



TARGET

Executive Report
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Table of Contents

Executive Summary	3-4
Description of Target	5-7
Competitor Analysis	8-9
Personas and Senerios	10-12
Website Interview Script and Questions	13-15
Target's Website Survey Questions	16-19
Card Sorting	20-25
Diary Study	26-28
Heuristic Evaluation	29-30
Usability Report	31-42

Executive Summary

The Problem

Target is a retailer that sells all kinds of general merchandise that sells its products through its stores and digital channels. Now the site only uses two main colors (red and white) and mainly uses black for the text, and even has two separate top navigation bars. However, there are problems to this site that includes too many categories that can be confusing and frustrating for it's users, two navigation bars, and some of its features are missing that the users want and need as they are shopping (i.e. "Add to Cart" button). Also, the home page can become cluttered that the deals for a given amount of time can become lost and the users can't navigate to that particular part on the site and become frusturated, some parts of the site is not worded correctly or easy for the user to understand (i.e. Loyalty program - RedCard or Target Circle?), and then some parts of the site uses space that isn't needed because it's not used by the users or they don't know it's there to begin with.

Methods Used

Throughout the whole evaluation and testing of Target's website, there were many different methods that were used to find the changes that were needed to improve the site. First, the competitors analysis was conducted to find out how similar websites compared to Target's website. From there personas were created to get a better sense of who the users were and what they look for while shopping online. Then, interviews were conducted to get more personalized and qualitative information from the users in person. Surveys where then distributed in order to get quick responses from many people that produced qualitative and quantitative results. Next, card sorting was conducted to understand how the users used the navigation bar on the site and how they categorized everything. A diary study was then done to understand how the users used shopped online over two months. An expert conducted their own heuristic evaluation to gain more insight into the function and look of the site including parts that hadn't been examined before or much of by other users. Finally, to conclude it all a usability test was conducted in order to witness first hand how the users perfom different tasks that were given to them and their thoughts, feelings, and any other input into how to improve the site.

Results

Once the several studies were conducting, Target's site ran into more problems including some that may have not been thought of before. To begin, the home page is very cluttered with way too much to look at as soon as the user enters the site and it can become very easy for the users to not know where they are or have been. Some of the information that the users like to know right away is hidden or harder to find than it needs to be, and it sometimes takes too long to get to a desired location. The amount of categories can also become very overwhelming to the users and had a hard time finding different products since it wasn't where they thought it would be in the first place. In fact the amount of categories can be reduced to almost half or more. Then, some of the information on the site isn't presented clear enough for the users to understand (i.e. Loyalty program - RedCard or Target Circle?). Furthermore, there are parts of the site that are duplicates where it leads to the same place, but the user only knows about one of the locations. For example, a user can go into both the "Categories" and "More" tabs to find "Gift Ideas" but mostly only know about it being under the "Categories" tab. So a lot of the site isn't being used and is taking up unnecessary space.

Solutions & Design Recommendations

After conducting the different kinds of testing and doing a lot of research on the site, here are the recommended design changes and solutions in order to make the online shopping experience at Target more efficient and pleasing for the users, whether they are new or returning users. The home page needs to become less cluttered and information on the home page needs to be presented more clearly and easily. There needs to be less categories (12 larger overall categories) and then other categories can be put into one of the 12 categories to make it easier on the users. Some sections of the site needs to be more specific since there are some sections where the users wouldn't know what it is right away. For example, the users are unsure what the loyalty program is at Target - is it the RedCard or the Target Circle - it's not really clear for the users and they shouldn't have to really search for the answer. The physical "Add to Cart" button needs to be brought back and move the three delivery options to when they are checking out. Then, by getting rid of any space that isn't being used or unknown to many of the users can make the site run smoother. Finally, there needs to be an easier way to get to a desired location on the site and not having to click on multiple things to get to a place that can be done in one click.

Description of Target

Target's first store officially opened its first store on May 1, 1962 in Roseville, Minnesota. It has gone through over 200 different names before settling on the name that we all know now. As it begins to grow and expand nationwide, the logo changes as well. From three red rings down to two red and one white ring that we know today. The company continues to grow and grow over many years, and by 1990 they introduce Super Target where the store is fifty percent larger than the other Target stores.

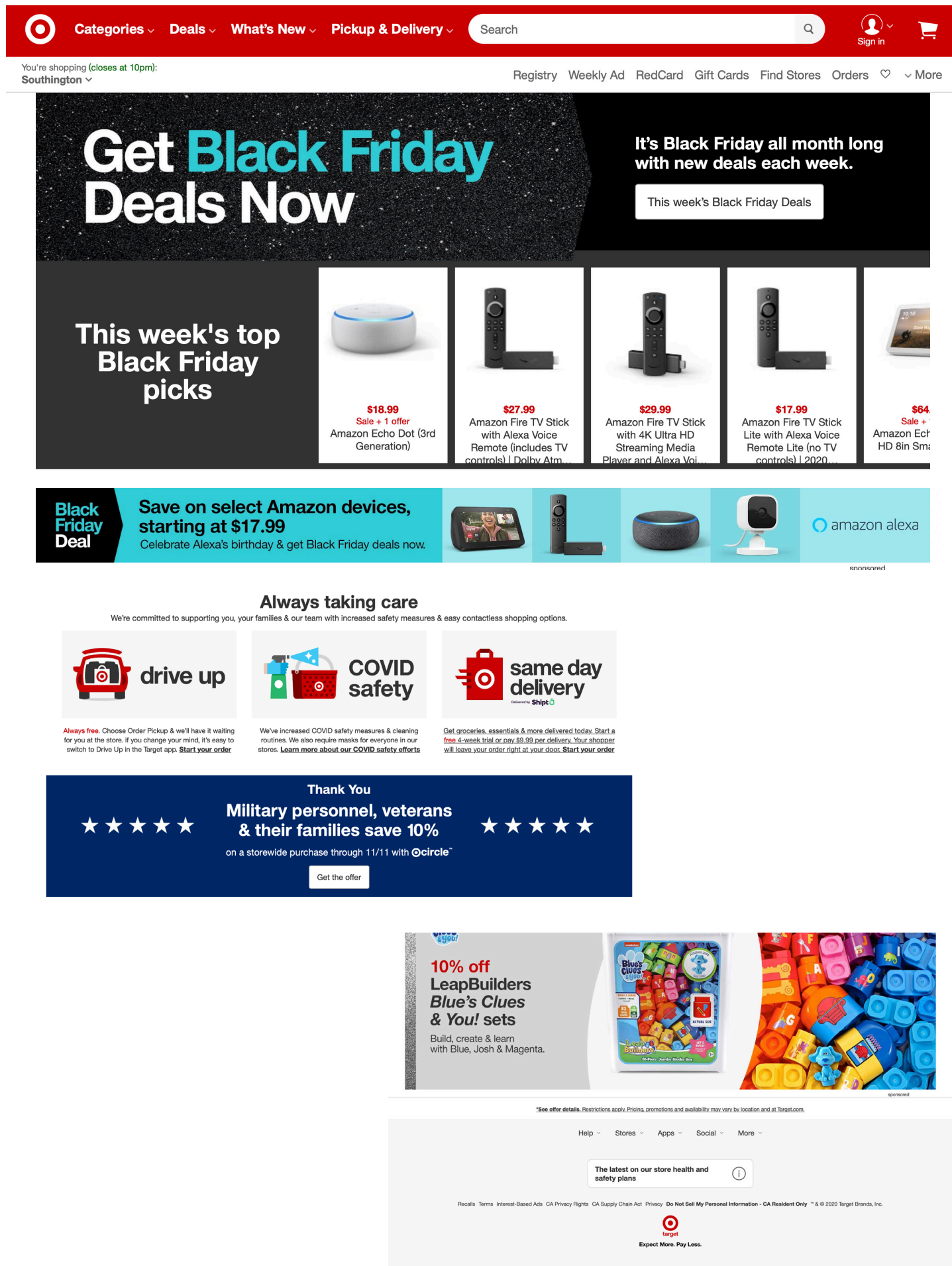
It wasn't until 1999 when the Target dog, Bullseye, came to be and loved by everyone. Over the years Target begins to support and help fund numerous charities, education, and those who are sick. In making the company better, they also wanted to have a healthy and multiple selections of food and drinks that helps different companies and makes the world better. Target has become the 8th largest retailer in the United States with nearly 1,900 stores nationwide.

