

USABILITY TEST REPORT



**McFARLANE
TOYS™**

(online store desktop version)

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Concept and Practices in Usability Testing
Spring 2018

EXECUTIVE SUMMARY

- The search feature on the website did not function properly. **It needs to be fixed as soon as possible.**
- The registration feature was limiting participants to use only a few platforms and did not function properly which caused reluctance in participants making account on the website. **It needs to be fixed as soon as possible.**
- The sale item page works properly and users were able to find the sale items in a timely manner.
- Customer service page were easy to find and managed to provide users with the answers they needed.

OBJECTIVES

The purpose of this usability test on the desktop version of McFarlane store website is to answer the following questions:

1. Can users find an item on the website using the name and the image of the item?
2. Can users get the site to record their order history and remember their next visit?
3. Can users find the most affordable item for a specific category on the website?
4. Can users find help about the problem regarding their order?

PARTICIPANTS OVERVIEW

- 3 participant will be recruited
 - additional 3 more participants will be recruited online for further study on task 1 via [usertesting.com](https://www.usertesting.com)
1. Participants are mixed of males and females.
 2. Participants must be between 18 to 55 years old, preferably between 18 to 34 years old.
 3. Participants must use a computer (desktop/laptop) at least 2 hours a week
 4. Participants must access the internet at least 2 hours a week.
 5. Participants have done at least 1 online shopping transaction in the last 6 months
 6. Participants must be familiar with at least one of these sport leagues (NBA/NFL/NHL/MLB)

METHODOLOGY

- Traditional Usability Testing
- Remote Unmoderated testing via [usertesting.com](https://www.usertesting.com)

TASK I

- You saw a LeBron James McFarlane NBA Action figure from McFarlane and you would like to find out the information about the item (which series it is from, how much it is, and whether it is still available to be purchased online at McFarlane store website)

(image of the item will be printed and shown to the traditional usability test participants or the link to the image will be given for the remote unmoderated test participants)

**see item image on Appendice*

FINDINGS

TASK I

The screenshot displays the McFarlane Toys Store website. At the top, there are navigation links for 'SIGN IN', 'REGISTER', and 'McFarlane.com'. Below this is the store's logo and a search bar with a magnifying glass icon and the word 'search'. To the right of the search bar are buttons for 'VIEW CART' and 'CHECKOUT'. The main content area features a large banner for 'THE WALKING DEAD EZEKIEL & SHIVA COLD CAST RESIN STATUE'. A green callout box is overlaid on the search bar area, containing the text: 'All participants were able to locate the search bar and used it as the first option'. Below the banner are several smaller product images and a 'COLOR TOPS' logo. At the bottom, there is a navigation bar with tabs for 'TV', 'NFL', 'NBA', 'VIDEO GAMES', and 'THE WALKING DEAD'.

McFARLANE TOYS™
STORE

Home | Customer Service | Collectors Club Info

Search search

VIEW CART **CHECKOUT**

NFL MLB Collectors Club

THE WALKING DEAD
EZEKIEL & SHIVA
COLD CAST RESIN STATUE

AVAILABLE NOW

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THE WALKING DEAD
EZEKIEL & SHIVA
COLD CAST RESIN STATUE

COLOR TOPS

TV NFL NBA VIDEO GAMES THE WALKING DEAD

FINDINGS

TASK I

McFARLANE TOYS™ STORE  [Home](#) | [Customer Service](#) | [Collectors Club Info](#) [SIGN IN](#) | [REGISTER](#) [McFarlane.com](#)

Search [» search](#) [VIEW CART](#) [CHECKOUT](#)

NFL **MLB** **NBA** **NHL** **Entertainment** **Collectors Club**

[Search](#)

We found **2** matches for **lebron james**

Sort by: [Relevance](#)

	
James Harden (Houston Rockets) NBA 31 McFarlane	Spartan Locke Halo 5: Guardiands Deluxe 10" Figure
\$19.99 View Details	\$34.99 View Details

15 Per page Showing results 1 - 2 of 2 results

The search button did not display any item with the same name as the one participant search, which caused confusion.

FINDINGS

TASK I

The screenshot shows the McFarlane Toys Store website. At the top, there are navigation links for 'SIGN IN', 'REGISTER', and 'McFarlane.com'. Below this is a header with the store logo, a search bar, and buttons for 'VIEW CART' and 'CHECKOUT'. A secondary navigation bar lists categories: NFL, MLB, NBA, NHL, Entertainment, and Collectors Club. The main content area features a search bar with the text 'lebron' and a 'Search' button. Below the search bar, it says 'We found 0 matches for lebron'. A red callout box points to the search bar and contains the text: 'Most participant tried retyping the keyword “Lebron James” or use a part of the name “Lebron”, yet the search resulted in nothing, which caused frustration on some of the participants'. The footer contains links for 'Home', 'Collectors Club Info', 'Customer Service', 'Contact Us', and 'Privacy Policy', along with payment logos (VISA, MasterCard, American Express, Discover) and the 'E-COMMERCE BY YAHOO!' logo.

FINDINGS

TASK I

McFARLANE TOYS STORE 

Home | Customer Service | Collectors Club Info

Search [» search](#)

[VIEW CART](#) [CHECKOUT](#)

NFL **MLB** **NBA** **NHL** **Entertainment** **Collectors Club**

NBA

- **NBA Teams**
 - Atlanta Hawks
 - Boston Celtics
 - Brooklyn Nets
 - Charlotte Bobcats
 - Chicago Bulls
 - Cleveland Cavaliers
 - Dallas Mavericks
 - Denver Nuggets
 - Detroit Pistons
 - Golden State Warriors
 - Houston Rockets
 - Indiana Pacers
 - Los Angeles Clippers
 - Los Angeles Lakers
 - Memphis Grizzlies
 - Miami Heat
 - Milwaukee Bucks
 - Minnesota Timberwolves
 - New Orleans Pelicans
 - New York Knicks
 - Oklahoma City Thunder
 - Orlando Magic
 - Philadelphia 76ers
 - Phoenix Suns
 - Portland Trail Blazers
 - Sacramento Kings
 - San Antonio Spurs
 - Toronto Raptors

