



USABILITY TESTING REPORT

lululemon



Testing Date: May 30th, 2018

Location: BCIT Downtown Campus, 555 Seymour Street, Vancouver, BC

Report Date:

May 30th, 2018

Prepared by:

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INTRODUCTION

Introduction

Lululemon Athletica Inc, styled as lululemon athletica, is a Canadian athletic apparel retailer. Lululemon is a self-described yoga-inspired athletic apparel company for women and men. The company makes a variety of types of athletic wear, including performance shirts, shorts, and pants, as well as lifestyle apparel and yoga accessories.

Lululemon sells a wide variety of athletic wear ranging from tops, pants, shorts, sweaters, jackets and undergarments in addition to lifestyle items including hair accessories, bags, yoga mats and water bottles. These products are designed to inspire physical activity amongst the consumers. Lululemon develops its products by using various technologies and fabrics in order to enhance its product line and enable its ability to address a more dynamic customer base. The company uses both waterproof technology, in addition to Silverescent and synthetic and natural blend fabrics in the manufacturing of their products.

Usability Testing Session

Participants:	2 persona-fitting persons
Date of Test:	Wednesday, May 30th, 2018
Date of Report:	Wednesday, May 30th, 2018
Location of Test:	Room 300, BCIT Downtown Campus, 555 Seymour Street, Vancouver, BC



The test was conducted in a classroom setting with 1 station, using a laptop computer and a desktop monitor. The 4 participants took approximately 20-30 minutes to complete all parts of the test.

The test administrator informed the participant about the goal and process of the evaluation.. The whole evaluation was split into three sections: pre-survey, tasks to complete, and post-survey. The pre-test and post-test survey were completed on a Google form. The pre-test consisted of general questions about the participants such as their gender, income, how often they work out...etc. During the tasks and scenarios, the participants either did a click test, 5 second test, or completed a task on the website. There were two note takers that observed and took notes of the behavior of the participants. There was one technical administrator that oversaw the screen recorder and had the tests ready as well as ensuring that there were no technical issues. The administrator asked a list of questions and guided the participants through the whole process and gave answers if the participant had any questions. The tasks were about the usage and functionality about the website, such as finding the return policy, the on sale items, and events near the participant. The post-test questions were general feedback about the website and the evaluation itself, such as rating the whole website experience on a scale of 1 -10, what they liked and disliked and what they think can be improved.

There was an user introduction (by the facilitator) and the 3 parts to the test:

1. Pre-test questionnaire
2. Scenarios (based on the website www.lululemon.com)
3. Post-test questionnaire



TEST FACILITATOR GUIDE

Welcome and Purpose

Thank you for agreeing to participate in this Web site evaluation. Today we are asking you to serve as an evaluator of this Web site and to complete a set of scenarios. Our goal is to see how easy or difficult you find the site to use. We will record your reactions and opinions; so, we may ask you to clarify statements that you make from time to time.

Test Facilitator's Role

I'm here to record your reactions and comments of the Web site you'll view. During this session I will not be able to offer any suggestions or hints. There may be times, however, when I'll ask you to explain why you said or did something.

Test Participant's Role

There are three parts to this evaluation. First, I will ask some general questions about you. Next, I will ask you to search for information on this site to learn if it works well for you. We'll do this by giving you scenarios or tasks to complete on the site. Finally, you will be asked a series of questions about your experience at the end of this session.

Things to Keep in Mind

Here are some things that you should know about your participation:

- This is not a test of you; you're testing the site. So don't worry about making mistakes.
- There is no right or wrong answer. We really just want to know if we designed the site well for you.
- If you ever feel that you are lost or cannot complete a scenario with the information that you have been given, please let me know. I'll ask you what you might do in a real-world setting and then either put you on the right track or move you on to the next scenario.
- We will be video recording this session for further study if needed. Your name will not be associated or reported with data or findings from this evaluation. Please fill out the video release form.
- Finally, as you use the site, please do so as you would at home or your office.

Do you have any questions before we begin?



