

Lego.com Usability Testing Report

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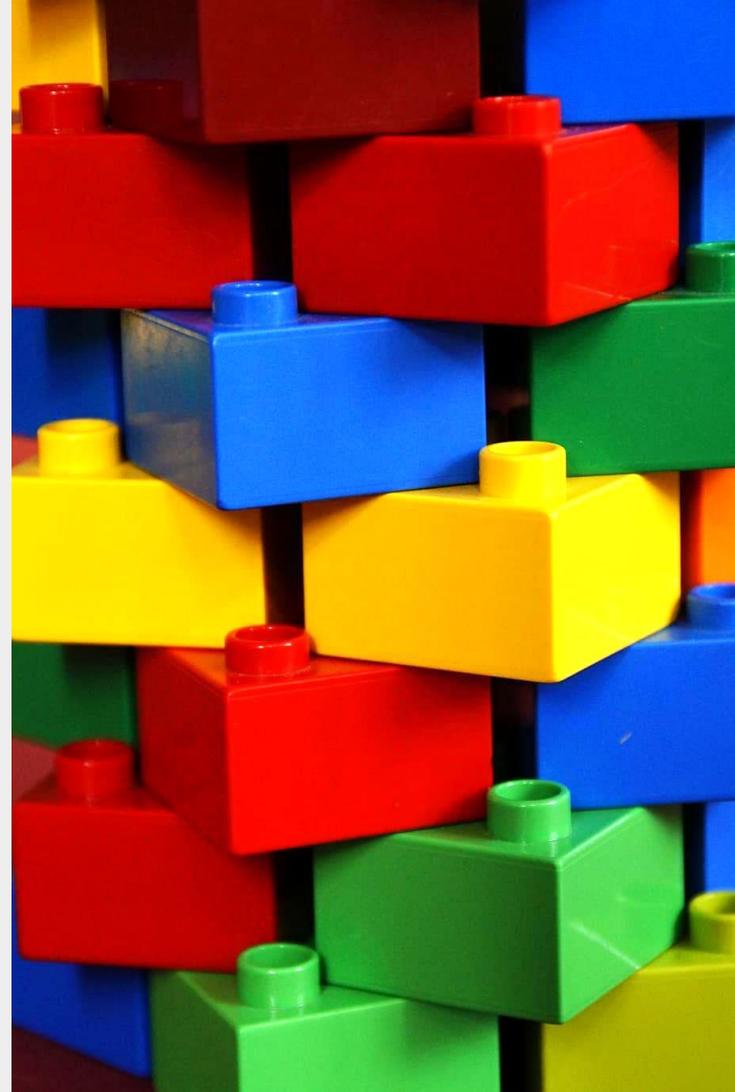


Agenda

1. **Study Background**
 - a. Purpose
 - b. Methods
 - c. Scenario
 - d. Tasks
2. **Results, Analyses, and Recommendations for Improvements**
 - a. What Went Well?
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 - b. What Needs Improvement and How Can It Be Improved?
 - i. *Task 3*
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 - iii. *Task 5*
3. **Summary of Results**
4. **Questions**



Background for User-Testing Study on Lego.com



Purpose

- Identify website issues
- Identify website strengths
- Generate user thoughts and opinions for redesign

Method

- 5 total tasks after reading the scenario
- User testing
 - Participants
 - 6 unmoderated mobile
 - 3 unmoderated desktop
 - 3 moderated desktop
 - Questions
 - 2 Post task
 - 4 Post test



Scenario:

“Your nephew is about to turn 12 and you would like to find a birthday present for him. He is obsessed with Marvel characters but especially loves the new Captain America movie featuring the new Captain America and Red Hulk. Your budget before tax and shipping is \$25”

Task Overview:

1. Find an appropriate set that would make a good gift.
2. You want to pick up this new set in store. What are the hours and locations of the store closest to you that has the set in stock?
3. While putting the set together, you find out you are missing Captain America's shield. You will need the part number number to order a replacement. What is the part number of this piece?
4. While browsing the site for your nephew, you find a set you want. Without LEGO Club, are there any discounts available that you qualify for?
5. The set you want is expensive and may be too difficult to complete. Are you able to return it after opening if need be?