[◀ PREVIOUS](#) [Home](#) :: [NBA](#) :: [NBA Teams](#)

NBA Teams

 <p>Atlanta Hawks SHOP NOW</p>	 <p>Boston Celtics SHOP NOW</p>	 <p>Brooklyn Nets SHOP NOW</p>	 <p>Charlotte Bobcats SHOP NOW</p>
 <p>Chicago Bulls SHOP NOW</p>	 <p>Cleveland Cavaliers SHOP NOW</p>	 <p>Dallas Mavericks SHOP NOW</p>	 <p>Denver Nuggets SHOP NOW</p>
 <p>Detroit Pistons SHOP NOW</p>			 <p>Indiana Pacers SHOP NOW</p>

Most participants used team categories under the NBA menu to search for LeBron's team, which is Cleveland Cavaliers. Participants were able to find and use this feature easily.

FINDINGS

TASK I

McFARLANE TOYS STORE  Home | Customer Service | Collectors Club Info

SIGN IN | REGISTER | McFarlane.com

Search

NFL | MLB | NBA | NHL | Entertainment | Collectors Club

NBA

- NBA Teams
 - Atlanta Hawks
 - Boston Celtics
 - Brooklyn Nets
 - Charlotte Bobcats
 - Chicago Bulls
 - Cleveland Cavaliers
 - Dallas Mavericks
 - Denver Nuggets
 - Detroit Pistons
 - Golden State Warriors
 - Houston Rockets
 - Indiana Pacers
 - Los Angeles Clippers
 - Los Angeles Lakers
 - Memphis Grizzlies
 - Miami Heat
 - Milwaukee Bucks
 - Minnesota Timberwolves
 - New Orleans Pelicans
 - New York Knicks
 - Oklahoma City Thunder
 - Orlando Magic
 - Philadelphia 76ers
 - Phoenix Suns
 - Portland Trail Blazers
 - Sacramento Kings
 - San Antonio Spurs
 - Toronto Raptors
 - Utah Jazz
 - Washington Wizards
- NBA Collectors Club

◀ PREVIOUS Home :: NBA :: NBA Teams :: Cleveland Cavaliers

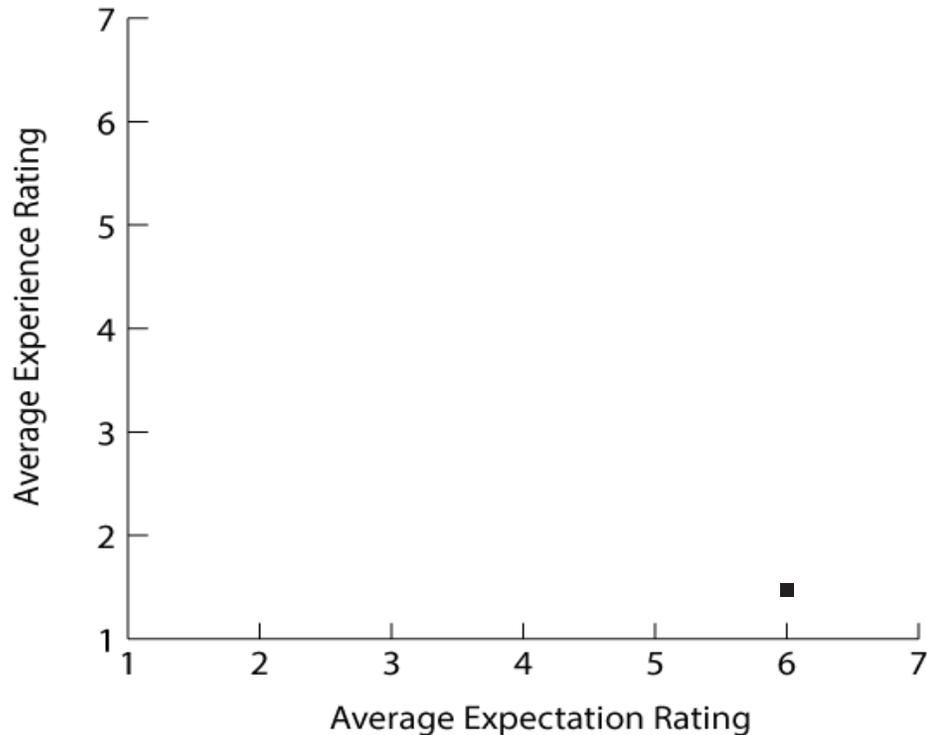
Cleveland Cavaliers

 <p>Sale</p> <p>Isaiah Thomas (Cleveland Cavaliers) NBA 32 McFarlane Regular Price: \$17.99 Sale Price: \$9.99</p> <p>NEW ARRIVAL </p> <p><input type="button" value="ADD TO CART"/></p>	 <p>Sale</p> <p>Kevin Love (Cleveland Cavaliers) NBA 28 McFarlane Regular Price: \$15.99 Sale Price: \$9.99</p> <p>IN STOCK </p> <p><input type="button" value="ADD TO CART"/></p>	 <p>Dajuan Wagner (Cleveland Cavaliers) NBA Series 4 McFarlane</p> <p>SOLD OUT </p>	 <p>LeBron James (Cleveland Cavaliers) 2 3" NBA Series 3 McFarlane</p> <p>SOLD OUT </p>
 <p>Kyrie Irving (Cleveland Cavaliers) NBA 22 McFarlane</p> <p>SOLD OUT </p>	 <p>LeBron James (Cleveland Cavaliers) 2 3" NBA Series 4 McFarlane</p> <p>SOLD OUT </p>	 <p>LeBron James (Cleveland Cavaliers) 3 3" NBA Series 5 McFarlane</p> <p>SOLD OUT </p>	 <p>LeBron James (Cleveland Cavaliers) 4 NBA Series 13 McFarlane</p> <p>SOLD OUT </p>
			

Some participants were able to locate and identify the LeBron James figurine they were asked to find. Some participants were looking at this page thoroughly, yet they concluded that the LeBron James figurine they were asked to find was not on this page

