



# Return Centre



**Usability Testing**

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## Research Team

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# Executive Summary

The purpose of this user research was to gain a better understanding of the audience's needs and frustrations in navigating the new Return Centre UI.

As a result, the Return Centre UI can be designed to better match the audience's mental model, or expectations, when they are processing returns or creating shipping manifests.

Factors of usability test:

- Findability
- Clarity
- Appeal

Test participants represented ESW staff and Return Centre operators. Each participant were given easy to medium difficulty tasks to complete to test the RC prototype. The participants were instructed to provide as much details as they are navigating through each task. After completion of each task the participants would add a difficulty star rating and were asked to comment on any issues found.

This report includes the details of how the research was conducted and the results that are being used to influence the design decision of the Return Centre application.

## Key Findings

### 1-2 minutes

was the average time spent per task by participants.

### 63%

of participants were actual users of the old Return Centre application.

### 100%

of participants provided positive feedback.

# Goals

Test the new Return Centre interface with likely target audience.

Discover users' preferred way of navigating Return Centre.

Reveal pain points and any confusing experiences.

# Methodology

## Screening Criteria:

- Must be familiar with the ESW organization or Return Centre application.
- Should have a general understanding of ESW products.

## Participants:

1. Internal Staff - Logistics Coordinator (Technical)
2. Internal Staff - Logistics Coordinator (Technical)
3. Internal Staff - Logistics Coordinator (Technical)
4. Internal Staff - Logistics Line Manager (Technical)
5. External - Operation Manager (Technical)
6. External - Return Centre Supervisor (Technical)
7. External - Mailing Assistant (Non-Technical)
8. External - Fullfilment Operator (Technical)

# Testing Setup, Moderation & Post Test Questions

## 1. Introduction

The participants were told that the test session would consist of 15 tasks which should take about 30 minutes to complete.

## 2. Tasks

The participants were given a set of tasks to complete and test out the new Return Centre UI. They were instructed to “think out loud” while they were trying to complete the tasks. They were also asked to comment if and when they would not be able to complete a task.

1. Advanced search a return order
2. Process a return order
3. View previous customer orders
4. Add item to a return order
5. Accepting & Rejecting items
6. Blind returns
7. Returns on hold
8. Release a return on hold
9. Returns manifest brands
10. View / filter manifests
11. Export a manifest
12. Export prohibited items
13. Create a new manifest
14. Editing a manifest
15. Add return order to manifest

## 3. Post-Test Questions

After the tasks were completed, the participants were given the rest of the test session to give us any feedback, comments, or questions if they wished. Follow-up questions were asked by research analysts for clarification or to gather better insight.

# Tasks results

## Advanced search a return order

Usability score



## Process a return order

Usability score



## View previous customer orders

Usability score



## Add item to return order

Usability score



## Accepting & Rejecting items

Usability score



## Blind returns

Usability score



## Returns on hold

Usability score



## Release a return on hold

Usability score



## Returns manifest brands

Usability score



## View / filter manifests

Usability score



# Tasks results

## Export manifest data

Usability score



## Export prohibited items

Usability score



## Create a new manifest

Usability score



## Edit manifest

Usability score



## Add a return order to manifest

Usability score





# Engagement

Some participants, including staff, do not use the Return Centre features often or at all.

Most participants did not notice, or just scanned, the content "below the fold," i.e., they did not scroll down the page very often.

# Look & Feel

Most participants commented that the new Return Centre interface is visually pleasing, easy to use and "modern" looking.

# Behavior

Most participants found the new UI enjoyable but mentioned that since it is the first time they see it they need time to adjust.

## THE GOOD

- Appears to be well-organized
- Easy to use

## THE BAD

- Some of the features are not easy to spot (i.e. advanced search)
- Font size might be smaller for older users (50+)