

Usability testing of Fiskars International Website

Lilya Krylova

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Author(s) Lilya Krylova	
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<p>This Bachelor thesis relates to Fiskars Brand website. Fiskars Corporation is the leading supplier of branded consumer products for garden, home and outdoor tools as well as some other equipment throughout the world.</p> <p>The main objective of the thesis was to explore the usability and to evaluate user interface design of a new Fiskars International Website to identify potential weaknesses as well as to lay emphasis on strong sides of the website. The research may also point on possible usability issues of the website and new development ideas for the future.</p> <p>The main research question was the definition of how Fiskars International website answers the usability. This question was supported by three sub-questions: What is the usability of the website? Are users satisfied with website user interface and its design? Which improvements and developments users would like to see on the website in the future?</p> <p>The framework of the thesis includes the usability theory. It presents the explanation of importance and purpose of the usability testing and benefits of the usability for companies' websites. The theory also contains the description of the usability methods applied in the current research.</p> <p>The theoretical background of the thesis consists of secondary data that was collected and integrated from different scientific resources such as books, journals and online sources. All secondary data regarding usability, usability testing methods, website user interface design belongs to Haaga-Helia University of Applied Sciences library book collection.</p> <p>The empirical part of the thesis was based on the research that belongs to the type of qualitative research. The primary data that refers to the empirical part was gathered by usability testing methods: heuristic evaluation and thinking aloud tests supported by short interviews. In the given thesis the first method implies the website evaluation by the thesis author and the second implies the test of several potential website visitors.</p> <p>The findings of the research come down to the fact that the website is usable and answers highly enough the main attributes of the usability, although it has a few remarks. The results showed undoubtedly users' satisfaction regarding its design and interface view. The objective suggestions for improving the website were given and now presented. All the findings could really be taken into consideration during future development and changes of the website.</p>	
Key words Usability, usability testing, heuristic evaluation, user interface design, website users/visitors, website user satisfaction	

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1 Introduction

In nowadays it is pretty hard to find an enterprise that does not have its informative website. Most of those websites are used for business purposes. The website availability for a company, first of all, is a support and a promotion of the company's reputation. Any self-respecting company in addition to its address and phone numbers will provide customers with a website that can comprehensively familiarize the customer with company's products and services.

Any company understands the benefits of the developed website. Apart from the reputation component the website helps to advertise business and attract more customers and business partners that in turn can lead to more sales and consequently to high profits. Companies' websites exist like a connection between the company and its customers and helps to perform the mutual interaction between these two parties.

Today websites became available not only for computer and technology professionals, but for almost every person in any age with even poor computer skill. The only thing that comes to mind after these words is - how usable, convenient and useful nowadays companies' websites are for external users? Usually customers do not pay attention which products the company exactly suggests, for customers more important become how the company suggests those products. Since the website is the online representation of the company, the inconvenient website is like an office on a last floor of a building without an elevator. In the websites world the definition of usability became an essential part. The website usability plays a significant role in website industry and the modern organizations know this very well. However, few efforts are being accomplished to improve their websites usability.

The usability of the website is convenience of usage and efficiency of the web pages. It is very important to pay attention on the website usability. The appropriate and reasonable user interface of the website is nothing more than a competitive advantage of the company. If the user feels the psychological and aesthetic comfort then the website is user-friendly and the usability is on the high level. In this case the user will stay on the website longer and return to it to explore it again and again. If the usability of the website is poor and the user interface and its design do not answer all the customer needs the customer would prefer to leave the page and use another company's website.

1.1 Starting point for the research

The decision for the research idea has served the recent launch of new brand websites for Fiskars Corporation.

In summer 2013 the most of the old websites for different countries where Fiskars leads its business have been replaced with new modern brand websites. All the websites represent the informational websites where a visitor can get familiar with the variety of products and services suggested by the company.

Fiskars launched 31 new website in different languages and one international website in English that acts as a base for other websites. There are minor differences between all the websites including international version. Mostly, the difference is seen in the amount of products or items that are sold as well as in the campaigns or services suggested in a particular country.

The template and the user interface design of all websites remain the same and complete the identical tasks.

After figuring out from Fiskars Digital Marketing Team that the websites were not tested for the usability the topic of the thesis quickly turned to be. The fact that the websites have not been explored and tested served as a one of the main impulse for the author. The absence of the usability testing of the websites made the author think of usability issues that users can run into during visiting Fiskars websites. Starting with these circumstances the international website “www.fiskars.eu” became an appropriate version for exploring and analyzing general usability.

1.2 Thesis goals and research question

The main goal of the Thesis is to test the usability of an existing website of a real company - Fiskars. The author defined three main questions to achieve the assigned goal. The following questions that provide the research results are:

1. What is the usability of the given website?
2. Are users satisfied with website user interface and its design?

3. Which improvements and developments users would like to see on the website in the future?

Bringing a reader to the main practical research such as usability testing, firstly, the aim of the thesis is to make the reader familiar with website usability study, its importance and advantages.

