GOALS

- To understand how fast the users were able to complete the following tasks:
  1) To find info about the product;
  2) To find price-list;
  3) To find information about placing a wholesale order, customization and zero-waste management policy;
- To undertand how users preferred to complete the tasks and to fix any errors that may come up along the way;
- To discover opportunities to improve the website's usability;

METHODS

- The design was tested with a help of realistic tasks;
- Users' behavioral patterns were documented and analyzed;
- Tools: realistic tasks, design prototype, observation, note taking, follow-up questions;

PARTICIPANTS

- Five participants with B2B business experience were recruited to participate in the testing.

	PARTICIPANT 1	PARTICIPANT 2	PARTICIPANT 3	PARTICIPANT 4	PARTICIPANT 5
	Male, 30 yrs, married, income moderate, occupation: sales in B2B	Female, 28 yrs, income moderate, occupation: management in B2B	Female, 45 yrs, single mother, income high, occupation: business owner in B2B	Male, 40 yrs, married, income high, occupation: marketing specialist in B2C and B2B	Male, 38 yrs, single, income high, occupation: software engineeer with past experience with B2B clients
TASK - 1: Find price list;	• Completed successfully; • **Flow:** 1. Menu 2. Placing order 3. Card "Price list" • **Comments:** NA	• Completed successfully; • **Flow:** 1. CTA "Order wholesale" 2. Placing order 3. Card "Price list" • **Comments:** NA	• Completed successfully; • **Flow:** 1. Menu 2. Placing order 3. Card "Price list" • **Comments:** NA	• Completed successfully; • **Flow:** 1. Menu 2. Placing order 3. Card "Price list" • **Comments:** NA	• Completed successfully; • **Flow:** 1. Menu 2. Placing order 3. Card "Price list" • **Comments:** NA
TASK - 2: Find information about placing an order;	• Completed successfully; • **Flow:** 1. Menu 2. Placing order 3. Placing order card • **Comments:** Preferred to check CUSTOMIZATION first in order to understand the company services better.	• Completed successfully; • **Flow:** 1. Homepage 2. CTA "Order Wholesale" 3. Opened all the cards • **Comments:** Needed a full information in one page: order terms, customization, manufacturing period, shipment.	• Completed successfully; • **Flow:** 1. Menu 2. Placing order page 3. Placing order card • **Comments:** Needed a full information in one page: order terms, manufacturing period, shipment.	• Completed successfully; • **Flow:** 1. Menu 2. Placing order page 3. Placing order card • **Comments:** Needed a full information in one page, involving all the steps in the order process.	• Completed successfully; • **Flow:** 1. Homepage 2. CTA "Order wholesale" 3. Placing order card • **Comments:** NA
TASK - 3: Find out if the products can be customized;	• Completed successfully; • **Flow:** 1. Menu 2. Customization 3. Checked out all the cards • **Comments:** NA	• Completed on the 2nd attempt; • **Flow:** 1. Homepage - CTA "Order Wholesale" - couldn't find Customization; 2. Menu - Customization - Samples policy card; **Comments:** Wanted to see additional infp on the page including: order terms, manufacturing period, shipment.	• Completed successfully; • **Flow:** 1. Homepage 2. CTA "Customize" 3. Choose color card • **Comments:** Wanted to see all the colors on the card without having to open a separate file. Also wanted to see MoQ, shipment information on CUSTOMIZATION page.	• Completed successfully; • **Flow:** 1. Menu 2. Customization 3. Choose style card • **Comments:** Needed encouragement to contact in case an expert consultation is needed. Also wanted to see all colors open on the card without having to open a separate file.	• Completed successfully; • **Flow:** 1. Homepage 2. Scroll down 3. CTA "Customize" • **Comments:** NA
TASK - 4: Find information about samples policy;	• Completed successfully; • **Flow:** 1. Menu 2. Customization 3. Samples policy • **Comments:** Preferred simpler wording	• Completed successfully; • **Flow:** 1. Menu 2. Customization 3. Samples policy • **Comments:** Preferred simpler wording	• Completed successfully; • **Flow:** 1. Menu 2. Customization 3. Samples policy • **Comments:** Needed more simplified text.	• Completed successfully; • **Flow:** 1. Menu 2. Customization 3. Samples policy • **Comments:** Needed more information about how to get a sample and encouragement.	• Completed on the 3rd attempt; • **Flow:** 1. Menu - Placing order - couldn't find Customization 2. Menu - Collection 2021 - couldn't find Customization 3. Menu - Customization - Samples policy found • **Comments:** Expected to see Samples Policy on PLACING ORDER page
TASK - 5: How would you find out more about the products?	• Completed successfully; • **Flow:** 1. Menu - Collection 2021, All collections 2. CTA - Online store • **Comments:** NA	• Completed successfully; • **Flow:** 1. Homepage - CTA "Online store" 2. Homepage - scroll down - CTA "Collection 2021" • **Comments:** NA	• Completed successfully; • **Flow:** 1. Homepage - scroll down - Collection 2021 2. Menu - Shop 3. Menu - Collection 2021 - All Collections 4. Menu - Placing order - Product catalog • **Comments:** Needed a wholesale catalog with a bigger choice of product types than provided in the Collection 2021	• Could not complete; • **Flow:** 1. Menu 2. - - - - - • **Comments:** Looked for the word PRODUCTS or CATALOG, couldnt find. The user did not associate COLLECTION in the menu with products.	• Completed successfully; • **Flow:** 1. Homepage - scroll down - CTA "Collection 2021" 2. Menu - Shop • **Comments:** NA
TASK - 6: Find information about the Zero-waste policy;	• Completed successfully; • **Flow:** 1. Menu 2. Zero waste mngt • **Comments:** NA	• Completed successfully; • **Flow:** 1. Homepage 2. Scroll down 3. Zero waste mngt • **Comments:** NA	• Completed successfully; • **Flow:** 1. Homepage 2. Scroll down 3. Zero waste page • **Comments:** NA	• Completed successfully; • **Flow:** 1. Homepage 2. Scroll down 3. Zero waste page • **Comments:** NA	• Completed successfully; • **Flow:** 1. Homepage 2. Scroll down 3. Zero waste page • **Comments:** NA