Target today is a retailer that sells all kinds of general merchandise including an assortment of food and drinks (perishables, dry grocery, dairy, and frozen items), clothing, beauty, health, games, books, and more. Target sells its products through its stores and digital channels.

Site Description

Target's site uses only two colors, red and white with black text. It includes information about how they are keeping customers and employees safe during this pandemic by offering the new curbside pickup and delivery. The site has two separate menu bars at the top. The top menu has the logo, the tabs for "Categories", "Deals", "What's New", "Pickup & Delivery", the search bar, your account, and the cart. Then below all of that is a different menu with the tabs "Registry", "Weekly Ad", "RedCard", "Gift Cards", "Find Stores", "Orders", a heart, and "More", along with the location of the store you are shopping at. Throughout the home page there are images with text separated by different headers showing the different deals or new items that changes based on what they are selling at that given moment. Further down the home page it has images of the different categories that you can click on to bring you that page. That's all the deals and discounts going on at any given moment and that is relevant at the time. At the bottom of the site there is a grey footer that holds the tabs "Help", "Stores", "Apps", "Social", and "More".

URL: <https://www.target.com/>



Site Improvements

Target's website uses two colors (red and white) with black text, but not well-designed. The site is somewhat easy to navigate around it, however, it can take some time to find what you are looking for. There are a lot of tabs and buttons that leads to more and more tabs and buttons. It has way too much text on the home page alone even though there are images to go with it and to separate a lot of the text. Also, the menu bar at the top can be condensed into one menu bar for a cleaner design.

Once Target's website is improved it will be more successful. Some of the information that people look for right away, like the contact information, is hidden and will be good to have easily accessible for users to find without getting frustrated. While Target was trying to put everything into categories to separate everything they provide, they used to many. In fact, every time a category is chosen, more shows up and eventually the user will get to look at the variety of products of what they were looking for to begin with. Simplifying this part will help the users navigate the site better and easier without getting frustrated very early on. With all the improvements, Target's website can run smoother and easier that users will like and won't be turned away after five seconds.

Business/Marketing/User Requirements

Target's business and marketing requirements are to advertise better sales and deals that wouldn't annoy the users (not using too many pop ups or spam emails) but that is the best ones out there at any given moment. While it does say if there is a limited stock of a product or not, it should instead say exactly how many are left in case the user can to wait until later to buy it or purchase it right then and there.

Then some of the user requirements is to have an easier way to repurchase different products that the user has bought in the past, no matter how long ago that was. Having access to this list will save a lot of time for people who are very busy with their job or family and don't have much time to shop and will make them want to keep coming back because of how easy it is to shop at Target. Creating an easier way to return and ship products will be very useful for the customer by having return labels ready to be used and printed. Then by creating simpler and easier ways to navigate the site, the users won't get frustrated trying to complete different tasks.

Competitor Analysis

A competitor analysis allows for those doing the redesign to compare the company to its competitors that are considered to be very similar to each other. This allows for any weaknesses and strengths to be shown to see where the company's site needs to be improved and what can be added that users like to see from other sites that can be helpful.

Target in comparison to Walmart, Kmart, and Sam's Club had the worst design. Many of important information was hidden and the user really needs to know where to go if they needed it. Also, some of the features the other sites had that can be useful, Target didn't have like a button at the top to reorder products that the user has bought in the past. While a lot of information was hidden and really has to searched for the home page was too cluttered and it needs to be redesigned so it's displayed in a way that wouldn't overwhelm the user as soon as they get to the site because it does right now the way it is. Compared to some of the other sites the way the categories are set up in a hamburger menu on the side takes too long to get the desired product. So overall, Target's site compared to the others has too much that's hidden, cluttered, and takes too long to get to where the user wants to go.

	Target	Walmart	Kmart	Sam's Club
Unique Features	-Shows which Target store you are shopping at right away (so you know your store has it in stock or not)	-Has a reorder button (not hidden or anything)	-Layaway Option	-Frequently ordered section
Design Strengths	-Has a Q&A section with each product	-Rotating carousel showing the deals or anything else it has at that given moment -Better display of text and images	-Displays categories at the top front and center (not in a hamburger menu on the side)	-Clean and professional look
Design Weaknesses	-Hides important information -Cluttered home page -Takes too long to get to what you want in the category section	-Item details are too far down the page after clicking on a product	-Images are too big and takes up too much space	-Clean and professional look (weakness too-needs more color to make it stand out more)
Customer Experience	Excellent	Good (3.5 stars)	Not good (2.5 stars and lower)	Not good (2.5 stars and lower)
Requirements	-Available on all browsers and phones -Has an app	-Available on all browsers and phones -Has an app	-Available on all browsers and phones -Has an app	-Available on all browsers and phones -Has an app -Must be a member
Core Features				
Feedback section (ready to use)		X		X
Reorder Button		X		
Promotions, Deals, and discount codes (sections, tabs, images, etc.)	X	X	X	X
Membership or Rewards	X	X		X
Article/Blog section	X	X	X	
Email sign-up section	X	X	X	X
Lists or wish lists (save for later)	X	X		X
Gift ideas	X	X	X	

Personas and Senerios

Personas help to create a realistic representations of the acutal users or the key audience of the site by providing someone's goals, backgrounds, and values. They express and even focus on the person's needs and expectations that are very important to them as they shop online. Through these personas the company and its designers have an aid into which features and functions in the site will be helpful and which ones they don't before any user testing is done.

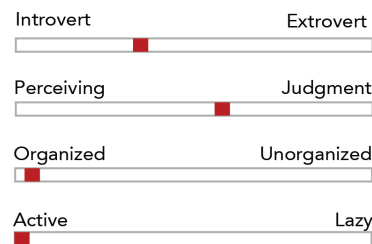
Melissa Richardson



"I'm a busy mom looking for one place to get everything I need"

Age: 40
 Job: Marketing Specialist
 Work Hours: 7 am to 4 pm (Mon-Fri)
 Family: Married, 2 kids (Daughter, 3 and son, 2)
 Location: San Diego, CA
 Status: Tertiary User
 Education: B.A. in Marketing

Personality



Goals

- To save money
- Spend more time with family

Likes

- To travel
- Baking
- Shopping

Frustrations

- Messy house
- Slow people
- Products costs more than they should

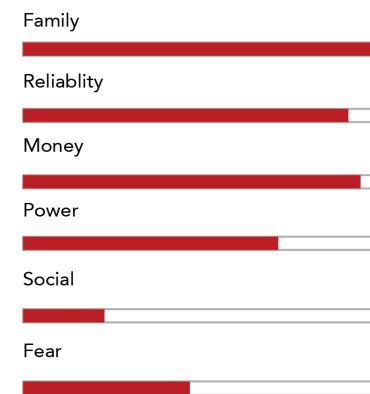
Scenario

Melissa is a Marketing Specialist where she is really focused on her work, but loves to spend time with her family every chance she gets. She loves doing fun activities, games, and cooking or baking with them. However, with both parents working it's not ideal to be running to multiple different stores for products they need.