USABILITY TESTING QUESTIONNAIRE

Pre-test



Lululemon

Please fill out the form

* Required

Gender

- ☐ Male
☐ Female

☐ Other:

Age *

- ☐ under 18
☐ 18 to 25
☐ 25 to 35
☐ 36 to 45
☐ over 55

☐ Other:

How much time you spend online daily for personal reason(not for work purpose) *

- ☐ Less than 10 minutes
☐ 10 to 30 minutes
☐ 30 minutes to 1 hour
☐ 1 to 2 hours
☐ more than 2 hours

How often do you exercise per week? *

- ☐ less than 3 hours
☐ 3 to 6 hours
☐ more than 6 hours

What is your annual income? *

- ☐ less than 10k
☐ 10k to 25k
☐ 25k to 50k
☐ more than 50k

How often do you buy things online per month ? *

- ☐ 0
☐ 1 - 3 times
☐ more than 3 times

Have you heard of lululemon? *

- ☐ Yes
☐ No

Tasks

Tell us what kind of products or services this website is promoting?

Can you find the closest store location near you?

Can you find yoga pants that are for a young girl that are 7/8 length and light purple.

Find upcoming events near you.

Put items in your cart and then go through the check out as far as possible without paying.

Find the return policy.

Find the sales items.



USABILITY TESTING QUESTIONNAIRE

Post-test

How easy was it for you to navigate the website and perform task? *

1 2 3 4 5 6 7 8 9 10

easy ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ hard

Would you use this website again?

☐ yes
☐ no

If you could make one significant change to the website, what would that be?

Is there anything missing on this page?

What are 3 things that you like best about this website?

What are 3 things that you like least about this website?

We are done! Do you have any questions for me?

Thank you!

Never submit passwords through Google Forms.

100%: You made it.



ROLES

Facilitator/moderator:

- Make participant feel welcome the moment they arrive
- Attending to physical comfort, ensuring session goes smoothly, and they have a positive experience overall
- Provide overview of testing session to participants
- Define purpose and of the usability test to participants
- Instruct participant to fill out pre-test, tasks and post-test surveys
- Respond to participant's requests for assistance

Technology Operator:

- Set up browser screens required for the testing session
- record mouse movement
- setup the timer for tasks

Note Takers:

- collect accurate data
- record and take notes on participant's actions, comments, and thoughts

Participants:

- Chosen to match as closely as possible to personas (the ideal user persona type)
- Listen to instructions of the facilitator
- Complete pre-test and post-test surveys and assigned task
- Think out loud and answer questions
- Ask for assistance from facilitator, if necessary



USER PERSONA 1: OCEAN

User Persona Type

Xtensio



"An apple a day keeps the doctor healthy."

Age: 32

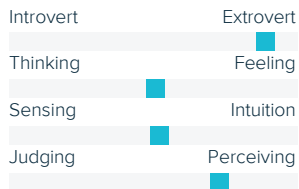
Work: Medical Doctor

Family: Engaged, no kids

Location: Kitsilano, BC

Character: Professional, Environmental, Vegetarian, Buys Organic, Shops at Whole Foods

Personality



Healthy

Ambitious

Passionate

Strong Willed

Humorous

Book Worm

High Self Esteem

Goals

- Buy yoga pants
- Stay fit and healthy, get married, continue studies to become a neurologist
- Travel to India and do meditation retreat

Frustrations

- Too many windows on check out and too much info to fill out
- Distractions; too many options
- No filter options to narrow the search

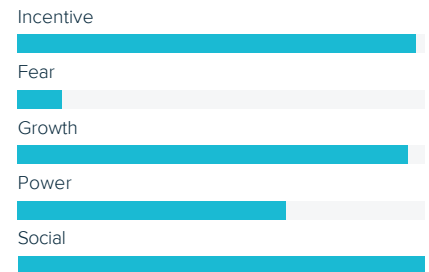
Bio

Ocean is a successful woman who makes \$100,000 a year. Ocean is also engaged, has her own condo, is traveling, fashionable, has an hour and a half to work out a day. She likes Jazz music, running, enjoys spending time with friends on weekends, but week days she is tired from work and likes to spend time alone relaxing with a glass of wine.

