

## **Usability Test: Ikea**

Madison Meszaros

College of Integrative Sciences and Arts, Arizona State University

TWC 421: Principles of Web Authoring

Dr. Time Barrow

May 30, 2022

## Table of Contents

1. Introduction.....	p. 3
2. Methodology.....	p. 3
3. Results.....	p. 7
4. Recommendations.....	p. 9
5. References.....	p. 11
6. Appendix.....	p. 12

## **Introduction**

The purpose of this report is to test the usability of Ikea's website. Ikea is a store founded in Sweden that sells affordable and stylish ready-to-assemble furniture and other common in-home products. They have expanded their stores worldwide and have accumulated thousands of household items that are ready to be sold through their website and in their store. The types of products that can be found on their site are furniture that must be assembled, as well as items that do not need to be put together, such as kitchenware, rugs, home décor, lightning, etc. Their website provides a design tool that lets the users see their room décor ideas in 3D before purchasing the products. They also offer Task Rabbit services that help with the delivery, assembly, and moving of their products that have been sold for a modest fare. The type of audience that will find themselves on Ikea's website are those looking to make design upgrades to their home and want to do it at a cost-effective price.

This test was done to determine how user-friendly Ikea's website is for new customers and returning ones. The intention of the test was to discover issues with accessibility on various parts of their website through a series of tasks performed by willing participants. The main test was for the participants to be able to locate features on their site without any outside intervention such as guides or from the prompter themselves. The participants were instructed to locate products using the menu category, find specific answers to frequently asked questions, and utilize the TaskRabbit feature through their site. If they were unable to complete any portion of the test or needed guidance from the instructor, it was noted by the prompter and used as an indicator for a lack of usability of the feature on the site.

After consulting with the participants following the test, there were clear issues found on the site that could be remedied with the adoption of the following recommendations. The recommendations are as follows (1) Make the frequently asked questions tab more accessible for users to find, (2) Create a list of links/quick links within the FAQ section to different sets of questions for faster answers and (3) Create sub-categories within each category their own option in the first drop-down menu for faster access.

## **Methodology**

### **Participants**

Three individuals were chosen as subjects to participate in testing the usability of the site. The three participants were chosen based on their level of web usage in order to see if there was a difference in the time it took to complete a task based on how often they used the web. Their web usage ranged from nearly eight hours a day to less than two hours a day. These people were not random test subjects but were picked because they lived in a less than five-mile radius from the prompter's computer where they could perform the test in person. The ages of the participants who were recruited for this study were 23, 27, and 29; all of which had a varying degree of education. The genders of the participants consisted of two females and one male. The participants were also asked to disclose their level of familiarity with Ikea's website on a scale of one to five. A table of the participants demographics can be referenced below:

Participant	Age	Gender	Education Level	Internet Usage	Familiarity (1-5)
1	23	Female	No College Degree	3-4 Hours/Day	2
2	27	Male	Bachelor's Degree	7-8 Hours/Day	3
3	29	Female	Master's Degree	>2 Hours/Day	1

*Table 1: Participants Demographics*

### **Test Setting**

Each participant was asked to meet at the prompter's home office in Phoenix, Arizona. An in-person usability test was the chosen method because some participants were unable to locate a functional computer that could run both a video and voice call while performing the test at the same time. It helped that the participants lived in a close proximity to the prompter and had the additional time to make the commute to do the test in-person. The test was performed in a closed-door office space with minimal distractions that could interfere with the participants focus. They were welcomed and sat down in front of a computer at a desk within the office space. Each test was carried out on the same day at different intervals as to not have the test overlap. They were each given an unlimited amount of time to complete the test and were asked to attempt to complete each task without assistance from the prompter. The subjects were given a piece of paper to write down any thoughts they had as well as encouraged to communicate their thoughts, choices, and feelings out loud while performing the test.

### **Test Equipment and Tools**

The usability test was performed on a dual Dell monitor using Windows 10 software. One monitor displayed Ikea's website, while the other monitor showed each task and was update with

a new task once the previous was completed. This was included, so the participants could refer back to the question if they forgot any part of them. The participants also had access to a keyboard to use to make any searches within the website as needed as well as a Steel Series mouse to use to navigate Ikea's website. In addition to the technical equipment, they were also given a mechanical pencil and a few sheets of paper to write down any thoughts they may have while performing the test. As the participants performed the test, their screen was being recorded via Open Broadcaster Software (OBS), which also recorded their voice. They were also informed that their voice would be recorded through the iPhone memo app as a backup option in-case the original software failed to work efficiently. All additional computer programs were turned off as to not interfere with the testing or cause any distractions for the participants.

