USABILITY TEST FOR KAY.COM

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Perfection is achieved not when there is nothing more to add, but when there is nothing left to take away.

Antoine de Saint-Exupery
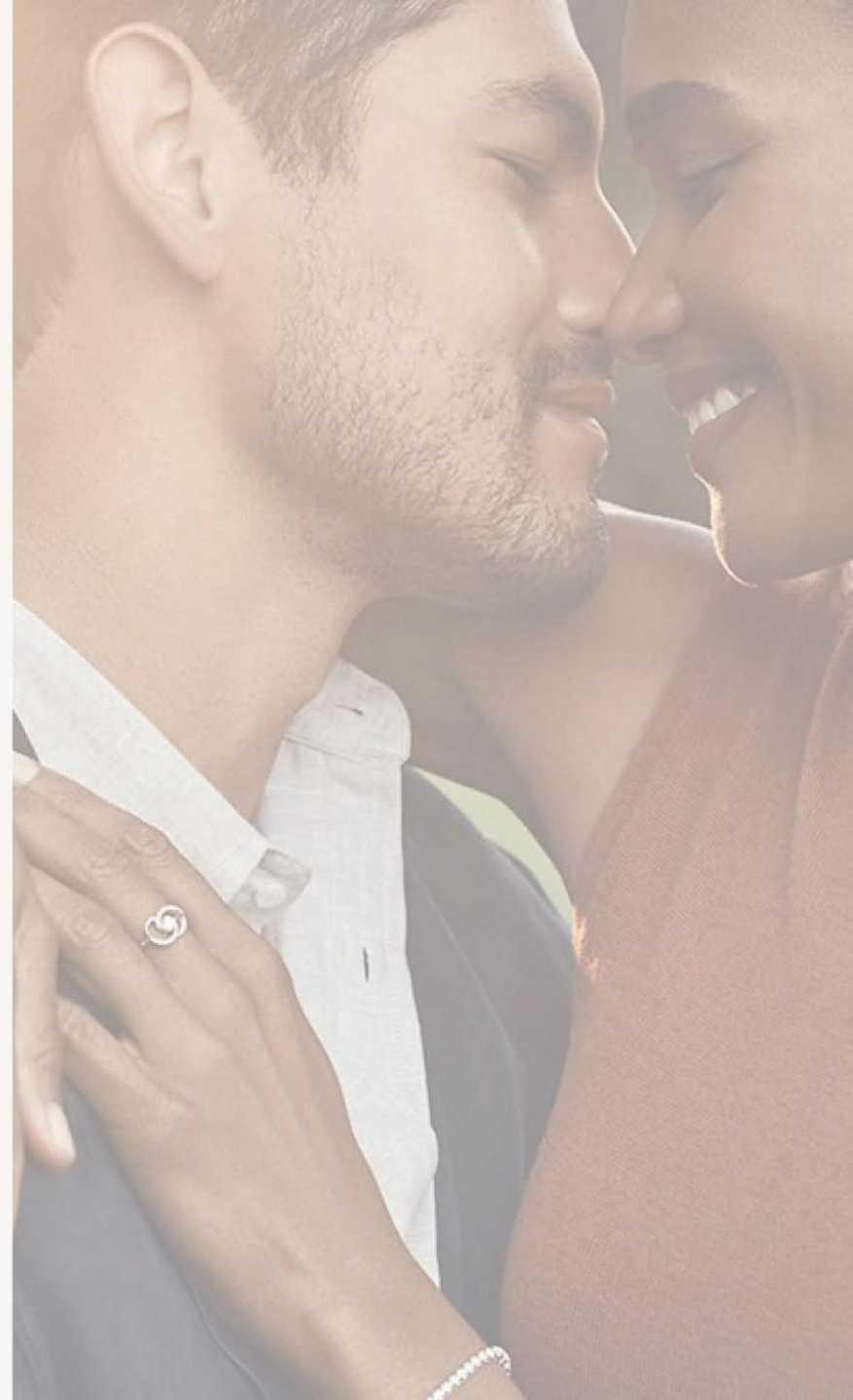
Test Goals

01

Get a sense of how people shop for jewelry.

02

Understand how consumers use tools like filters to shop for jewelry.

