lululemon athletica

USABILITY TESTING REPORT

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INTRODUCTION

Founded by Chip Wilson in Vancouver, Canada in 1998, lululemon is a yoga-inspired, technical athletic apparel company for women and men. What started as a design studio by day and yoga studio by night soon became a standalone store in November of 2000 on West 4th Avenue in Vancouver's Kitsilano neighbourhood.

The vision for their store was to create more than a place where people could get gear to sweat in, they wanted to create a community hub where people could learn and discuss the physical aspects of healthy living, mindfulness and living a life of possibility. It was also important for them to create real relationships with our guests and understand what they were passionate about, how they liked to sweat and help them celebrate their goals. Today, they do this in their stores around the globe.

EXECUTIVE SUMMARY

The purpose of conducting the usability test is to determine and evaluate the current state of the Lululemon Athletica website. This document describes a test plan for conducting a usability test during the redesign of lululemon.ca. The goal of usability testing is to establish baseline user performance, validating user performance measures, and identifying potential design concerns to be addressed in order to improve the efficiency, productivity, end-user satisfaction and traffic to the website.

The usability test objectives are:

- To determine design inconsistencies and usability problem areas within the user interface and content areas
- To determine potential navigation errors
- To uncover presentation errors from improper labels and headings
- To test the website under controlled test conditions with representative users

At the end of the testing, data will be examined to access whether usability goals regarding an effective, efficient, and well-received user interface have been achieved.

USER TYPES

1. **Sustainable dressers:** consumers who are conscious about their purchases and wish to buy from sustainable brands

2. **First-timers:** people who are trying to live a more active lifestyle and are looking to purchase good gear that will last and are only aware of big name-brands (such as Nike and Under Armor)

3. **Moderately active:** moderately active adults who use their gear for all types of activities, from going to yoga or running errands to walking their dog or eating brunch

4. **Hard-core athletes:** serious athletes who want gear that can survive serious wear and tear situations (such as intense Crossfit or muddy Spartan race)

USER PERSONA

Moderately Active - Aman

Age: 32
Work: Teacher
Family: Married
Location: Vancouver, BC
Character: Fortitude

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Goals

- Complete tasks before deadlines.
- Stay active and eat healthy.
- Spend more time with my family.

Frustrations

- Unplanned mishaps and obstacles that prevent completion of tasks.
- Hard to find good and comfortable athletic clothing for yoga purposes.
- Difficult to plan all of the family's events.

Bio

I am a teacher in a kindergarten school. I live with my husband and two kids in Vancouver, BC. I gained a lot of weight in the last few years from the busyness of everyday life preventing my daily yoga sessions. I have tried several activities to achieve my goal weight, but have not yet been successful.

Recently, my friend have been motivating me to join the new local studio that opened up. I was excited but very nervous, as it has been a while. My first couple of sessions were hard, as wearing shorts made my skin slippery. I noticed my friend was wearing long pants and asked her about it. She was raving and recommending the durability and comfort of it.

Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

METHODOLOGY

PARTICIPANTS

There is a total of 5 participants completing the usability test conducted by a moderator, observer, and a technical representative. The characteristics and background of each participant match the criteria of ideal users for our website. All the participants are browsing the site for the first time. They are expected to understand how to use a computer to browse, do live in the lower mainland, and they all own at least one piece of athletic gear.

SETTING

The usability test was conducted in a computer lab located at BCIT's downtown campus. The site was loaded using a Dell desktop computer by the Technical representative. Each participant's interaction with the site was guided by the Moderator, who was seated beside the participant. Participants were encouraged to think aloud as they navigated the site and performed each of the three tasks. The Observer was seated behind the participant taking notes on each session.

PROCESS

There is a total of 5 participants completing the usability test conducted by a moderator, observer, and a technical representative. The characteristics and background of each participant match the criteria of ideal users for our website. All the participants are browsing the site for the first time. They are expected to understand how to use a computer to browse, do live in the lower mainland, and they all own at least one piece of athletic gear.

PRE-TEST QUESTIONNAIRES

The purpose of the pre-test questions was to get a better understanding of demographics represented by the participants.

Gender
5 Responses

■ Male ■ Female

Age
5 Responses

■ 15-20 ■ 20-25 ■ 25-30

What do you do for work?

