

Usability Sessions Report

C'est Cheese, Port Jefferson, NY

<http://cestcheesepj.com/>

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Introduction

A series of Usability Sessions were conducted on the C'est Cheese website. Feedback on the positives and negatives; likes and dislikes has been collected and analyzed to provide recommendations and solutions to help the website and company grow and flourish in the coming years.

Summary

A series of Usability Sessions were conducted over the course of a single day with a total of four participants. These sessions focused on the C'est Cheese website. These users were not familiar with the website and company prior to the session. The motivation to review this website's usability is to make further recommendations on improving the website's user experience and where additional potential improvements should be made for future growth.

Allowing these users to provide direct input on how they would use the site. Five distinct scenarios for the site were created and presented to the users to complete. Users were slightly prompted at times to make suggestions for change and their opinions were noted on items they felt strongly about.

The users were recorded and their screen actions captured for review and assessment. The host of the sessions also made notes during the session.

Methodology

The users were requested to participate in a one on one session with the host. This session was scheduled for a half hour and set up in a neutral location. The host was provided with a script to follow and a series of five scenarios to walk the users through.

Sessions

Overall the sessions lasted between 10 minutes minimum and 20 minutes maximum. Users were either recorded talking to the camera and discussing their actions or their screen was recorded while their audio was recorded in the background. The website sessions were conducted on a MAC laptop without a mouse, which for one of the users caused a level of frustration. They would have much preferred the use of a mouse to browse the site, rather than the finger pad.

Participants

The participants of the user sessions were both male and female. Their ages ranged from 30-50 years old. Lastly users were rated on their observed web and internet acumen. This expertise was rated on a scale of 1 to 10 with 10 being the most expert of users and this was influenced by the preliminary questions presented to the users as warm up questions in the script used by the host.

See Figure 1.1 – Grid of user information

See Figure 1.2 – Grid of preliminary questions

Evaluation Tasks/Scenarios

The tasks assigned to this Usability test were based on the scenarios presented in the Personas defined earlier in the project.

See Figure 2.1-2.6 Personas and Scenarios

Scenario 1

You decided to take the Port Jeff ferry from Bridgeport for a nice day and need to get lunch. From a friend you were told there is a great place that serves wine, beer, cheese and sandwiches. You get to the site, how do you find the restaurant?

Scenario 2

Your sister in Maine loves specialty cheese. You remember that great shop you went to in Port Jeff called C'est Cheese. Can you send her cheese for Christmas?

Scenario 3

You live in Sound Beach, NY, one town away from Port Jefferson and you are having a cocktail party. How would you order a platter for your party?

Scenario 4

Finishing up your day out on Long Island, you parked your car in the ferry lot to take the 6pm Port Jeff Ferry back to Bridgeport. You have about 45 mins to kill and you hate the food on the ferry. Your wife just called to remind you your parent's are coming over and could you grab something on the way home for an appetizer. You have driven by C'est Cheese several times and wonder what kinds of cheese they have – can you find what types of cheese they have?

Scenario 5

You and your friends are looking for a new, fun event like Wood Sign painting and you heard the last time you were at C'est Cheese they might do this. How would you find out more information about those types of events?

Results

Based on the administration of the usability sessions to the users, the results were compiled, reviewed and analyzed to provide recommendations and next steps to the website and company stakeholders. Overall the sessions went extremely smoothly with little to no issues. There were three outliers in terms of minor issues:

- 1) A MAC update popped up and needed to be removed during the second user session
- 2) User 2 had minor issues scrolling around the page, but did not complain or request a mouse
- 3) User 4 was frustrated with the lack of a mouse and that may have influenced the feedback in a negative way

Task Ratings

Task ratings are used to define a system or product that is not over- nor under-engineered¹. These are also categorized by their Effectiveness, Efficiency, and Satisfaction.

There is an overall effectiveness rating of 85 for the total of 20 tasks completed by the users.