### **Testing Overview**

As soon as the participants were sat down and comfortable in front of the computer, the prompter read a modified version of Krug's welcome script (Appendix A). The script was adapted to match the website being tested, but the main structure of the script was not changed. The choice to not alter the main structure of the script was because Krug stated that whenever he altered his original script he will end up, "saying something that gives the wrong idea," (Krug, p. 70). The main goal was to not improvise the script, but instead have a finished product of it read from a sheet of paper in its entirety. The script was read in a clear, upbeat tone and the prompter made sure to maintain an adequate amount of eye contact with the participants as to ensure they were comprehending the instructions being read.

Before starting the test, the prompter wanted to get a feel for who the participants were and wanted to get them comfortable talking out loud. This was done in the form of a pre-test questionnaire (Appendix B). The participants answered multiple questions regarding their demographic and their internet usage, which was recorded and displayed in Table 1.

Once the Pre-Test Questionnaire was completed, the prompter opened up the browser to display the homepage of the website being tested, Ikea. Prior to performing the tasks, the instructor decided to carry out Krug's Home Page Tour (Appendix F). The purpose of this part of the test is to, "see if the nature of the site is clear," (Krug, p. 75). The participants were asked to voice their thoughts out loud as they tried to figure out what the purpose of the site is. At this point, the instructor was also informed whether the participants were familiar with the site on a scale of 1-5

and if they have purchased products from Ikea in the past. As they answered the various questions, the prompter typed in their responses into the questionnaire (Appendix G, H, & I).

After the Home Page Tour was completed, the participants were read a scenario that they were in when attempting to complete the various tasks on the site (Appendix J). After being read their scenario, the first task was read out loud to the participants as well as being put on the screen for them to refer back to during the duration of the test. As they completed the task, the next task replaced the previous one until all six tasks were finished. The tasks the participants were asked to perform are listed below.

**Tasks:**

1. You just moved locations and you want to take a trip to Ikea. Find an Ikea location near you and their store hours.
2. You want to take a trip to your nearest Ikea store, but you are unsure of whether they have motorized scooters on site to use or if you will have to bring your own. Find where you could find the answer to this question.
3. You are specifically looking for a piece of furniture for your bedroom. It is called an “End of bed” bench. Locate this category without using the search feature.
4. Find how much it will cost to hire a TaskRabbit Assembly for a specific product.
5. You lost your assembly manual. Locate the assembly manual for any product of any category.
6. Your product was delivered damaged. Find Ikea’s policy for situations like these.

Participants were allowed as much time as they needed to complete each task, but if the prompter felt as though they were becoming stumped on specific tasks or they were taking too long, then they asked the participants to move on to the next task. The entire test was scheduled to take a maximum of one hour, so making sure one task did not take up too much of the allotted time was important. The emotion on the participants faces were noted as they attempted to complete the various tasks, especially in the case where they became frustrated when they could not find the answer or complete the task in under five minutes.

After the final task was completed, the participants were given a questionnaire to fill out which consisted of questions regarding the website and their experience (Appendix K). The blank

questionnaire was shown on the second monitor and the participants were given as much time as they needed to type out their answers to each question. While they filled out the questionnaire, the prompter took this opportunity to ask a couple probing questions for why they decided to click on certain tabs when locating the answers to the tasks.

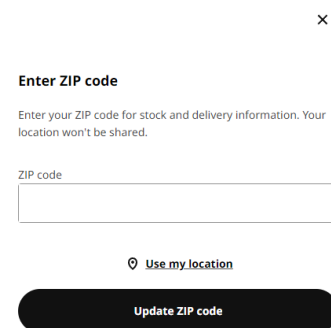
Once the participants finished filling out the questionnaire, the prompter thanked them for taking the time out of their day to be a part of this test. They asked them if they had any additional questions or concerns about the test. The participants were each given a coffee and a snack as a gift for being a part of the study. The entire test took an average of forty-five minutes from introduction to the conclusion of the test.