Methodology

Tested 8 Participants

Moderator + 1-2 Observers

Variety of Questions

Methodology

Tested 8 Participants

Moderator + 1-2 Observers

Variety of Questions

Free Browsing

Finding Specific Items

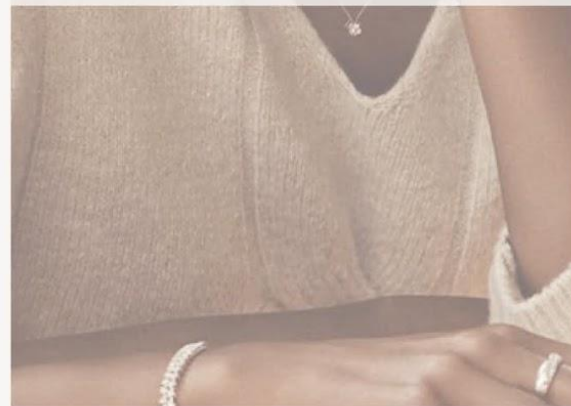Hypothetical Gift Giving

Debriefing Questions

User Profiles

Gift Giver

Self Buyer

Engagement

Participants

Participant 1

29, Upper Middle Class,
No Experience Shopping
for Jewelry, Tech Savvy

Participant 2

24, Middle Class,
Some Experience Shopping
for Jewelry, Gift Giver

Participant 3

27, Middle, Self- Shopper,
Bridal, Tech Savvy

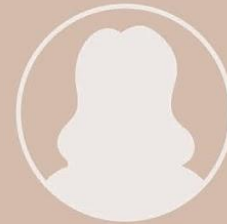**Participant 4**

Middle Class, Self Shopper,
Loves Jewelry

Participant 5

56, Middle, Gift Giver,
Tech Savvy

Participant 6

62, Upper Middle Class,
Self Shopper/Gift Giver

Participant 7

50, Middle Class,
Self Shopper

Participant 8

33, Upper Middle Class,
Gift Giver

Relevant User Behaviors

Average Time for Completing Search Tasks

Scenario 1: 1 minute 58 seconds
Scenario 2: 58 seconds
Scenario 3: 2 minutes 9 seconds
Scenario 4: 1 minute 12 seconds
Scenario 5: 57 seconds
Scenario 6: 31 seconds
Scenario 7: 51 seconds
Scenario 8: 1 minute 43 seconds
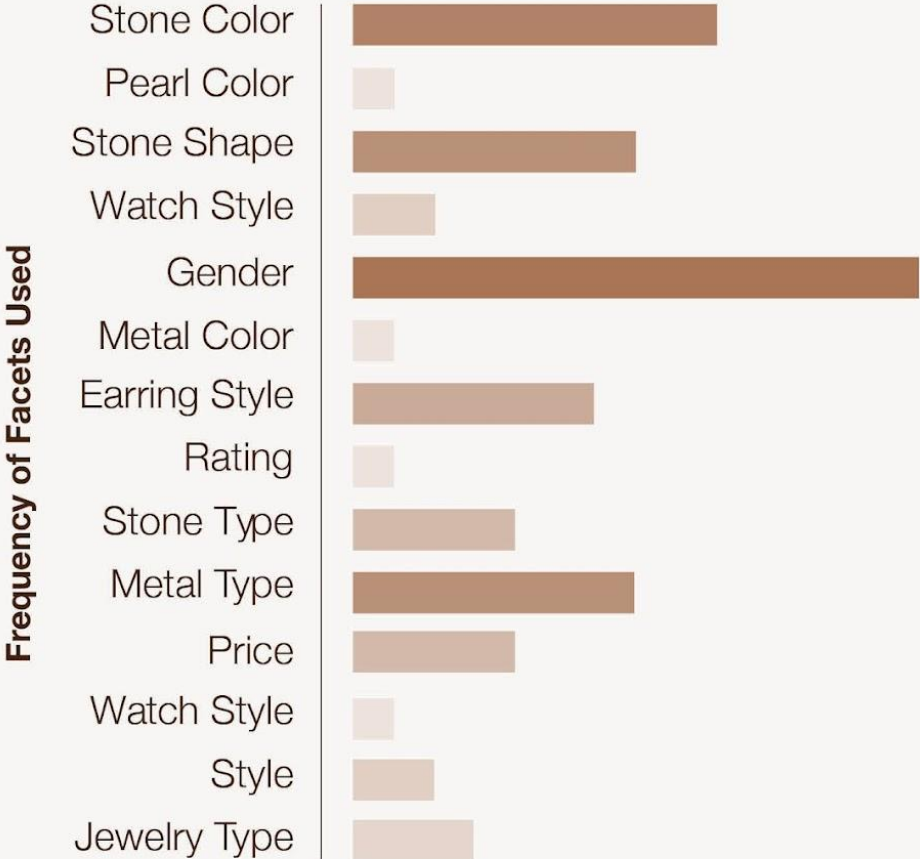
88%