Basing on two usability testing methods the goal to achieve in the research is to provide the overview of the website's usability and understanding if the visitors are really satisfied with its interface design and function. Besides that, the chosen testing methods aim to point the potential weaknesses and usability problems or vice versa to lay an emphasis on the strong sides of the website. Along with this, also stays the goal to identify new development ideas that may be used in the future redevelopment phase of Fiskars websites.

By this thesis work the author would like to show the importance of the usability testing and give a point for decision-making to Fiskars Digital Marketing team whether to conduct the usability testing of their websites later with real expenses or not.

The professional usability tests with real users, data and results are always an advantage. At the same time if to work with a specialized usability agency those usability tests can demand pretty big expenses from the company. For the current project was not set a budget, moreover, was not planned to have expenses. Despite this, the author provides reasonable and valid results of the research that would be helpful for Fiskars.

2 Fiskars Corporation

In this part a reader will get familiar with Fiskars Corporation history, its present key points and marketing achievements.

2.1 Fiskars in a few words

Existing about 365 years Fiskars considered as the oldest company in Finland. Fiskars started its business in 1649, and today it is the one that leads the oldest businesses in the western world.

In the middle of 17th century Fiskars' core of the business was iron industry. "In Fiskars, the iron was also used to make nails, knives, hoes, iron wheels and other things." (Fiskars EMEA, About Us: Heritage, 2013.)

In twenties of 19th century Fiskars Company was bought by the pharmacist Johan Jacob Julin. During Julin's family and the industry range was replenished with cutlery tools: knives, forks, and scissors. Fiskars became known for its farm and household equipment, and the Fiskars name became synonymous with high quality. (Fiskars EMEA, About Us: Heritage, 2013.)

The middle of 20th century especially the year 1967 became for the company very meaningful. This year is known as the invention of Fiskars' most popular product – classic orange-handled scissors. At the same period two main colors orange and black were chosen to become Fiskars' main distinction and trademark. "The color, Fiskars Orange®, was officially registered as a trademark in Finland in 2003 and in the US 2007." (Fiskars EMEA, About Us: Heritage, 2013.)

During 365 years Fiskars Company has experienced with many challenges. There have been ups and downs - years of incredible success and serious financial problems in time of economic crises. However the company was able to overcome all difficulties. Fiskars won the love and loyalty of its customers for their huge variety and high-grade products and in nowadays became one of the most successful businesses in its field.

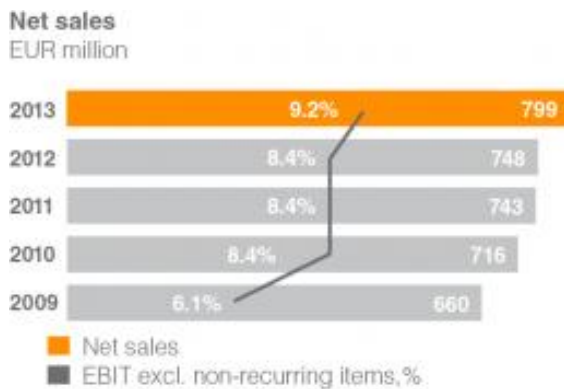
2.2 General description of Fiskras nowadays

Today Fiskars Corporation is a leading global supplier of consumer products for business areas as Garden, Home, and Outdoor. Fiskars group has a strong portfolio of key respected international brands: Fiskars, Iittala, and Gerber and leading regional brands: Arabia Finland, Royal Copenhagen, Rörstrand, Hackman, Leborgne, EbertSankey, and Buster. Fiskars Company employs 4,100 people in over 20 countries all over the world. (Fiskars Group, About us: Introducing Fiskars, 2013.)

2.2.1 Fiskars Markets in brief

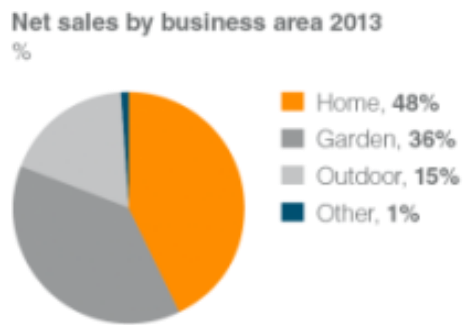
Fiskars continues growing geographically and expanding into new product categories. Fiskars has a very strong position in two big market areas: Americas and EMEA.

Americas accounts 30% of group net sales and includes countries of North America, while EMEA represents 70% of group net sales and (Europe, Middle East and Asia Pacific) consists of Nordic countries, Eastern Europe, Russia, Asia countries, Central Europe, Australia. (Fiskars Group, About us: Our Markets, 2013.)



Picture 2.2.1-1: Net sales by business areas 2013

(URL: <http://www.fiskarsgroup.com/about-us/introducing-fiskars>. Accessed: 01 November 2014)



Picture 2.2.1-2: Fiskars net sales by business areas 2013

(<http://www.fiskarsgroup.com/about-us/introducing-fiskars>. Accessed: 01 November 2014))

3 New Fiskars Brand websites launch project

3.1 Background information

From the beginning of 2013 Fiskars set up a new project of replacing old brand websites for 31 countries with new versions of a product line websites. The purpose of this big project was to change the view of the old websites with totally new websites using modern features and page structures.