## Results

After the participants left the testing area, their Pre-Test questionnaire, Home-Page questionnaire, and Post-Test questionnaire was evaluated. The three participants responses were able to give a clear indication of areas of Ikea's website that were not user-friendly, as well as areas that displayed easy usability. The participants all came from varying backgrounds, but they all had a similar experience. None of the testers had a high familiarity level with Ikea, which made going into the test a somewhat new experience for all the users.

### Good Usability

The first task asked the users to find an Ikea store near them. The three participants had no issue finding their store locator feature. Participants #1 and #2 found the location link on the top of the homepage, while participant #3 was able to locate the 'Find a location' button at the bottom of the homepage. This showed good usability, because there were multiple sections in different areas on the homepage that took the users to the same area. Some users are more likely to look at the top of the page, while others are inclined to look at the bottom. Having an option for both keeps the search time at a minimum. The participants noted it was helpful that they only had to input their zip-code to find a location as seen in figure 1. All participants were able to utilize this feature easily and found the closest store to their location fast (under 5 minutes).



Enter ZIP code

Enter your ZIP code for stock and delivery information. Your location won't be shared.

ZIP code

Use my location

Update ZIP code

Figure 1

The participants were also able to accomplish task #4 and #5 at an equal rate. The task asked the the subjects to locate any product of any category of their choosing and find the section that tells the user how

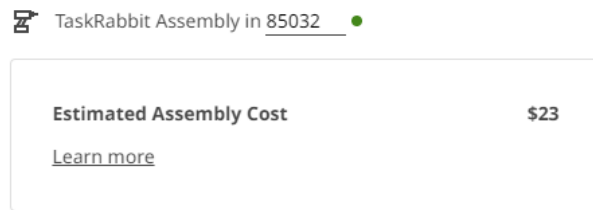


Figure 2

much it will cost them to hire a TaskRabbit for the specific product. Ikea is very prideful of their TaskRabbit partnership, so it was important that this feature was user-friendly for their customers. This task was able to prove that this feature is easily accessible. The participants did not show any signs of frustration when searching for the indicated tab. It had its own section labeled off and showed the estimated price it would cost to hire a TaskRabbit for the product. For this product the cost of assembly would have been \$23, as seen in Figure 2.

Immediately after this task, the participants were asked by task #5 to locate the assembly manual for the same product, which they were able to do with zero guidance from the instructor. Participant #3 praised this feature as they are the type who would likely misplace this manual, so having it as an option to go back to on their site is extremely helpful. Again, Ikea had the product description labeled and easy to find. No participants took longer than five minutes to complete either tasks.

### Bad Usability

The second task was for the users to locate the section that would give them the answer to the question regarding motorized chair availability in Ikea's stores. This was important to know because the scenario indicated that their partner had a mobility impairment that kept them from walking for a long period of time. Ikea is a large store, so knowing whether the customer must bring their own motorized chair or if the store has ones available is important to know before venturing to the location. Unfortunately, this was the task that each participant struggled to complete. Participants #1 and #2 had a difficult time locating the frequently asked questions (FAQ) link which would take them to this list of questions which had the answer to this task. Participant #2 took an especially long period of time, because they chose to look in the customer service section of the site for close to ten minutes. This participant ended up getting frustrated and stated that at this point they would have just called the store.



After a bit of direction from the instructor, they were able to locate the FAQ section where the answer was located. At this point, each user was frustrated with the length of the FAQ section and felt as if they were scrolling down the page for the answer for too long. This is when Participant #3 voiced that they wished they put category links within the FAQ section to make the time it takes locating answers shorter. This same sentiment seemed to be the case for all other participants as well. The average time it took to complete this task was a little over ten minutes, which is way to long by usability standards.

Another issue that the three participants struggled with was how long it took to find the ‘end of bed’ bench, which was from task #3. This task was designed to test Ikea’s menu navigation feature. The users were able to find the menu that listed the categories, but were confused by the amount of new categories that were being shown when a link was pressed. For instance, Participant #1 initially chose ‘accent chairs’ which took them to another list of categories that were not the one they were looking for, so they had to start over from the beginning with the original list of categories. Participant #2 had an issue with this feature as well and found it frustrating that there were not a list of subcategories beneath each category. This is a feature that would make searching for products more efficient. The ‘end of bed’ bench category would have been found in the ‘chairs’ section, but because of its niche title, it was difficult to find. Shown in figure 3 is a list of the categories that the users had to look through to find the next set of categories.