She loves going to stores and websites that has everything in one place from books and games, to clothing, to food and drinks, to beauty and more. She likes how Target.com is able to provide that for her busy and active family. As a marketing specialist she knows all about how companies get their customers to buy their products and doesn't have much time for all of that nonsense and needs to get things done quickly.

She wants to repurchase a product she bought months ago but can't remember the name of it. Melissa struggles as she is trying to search for it using the search bar at the top of the site and can't seem to find it. She then tries to find it a different way by looking through the categories but gets frustated with all the different sections within the categories since it's taking up a lot of her time. She wishes there was a way to go back into her purchase history to find that same product and buy it again without all the hassle and searching for it.

Motivations



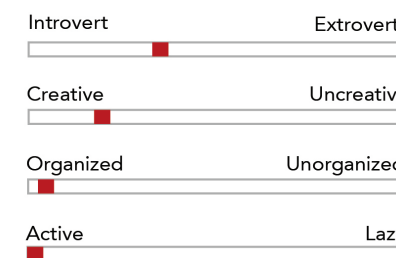
Lily Brown



"I want a lot of toys and games."

Age: 8
 Family: Mom, Dad, and 15-year-old brother
 Location: Dallas, TX
 Status: Tertiary User
 Grade Level: 3rd Grade
 Household Income: \$75,000 per year

Personality



Goals

- To become a doctor
- To go to Disney World
- To get a dog

Likes

- Playing outside
- Cooking with mom
- Dogs

Frustrations

- Doesn't get the toy she wants
- Doing chores
- Doing homework

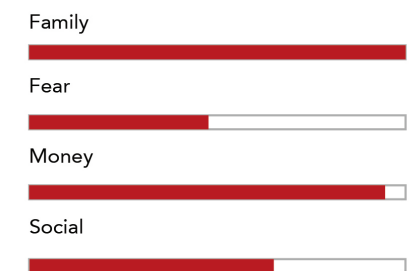
Scenario

Lily is in 3rd grade and loves to be active outside with her friends and family. She loves to play with toys and games. Sometimes when she has nothing to do she will read any one of her books.

Since she cannot buy anything online she loves to help her mother pick things out online. Then when she goes to the store she runs right to the toy section to pick out anything to play outside with.

When her mother is online shopping for toys for Lily to play with she wants toys that is safe for her to play with. However, as she is looking at all the toys there isn't much safety information to find on many of the toys and so she is hesitant on buying anything from Target.

Motivations



Website Interview Script and Questions

This interview will gather more information and a deeper insight into how Target's website is running and functioning before any redesign happens. The interviewees answers will help to answer the following research questions:

1. What features are essential to Target's website and what isn't?
2. What needs to be changed in order for the users to use it more often?

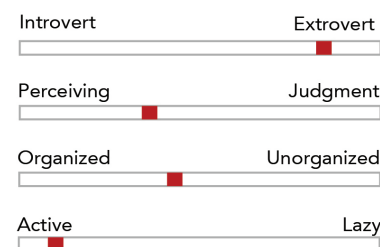
Liam Anderson



"I don't want to spend hours shopping."

Age: 30
Job: Sales Manager
Work Hours: 7 am to 5 pm (Mon-Sat)
Family: Single
Location: Boston, MA
Status: Tertiary User
Education: B.A. in Advertising

Personality



Goals

- To become a CEO of his own business
- To become healthier

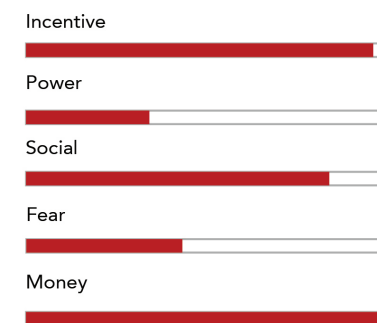
Likes

- All sports
- Hanging out with friends and family
- To travel the world

Frustrations

- Absurd prices
- Difficult websites
- Little information is given about the products

Motivations



Scenario

Liam is looking for a website where he can do all of his shopping in one place from clothing to food and drinks to anything else he needs. He decides to use Target.com. He looks at the variety of products Target has to offer. He looks at the health and safety information that the product should have to make sure he is getting something healthy and safe.

However, he pays very close attention to the prices as he wants to get the best price for anything he buys. Liam cannot figure out if he is getting the best price for an item he is looking at whether it's at Target or somewhere else, or if there are any deals from outside sources or from Target where he can immediately add and see the price before purchasing it. He doesn't want to be searching for very long since he doesn't have the time to spend all day shopping.

Introduction

Hello, and thank you for taking your time to be here today. My name is _____ and I am with _____. For the next hour we will be talking about the experience you had while shopping online at Target by going through some questions I have so that the website can be improved to better accommodate our customer's needs. Feel free to ask me questions at any time.

With your permission, I'd like to record the session instead of taking notes. This will allow me to really focus on what you have to say and to review and go back to it at a later time.

This session is to make sure we create a functional and well-designed website and your honest opinions and comments can help immensely to achieve this. I'm not a developer, so nothing you say will hurt my feelings or make me uncomfortable in any way.

So that you understand what we will be using this information for, I'll ask you to read and sign this consent form.

Please feel free to stop me to ask questions at any time during this session. You are free to leave at any time if you wish to do so. Let's get started.

Warm-up

Before we begin talking about your experience with Target's website, I would like to get to know more about you.

What is your age and where do you currently live?

How often would you say you do online shopping?

How often do you shop at Target?

What is it about Target that makes you keep going back?

Body

1. What features do you value the most in a website?
 - a. What are some features you don't like?
 - b. Why do these features stand out to you against everything else?
2. What made you use Target's website?
 - a. Do you think Target's website functions well? Why or why not?
3. What are your impressions of Target's website?
 - a. What are the positive aspects?
 - b. What are the negative aspects?
4. How do you feel about the visual appearance of the website?
 - a. What do you not like about it?
5. What tasks are hard to complete?
 - a. What made it difficult to accomplish?
 - b. What tasks are easy to complete?
 - i. Why was it easier to accomplish?
6. Was there anything that surprised you?
 - a. Did anything happen that did or didn't perform as you expected?
7. Is there anything on the website that is hard to find?
 - a. What information do you believe should be easy to find?
8. Tell me about a time where you got frustrated with the website.
 - a. If you could, what would you change to make that experience easier?

9. How did you find the experience of going through the checkout process?
 - a. What was difficult about it?
 - b. What was easy about the process?
 - c. Would you change or add anything to the process?
10. How should Target's website be improved?
 - a. What should stay on the website (i.e. features, categories, tabs, etc.)?
 - b. What needs to be removed completely?
 - c. Is there anything missing that you think should be on the website?

Cooling-off

We discussed a lot and I appreciate your thoughts and your time. Before we end, was there anything you want to talk about more? Is there anything that I haven't asked that you think would be important for me to know?

Wrap-up

We are now done with the interview and I am going to turn off the recorder now. As we wrap-up do you have any questions for me?