The contract of the websites development was sign with one of the Service Providers companies – EXOVE Ltd. EXOVE Ltd. is a leading open source web design and development company in the Nordic countries and the Baltic States that helps its customers to lead better business via internet. The main solutions provided by EXOVE are beautiful, functional and business driven web and mobile sites and applications. (EXOVE, Us, 2014.)

3.2 Fiskars objectives, solutions and results regarding new websites

The sites were supposed to be implemented in different technologies and integrated with one system to minimize content crushing and expenses. The suitable system where the websites' content should be easily maintained and extended had to be defined. (EXOVE, Cases – Fiskars, 2014.) The big attention was paid not only on the website interface design but also on the system where the content of the websites would be easy to manage among the specialists at Fiskars Digital Marketing team.

The websites were designed and implemented using an open source eZ Publish Content Management System. The system integrated all Fiskars consumer product categories ranging from crafting to gardening. The concept, layouts and Flash elements were created by the Fiskars' internal Digital Marketing team. (EXOVE, Cases – Fiskars, 2014.)

The usage of eZ Publish Content Management System began approximately in the early 2013 with the new version of Fiskars International website. The other country websites were translated according to the schedule of the Project Website Launches. By CMS the specialists from Fiskars were able to update landing pages, create or delete product pages and update all the content.

3.3 Fiskars Brand International Website – www.fiskars.eu

The International version of Fiskars Brand website is one of the most important and essential faces of the company. The website fulfills marketing and advertising needs and demands of the company. It is directed to the huge amount of Fiskars customers and totally new visitors all over the world who wants to be familiar with Fiskars products. The main goal of the website is to provide comprehensive and up-to-date information of all the products, ongoing campaigns and new coming features. The site also provides contact details, store locators' and FAQ.



Picture 3.3-1: Fiskars Brand International Front page
(URL: <http://www.fiskars.eu>. Accessed: 01 November 2014)

Fiskars International website includes a home page, a huge variety of product pages and other marketing related landing pages. The most significant pages of the website are presented in the following table.

Table 3.3-1: Simple structure of Fiskars International Website

1. Front page
2. Gardening & Yard Care Products
3. Kitchen & Household Products
4. Crafting & Sewing Products
5. Inspiration & Projects
6. School & Office Products
7. Inspiration & Projects
8. All Products
9. Fiskars Design Fiskars Design Lab; Designers; Awards
10. Media Center Videos; Press Releases; Images; Catalogues
11. Newsletter Subscribe
12. Activities and Campaigns Orange Thumb
13. Customer Service Contact Us; Ideas; Store Locator; FAQ
14. About Us Corporate Information; Heritage
15. Legal Privacy Policy; Cookies Policy
16. Sitemap

3.4 Idea and structure of web pages of the current website

When a visitor searches for a Fiskars website, Google search engine suggest a variety of sites belonging to Fiskars. The English website attracts the visitor more than any other and most probably he will choose the link under the “Fiskars Global Website” (www.fiskars.com). The visitor will be directed to the page where there is opportunity to enter different countries Fiskars website. When the visitor clicks “International” at the bottom of the banner he is redirected to the front page of the Fiskars International website.

Below is presented the description of a few Fiskars website pages that might appear as the most interesting pages for visitors.

3.4.1 Front (Home) Page

The front page displays a big moving banner with several pictures usually presenting the most popular or new invented products as well as ongoing campaigns.

The page contains the top menu/navigation bar, which is located right above the main moving banner. The menu bar has six sections, where 4 of them are Fiskars' business areas: Gardening & Yard Care, Kitchen & Household, Crafting & Sewing, and School & Office. The fifth section belongs to Inspiration & Projects and the last one is the section All Products that collects all the items from four business areas.

The business areas open in drop-down lists, where big product categories are defined. In its turn each category contains a product type / product family, where exact product (item) can be found. For example: Gardening & Yard Care → Twigs & Stems → Pruners → Quantum Bypass Pruner

In the middle part of the page there are 3 small banners that represent also the most famous Fiskars' products or other interesting new and possibilities for customers.

The front page contains search bar and small links to Fiskars Group website, Sitemap page and the link to choose the other country's website where Fiskars operates.

The footer of the page is represented as a big grey box with a few links where users can find more interesting facts about Fiskars than only products and its description. Footer collects links like Fiskars Design Lab, Designers, Awards, Product Videos and Press Releases, Fiskars Official Logo Image, Product Catalogues, Newsletter, Cooperative Activities, Corporate Information, Heritage Information, Privacy and Cookies Policies Information, Contact details, Store Locators, Ideas and FAQ.

The small part of the footer 'Discover more' contains three picture-links to the social media where Fiskars has its own pages: YouTube, LinkedIn, and Facebook.

3.4.2 Product Pages

As long as Fiskars suggest quite a big variety of products there are created many pages that called Item pages. The "Product pages" are combined into the "Product type / Product

family” page, which in turn are gathered into the page “Product category” that shows all the categories of products related to certain business area. All “Product category” pages are combined and presented on one page “Products”.

The idea of the Product page is to present an item’s picture, description/overview and specification data, as well as honored awards.

Below is shown the example of the path to one of the Product pages (Quantum Bypass Pruner) in Gardening & Yard Care business area.