Scenario

Ocean had a patient who was very inactive, had a heart attack and almost died. Ocean and the team saved the patient! This experience reminded her to keep a fit and healthy lifestyle so she decided to start going to yoga. She bought a membership at a local studio and wants to have the right apparel to wear to class. She went to the Lululemon website and started to choose which pants to buy. She checked the locations to see if there is a store close to her home or her work and if the hours they are open are convenient for her. She decides to order online, so she finds the style of yoga pants that she likes, checks the sizing chart, chooses her favourite colour and orders them. She receives them in the mail and tries them on. They look amazing and she loves them. She wears them to class and they were very comfortable. Another girl comments on how great they look. They asked her where she got them. The girl from class goes to the website and also buys a pair of yoga pants and a matching sports bra. Ocean posts a photo on Instagram of herself doing a cool yoga pose and tags Lululemon. Her friends who follow her like the photo and she also gets some new followers who also like her photos.

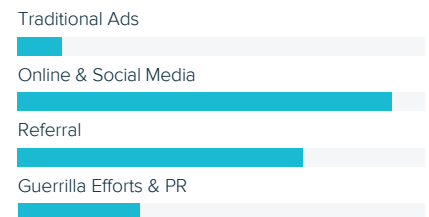
Motivation



Brands & Influencers



Preferred Channels





USER PERSONA 2: DUKE

User Persona Type

Xtensio



"Life is short, play golf"

Age: 35

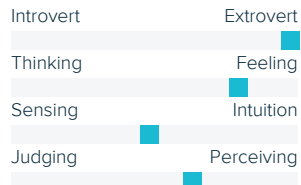
Work: Realtor

Family: Married, 2 kids

Location: Toronto, Ontario

Character: Funny, Sassy, outgoing

Personality



- Ambitious
- Funny
- Athletic
- Family oriented
- Charismatic

Goals

- He would like a golf shirt
- Buy a big house with a big yard.
- He would like to do another trip to Hawaii and play golf at Turtle Bay.

Frustrations

- He doesn't like to spend a lot of time shopping.
- He cannot find the store hours. Because is very busy will be annoyed if he goes there and they are closed.
- He could not find the store locations right away and had to do a search to find it.

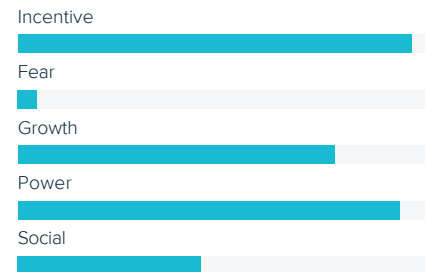
Bio

He's 35 and an "athletic opportunist" who enjoys playing golf in the summer and snowboarding in the winter. Duke makes 200K per year and is willing to pay for quality.

Scenario

Duke is going to a business golf meeting with a potential client and would like to get a nice new golf shirt to make a good first impression. He heard from a work associate that Lululemon has nice golf apparel, so he went to the website and found the store location that was most convenient for him. He stopped by on the way home from work and bought a golf shirt. While he was in the store he saw a pink headband that he thought his daughter would love and bought that for her. His daughter loved the headband, went online and asked her Dad to get her more Lululemon things for her birthday. His daughter joined the mailing list and posted a selfie on all her social media wearing the new headband. She tagged Lululemon and also many hashtags such as #legitpinklulu #prettyinpink #pinkheadband #lulugirl #damnilookgood etc.

