

Madi Glass
Intro to Web Publishing

Usability Test for gillettevenus.com

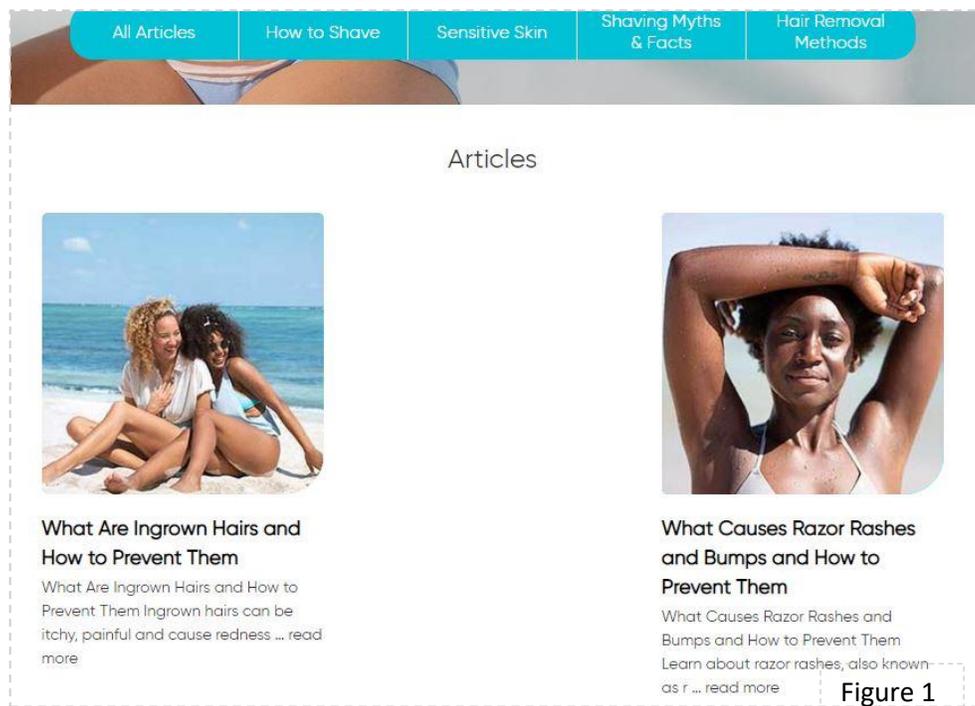
Test Preparation

To prepare myself to conduct the test on other people, I went through the website myself by scrolling up and down the home page, looking at the different tabs and photos, without clicking anything. My initial site thoughts were that the site's intended targeted audience is women. I thought that because on the home page, I could see two women who look happy, assumingly because they used the products. I saw the navigation tabs on the top. Some of the tabs had drop down tabs but there weren't a few tabs that I would have expected to see, like Products, which was not at the top or located inside of any other tab. I also saw that there were two options for the products, a "Starter kit for only \$7" or "Customize your shave." Seeing only two options to get to the products/plans was a little confusing to me because as a customer who wants to make a starter kit, do I have to go to the first option or can I go to the second and start customizing my kit?

Along the way of looking for a customizable kit, I saw that Venus partnered with Braun which is a brand that I was not familiar with until later on when I was looking through the site. The description that goes along with the partnership does not explain what the products are or what they are meant to do. I also saw a little slideshow that included two awards that Gillette Venus has won and two reviews from a few top media companies on beauty like allure and Refinery29. I then saw the "My Skin. My Way." section and it looked like it would be a link to customizing a kit but turned out to be just an image later on. I did like the concept of "My Skin. My Way." because it showed how each person has different skin and a single razor won't work

for every person. Scrolling to the bottom of the home page I saw some things like Products and Gifting that I would have expected to be at the top instead of at the bottom.

Starting with task 1: determine whether there is any information available at gillettevenus.com that explains what razor rash is and how to prevent it. You want to learn details here, not just superficial. I remembered from looking around at the site under the Help tab is a tab about Shaving Tips so I clicked that and went to Sensitive Skin. I went to Sensitive Skin because I assumed that something like razor rash would go into that category. I went to the second article of two, “What Cause Razor Rashes and Bumps and How to Prevent Them,” shown below as Figure 1.



Throughout this article, I thought each section was very short, only a paragraph for most items on the list. I was expecting more on the difference between razor rashes and bumps and even more on what causes them. I thought it was weird how they used a step-by-step guide on how to prevent them. I thought it would be more like general tips. I also thought that using a picture for each step was good but also thought they could have used some different photos in some spots

like shaving in the direction of the hair, they could have had an arrow showing which direction to pull the razor to help better show which way to go especially for beginners. I noticed that the same photos were used throughout the step-by-step process and also in the grid of photos right before step 1. Overall, I thought it had a good layout but would have liked more details on what razor burn is and how to prevent it. The biggest problem for me was that there was not that much information on the topic, with only one article about it on the site and the information was very generic, not detailed or personalized per person. The process to get to the article was a little difficult, because if I hadn't seen the tab on Shaving Tips and thought what category it would be in, then I would have been completely lost.