There is an overall efficiency rating of 79% of the tasks completed by the users.

Additional timing with the participants caused an inability to complete the post satisfaction reporting of the tasks and scenarios completed.

Task Completion Success Rate

Of the total number of tasks and the number of participants, 17 of 20 tasks were completed without any issue. Three tasks were not completed to their fullest potential. These tasks are:

- 1) Scenario 1 User 3 – who believes they may have gotten lost if they didn't know the starting point of the directions.
- 2) Scenario 2 User 2 – who assumed the site included an ecommerce capability; to add the gift basket to a cart and purchase it online.¹
- 3) Scenario 3 User 4 - who did not define how they would ultimately order the platter of cheese once they got to the Cheese Party Platter PDF.

All users came to an end point on the site where they could go no further without conducting something either by phone call or contacting the site owners or they assumed information about the site that was incorrect and was not corrected by the host.

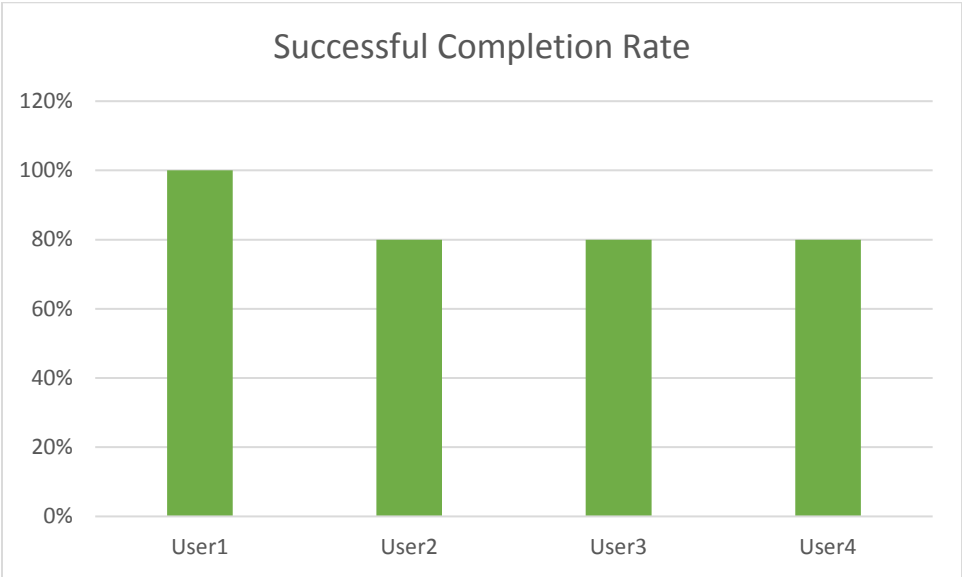
Overall the errors per task is .15 with 3 of 5 users performing at least 1 error during the entire session.

See Figure 3.1 Grid of Binary Results

¹ Note – the Host did not press the user to find the cart and complete the purchase.

Mean Task Rating and Percentages

Three of the four users could complete 80% of their tasks, while one user was able to wholly complete 5 of 5 tasks.



Recommendations for Improvement

Each user had personal preferences to enhance their experience on the site. The users also had many compliments for the website. Several of these are called out below:

Immediate reaction to the site “Cheese! Fresh and Yummy”

Site Design “Palette is easy on the eyes and I like the navigation”

Imagery “Some really great pictures”

Users found several areas for improvement:

- Menu layouts need clarity to define restaurant offerings versus take out or catering options
- A home button would be helpful for those not familiar with logos linking to the homepage
- Events & Specials does not need to be replicated on every page, that layout area could be better utilized
- Would love more information, maybe a pop up on the cheeses describing texture, taste, etc.