4	1
Student	Banker

How many hours do you spend exercising? (/hr)

4	1
0	0.5
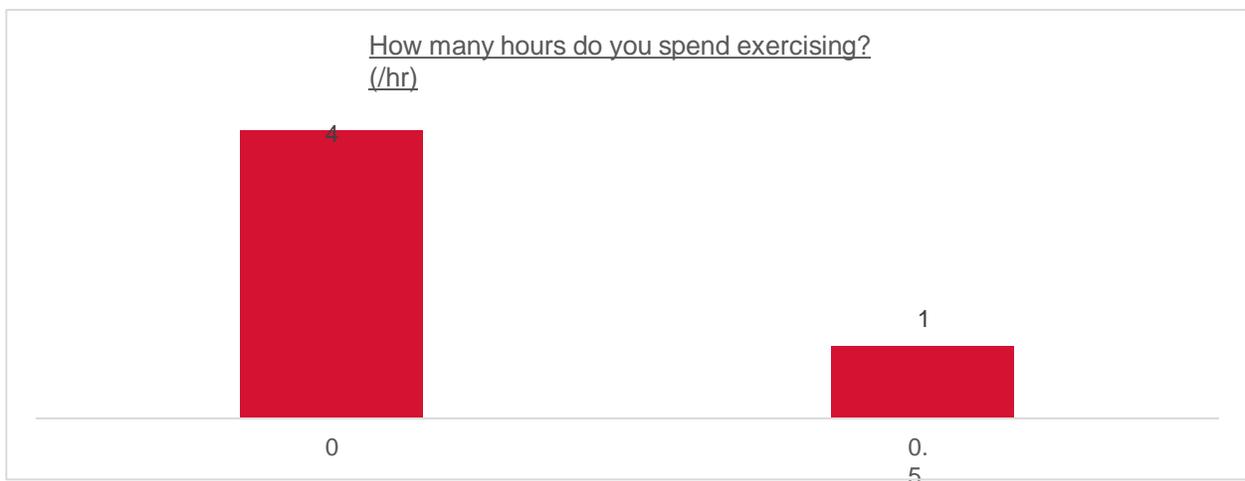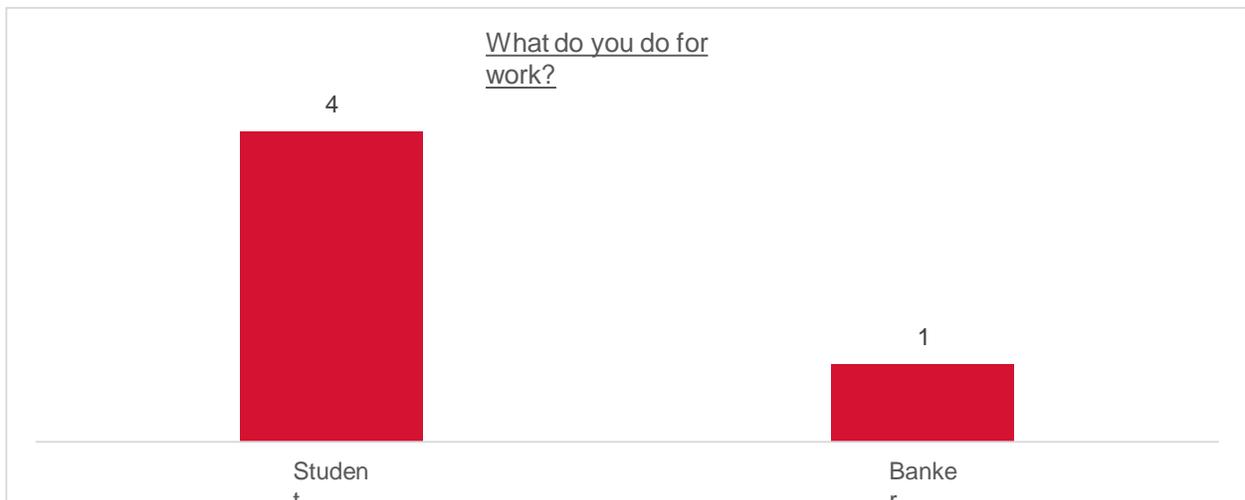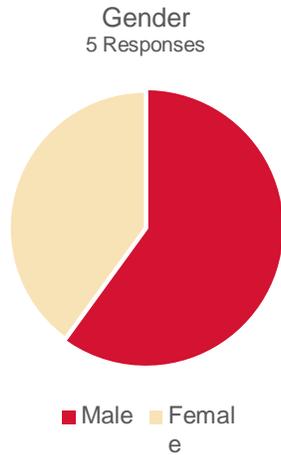
How experienced are you in yoga?
5 Responses