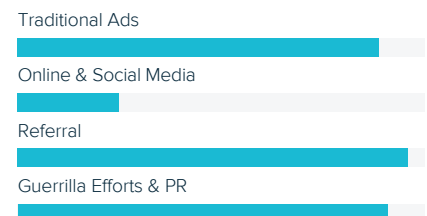
Motivation



Brands & Influencers



Preferred Channels





PRE-TEST QUESTION RESULTS

Questions	Participant 1	Participant 2	Participant 3	Participant 4
Gender	Male	Female	Female	Female
Age	36-45	Over 45	25-35	25-35
How much time you spend online daily for personal reason(not for work purpose)	1-2 hours	more than 2 hours	1-2 hours	more than 2 hours
How often do you exercise per week?	less than 3 hours	3-6 hours	3-6 hours	less than 3 hours
What is your annual income?	more than \$50,000	less than \$10,000	less than \$10,000	more than \$5000
How often do you buy things online per month ?	More than 3 items	0	1-3	more than 3
Have you heard of lululemon?	Y	Y	Y	Y



SCENARIO RESULTS

Tasks 1-2

Task 1

Tell us what kind of website this is... (5 second test)

Participant #	Time	Completed?	Answer
Participant 1	5 seconds	Yes	sports
Participant 2	5 seconds	Yes	Main Lululemon site or community site?
Participant 3	5 seconds	Yes	A website for clothing and accessories
Participant 4	5 seconds	Yes	Athletic clothing shop

Task 2

Find the closest store location near you...

Participant #	Time	Completed?	User Behavior
Participant 1	49 seconds	Yes	Scrolled down to the footer, clicks on the store locator, finds the location
Participant 2	1 minute, 10 seconds	Yes	Scrolled down to the footer, clicked the store locator, used google map to find the location
Participant 3	55 seconds	Yes	Scrolled down to the footer, clicked the store locator, used google map to find the location
Participant 4	1 minute	Yes	Scrolled down to the footer, clicked the store locator, found the google map, searched for the location from the map, clicked on "Your Current Location", then she zoomed in and clicked



SCENARIO RESULTS

Task 3

Task 3

Find yoga pants for a young girl that are 7/8 length and light purple.

Participant #	Time	Completed?	User Behavior
Participant 1	2 minutes, 30 seconds	Yes	Used the search bar - Searches for yoga pants 7- 8" - Goes to yoga pants for woman - Uses size and color filter -> 8" purple - Goes to header -> girls -> bottoms -> pants - Uses color filter -> purple Finds them
Participant 2	1 minute, 10 seconds	Yes	She clicked the home page first, scrolled down to the footer, came back to the top, clicked to the pants from the navigation, clicked to the colour, found the colour purple, looked through the options, couldn't find it, clicked the pant-length selector, selected the length, found it.
Participant 3	2 minutes, 30 seconds	No	Clicked to "girls" from the navigation, clicked on the bottoms/pants/crops, couldn't find them, used the search bar and searched "purple crop pants", she went back to the filters on the left of the page, filtered by colour:purple, length:crops, looked through the options, couldn't find them and then gave up.
Participant 4	1 minute, 45 seconds	Yes	She clicks the "Girls" from the navigation, clicks "bottoms", "pants", looks through the options, couldn't find them, used the search bar and searched "purple", but couldn't find them. she clicked to the "girls" again, clicked "pants" again, filtered by purple, then she found them.



SCENARIO RESULTS

Task 4

Task 4

Find upcoming events near you.

Participant #	Time	Completed?	User Behavior
Participant 1	9 seconds	Yes	He first hovered over “community”, clicked “events” from the drop-down, scrolled down, then found the events and scrolled through the events and found the closest location to him.
Participant 2	28 seconds	Yes	She used the main navigation “community”, clicked on that, clicked on “events” from the community page, she used the filter and filtered by “canada” and then “burnaby” and found an event near her.
Participant 3	30 seconds	Yes	She used the main navigation “community”, clicked on that, clicked on “events” from the community page, she used the filter and filtered by “vancouver” and found an event near her.
Participant 4	22 seconds	Yes	She used the main navigation “community”, clicked on that, clicked on “events” from the community page, scrolled through the list and found an event near her.



SCENARIO RESULTS

Task 5A

Task 5

Put items in your cart and then go through the check out as far as possible without paying.