of users used the facets in completing search tasks

Summary of Major Findings

Facets are **not the "go-to"** search option.

People really **enjoy** using **the facets** and they are intuitive, but there might be **too many options** or the **wording** might be **confusing** to the average consumer.

Jewelry knowledge was **a factor** in users' individual search process.

The **top nav** and the **search bar** were **most used.**

Frequency of Facets Used

- Stone Color
- Pearl Color
- Stone Shape
- Watch Style
- Gender
- Metal Color
- Earring Style
- Rating
- Stone Type
- Metal Type
- Price
- Watch Style
- Style
- Jewelry Type

The search bar is easier for older people.
- Participant 5

Liked the drop-downs on the left side.
They helped me narrow things down.
- Participant 6

I found the search bar the most useful.
- Participant 7

Overall the site looks like I can find what
I'm looking for. I like the top and side filters
when I am trying to sort.
- Participant 8

"

Recommendations

01 Eliminate Repetition

02 Honor the Filter

03 Reduce Filtering Options

04 Use Top Nav for Basic Options and Facets for Specificity

Recommendation 1: Eliminate Repetition
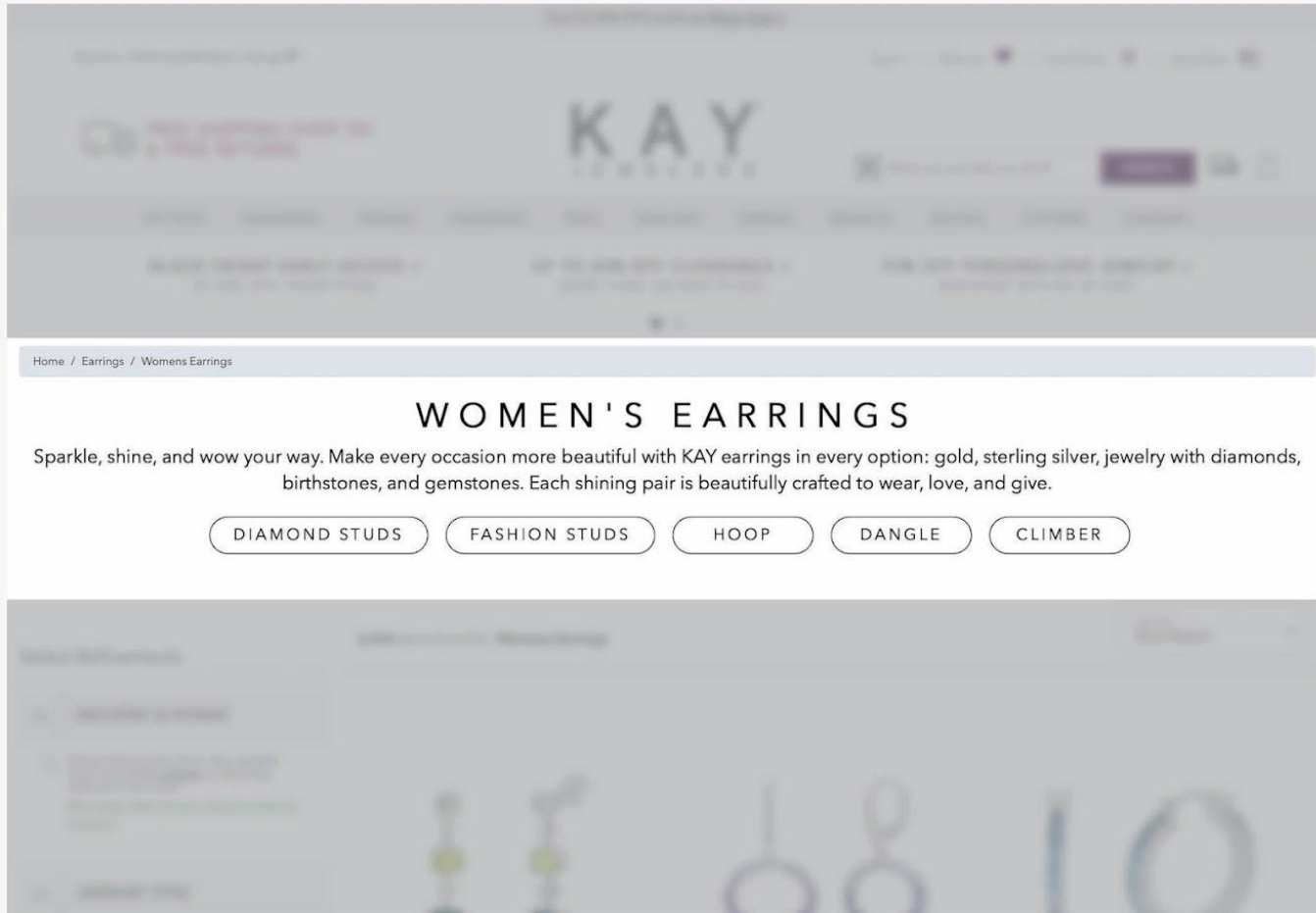
When a participant selects a category from the top, this is the menu that appears