Task 2: determine if Venus has any skin-care products available that can prevent razor rash. What are the products and how much do they cost? For this task, I scrolled all the way to the top thinking that the products tab would be there, then I remembered that it was at the bottom so I had to scroll all the way down to find it. I looked for a box that said skincare but the only thing that would be close would be Shave Cream because the rest of the boxes were on the razors. I clicked the Shave Cream box and the only product that came up was the PURE by

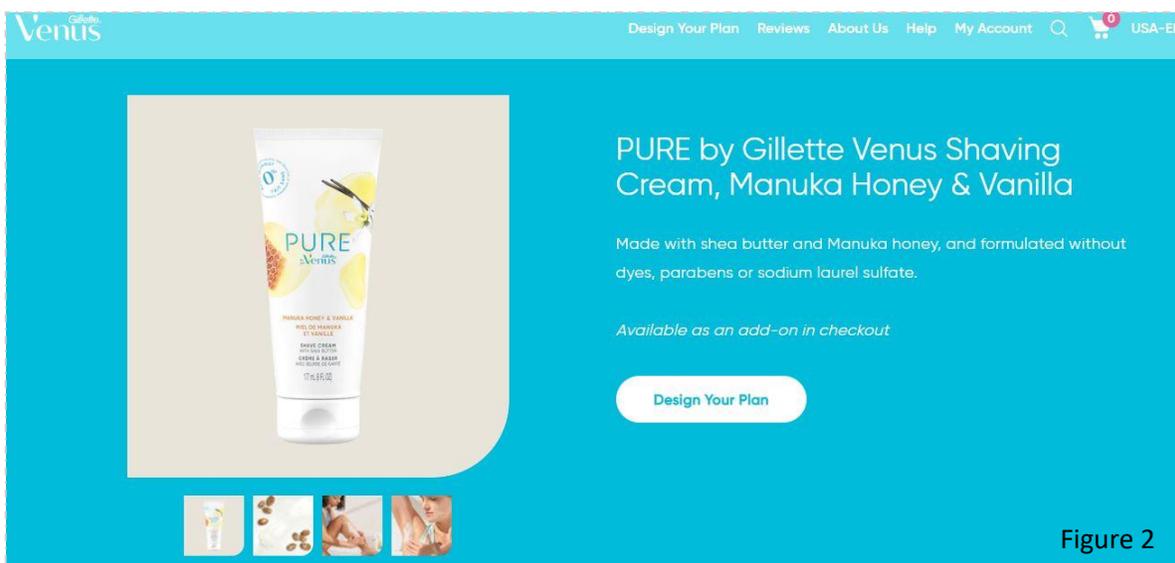


Figure 2

Gillette Venus Shaving Cream, Manuka Honey & Vanilla shown below as Figure 2. This product “helps protect against irritation while you shave” and “helps your razor glide smoothly over your skin.” I wasn’t able to see the price for it unless I clicked on the Design Your Plan button which made me go through and design a plan.

I thought this was the biggest problem, the shave cream being only available as an add-on and in order to find the price, you have to go through and design a plan. After designing a quick plan just to find the price, I found that the shaving cream was \$6. Another problem was that there was only one product. This goes against their entire campaign of customization for each person’s skin type. How are customers supposed to customize their plan when there is one option? They simply can’t. Not every person will need a shave cream that is ultra-moisturizing or protecting against irritation while they shave because they may have a blade that already does that for them. I felt a company like this should have more than one product to help with customization and for different skin types. Some people are also sensitive or allergic to certain smells so offering more than one scent would also be helpful and would play into customization. I had poor satisfaction on this task and the process to complete it.

Task 3: you’ve decided you want to give your friend a one-year Venus subscription including handle, blades and at least one razor-rash or sensitive-skin related product. Determine the total cost, including tax and shipping. For this task, I went to the top to look for Gifting and then remembered that it was at the bottom just like the Products were so I clicked Gifting and it took me to the page that looked very similar to the starter kit page. I decided to go with the smooth sensitive blade that was \$17. For the handle it was \$2 for platinum. I would have liked another option like different colors instead of just one option. The normal kits have different color options so I didn’t understand why the gifting didn’t. The 12 month subscription was \$75

and it delivers every 3 months. This included 4 new blades in the style that was picked out beforehand. I also decided to add the PURE by Gillette Venus, Shaving Cream-Manuka Honey and Vanilla which was an extra \$6. Then it had me create an account. I know some websites allow customers to sign in as a guest and I personally like that option so I don't get signed up for email subscriptions. I created the account, which was very easy and straightforward. I also liked that I didn't have to verify my account like a lot of places make you do. The total cost would be \$26.50 with free shipping and tax. The biggest problem with this task was that you have to create an account to checkout. I would have liked to continue on their site as a guest and didn't want to go through the steps to create an account to be signed up for their email list.

