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Introduction

IFixit.com is a website that allows consumers to find repair guides that enable them to conduct repairs on technology that they own. The guides are available for free and are rated with different difficulty levels that allow the user to gauge their ability to complete a repair based on their level of technical skill. They also provide tools and parts for repairs in their store.

This usability test was conducted to examine the ease of browsing, finding, and purchasing parts for a repair from iFixit.

Methodology

The participant was chosen specifically for their availability to participate in an informal observed remote usability test. Their demographic data was found to be consistent with the target audience of the iFixit website.

User	Age Range	Gender	Education	Computer Use
Rachel	35 - 44	Female	Bachelor's Degree	3 - 4 Hours / Day

The test was performed individually in a remote informal setting using their personal equipment with any ad-blockers disabled to give a safety focused and consistent experience. The user and the tester both use the Firefox web browser and connected with each other via Zoom. The user was asked to keep a running commentary as they were completing tasks to give the examiner an idea of their thoughts as they were going through their assigned scenario.

 I presented the user with one scenario comprising two tasks that were designed test the search functionality, content presentation, and interactivity of the website and its online storefront.

- Scenario: You dropped your Samsung Galaxy S9+ phone and the screen has cracked. You do not want to send it away in order to receive a refurbished phone and are confident that you can repair the phone yourself. Find what you need to repair your phone on iFixit's website and complete all steps for making a purchase; stop before completing the transaction.

After the test was conducted the users were presented with a follow-up questionnaire and asked a series of questions about their experience. I gathered data about their satisfaction and any recommendations they had about how they would like to see the website improved.

Results

I analyzed the results when the test was completed. The iFixit website functioned well for the test-taker. However, the user found that the guide required multiple tools that were listed in the guide but only in a way that made them less obvious that they could be purchased from the website.

The participant struggled to find the relevant guide when not using the search function. The Galaxy S series is in a sub-category located in the Samsung category that was not made obvious at first glance.
They were not required to sign up for an account to access the items they wanted to purchase and were not informed that tracking their order would require an account, the information about which only pops up after the purchase is made.

Recommendations

It is recommended that the site include the images of the tools in the same way that they have the images for the relevant parts for the project. I also recommend that the information pertaining to tracking a purchase be included before the purchase is made allowing the user to make a better-informed decision about signing up for an account. Lastly, I recommend the icon that indicates the series of Samsung Galaxy phones, and other subsections, should have a higher contrast with the website or some other indicator of an available subsection.

iFixit Testing Script

Introduction

Thank you for agreeing to take part in my research.

The purpose of today's test is to acquire user feedback on a website that allows users to complete repairs on their technology without having to pay for a replacement, usually in the form of a refurbished device.

I am looking to hear your opinions about the usability of this website as you have been found to be part of the iFixit target audience.

Before the test, I will ask you some questions regarding your internet habits and your initial reactions to the iFixit website. This session is informal, and I encourage you to be as open and honest as you can. I ask you to answer the questions verbally as I give them so that I may record your answers in my notes, as this test is being conducted remotely due to safety concerns.   I am interested in hearing your opinions and suggestions so please feel free to share these with me as you progress through the test.

I will also ask you to complete a small questionnaire at the end to get more information regarding your experience with the website.

Again, this test is informal, you are not the one being tested. Rather I am testing the website, so there are no right or wrong answers. I am interested in getting your feedback. Please do not feel pressured to complete tasks perfectly or feel intimated by any of the questions I may ask today.

Do you have any questions before we begin?