Recommendation 1: Eliminate Repetition

As participants scrolled, they often became confused when they noticed the facets on the side, recalling that they were already presented with these options

This reduced the efficiency of task completion

We recommend that filter options only be listed in one place on the site
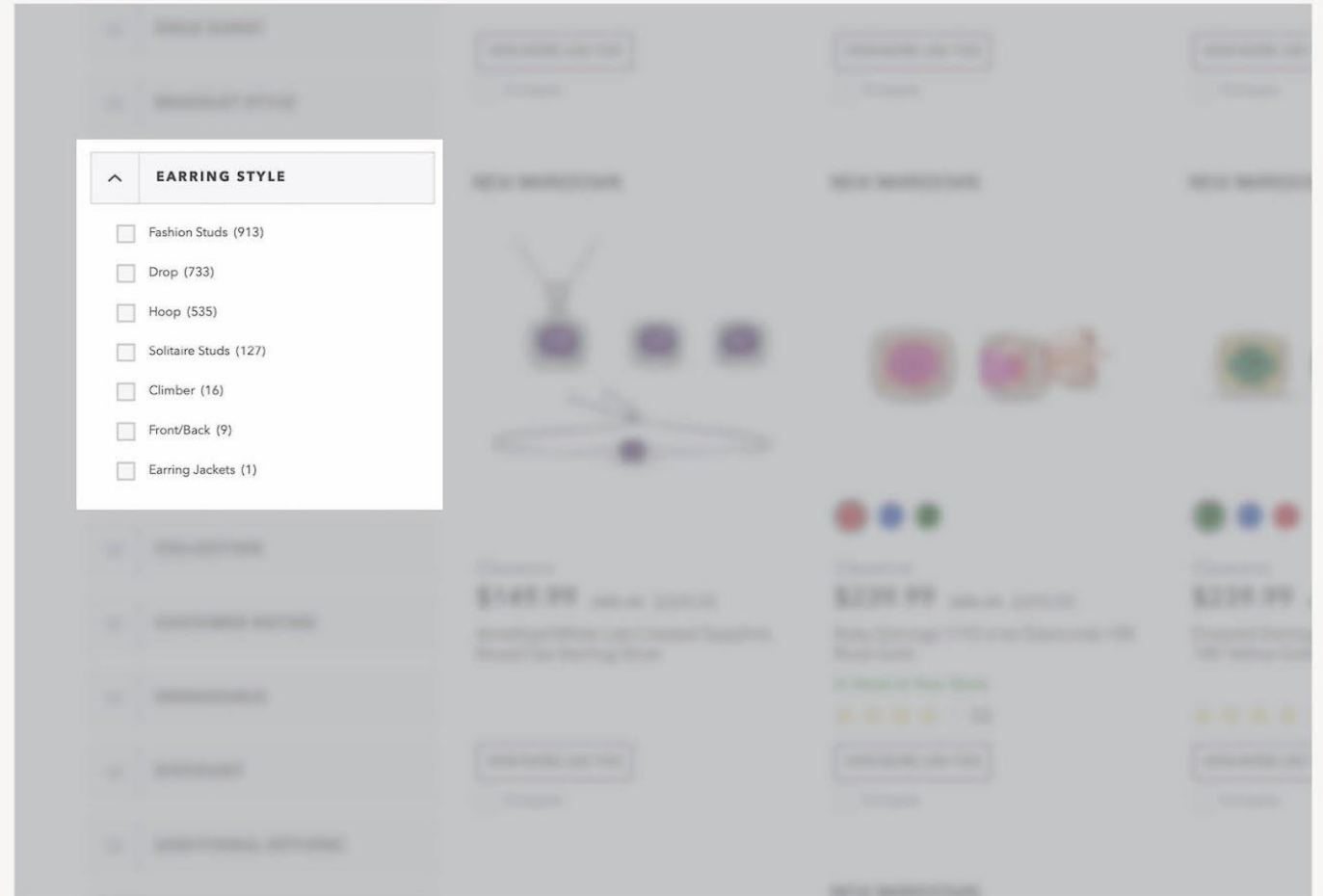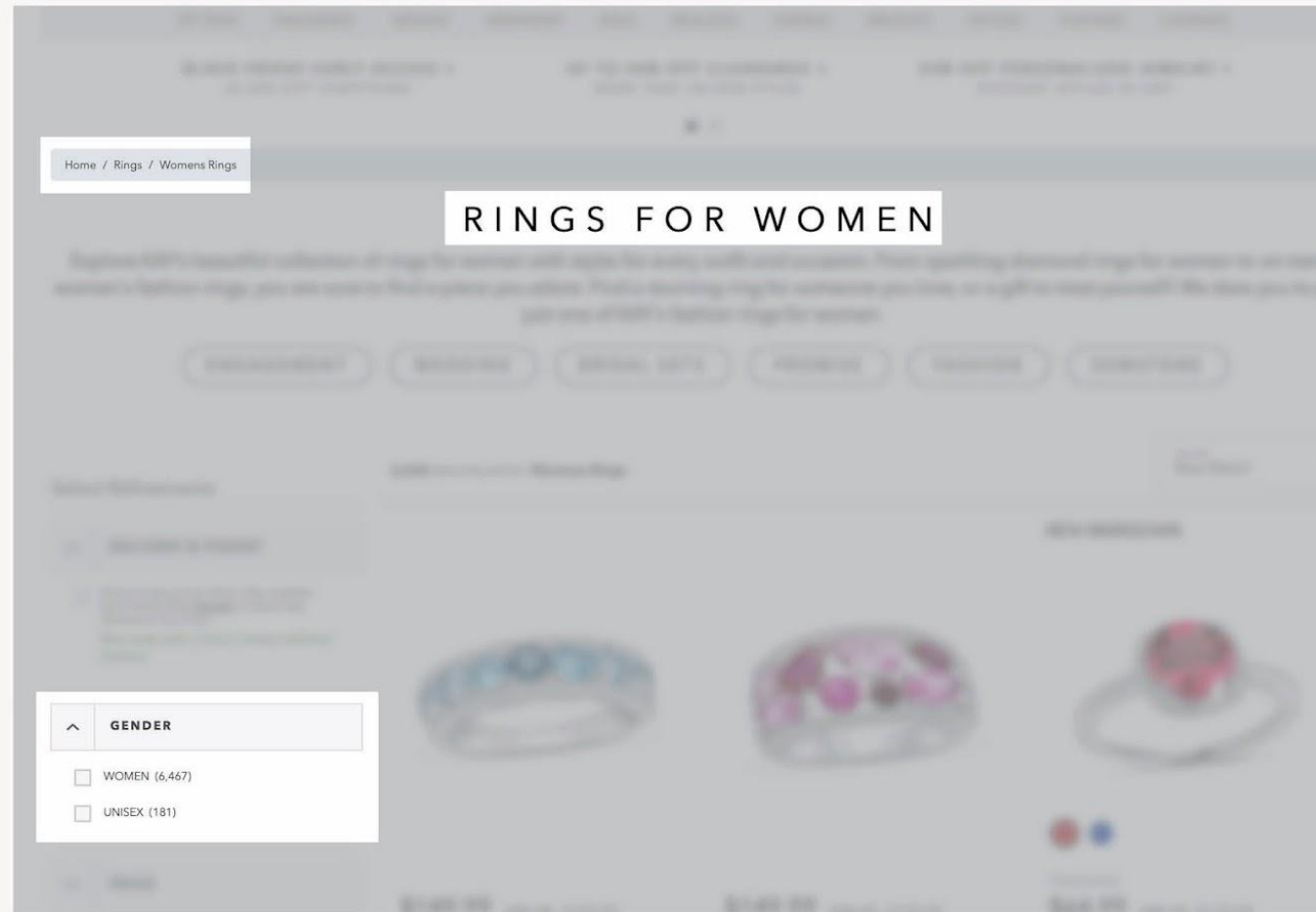
Recommendation 2: Honor the Filter