Task 4: determine how your friend will be notified of your gift. Do you have the option to include a gift note? Will that note be sent with each shipment? For this task, I entered my friend's email in the small box that says "enter your gift receipt email," which is where they spelled recipient wrong. Under the small box where you enter the email is two larger blank boxes that are expandable, shown below as Figure 3.



The image shows a form for entering a gift receipt email. It features a small input field at the top with the placeholder text "Enter your gift receipt email". Below this field are two large, empty rectangular boxes stacked vertically, which are expandable. The entire form is enclosed in a dashed border. In the bottom right corner of the form, the text "Figure 3" is displayed. At the very bottom of the form, there is a line of small text: "By proceeding you agree to our [Terms and Conditions](#), [Privacy Policy](#), and [Store Policy](#) and agree to receive emails from Gillette and other trusted P&G Brands."

That is where I assumed that you would write a note for your friend but there was no clarification and in order to find out if they get the note with each shipment or just the first one, I went to the search bar on the site. I had to go back to the home page by clicking the logo in the left corner then go to the search bar. I searched "gift note" in the search bar and two links came up. In the

first link “Give the gift of Venus” it said that at the top then there was nothing else on the page seen below as Figure 9. Then I went back to the search and clicked the second link and it said “Redesignv4 Gift.” This article did the same thing that the first one did so I went back to my cart to see if there was anything about a note, and there wasn’t. I think the biggest problem in this task was the whole note section. There weren’t that many details on if that is where you leave a note, if it would be delivered each shipment or what to do with gift giving on each article.



My final site thoughts on this site was that each process was not very clear. They had tabs in places they shouldn’t have been, not much information or details when checking out and very few options when they push the idea of customization. I felt that they should redesign how their site is set up, by placing the Products and Gifting tab at the top with the other tabs. I also thought that they should take off articles if they don’t have any information on them. Having articles under the search gave me false hope for an answer only to be greeted by a blank screen. When it came down to customizing the product, the only chance I got to change something to customize it more was the blade and the add-ons. I felt like there should have been different options for handles like in the kits and more skincare products. I could see that there was some other skin

care at the checkout but it was mostly sold out and was body wash or lotion seen below as

Figures 4 and 5.

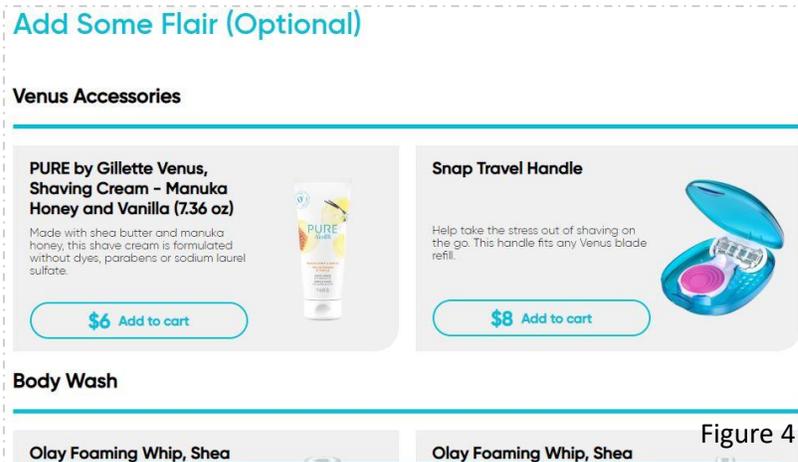


Figure 4

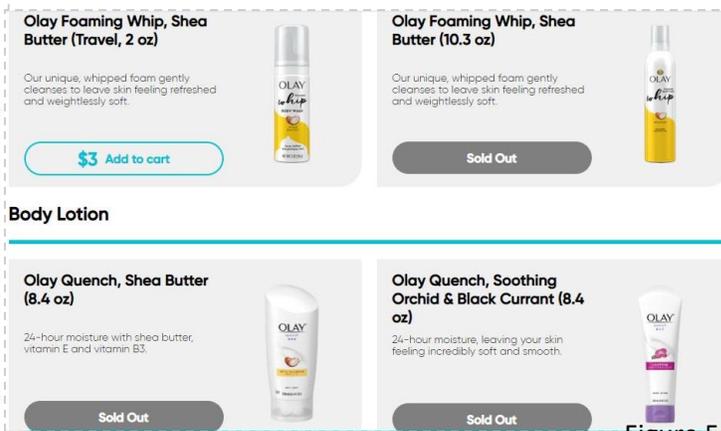


Figure 5

Overall I think the website needs to be redesigned in many ways such as the tabs on the top and bottom and the process that it takes to complete tasks similar to the ones we tested out. I think going through the tasks allowed me to see what was wrong with the site and to see if my testers noticed too.

