

Clothing Store User Testing Result



Participants

Total 14 children participated

07/07 - 8 Rising Kindergarten Children (4-5 yrs)

07/19 - 6 2nd Grade Children (6-7 yrs)

Testing Goal(s)

To validate the following core user experience for Shopping Clothing Store:

- Change sub-category
- Apply/remove items to/from avatar
- Purchase item (single and multiple)
- Change item's color

Test Methods/Script

Start the test by having the children play the clothing store freely for 3-5 mins to explore the store and gain experience.

Then, ask children to find their favorite glasses (change category and apply to avatar). Ask children what to do if they want to remove the glasses from the avatar. Ask the child to find one T-shirt and Pants they like most and buy them (purchase items); at the end, point to an item and ask them how to change the item's color.

Test Result: Change Category



Interesting findings:

Few children prefer to tap on the back button to go back to the storefront page and choose another category by tapping the picture (racks) on the screen.

Besides, one boy insisted on revisiting the store after purchasing an item and went to My Avatar (then clicked the back button on the side frame).

Test Result: Apply Itmes to Avatar



Interesting findings:

Well done! All children had no problem choosing the items they liked and applying them to the avatar.

Test Result: Purchase Items



Interesting findings:

10 Kids tapped the Buy Now button.

One kid tapped the ticket tag on the item card.

One kid discovered the ticket tag next to the avatar.

The Buy Now button did catch young users' attention.

It also seems not many children planned to come up with an "Outfit" and buy them together. Most of them just clicked the Buy Now button when they saw the item they wanted.

Test Result: Change Itme's Color



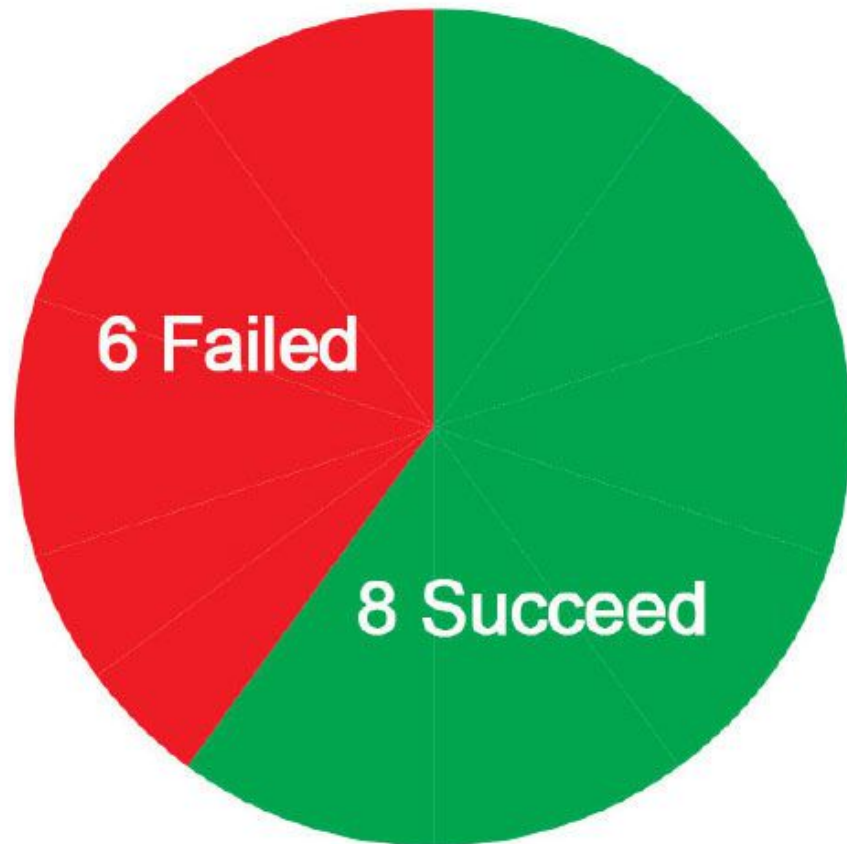
Interesting findings:

When asked, 11 out of 14 recognized the Color Wheel icon as the button to open the color swatches and had no problem swiping/tap on the color swatches.

However, none of the children tried the color wheel icon during the 5-minute free exploring time.

PS: All 2nd-grade children found the color wheel icon.

Test Result: Remove Itme (single and multiple)



Interesting findings:

9 out of 14 discovered a way to remove items from the avatar.

- Two kids learned to tap on the item twice

- Four kids discovered the reset icon

- Two kids just revisited the store

Three kids just tapped on another item to remove the previous one.

Three said, "I don't Know"...

	Changing categories	Apply Items to avatar	Purchasing Items	Item color swatches	Remove item (single or outfit)
Cross ages Result	13/14 achieved	All 14 children achieved	12/14 children achieved	11/14 children achieved	8/14 children discovered how to remove item
0719 2 nd grade (6-7 yrs)	All 6 children achieved	All 6 children achieved	All 6 children achieved 4 from buy now button 1 from item card ticket tag 1 from avatar ticket tag	All 6 children achieved	3/6 children discovered how to remove item 1 Tap again 1 use reset icon 1 Revisit 3 just tap on other items.
0707 Rising Kindergarten (4-5yo)	7/8 children achieved. 1 boy (last one) totally ignored the category bar.	Add:8/8 children achieved.	Buy now button: 6/8 children achieved. 2 children failed. Ticket tag: 1 kid also discovered accidentally.	5/8 children achieved. 3 children failed No child changes color during the free exploring time.	5/8 children discovered how to remove item (single or outfit). 1 children discovered double taps. 3/8 children discovered the reset icon. 1 revisited store to remove all items.

Chart for test result