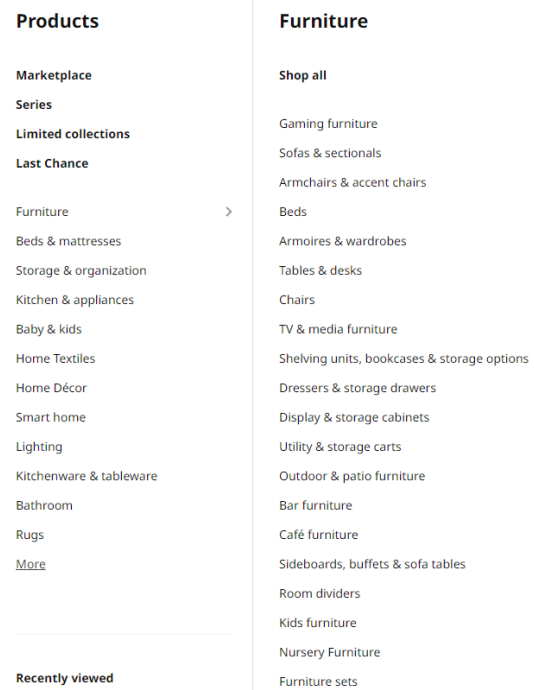


Figure 3

## Recommendations

After going over the participants post-test questionnaire, it was clear what needed to be changed on Ikea’s site to improve its usability. There were areas of the site that users were becoming frustrated with and even wanted to quit the site all together. While there were parts of the site

they found to be done well such as the store locator and having the products assembly manuals available in their product description; there were still areas that could be improved. If the following recommended changes are made then the site will become more user-friendly and less situations like this will arise. The following recommendations are listed below:

**Make the Frequently Asked Questions section more accessible/easier for users to find.**

Ikea did a great job by making the store locator feature appear multiple times on their homepage because they understood that their audience may be inclined to look in different areas of their site instead of just one spot. Ikea needs to have this similar mentality with their FAQ section. If they put the FAQ section at the top of their homepage as well as the bottom, more users will be able to locate the feature at an efficient rate. It would also be beneficial to put the option within their drop-down menu, because this was an area that the participants first thought to look when they could not find it on their homepage.

**Create a list of links within the FAQ section to different sets of questions.**

The FAQ section on Ikea's website is exceptionally long and can feel overwhelming when trying to locate an answer to a question. If Ikea created links to different categories of questions or even created quick links to different parts of their FAQ list, then it would make finding the answer to questions much faster. There is well over one hundred questions in the list which is much too long to search through without wasting a great deal of time. They need to prioritize their audiences time, when companies create list like these it's essentially telling the audience that the company does not respect their time.

**Create sub-categories within each category their own option in the first drop-down menu for faster access**

This is a similar issue to the previous one where Ikea is not respecting their customers time. There should be a list of sub-categories underneath each category in this first drop-down menu. The company expects their customers to go down a rabbit hole, instead of having quick access to the category they were originally looking for at the beginning. This takes away the chance of an audience accidentally clicking the wrong link and having to start over from the beginning because Ikea does not let you back track.



## References

Ikea. (1999). Retrieved from

[https://www.ikea.com/us/en/?cid=a1:ps%257Ca2:se%257Ca3:EN\\_Search\\_Brand\\_Non%2520HFB\\_Exact\\_IKE-IKE-063\\_IKEA\\_FY22\\_Google\\_CPSA\\_Core\\_Text\\_Br\\_Exact%257Ca4:ikea%257Ca5:e%257Ca6:google%257Ca7:cq%257Cid:IKEA%2520Branded%2520GM%257Ccc:915&gclid=CjwKCAjwv-GUBhAzEiwASUMm4iCinwg\\_k5yaIFS5-nw8fD5K2s9bUT1c-IHoV4RaUQRI2MMpq7SZaRoC5\\_0QAvD\\_BwE](https://www.ikea.com/us/en/?cid=a1:ps%257Ca2:se%257Ca3:EN_Search_Brand_Non%2520HFB_Exact_IKE-IKE-063_IKEA_FY22_Google_CPSA_Core_Text_Br_Exact%257Ca4:ikea%257Ca5:e%257Ca6:google%257Ca7:cq%257Cid:IKEA%2520Branded%2520GM%257Ccc:915&gclid=CjwKCAjwv-GUBhAzEiwASUMm4iCinwg_k5yaIFS5-nw8fD5K2s9bUT1c-IHoV4RaUQRI2MMpq7SZaRoC5_0QAvD_BwE)

Krug, S. (2010). *Rocket surgery made easy: The do-it yourself guide to finding and fixing usability problems*. New Riders.