EXPECTATION MEASURE

TASK I



Participant	Expectation Rating	Experience Rating
P1	6	2
P2	5	2
P3	5	1
P4	6	1
P5	7	1
P6	7	2
Average	6	1.5

The participant's average expectation rating was significantly higher than the participant's average experience rating. It means that the registration feature **DOES NOT WORK PROPERLY** and **NEEDS TO BE FIXED AS SOON AS POSSIBLE**

RECOMMENDATIONS

TASK I

McFARLANE TOYS STORE  Home | Customer Service | Collectors Club Info

SIGN IN | REGISTER | McFarlane.com

Search >> search

[VIEW CART](#) [CHECKOUT](#)

NFL | MLB | NBA | NHL | Entertainment | Collectors Club

[Search](#)

We found **2** matches for **lebron james**

Sort by: [Relevance](#)

	
James Harden (Houston Rockets) NBA 31 McFarlane	Spartan Locke Halo 5: Guardians Deluxe 10" Figure
\$19.99 View Details	\$34.99 View Details

15 Per page Showing results 1 - 2 of 2 results

Search bar should display all the products related to the keyword that the user types, regarding the availability of the items

RECOMMENDATIONS

TASK I

The images displayed as thumbnails of the items should be consistent, to avoid confusion from the website users, thinking that it is not the same kind of product. For example, people might think the product displayed in a square image as a poster, not a figurine

The screenshot shows the McFarlane Toys website for Cleveland Cavaliers merchandise. The page is titled "Cleveland Cavaliers" and features a navigation bar with "NFL", "MLB", "NBA", "NHL", "Entertainment", and "Collectors Club". The main content area displays a grid of product listings for NBA Series 3 and 4 figurines. The products shown include:

- Isaiah Thomas (Cleveland Cavaliers) NBA 32 McFarlane (Sale Price: \$9.99, Regular Price: \$17.99)
- Kevin Love (Cleveland Cavaliers) NBA 28 McFarlane (Regular Price: \$15.99, Sale Price: \$9.99)
- Dajuan Wagner (Cleveland Cavaliers) NBA Series 4 McFarlane (SOLD OUT)
- LeBron James (Cleveland Cavaliers) 2 3" NBA Series 3 McFarlane (SOLD OUT)
- Kyrie Irving (Cleveland Cavaliers) NBA 22 McFarlane (SOLD OUT)
- LeBron James (Cleveland Cavaliers) 2 3" NBA Series 4 McFarlane (SOLD OUT)
- LeBron James (Cleveland Cavaliers) 3 3" NBA Series 5 McFarlane (SOLD OUT)
- LeBron James (Cleveland Cavaliers) 4 NBA Series 13 McFarlane (SOLD OUT)

The product images are inconsistent in format, with some being square posters and others being rectangular figurine images. A blue text box highlights this inconsistency, stating: "The images displayed as thumbnails of the items should be consistent, to avoid confusion from the website users, thinking that it is not the same kind of product. For example, people might think the product displayed in a square image as a poster, not a figurine".

TASK 2

- You start to think about buying something from the site, yet you want the site to be able to recognize you on your next visit and record your order history.

FINDINGS

TASK 2

McFARLANE TOYS STORE  Home | Custom Search [SIGN IN](#) | [REGISTER](#) [McFarlane.com](#) [CHECKOUT](#)

NFL MLB NBA NHL Entertainment Collectors Club

THE WALKING DEAD

EZEKIEL & SHIVA

COLD CAST RESIN STATUE

AVAILABLE NOW

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THE WALKING DEAD **AVAILABLE NOW** **COLOR TOPS** **WALKING DEAD**

TV NFL NBA VIDEO GAMES THE WALKING DEAD

FINDINGS

TASK 2

The screenshot shows the McFarlane Toys Store website. The top navigation bar includes links for SIGN IN, REGISTER, and McFarlane.com. Below the navigation is a search bar and buttons for VIEW CART and CHECKOUT. The main content area features a large banner for 'THE WALKING DEAD EZEKIEL & SHIVA COLD CAST RESIN STATUE' with an 'AVAILABLE NOW' badge. A registration modal is open, displaying the text 'Registration has its benefits' and 'Register with us using your user ID with:'. The modal offers three options: YAHOO!, Aol., and Facebook. There is also a 'No Thanks' link. A red callout box with a white dot points to the registration options, containing the text: 'Some participants got discouraged from creating an account because of limited choice of platform that can be used to register and the inability to create an account directly using Mc Farlane website.'

FINDINGS

TASK 2

The screenshot shows the McFarlane Toys Store website with a Facebook login button. A red text box on the left explains that participants encountered an error when clicking the button. The error message, shown in a white dialog box with a red border, states: "Can't Load URL: The domain of this URL isn't included in the app's domains. To be able to load this URL, add all domains and subdomains of your app to the App Domains field in your app settings." The error dialog is titled "Error" and has an "Okay" button at the bottom right. The background shows the store's navigation menu with "NFL" and "MLB" categories, and product listings for "THE WALKING DEAD EZEKIEL & SHIVA COLD CAST RESIN STATUE" and "GREEN".

McFARLANE TOYS STORE

NFL | MLB

Sign in now (existing user) | Don't have a user account?

