

Usability Study

Site Reviewed: John Acurso Photography

Test Subject #1

Background:

Female college student at WSU, majoring in DTC and heavily involved in Fine Arts classes and photography.

Things that worked well:

Recognized site focus immediately. Liked layout. She thought the visual feedback and navigational guides were helpful and effective. Thought images were displayed very well.

Concerns/Confusions:

The subject's major confusion revolved around the categorization of the images. For example, she could not understand the difference between Projects and Portfolio. Another concern was the repetition of the preloader. Other comments were:

- Thumbnails were colored in two different colors on most pages. While it was obvious that these colors meant something, it was sometimes unclear.
- It was not always apparent what kind of pictures would be in a given category.
- Subject felt that main purpose of the site was to sell stock photographs; the actual purpose is to bring in new clients.
- Wasn't clear how to purchase stock. Also, was it to be purchased per piece or in packages?

- No prices on stock.
- Hard to read photo designations (section with black background and small font).
- Thought she had somehow missed URL because homepage is actually the same as heading “Portfolio”.