Thank you for taking time out of your day to come in and talk with me.

Target's Website Survey Questions

This survey allows us to gain insight into how the users feel about Target's website and to learn more about the users. These insights allows for the website to be changed and improved to meet the needs of the users. Survey's are usually shorter and quicker than interviews and people are more likely to participate in them because of how quick it is to complete them.

Introduction

Hello and thank you for participating and for taking time out of your day to answer this survey. All of your answers will be anonymous and will really help with improving the site. It shouldn't take longer than 10 minutes at the most. Please answer the questions honestly and thank you again for participating.

Survey Questions

1. Please select your gender
 - a. Male
 - b. Female
 - c. I prefer not to answer
 - d. Other: _____
2. What is your age?
 - a. Under 18
 - b. 18-29
 - c. 30-49
 - d. 50-65
 - e. Over 65
3. How often do you online shop?
 - a. Twice or more times a week
 - b. Once a week
 - c. Several times a month
 - d. Twice a month
 - e. Never

4. How do you use Target's website? Choose all that apply
 - a. Mobile Phone
 - b. Tablet
 - c. Computer (Desktop or Laptop)
 - d. Other: _____
5. How easy is it to find your way around Target's website?
 - a. Very easy
 - b. Easy
 - c. Moderate
 - d. Difficult
 - e. Very difficult
6. What feature(s) do you like in an online shopping website?
(Open ended) _____
7. What feature(s) do you dislike in an online shopping website?
(Open ended) _____
8. What do you find the most frustrating in online shopping websites?
(Open ended) _____
9. Do you know if Target has a loyalty program?
 - a. Yes
 - b. No
10. Would you use a live chat feature?
 - a. Definitely
 - b. Sometimes
 - c. Maybe
 - d. Never
 - e. Not Sure
11. What do mostly you use Target's website for? Check all that apply
 - a. Food
 - b. Clothing
 - c. Toys and Games
 - d. Books
 - e. Video Games
 - f. Home Decor
 - g. Other: _____

12. How long do you plan on spending your time on Target's website?

- a. Less than 15 minutes
- b. 15 minutes
- c. 30 minutes
- d. 45 minutes
- e. 1 hour
- f. More than 1 hour
- g. Other: _____

13. When are you likely to use Target's website?

- a. During the week
- b. Mostly on the weekend
- c. Weekends only
- d. Other: _____

14. How long does it take you to perform a common task?

- a. Very Easy (no clicks, immediate)
- b. Easy (one click)
- c. Moderate (two or three clicks)
- d. Difficult (three or more clicks)
- e. Very difficult (could not find after several clicks)
- f. Other: _____

15. What stopped you from purchasing a product on Target's website?

- a. Prices were too high
- b. Better deals elsewhere
- c. Problem in checkout
- d. Hard time finding the desired product
- e. Doesn't apply to me
- f. Other: _____

16. Who do you mostly shop for at Target.com?

- a. Myself
- b. Sibling(s)
- c. Spouse/ Significant other
- d. Immediate family
- e. Extended family members
- f. Friends
- f. Other: _____

17. Where do you mostly hear about Target?

- a. Print Ads
- b. Word of mouth
- c. TV Ads (commercial)
- d. Online (ads on a website, social media, etc.)
- e. Other: _____

18. What are your thoughts on the home page?

- a. I really like it
- b. I like it, but it still needs work
- c. Neutral
- d. I don't like it, it needs work
- e. I really don't like it, it needs a lot of work

19. How likely would you recommend Target's website to a friend?

- a. Very likely
- b. Likely
- c. Not likely
- d. I wouldn't

20. Overall, how satisfied are you with Target's website?

- a. Very Satisfied
- b. Satisfied
- c. Slightly Satisfied
- d. Not satisfied or dissatisfied
- e. Slightly Dissatisfied
- f. Dissatisfied
- g. Very Dissatisfied

Thank you for taking your time to answer these questions. We appreciate your time and your responses!

Card Sorting

Card sorting is a technique that is used in UX design that involves predetermined categories, no categories, or having predetermined categories and ones that the participant comes up with. This technique allows the participants to put the list of items they would find on that website, known as the cards, into a category that is there already or one that they come up with that they believe would be better. The results allows the company to see how the users think and use their site, and how to make it more appealing and easier for them to navigate around the site in the future.

Script of the Session

In order to conduct this study, OptimalSort was used in which it's an online card sorting service. An electronic link to this study was sent out to the participants where they were able to complete it on their own time and submit the results. They were given clear and easy instructions to follow and this study was a hybrid card sort where they can use the predetermined categories that was given to them at the start of the study or create their own categories that they considered to be the better one.

They had to put the 30 items or cards into the predetermined categories or ones that they made where they would find those items on the Target website. After the study was complete and the results were compiled, the company would take into consideration how the users would organize the site by seeing what, if anything, was similar between the participants' results to see how the site needed to be redone and reorganized.

Participant 1: 17, Female, Student
Participant 2: 56, Female, Employed
Participant 3: 57, Male, Employed
Participant 4: 54, Female, Employed
Participant 5: 22, Male, Employed

Instructions

This study was sent out to the participants electronically. So once the participants clicked the link they were brought to a screen with a welcome message that read:

Welcome to this study for Target, and thank you for agreeing to participate!
The activity shouldn't take longer than 10 to 15 minutes to complete.
Your response will help us to organize the content on Target.com. Find out how on the next page...

After they continue on from the welcome page they are brought to the main card sorting screen with instructions that read:

Take a look at the list of items on the left. We'd like you to sort those items into groups that make sense to you.

Use the groups provided or create your own by dragging and dropping an item from the left into the space on the right.

There is no right or wrong answer. Just do what comes naturally.

If you have any comments, questions, or concerns please leave a comment.

When you're done click "Finished" at the top right.

Once the participants completed the study they were brought to a screen displaying a thank you message so they knew that was completed and submitted, and it read:

All done, awesome! Thanks again for your participation. Your feedback is incredibly useful in helping to determine how our content should be organized, so we can make our website easier to use.

You may now close this window or navigate to another web page.