TV

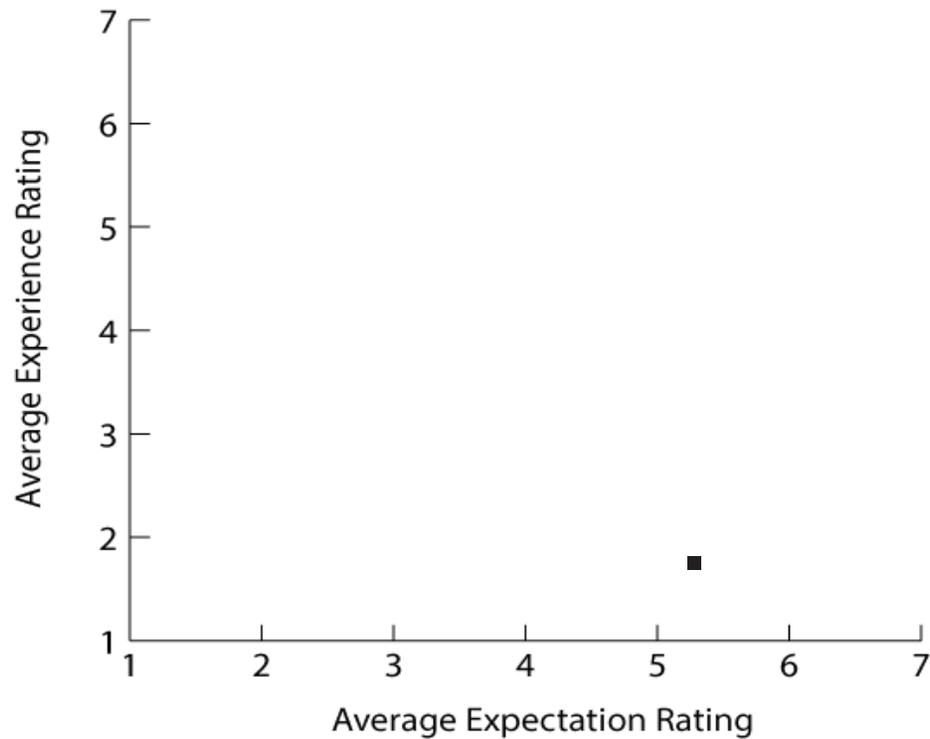
Error

Can't Load URL: The domain of this URL isn't included in the app's domains. To be able to load this URL, add all domains and subdomains of your app to the App Domains field in your app settings.

Okay

EXPECTATION MEASURE

TASK 2



Participant	Expectation Rating	Experience Rating
P1	6	2
P2	5	2
P3	5	1
Average	5.3	1.7

The participant's average expectation rating was significantly higher than the participant's average experience rating. It means that the registration feature **DOES NOT WORK PROPERLY** and **NEEDS TO BE FIXED AS SOON AS POSSIBLE**

RECOMMENDATIONS

TASK 2

The image shows a screenshot of the McFarlane Toys Store website. The top navigation bar includes links for "SIGN IN", "REGISTER", and "McFarlane.com". Below this is a search bar and buttons for "VIEW CART" and "CHECKOUT". The main navigation menu lists categories: NFL, MLB, NBA, NHL, Entertainment, and Collectors Club. A large banner for "THE WALKING DEAD EZEKIEL & SHIVA COLD CAST RESIN STATUE" is visible, with the text "AVAILABLE NOW" in red. A registration modal window is open in the center, titled "Registration has its benefits". It prompts the user to "Register with us using your user ID with:" and offers options for "YAHOO!", "Aol.", and "Facebook". There is also a "No Thanks" link. Below the modal, there is a link for "Sign in now (existing store account)" and a note: "Don't have a user ID? Sign up then come back to register with us." A blue callout box points to the registration options, containing the text: "Provide more signing up option using more common account such as Gmail, or enable users to register and create account directly using McFarlane store website".

TASK 3

- Your dad is a big baseball fan and you would like to buy him a baseball player action figure for his birthday. However, you are currently in a tight financial situation, so you are going to buy him the most affordable baseball action figure available at the McFarlane store website.

FINDINGS

TASK 3

The screenshot shows the McFarlane Toys Store website. The top navigation bar includes links for SIGN IN, REGISTER, and McFarlane.com. Below the store logo is a search bar and buttons for VIEW CART and CHECKOUT. The main navigation menu has categories: NFL, MLB (highlighted), NBA, NHL, Entertainment, and Collectors Club. A dropdown menu for MLB is open, listing various categories including MLB Teams, MLB Collectors Club Exclusives, McFarlane MLB Series 1-33, McFarlane MLB 2001-15, McFarlane Cooperstown, McFarlane MLB Elite, McFarlane MLB Playmakers, McFarlane MLB 2/3-Packs/Box Sets, MLB New Arrivals, and MLB Sale. A green callout box points to the MLB Sale item with the text: "Some participants were able to locate MLB Sale quickly from the MLB menu". The main content area features a large banner for 'The Walking Dead Ezekiel & Shiva Cold Cast Resin Statue' with an 'AVAILABLE NOW' badge. Below the banner are smaller product images, including a 'COLOR TOPS' logo and other 'The Walking Dead' merchandise.

McFARLANE TOYS STORE

Home | Customer Service | Collectors Club Info

Search search

VIEW CART CHECKOUT

NFL MLB NBA NHL Entertainment Collectors Club

- MLB Teams
- MLB Collectors Club Exclusives
- McFarlane MLB Series 1- 33
- McFarlane MLB 2001-15
- McFarlane Cooperstown
- McFarlane MLB Elite
- McFarlane MLB Playmakers
- McFarlane MLB 2/3-Packs/Box Sets
- MLB New Arrivals
- MLB Sale

AVAILABLE NOW

THE WALKING DEAD EZEKIEL & SHIVA COLD CAST RESIN STATUE

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AVAILABLE NOW

THE WALKING DEAD EZEKIEL & SHIVA COLD CAST RESIN STATUE

COLOR TOPS

WALKING DEAD

FINDINGS

TASK 3

McFARLANE TOYS STORE

Home | Customer Service | Collectors Club Info

Search search

VIEW CART CHECKOUT

NFL MLB Entertainment Collectors Club

MLB

- MLB Teams
- MLB Collectors Club Exclusives
- McFarlane MLB Series 1-33
- McFarlane MLB 2001-15
- McFarlane Cooperstown
- McFarlane MLB Elite
- McFarlane MLB Playmakers
- McFarlane MLB 2/3-Packs/Box Sets

