in the “Design Your Plan” dropdown. In the gifting page you are building a plan for the person you are buying

for which is why I think it makes the most sense there. In the screenshot to the right you can see in the orange circle the



added part to the design you plan drop down. With these two pages now able to be visible I think that users will be able to have more information about what products are offered and see that

there is a gift option available. By having these at the top now they can be known to users whether they need them or not.