Content

Cards: *(the order of these cards were random and changed for each participant)*

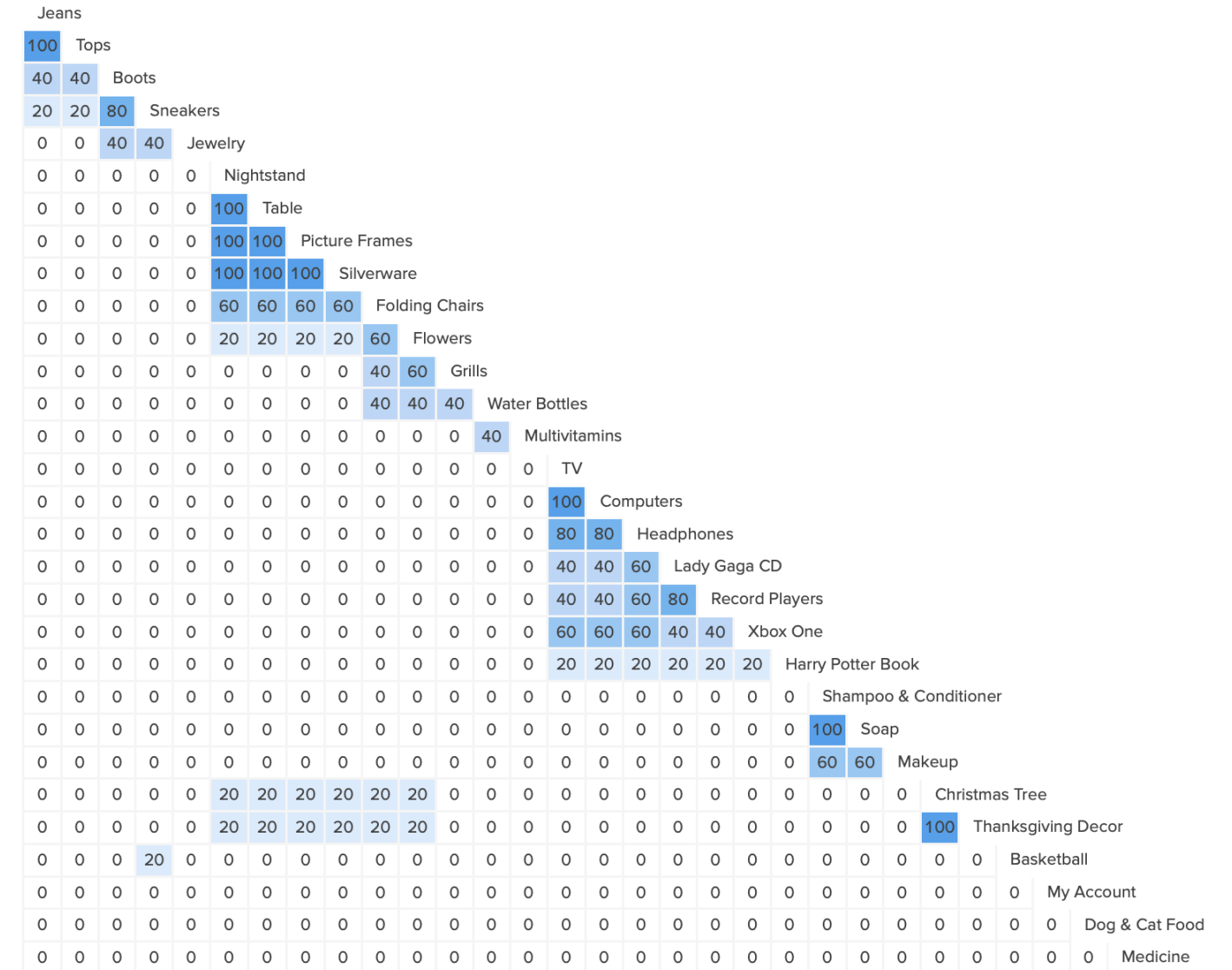
1. My Account
2. Jeans
3. Tops
4. Lady Gaga CD
5. TV
6. Flowers
7. Basketball
8. Nightstand
9. Table
10. Folding Chairs
11. Makeup
12. Shampoo & Conditioner
13. Boots
14. Sneakers

15. Xbox One
16. Record Players
17. Water Bottles
18. Jewelry
19. Soap
20. Picture Frames
21. Christmas Tree
22. Thanksgiving Decor
23. Dog & Cat Food
24. Harry Potter Book
25. Grills
26. Silverware
27. Multivitamins
28. Medicine
29. Headphones
30. Computers

Categories: *(the order of these predetermined categories were random and changed for each participant and they were allowed to add their own categories)*

1. Men
2. Women
3. Kids
4. Home
5. Entertainment
6. Toys
7. Sports
8. Health
9. Beauty
10. Video Games
11. Books
12. Movies
13. Music
14. Grocery
15. Pharmacy

Data Analysis Report



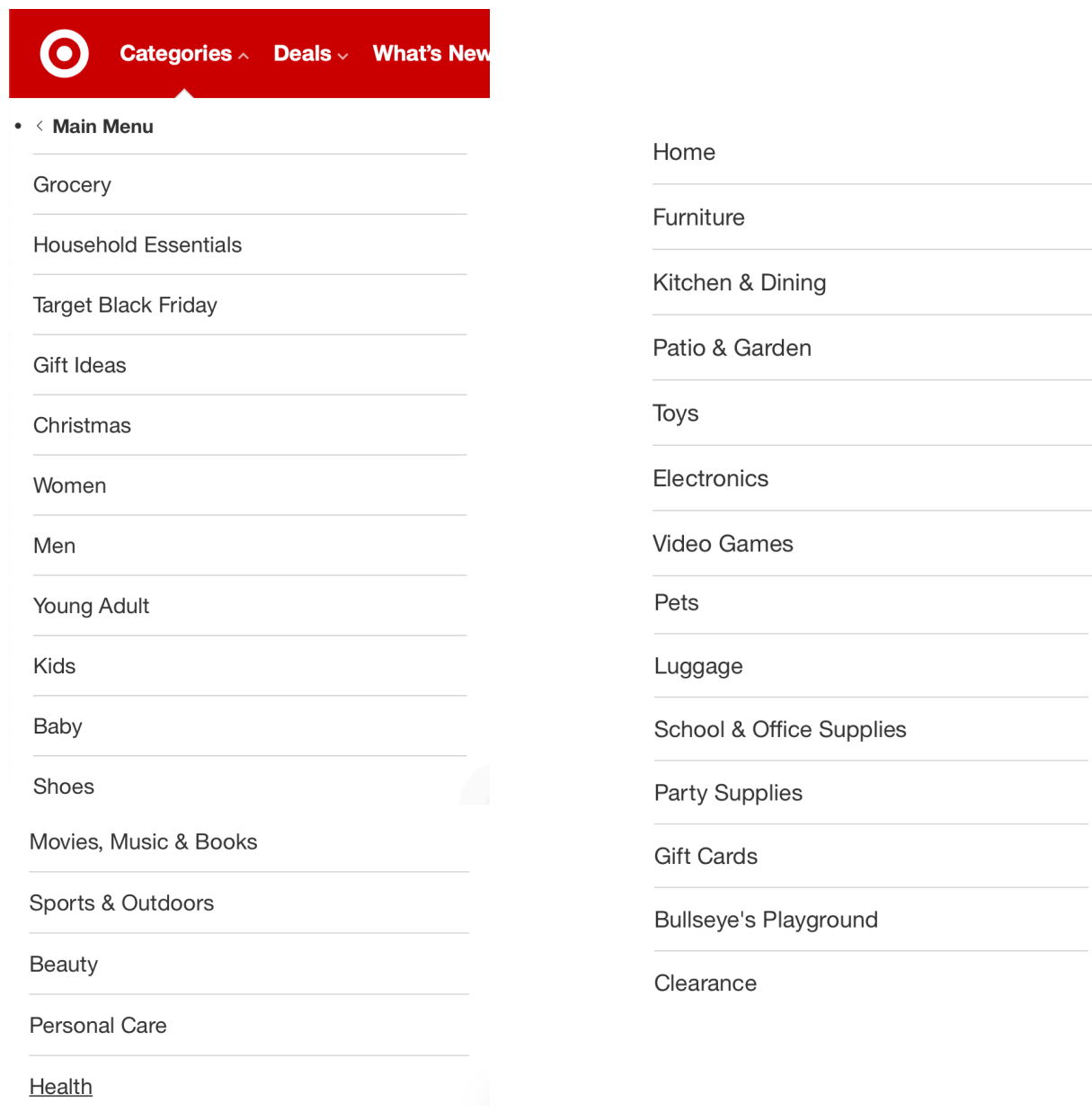
After conducting this study the participants sorted the cards into a smaller amount of categories. Right now Target’s website has a lot of categories, almost too many in fact, and some of the categories can be grouped together so that it doesn’t look overwhelming at first glance. Looking the similarity matrix above, the participants grouped similar items together and commented saying that while they sorted the items the way they did, they stated that many of the categories can come together under one larger category.

