

Usability Tasks

1. Find a 5 oz Almond ROCA® box and add it to cart, locate the cart, and proceed to checkout.
2. Find out how many servings and calories are in one Peanut Butter MOUNTAIN® Bar.
3. Find where they can purchase a Peanut Butter MOUNTAIN® Bar locally.
4. Find an assorted package of ROCA® flavors and answer the following questions: a. What flavors come in the package? b. How many servings are in the package?

Test Results

While going through the test the test user was very certain on what went where and said the buttons were self-explanatory.

When the test user looked for the 5oz ROCA®, he went right to the button on the top that said *Shop Confections*. The user immediately noticed the drop-down menu that had the first option, which is *Shop All*. After doing so it took less than 10 seconds to find the exact product he was looking for. He said the convenient navigation tools, and the structure of the website, made it easy for me to find exactly what he was looking for and perform this task.

When finding the mountain bar, the user followed the same process. He went through all the same steps and easily found the Peanut Butter MOUNTAIN® bar. He said it was nice and convenient that all like-products were next to each other. This allowed him to find the exact flavor he needed quick and easy.

When looking for the local stores. He had a very hard time and was unsuccessful. He searched every drop-down box looking for the local stores. He was able to find the actual store location, but was not able to find where Brown & Haley products are sold in local stores or around the world.

Finding an assorted package of ROCA® was a little more difficult for the user. He had to read all of the names of each product trying to find the exact box. The reason he found it difficult is that all the assorted products were not right next to each other as he expected. He eventually found the assorted gift bag and other assorted products.

When doing the task of finding the calories and the servings for the Peanut Butter MOUNTAIN® Bar, the user was able to find the information easily, but was confused by the "X" next to the word "servings". He easily found the calories per serving.

The user said, the test was very simple, and found the only difficult task to be the location task. He said everything was where he thought it should be. He said he thought that everything was standard to most websites out there. He said he loved the website and it made him hungry for chocolate while taking the test.