MLB NEW ARRIVALS

MLB SALE

PREVIOUS MLB Sale

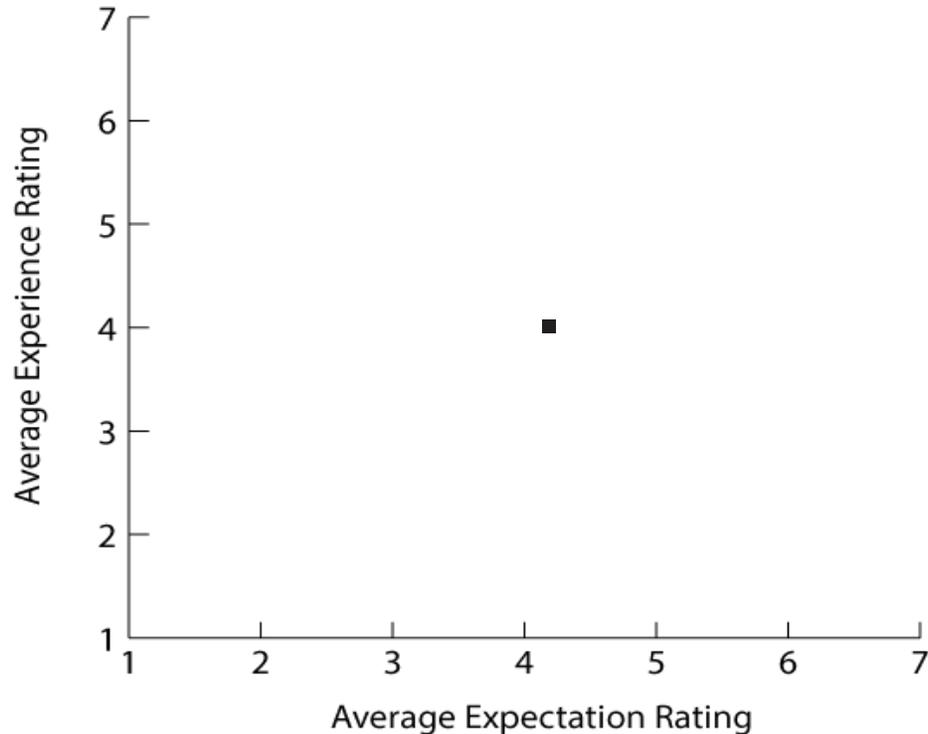
Some participants clicked the MLB menu directly, then quickly find the MLB sale button on the side bar

Product Name	Regular Price	Sale Price	Status
Jacoby Ellsbury (Boston Red Sox) MLB Playmakers 3 McFarlane	\$7.99	\$5.00	IN STOCK
Jose Reyes (New York Mets) MLB 2010 Mets McFarlane			SOLD OUT
Josh Hamilton (Los Angeles Angels) 2013 MLB McFarlane	\$12.99	\$9.99	IN STOCK
Kevin Youkilis (Boston Red Sox) MLB 26 McFarlane			SOLD OUT
Kevin Youkilis (Boston Red Sox) MLB 28 McFarlane			SOLD OUT
Starlin Castro (Chicago Cubs) MLB 29 McFarlane	\$14.99	\$9.99	IN STOCK
Stephen Strasburg (Washington Nationals) MLB 31 McFarlane	\$12.99	\$5.00	IN STOCK
Yasiel Puig (Los Angeles Dodgers) MLB 32 McFarlane			SOLD OUT

Some participants were not sure if the items displayed were the cheapest, since they can't search the item based on price.

EXPECTATION MEASURE

TASK 3



Participant	Expectation Rating	Experience Rating
P1	6	3
P2	4	3
P3	3	6
Average	4.3	4

The participant's average expectation rating was almost identical with the participant's average experience rating.

RECOMMENDATIONS

TASK 3

McFARLANE TOYS STORE 

Home | Customer Service | Collectors Club Info

Search [» search](#)

[VIEW CART](#) [CHECKOUT](#)

NFL | **MLB** | NBA | NHL | Entertainment | Collectors Club

MLB

- MLB Teams
- MLB Collectors Club Exclusives
- McFarlane MLB Series 1-33
- McFarlane MLB 2001-15
- McFarlane Cooperstown
- McFarlane MLB Elite
- McFarlane MLB Playmakers
- McFarlane MLB 2/3-Packs/Box Sets

[MLB NEW ARRIVALS](#)

[MLB SALE](#)

◀ [PREVIOUS](#) Home :: [MLB](#) :: [MLB Sale](#)

MLB Sale

Sale 
Jacoboy Ellsbury (Boston Red Sox) MLB Playmakers 3 McFarlane
Regular Price: \$7.99
Sale Price: \$5.00
[IN STOCK](#) [ADD TO CART](#)

Sale 
Jose Reyes (New York Mets) MLB 2010 Mets McFarlane
[SOLD OUT](#)

Sale 
Josh Hamilton (Los Angeles Angels) 2013 MLB McFarlane
Regular Price: \$12.99
Sale Price: \$9.99
[IN STOCK](#) [ADD TO CART](#)

Sale 
Kevin Youkilis (Boston Red Sox) MLB 26 McFarlane
[SOLD OUT](#)

Sale 
Starlin Castro (Chicago Cubs) MLB 29 McFarlane
Regular Price: \$14.99
Sale Price: \$9.99
[IN STOCK](#) [ADD TO CART](#)

Sale 
Stephen Strasburg (Washington Nationals) MLB 31 McFarlane
Regular Price: \$12.99
Sale Price: \$5.00
[IN STOCK](#) [ADD TO CART](#)

Sale 
Kevin Youkilis (Boston Red Sox) MLB 28 McFarlane
[SOLD OUT](#)

Sale 
Yasiel Puig (Los Angeles Dodgers) MLB 32 McFarlane
[SOLD OUT](#)

Add a new filter by price to the sidebar, which enables users to find items according to their budget

TASK 4

- You ordered an action figure from the McFarlane store website, but the item arrived in damaged condition. You want to return the item and contact McFarlane to ask for a full refund.

FINDINGS

TASK 4

The screenshot shows the McFarlane Toys Store website. At the top right, there are links for "SIGN IN" and "REGISTER", and the website URL "McFarlane.com". Below these are links for "Home", "Customer Service", and "Collectors Club Info". A search bar is located to the right of the navigation links. In the top right corner, there are buttons for "VIEW CART" and "CHECKOUT".