## **Appendix A**

### Welcome Script

Hello and thank you for taking the time out of your day to join me for this session. Before we start the test, there are a few key pieces of information I want to make sure we go over and that you understand. The test you will be doing is called a “usability test”, it is designed to test Ikea’s website and to see whether it is user-friendly for the majority of users. We are not testing you, so at no point can you do anything wrong or make any mistakes.

While performing this test, you will be asked to vocalize any thoughts you have or any issues you are facing during the procedure. Being vocal with the steps you are taking to complete your given tasks will be helpful for us after the matter. This is an honest review, so nothing you can say will hurt our feelings. If you ever find yourself stumped, you are more than welcome to ask questions, but we ask that you try and attempt to solve the task in its entirety before reaching out for help. This test is designed to play out as if you are alone and no one else is here to guide you. Prior to this test, you gave us permission to record your voice and screen during this procedure. The recordings will be used as a reference to look back on when compiling data. No other party will have access to your recordings.

After the test you will be given a questionnaire to fill out, which you can take as much time as you need to complete. The actual test should take no longer than an hour, but you are welcome to take breaks as needed. Before we begin, do you have any questions?

## **Appendix B**

### Blank Pre-Test Questionnaire

Before we start the test, I am just going to ask you to answer a few questions that will give me a feel for who you are and what you like to do.

1. How old are you and what gender do you identify with?
2. What is your highest level of education?
3. What do you do for a living?
4. How many hours a day on average do you spend on the internet?
5. Which websites/apps do you occupy your time with?

## Appendix C

### Completed Pre-Test Questionnaire #1

1. How old are you and what gender do you identify with?

*I am 23 years old and female.*

2. What is your highest level of education?

*High School Diploma*

3. What do you do for a living?

*I am a waitress.*

4. How many hours a day on average do you spend on the internet?

*I would say about 3 hours, 4 at max.*

5. Which websites/apps do you occupy your time with?

*I use TikTok, YouTube, and Netflix.*

## Appendix D

### Completed Pre-Test Questionnaire #2

1. How old are you and what gender do you identify with?

*I am 27 years old and identify as male.*

2. What is your highest level of education?

*I have a bachelor's degree in Computer Science*

3. What do you do for a living?

*I am a software developer.*

4. How many hours a day on average do you spend on the internet?

*Between work and other usage, it would probably be about 8 hours a day.*

5. Which websites/apps do you occupy your time with?

*I like using sites like Ebay, Mecari, YouTube, Netflix, and Twitter.*



## Appendix E

### Completed Pre-Test Questionnaire #3

1. How old are you and what gender do you identify with?

*I am a 29-year-old female.*

2. What is your highest level of education?

*I have a master's degree.*

3. What do you do for a living?

*I am High School English/Literature teacher, but for the past year I have been a stay-at-home mom.*

4. How many hours a day on average do you spend on the internet?

*Probably two hours a most.*

5. Which websites/apps do you occupy your time with?

*I like shopping, so mostly Target, Nordstrom, and Amazon.*

## **Appendix F**

### Blank Home Page Tour Questionnaire

You are currently looking at Ikea's homepage. At this point we ask that you take a moment to scroll through their homepage, but do not click on any links. While you do this I am going to ask you a few questions.

1. Are you familiar with this website? On a scale of 1-5, one being never used this site and 5 being an avid customer, how well versed are you?
2. From looking at the homepage, what do you think the website is used for?
3. Does any feature on the homepage stand out to you? What about how the content is organized?

## Appendix G

### Completed Home Page Tour Questionnaire #1

You are currently looking at Ikea's homepage. At this point we ask that you take a moment to scroll through their homepage, but do not click on any links. While you do this I am going to ask you a few questions.

