



# XXX iPad Usability Report October 2010

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## USC Team

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Usability Sciences, a market leader in User Experience research, was commissioned by XXX to conduct research to inform the following goal:

To gather information on how useful an iPad would be for associates in a Lane Bryant store.

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## Methodology

Approach:

- › Eight one-on-one 60 minute sessions to
- › Evaluate how an iPad would impact their managerial role
- › Dallas, Texas
- › September 30 and October 1, 2010

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Participants:

- › Recruited based on their employment status at Lane Bryant. Users were all managers at local Lane Bryant stores.

## Top-Priority Findings

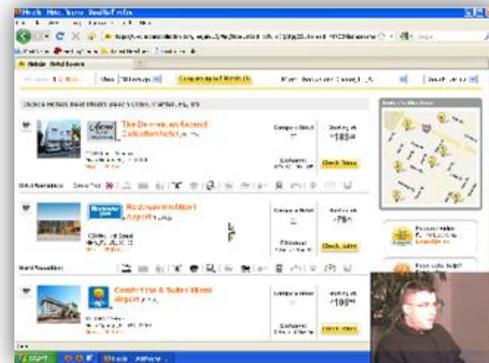
- › Fine motor skills needed to navigate the site on an iPad
- › Tapping twice on product picture to display product detail page was unintuitive
- › Some had difficulty navigating the site because they were unfamiliar with how the Safari browser worked
- › Majority were unfamiliar with iPad

# Contents

- › Background
- › Top-Priority Findings
- › Findings & Recommendations
- › About Usability Sciences

- › Where and when was the usability test performed?
  - › Usability Sciences' offices in Dallas, Texas
  - › September 30 and October 1, 2010
  
- › What was tested?
  - › Participants tested the iPad in eight one-on-one 60-minute sessions
  
- › What were the objectives?
  - › Identify any gaps in the information presented or operations performed on [lanebryant.com](http://lanebryant.com) using an iPad
  - › Gather feedback and input for features important to Lane Bryant associates in an iPad application
  - › Evaluate how an iPad would affect managerial roles

- › The following methodology was used for testing:
  - › All participants were briefed on the purpose of testing and what was expected of them
  - › Participants were given tasks and asked to complete them to the best of their ability
  - › The testing materials encompassed tasks, as well as questions and topics for the moderator to discuss with the participants
  - › Participants provided ongoing feedback to the observation team
  - › The observation team comprised two analysts from Usability Sciences and members of the Charming Shoppes Inc. team
  - › All participants were observed and recorded as they worked using an analog DVD setup. The participant's facial image, as well as the computer interface used during testing, were recorded



- › Participants were given the following task scenarios to complete:
  1. **Locate coordinating item** – Your customer has picked out a top but needs to find a bottom/accessories to go with it. How would you use the iPad to assist her? (note: users also interacted with the Mix and Match feature on Catherines.com)
  2. **Informing a customer about the DKNY line** – A customer has heard that Lane Bryant is carrying a DKNY line but has not seen any of the clothing and would like to learn more. However, your store location isn't currently carrying this line. What would you do?
  3. **Placing an order on the iPad** – A customer found a short sleeve denim shirt dress while browsing the catalog on the iPad and fell in love with it. However, you don't have her correct size in your store. What would you do?
  4. **Locating a Ship to Store order on the iPad** – A customer has come in the store looking for her ship to store order because she wasn't sure if it had arrived. How would you use the iPad to assist her?
  5. **Feedback on how you see yourself using an iPad in a Lane Bryant store**
  6. **What features and functions would you like to see in an iPad application which was created for associates?**

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***\*About This Section** – Findings in this section represent severe (high) issues for a majority of participants that caused one or more of the following: task failure, unacceptable delay, unknowingly incorrect completion of task, or high frustration levels that could lead to discontinuing the use of the product or website.*

## Fine motor skills needed to navigate the site on an iPad

**Recommendation:** Enlarge size of text and buttons to make it easier to navigate site

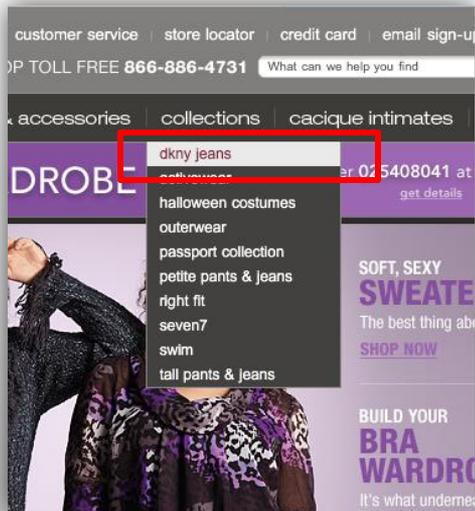


Fig. Menu Drop-down– Lanebryant.com

## Tapping twice on product picture to display product detail page was unintuitive

**Recommendation:** Consider separating 'Quick View' button from the product image. One tap on a product picture should navigate to the product detail page



