

ICY BOX Website Testing

The testing of the ICY BOX Website is important in order to identify the opportunity areas of the Website as well as get some insights from the users about the user experience, and thus be able to improve it before the launch.

Business Objectives

- Identify the elements watched the longest time, as well as identify the elements that may not be watched for long periods by the users.
- Identify parts of the Website flow that can be optimized.
- How long does it take for the users to watch the areas of interest of the website (Time to first fixation).
- Identify the parts of the Website that trigger negative feelings in the users reflected through their facial expressions.
- Identify the part of the Website that trigger positive feelings in the users reflected through their facial expressions.

Technologies



Eye tracking.



Facial Expression Recognition

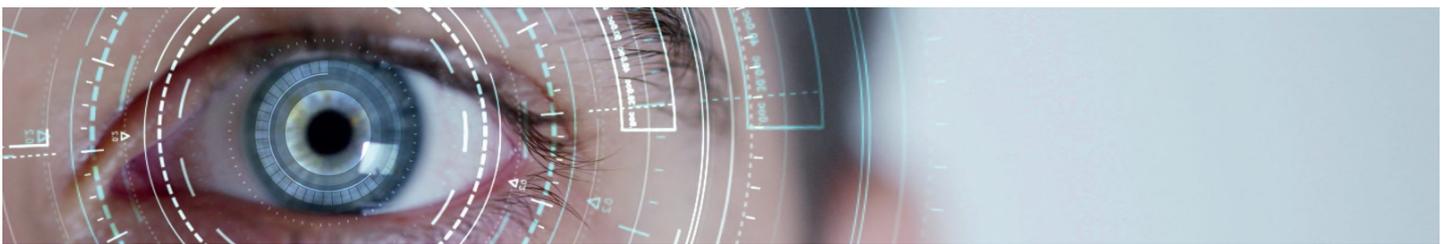


Mouse tracking.

Sample & Study

Convenience Sample: 30 students sample from the Brand University tested during the Open Lab Days.

The study will be conducted at the Brand University of Applied Science making usage of the Research Lab.



Methodology



Welcome & instructions for the participants to take part of the study. Each participant sit in front of the monitor to start the study.



Every participant receive the task to follow a long the test, after that, the tester can start surfing on the Website.



When the task is completed, every participant should answer a survey about the UX experience.

The Task

Read the following scenarios and search on the **ICY BOX** Website what is being required.

1. Imagine you are doing home office and you have a Notebook with Windows® 10 Operating System, with 4x USB Type-A interfaces, 1x USB Type-C® interface, 1x HDMI® video interface. You need to do a video call with your boss to present your last project, for that you need to connect your Notebook and two extra monitors, so you are looking for a DockingStation to which you can connect 2 monitors with HDMI® (1080p) resolution, can read your microSD cards and would also be useful to connect your headset. Please find the product and click on the purchase button.
2. When you work, you normally need to connect many devices to your computer, you are looking for a hub with the following requirements: USB 3.1 (Gen2) Type-A or Type-C Integrated cable Max 4 ports Type-A. Please find the product and click on the purchase button.
3. As you are working as a designer the files you use to work are really heavy, therefore you are looking for a M.2 housing with the following requirements: USB 3.1 (Gen2) Type-C PCIe (NVMe) ventilation. Please find the product and click on the purchase button.
4. You have bought a DockingStation and now you have no image reproduction and no function of the LAN port, contact the support via the form (email), as well as via the hotline to ask for help to solve your problem.



UX Experience Survey

Usefulness of content (UC)

- 1 The site provides relevant information.
- 2 The site provides up-to-date information.
- 3 The site provides unique content.

Adequacy of information (AI)

- 1 The site provides complete content.
- 2 The site provides sufficient information.

Accessibility (AC)

- 1 The pages of the site are accessible.
- 2 The pages of the site load quickly.

Perceived disorientation (PD)

During the use of the site...

- 1 I felt lost.
- 2 I felt I was going around in circles.

- 3 It was difficult to find a page I had previously viewed.
- 4 Navigating between the pages was a problem.
- 5 I didn't know how to get to my desired location.
- 6 I felt disoriented.
- 7 After browsing for a while I had no idea where to go next.

Perceived user-interface design (PUID)

- 1 The layout of the site is user-friendly.
- 2 The layout of the site is in good structure.
- 3 Overall, the user-interface design of the site is satisfactory

Behavioral intention (BI)

- 1 I intend to use the site in the future.
- 2 I predict that I will use the site in the future.

The scale