Participant #	Time	Completed?	User Behavior
Participant 1	1 minute, 30 seconds	Yes	clicked to the “girls”, selected an item, from “bottoms”, selected the size, added the bottoms to bag, was looking for another item, selected a hat, chose the colour, added to bag, clicked checkout, filled out the form with name and address, did not click the check box (sign me up for lululemon e-mails), clicked “continue”, then reached the payment page.
Participant 2	4 minutes	Yes	She clicked the “sign in”, she couldn’t sign in or didn’t want to, then clicked the cart icon, she scrolled down to the footer, scrolled up again, tried to fill out the sign in form e-mail and password. She was re-directed to first put items in the cart then go to the checkout. She clicked to a dress, didn’t select the size, tried to add to bag, but was not able to. She selected a size, “added to bag”, viewed the bag, back to the “womens”, “hats”, selected a hairband, selected a size, added to bag, clicked “view bag”, chooses another item in “girls”, selected an item, selected the size, added to bag, clicked “checkout”. She filled out the form, did not click “sign me up”, clicked “continue”, the address was not found, she clicked the button “use the one I entered”, got to the checkout page.



SCENARIO RESULTS

Task 5B

Task 5

Put items in your cart and then go through the check out as far as possible without paying.

Participant #	Time	Completed?	User Behavior
Participant 3	2 minutes, 11 seconds	Yes	Clicked on “womens” “yoga matt”, selected the colour, “add to bag” got an error, selected the size, (even though there was only one size), “add to bag”, “checkout”, “checkout”, filled out the form, got an address error, she didn’t “sign up for e-mails”, “continue”, got an address error, “edit the address”, went back to the form, corrected the address, “continue”, got another address error, “use the one I entered”, got to payment page.
Participant 4	2 minute, 30 seconds	Yes	Selected “tops”, “add to bag”, got an error because no size was selected, added a size, “add to bag”, through the navigation to select another item, selected the size, “added to bag”, add another item, selected the colour, selected the size, “add to bag”, “checkout”, fill out the form, forgets to add phone number, error message, fills out the number, “continue”, address error, clicks “use the one I entered”, reaches the payment page.



SCENARIO RESULTS

Task 6

Task 6

Find the return policy.

Participant #	Time	Completed?	User Behavior
Participant 1	20 seconds	Yes	He scrolled down to the footer, returns, found the return policy.
Participant 2	17 seconds	Yes	She scrolled down to the footer, returns, found the return policy.
Participant 3	24 seconds	Yes	She scrolled down to the footer, returns, found the return policy.
Participant 4	52 seconds	Yes	She clicked through the main navigation, couldn't find it, she scrolled down to the footer, couldn't find it, then searched for "return policy" and found it.



