

Jade Sushi Bar Usability Testing

Test objectives

1. Test the overall ease of use and aesthetic experience while navigating through the user flows
2. Test how users perceive and respond to information architecture and visual hierarchy throughout all pages
3. Test how efficient and easy it is for the user to navigate to other tabs of the Menu
4. Test the flow of making a reservation through the built-in form
5. Observe any point of frustration or confusion during the process

Test Subject

High fidelity prototype of Jade's responsive websites for desktop and mobile devices.

Methodology

Remote: Ask my testing participants to share their screen on desktop and observe through conference platform such as Zoom or Google Hangouts while using my Figma prototype.

Participants

- Number of participants: 5-7
- Commonality: Have experience looking up restaurant information and interacting with restaurant websites on any digital devices.

Tasks & Scenarios / Desktop

Task: Arrive and explore homepage

Questions:

1. What kind of restaurant do you think Jade is and what kind of impression does the website give off?
2. How was your experience going through the homepage? Did anything stand out in particular?
3. How did you like the interactive experience of using the toggle in "Some of my favorites" section?

Task: If you were to find out more about the restaurant, besides the food menu, where would you go?

-> Users land on either Visit or About page

Task: Explore and read through information on Visit or About page

Questions:

1. How was your experience moving through this page? Is all the information clear to you?
2. What do you think "Join us" mean?
3. What would you expect to happen if you clicked the "Dine with us" button?

Task: Explore Sushi & Sashimi sections under Menu and find out where the lunch menu is

Questions;

1. Are all the menu items legible and clear to you?
2. What would you expect to happen if you clicked the "Rolls" or "Platter" buttons?
3. Was it easy to find the lunch menu?
4. How was your experience navigating through the drop down menu? Would you expect anything else to improve your experience?

Task: Where would you go to make a reservation?

-> Users land on Reservation page

Task: Make a reservation on December 10th at 7:30 PM for 6 people celebrating a birthday party

Questions:

How was your experience inputting your information on this page?

Was there any interaction or information that may not be clear to you?

What do you think about the confirmation message?

Tasks & Scenarios / Mobile

Task: Arrive and explore homepage

Questions:

1. What kind of restaurant do you think Jade is and what kind of impression does the website give off?
2. How was your experience going through the homepage? Did anything stand out in particular?
3. How did you like the experience of moving to another tab using the overlay menu in "Some of my favorites" section?

Task: If you were to find out more about the restaurant, besides the food menu, where would you go?

-> Users land on either Visit or About page

Task: Explore and read through information on Visit or About page

Questions:

1. How was your experience moving through this page? Is all the information clear to you?
2. What do you think "Join us" mean?
3. What would you expect to happen if you clicked the "Dine with us" button?
4. Would you interact/access the link to Google map on this page?

Task: Explore Sushi & Sashimi sections under Menu and find out where the section of "Classic & Signature Rolls" is

Questions:

1. Are all the menu items legible and clear to you?
2. How was your experience working with the drop down menu, getting to other parts of the food menu?
3. Was it easy to find "Classic & Signature Rolls"?
4. Would you expect anything else to improve your experience?

Task: Where would you go to make a reservation?

-> Users land on Reservation page

Task: Make a reservation on December 6th at 7:30 PM for a family gathering with 4 people

Questions:

How was your experience inputting your information on this page?

Was there any interaction or information that may not be clear to you?

What do you think about the confirmation message?

Usability Test Findings / Desktop

Homepage

Wins	Pain Points
<ul style="list-style-type: none">• Food images are enticing and showing the name of each dish is helpful• Likes the accessibility and convenience of seeing restaurant hours & locations at the footer• Likes seeing the testimonials• Brand tone and UI are aligned	<ul style="list-style-type: none">• Arrows used to switch between “Some of my favorites” section are not visible enough, so it’s likely to miss this action point.• “Menus” and “Visit” on hero section covers too much of the image underneath. The possibility of using them is also not high• Photo grid section might be overwhelming without breathing room around it

About Page

Wins	Pain Points
<ul style="list-style-type: none">• UI is clean and straightforward	<ul style="list-style-type: none">• Confused about “Our Team” and doesn’t seem to match up with the information• Position and word choice of “Join us” causes confusion of what it does• Not sure what “Dine With Us” would lead to

Menus Page

Wins	Pain Points
<ul style="list-style-type: none">• Looks clean and appealing, almost like a print out menu in real life	<ul style="list-style-type: none">• Confused about the separation of “Nigiri” and “Sashimi” and which food listing follows which• “Main” is not a clear category for Lunch and Dinner menu• “Rolls” and “Platter” buttons are confusing and not sure where they would take them

Reservation Page

Wins	Pain Points
<ul style="list-style-type: none">• Experience was easy and straightforward• Likes the transition between the drop down menus	

Usability Test Findings / Mobile

Homepage

Wins	Pain Points
<ul style="list-style-type: none">• Likes the accessibility of menu recommendations right after hero section• UI is clean and clear, images help balance the content well• Restaurant identity feels classy and sophisticated	<ul style="list-style-type: none">• Menu interaction is smooth but not clear on how likely they might use it

About Page

Wins	Pain Points
<ul style="list-style-type: none">• Information is easy to read and straightforward	<ul style="list-style-type: none">• Not sure what "Dine With Us" would lead to

Menus Page

Wins	Pain Points
<ul style="list-style-type: none">• Likes "Back to Top" feature• Loves transition of drop down menu	<ul style="list-style-type: none">• Confused about where they are in the menu, the state of where they are, or all layers of the tabs can be more visible

Reservation Page

Wins	Pain Points
<ul style="list-style-type: none">• Likes the confirmation message.• UI is clean and easy to read	