Fig. Product Category page– Lanebryant.com

**Some had difficulty navigating the site because they were unfamiliar with how the Safari browser worked**

**Recommendation:** Inform associates of the browser's functionality during training



*Fig. Safari address bar – showing page load progress*

**Majority were unfamiliar with iPad**

**Recommendation:** Provide training for associates, inform them of the iPad's basic functionality (zoom in and out, home button, etc)



*Fig. iPad*

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***\*About This Section – The following severity ratings will be provided for each finding.***

- H** *High* – severe issues for a majority of participants that caused one or more of the following: task failure, unacceptable delay, unknowingly incorrect completion of task, or high frustration levels that could lead to discontinuing the use of the product or website.
- M** *Medium* – Significant issue that caused task errors, considerable delays, and/or frustration.
- L** *Low* – Minor or cosmetic issue that had minimal impact on participant’s performance but caused unnecessary frustration or delay.

## When optimizing a website or creating one for an iPad, keep the following in mind:

- Users can reliably select smaller targets using a mouse than their fingers
- There is a read-tap asymmetry on the iPad; text that is large enough to read may not be big enough to select using a finger
- Use link redundancy to increase tappable areas; if you have text and a picture both associated with a link, both of them should be acceptable ways for selecting the link

Reference: <http://www.nngroup.com/reports/mobile/ipad> (Budiu, and Nielsen)

# Mix and Match Feature

# Mix and Match feature

## M 1. Some confused how to select a top and bottom

- › Some tried to tap 'Select a top' and 'Select a bottom'
- › Tapping a picture was unintuitive at first
- › Text didn't inform how to use this feature on an iPad

**Recommendation:** Remove the text 'Select a top' and 'Select a bottom' but keep the colored bar to visually separate the two clothing groups. Make the instructional text concise and include how to use this feature on an iPad. Increase the font size of the instructional text.

## M 2. Some unsure how to get outfit information

- › Some tapped on the outfit, expecting item numbers to appear
- › 'Buy This Outfit' button was initially overlooked

**Recommendation:** When users tap on the outfit, show the item numbers along with the description. Additionally, move the 'Buy This Outfit' button below the picture of the outfit, enlarging the button to make it easier to tap. Also enhance the visual treatment of the button, making it look 3D and 'clickable'.



Fig. Outfit tapped -- Mix and Match – Catherines.com

Fig. Mix and Match – Catherines.com

# Mix and Match feature (cont.)

1. All appreciated the visual interaction with different outfits and stated this would be useful in the store

L 2. Filters were desired to refine selections

**Recommendation:** Include filters for tops and bottoms, similar to those on lanebryant.com.

L 3. Desired more than 20 pieces of clothing to choose from, however they only wanted to see 20 pieces at a time

**Recommendation:** Provide users with more tops and bottoms to choose from. Consider implementing a swipe feature to display the additional items of clothing.



Fig. Mix and Match – Catherines.com

“I could work with her in the fitting room with this. I could show her the tops that go with the pants she has on.”

“This would be a lot more helpful than the catalog. It already shows you someone wearing the outfit and shows you the different tops and bottoms.”

# Lane Bryant Site

1. Most were familiar with the Lane Bryant website and knew where to locate specific products
2. Some thought stylists could become familiar with new items before they arrive in the store
3. Appreciated access to online catalog
  - › Currently don't have access to this in the store
  - › Stated online catalog was updated quicker than Look Book
- H** 4. Some with big fingers and long fingernails had trouble choosing the correct option
  - › Links too close together
  - › Link text too small

