



# Usability test report

Maya Traditions Foundation website redesign

Fall 2014 | Deana Jirak

# What is usability testing?

## **What is a usability test?**

Usability testing is a way to evaluate a product on people that are actually going to use it. There are many methods but the foundation is walking the user through open-ended questions to evaluate if their mental model matches the expectations of the creators of the product. The experience is controlled as much as possible with tools like scripts to ensure to eliminate as many of the outside factors as possible and provide the most consistent environments for testers to yield the cleanest results. Most importantly, the questions in the script and the responses and conversations lead by the evaluator during the test use methods to ensure that they are non-leading so that the user is not lead by anything but his or her own impressions and expectations.

## **How many participants do you need for significance?**

While one might guess that you need a very large amount of users to go through usability testing to get adequate, reflective data, the generally-agreed upon ideal number of participants is 5.

## **What can usability testing teach us?**

Usability testing teaches us qualitative information that data simply can't provide; it provides the why. We get to hear directly from the user how they think and what they think about the product. If it's clear in testing that a consistent pattern develops that users are confused with one area, it is indicative that there is room for improvement there.

## **What can't usability testing teach us? What are the risks?**

When evaluating usability testing, the focus should be on patterns and less focus on individual responses. Only strong patterns are indicators of definite problem. Individuals differ and one-time comments or struggles that are not repeated by others is not a reliable indicator of a flaw in the system.

# Description of test plan

## **How many users were tested?**

While 5 users testing the site is the ideal number, we were only able to obtain 3 for the test. It would be useful in the future to test it on 2 more users to see if the patterns observed continue.

## **Who were the participants?**

The participants were selected as representatives of the users that Maya Traditions Foundation is most focused on targeting, designers. 2 of the participants were designers who were partnering with Maya Traditions Foundation at the time of testing. 1 of the participants was a design student volunteering with Maya Traditions Foundation at the time of testing.

If more testing is done in the future, it would be good to also get representatives from other areas that Maya Traditions want to target. If possible, it would be interesting to observe participants who do not already know about Maya Traditions or have any established relationships with them at the time of the test to see what an outside perspective is like too.

## **How was the study conducted?**

The kind of usability test done for Maya Traditions was synchronous remote usability testing, where the evaluator and user communicated over GoogleTalk or Skype, using an interactive Axure prototype. Due to technical restrictions, the user directed the mouse and the evaluated actually executed the mouse movement.

To make sure that the tests yielded the cleanest results, scripts were used to keep the sessions consistent. The exact script can be found in the appendix.

## **When were these conducted?**

These tests occurred in Fall 2014.

## **What was tested?**

The homepage and the designer instructional page were the focus. Those specific mockups are found in the appendix.

## **Who was the moderator?**

Deana Jirak moderated these tests. In an ideal world, the person who designs the product is not the same one who tests it, but as is often the case, she was the most experienced in moderating usability tests on the team and volunteered her bandwidth for the task accordingly.

# Results of tests

## **What the users consistently loved about working with Maya Traditions Foundation**

- Really love working Alison, raving about what an incredible partner she is.
- They find Maya Traditions Foundation to be very dependable
- They find Maya Traditions Foundation to be flexible & patient to make hard requests work
- Feel like they've grown a strong partnership/bond with Maya Traditions Foundation

## **What the users consistently thought of the website that is currently live**

- They think the current site is cluttered.

## **What consistently went well**

- The redesign was consistently well received among all participants
- They loved the instructional pages about process, all thought it would be very helpful
- They consistently were able to find all the key pages navigating through the top navigation when asked where they'd look for them.

## **What consistently raised questions**

While all three understood that the next step would be to contact MT, all three also seemed to overlook the actual link to the email address on the page itself that there was an easy way to do that from that page.

They also all had different definitions of what “catalog” vs. “collection” would mean. This demonstrates that it would be useful to make sure the context around those words makes it clearer. Definitions included:

- Collection = whole archive  
Catalog = only most recent products
- Collection = products that Maya Traditions Foundation make and sell in their store  
Catalog = all products that Maya Traditions Foundation make
- Collection = Editorial collection of pictures of products (would expect photo collection of all the products that Maya Traditions Foundation carry)  
Catalog = thread options and textile options

# Quotes from participants

“Color is so much better, building on a white background...green was so drabby.”