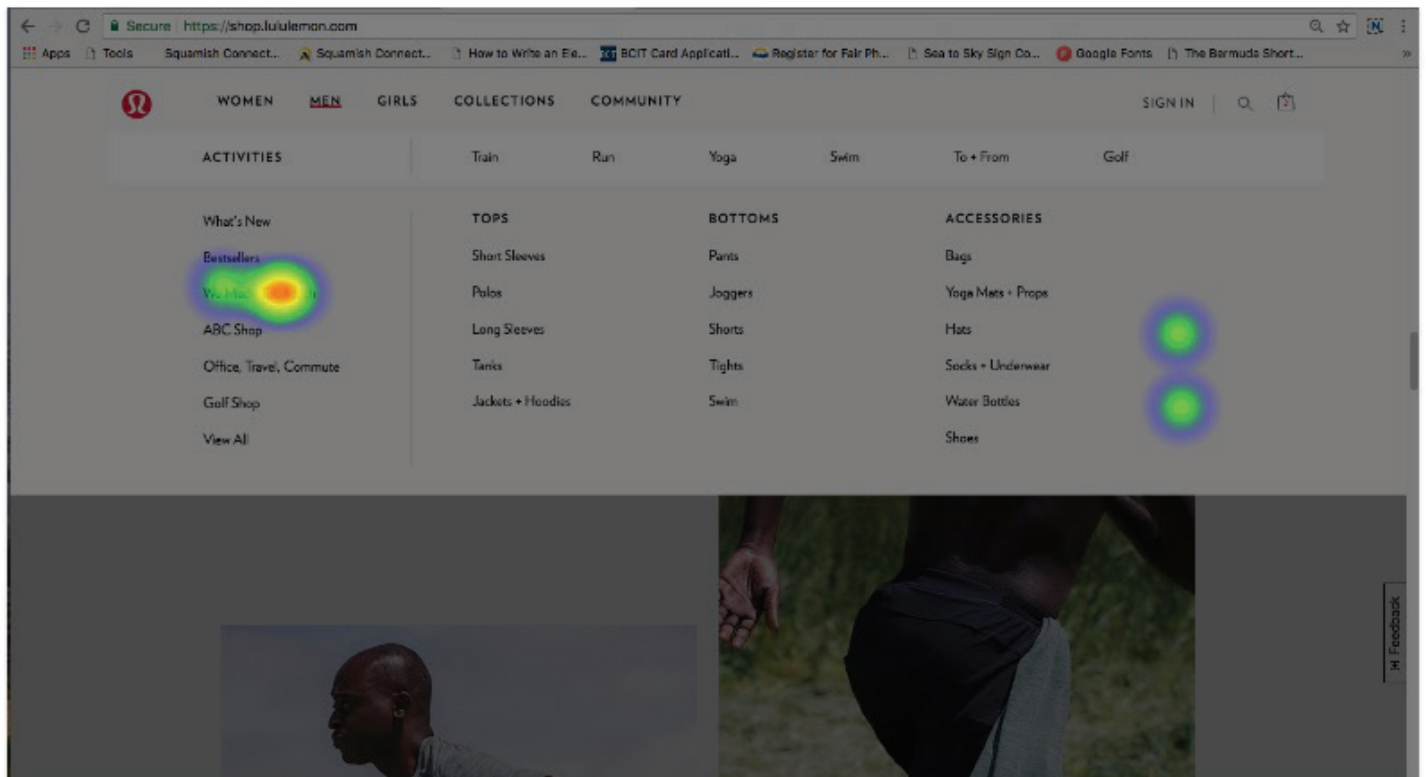
SCENARIO RESULTS

Task 7

Task 7

Find sale items from the menu below? (click test)

Participant #	Time	Did you find the sale items?
Participant 1	1 minutes, 30 seconds	Yes, but it was really hard to find it.
Participant 2	21 seconds	I'm not sure
Participant 3	2 minutes, 40 seconds	No
Participant 4	1 minute, 10 seconds	Yes, but the link did not make sense to me





POST-TEST QUESTION RESULTS

Questions	Participant 1	Participant 2	Participant 3	Participant 4
How easy was it for you to navigate the website and perform the tasks? 1=easy / 10=hard	7/10	6/10	3/10	9/10
Would you use this website again?	Yes	Yes	Yes	No
If you could make one significant change to the website, what would that be?	Sales items need to be more visible	More user friendly	Improve the filtering	The menu categories are not well explained
Is there anything missing on this page?	Not that I can think of	No Everything I need seems to be on there	Consider renaming "overstock" (We made too much) to "sales" page	I couldn't find their return policy on the home page, sales items
What are 3 things that you like best about this website?	The colours, The clothing simple	I like the clean slick design, the imagery, the navigation	Clean, Good negative space, Good navigation	The colours, The main video on the home page, the dynamic
What are 3 things that you like least about this website?	Too much to scroll Live chat would be nice Sales are too hard to find	The main graphics are a bit distracting on the home page	Filtering, Improve Sorting through type of clothing, Felt overwhelming	Too much white, not well detailed, looks a little old fashioned
We are done! Do you have any questions for me?	None	None	None	None