0   1

4

- Very Experienced
- Beginner
- Somewhat Experienced
- Not at all
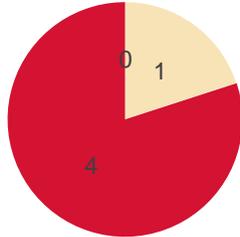
How often do you wear athletic clothing?
5 Responses

0

2

1   0

- Frequently
- Rarely
- Occasionally
- Sometimes
- Never
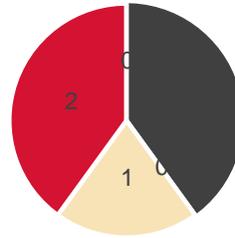
What is your favorite brand of clothing?
5 Responses

1   0

0

4

- Adidas
- Nike
- Under Armor
- Lululemon
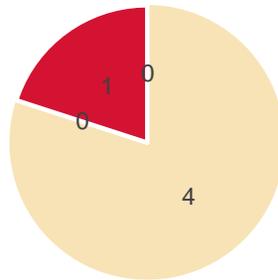
What do you look for when buying clothes?
5 Responses

Material

Durabilit

y

Wearabilit

y

Pric

e

Desig

0   0.5   1   1.5   2   2.5   3   3.5   4   4.5
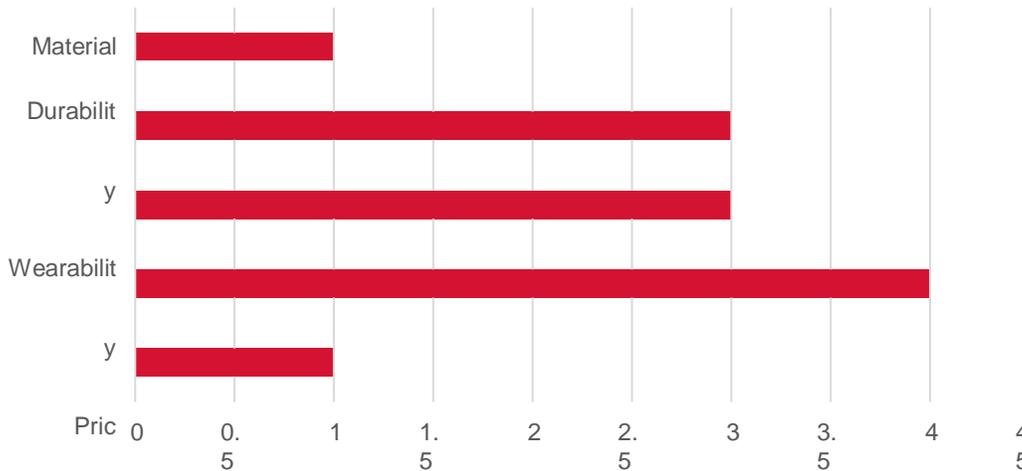
USABILITY HUB TESTS

5-SECOND TEST

According to the results, the location of the search bar is not immediately obvious. A suggestion is to make the search bar a bit longer to make it stand out. However, results also show that the location is a traditional spot to place it, as most guesses of its location are also accurate.
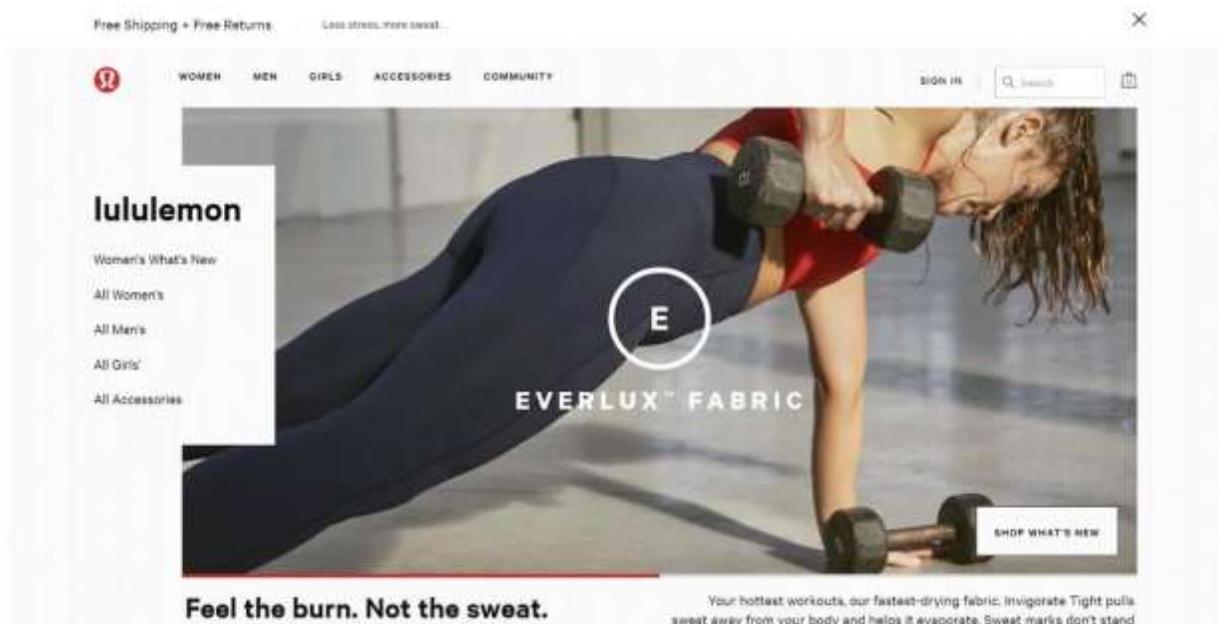
USABILITY HUB TESTS

