

# ÅHLÉNS USABILITY TEST FOR MOBILE PHONES: SEARCH, SORT AND FILTER FUNCTIONALITY (translated from Swedish)

**NAME:** ANNELI

**DATE AND AGE:** June 1969- 50 years old

## TASK 1: BLACK MEN'S SPRING JACKET SIZE MEDIUM

### Notes:

See film

**Can you describe what it was like to search for this item?** She thinks it is slow. There are too many colors that are for black...confusing. Once all of the jackets came up, she had to go back to find the filters to reduce the number...frustrating. There was no simple sorting/ filtering when putting in "svart jacka"

### Can you describe your experience regarding the amount of time it took to find this item?

She thinks that the search engine was slow and also it took a long time to sort through all of the items, find the filter etc.

### How would you compare the search function of the ahLens.se website compared to other websites?

She is very frustrated and thinks the search process is useless. She can't find what he wants. She says she would never use the site as it is to buy something. She buys things online from Zolando which she thinks is much easier to use.

## TASK 2: FLORAL PRINTED BEDSET FOR SINGLE BED SIZE

### Notes:

She first writes "blomming bäddset" and five items come up. She is not sure if that is all there is, so she goes then into Hem & Inredning/ Påslakan & bäddset/ Allt för Påslakan & bäddset, then filtrera & Färg. There are many colors and no choice for prints and no color selection. Confusing. She pages through and press the (heart) favorite button for all of the printed ones. She accidentally gets taken to one of the ones she picks, and gets stuck. It is good that at top of screen there are (breadcrumbs) paths that can take her back so she doesn't have to start over. The heart button is small so she keeps being sucked into the item which is frustrating. After selecting all, she clicks on the heart button at the top of the screen to see her selections. There are 13 items. That is more than double the number than when she only searched in the search field.

### Can you describe what it was like to search for this item?

She again found the color filtering very frustrating. Why isn't there a simpler way? There were at least 40 different colors with confusing names. Why? And no print button? The heart button was too small. When zooming into the print, it takes you to a new window...doesn't like that. Too many steps. Takes too long.

**Kan du beskriva hur du upplevde den tidsaspekten av hur lång tid den tog att hitta varan?**

Too long!

### **TASK 3: BLACK MASCARA THAT COSTS LESS THAN 150kr**

#### **Notes:**

First writes in Svart mascara on landing page search field. 74 come up but there is no way to sort or filter them. She goes back to hamburger menu picks Skönhet/Makeup/ögon/ mascara. 324 products come up. Why the difference? There is no filter for color, but there is one for price. There is 0-150kr and 150-300kr. Which one to pick? Confusing! What if she wants just 150kr? She picks 0-150kr and there are 97 products. She sorts by lowest (lägsta) price. Does she click the X to return. A bit confusing if the sorting selection will stay. It does. The first two that are at the top are 330kr and 119kr? Why? Annoyed. There are a lot that have color selections. Why isn't there a filter for color?

**Can you describe what it was like to search for this item?**

Frustrated by the process. There should be sort/filter from the search field page. Then there should be color filtration for mascara. The price range is confusing. There could be some that were missed in the 150-300kr range.

**Can you describe your experience regarding the amount of time it took to find this item?**

Slow

### **TASK 4: BLUE CHILDREN'S MITTENS OR GLOVES SIZE MEDIUM**

#### **Notes:**

She goes to Barn & Ungdom (kids) but it is divided into various size groups. She goes back to the landing page and writes in Barn vantar (kids' gloves.) 27 come up including some random things like hats and toys (that aren't gloves.) There is no way to sort them by color, but she finds a pair that come up that are marine blue. They are on sale. Great, she selects a pair. Then she goes back to the hamburger menu. She selects Barn & ungdom/ Barnkläder stl. 86-116 but doesn't know what to pick between Ytterkläder & Regnkläder and Accessoarer & Skor. She picks the latter first. 300 assorted items including shoes, backpacks and umbrellas come up. She goes to the filter, but there is no way to just select vantar. She is super frustrated. There is no way she would go through 300 items to see if one of them has blue gloves.

**Can you describe what it was like to search for this item?**

Frustrating. They should have accessories and shoes separate from the other items. The sorting system is worthless.

**Can you describe your experience regarding the amount of time it took to find this item?**

It takes forever. She would never buy something like this through the Åhléns site.

## **TASK 5: WOMEN'S DENIM JEANS SIZE 28" / 30" BETWEEN 500-1000kr**

### **Notes:**

First she puts in Dam jeans 28" but nothing comes up. Then she puts in "dam jeans" and 210 items come up but there is no way to sort them. Then she goes to the hamburger menu picks Dam...there is no selection for jeans or denim. She picks byxor and then finds jeans. 307 items come up. She goes to filter button and selects Storlek and a bunch come up. There are lots of different options including 30, 28, and 28" / 30" and 28/30 and 28". There are sooo many choices. Very confusing! She ends up selecting three different ones as he is unsure he is capturing all of them. All together 75 products come up. To filter the price there is 300-500kr and 500-750kr. Confusing again! Why isn't it 300-499kr to simplify things? He picks the 300-500kr first. There are 10 products. She goes back and adds 300-500kr and 500-1000kr. Annoyed. There is also 1000kr +, but she doesn't bother with it. Again, when she looks at what comes up, the first two don't match his filtering at all. One is for 1600kr and one is 1699kr. Why? Annoyed. She picks one of the items and sees that it is out of stock (slut online.) Why does it appear if it is out of stock. More frustration!

**Can you describe what it was like to search for this item?**

She is convinced that this website is a joke. How can they sell anything on it?! It is so difficult to find and sort anything on it.

**Can you describe your experience regarding the amount of time it took to find this item?**

Way too long. Most customers would just give up.