Results, Analyses, & Recommendations for Improvements



Results and Analyses - What Went Well

Task 1: Finding the product

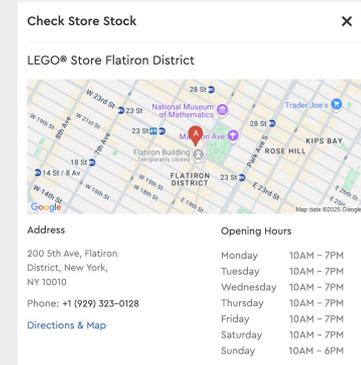
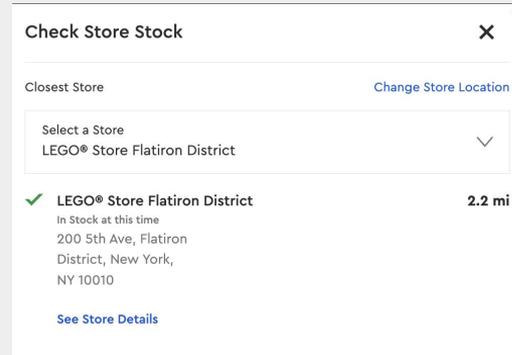
- Overall participants rated this task relatively easy. Mean difficulty: 4
- Participants could find the desired items through multiple different paths.
- Most participants either navigated through “featured items”, “sets” or searched it up.
- The site gives the option of filtering based on age and price
- All participants chose this specific item →



Results and Analyses - What Went Well

Task 2: Finding nearby stores

- All participants navigated correctly to “Check Store Stock”
- Only one path to find the Store Stock, easily visible from the product’s page.
- When a store is found, users had to click on “store detail” to see the hours and location
- A common problem was to find alternative stores. The drop down menu was not obvious and a mile range was not available



What Needs Improvement

Task 3: Finding the part number of the shield

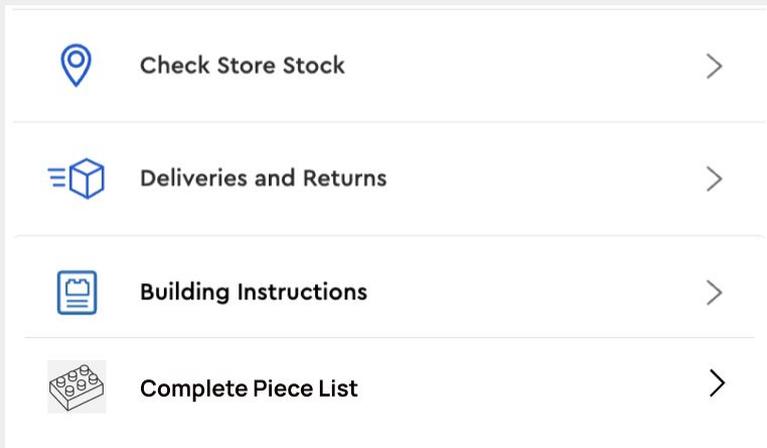
- Many participants struggled here. Had to navigate quite more with the website to find the desired location compared to the other tasks.
- In the building instructions, there are two booklets. All of the parts for the set are found in the back of the second booklet.
- 7/12 completed this task successfully. Only 1 on mobile
- Mean difficulty: 3



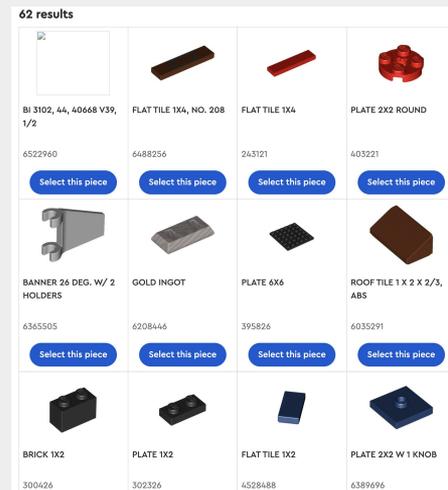
Recommendations for Improving the Piece Replacement Process