Choosing Participants

Tester Comparison Summary Chart

	Tester 1: Tony Glass	Tester 2 Kailee Allen
Gender	Male	Female
Age	53	19
Hours browsing / week	20	15
Browsing habits	Seems to spend most of his time on social media or generally browsing, not much actually shopping online.	Seems to spend a lot of time on social media and on important websites like Canvas or her email.
Other observations	Was kind of confused on the assignment	Had an eager outlook to doing the tasks.

Tester 1 Details: Tony Glass

The first tester I had was my dad, named Tony. I chose this person because he shaves his face every day and I felt that if anyone had any opinions on a website and the process he had to go through to get to the items, it would be my dad. He can be very opinionated and will call out any problems when he sees it. Tony is a 53 year old male with some familiarity with razors but not much familiarity with Gillette Venus. He purchases his razors at Walmart instead of online. His occupation is a Special Education Teacher and Work Experience Coordinator Strategist. He coordinates job sites and job training programs, substitutes for teachers, teaches math, reading, employability and 21st century skills. He spends around 20 hours per week using the internet. He spends around 50% of his time on social media, 1% shopping and 49% general browsing.

Environment for Tester 1

- **Location of test:** This test was done in the living room of his house on the couch because it is where he does most of his online shopping and browsing.
- **Physical environment:** There was medium lighting, coming from two medium sized lamps next to the couch. The test was done in the evening at around 8:45 p.m. Some distractions in the room were the TV, cell phone, pets and his wife was in the room as well.
- **Technical environment:** The computer he was using was a HP x360 laptop provided from his school district, Des Moines Public Schools. The internet connection was through Centurylink and he used Firefox as his web browser with no add-ons.

Tester 2 Details: Kailee Allen

The second tester I had was my friend Kailee Allen. I chose this person because she is around my age, is a student and has some similar ideas to me but also different ideas. I also felt that her test would be different from tester 1 because she is a lot younger and would have a female's perspective to the website. Kailee has some familiarity to the site content but does not know anything about Gillette Venus or their site. Kailee is a 20 year old female who is a full time student with a part time job at a preschool and a retirement home. She spends around 15 hours per week on the internet. She spends 70% of her time on social media, 1% shopping and 29% general browsing.

Environment for Tester 2

- **Location of test:** The location of the test was in her dorm room at her desk because she lives there and is where she is on her computer the most.
- **Physical environment:** Bright lighting with the overhead light and the blinds being open, allowing in a lot of sunlight. Some distractions in the room would be the TV, although it was off, her cell phone, and her room being a little messy, needed to be tidied up a little bit.
- **Technical environment:** The computer she was using was the HP EliteBook that Northwest provides to students. She was connected to the Northwest Secure Wi-Fi and was using Google Chrome as her browser with the add-on of Grammarly.

Test Results

Initial Site Thoughts

Tester 1: The first thought for tester 1 was that these razors were not for men. When asked why he said that, he said they were targeting woman and he doesn't fall into that category. He noticed the starter kit was \$7 and mentioned it to his wife, saying that maybe she should look into it. He didn't like the idea of it being a club/subscription, stating that it was too much of a hassle for a razor. The things he thought you could do from the home page was start your kit and modify your kit. He said there wasn't much more that could be done from this page.

Tester 2: The first thought for tester 2 was people with smooth skin. She liked the two options to start your own kit or premade. When she saw the partnership with Braun, she said "cool." She said the things that were striking to her were that there was not just one thing, and you could design it however you needed to. She thought having quotes of personal experience for customers was good. The things she thought you could do from the home page was get started designing a kit, the tabs at the top such as FAQs and look at reviews. She noticed the partnership with Braun and how you can click through the review and awards or just watch them like a small slideshow. She noticed more information at the bottom and saw the products and gifting tab located down there as well.

Similarities and Differences: Both testers noticed that you can start designing your starter kit or designing your plan from the home page through the two photos displayed below the fold. Tester 1 did not notice that the products and gifting tabs were located at the bottom while tester 2 did notice that. This made it more difficult for tester 1 when trying to find those

tabs or items later on. Tester 2 also notice the reviews from customers while tester 1 did not notice them.

Task 1: Determine whether there is any information available at gillettevenus.com that explains what razor rash is and how to prevent it. You want to learn details here, not just superficial.

