EVALUATING THE USABILITY OF AN OPTIMIZED WEBSITE FOR A LOCAL BUSINESS

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AUDIENCE POLL

WHAT SOURCE OF INFORMATION DID YOU USE DURING YOUR RECENT SEARCH FOR A LOCAL BUSINESS OR RESTAURANT?

a. Internet
b. Magazines
c. Newspapers
d. Word-of-mouth
e. Television
BACKGROUND

The Internet is a customer-dominated medium that has evolved to facilitate interactions between people and websites...
THE PURPOSE OF THE USABILITY STUDY WAS TO EVALUATE AN OPTIMIZED WEBSITE FOR A LOCAL AND INDEPENDENT COFFEE BUSINESS KNOWN AS THE CURB

http://thecurbco.com
WEBSITE REDESIGN GOALS

• BRAND AWARENESS
• EASY TO USE (DISCOUNT USABILITY)
PROJECT DEVELOPMENT

• “Discount” Usability Evaluation
  • Jakob Nielsen (1999) and Steve Krug (2009)
  • Redesign The Curb’s existing landing page
  • Task Analysis
  • Pre- and Post- Surveys (SurveyMonkey)
PROJECT DEVELOPMENT

- WordPress (Free and Open Source Software)
PROJECT DEVELOPMENT

• Web Analytics
  • Free and permission granted by owner
  • Metrics provided framework to compare before and after redesigned website launch
  • Insights on existing and returning customer demographics
PROJECT DEVELOPMENT

• Google Analytics (e.g. Bounce Rate)
TARGET AUDIENCE

DEMOGRAPHICS INCLUDED NEW AND RETURNING CUSTOMERS*

- Males and Females*
- Ages 25-34

Belly Card check-ins for “loyal” (returning) and new customers at one of the coffee shop locations.
PROJECT DEVELOPMENT

• Parallel Design Technique
  • Created three new landing pages
  • Incorporated into the existing website
  • Usability tests identified best navigational components

• Iterative Design Technique
  • Best ideas merged into a new homepage
  • Conduct usability test
  • Repeat as needed
1.
3.

GET YOUR NOM ON!

THE CURB AT PARADISE PALMS
Skip the lines; place your order online!

Order Now

$0.60 DISCOUNT
when you bring your own vessel or bring your drink for free!

"Great coffee served by the most lovely staff! I come here every morning before class and the staff and my professor are very kind to me. The coffee is delicious and the location is so cute!"

— Crystal P. Humboldt (MAG student)
METHODOLOGY
MULTIPLE RESEARCH METHODS

• Triangulation
  • Combined quantitative and qualitative data from web analytical reports and usability evaluation
RESULTS

Pre-Survey

What is your age?
Answered: 6  Skipped: 0

What is the highest level of education you have completed?
Answered: 5  Skipped: 1
RESULTS

Pre-Survey

In a typical day, how many cups of coffee or espresso type drinks do you consume?

<table>
<thead>
<tr>
<th>Number of Cups</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10%</td>
</tr>
<tr>
<td>2-3</td>
<td>60%</td>
</tr>
<tr>
<td>4-5</td>
<td>20%</td>
</tr>
<tr>
<td>6 or more</td>
<td>10%</td>
</tr>
</tbody>
</table>

Answered: 5  Skipped: 1

Which sources of information did you use during your most recent search for a local business or restaurant? (Check all that apply)

- Internet: 80%
- Magazines: 0%
- Newspapers: 10%
- Television: 0%
- Word-of-mouth: 20%
- Other (please specify): 0%

Answered: 6  Skipped: 0
RESULTS

Post-Survey

How easy was it to find what you were looking for on our website?

Answered: 5  Skipped: 0

How much do you trust the information on our website?

Answered: 5  Skipped: 0
RESULTS

Post-Survey

How engaging is the design of the website?

Answered: 5  Skipped: 0

How likely are you to recommend our website to others?

Answered: 5  Skipped: 0
FINDINGS

Triangulation
NEXT STEPS

• Iterative Design Technique
  • Best ideas merged into a new homepage
  • Conduct usability test
  • Repeat as needed

• Deeper dive into Data Analytics
  • Insight into silo of customer information
Questions?

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THANK YOU!

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