Change and Justifications

The feedback from the sessions and suggested changes reflect content submitted by the User Experience team earlier in the project featuring Design Quality, Technology and Unique Functionality. ⁱⁱ

The site provides very basic functionality for users to complete tasks assigned to them. The tasks that remained incomplete reflect recommended future state functionality such as expanded Ecommerce functionality. Design recommendations could be considered subjective as our test users were relatively content with the color scheme, imagery and theme of the website. Feedback on the organization of content would be the most important applicable changes to the site as several users went to incorrect first step locations when attempting to complete tasks. Lastly the focus on Social Media, while extremely important is imperfectly employed on the site, for example, the icons should be more prominent and the Twitter feed less flagrant per the user feedback.

See Figure/Content 4.1

Conclusion

C'est Cheese is a well-designed website for the capabilities the site requires at this time. It received overall positive feedback on its design, theme, content and functionality. In order for the site to expand its positive reception by users it needs to pursue these suggested enhancements:

- Expand its development of Ecommerce functionality to include online Take Out submission, online Gift Basket delivery and purchase; connect to other secure payment options like PayPal, Venmo, Google Pay and Apple Pay.
- Increase informational content such as cheese descriptions; also confirm their links are current and up-to-date (Cheese Menu is showing an old version if you click the image URL, versus the text link).
- Rethink the Social Media placement and enhance the strategy to feature Facebook over Twitter.

Appendix

Figure 1.1

Usability Results	User1	User2	User3	User4
Sex	Male	Male	Male	Female
Age	30-40	30-40	40-50	40-50
Internet Experience (1-10*)	7	8	6	6

*10 being defined as the highest and most experienced representation of the web or internet user.

Figure 1.2

Where do you live?	Stratford, CT	Milford, CT	Wilton, CT	Trumbull, CT
How often do you go online during the week, if you could ball park the hours?	20hrs	25-30hrs	25hrs	8hrs
What types of actions do you conduct online?	Social Media Ecommerce	Social Media Work	Search Ecommerce Email	News Articles Recipes Tennis
Do you have any favorite sites?		Android Space Amazon	Yahoo	Google

Figure 1.3 – Survey Questions

You might have noticed that we are recording this session, I just want to make sure you were aware of this and confirm you are ok with that.
I just have few questions to kick us off with if that is OK?
Where do you live?
How often do you go online during the week, if you could ball park the hours?
What types of actions do you conduct online?
Do you have any favorite sites?
Do you have any questions for me so far?
I'm going to open the site and then before you begin clicking I'd like you to go ahead and just look around and if you could narrate what thoughts are going through your head that would be ideal. You can scroll, just please do not click.

Scenario 1

You decided to take the Port Jeff ferry from Bridgeport for a nice day and need to get lunch. From a friend you were told there is a great place that serves wine, beer, cheese and sandwiches. You get to the site, how do you find the restaurant?

Scenario 2

Your sister in Maine loves specialty cheese. You remember that great shop you went to in Port Jeff called C'est Cheese. Can you send her cheese for Christmas?

Scenario 3

You live in Sound Beach, NY, one town away from Port Jefferson and you are having a cocktail party. How would you order a platter for your party?

Scenario 4

Finishing up your day out on Long Island, you parked your car in the ferry lot to take the 6pm Port Jeff Ferry back to Bridgeport. You have about 45 mins to kill and you hate the food on the ferry. Your wife just called to remind you your parent's are coming over and could you grab something on the way home for an appetizer. You have driven by C'est Cheese several times and wonder what kinds of cheese they have – can you find what types of cheese they have?


Scenario 5

You and your friends are looking for a new, fun event like Wood Sign painting and you heard the last time you were at C'est Cheese they might do this. How would you find out more information about those types of events?

Conclusion - Name several prominent likes/dislikes

Figure 2.1 – 2.6 Images of Personas and Scenarios

HEARD IT THROUGH THE GRAPEVINE HILLARY



“The weather was beautiful so I decided to play hookie and see what the fuss was across the water.”