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction	2	4	3
Success Rate	75%	100%	88%

Tester 1 Task Completion Process

Tester 1 took about 10 minutes for this task. He scrolled up and down the home page and noticed there wasn't anything about razor rash there so he searched it. He searched "razor rash" and there were results of why to not share razors but nothing about razor rash on the first page so he went to the next page. It still did not show any results for razor rash, only showing the best razors. He then went back to the top and skimmed over each tab and clicked on Shaving Tips under the Help tab. He then scrolled through the articles and said they were the same articles he scrolled through before after using the search bar. After reminding him the scenario was for a friend with sensitive skin, he clicked the Sensitive Skin tab and clicked on the article titled "What Causes Razor Rashes and Bumps and How to Prevent Them." This article provided him very small, scientific details on what it is. This article gave him how to treat it and gave what looked like a step-by-step on how to prevent it but it was just different ways, not a step-by-step to him. The article gave some ways on how to alleviate it but not much on how to prevent it other than what was in the step-by-step section. Based on the article, tester 1 said that he did not fully understand what one could do based on this article. He felt like he needed more

information. He did not fully look into what causes razor rash but said he needed more than just one paragraph that was given in the article. He rated his satisfaction as a 2 because he wasn't able to just search for it.

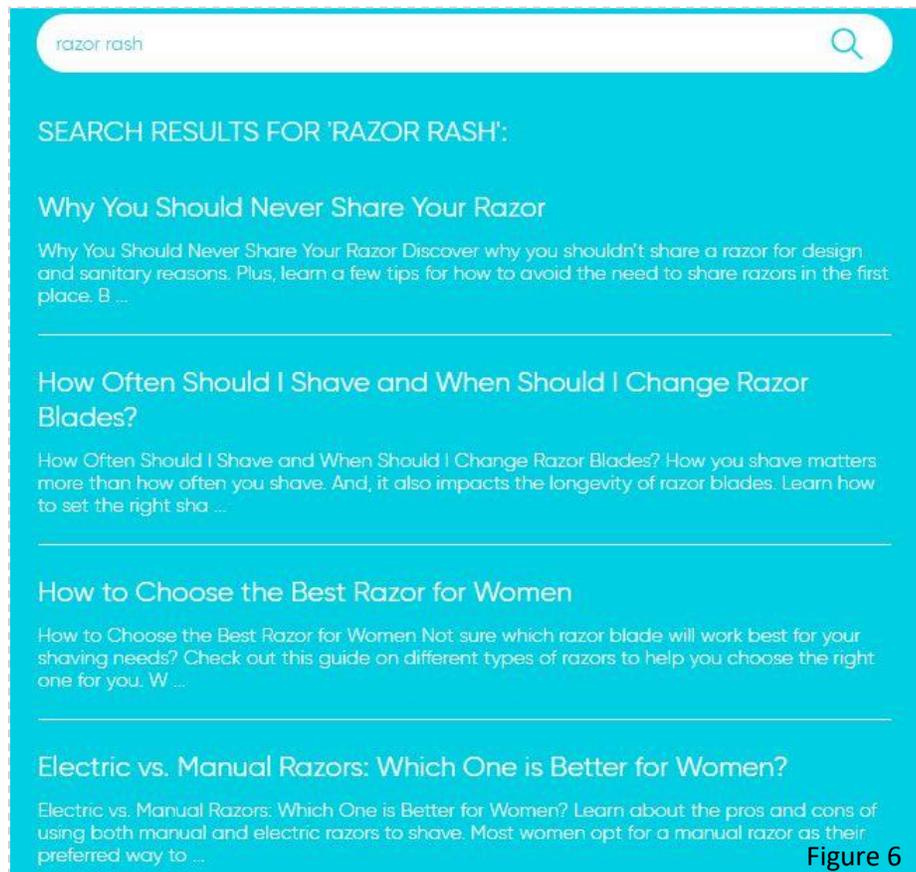
Tester 2 Task Completion Process

Tester 2 took about 7 minutes to complete this task. Tester 2 started out by scrolling on the home page and clicked the Shop Braun button, skimmed it, realized that wasn't what she wanted then clicked the back arrow to go home. She then clicked the same button again to fully read through it, said that this wasn't what she wanted and went back to the home page with the back arrow again. She clicked the Reviews tab to see if any of the reviews talked about skin but there was nothing, it all focused on the razors. The next tab she went to was the About Us tab, didn't find anything because it was all on razors again. She clicked the Help tab and went to Shaving Tips, scrolled through the articles on the main page then went to the Sensitive Skin tab. She clicked the second article and came to the conclusion that razor rash causes itchy rashes and redness. It depends on dry skin and the razor used. She said it could be fixed by applying cold water, lotion, not scratching it and keeping the area moisturized. She stated all the steps on the article to prevent it such as a sharp razor, exfoliation before, hydrating the skin before, choosing the right razor for your skin, shaving in the direction of the hair growth and moisturizing after. She rated her satisfaction at a 4 because she liked the setup of the article, it made it easier to read and she liked that each step was numbered in a specific order and not just in a list, out of order. She was not fully satisfied because she said that it took her awhile to get to the specific article. It wasn't an article that was on the front page or in an area that would be more visible.