IMPROVEMENTS & RECOMMENDATIONS

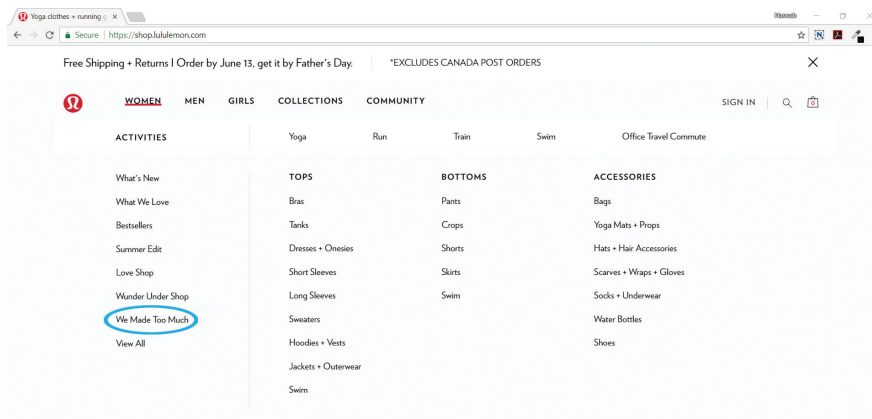
Nav Menu

Based on the results, we found that all participants struggled to locate the on sale section. Lululemon has it listed as “We Made Too Much,” under “Women - Activities,” however it was extremely unclear to the user and caused lot’s of confusion.

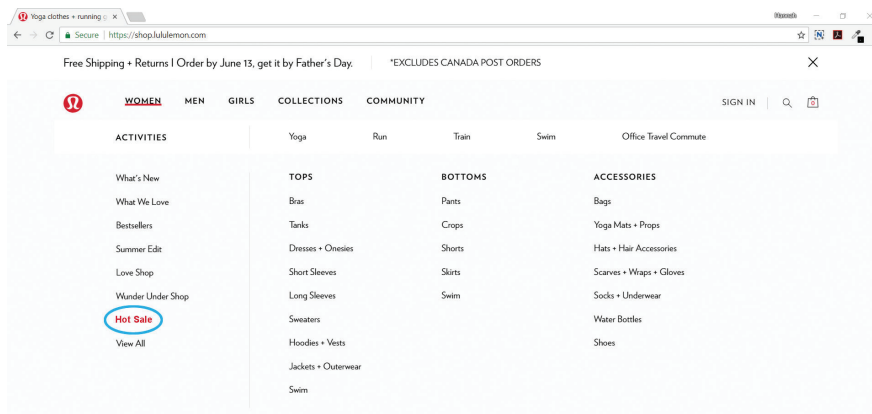
Before: “We Made Too Much” sounds fun and clever but is a bit vague on what the actual message is. Participants thought it was about overstocked items or simply overlooked it.

After: Changing the name to “Hot Sale” and giving it a red color makes it extremely easy to spot and allows to user to understand what that link is about immedietly.

Before:



Our Recommendation for Improvement:





IMPROVEMENTS & RECOMMENDATIONS

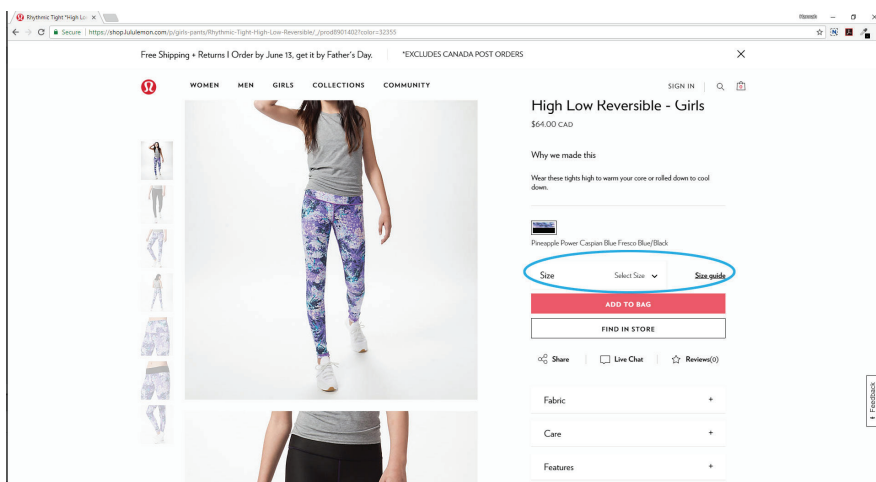
Message for Requirement

Adding items to bag was straight forward and easy to do but the requirements were not clear enough. When participants tried to add items to bag, the “select a size” box error would pop out.