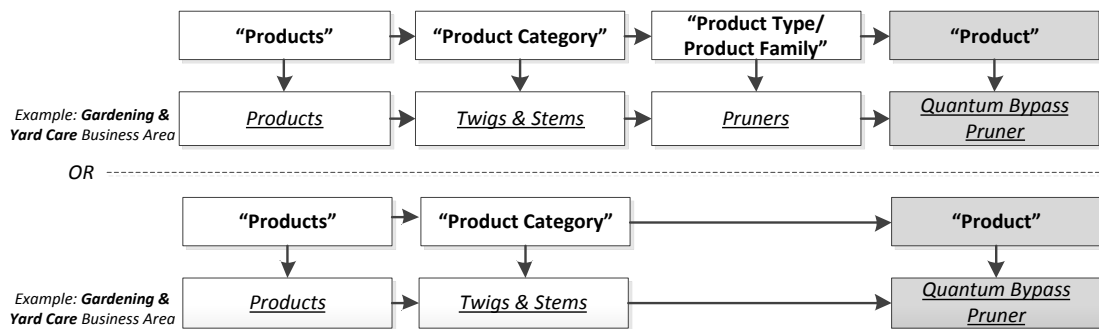


Figure 3.4.2-1: Path to the Product page

3.4.3 Contact Us Page

Fiskars gives a good opportunity to its customers or website visitors to send an inquiry to a person in the company who can answer to a certain question or help with any issue regarding the website. The page enables visitors to fill in and send ready contact form.

3.4.4 Ideas Page

The page “Ideas” allows the visitors to send their real ideas about new great products or improvement for existing items.

3.4.5 Subscribe Page

In “Subscribe” page the visitor can make a wish to receive news and other interesting information from Fiskars by filling in and sending the subscription form.

3.4.6 FAQ Page

“FAQ” is the abbreviation to the frequently asked questions. Fiskars’ website has a separate page for these questions, so the visitor can get some answers to the most common questions without contacting the company’s personnel.

3.4.7 Store Locators Page

“Store Locators” page helps visitors to find the nearest store where the Fiskars products are sold. Store Locator database contains all the Fiskars’ countries and cities with shops’ names and addresses as well as phone numbers and web site if any available.

3.4.8 Sitemap Page

”Sitemap” page represents the structure of the whole website and gives users a quick access to its pages.

4 Usability of the Website in general

Since the entire thesis work is based on website usability, it would be relevant to tell and show the reader what the usability really mean. From the thesis work the reader should understand the usability main aspects, importance, and advantage. In this chapter the author introduces main usability terms, usability benefits, as well as usability testing purpose and importance for the websites.

4.1 Introduction to website usability

The definition 'Usability' is something we are dealing every day. Usability can apply just to anything in surrounding world: objects, places, technologies, etc. Website usability belongs to the simplicity with which the average human can interact with any provided website.

What does this word 'Usability' really mean from the web site interface point of view?

The usability is mentioned and defined in so many resources, that it becomes an essential to present it in the thesis more than only once. The definitions are written using different words; however all of them certainly carry the same meaning, understanding and principles to the audience. From the usability attributes that are picked up from the definition paragraphs and presented below obvious matches are clearly visible. It is known that none of usability definitions is accepted by the various communities that are involved in the design of interactive artifacts; there is, however, a main set of attributes that can be picked up from those definitions (S. Heim 2008, 276).

The best five definitions and explanations of the Usability and their attributes are presented below:

Definition One:

The most common and popular is probably Jakob Nielsen's definition that describes the usability as the quality attribute that estimates how easy web site user interfaces are to use. (Nielsen Norman Group 2012)

Generally the usability term can be presented as the equality of five summands (Learnability, Efficiency, Memorability, Errors, and Satisfaction) that together give easy and pleasant usage of anything it could be applied for.

Learnability: The website design has to be simple enough to learn, so the user can easily get some basic tasks done.

Efficiency: Once the design is learned by the user, they should be able to use the website quickly and productively.

Memorability: The website structure should be easy to remember. So when the user is back to the site in a period of time, he is still able to use the website again without having to relearn everything.

Errors: The website should have a low error rate. If there is an error done by the user, he should be able to recover from it easily. Catastrophic errors should not occur.

Satisfaction: The website should be pleasant to use, so the users are satisfied when using it.

Below is represented the simple graph of the Usability Attributes.

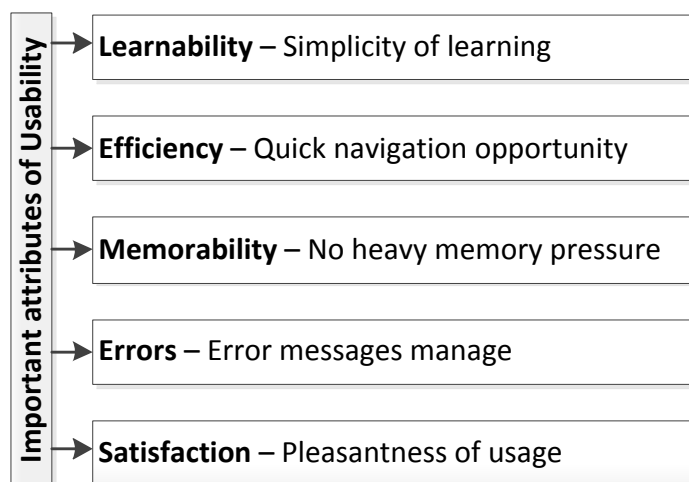


Figure 4.1-1: Attributes of the Usability (J.Nielsen’s approach)

The study of Jakob Nielsen about web site usability states that “usability does really rule the web” (J. Nielsen 2000, 9). Only the websites that answer all the above mentioned characteristics can be called as websites with a high degree of usability.