For example, there can be one large category titled “Clothing” and in that category there will be subcategories like “Mens”, “Womens”, “Kids”, and “Babies”, that will contain the jeans, tops, etc. Also, some of the participants commented saying that the categories “Movies”, “Music”, and “Books” can be under the larger category of “Entertainment”, meaning that these smaller categories or subcategories entertain people in one way or another so they should all be together under the same category.

Some of the categories were knowingly left out of the predetermined categories list while others were kept in to see what the participants will do, whether it's to add those missing categories back in or to leave it out altogether depending on how they use the site. Conducting the study this way showed just how the participants wanted the site to be organized in order for an easier and simpler shopping experience.

Overall, many of the categories can be combined into one larger category. Downsizing the top navigation bar will create a more positive and easier shopping experience for the users.

Current Categories



Recommended Redesign Categories

1. Clothing
2. Accessories
3. Home
4. Grocery
5. Outdoors
6. Entertainment
7. Health
8. Personal Care
9. Pets
10. Supplies
11. Luggage
12. More

Diary Study

Diary studies can gather data from the participants that will be useful and helpful in that it's data is based on a specified amount of time. So it's not just a one time only kind of data. Instead it allows for the participants to record their thoughts and answer any questions depending on what is given to them in real time multiple times. It also provides raw emotion based on how they felt their experience was and what is asked of them.

For the Company

Format Choice

The participants in this study will be receiving text messages (SMS) that will consist of a small number of questions. Text messages will gain more attraction than the other types of method and format because emails are not always checked daily or even weekly for many people, hardcopies can get lost and destroyed easily, not everyone has social media that shops at Target, and many don't want to record their voice or face for anything since they want their privacy. People are constantly answering texts and it pops up on their phones so they will automatically see it when they use it. This method is very easy for people to do which will attract them to do it even more because of the simplicity of it all. However there are pros and cons to this method just like anything else.

Some of the benefits of using SMS is that photos can be easily sent, participants can easily respond no matter where they are, and the submissions are already transcribed. The risks on the other hand are that because it's on a phone people wouldn't want to do lengthy explanations, there could be typos and insane autocorrections that can be difficult to interpret, and it can be costly for some people depending on their phone plan.

These questions will help to answer the following questions:

1. How to change Target's website to attract more people?
2. What makes other online shopping websites more appealing?
3. What are people buying more of online?
4. What are their shopping habits?

Preparing the Study

In order to have reliable and valuable data that answer these questions there needs to be a decent sample size. A good sample size will be 100 people and the more the better. In order to get people to take part in this study, there needs to be some kind of incentive for them since they are taking time out of their day to help the company.

This incentive can be refunding the charges that the SMS messages may create depending on their phone plans and even a \$20 Target gift card for those who complete the entire study. We will also need to make sure the people participating is of different ages and genders to get a wide range of results so we can implement improvements to make everyone happy.

Conducting the Study & Analyzing the Data

To get these participants there will be tables set up in the stores, emails sent out talking about the study and their reward for doing it, and will advertise it on the website and social media. As a whole this study will last for two months and will be sending the text messages out once a week. To analyze these results we will interpret and record the data as soon as they come in, and respond with a positive message to encourage them to continue the study so they feel they are doing something important when they may not feel like they are. These messages can be "Thank you for your feedback...", "Keep up the great responses you are doing fantastic...", and anything else, but have it be different each time so it doesn't feel like an automated and generic response that no one likes.

Questions the Participants Will Respond To

1. What have you shopped for in the past week?
2. What websites did you use?
3. Why did those websites interest you?
4. Did you shop based on deals, new products, or anything else?
5. Did you cancel your order or empty your cart at any point while you were shopping online? Why? If no, then put N/A.
6. Did you go to a website and not buy anything, just looked at what they had to offer? Why?

For the Participants

Taking part in this study will be very helpful and you will be able take part in changing the company for the better. The purpose of the study is to learn about how you shop and what interests you while you are shopping online. The results of the study will help to create a better and easier shopping experience while you are using Target's website.

What you need to do in this study is very simple. You will sign up and agree to receive text messages from us once a week for two months. These text messages will have questions for you to respond to right there in your texts, so there is no need to go anywhere else to respond to them.

For those asking about any costs involved, don't worry we have you covered. If the texts we send or you respond with costs anything, we will reimburse you and cover whatever that cost is. So no need to worry about paying for anything. Then for anyone who completes the study will receive a \$20 Target gift card at the end.

The questions you will be required to respond to are very easy to respond to and are the following:

1. What have you shopped for in the past week?
2. What websites did you use?
3. Why did those websites interest you?
4. Did you shop based on deals, new products, or anything else?
5. Did you cancel your order or empty your cart at any point while you were shopping online? Why? If no, then put N/A.
6. Did you go to a website and not buy anything, just looked at what they had to offer? Why?

Your responses are very important to us. Thank you for participating and taking the time out of your day to take part in the study. Have a great day!

Heuristic Evaluation

The Heuristic evaluation is typically done by someone outside of the team and company that is considered to be an expert and they evaluate the site using different categories that has been set.

This Heuristic evaluation was done by someone else who wishes to remain anonymous. This evaluation of the Target website was used to access the site and how various elements on it worked. The heuristics used for this study was created by Andy Budd.

Heuristic	Comments
Design for User Expectations	The site is designed with user expectations in mind. It has an always present navigation bar, making it easier to get to the page the user wants to be. The buttons are large with icons clearly showing where the button will lead. Features such as viewing product, checkout, and ratings are the same as other shopping sites, aligning with user expectations.
Clarity	Copy is very clear. No overly verbose phrases or complex words, all very concise and to the point. Most of the icons are clear, making it easy to tell where on the site they will take you. There's an issue with needing to go through too many pages though, making it difficult at points for users to discern where they are. Site is cluttered, making it difficult to tell between certain text and icons at points. Adding to cart is very confusing, have delivery and shipping listed as two separate features with two different buttons.
Minimize Unnecessary Complexity and Cognitive Load	Certain features that should be core parts of the site (i.e. shopping for black friday deals) make you click four to five times to get to the product screen. The shape and size of many of the site's features are out of proportion. Add to cart is easy to miss, while navigation icons take up large chunks of the screen. Site has detailed descriptions of certain hot items, making it easier for parents and grandparents to shop for their children. Adding items to cart is unnecessarily complex, the site always asks about protection plans when adding to cart, forcing another click.
Efficiency and Task Completion	All the links take multiple clicks to get to that part of the site, very little efficiency in browsing the site. Adding to cart often takes multiple clicks, forces you to sign in, and makes choosing your shipping method confusing. Search function works well, predictive text is good and user is always brought directly to the results. The navigation bar is always active on the site, allowing for easy traversal of the site on any page.