CLICK TEST

Based on the heat map, there is no one part of the landing page that stands out most. The most commonly clicked area is the banner image located in the middle of the screen. This suggest that users do not find the image or its information captivating. A suggestion is to put a more interesting picture and content on the banner, which takes up the most space on the page.
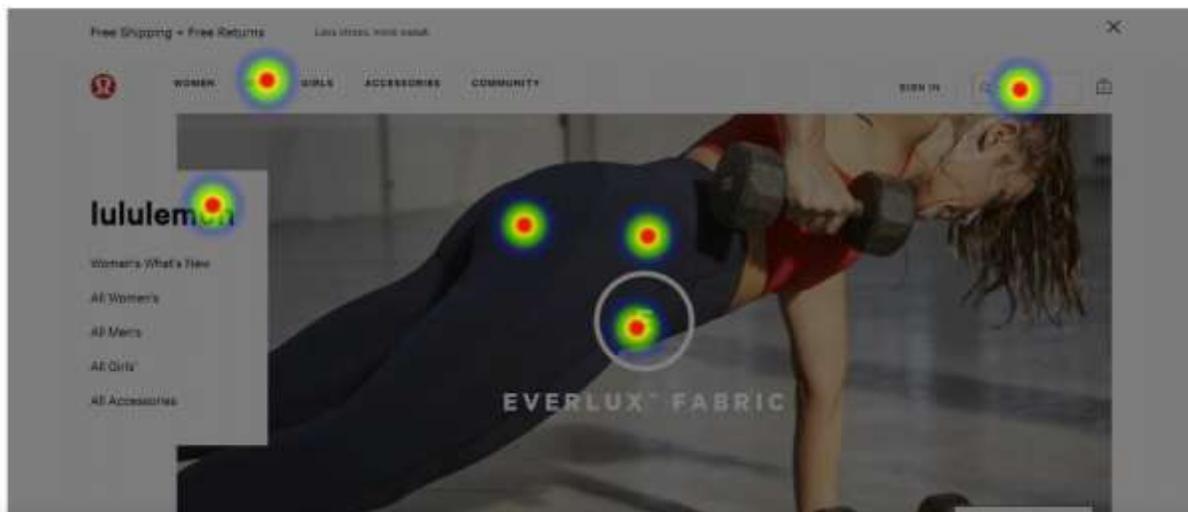
TASK SCENARIOS

SCENARIO 1: CURRENCY AND LOCATION

You are getting into yoga but don't a Lululemon store close by, so you have to shop online. Lululemon is worldwide, how would you find the currency you're being charged and the country you're shopping in on the website?

SCENARIO 2: NOT AN ACTIVE TYPE

You don't care as much for being active or working out but have heard from friends that Lululemon provides high quality clothing. Can you find a button-down shirt easily on the website?

SCENARIO 3: SOCIAL MEDIA PRESENCE

You love following the latest trends when it comes to high end gear for workout from Lululemon. Can you find where to sign up for the newsletter?