DEMOGRAPHICS
 AGE: 28
 LOCATION: FAIRFIELD, CT
 JOB: PROJECT MANAGER, MARKETING AGENCY
 STATUS: SINGLE, ROOMMATES

FOCUS

- Enjoy a beautiful afternoon on the shore
- Get lunch with good wine

DRINKING/EATING HABITS

- Drinks bottles in the \$10-\$20 range
- Lets her roommates choose the wine from the wine list
- Likes Manchego since she heard about it on NPR
- LOVES Brie when they wrap it with pastry

*Work Supplied

#daytrippin
 #sometimesyouneedtotakeaferry
 #bringonthecheese




TECHNOLOGY
 COMPUTER: MACBOOK PRO*
 PHONE: iPhone8
 SOCIAL MEDIA: Twitter, Snapchat, Instagram
 REVIEWS: Yelp, Trip Advisor, Google
 STATUS: Secondary User

FRUSTRATIONS

- Traffic
- Slow service
- Poor quality

FAVORITE THINGS TO DO

Alligator Lounge	Brooklyn Botanical Gardens	St. Mazie
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HEARD IT THROUGH THE GRAPEVINE HILLARY



Hillary lives in Fairfield, CT, and works in southern Fairfield County. She loves cheese and vaguely knows that cheese goes really well with wine!

Hillary took the day to cross Long Island Sound and visit the quaint town of Port Jefferson. She heard through friends that the wine scene on Long Island is pretty good, and they pointed her to a Cheese Shop they had been to. She googled cheese shop and found C'est Cheese in the Google search results, and on the 45 minute ferry ride she began to browse the site.

She read their menu online, and saw that they had a several whites and hoped they were good at giving recommendations. She did not find any wine pairings on the site especially on the menu, leaving her to wait to speak with the waiter.

She read through some of their tweets and events and began following them on social media, she thought maybe she could make this a fun girls trip one day this summer!

PURSUIING PAUL



"I really like wine. The only thing I don't like about wine, is crappy wine."

#windfordays
#eastendwineandcheese
#makingtastebudsjealous

DEMOGRAPHICS

AGE: 45
LOCATION: GREENPORT, NY
JOB: EDWARD JONES, CFP
STATUS: DIVORCED, 3 CHILDREN

TECHNOLOGY

COMPUTER: LENOVO E3400
PHONE: Samsung Note 4
SOCIAL MEDIA: Facebook
REVIEWS: Yelp, Trip Advisor, Google, Foursquare

FOCUS

- Always looking for the best suppliers
- Swears by local Long Island wineries

FRUSTRATIONS

- Low-quality wine and cheese
- Bad weather
- The weekenders

DRINKING/EATING HABITS

- Is well read on pairings and loves to discuss
- Finds it more difficult to pair Reds
- Drinks bottles in the \$20-50 range daily
- Will not let anyone else touch the wine list

FAVORITE THINGS TO DO

Brewer
Yacht
Yard

Martha's
Vineyard

Kontokosta
Winery



PURSUIING PAUL



Paul is a bit of a wine snob and loves pairing wine with not only cheese but dinners or apps! He enjoys supporting the local wineries on Long Island, where he is from, born and raised, in Greenport, NY. Paul is always looking for new places to eat. He takes clients out to lunch often as a financial advisor and appreciates good quality materials and service at a great price. Paul needs to find a new, quality location to bring his clients.

He used Yelp to find C'est Cheese and found really great reviews both on Yelp and Facebook. He knows his new and old clients will appreciate their offerings as well. He also saw their events offering a great place for him to meet with some colleagues after work.

He found their site and associated social media pages rather sparse and went to their site to find more event information. He wants to make sure there are not going to be conflicting events to bother his clients.

LOCAL LUNCHY LORI



"After the getting a massage, my nails done, and hitting the gym, I need some me time."