1. Are you familiar with this website? On a scale of 1-5, one being never used this site and 5 being an avid customer, how well versed are you?

*Maybe a 2? I know of Ikea and own a few of their products, but I cannot remember the last time I have been to their store or used their site.*

2. From looking at the homepage, what do you think the website is used for?

*I believe this site is used to purchase furniture and other home items.*

3. Does any feature on the homepage stand out to you? What about how the content is organized?

*I like all the images they provide. I am a visual person, so looking at organized rooms in photos is visual pleasing. They also use a lot of color, which I am a fan of as well. I noticed the homepage is quite long, I feel like I have been scrolling for a while.*

## Appendix H

### Completed Home Page Tour Questionnaire #2

You are currently looking at Ikea's homepage. At this point we ask that you take a moment to scroll through their homepage, but do not click on any links. While you do this I am going to ask you a few questions.

1. Are you familiar with this website? On a scale of 1-5, one being never used this site and 5 being an avid customer, how well versed are you?

*I would say a 3. I own many furniture pieces from Ikea and have been to their store quite a few times, but I have never used their site.*

2. From looking at the homepage, what do you think the website is used for?

*It is clear that they sell indoor and outdoor furniture. It also looks like they sell stuff for gardening and even some cleaning products if the photo I am looking at is accurate.*

3. Does any feature on the homepage stand out to you? What about how the content is organized?

*There is a whole lot going on and I am already a bit overwhelmed by the number of products they have already displayed on the first page. They seem to be throwing everything they got at you on the first go. I already want to leave this page. I see a feature for update on their available stock. Do they have issues with stock? Why would they have that on their homepage?*

## Appendix I

### Completed Home Page Tour Questionnaire #3

You are currently looking at Ikea's homepage. At this point we ask that you take a moment to scroll through their homepage, but do not click on any links. While you do this I am going to ask you a few questions.

1. Are you familiar with this website? On a scale of 1-5, one being never used this site and 5 being an avid customer, how well versed are you?

*If one is the lowest then probably a one, but even that is generous. I do not buy from Ikea, and this is my first time even looking at their website.*

2. From looking at the homepage, what do you think the website is used for?

*I know they sell furniture that you have to build yourself, but that is about it. I see a link to a home décor section, so I guess they have that too.*

3. Does any feature on the homepage stand out to you? What about how the content is organized?

*There is a huge section for towels, like a collage of photos of towels. I'm guessing towels is a big seller for them or maybe they have an overstock. They have some featured categories like sofas, beds, lighting. There is a lot of collages of photos that show pretty living. They have a services section, which is nice. I tend to use the FAQ a lot when shopping, so that quick link is helpful.*

## Appendix J

### Task Scenario

You and your partner are moving across the country after a job relocation. You have purchased a new home which you are excited to start furnishing as soon as possible. While you are looking forward to this new chapter of your life, your partner is nervous because of a mobility impairment that has left them unable to walk long distances without wheelchair or something of equivalent. You remember hearing about Ikea and their partnership with TaskRabbit, a company that helps with the heavy lifting and building of Ikea's furniture. You decide to take a look around Ikea's website before making a trip to the store.

**Instructions:** *Do your best to complete each task without the help of the search bar. If you have reached a point where you cannot complete the task without turning to the search bar then you may use it.*

### **Tasks:**

1. You just moved locations and you want to take a trip to Ikea. Find an Ikea location near you and their store hours.
2. You want to take a trip to your nearest Ikea store, but you are unsure of whether they have motorized scooters on site to use or if you will have to bring your own. Find where you could find the answer to this question.
3. You are specifically looking for a piece of furniture for your bedroom. It is called an "End of bed" bench. Locate this category.
4. Find how much it will cost to hire a TaskRabbit Assembly for a specific product.
5. You lost your assembly manual. Locate the assembly manual for any product of any category.
6. Your product was delivered damage. Find Ikea's policy for situations like these.

## **Appendix K**

### Blank Post-Test Questionnaire

1. At any point did you feel frustrated with the layout/design of Ikea's website when completing your tasks? Which part of it was frustrating?
2. Do you feel as though you could easily find what you were looking for in a sufficient amount of time?
3. What did Ikea's website do well?
4. What do you think Ikea could change to make their site more user-friendly?
5. Did you feel like your questions were answered well during tasks #2 and #6?
6. Based on what you experienced today, do you feel as though you would use this site again as a customer?