- Have pieces for individual sets in their own booklet
- Provide the complete piece list on the product page as an drop down menu or link

Product list



Complete piece list



What Needs Improvement

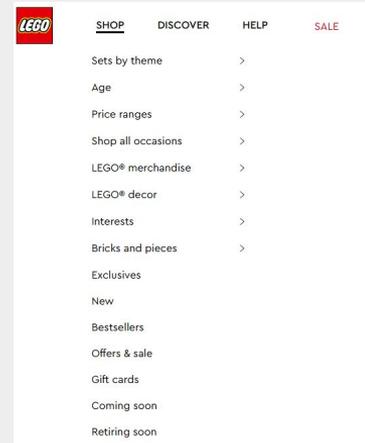
Task 4: Finding any qualifying discounts

- One unmoderated participant completed this task successfully
- All three moderated participants needed prompting to complete this task successfully
- Unclear path to find this
- The majority of participants focused on the menu bar to find the discount or navigated from their selected item.
- Also considered the “free gift with purchase” as a discount
- Mean difficulty: 4



Recommendations for Identification of Eligible Discounts

- The website needs to inform users that LEGO offers exclusive discounts to different groups, for example: students, veterans and people with disability
- Move the “Discount” higher up on the page, either to the banner or add it to the menu bar
- Make it more visible and consider renaming it to “Exclusive Discounts” instead of “Exclusive Offers” as it speaks more volume
- Some participants thought it would be under offers and sales from the menu bar which it was not



What Needs Improvement

Task 5: Viewing return policy

- Many of the participants went from the product page to view the return policy instead of viewing it from the homepage menu.
- Have to click on more information to see the details about opened sets.
- All Participants were sure they found it, only 3 did



Return Policy

We believe our LEGO bricks and other products should meet your highest expectations, and our service should match the quality of our toys. If for any reason you need to return your order, it's easy and free! All returns or exchanges must be made within 90 days of receipt of your order. We'll refund your order within 14 business days of receiving your return. All refunds are made in the original payment method.

Unopened sets

To get a free return label on LEGO.com, log into your account and go to your [Order Status](#) page. From there, click on "Return Items" and follow the instructions.

- Please make sure your return is in a secure and sturdy package.
- If you don't have access to a printer to print out your own label, get in touch with [Customer Service](#).

Opened sets

If you'd like to return an opened item, please get in touch with our [Customer Service team](#).

- Opened items must include the original packing list or receipt when returned.
- Credit for opened item(s) will be given in the form of a LEGO Gift Card or exchange for something else of the same value.

Recommendations for Identification of Return Policies

- Add information for those that are inquiring about open boxes. This can improve the ease of use of the website and increase satisfaction

Returns

All unopen returns or exchanges must be made within 90 days of receipt of your order. For information on open boxes, visit our [shipping and returns page](#)

More info

Visit our [shipping and returns page](#) for detailed info.

Conclusions



Summary

- Overall, site provides users with a good experience
 - Colorful images
 - Site architecture follows existing mental models
- Simplify identification of piece numbers
 - Include corresponding piece list for each instruction booklet in a given set
- Site allows users to take multiple paths to arrive at the same outcome
 - Customers who know exactly what they want can use the search bar and filters to find items quickly and efficiently
 - Customers wanting to browse are allowed to do so at their own pace
- Update wording on website to include “discounts”
 - Users should have an easier time finding discounts that they may qualify for
- Ensure return policy on product description page is updated to include opened sets
 - View additional return policy details link is often overlooked - may mislead customers
- Site allows users to quickly identify sets of interest to them
 - “There’s something for everyone on this site!”



Questions?