Biggest Problem

The biggest problem for this task was how hard it was to get to the specific article. For tester 1 it took longer to find the answer because the article was not in a place that he thought it would be. Not being able to find the answer through the search bar, seen below as Figure 6,

made the tester a little frustrated because he said that this article should have come up in his search results, even though it didn't. For tester 2, she had to go through multiple tabs before finding it under the Help tab. Even after getting into the Shaving Tips tab, she had to click on Sensitive Skin to find the



article about razor rash as seen in Figure 1. The article should have been in a more clear space or at least come up in the search bar so other customers could learn more about razor rash and how to prevent it since this is a razor company.

Alignment to Heuristic: The heuristic that matched this task was visibility of system status. An example of this would be a customer understanding the flow of the site and how it works. This matched because the users had no type of feedback or confirmation when the testers were doing each task. They couldn't fully understand the flow of the site and how you have to

click through several tabs before you get to the one you need. They didn't know if they were going down the right path because for the search bar, there were no results and for the several tabs, there was not anything that showed razor rash until you got under the Shaving Tips then the Sensitive Skin tab.

Task 2: Determine if Venus has any skin-care products available that can prevent razor rash.

What are the products and how much do they cost?

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction	2	2	2
Success Rate	100%	100%	100%

Tester 1 Task Completion Process

Tester 1 took about 10 minutes on this task. Tester 1 went to the search bar and searched "razor rash" to see if there was an article with recommended products but there wasn't. After scrolling all the way to the bottom, tester 1 noticed the products tab and clicked it. He clicked the shave cream tab stating that the rest of the tabs were about the razors. There was only one option, the PURE by Gillette Venus Shaving Cream, Manuka Honey & Vanilla. He didn't like that there was only one option, stating that some people may not like that scent or may be allergic to it. It didn't initially say the cost, it was only available as an add-on. To find out the price he clicked the Design Your Plan button and just clicked next for each step of the designing stage, randomly clicking Once a Month for the How Often Do You Shave step because it wouldn't let him move on then went to the add-ons page to find out that it is \$6. He was not satisfied with the amount of steps he had to go through just to find out the price. He rated his satisfaction at a 2 because he said it was not simple and too much to do for a price of an item.

Tester 2 Task Completion Process

Tester 2 took about 10 minutes on this task. Tester 2 hit the back button, taking her to all of the articles. She clicked the “How Venus Direct Works” article because she thought it would showcase all the products that were available for purchase but it just gave more information about blades and skin types. She then went to About Us for more information but just found more about Gillette Venus. She looked at the top tabs to see if there was a products tab then scrolled up and down the website two time to find it, eventually finding the Products tab at the bottom of the page. She said that it was different and weird that the Products tab was at the bottom because “no one looks at the bottom.” She said it should be placed at the top instead because it would be more visible and eye catching instead of being “mixed in with all the boring stuff at the bottom.” She went to the Shave Cream tab and saw there was one product, PURE by Gillette Venus Shaving Cream, Manuka Honey & Vanilla, that has shea butter and honey. She said that some people may not like the smell, so they should have more products, stating that the more products or options there are, the better. When asked how much it was, she made a panic noise, stating that the site didn’t say the price and that she didn’t know. She then clicked the Design a Plan button, randomly selected the Everyday frequency then saw the price at \$6. She said that you can only see the price when you are on your way to checkout as an add-on and they did this to try to pull in customers with their money, since you are already there, you will just deal with it later. She said the site should have had the price available up front on the products page. She said that it made sense from a marketing standpoint to try to get you to just add it to your cart aimlessly but they should still show the price before you are designing your plan. She rated her satisfaction at a 2 because as a purchaser, she would like to know the price ahead of time and felt like it was too many steps to find out the price.

Biggest Problem

The biggest problem for task 2 was that the price was not on the product page and in order to find out the price, customers have to design a plan. It had too many steps and if someone just wanted to buy that shaving cream, they couldn't because it is only available as an add-on. Both testers said there were too many steps and both had trouble finding the products page first which led to confusion and frustration. This can deter people away from the site, if it is too complicated, causing them to purchase from another company. Examples of this can be seen in Figures 2 and 4 found on pages 3 and 6.

Alignment to Heuristic: The heuristic that goes along with the biggest problem in task 2 is the consistency and standards heuristic. An example of this is layout of the site is similar to other sites with the tabs located at the top, pricing below or next to a product's name and contact information at the bottom of the page. An example of this is layout of the site is similar to other sites with the tabs located at the top, pricing below or next to a product's name and contact information at the bottom of the page. The site did not follow the standards part of the heuristic. The products page was located at the bottom of the website, the pricing was not available right away and had too many steps to find out a price. The standard for a website is to have the products page at the top with the other important tabs then the price should have been on the products page. Many people go to a products page to look at pricing for the products. There was also no skin-care section, making it difficult for the testers to find any skin-care. The only option was under the shaving cream, and that had only one option.