**Recommendation:** Enlarge the text size for the filters and menu options.

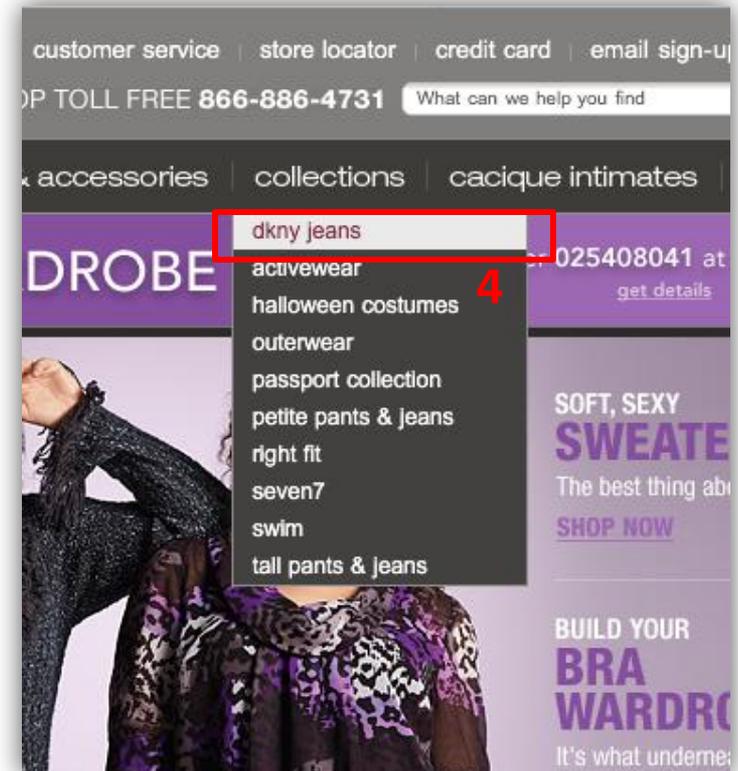


Fig. Menu Drop-down– Lanebryant.com

- H** 1. Confused when they had to tap twice on an item picture to bring up the detail page
- › One tap displayed the 'Quick View' button, while the second tap navigated to the product detail page
  - › Most believed they had “done something wrong” when the product detail page didn't display after the first tap
  - › 'Quick View' button overlooked after first tap

**Recommendation:** Consider separating 'Quick View' button from the product image and placing it under the image. One tap on a product picture should navigate to the product detail page.

- H** 2. Some had difficulty navigating the site because of browser issues

- › Most tapped linked items on a page before the page was completely loaded, causing them to select the wrong link
- › Some tapped links twice because they overlooked Safari's progress bar located in the address bar

**Recommendation:** Inform associates of the browser's functionality during training



*Fig. Product Category page – Lanebryant.com*



*Fig. Safari address bar – showing page load progress*

“They might ask me about something on the site and if no one has looked at it before they came in to work, we don't know about it.”

**M** 1. Didn't want the online ads that differed from in-store deals to display on site if they used this in the store

- › Not aware their store would get credit when someone placed online order

**Recommendation:** Educate associates on the current credit system for online orders. Additionally, consider displaying ads on the site which are valid for in-store and online purchases

**M** 2. Filters were overlooked

- › Since all users were unfamiliar with using the site in the store, they didn't think of using the filters to narrow down the products displayed

**Recommendation:** During training, ensure associates are informed how the filters can work for their customers when they shop in the store.



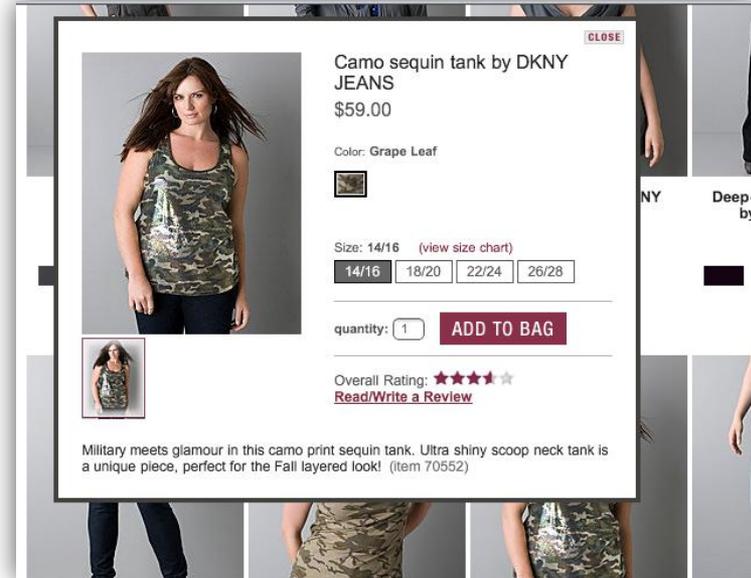
**1** Fig. Homepage – Lanebryant.com

**2** Fig. Filters – Lanebryant.com

## L 1. Quick View was not needed

- › Users desired to navigate to the product detail page instead of using the Quick View

**Recommendation:** For iPad users, consider separating 'Quick View' button from the product image. One tap on a product picture should navigate to the product detail page.