Definition Two:

Another and not the less common description of the usability term gives Wikipedia, where the usability explained in a very general and appropriate manner. Usability is the ease of use and learnability of a human-made object (Wikipedia 2014).

Proceeding with this definition from Wikipedia we can simply say that the web usability is nothing more than the ease of use of a website. The main goal of usability is the presentation of information shortly and clearly. The website usability also implies the absence of such things like uncertainty and ambiguity of the information presented on the pages. Moreover, the web usability is responsible of locating the main items of the page in appropriate areas not to make the page navigation very complicated. (Wikipedia 2014.)

The web usability includes many important elements and one of them is the guarantee that the built web site content works on different browsers and devices. One more rule of the usability is ensuring that the website is suitable for all genders for younger as well as for elder people. (Wikipedia 2014.)

Highlighted points of usability definition:

- Ease of usage
- Brief and clear presentation of the information
- Lack of uncertainty and ambiguity
- Appropriate web parts location
- Optimized content for various devices and browsers
- Appropriate for male and female of different aging groups

Definition Three:

Usability is the measure of the quality of a user's experience when interacting with a product of system (Usability. Gov, 2006; S. Heim 2008, 276).

The term quality can be measured in terms of the excellence of the user's experience. This definition has many similarities as the above mentioned definition of Jakob Nielsen.

Main usability attributes (S. Heim 2008, 276):

- Ease of learning
- Efficiency of use
- Memorability
- Error frequency and severity
- Subjective satisfaction

Definition Four:

The following definition is given by the ISO (International Standards Organization). The ISO standard 9241-11 (1998) Guidance on Usability explains the usability as the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specific context of use. (S. Heim 2008, 276)

Definition Five:

The fifth scientific resource supports four previous definitions of the web usability. The usability has always had a goal of human-computer interaction (HCI). We already know the original definition of the usability that tells that the websites should be easy to use, easy to learn, flexible and cause a good and pleasant attitude in people. ((Shackel, 1990), D. Benyon 2010, 80) The purpose of the usability now mainly touches the efficiency and effectiveness of websites. However the critical element remains also the accessibility that implies the level of availability to as many people as possible.

Highlighted points of usability definition:

- Efficiency
- Effectiveness
- Accessibility

4.2 Benefits of Usability and users' satisfaction

Undoubtedly a website with a great design and mainly with a worthy amount of usability points will bring the real benefit for two sides. The benefits will be visible not only to a company owning and developing a website, but also to customers of this company using their website for different purposes.

By developing a 'business-like' website from a very beginning companies can promise the reduction of developing costs in the future. It also will increase the amount of product sales if the website e-commerce directed. Moreover, by planning a usable website any company will decrease its development time, which is very important during the developing phase. If the website is completed on time with no delays companies can make sure the website will be introduced to customers with a full range of completed website pages and its features.

The last, but not the least benefit that companies get when they make an effort in designing the website with a clear understanding of its usability, is a reduction of maintenance and technical support costs in the future after website's launching. Moreover, when the website is under reconstruction, most likely at this moment it can be unavailable for users.

Let us now return back to website users and talk about, which kind of benefits users or customers can get from a functional and a handy website?

One of key benefits for the users or the customers is an increased ease of use and learning while interacting with a usable website. Another good benefit that comes up is a decreasing amount of errors that users can get during the website visit. When the user really gets what he/she wants from the website, the user remains satisfied with a result, so the benefit in the job satisfaction grows.

With a clear understanding and a satisfaction the website gives a trust to the user. The user becomes faithful to the website and the chance that the user returns back to the site rises incredibly. With a users' faith to a certain website, company may get more site visitors and consequently new customers.

4.3 What is Usability testing?

The usability test is pre-defined structured process that is used to explore the interaction between an objective participant and a proposed or ready design (S. Heim 2008, 277).

Usually the test is focused on a specific point of the design. It is needed to identify and understand all the areas and components that mostly cause problems during an interaction with a particular system, application or website.

According to Steven Heim's (2008, 277,) state regarding "What Is a Usability Test?", usability testing can explore a design and reveal new and previously unconsidered issues as well as test already specific pre-defined problems.

Usability tests can involve elaborate laboratories, sophisticated equipment, and large testing teams (S. Heim 2008, 277). However, it is known that the testing can be handled in a simple room without so many fancy tools. The main things that have to be present are a goal of the test whether it is to improve the product or to develop it from the beginning, also real participants of a test and of course real and ready tasks that will be asked to complete. A good and a qualitative analysis have a big power in this case as well.