POST-TEST QUESTIONNAIRES

What tasks did you find easy?
5 Responses

- Scenario 1
- Scenario 2
- Scenario 3
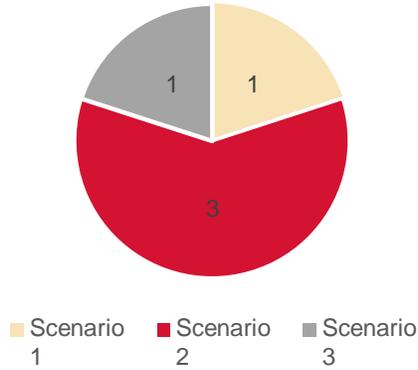
What device do you regularly use for online shopping?
5 Responses
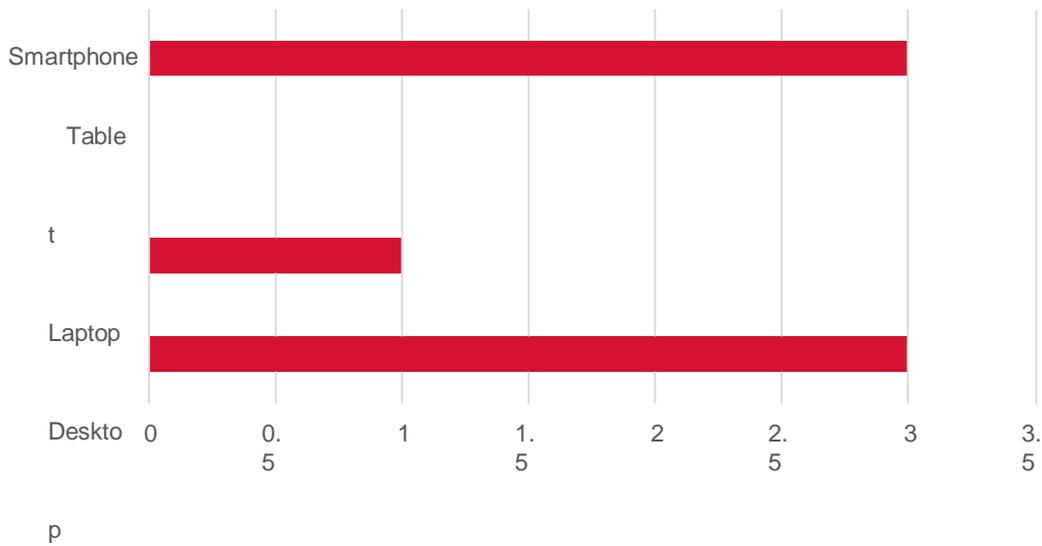
How did you find the navigation facilities?
5 Responses

- Easy to use
- Fairly easy to use
- Neutral
- Fairly difficult to use
- Difficult to use
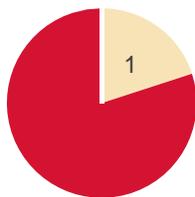
Will you use this website again?
5 Responses

- Highly
- unlikely
- Neutral
- Highly likely
- Unlikel
- y
- Likely
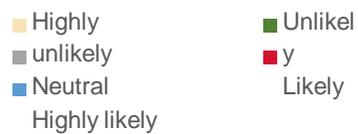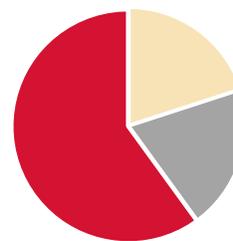
USABILITY METRICS

100%: CORE PREMISE

100% of all participants understood the core premise and overall concept of this website.

100%: COMPLETED ALL TASKS

100% of all participants successfully completed all tasks related to the overall concept of the product.

80%: ENJOYABLE EXPERIENCE

80% of all participants enjoyed the concept and the overall experience of using the website.

20%: ENJOYABLE EXPERIENCE

20% of all participants had difficulties when using the website.

WHAT IS GOOD

The drop-down navigation on the primary navigation is very useful and effective. Participants were able to locate items without having to enter the primary navigation and sort through filters.

> *"I can find it in the drop-down menu easily."*

WHAT IS BAD

The newsletter CTA was difficult to find as participants were looking for the word "newsletter", but the website has it named "email sign up".

> *"I am getting frustrated."*

USABILITY METRICS

100%: FRIENDLY UI

100% of all participants were able to complete the tasks and found the UI to be friendly.

80%: NO TRIAL AND ERROR

80% of all participants successfully were able to complete tasks without any trail and error for each task.