GENDER

- CHILD (28)
- ☑ WOMEN (14)
- MEN (3)
- UNISEX (2)

$149.99 (25% off) $199.99

Children's Minnie Mouse Enamel
Earrings 14K Yellow Gold

★★★★☆ (4)

VIEW MORE LIKE THIS

☐ Compare

Recommendation 2: Honor the Filter

Recommendation 3: Reduce Filtering Options

Top 5 Facets

Filter

Stone Color
Pearl Color
Stone Shape
Watch Style
Gender
Metal Color
Earring Style
Rating
Stone Type
Metal Type
Price
Watch Style
Style
Jewelry Type
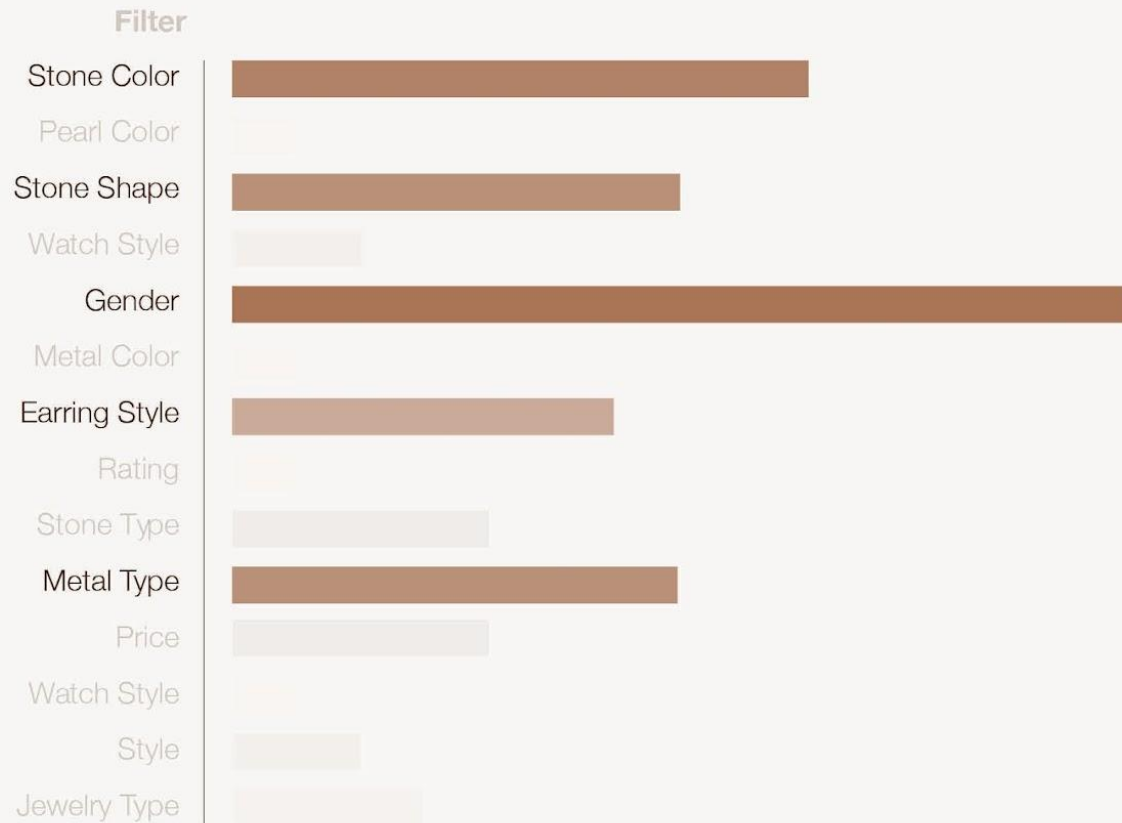
Other Important Facets