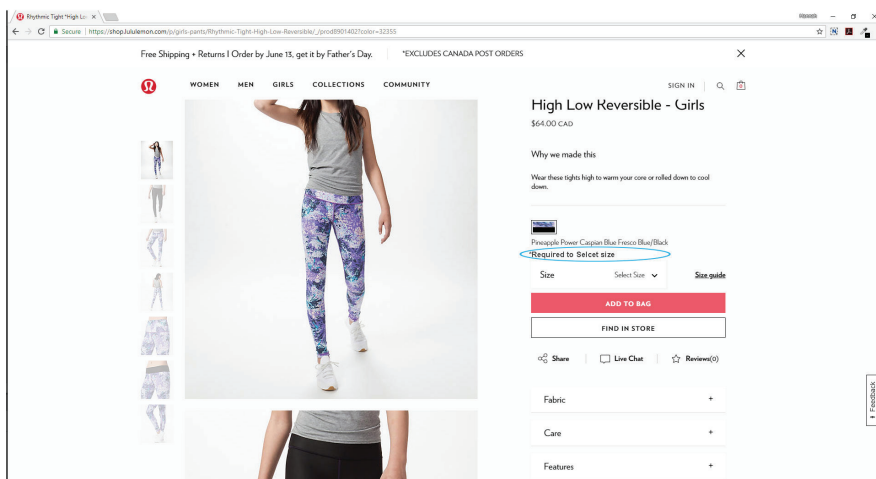
Before: The select size box was not clear enough for the user to actually stop and look at it before they click on the add to bag.

After: Included a bold text that catches the user’s attention and tells them that they need to select a size of the product before being able to proceed.

Before:



Our Recommendation for Improvement:





CONCLUSION

Although lululemon has established themselves as being one of the top athletic apparel brands in Canada, it is still crucial to have a functioning and well-designed website to ensure that their customers receive the best possible user experience. This report evaluates 4 different participants and their experience with the lululemon website.

The participants liked the simplicity and ease of navigation about the website. In addition, the site made it easy to navigate through crucial information such as store locations and return policies. The images and background video also gives the user a clear idea about what lululemon is about and what type of message they want to send, which is “elevating the world from mediocrity to greatness.”

While the overall experience was positive, there were several parts we believe that can be improved on. The biggest struggle the participants experienced was looking for specific products. The sorting/filtering options were not delivering results that the users wanted and caused some confusion. In addition, finding the on sale items were extremely challenging for the participants. Lululemon has the sales page named as “We Made Too Much,” which is quite clever and humorous, however, it can be extremely unclear to the user and was often overlooked. Over half of our participants gave up on looking for the sale items.

The overall online shopping experience was pleasant, although there can be some improvements that can be made. The user was forced to select a size even though the product only had one size, which can disrupt the flow of the user shopping experience. When the participants tried to check out as guests, the amount of fields that were needed to fill out felt a bit too much, which caused some frustration.

Based on the results, this reports concludes that the lululemon website is user-friendly with intuitive designs and functions that are easy to use as well as pleasing to the eye, however, improvements in certain areas are needed in order to attract more customers and deliver an even more personalized user experience.



HEURISTICS EVALUATION

Summary of results

	Raw score	# Questions	# Answers	Score
Home Page	12	20	20	80%
Task Orientation	18	44	44	70%
Navigation & IA	11	29	29	69%
Forms & Data Entry	14	23	23	80%
Trust & Credibility	1	13	13	54%
Writing & Content Quality	16	23	23	85%
Page Layout & Visual Design	13	39	39	67%
Search	15	20	20	88%
Help, Feedback & Error Tolerance	30	37	37	91%
Overall score		248	248	76%

