

## 9.6 Conducting Usability Testing

One of the first things I was taught when studying visual communications was “just because you can, does not mean that you should.” The Ling’s Cars website is reminiscent of a time in the early 1990s when the technology was new, and we did not know to stop and ask the question, “but should we?” This might not seem important today when basic websites are just simple rather than right out of a time capsule, but at the end of the day, the foundation website has a huge impact on the usability of the website for the user.

For this usability test, I selected two male individuals with different ages and backgrounds. One individual was 46 years old, remembers those early days of the world wide web, and is a software developer for a global company. The other individual was 21 years old, has grown up with computers and the internet his entire life, and works as an IT guy for a rapidly growing local landscaping company. The end results were the same, the amount of time it took was different. I expected the younger individual to have longer times because he has never leased a vehicle before. That was not the case.

First, Ling’s Cars needs to fire their web designer and start over from the ground up. According to Sweor.com, “It takes about 50 milliseconds (that’s 0.05 seconds) for users to form an opinion about your website that determines whether they like your site or not, whether they’ll stay or leave” (Sweor, 2021). Both participants in this usability study said they would not use the website for any purpose. They only continued the exercises because it was for testing purposes. Neither participant was able to find the requested “red Ford Tourneo with 5 doors for lease” that was under “270 pounds sterling per month” and both had made the determination that it was not

available in 10 clicks. One took 2 minutes and 32 seconds to come to this determination while the other took 6 minutes and 25 seconds to come to the same determination. This is a clear indicator of how important it is to make sure the information is easy to get to, the one took so long was because he was determined to find it. Neither did.

In contrast, the All Car Leasing website was attractive and appealing to look at, but more importantly, it provided a filtering tool that was usable and accessible. One participant completed this in 2 minutes and 3 seconds while taking only 8 clicks. The other participant completed the task in 1 minute and 40 seconds while taking 10 clicks. They both arrived at the same result, a red Ford Tourneo Courier that leased for 208.04 pounds sterling per month. In this case, it is not about how many clicks were made, but how fast they were able to make them.

The hands down winner in this usability test was the All Car Leasing website simply because the participants were able to quickly and easily find a car meeting the specifications given. This usability test also revealed that the number of clicks is not always indicative of success, both websites took roughly the same number of clicks but one ended with positive results. It took less time overall to navigate the All Car Leasing website.

The Ling's Cars website is hideous to look at. There is way too much going on between the bright colors, the busy background pattern, the compressed font areas, lack of white space, and the moving parts. In contrast, All Car Leasing has clear headers, large clear pictures, and white space for readability and guiding the user across the page from section to section. No one area is competing for the user's attention over another. It is visually balanced and makes for a pleasant experience overall.

Ling's Cars needs to start over on their website and focus on good design principles. They need to build trust with good design and ease of use rather than screaming it all over the website.

Whereas All Car Leasing can continue what they are doing. They should consider allowing the user to select the color in their initial filtering. This will reduce clicks and make the user experience even more pleasant.

### **Works Cited**

*Sweor*. (2021, February 8). Retrieved November 13, 2021, from 27 Eye-Opening Website

Statistics: Is Your Website Costing You Clients?:

<https://www.sweor.com/firstimpressions>