Price and Stone

Participants used stone color, stone shape, gender, earring style, and metal type most frequently

These facets were the most effective; participants got intended results when using these filters

Participants became more comfortable with the site after learning how to use the facets

Recommendation 4: Top Nav and Facets
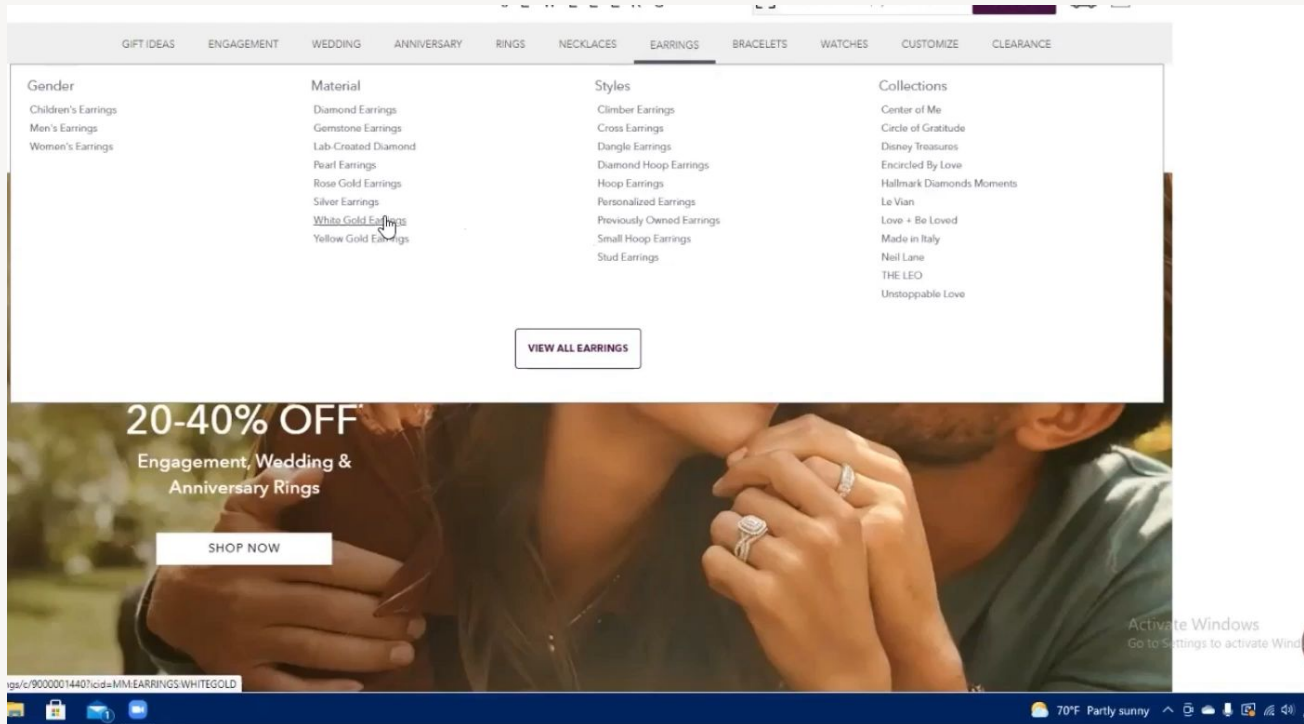
Most of our participants (88%) started their search with the top nav but then used facets to specify their search. We recommend that the top nav be used for the main categories(i.e. Necklace, earrings), then the facets should contain more specifics (i.e. Stone color, cut)

Questions?

Thank You.