Etsy

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Usability Test Report

UXDI VANTABLACK | FALL 2018

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Introduction

Etsy is an e-commerce website focused on handmade or vintage items and supplies, as well as unique, customised factory-manufactured items. As of December 31, 2014, Etsy had 54 million users registered as members.

Over the course of this project we interviewed and examined the needs and wants of the two main types of users. Buyers and sellers. Over the course of our research, we decided to focus on the sellers as our primary user. After conducting eight interviews, we began to hone in on what the real issues were. What really affected Etsy sellers and how could we, through the UX Design process make their lives easier?

Objective

The purpose of the usability research study is to evaluate Learnability, Efficiency, Memorability, Error Management, and Satisfaction. Our primary user were to be sellers on Etsy. After conducting initial research, our primary goal was to make the communication process between buyer and seller more efficient and transparent so sellers could focus on what they did best, create and design.

Methodology

We conducted our research using a combination of user interviews and subsequently usability testing. The Usability Tests were conducted on Wednesday afternoon, September 26, 2018. They were comprised of 2 rounds of Usability Tests with 4 participants in each round. Usability tests were conducted with 3 researches. One person conducting the interview, one recording the test,

and third member taking notes and managing timing of tasks. After each test, users were asked to take a short questionnaire to gauge their reaction to the app that was tested. After the first round of Usability Tests, a number of edits were made to the wireframe prototype. The new prototype was tested again with 4 participants. The tests lasted an average of 10 minutes. The results of these tests can be viewed below.

Tasks

- **TASK 1** - Find a beaded bracelet you like and check out the reviews for the product.
- **TASK 2** - Find reviews for similar products.
- **TASK 3** - You've decided on a bracelet for your mom. Please purchase the bracelet.

Metrics for Evaluation

- The metrics for the tasks were **completion rate, time to task, and error rate**

Prototype

Prototype 1: https://invis.io/9ZO9MGEST3A#/322100412_Home

Prototype 2: https://invis.io/5AO9TRJ6SYH

Prototype 3: https://invis.io/8XO9ZGWUEYP#/322232933_Home

Recruitment

- We conducted out useability testing using the Guerilla method. We approached people at General Assembly, New York Campus.

Schedule

Participants	John	Drea	Anthony	Rachel	Miranda	Rudy	Yinan	Drea
Round 1 Test	9/26/18 1:00 pm	9/26/18 | 2:00	9/26/18| 2:16 pm	9/26/18 | 3:15 pm				
Round 2 Test	--				9/26/18 5:30 pm	9/26/18 5:50 pm	9/26/18 6:06 am	9/26/18 6:35 pm

Participant Data

First Name	Age	Occupation	Location	Gender	Notes (Platform familiarity, favored brands/apps, etc.)
John	**28**	UXDI Student	New York	M	Buys things online 1 to 2 times a week from Amazon and individual stores. He has never used Etsy before and does not understand it.
Drea	**30**	UXDI Student	Manhattan	F	Buys on Etsy, she shops online, she shops at Amazon and a lot of clothing boutiques. She is familiar with Etsy.
Anthony	**32**	UXDI Student	Manhattan	M	He buys online about once a week because it is faster and cheaper because he values efficiency. Familiar with Etsy, but has never used it.
Rachel	**40**	UXDI Student	Manhattan	F	She buys things online every few weeks primarily from Amazon and Ebay and individual store websites like Macy's.
Miranda	**31**	UX Student	New York	F	Loves Amazon Prime - has used Etsy primarily for special occasions and custom items. Shops online ⅗ times a month.
Rudy	**33**	UXDI Student	New York	M	Uses Etsy and really likes their customised sweaters. He also shops online.
Yinan	**24**	UXDI Student	Manhattan	F	She uses Etsy and use to be a seller as well. She buys on Amazon frequently as well as individual store websites.
Drea	**30**	UXDI Student	Manhattan	F	Buys on Etsy, she shops online, she shops at Amazon and a lot of clothing boutiques. She is familiar with Etsy.