Task 3: You've decided you want to give your friend a one-year Venus subscription including handle, blades and at least one razor-rash or sensitive-skin related product. Determine the total cost, including tax and shipping.

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction	1	4	2.5
Success Rate	75%	100%	88%

Tester 1 Task Completion Process

Tester 1 took about 10 minutes for this task. Tester 1 scrolled up and down the website searching for a tab to say subscription or gifting. He eventually found Gifting at the bottom. He went through each step adding the smooth sensitive blade to his cart and noticed that there was only one option for the handle and it was \$2. He said that it is good to have other handle options such as different colors or styles to allow you to pick something more unique for your friend. He decided to not add the shave cream because he already had the sensitive blade. He added the 12 month subscription, commenting that \$75 for razors seemed like a lot of money but it delivers every 3 months. When he got to the check out and it made him create an account, he got frustrated, stating that he didn't want to create an account because they just wanted his email to send him emails about razors. He created the account and said that it was very easy to do, it was still annoying that that was the only way to proceed to the checkout. He found out that it would charge \$13 every 3 months and the total today was \$20.14 with free shipping and taxes coming to \$1.14. He rated his satisfaction at 1 because he did not like the process at all and really did not like the idea of creating an account.

Tester 2 Task Completion Process

Tester 2 took about 8 minutes for this task. Tester 2 scrolled to the top of the site to look for gifting or subscription and remembered it was at the bottom. She clicked Gifting and when she went to pick her blade, she clicked through the different options and originally wanted to go

with the Comfortglide plus Olay Coconut blade but said “oh wait this is supposed to be sensitive” then chose the smooth sensitive. When asked about the handle, she saw there was only one option and that it was \$2. She said the price seemed reasonable for a handle but there should be more options like colors instead of just platinum. She added the 12 month subscription for \$75 and added the shave cream as well. Then when she went to checkout and the site made her create an account, she just automatically started filling out the boxes with her information without questioning it. After being asked about that extra step she said it was very simple and she didn’t mind making an account so it could save her information for a future date. Here total came out to be \$26.50 with free shipping and \$1.50 for tax. She rated her satisfaction at 4 because the site led her through the process step by step and told her exactly what to do.

Biggest Problem

The biggest problem on this task was the process to get through the task. To start off, the customers have to find the Gifting tab at the bottom of the page, seen below as Figure 7 then go through the same process as it would be for themselves but then have to create an account before they can check out, seen as Figure 8. This can be an inconvenience to some people because they



Contact Us Products Gifting Recycle Your Razor Terms & Conditions Privacy Store Policy
Do Not Sell My Personal Information



Figure 7

may be in a rush and not have time to create an account or they just don’t want to sign up because they will get promotional emails from the company. Many people would like to continue as a guest and not have to worry about making an account.

The image shows a user interface for logging in and creating an account. At the top, the word "Login" is displayed in a blue font. Below this, there are two input fields: "Email Address" and "Password". A prominent pink button labeled "LOGIN" is centered below the fields. Underneath the button is a link that says "Forgot Password?". A horizontal line separates this section from the next. Below the line, there is a text prompt: "Please click on the below button to create a new account." At the bottom, there is a large blue button labeled "CREATE ACCOUNT". The entire form is enclosed in a dashed border.

Figure 8

Alignment to Heuristic: The heuristic that goes with this task is aesthetic and minimalist design which states, “Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.” There were too many steps that the testers had to go through to get to the gifting section and to determine what their pricing was for the gifts. If someone wanted to just figure out the pricing for the subscription, they would have to go through the whole process, which can be considered long to some customers.

Task 4: Determine how your friend will be notified of your gift. Do you have the option to include a gift note? Will that note be sent with each shipment?

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction	2	2	2
Success Rate	50%	50%	50%

Tester 1 Task Completion Process

Tester 1 took about 5 minutes for this task. Tester 1 found on the page where it said “enter your gift receipt email,” but said there was no note option. It was unclear to the tester if the empty white boxes directly below the friend’s email were for a note or not. It was also unclear if the note would be sent each time or if it was just for the first time, since there was no instructions on notes and how they would work each time. He also wasn’t able to complete the task at hand due to lack of information on the site.

Tester 2 Task Completion Process

Tester 2 took about 5 minutes for this task. Tester 2 read the box that said “enter your gift receipt email,” and thought it said receipt at first and didn’t want to send the receipt to them. Then after scrolling up and down the site a few more times looking for a spot for the note, she saw that it said receipt instead of receipt and started to put a friend’s email there. She didn’t know where her note would go so she made a guess that the notes would go in the empty boxes directly below the friend’s email but didn’t know if it went in the top box or the bottom box. She also found that it didn’t say anything about if it was sent the first time or every time. She rated her satisfaction a 2 because she said that there need to be instructions on what to do. She said the email should go in one small box then a box for each note. With having multiple boxes for each note, it could say note 1 for shipment 1 and note 2 for shipment 2.