The main navigation bar includes "NFL" and "MLB" on the left, and "Entertainment" and "Collectors Club" on the right. The central banner features a large image of Ezekiel and Shiva from The Walking Dead, with the text "THE WALKING DEAD EZEKIEL & SHIVA GOLD CAST RESIN STATUE" and "AVAILABLE NOW". A green callout box with a white border points to the "Customer Service" link, containing the text: "Customer Service button was very visible and located easily by all participants."

Below the main banner, there is a smaller version of the Ezekiel and Shiva statue advertisement, a "COLOR TOPS" logo, and a "WALKING DEAD" logo. At the bottom, there is a navigation bar with buttons for "TV", "NFL", "NBA", "VIDEO GAMES", and "THE WALKING DEAD".

FINDINGS

TASK 4

Customer Service

◀ PREVIOUS Home :: Customer Service

Customer Service

CONTACT US:

For any questions or issues regarding orders placed online at McFarlaneToysStore.com please e-mail us at: sales@mcfarlanetoysstore.com

For any other inquiries or questions involving product purchased from another retailer please e-mail customerservice@mcfarlane.com

OUR POLICIES:

SHIPPING AND HANDLING:

All participants were able to find the customer service e-mail, and majority of the participant found it the moment they opened the customer service page.

PAYMENT: We accept Visa, MasterCard, Discover, American Express.

RETURNS:

Please contact us via e-mail if you wish to return an order. We must be notified within 7 days of receipt of your order if you wish to return an item. ALL returns of Resin Statues require a \$25 re-stocking fee. Item(s) must be returned within 7 days from notification of return. Customers are responsible for return shipping charges. Shipping charges are not refunded. For products that include FREE shipping (the resin statue program) there will be a \$15.00 shipping fee PER RESIN STATUE deducted from your refund.

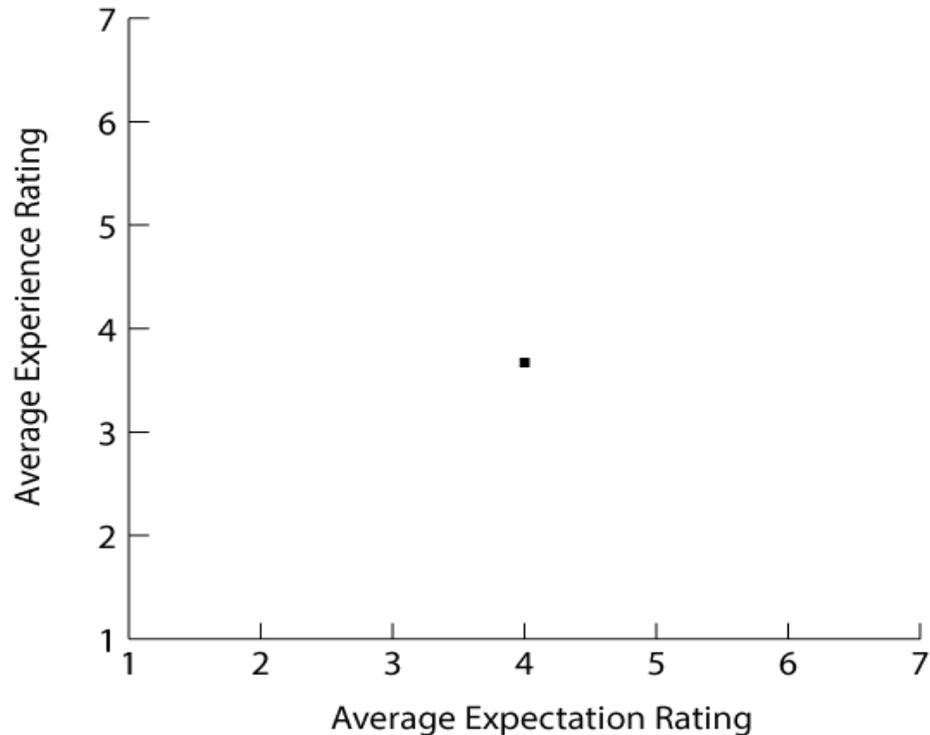
DAMAGED ITEMS:

If your order arrives damaged from either USPS or UPS please contact us immediately. We will put in a claim for your packaged and either issue a refund or a replacement. All claims must be made within 7 days from when the package was delivered. If you contact us after 7 days we will not be able to issue a refund or replacement.

All participants were able to locate the return policy quickly

EXPECTATION MEASURE

TASK 4



Participant	Expectation Rating	Experience Rating
P1	4	4
P2	4	1
P3	4	6
Average	4	3.7

The participant's average expectation rating was almost identical with the participant's average experience rating.

RECOMMENDATIONS

TASK 4

Customer Service

Frequently Asked Questions section can be added on this side bar, and the questions can be filtered using category, such as "Payment" or "Returns"

[PREVIOUS](#) [Home](#) :: [Customer Service](#)

Customer Service

CONTACT US:

For any questions or issues regarding orders placed online at [McFarlaneToysStore.com](#) please e-mail us at: sales@mcfarlanetoysstore.com

For any other inquiries or questions involving product purchased from another retailer please e-mail customerservice@mcfarlane.com

OUR POLICIES:

SHIPPING AND HANDLING:

In-stock orders ship within 24 hours from when the order was placed (or next business day).

We ship via USPS (1-3 items/lbs.) and UPS (4 lbs+) to 48 Continental U.S. States. We ship via USPS Priority Mail International to Canada. No APO addresses. RESIN FIGURES SHIP UPS - INCLUDING TO CANADA AND CANNOT SHIP TO P.O. BOXES.

View your shopping cart during checkout and enter your shipping address and hit "apply" shipping to see exact charges (no Credit Card information or checkout is required to view the shipping charges in the shopping cart).

Shipping & Handling to 48 contiguous U.S. states: \$8.99 for the first figure and approx. \$1.50 each additional. There is additional shipping for oversized figures or special boxed sets.