Round 1 Metrics + Results

Task 1	Completion	Time to Task	Error Rate	Notes
John	No	N/A	6:6	Could not get it - very hard to find reviews. He did not understand the star system.
Drea	Yes	45 seconds	0:1	Very easy to find
Anthony	Yes	47 seconds	0:1	Simple to find the reviews
Rachel	Yes	53 seconds	0:1	No errors - "nice, really smooth"

Task 2	Completion	Time to Task	Error Rate	Notes
John	Yes	1:05	1:2	Review button was hard to find, too small and needs to be bigger..
Drea	No	2 minutes	4:4	Kept trying to go back to the home. Could not find similar product reviews.
Anthony	Yes	4 seconds	0:1	Very easy to find
Rachel	Yes	1:50	0:1	Did not see right away, but after some exploring, she got there

Task 3	Completion	Time to Task	Error Rate	Notes
John	Yes	43 seconds	0:1	Started back at home, but found it easy to get there.
Drea	Yes	3 minutes	0:1	She easily clicked on the customised form and submitted, but was not convinced that the form had been transferred to check out. Therefore, was not keen to proceed with purchase due to lack of certainty.
Anthony	Yes	50 seconds	0:1	Was not sure if in the customisation search, something had been customised or if he could customise it. He wanted clearer info.
Rachel	Yes	32 seconds	0:1	Started at home for every task, but did complete it with little problem.

Task 4	Completion	Time to Task	Error Rate	Notes
John	**Yes**	35 seconds	0:1	Very simple and easy
Drea	**Yes**	30 seconds	0:1	Found it easy to request customisation.
Anthony	**Yes**	1:45	5:5	He tried lots, but could not find the custom form. Assumed the regular product info was the customized form.
Rachel	**Yes**	40 seconds	0:1	Found the custom form, but suggested making it more visible or changing the wording to be more action oriented

for every task, but did complete it with little problem. |

Round 1 Summary of Findings & Insights

- **Task 1 Completion Rate:**
  - 3:4 users completed
- **Task 2 Completion Rate:**
  - 3:4 users completed
- **Task 3 Completion Rate:**
  - 4:4 users completed
- **Task 4 Completion Rate:**
  - 4:4 users completed
- **Average Time to Task 1:**
  - 48 seconds
- **Average Time to Task 2:**
  - 1:14 seconds
- **Average Time to Task 3:**
  - 1:16 seconds
- **Average Time to Task 4:**
  - 52 seconds
- **Average Error Rate Task 1**
  - 0:1
- **Average Error Rate Task 2**
  - 0:1
- **Average Error Rate Task 3**
  - 0:1
- **Average Error Rate Task 4**
  - 0:1

ROUND 1 POST-TEST QUESTIONNAIRE RESULTS	
Statement	**Average Score** **Scale: 1 Strongly Disagree-** **5 Strongly Agree**
I think that I would like to use this system.	4
I thought the system was easy to use	3.5
I found the system to be overly complex	1.5
I found the various functions in the system were well-integrated.	4.5
I thought there was too much inconsistency in this system.	2
I would imagine most people would learn to use this system quickly.	3.25
I found the system cumbersome to use.	1.5
I felt very confident using the system.	4
I needed to learn a lot of things before I could get going with this app.	1.5
I enjoyed using the app.	4.5
I found it easy to customize products	4.5

Positives (+)	Room for Improvement (Δ)
Overall score of 4.5 on enjoyment of using the app was very positive.	3.75 was not as high as we had expected for the ease of use of the app and was something we wanted to improve upon in the next round of testing.
Overall score of 4.5 on system integration	The average time to complete task 3 was disappointing, achieving an average time of 1:16 seconds.
Overall score of 4.5 on ease of customisation of products	Even though our completion rate in our first round of testing was relatively high, the difficulty of task was not high. It took users a lot longer to achieve certain tasks than expected.
Users seemed to react positively towards the main purpose of what we had integrated, customisation features. This was very encouraging to learn.	Our customizable feature was not as successful as we had envisaged.

Round 1 Resulting Design Changes

Category - sub page
- Make custom - into Customizable
- Add new shop names

Product Page
- Make arrow darker for review dropdowns
- Move customizable feature
- Make similar reviews LARGER and darker

Clean up Checkout
- Clarify what they ordered
- Change button color - users delayed, did not know what the button did

Filter -
- Move custom button up top

Reviews page
- Clarifying product type

Round 2 Metrics + Results

Task 1	Completion	Time to Task	Error Rate	Notes
Miranda	**Yes**	53 seconds	0:1	Easily finds bracelets, finds the reviews,
Rudy	**Yes**	25 seconds	0:1	Completed task quickly, but was not confident in completing task, "Maybe if I go here?"
Yinan	**Yes**	33 seconds	0:1	Clicks on search icon at bottom of page, comments "there are a lot of categories", is still able to complete task fairly quickly
Drea	**Yes**	25 seconds	0:1	Went straight to search bar
Task 2	Completion	Time to Task	Error Rate	Notes
Miranda	**Yes**	35 seconds	0:1	Clicked through to other reviews mentioned she thought it may be at the bottom of the bottom of the page,but then saw it at each review