## Appendix L

### Completed Post-Test Questionnaire #1

1. At any point did you feel frustrated with the layout/design of Ikea's website when completing your tasks? Which part of it was frustrating?

*Yes, I had a difficult time locating their FAQ tab because it was hidden away at the bottom of their website. I usually am able to find on websites drop-down menu, but in this case it was out of sight.*

2. Do you feel as though you could easily find what you were looking for in a sufficient amount of time?

*For the most part. The tasks regarding Ikea's products did not take a lot of time to complete because they were laid out well, but answering specific questions were difficult. I almost gave up when searching for their frequently asked questions section, because I was originally looking through their customer service section instead.*

3. What did Ikea's website do well?

*They did a good job with their 'Find a Location' feature. It was easy to pop in your zip code and for it to automatically generate the closest location as well as their store hours.*

4. What do you think Ikea could change to make their site more user-friendly?

*I wish they would make their FAQ section more obvious. I wanted to give up and call their store when I could not get my question answered. This could be hard for individuals who are unable to reach a store during their hours of operation.*

5. Did you feel like your questions were answered well during tasks #2 and #6?

*I felt as though task #2 was answered well, but the question was buried underneath hundreds of questions. I wish their frequently asked questions section was designed better, so I did not have to scroll so far to find an answer. The return policy on damaged items just told the customer to go to the store or call their store. I wish they would just give you an answer on their site instead of making you jump through hoops.*

6. Based on what you experienced today, do you feel as though you would use this site again as a customer?

*Yes, but I would rather just go to the store in-person.*



## Appendix M

### Completed Post-Test Questionnaire #2

1. At any point did you feel frustrated with the layout/design of Ikea's website when completing your tasks? Which part of it was frustrating?

*All of it. I felt that the homepage put me off immediately, because of how overwhelming it felt. The menu system was also off-putting. I did not like how many questions there were in the FAQ section.*

2. Do you feel as though you could easily find what you were looking for in a sufficient amount of time?

*No, especially during task #3. I had to go through multiple menus to find the 'end of bed' bench when that category should have already been a sub-category in the very first menu. This would lessen the amount of search time until it only took 1/10<sup>th</sup> of the amount of time.*

3. What did Ikea's website do well?

*Not much. The only truly efficient part of their site was their store locator feature. Everything else was drawn out or took too long to locate.*

4. What do you think Ikea could change to make their site more user-friendly?

*Give the categories in their menu subcategories, and then give those subcategories another set subcategories. If there is only one product in a sub-category then there is no reason for it to even be a subcategory, just make a category for 'others.'*

5. Did you feel like your questions were answered well during tasks #2 and #6?

*Yes to task #2, but no to task #6. I hate when the answer to frequently asked questions is just to call the store or go to the location. What if its after hours or what if I live far away. There needs to be a more convenient method.*

6. Based on what you experienced today, do you feel as though you would use this site again as a customer?

*Yes, but only because their furniture is the cheapest on the market. If there was another option then I would probably use that one instead.*

## Appendix N

### Completed Post-Test Questionnaire #3

1. At any point did you feel frustrated with the layout/design of Ikea's website when completing your tasks? Which part of it was frustrating?

*I did not get too frustrated with any part, but I do feel as though their FAQ page was surprisingly long.*

2. Do you feel as though you could easily find what you were looking for in a sufficient amount of time?

*I have to admit that it did take me a while to complete my tasks, but I did find them in the end. Finding the damaged item page was difficult, so I caved and used the search bar.*

3. What did Ikea's website do well?

*I like that they have their assembly manual in the product description of each item. I am a busy person and I tend to throw away paper as soon as I get them, so being able to locate the products manual on the site is very helpful.*

4. What do you think Ikea could change to make their site more user-friendly?

*I would recommend making category links within their FAQ section like they have for their menu. It took forever to find the answer to the motorized scooter question, but if they had a category for disability questions then I would have been able to find it faster.*

5. Did you feel like your questions were answered well during tasks #2 and #6?

*Yes, I had no issue with how it was answered.*

6. Based on what you experienced today, do you feel as though you would use this site again as a customer?

*I am not a fan of having to build my own furniture, so probably not. But my experience overall was not bad and I may recommend the store to a friend.*