Heuristic	Comments
Provide Users with Context	Breadcrumb trail present on most pages. Feedback messages are good, outlines certain buttons when clicked, shows load screen when editing cart. Big labels at the top of pages, detailing the topic of each page. Drop down menu of nav bar isn't clear that there's sub pages in the bar.
Consistency and Standards	Site is consistent all throughout with colors, shape, and design. Features such as a navigation bar, search bar, logo, and sign in button are all used in the standard way. Site behaves in predictable way, no inconsistencies in the site such as certain features working differently in different errors.
Prevent Errors	Site prevents errors well. No dead links and each page is intuitive enough for the average user to understand. Site also disables certain features, like in-store pick-up, if unavailable.
Help users notice, understand, and recover from errors	Site puts little caution signs on the mouse when a link can't be clicked. Allows you to message for help directly on the site. Site clearly lists when the product is out of stock and in which regard. (i.e. shipping, pick-up is not available)
Promote a pleasurable and positive user experience	Site presents friendly colors, pictures, and text making user comfortable. Clutter of the site causes the design to lose its attractiveness and makes it less pleasurable for the user to navigate. Has a pop-up when items are added to cart, letting users know they were correct in adding items to cart. Site tells you when you successfully place an order, making it easy for the user to tell when they're done.

Overall, Target is a mixed bag when looking at the site through the lens of Andy Budd's Heuristics. The site functions very well, with limited errors, clear navigation labels, and a navigation bar that's always on top of every page. In terms of design, while the branding is consistent, the site is extremely cluttered, making it difficult and potentially stressful for users to navigate.

In terms of user expectations, the site is designed very well as it matches up with many other shopping sites. The way you navigate the site, add items to cart, find deals, and order items is consistent with these other sites, making it easy for a user to come on to Target and use the site efficiently.

Usability Report

Usability testing helps to determine what works on the site and what needs improvement. This method allows the company to witness first-hand how a user will navigate around the site without trying to guess how they will do it. Some of the tasks that are given to the users to perform using this method may seem obvious to many of us, however on the other hand it may be surprising in that it's not as obvious to other people as predicted.

Introduction

Hi _____, my name is _____ and I will be guiding you through this session today. Now before we begin, I have some information to go over and I will read it aloud to you so I can make sure I cover everything and so you can understand why you are here today.

I'm sure you understand why you were asked to be here today, but if not then I'll go over it again very briefly. Today we are asking people to use a website that we are currently working on in order to see if it's working as it should. This session should only take about an hour.

First, I want to make sure that you know that we are not testing you in any capacity, only the website. You cannot do anything wrong, and don't worry about making mistakes, it is perfectly okay if it happens.

As you go through the website, I'll be asking you as many questions as needed, but again no matter the amount you are not doing anything wrong. This is just to think out loud, like saying what you are looking at, what you are trying to do on the site, and what you are thinking, and this can happen at any given moment. Knowing this information can really help us later on.

Please do not worry that you will hurt our feelings. We are doing this to help improve the site, so give your honest reactions.

If at any point you have any questions, just stop and ask them. I may not be able to answer them right away, as we are interested in seeing how people use the site without someone sitting next to them to help. However, once we are done and you still have questions I'll try my best to answer them. Also, if at any moment you need a break, just let me know.

With your permission, I would like to record this session by recording the screen and our conversation. This is so that I'm not only focusing on taking as many notes as possible, and instead focusing more on you and any questions or concerns you have throughout this session. This recording will only be used to us figure out how to improve the site and will not be seen by anyone except for the people working on this project.

If you would, I'm going to ask you to sign a very simple permission form for us that says we have your permission to record you, and those working on the project are the only ones to see this recording.

- Give them the permission form and a pen
- As they sign it, start the screen recorder

Before we continue do you have any questions or concerns?

Starter Questions

Before we look at the site, I would like to ask a few quick and easy questions.

1. What is your age and occupation?
2. How often do you do online shopping?
3. What websites do you use to shop online?

The Home Page Tour

Ok, great. now that we are done with those questions, we can now start to look at the site.

- Click on the bookmark for the site's home page

To start off, take a look at this page and tell me your thoughts about it.

1. What stands out to you about it?
2. What's the company of this site?
3. What can you do on this site?
4. What is this site used for?

Take a look at the page, you can scroll if you want to but don't click on anything just yet. What are you thoughts?

- Have this continue for 3-4 minutes, the most

The Tasks

Thank you. Now, I will be asking you to try doing specific tasks. I'll read each one out loud and give you a printed copy so you can read along and so you don't miss any piece of information.

I will ask you to not use the search bar. We will be able to learn more about how the site works if you don't use the search bar.

Just another reminder, if you can try to think out loud as much as possible as you are doing each task, as it will help a lot later on. Again, if you have any questions or need a break at any point during this sessions just stop and let me know.

- Hand the participant the first task, and read it aloud
- Allow the participant to perform the task until you don't feel like producing any results or until the user becomes very frustrated
- Repeat for each task

List of Tasks

1. You are a frequent shopper at Target and would like to know if Target has a loyalty of some kind or not, and even figure out its benefits if it has any. Find out if Target has a loyalty program and what it includes.

Follow-up: Why did you do it that way?

2. During this pandemic you are running through hand soap very quickly. You need to purchase more hand soap. Find hand soap on the Target website.

Follow-up: Why did you go into that category and not the other one to find this product? Was it more confusing or difficult than you thought? Why?

3. Your friend has a birthday soon and you would like to give her a gift but you are not sure what to get. See if Target offers some gift suggestions?

Follow-up: Did you know you can look under the more tab (or in the categories section depending on where the user went) to find gift ideas?

4. Since everyone is working from home, you are in need of a good set of headphones. Find a set of headphones you like and add it to your cart.

Follow-up: Did you like that it provided all the options (ship it, pick it up, deliver it) for you right away on the same screen as the product or did it confuse you? Where you looking for an add to cart button or did it not matter?

5. Buying online has become the safer alternative than going out in person to the stores during this pandemic. You are buying a camera for a family member and right now the cyber week deals are going on. Find the cyber week deals for electronics.

Follow-up: What were you feeling when trying to find it? Did you know you can find it under top deals (or scroll down the home page depending on how the user got there)?

Probing

Thank you, that was very helpful.

Let me just go over everything and see if I have any follow-up questions that I'd like to ask you.

- If anything needs clarification or expansion on, then ask the follow-up questions you have

Wrapping Up

Thank you again. Now that we are done and wrapping up, do you have any questions for me?

- Give them their incentive (if any) or remind them it will be sent to them
- Stop the screen recorder and microphone and save the file
- Thank them and escort them out

Recording Consent Form

Thank you for participating in our usability research.

We will be recording your session to allow Target's staff members who are unable to be here today to observe your session and benefit from your comments.

Please read the statement below and sign where indicated.

I understand that my usability test session will be recorded.

I grant Target permission to use this recording for internal use only, for the purpose of improving the designs being tested.

Signature: _____

Print your name: _____

Date: _____

Participants & Sessions

Participant #1:

1. 43-years-old, Male, Service Advisor at Balsius Chevorlet
2. Shops online only if he has to
3. Shops at B&H, Amazon, Atlantic Ink Jets, and if it's a local store that's very close he will look at the item online and then go pick it up and purchase it in store
4. Average level of familiarity with computers and knew about the site but hasn't spent significant time on the site before

Session:

1. Recorded (audio) and took some notes
2. Lasted about half an hour
3. Surprising results for some tasks

Participant #2:

1. 50-years-old, Female, Senior Claim Associate/ Control Operator for Allstate
2. Frequently shops online (experienced shopper), now shops every other day
3. Shops at Amazon, HSN, QVC, Kohls, and a lot of other stores
4. Above average level of familiarity with computers (uses computers a lot and fixes a lot of problems on computers at work)

Session:

1. Recorded (audio) and took some notes
2. Lasted about 20 minutes
3. Expected results for many of the tasks

Participant #3:

1. 22-years-old, Female, Old Navy Sales Associate
2. Frequently shops online (experienced shopper), now shops every day especially with the holidays now
3. Shops at Amazon, Charlotte Russe, Nike, Under Armour, Home Goods
4. Above average level of familiarity with computers (uses computers a lot for personal use and school work)

Session:

1. Recorded (audio) and took some notes
2. Lasted about 30 minutes
3. Surprising results for many of the tasks

Tasks Analysis

Task 1: Loyalty Program

Participant #1: Guessing a lot, asking me where to go, clicked on RedCard tab and questioned if it was correct or not, asked me if he was right, went back and clicked on deals, questioned but didn't click on Target circle offers, went through all of the categories and didn't click on anything, overall very confused and didn't know if he was right or what to do.