#whatkids
#everyoneedsmetime
#lovehashtags

DEMOGRAPHICS

AGE: 39
LOCATION: OYSTER BAY, NY
JOB: STAY AT HOME MOM
STATUS: MARRIED, 2 CHILDREN

TECHNOLOGY

COMPUTER: MACBOOK PRO
PHONE: iPhoneX
SOCIAL MEDIA: Twitter, Snapchat, Facebook, Instagram
REVIEWS: Yelp, Trip Advisor, Google, FourSquare

FOCUS

- Active volunteering
- Promote local businesses and events through my extensive network

FRUSTRATIONS

- Low-quality
- Less than 100 likes per photo

DRINKING/EATING HABITS

- Knows cheese goes right to her thighs but has a weakness for Parmesan
- Secretly presents store bought platters as her own
- Drinks bottles in the \$25-\$100 range, regularly
- Prefers to select the vendors for her volunteer events

FAVORITE THINGS TO DO

Habitat for Humanity Suffolk	The Patch Local News	F45 Training Dix Hills
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LOCAL LUNCHY LORI



Lori is a stay at home mom, who works closely with her local home-grown businesses to promote their offerings. She meets regularly with the local business bureau for lunch and works closely with the Patch to promote weekly events and host parties.

Lori and her husband thoroughly enjoy wine and food and they have a particular affinity for good wine and cheese pairings. Lori has been searching for a regular supplier for the volunteer events she hosts. The cheese shops in Manhattan while nice are far to expensive to deliver so she is searching online locally for delivery and new supplies. She usually uses Fairfield Cheese but recently met with a combined local business bureau from Long Island and Fairfield County to promote both sides of the sound.

Lori needs more than the information on the website and a more intimate relationship to determine the pairings as her knowledge only goes so far. Also their menus seem outdated and need to be more current. Finally some minor descriptions she could share from a company history to their involvement in their community would be helpful.

Figure 3.1 – Grid of Binary Results

Usability Results	User1	User2	User3	User 4
<p>Scenario 1</p> <p>You decided to take the Port Jeff ferry from Bridgeport for a nice day and need to get lunch. From a friend you were told there is a great place that serves wine, beer, cheese and sandwiches. You get to the site, how do you find the restaurant?</p>	1	1	0	1
<p>Scenario 2</p> <p>Your sister in Maine loves specialty cheese. You remember that great shop you went to in Port Jeff called C'est Cheese. Can you send her cheese for Christmas?</p>	1	0	1	1
<p>Scenario 3</p> <p>You live in Sound Beach, NY, one town away from Port Jefferson and you are having a cocktail party. How would you order a platter for your party?</p>	1	1	1	0
<p>Scenario 4</p> <p>Finishing up your day out on Long Island, you parked your car in the ferry lot to take the 6pm Port Jeff Ferry back to Bridgeport. You have about 45 mins to kill and you hate the food on the ferry. Your wife just called to remind you your parent's are coming over and could you grab something on the way home for an appetizer. You have driven by C'est Cheese several times and wonder what kinds of cheese they have – can you find what types of cheese they have?</p>	1	1	1	1
<p>Scenario 5</p> <p>You and your friends are looking for a new, fun event like Wood Sign painting and you heard the last time you were at C'est Cheese they might do this. How would you find out more information about those types of events?</p>	1	1	1	1