Biggest Problem

The biggest problem with this task was that there was no information on sending a note with the shipment and if the note would be sent each time or if it was a one-time thing. There needs to be instructions on how to fill out the note, where the friend's email goes, if the note is sent each time or just on the first shipment, if they can customize the note to be different for each shipment or if the note option is even an option because it was only assumed it was but the site never explicitly stated that that is where the notes go, which can be seen in Figure 3. This is a big problem because the customer may not want to go through with the subscription if they can't figure out how to send a note with it. This could cause them to go to another company like Amazon where there are very clear and precise instructions on how to send a note with the package.

Alignment to Heuristic: The heuristic that goes with this task is help and documentation that states, "Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large." An example of this would be having steps on how to get through their process or have more information on the sides to help explain the products better. The biggest problem was a lack of information on the site when it came to making a note. There should have been some instructions on the site on where and how to fill out a note, where to put the friend's contact information and if it would be sent with each shipment or just the first one. They could have added a few steps such as enter recipient's email here, enter note here, check this box for a different note each time (note that your same note will be sent each time unless told otherwise), click here for only one note to be sent, etc.

Final Site Thoughts

Tester 1: Tester 1 was not satisfied with the site because he said it was very difficult to follow and the site had such a wide range of products that it made it confusing on which blade to get. He said that this site made him frustrated because he said a lot of people don't like subscriptions and would rather go into the store to look at the product from all angles and perspectives. He said he would change the ease of use, placing products and gifting at the top of the page instead of at the bottom. He said that the only things that should be in the bottom section of a website is a Contact Us page for comments and a Jobs link in case they are wanting a job. His final satisfaction was a 2 because he didn't like the setup or how you had to create an account.

Tester 2: Tester 2 said that she was pretty neutral, she didn't love it but she also didn't hate it. It was straightforward in some ways but some digging needed to be done. She thought they should change how the tabs at the top should be bigger so that people can see them from a mile away. She also thought that it needed to have less open space throughout the site because she had to scroll through it all to only find nothing.

Similarities and Differences: A similarity of the site that both testers saw was that the Products and Gifting tabs were at the bottom of the website, in a spot that would be for the contact page or their policies. With that, they also noticed just how unorganized the entire site was. They both had to click on links or buttons that didn't take them where they wanted to go or it took them longer to find the correct article because of how unorganized the site was. There were no differences between the testers, they both agreed on the difficulty of the site and that the site needed to be updated in a lot of areas to improve and pull more people to the site.

Recommendations to improve user experience

Single Problem Being Fixed

Task 4: users were unable to find any information on sending a note with the subscription to a friend, due to a lack of information on the site. The original site layout has one small box to enter the email and two blank boxes, as shown below.

Problem Improvement

Before: As you can see below, there is not much information available to the customer on how to fill out a note to their friend, if the note will be shipped with each shipment or if they can customize more than one note.

Enter your gift recipient email

By proceeding you agree to our [Terms and Conditions](#), [Privacy Policy](#), and [Store Policy](#) and agree to receive emails from Gillette and other trusted P&G Brands.

After: For an updated version I would like to have directions or markings inside each box to help the customer when figuring out where to put the information. I would also like a step-by-step process to fix the issues of not having any options or not knowing when the note will be sent.

Below I have a drawing of what it could potentially look like. Based on which box the customer clicks will determine what comes next. If the customer clicks no message then nothing will show up. If they click “same message sent with each shipment,” then the next box will show up, which you can see with the arrow (arrows won’t be present on the site, only the box will). I picked 240 characters and 9 lines because that is what Amazon does for their gift messages. If the customer

clicks “different message sent with each shipment” then three boxes will appear, one for each shipment as you can see below, also with an arrow. I believe that this will help with sending a note with the gift because it gives more options to the customer and it walks them through it all, step-by-step. It also allows for more customization, which is what Gillette Venus is all about.

Please check one box below

<input type="checkbox"/>	No message
<input type="checkbox"/>	Same message sent with each shipment
<input type="checkbox"/>	Different message sent with each shipment

Include a gift message with your purchase.
Printed on a separate card

Add your message.

Enter gift recipient's email | 240 characters – 9 lines

Include a gift message with your purchase.
Printed on a separate card

Shipment 1

Add your message.

Enter gift recipient's email | 240 characters – 9 lines

Include a gift message with your purchase.
Printed on a separate card

Shipment 2

Add your message.
Can leave message box blank

Enter gift recipient's email | 240 characters – 9 lines

Include a gift message with your purchase.
Printed on a separate card

Shipment 3

Add your message.
Can leave message box blank

Enter gift recipient's email | 240 characters – 9 lines