CANADA Customers are responsible for any duty, tax and brokerage fees.

Tracking updates will be e-mailed for both UPS and USPS Priority shipping. Tracking is also available by signing-in to your account and viewing your order history.

PAYMENT: We accept Visa, MasterCard, Discover, American Express.

RETURNS:

Please contact us via e-mail if you wish to return an order. We must be notified within 7 days of receipt of your order if you wish to return an item. ALL returns of Resin Statues require a \$25 re-stocking fee. Item(s) must be returned within 7 days from notification of return. Customers are responsible for return shipping charges. Shipping charges are not refunded. For products that include FREE shipping (the resin statue program) there will be a \$15.00 shipping fee PER RESIN STATUE deducted from your refund.

DAMAGED ITEMS:

If your order arrives damaged from either USPS or UPS please contact us immediately. We will put in a claim for your packaged and either issue a refund or a replacement. All claims must be made within 7 days from when the package was delivered. If you contact us after 7 days we will not be able to issue a refund or replacement.

NET PROMOTER SCORE

On scale 1-10, with 10 being the most likely, how likely would you recommend this website to other people who want to purchase McFarlane figurines online?

Participant	Answer	Result
P1	7	Passiver
P2	2	Detractor
P3	4	Detractor
P4	3	Detractor
P5	4	Detractor
P6	6	Detractor

$$\text{NPS} = 0\% - 86\% = -86\%$$

APPENDICE

PARTICIPANTS LIST

Partici- pant	Name	Gender	Age	Country	Task nvolved
P1	Melvin	M	20	United States	1,2,3,4
P2	Evan	M	23	United States	1,2,3,4
P3	Mirandy	F	24	United States	1,2,3,4
P4	Hailey	F	20	United States	1
P5	Fransisca	F	25	Germany	1
P6	Turvey	M	47	United Kingdom	1

POST-TEST QUESTIONNAIRES

Q1: On scale 1-10, with 10 being the most positive, how do you rate your overall experience with the desktop version of McFarlane website?

Q2: On scale 1-10, with 10 being the most likely, how likely would you recommend this website to other people who want to purchase McFarlane figurines online?

Participant	Q1	Q2	3 Aspects that you like	3 aspects that you dislike	What could have been changed?
P1	7	7	<ul style="list-style-type: none">• Eye catching• Item variations	<ul style="list-style-type: none">• A lot of sold out items• Information doesn't show until you click on the item thumbnail• Can't save cart	<ul style="list-style-type: none">• Item thumbnails are too small
P2	3	2	<ul style="list-style-type: none">• Logo can direct you to home page• Menu and sectioning based on league	<ul style="list-style-type: none">• Search bar• Hard to create account• Navigation after selecting the league is hard	<ul style="list-style-type: none">• Add more filter to find product

POST-TEST QUESTIONNAIRES

Participant	Q1	Q2	3 Aspects that you like	3 aspects that you dislike	What could have been changed?
P3	5	4	<ul style="list-style-type: none"> Website banner eye catching Categories based on sports Customer service 	<ul style="list-style-type: none"> Search bar Not too many filter available 	<ul style="list-style-type: none"> More new items Make it easier to register Add more filter to find item
P4	5	2	x	x	<ul style="list-style-type: none"> Better index Better category
P5	6	4	x	x	<ul style="list-style-type: none"> Make search feature more inclusive
P6	6	6	x	x	<ul style="list-style-type: none"> Fix search function



**LEBRON JAMES
NBA MC FARLANE
ACTION FIGURE
(*FOR TASK 1*)**

MCFARLANE TOYS STORE HOME PAGE

The screenshot shows the McFarlane Toys Store home page. At the top, there is a navigation bar with links for 'SIGN IN', 'REGISTER', and 'McFarlane.com'. Below this is a secondary navigation bar with 'Home', 'Customer Service', and 'Collectors Club Info'. A search bar is located in the center, and a shopping cart icon with 'VIEW CART' and 'CHECKOUT' buttons is on the right. The main navigation menu includes 'NFL', 'MLB', 'NBA', 'NHL', 'Entertainment', and 'Collectors Club'. The primary featured product is 'THE WALKING DEAD EZEKIEL & SHIVA GOLD CAST RESIN STATUE', which is marked as 'AVAILABLE NOW'. The product image shows a large, detailed resin statue of Ezekiel and Shiva. Below the main image are three smaller thumbnail images of the statue from different angles. A copyright notice at the bottom of the main image reads: '© 2017 Robert Kirkman. All Rights Reserved. © 2017 TMP International, Inc. All Rights Reserved. McFarlane Toys and the other marks and logos displayed herein are trademarks of TM International, Inc.' Below the main product image is a secondary banner for 'THE WALKING DEAD EZEKIEL & SHIVA GOLD CAST RESIN STATUE' with 'AVAILABLE NOW' text, a 'COLOR TOPS' logo, and images of other 'The Walking Dead' merchandise. At the bottom, there is a category navigation bar with buttons for 'TV', 'NFL', 'NBA', 'VIDEO GAMES', and 'THE WALKING DEAD'. The 'TV' button is currently selected.

MCFARLANE TOYS STORE CUSTOMER SERVICE PAGE

[SIGN IN](#) | [REGISTER](#) [McFarlane.com](#)

Home | [Customer Service](#) | [Collectors Club Info](#)

Search [» search](#)

[VIEW CART](#) [CHECKOUT](#)

[NFL](#) [MLB](#) [NBA](#) [NHL](#) [Entertainment](#) [Collectors Club](#)

Customer Service

[◀ PREVIOUS](#) Home :: [Customer Service](#)

Customer Service

CONTACT US:

For any questions or issues regarding orders placed online at [McFarlaneToysStore.com](#) please e-mail us at: sales@mcfarlanetoysstore.com

For any other inquiries or questions involving product purchased from another retailer please e-mail customerservice@mcfarlane.com

OUR POLICIES:

SHIPPING AND HANDLING:

In-stock orders ship within 24 hours from when the order was placed (or next business day).