4.3.1 The purpose of the Website Usability testing

Throughout the time the main idea of the usability study remains the identification its problems, collection of data and information on users' performance, for example time spent on tasks completion, error rates, etc., as well as determination of user satisfaction with the website.

4.3.2 Importance of the Website Usability testing

What makes the usability so important that in nowadays it just remains an essential?

The amount of the website that can offer same product or service is quite big and exactly because of this fact the website usability testing is so important.

Just pretend that you are looking for an interesting product online and suddenly you find exactly the one you need, but after few seconds you start to realize that to order the item from this website becomes more complicated than you thought. Usually, one way that you or any other person will choose in this situation is to close this unclear website and try the luck in the search on the other pages, since Google, Bing, or any other search engine allows it today. Based on this we can assume that the website will get nothing but a poor and negative feedback. Despite the fact that the website has an awesome look, if it doesn't complete or causes difficulties, moreover it doesn't get a trust, a user will leave it. This example shows how a business whether large or small can lose customers, money and good reputation.

Usability Testing is important in the early stages of websites development process. To handle the test before the site has launches is easier and more efficient in identifying the mistakes and fixing them.

Steven Heim in his book “The Resonant Interface” bases on Rubin’s (1994) identifications towards importance of the usability testing in the developing phase. First of all, the identification usability problems before a product is released can help to reduce calls to the help desk from customers, which give a chance to save money and improve profitability (S. Heim 2008, 279).

Secondly, products (websites) that perform well for the users will create a positive association and increase a potential to keep or even to gain more customers (S. Heim 2008, 279) .

Finally, conducting the usability tests can provide documented benchmarks that can be used for future upgrades to the product (S. Heim 2008, 279).

However, if the website is already launched and published the usability testing is not less important and relevant. In the current thesis the usability testing will be accomplished exactly for already existing website that is published and being used.

5 Important points of Empirical Study

Before starting the empirical part of the thesis we should understand which method is best valid to achieve the main goal and gather relevant, meaningful information.

This part of the thesis will explain which research method/methods were applied to collect the information to answers to main research questions and reach the goal of the thesis.

5.1 Methodology of a research

In the dictionary the research methodology is defined as a process that is used to collect information and data. The methodology can include publication research, interviews, surveys and other research techniques. (BusinessDictionary, 2014.)

There are known two main types of research methodology that can be undertaken in any of the researches: Quantitative and Qualitative methods.

Quantitative research method implies the analysis of quantifiable data that involves numerical and statistical explanations. It generates numerical data or information that can be remade into numbers. The usual representation of such data is tables with numbers. (Wikipedia, 2014.)

Qualitative research method involves studying in details specific situation using tools like interviews, observations, surveys, etc. It is based on collecting verbal rather than numeric data. (Wikipedia, 2014.) The qualitative data can belong to people opinion and thinking where no numerical statistics analysis occurs.

5.2 Research methods

According to previous decision in the thesis regarding research questions and thesis goals, as well as basing on the meaning of each definition of research method, it can be assumed that the method for the current research is the qualitative.

The main research questions are not related to any numerical data analysis. The question words like: “What?” “Are?” and “Which?” prove that the verbal data should be analyzed.

In order to conduct the usability testing and follow the qualitative research, two certain usability testing methods were chosen.

1. Heuristic Evaluation
2. Thinking aloud test with a short interview afterwards

The above mentioned methods will help to collect the information and make a necessary conclusion, providing new recommendation for the Fiskars website.

5.3 Data sources

Data sources that used for this research is divided into two data sources: secondary and primary data. These two kinds of data are important and have a value only if they are presented together in a structured way on the thesis work. There is no better research than a research that relies on a good theory or study. Therefore, the primary data is always supported and relies on the secondary data.

5.3.1 Secondary data sources

The most common terms of the theoretical part of the thesis such as usability theory, usability testing, heuristic evaluation, thinking aloud test, user-interface design, and website user satisfaction were examined by using secondary data sources.

The main secondary data sources that were used is scientific literature, area based reports on websites and other web materials like Nielsen Norman Group 2014 website, Wikipedia.

Since the usability study has become the essential part of websites development process it was possible to find a necessary amount of good literature to study through. Academic indirect and direct quotes that were mentioned in this work were combined from the views of the inventor of several usability methods including heuristic evaluation - Jacob Nielsen, the authors of the studies about an interactive design - Steven Heim, David Benyon, and such usability specialists and consultants like Jeffrey Rubin and Dana Chisnell. Their studies and theories on many important points of usability and website concepts considerably supported the research.

5.3.2 Primary data sources

Primary data gathering was used in addition to secondary data. Primary data helped to find the answers to the research questions and was collected through analyzing and testing Fiskars International website for the usability.

In the current report to the primary data belongs data collected from heuristic evaluation (10 Nielsen's general principles) and the data from thinking aloud test and the testers' answers to the interview questions.

5.4 Data analysis

Thesis data analysis was done relying on both usability inspection methods used in this research. However, mainly the research data is based on the data from tester's behavior and thoughts during thinking aloud tests, as well as on their answers to the questions from the interview questioner.