Figure 4.1 Survey Summary

<p>Dislikes</p> <ul style="list-style-type: none"> - Twitter prominence on ALL the pages, suggests moving under Media - Prominent Events & Specials long right hand column - too much - Hard to tell if there are classes or educational sessions to learn more about wine or cheese <p>Likes</p> <ul style="list-style-type: none"> - Gifts is positive - Prominent placement of Hours and opening information - Likes the design and theme 	<p>Likes</p> <ul style="list-style-type: none"> - Navigation icons design and menu selections - choice of color palette, not glaring is easy on the eyes <p>Dislikes</p> <ul style="list-style-type: none"> - no home button - Contacts should include the restaurant information* 	<p>Dislikes</p> <ul style="list-style-type: none"> - Menu layout page - needs clarity, confused about what is restaurant versus take out or catering, would like some separation - Email is more prominent than phone # for ordering - especially on the contact page, only email, would like all the contact information for the place - Ecommerce on the site is lacking, would like to be able to order directly online for gifts, platters, etc. - Site design is too busy, too much focus on Events & Specials and twitter on all pages - Events & Specials doesn't need to be everywhere - Home has a lot of scrolling for so little information <p>Likes</p> <ul style="list-style-type: none"> - Menu selections is positive - likes the photos and media - background imagery 	<p>Liked the clean, to the point, no distractions to message of Cheese design</p> <p>Disliked the range and options for the Gifts</p> <p>Would like more descriptions and information on the cheese since the list is so specialized</p>
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Findings

C'est Cheese is a single location store in the town of Port Jefferson, NY, easily accessible and within walking distance of the Bridgeport-Port Jeff ferry. A key centerpiece in their physical shop is a large refrigerated case for take home platters or dine in meals. The dine in menu includes sandwiches, salads, and cheese pairings. Their mission is to “bring the world of cheese to our customers through education, tastings and unique pairings.”

Online, C'est Cheese offers a simple site design with a large background picture of large cheese rings. A tan/red color scheme with cursive font and a distinctive logo. A main picture also of cheese and a focus on Events and Specials and the social media twitter feed. The right hand column is persistent across the sub pages.

The main navigation consists of:

MENU | DIRECTIONS | CONTACT | PHOTOS | MEDIA | GIFTS

Large background images can take a long time to load and don't show well on mobile. In the case of C'est Cheese the site is not mobile friendly. In today's environment a mobile site is a necessity for any business. It would be recommended to center the site, as today it is aligned to the left of the screen.

Marketing Requirements

From a Marketing perspective they would want a quick and simple explanation of what the company is, where it is and what they sell (on and off line). Important aspects of a site would be easy to find directions, high definition pictures of products, up-to-date current events and social media feeds.

User Requirements

What are people coming to the site for? They want to see when the store is open and what is on the menu, they want to go to the location to buy cheese, or they want to purchase a cheese tray online for delivery, finally they may want to know what events are happening either regularly or scheduled.

Recommendations

For the most part the site can address several of these questions. It is recommended that the company provide a calendar of events rather than a scrolling review of these items. A mobile view would likely be a serious consideration as soon as possible. Also additional informational pages on cheese types or locations where they source the cheese.

Three other comparable sites would be (see Figure 1.0 in Appendix):

- Fairfield Greenwich Cheese Company (<http://fairfieldcheese.com>)
- Ideal Cheese (<http://www.idealcheese.com/index.aspx>)
- C'est Cheese of Santa Barbara (<http://cestcheese.com/>)

Rankings for each upon initial review are:

	C'est Cheese Port Jefferson	Fairfield Greenwich Cheese Company	Ideal Cheese	C'est Cheese Santa Barbara
Design Quality	3	1	4	2
Technology	3	4	1	2
Unique Functionality	4	2	2	3

Figure 5.1 - Videos of Test sessions

https://youtu.be/Gkl0_efE9XE - User 1

https://youtu.be/_wzMqdGWGlG – User 2

<https://youtu.be/UCE7R0513YQ> - User 3

<https://youtu.be/beeZWFc1Ufk> - User 4

6.1 Consent Forms



ICM 514 Consent
Forms.pdf

Due to time constraints Post-test comments and questions were not conducted.

Post-test Comments

Post-test Question forms

ⁱ Justin Mifsud, Usability Metrics – A Guide to Quantify the Usability of any System, June 22, 2015, <https://usabilitygeek.com/usability-metrics-a-guide-to-quantify-system-usability/>

ⁱⁱ Jane Portman, UI Breakfast. UI Practicum - #1 How to Justify Your Design Decisions. April 28, 2016 <https://uibreakfast.com/practicum-01-justify-design-decisions/>