Participant #2: Looked under the more tab and confused it wasn't there, looked under the categories, gave up quickly and just wanted to search it but couldn't, tried again, questioned if it's the Target app section, overall questioned where it was and was annoyed and angry she couldn't find it.

Participant #3: Confused and overwhelmed right away, looked under the more tab but wasn't there and didn't help, questioned if the red card was it, and overall got very annoyed and angry

Summary: The loyalty program overall is a problem because each participant couldn't find it, and they got very angry and annoyed quickly after they spent about 10 seconds looking for it. They all wished the words "loyalty program" was clearly displayed somewhere on the site so they are not questioning where it is.

Task 2: Finding hand-soap (Category Problem)

Participant #1: Quickly clicked on the category tab but questioned which one it could be, kept saying "I guess" a lot, stated that it can be under way too many tabs and was getting annoyed by it, clicked on the personal care tab since it felt the most logical choice, felt that it wasn't easy to know where to go and narrowed down the choices by logic, if he didn't use logic then he would have to look under the other tabs first to narrow it down and end up back at the personal care tab.

Participant #2: Quickly clicked on the category tab but went to the health tab then kept clicking on different tabs, confused and wondered why it wasn't in the health tab, and then went back and clicked on the personal care tab and finally found it after a while. She was annoyed that it wasn't in the health tab because we are in a pandemic and automatically assumed it would be in the health tab since it impacts our health. She also thought the being an experienced shopper would help find it easier and quicker, but it didn't since she couldn't use the search bar.

Participant #3: Quickly clicked on the category tab but confused as to which category to click on, kept asking me which one it could be under, asking me if it's under the health tab, personal care tab, or a different one, and she found it eventually after looking into each category. She said it was more difficult and confusing than she originally thought since it wasn't where she thought it was to begin with. Also, she assumed that since we are in a pandemic then the hand soap would be under the health category

Summary: The website has way too many categories. In fact, there are so many that can be combined or get rid of all together. The participants quickly got annoyed that it wasn't in the category that they assumed it was under. They also felt like they were second guessing themselves and questioning overall way too much over something that should be easy to find from the beginning.

Task 3: Gift Ideas

Participant #1: Went to deals tab first then to the what's new tab second, then clicked and scrolled a lot in the gift cards tab, got confused after his third try in finding the gift ideas, kept saying "I don't see anything" and "I'm confused", then scrolled past it in the categories tab, questioned if it, again, was in the gift cards section, almost gave up until he eventually found it. He didn't know it is also located in the more tab, since he wouldn't have looked there to begin with.

Participant #2: Knew automatically to go into the category tab and it was the first category she clicked on. She said that she knew where to go because it is similar to other online shopping sites. She also feels like since she is an experienced shopper, she knew right away where to go and didn't need to look anywhere else.

Participant #3: She knew where to go automatically because it's similar to other sites so she didn't have to think twice about it. However, she didn't realize it was also located under the more tab since she wouldn't have thought to go there in the first place.

Summary: It seems like those who are experienced online shoppers know exactly where to go, so it needs to be clearer for those who don't shop online very often. Also, having it in more than one location can be helpful but that second location needs to be obvious or where someone would look and not like where it is now, which is under the More tab.

Task 4: Adding to Cart

Participant #1: Knew to go to the category tab but questioned if it was under the electronic category and was surprised that headphones was under the electronics category. He paused for a while looking for the add to cart button and got annoyed that it wasn't there and eventually guessed and just assumed that without the physical button that the three options provided was the new version of the button. Overall, he felt that the physical add to cart button is very crucial to a shopping website and should always have it no matter what.

Participant #2: She knew right away to go to the category tab and look under the electronics category tab. Right away she looked for the physical add to cart button and got annoyed that it wasn't there because all of the other shopping websites have the button. She also felt that the 2 of the 3 options (deliver it and ship it) are too similar, and that needs to be changed. Overall, the physical add to cart button needs to be there since it's the first thing users look for when they want to add something to their cart.

Participant #3: Knew right away to go to the categories tab but wasn't sure if it was under the electronics category. She couldn't figure out how to add the headphones to her cart for a while and got very annoyed and angry about it. In fact, she was passionate in expressing just how angry and annoyed that there wasn't a button that says add to cart like all the other sites.

Summary: Once the participants clicked on the set of headphones they wanted, they were all annoyed and angry that there wasn't a physical button that says add to cart. Instead the button was replaced by three options, to pick it up, deliver it, or to ship it. They all thought that the three options of how to receive the item(s) should come after the item was already in the cart and are in the checkout process. Some thought that the deliver it option and the ship it option are too similar and thought it was basically the same type of option, so they were confused as to why they were both there. All in all, the physical add to cart button is very crucial to the online shopping experience.

Task 5: Cyber Week Deals

Participant #1: Knew to scroll down and where to find it. He says that he has shopped online before so he knew to stay on the home page and didn't give it a second thought to look anywhere else.

Participant #2: She knew to scroll down and didn't bother to look anywhere else. She also claimed that because she is an experienced shopper she didn't have to go anywhere else on the site and it's similar to other sites.

Participant #3: She assumed that she had to scroll down but she couldn't find or see it right away. She then moved onto looking in other areas. She questioned if it was under the deals tab, the more tab, and even under the categories tab but couldn't find it. She quickly became very lost and confused, and even asked me how to find it. She began to look under the what's new tab. Eventually she found it, but it took a while. She said that there should be a tab or button at the top of the page that says "cyber week deals" so there is no need to scroll down the home page or look anywhere else.

Summary: For the most part the users know to scroll down to find the cyber week deals for electronics. However, to make it easier there needs to be a button at the top that says "Cyber Week Deals" or in a more convenient place.

Problem Areas

1. The users are unsure what is considered to be the loyalty program and where it is located (is it the RedCard or the Target Circle?)
2. Too many categories that make the users unsure where to go for different items
3. There are spots on the website that doesn't need to be there because it's unknown to the users or they are not used from the start
4. The users don't know how to add items to their cart
5. The deals put on by the company need a simpler way to get to for some age groups

Recommendations for Improvement

1. Clearly display the words "Loyalty Program" under a tab like the More tab
2. Narrow down the categories so there is less of them, and place items under the most common category and where the users will automatically go to
3. The gift ideas category should only be in one location
 - a. Other categories that are multiple locations should be changed to being in one to two locations max
 - b. In locations where the users would automatically go to
4. Have the physical "Add to Cart" button
 - a. Replace the 3 options (pick it up, deliver it, and ship it) with the add to cart button and those options should be moved to later in the checkout process
 - b. The 3 options (pick it up, deliver it, and ship it) should be moved to later in the checkout process
5. Have a button at the top of the home page for cyber week deals and have it in the deals tab
 - a. Other deals this big should be done in the same way
 - b. Be able to get to the desired location in one click