*Fig. Quick Look pop-up window – Lanebryant.com*

# Overall Impressions of the iPad

# Overall Impressions of iPad

- H** 1. Majority were unfamiliar with iPad
  - › Didn't know they could make the display bigger
  - › Didn't know orientation could change

**Recommendation:** When training associates, inform them of the iPad's basic functionality (zoom in and out, home button, etc)
2. Some concerned other employees would use it for personal surfing
3. Weight of the iPad was not a problem for most
  - › One user did state "This is heavy." and was relieved when she could set it down
4. Most viewed iPad as a valuable, useful, and technologically advanced
  - › Thought it would update their store's technology
5. Some expressed the need for training on how to use the iPad



Fig. iPad

"This is great for those stores that don't have a computer on the floor. And for those that do, this would allow us to face the customer instead of turning away from them to check email and do stock inventory."

"This is great! Some of my customers already pull the catalog up on their iPhone in the store to show me an item."

# Overall Impressions of iPad (cont.)

1. iPad was easier to use than the current Look Book
  - › It was lighter and less cumbersome than carrying around the Look Book
2. iPad would eliminate “the back and forth and allow the managers to be out on the floor”
3. Most would choose to use the iPad over the current way they do things because “it’s just a lot more interactive and fun for a customer and it’s a lot more comprehensive”



Fig. iPad

“Customers think we are behind the times and this would be useful. I don’t see any drawbacks for us to have better tools to sell to the guests.”

“This tells me that they really support their product and are ahead of the time. This adds more value to the product.”

“They are coming to update themselves with the clothing and we are updating the technology. It’s faster and matches our faster paced guests.”

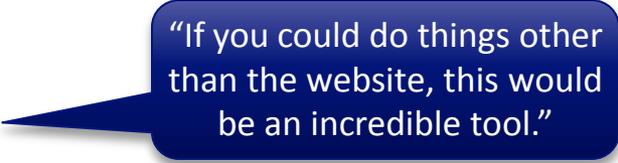
# Associates iPad Application

# Associates iPad Application

Users were asked what features and functions they would like to see in a Lane Bryant iPad app that was created for sales associates. The following constitutes their feedback in the order of most importance to them:

1. Access items that are currently on the backroom computer:

- › View company alerts
- › Intranet dashboard
- › Company info
- › Reports
- › Sales standings
- › EDS read
- › Conversion data
- › Credit performance/standings
- › Mark down information

A dark blue speech bubble with a white border and a drop shadow, containing a quote. The bubble has a tail pointing towards the left.

“If you could do things other than the website, this would be an incredible tool.”

2. See what sizes have been sold to make replenishing easier

3. Check stock in the back

4. Training tools such as videos, product quizzes and body type tools

5. Check customer orders

*Continued on next slide...*

7. View and/or check inventory in other stores
8. View and/or check on a customer's Ship to Store
9. View and interact with current and past magalogs
8. Check/create workers' schedule
9. Capture customer emails
10. Upcoming products
11. Log reminders for Real Women Dollars
12. View floor set and window set pictures
13. Store locator with a map function
14. Credit card applications

When creating an iPad application, keep the following in mind:

- Make sure to take good advantage of the iPad's features (such as nice graphics, integration with other applications and geographical location information)
- Avoid small target areas and make sure the links are big enough
- Because touch is less precise than mouse clicking, build in tolerance for mistakes

# Value Proposition for the iPad

# Value Proposition for the iPad

Users were asked why they thought an iPad would be a valuable addition to their store. The following constitutes their feedback:

1. It would save time and reduce the need for them to walk to the back of the store
2. It would allow managers to remain on the floor
3. Reduce the need for so much paperwork
4. Allow them to access the internet
5. Adds value to the clothing because it makes Lane Bryant seem in-touch and up-to-date
6. Internet access would be faster
7. They could view the entire catalog easily
8. Show customers different views and colors of items that weren't in the store

"Everything is better to access it on the floor. Things that need to be done are done by managers and that pulls them off the floor, but they should be on the floor because they *are* managers."



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