“If they had this website when we were looking, we wouldn’t have even emailed another organization.”

“[The ‘Become a design partner’ page] is very useful and would have answered a lot of the questions that I had at the beginning...This teaches more than they learned even being there in person!”

“It’s great that [the “Become a design partner” page] has time and price and is realistic.”

# Recommendations

## **Keep the same based on consistent feedback from participants**

- Participants loved the look and feel of the site so I would recommend keeping it.
- Participants were able to successfully find all the main areas of the site that we want to drive people to, so I would recommend keeping the labels on those navigational items the same.

## **Update on designer page**

- In step 1, add link to collection for inspiration
- Mention other materials designers can use as well as backstrap weaving
- Think about ways to make the “email us” more prominent

## **Things that were mentioned by one user that could be added without risking confusion in other stuff**

- Make sure policy popup includes price (probably already the plan.)
- Make sure to include color/thread options in catalog (probably already the plan.)
- On instructional pages, share typical timelines from start to finish (only if this is reasonable or if there is a “usual” amount of time to share)

# Appendix: Script & Screenshots

Thanks so much for meeting with me again. I'm looking forward to sharing with you what we've done so far to check in and see if we're heading down the right path.

- Can you tell me a little about your background?
- How did you find Maya Traditions Foundation?
- What things are important to you when choosing a new vendor?
- How did you determine if Maya Traditions Foundation had those things?
- What things do you like about the current site?
- What do you wish the current site does that it doesn't now?
- How/when do you use the site?
- What other sites do you like?
- Can you describe the process that designers go through working with Maya Traditions Foundation?
- What are reasons that you'd recommend to your designer friends to work with Maya Traditions Foundation?
- Are there any opportunities to get better for Maya Traditions Foundation?

The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

I'm going to show you two areas that we've been working on and ask you questions about them. As much as possible, if you could think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since I'm interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. I'm going to be taking a lot of notes while we talk too.

Do you have any questions so far?

Great, now we can start looking at things.

(...script continued)

### **Homepage**

- First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, and how it compares to the old site. Just look around and do a little narrative about what everything is and what you can do here. Let me know if you want me to scroll.

Thanks. Now I'm going to ask where you would go to find specific things.

- Where would you go to learn about the people who make the products?
- Where would you go to learn about the history of Maya Traditions?
- Where would you go to learn how to volunteer?
- Where would you go if you were interested in selling Maya Traditions Foundation's products on your website?
- Where would you go if you wanted to see the artisans work first-hand?
- If you came to this website for the first time and didn't know anything about Maya Traditions, where would you go to find the information you need?
- What would you expect to be on that page?
- Does that label make sense or would you expect it to be called anything different?

### **Designer page**

- I'm going to give you some time to read through it. Let me know if you want me to scroll.
- Now that you've studied the page:
- What do you think of the page? Is it useful?
- Does it describe the relationship you've had with Maya Traditions Foundation so far?
- What's missing?
- As a designer, are there things about the process that you think would be useful for other designers to learn before they make initial contact with Maya Traditions?
- Are things called what you'd expect them to be called or would you expect them to be called something else?
- If you were a designer coming here for the first time, what would you do next?
- What would you expect to be the difference between "the collection" and "the catalog? Would you call these things anything else?
- How do you feel about the products no longer being on the site?

Thanks, that was very helpful.

Do you have any questions for me, now that we're done?

Well, thanks again. That was super helpful!