TIME ON TASK

	P 1	P 2	P 3	P 4	P 5	AVERAGE TIME ON TASK
TASK 1	0:48	0:27	1:30	0:21	1:03	0:50
TASK 2	0:32	1:41	1:46	0:37	0:32	1:02
TASK 3	0:28	1:38	0:10	0:32	1:22	0:50

SUBJECTIVE EVALUATION

In general, the participants were pleased with the usability of the website. They were pleased with the drop-down menu that appears when hovering over the primary navigation. However, they all had difficulties with finding the call-to-action for subscribing to the newsletter. Many responded in the survey that they were likely to visit the website again.

HEURISTIC EVALUATION

	Raw Score	# Questions	# Answers	Score
Home Page	16	20	19	92%
Task Orientation	33	44	44	88%
Navigation and IA	20	29	29	84%
Forms and Data Entry	18	23	23	89%
Trust and Credibility	13	13	13	100%
Writing and Content Quality	17	23	23	87%
Page Layout and Visual Design	35	39	39	95%
Search	13	20	20	83%
Help, Feedback, and Error Tolerance	26	37	37	85%
Overall Score		**248**	**247**	**89%**
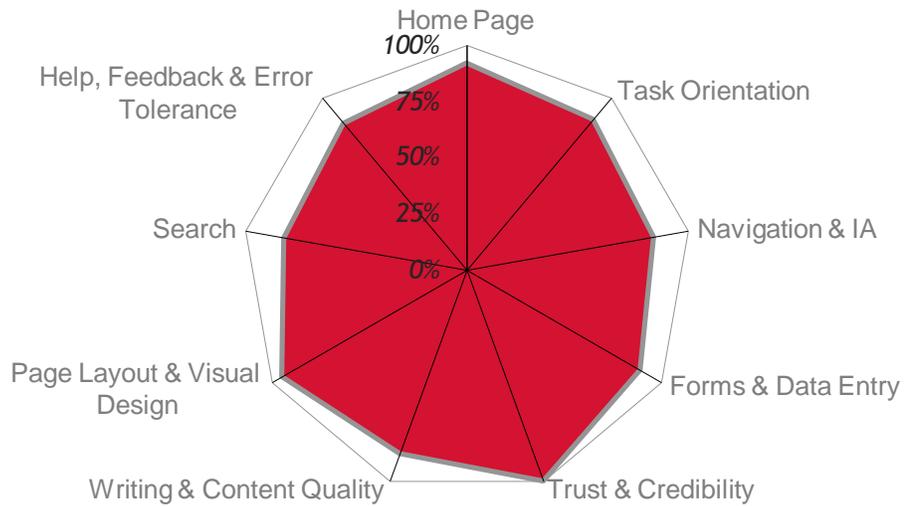
RESULTS AND ANALYSIS

THINK-ALOUD OBSERVATIONS

TASK 1: CURRENCY AND LOCATION

Comments	5/5 participants anticipated the currency icon to be displayed right next to the shopping bag icon, but realized it wasn't.

TASK 2: NOT AN ACTIVE TYPE

Comments	5/5 participants found the drop-down hover menu to be useful in finding categories within the primary navigation.

TASK 3: SOCIAL MEDIA PRESENCE

Comments	5/5 participants assumed the sign-up CTA would be titled 'newsletter' but was surprised to find that it is under 'Email Sign Up', which made it harder for them to find.

RESULTS AND ANALYSIS

RECOMMENDATION 1

Throughout our testing, we discovered a pattern of assumptions that users had of the currency button being next to the shopping bag icon in the top right corner of the page. Our recommendation is to include a currency icon next to the shopping bag icon because, according to the users, it is more intuitive to have it placed next to the shopping bag icon than at the bottom of the page.

CURRENT HOMEPAGE

RECOMMENDED CHANGE

RECOMMENDATION 2

In the task where users had to find the newsletter sign-up call-to-action, users were looking for 'newsletter' and were not aware that Lululemon has it as 'email sign-up'. According to 1 of 5 users, after about 20 seconds of not being able to find, they would give up. This is not ideal; therefore, it would be more effective if the text was changed to 'newsletter' instead of having it as 'email sign-up'.

CURRENT HOMEPAGE

Contact Us	Careers	Gift Cards
Live Chat	Sustainability and Social Impact	Store Locator
1.877.263.9300	Here to Be	UK Modern Slavery Act
Email Sign Up	lululemon Apps	California Transparency Act
		Accessibility Statement

RECOMMENDED CHANGE

Contact Us	Careers	Gift Cards
Live Chat	Sustainability and Social Impact	Store Locator
1.877.263.9300	Here to Be	UK Modern Slavery Act
newsletter	lululemon Apps	California Transparency Act
		Accessibility Statement