Rudy	**Yes**	53 seconds	0:1	Completed task quickly and was very confident, "I'm going to click on similar"
Yinan	**Yes**	1 minute 50 seconds	1:1	Does not see "reviews for similar items" link, looks to find similar items first, is confused, and then sees it and clicks, "Oh, I see now!"
Drea	**Yes**	1 second	0:1	Found similar reviews right away

Task 3	Completion	Time to Task	Error Rate	Notes
Miranda	**Yes**	48 seconds	0:1	Easily purchased the bracelet
Rudy	**Yes**	1 minute 6 seconds	0:1	Was very clear on where he needed to click, despite minor technical difficulties with Invision (hotspot did not work on first click) was still able to complete the task
Yinan	**Yes**	39 seconds	0:1	Decides to customize item without prompting
Drea	**Yes**	47 seconds	0:1	Started at the shop page to look for a different bracelet, no problems from there, "Yup, checkout. Yay!"

Task 4	Completion	Time to Task	Error Rate	Notes
Miranda	**Yes**	10 seconds	0:1	Very intuitive, quick process
Rudy	**Yes**	2 minutes 43 seconds	0:1	Started from home, was a little confused that form was already filled out for him, knew exactly when his order would be completed, said "Boom!" as he clicked the send button
Yinan	**Yes**	39 seconds	0:1	See task 3
Drea	**Yes**	31 seconds	0:1	Finished task quickly, "I'm going to continue shopping"

Round 2 Summary of Findings & Insights

- **Task 1 Completion Rate:**
  - 4:4 users completed
- **Task 2 Completion Rate:**
  - 4:4 users completed
- **Task 3 Completion Rate:**
  - 4:4 users completed
- **Task 4 Completion Rate:**
  - 4:4 users completed
- **Average Time to Complete Task 1:**
  - 34 seconds
- **Average Time to Complete Task 2:**
  - 49 seconds
- **Average Time to Complete Task 3:**
  - 50 seconds
- **Average Time to Complete Task 4:**
  - 60.75 seconds
- **Average Error Rate Task 1:**
  - 0:1
- **Average Error Rate Task 2:**
  - .25:1
- **Average Error Rate Task 3:**
  - 0:1
- **Average Error Rate Task 4:**
  - 0:1

ROUND 2 POST-TEST QUESTIONNAIRE RESULTS	
Statement	**Average Score** Scale: 1 Strongly Disagree- 5 Strongly Agree
I think that I would like to use this system.	4.75
I thought the system was easy to use	4.5
I found the system to be overly complex	2.25
I found the various functions in the system were well-integrated.	5
I thought there was too much inconsistency in this system.	1
I would imagine most people would learn to use this system quickly.	4.75
I found the system cumbersome to use.	1.5
I felt very confident using the system.	4.75

I needed to learn a lot of things before I could get going with this app.	1
I enjoyed using the app.	4.5

POST-TEST QUESTIONNAIRE COMPARISON	ROUNDS & SCORES	
STATEMENT	**Round 1**	**Round 2**
I think that I would like to use this system.	4	4.75
I thought the system was easy to use	3.5	4.5
I found the system to be overly complex	1.5	2.25
I found the various functions in the system were well-integrated.	4.5	5
I thought there was too much inconsistency in this system.	2	1
I would imagine most people would learn to use this system quickly.	3.25	4.75
I found the system cumbersome to use.	1.5	1.5
I felt very confident using the system.	4	4.75
I needed to learn a lot of things before I could get going with this app.	1.5	1
I enjoyed using the app.	4.5	4.5
I found the customisation of items easy	4.5	4.5
Green Highlighted Field = Users ranked more favorably		

Positives (+)	Room for Improvement (Δ)
Overall our users felt more confident using our second iteration of the prototype	Overall they found our second iteration to be more complex
Overall users reported being more likely to use our second iteration	
Overall compared to Round 1 our users found the prototype was easier to use	

Round 2 Resulting Design Changes

Product Page
- Make bracelet elements clickable to achieve the third search task
- Show the flow for custom process in the wireframes

Search
- Add title search to category page

Shop
- Make elements on shop clickable for easier search

Next Steps

Etsy is an amazing, enjoyable, immensely productive app. But there is always room for improvement. The research uncovered some interesting trends. Many users did not use the app due to a lack of large images. One simple fix for this could be to allow images to be viewed in landscape mode when images are viewed in lightbox mode.

We would like to continue building out are more robust custom filter in the search mode to ensure buyers and sellers are efficiently and effectively matched based on needs and design capabilities.

Community was a very large theme in building trust, especially for sellers. A custom workshop put on with Etsy local artists would be meaningful way to connect artists with those in their immediate community, building, trust, gaining clarity on project needs, and helping raise awareness for local artists. It would be highlighted once a quarter in the Etsy Local feature of the App.