# Skilled indigenous artisans building strong communities

[View our collection](#)

[Places to buy our products](#)

## Partner with us



Carry our products

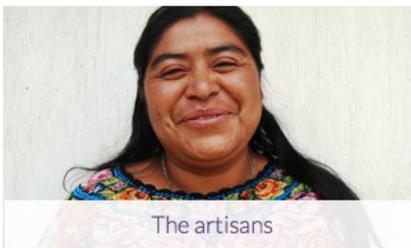


Become a design partner



Source our textiles

## Learn more about us



The artisans



Community programs



Get involved

### Shop

Places to buy our products  
Our store in Guatemala

### Partner with us

Carry our products  
Become a design partner  
Source our textiles

### Learn

Backstrap weaving  
Dying techniques  
Fair trade principles

### Read about our community programs

Artisan development  
Youth program  
Unlocking Silent Histories  
Health program  
Medicinal plant garden

### Get involved

Volunteer  
Ambassador program  
Donate

### Visit

Day tours  
10 day fair trade tour  
Weaving classes

[Check out our blog >](#)

### Sign up for our newsletter

Email address

[Sign up](#)

### Email us

[fairtrade@mayatraditions.org](mailto:fairtrade@mayatraditions.org)

ABOUT ▾ OUR COLLECTION

- About us
- Our history
- Fair trade principles
- Staff & board
- Funding partners

OUR COLLECTION

ARTISANS ▾ RETAILERS

- Artisan groups
- Artisan bios
- Backstrap weaving
- Dying techniques

RETAILERS & DESIGNERS ▾ COM

- Places to buy our products
- Carry our products
- Become a design partner
- Source our textiles
- Purchasing FAQs

COMMUNITY PROGRAMS ▾ V

- Outcomes
- Artisan development
- Youth program
- Unlocking Silent Histories
- Health program
- Medicinal plant garden

VISIT ▾ GET INVOLVED

- Our store
- Day tours
- 10-day fair trade tour
- Weaving classes

T ▾ GET INVOLVED ▾

- Volunteer
- Donate
- Connect with us



# Become a design partner

We partner with designers around the world to transform their vision into a reality. Through this partnership, we collaborate to create new textiles and products.

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis est ligula, vestibulum eu purus sit amet, consequat tristique massa. ”  
—Designer, [Website](#) ↗

To become a Maya Traditions design partner, follow these steps:

## 1. Develop detailed designs

Detailed designs are the best way to ensure the products created match your vision.

To create designs that work well with our textiles, make sure to learn the benefits and limitations of **backstrap weaving**. If you are visiting Guatemala, the best way to learn is take a **weaving class** to experience the process first hand.

Email your designs, or any questions, to [fairtrade@mayatraditions.org](mailto:fairtrade@mayatraditions.org)

## 2. Review a sample

Using your specifications, we will work with our artisans to create samples of the textiles or products and send them to you for review. An invoice will be sent along with the sample. For more information about sample costing and details, review our **sample policy**.

Once you have had the chance to review the sample, we will set up a meeting to discuss any changes necessary. Based on your feedback, we will adjust the product specs and then your product will be ready for production.

## 3. Place your order

Once you have decided on the quantity of products you would like to order, request an order form at [fairtrade@mayatraditions.org](mailto:fairtrade@mayatraditions.org). Once we receive your order, we'll then send you a cost estimate for the order.

### Order requirements

- 30-45 day lead time
- Q2,500 (\$330) minimum
- 50% deposit

## 4. Create marketing materials

The 30-45 day lead time while our artisans hand-craft your items is the perfect amount of time to create your marketing materials and educate your customers on the new products. During this time, we will also provide you with information about Maya Traditions to support your marketing strategy.

## 5. Select shipping method

Once the order is ready to be shipped, our team will provide you estimates of shipping options so you can make an informed decision.

### Shipping options

- Cropa, a local courier service
  - The Guatemalan mail service
- (Both vary in cost and delivery time.)

## 6. Receive order & pay balance

After we ship you your order, we will send you a final invoice that includes any changes you requested, as well as the cost of shipping. We require full payment within 30 days.

More questions?

[Purchasing FAQs](#)

## Share your successes & feedback

We love supporting our design partners and are always working to improve our products and systems. We depend on your pictures, stories and feedback to complete this so please stay in touch by emailing us anytime at [fairtrade@mayatraditions.org](mailto:fairtrade@mayatraditions.org).

### Shop

Places to buy our products  
Our store in Guatemala

### Learn

Backstrap weaving  
Dying techniques  
Fair trade principles

### Get involved

Volunteer  
Ambassador program  
Donate

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