The last method (thinking aloud test) is taken as basic, since with its help the confirmation or, on the contrary, the contradictions of the heuristic evaluation results were made. Especially, the second method helped a lot to understand the real level of the website usability and see the degree of user's satisfaction that gave a chance to answer the first two questions of the research: What is the usability of the given website? Are users satisfied with website user interface and its design?

During data analysis the interview responds were considered thoroughly. The answers from the interview supported the last research question: Which improvements and developments users would like to see on the website in the future? The interview responds were useful and supplemented the answers to the first two questions of the research as well.

5.5 Target Group for the Usability Inspection

Fiskars is a famous brand that has thousands, perhaps, millions of customers. Since Fiskars International Website is a public website that is available for every person concerned in Fiskars products and services, it is obvious that the amount of visitors of the website is huge as well. However there is no need to test and ask an opinion of all these people, since big amount of testers doesn't really makes sense, moreover this is just an

unrealizable task for the observer. Therefore, there was a decision to test the ordinary users that could be potential visitors of this website. Five users were randomly chosen, since there was no specific requirement. The target group consisting of 5 people, was participating in the thinking aloud test.

It is not known whether the target group members had visited or used given website before, which gives an opportunity to create the same tasks for all of them

5.6 Validity and reliability of the research and its results

It is very important to define the validity and reliability for the research, since the research implies gathering meaningful data that readers could validate and rely on.

Validity in general theory is explained as a truthfulness and accurateness, while the reliability is a confidence and stability of the coming results.

In case of the current research the validity is represented in methods that are chosen for the research. For example the heuristic evaluation results are answering the validity because they are true, relevant and accurately defined. Nobody is interested in the validity of answers more than the thesis author, who actually was a heuristics evaluator of the website. Also, the second method – thinking aloud test including interviews helped to collect valid data, because all testers were real people who were observed and video-audio recorded. It can be believed that their thoughts and answers are not faked. Moreover, the author created all tasks and questions simple enough not to have wrong comprehension or misunderstandings from the testers' side.

The reliability in the research is following the creation of tasks and questions in the second method. The questions were carefully planned referring to heuristic evaluation results. By creating reliable tasks and interview questioner, both will be simple and readily recognizable and there will be more chances to get reliable result. Also, since all the testing sessions were recorded their results are reliably saved and it was possible to get to them during analysis.

5.7 Usability inspection methods applied in the current research

The chapter comprehensively describes all methods that are chosen to inspect the usability of Fiskars International website.

It is known that usability study suggest a variety of methods, techniques, and practices that can be used to measure the usability. Each method is used in a specific situation and at particular points in a product development lifecycle. Usually, methods are chosen according to the resources and wanted results of a testing. Reviewing and applying the majority of different methods helps to achieve best results at the end of any research.

The author of the thesis decided to choose two methods that in her opinion are best suited to the research, since the website is not in the development phase, conversely it is launched and offered as a public website to visitors.

5.8 First Method – Heuristic Evaluation

The first method is Heuristic Evaluation that was based on the most famous and studied principles developed by Jacob Nielsen in 1994. Although, there are many scientists that developed the heuristic, the best-known remain Nielsen's 10 general principles for interaction design.

The comprehensive description of 10 principles is presented in one on the following paragraphs of this chapter.

5.8.1 Why Heuristic Evaluation?

Jacob Nielsen says that heuristic evaluation is a method to find the usability issues in a user interface design so that they can take part in an interactive design process. Heuristic evaluation includes a small set of evaluators examine the interface and judge its compliance with recognized usability principles (the "heuristics") (Nielsen Norman Group 2014).

Despite the fact that the evaluation process is more effective with a set of evaluators this usability inspection method does not necessarily demand user testing (Wikipedia 2014). Heuristic Evaluation either 'Expert' as it is commonly called, involves a review of a product or system, usually by a usability specialist or human factors specialist who has little or

no involvement in the project. The evaluator performs his or her reviews according to accepted usability principles. (J. Rubin, D. Chisnell 1994, 19.)

This research represents the heuristic evaluation carried out by the author of the thesis without external users of the website. The evaluation is done in order to recognize problems in the user interface design. However, after the heuristic evaluation its results cannot be reported in the thesis as proven facts, for that reason there was planned to conduct thinking aloud test with a group of real people to check the usability of the website.

The heuristic evaluation by the author was chosen to identify potential problems and points that served in creating the tasks and questions for thinking aloud test. Moreover, the method of heuristic evaluation is known as the most informal methods of usability inspection in the field of human-computer interaction that gave a big advantage for the evaluator.

5.8.2 How to conduct Heuristic Evaluation test?

According to Jacob Nielsen's theory regarding heuristic evaluation session does not last too long, usually one to two hours is enough to evaluate the product. The evaluation of bigger and more complicated interfaces consequently will be more time-consuming and for better results is divided into several sessions. During the evaluation session, the evaluator goes through the interface several times and examines the various elements and compares them with a list of recognized heuristics. (Nielsen Norman Group 2014.)

Additionally, to the checklist of general heuristics to be considered for website elements, the evaluator obviously is also allowed to take into consideration any usability principles or results that come to mind that may be relevant for a specific website element (Nielsen Norman Group 2014).