Pre-test Interview

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1)   What is your age?
- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- X 35-44
- ☐ 45-54
- ☐ 55 and over

2)   What is your highest level of education?
- ☐ High School
- ☐ Some College or Trade School
- ☐ Associate Degree
- X Bachelor's Degree
- ☐ Master's Degree or higher

3)   What is your gender?
- ☐ Male
- X Female
- ☐ Other
- ☐ Prefer not to say

4)   How much time do you spend each day on the internet?
- ☐ Less than 1 hour a day
- ☐ 1-2 hours a day
- X 3-4 hours a day
- ☐ 4-5 hours a day
- ☐ More than 5 hours a day

5)   How do you typically prefer to access the internet?
- ☐ Desktop or laptop
- ☐ Tablet/iPad
- X Mobile Phone

6)   How often do you shop online?
- ☐ Frequently

X Sometimes
☐ Never

7)   How often do you visit iFixit?
☐ Every day
☐ 1-2 times a week
☐ 3-6 times a week
☐ A few times a month
X Have only visited site once

8)   How did you feel about iFixit the first time you viewed the site?
☐ Highly impressed
X Impressed
☐ Neutral
☐ Unimpressed
☐ Highly unimpressed

Scenario/Tasks

The purpose of this exercise is to give you a task so that I can watch your use of the website.

I would like for you to communicate with me as you work through the scenarios so that I can record your experience. I may ask some questions as you work and will check in with you to see how you feel about your experience as you progress.

Again, I am testing the website, not you. Do not feel pressured to complete the tasks perfectly. I am more interested in hearing your feedback.

No.	Task Instruction	Target	Probing Questions
1	You dropped your Samsung Galaxy S9+ phone and the screen has cracked. You do not want to send it away in order to receive a refurbished phone and are confident that you can repair the phone yourself. Find what you need to repair your phone on iFixit's website and complete all steps for making a purchase, stop before completing the transaction.	• **Task 1:** Search the iFixit website to find your device. • **Task 2:** Add the necessary items to repair your device to your shopping cart and almost complete the transaction.	Where would you start looking for this information? What keywords are you specifically looking for? Is this how you expected this information to be presented? Was this an easy or difficult task? Why do you say this? Can you suggest any improvements?

Post-test Survey

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1. Based on your experience today, how likely are you to visit again?

Very Unlikely	Unlikely	Indifferent	Likely	Very Likely
			X	

2. Please place a tick on the scale you think best represents your answer to the following questions:

	Very Difficult	Difficult	Neutral	Easy	Very Easy
Overall, how easy was it to complete the tasks on the website?			X		
When you had to locate a specific part/feature of the website, how easy was it to find?				X	

3. How could the website be improved, to make it easier to complete the tasks?
   - **Make the tools more obvious as buyable.**

- **Highlight subsections to make them more obvious to the visitor.**
- **Let the visitor know about the benefits to making an account before completing a purchase. I wouldn't have known without having been informed after the fact.**

4. Was there anything that distracted you from completing your tasks?
   - **I struggled to find the S series category without using the search feature.**
   - **I couldn't add items to my shopping cart without leaving the guide page I was on.**

Please provide any further comments here:

- Overall, I think the website works. I've given the critiques I have on the website itself already.

Observation Sheet – iFixit

This sheet is to identify specific information by analyzing the quantitative and qualitative data of the user during the test. I will use this information to find critical problems to make iFixit a better website.

Review the questions to observe and take notes:

Scenario 1: You dropped your Samsung Galaxy S9+ phone and the screen has cracked. You do not want to send it away in order to receive a refurbished phone and are confident that you can repair the phone yourself. Find what you need to repair your phone on iFixit's website and complete all steps for making a purchase, stop before completing the transaction.

Quantitative:

- How much time to complete the task?   **6:17 (3:34 using the search feature)**

- How many users completed the task?   **1 (only one user tested)**

- How many attempts to complete the task?   **2 (one browsing and one using the search feature)**

- How many problems did they encounter? **3**

- How many mistakes were made? **0**

Qualitative:

- What were the users' comments?

I like the design. The search feature is really convenient. I like that I can buy the parts I need directly from the website.

- What were the users' questions?

Where is the S series page? Why do I need an account? Why does this take me to a new page?

- What were the users' body language or facial expressions?

Confusion, frustration,

- Did they explore other parts of the website? Why or how?

Looking for the S series category. Looked at the privacy policy for a moment.

- What mistakes were made?

No mistakes made.

- Did they complete the task?

Yes