We ship via USPS (1-3 items/lbs.) and UPS (4 lbs+) to 48 Continental U.S. States. We ship via USPS Priority Mail International to Canada. No APO addresses. RESIN FIGURES SHIP UPS - INCLUDING TO CANADA AND CANNOT SHIP TO P.O. BOXES.

View your shopping cart during checkout and enter your shipping address and hit "apply" shipping to see exact charges (no Credit Card information or checkout is required to view the shipping charges in the shopping cart).

Shipping & Handling to 48 contiguous U.S. states: \$8.99 for the first figure and approx. \$1.50 each additional. There is additional shipping for oversized figures or special boxed sets.

CANADA Customers are responsible for any duty, tax and brokerage fees.

Tracking updates will be e-mailed for both UPS and USPS Priority shipping. Tracking is also available by signing-in to your account and viewing your order history.

PAYMENT: We accept Visa, MasterCard, Discover, American Express.

RETURNS:

Please contact us if you wish to return an order. We must be notified within 7 days of receipt of your order if you wish to return an

MCFARLANE TOYS STORE

MLB SALE PAGE

McFARLANE TOYS
STORE
Home | Customer Service | Collectors Club Info

[» search](#)

[VIEW CART](#)
[CHECKOUT](#)

NFL
MLB
NBA
NHL
Entertainment
Collectors Club

MLB

- MLB Teams
- MLB Collectors Club Exclusives
- McFarlane MLB Series 1-33
- McFarlane MLB 2001-15
- McFarlane Cooperstown
- McFarlane MLB Elite
- McFarlane MLB Playmakers
- McFarlane MLB 2/3-Packs/Box Sets

[▶ MLB NEW ARRIVALS](#)

[▶ MLB SALE](#)

◀ [PREVIOUS](#) Home :: [MLB](#) :: [MLB Sale](#)

MLB Sale

<div style="text-align: center;"> <p style="font-size: 8px; margin: 0;">Jacoboy Ellsbury (Boston Red Sox) MLB Playmakers 3 McFarlane</p> <p style="font-size: 8px; margin: 0;">Regular Price: \$7.99 Sale Price: \$5.00</p> <div style="background-color: green; color: white; padding: 2px; border-radius: 5px; display: inline-block; margin-bottom: 5px;">IN STOCK</div> <div style="background-color: #FFD700; padding: 2px; border-radius: 5px; display: inline-block; margin-top: 5px;">▶ ADD TO CART</div> </div>	<div style="text-align: center;"> <p style="font-size: 8px; margin: 0;">Jose Reyes (New York Mets) MLB 2010 Mets McFarlane</p> <div style="background-color: #ccc; padding: 2px; border-radius: 5px; display: inline-block; margin-bottom: 5px;">SOLD OUT</div> <div style="background-color: #ccc; padding: 2px; border-radius: 5px; display: inline-block; margin-top: 5px;">▶ ADD TO CART</div> </div>	<div style="text-align: center;"> <p style="font-size: 8px; margin: 0;">Josh Hamilton (Los Angeles Angels) 2013 MLB McFarlane</p> <p style="font-size: 8px; margin: 0;">Regular Price: \$12.99 Sale Price: \$9.99</p> <div style="background-color: green; color: white; padding: 2px; border-radius: 5px; display: inline-block; margin-bottom: 5px;">IN STOCK</div> <div style="background-color: #FFD700; padding: 2px; border-radius: 5px; display: inline-block; margin-top: 5px;">▶ ADD TO CART</div> </div>	<div style="text-align: center;"> <p style="font-size: 8px; margin: 0;">Kevin Youkilis (Boston Red Sox) MLB 26 McFarlane</p> <div style="background-color: #ccc; padding: 2px; border-radius: 5px; display: inline-block; margin-bottom: 5px;">SOLD OUT</div> <div style="background-color: #ccc; padding: 2px; border-radius: 5px; display: inline-block; margin-top: 5px;">▶ ADD TO CART</div> </div>
<div style="text-align: center;"> <p style="font-size: 8px; margin: 0;">Kevin Youkilis (Boston Red Sox) MLB 28 McFarlane</p> <div style="background-color: #ccc; padding: 2px; border-radius: 5px; display: inline-block; margin-bottom: 5px;">SOLD OUT</div> <div style="background-color: #ccc; padding: 2px; border-radius: 5px; display: inline-block; margin-top: 5px;">▶ ADD TO CART</div> </div>	<div style="text-align: center;"> <p style="font-size: 8px; margin: 0;">Starlin Castro (Chicago Cubs) MLB 29 McFarlane</p> <p style="font-size: 8px; margin: 0;">Regular Price: \$14.99 Sale Price: \$9.99</p> <div style="background-color: green; color: white; padding: 2px; border-radius: 5px; display: inline-block; margin-bottom: 5px;">IN STOCK</div> <div style="background-color: #FFD700; padding: 2px; border-radius: 5px; display: inline-block; margin-top: 5px;">▶ ADD TO CART</div> </div>	<div style="text-align: center;"> <p style="font-size: 8px; margin: 0;">Stephen Strasburg (Washington Nationals) MLB 31 McFarlane</p> <p style="font-size: 8px; margin: 0;">Regular Price: \$12.99 Sale Price: \$5.00</p> <div style="background-color: green; color: white; padding: 2px; border-radius: 5px; display: inline-block; margin-bottom: 5px;">IN STOCK</div> <div style="background-color: #FFD700; padding: 2px; border-radius: 5px; display: inline-block; margin-top: 5px;">▶ ADD TO CART</div> </div>	<div style="text-align: center;"> <p style="font-size: 8px; margin: 0;">Yasiel Puig (Los Angeles Dodgers) MLB 32 McFarlane</p> <div style="background-color: #ccc; padding: 2px; border-radius: 5px; display: inline-block; margin-bottom: 5px;">SOLD OUT</div> <div style="background-color: #ccc; padding: 2px; border-radius: 5px; display: inline-block; margin-top: 5px;">▶ ADD TO CART</div> </div>