While inspection Jacob Nielsen recommends going through the interface at least twice, since the first round may only give an opportunity to the evaluator to get familiar with a website. It is a plus when the product is given for the evaluation to the expert of the current product since in this case no additional assistance in the interface is needed.

5.8.3 Ten Usability Heuristics of User Interface Design

The principles of Heuristic Evaluation or heuristics can be applied in any case to any digital interface whether it is a system, application, web application or a website with a variety of web pages. The original heuristics of Jacob Nielsen contains the word “system”. Nevertheless, researching the list of heuristics the author associates a system with a given Fiskars International website.

1. Visibility of System Status

Jacob Nielsen explains the above mentioned principle so: “The system should always keep a user informed about what is going on through appropriate feedback within reasonable time (Nielsen Norman Group 2014).”

- The user should clearly understand where he is at the moment and where he can move next. A good visibility ensures that a user stays informed where they are in relation to other pages on the site. Visibility helps to create an ideal map of the site and navigate to new and already visited pages.(M. Soave 2010)
- It important for the professional website to brand all the pages, so that a user will know where the current web page belongs to. (K. Instone 1997)
- All links to other pages should be clearly marked. (K. Instone 1997)
- The website status should follow a user on every web page of the site. (K. Instone 1997)
- The visibility important things: titles showing current location, presentation of site navigation (menu), version (last year updated), trademarks ® / ™, editors, and copyright companies ©.

2. Matching between System and the Real World

The second principle is defined as: “The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.” (Nielsen Norman Group 2014.)

- It is necessary that a website language is readable in the sense that it is appropriate to the target audience, so it really satisfies the users.

- The visitor should not have difficulties in understanding words or phrases presented on a website. In case of complicated definitions, it would be very professionally if the website provides a particular clarification. In any case, it is better and more important to use simpler language as possible, not to spend pages' space for additional specifications.

3. User Control and Freedom

This heuristic means: “Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.” (Nielsen Norman Group 2014)

- Users should not get lost and unable to return back to the main or preliminary page where they were, otherwise it can produce the users' frustration and they will leave the website.
- Preferably, links that lead to another website pages should leave the user on the same website, since bringing the user outside the website can change the user's sense of navigation and control (M. Soave 2010).
- Using clearly defined links to home page or to other important pages is an opportunity to provide good website navigation.

4. Consistency and Standards

The principle above explained by Jacob Nielsen as “Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.” (Nielsen Norman Group 2014.)

- Consistent website makes users feel comfortable on any page of the website they may visit.
- It is important to use fixed and consistent words for both content and buttons that they will never confuse the user. The most inconsistent wording occurs between links and titles or headings of the pages. (K. Instone 1997.)
- Consistent and standards corresponding layouts, fonts, text size, style, forms, size of pictures are the essential parts of the right consistency. The pages of the same website should not show a big contrast in general look.

- Not advisable, to use the same title for different things and vice versa, when different terms are used for the same thing. Moreover, it is totally confusing.

5. Error Prevention

This heuristic is defined so: “Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.” (Nielsen Norman Group 2014.)

- In websites error prevention is important as in any other system or application, and preferably should be prevented before they occur, even though there is a possibility for recovery from this error.
- Advisable, that such error like navigation away from a current page follows with a pop-up window explaining the changes of moving to a new page.
- Such errors like wrong input in the form can be prevented with short examples showing necessary format of a particular input text box. Moreover, all required fields in the form should be marked as required, so in the beginning of filling in a form user will know exactly which parts firstly he should pay attention on.

6. Recognition Rather than Recall

The sixth principle of heuristic evaluation study is about user’s memory load and memorability of the website features. Jacob Nielsen explains the heuristic as: “Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.” (Nielsen Norman Group 2014.)

- Human memory is a very interesting thing. It is well known that a human can perform his memory recognition much better than perform a memory recall. (M. Soave 2010.)
- Recognition refers to our ability to “recognize” an event or piece of information as being familiar, while recall designates the retrieval of related details from memory (Nielsen Norman Group 2014).

- Such features of the website like highlighted links, suggestive images with words, big titles with relevant images on the page, visible navigation paths will serve well in recognition a webpage by visual memory. This will help the user perform well, fast and efficiently on a website and always remember a page where he/she was before.

7. Flexibility and Efficiency of Use

This heuristic explains the importance of the website being flexible and efficient in usage. “Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.” (Nielsen Norman Group 2014.)

- The website should be flexible and efficient for both website proficient and new inexperienced users.
- The feature like “log in” can be useful for experienced user that could be used in a personal way for showing the past history of the visited pages (M. Soave 2010).
- The “log in” feature can also allow bookmarking the most interesting pages of the website that could be useful for users.
- Visible navigation path on the site is one of the most important aspects of flexible and efficient use. So called “Sitemaps” are a big advantage in a case of a big and comprehensive site. Sitemaps can provide to inexperienced users a quick and easy way to understand the structure of the website.
- For easier navigation and quick information search on the site for both experienced and inexperienced users can help the search box/ field.
- Avoiding long texts on the pages or replacing them with separated lists can improve the website readability and easiness of webpage perception.

8. Aesthetic and Minimalist Design

“Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.” (Nielsen Norman Group 2014)

- A huge amount of information on the web pages is non-proficient from the usability point of view that often leads to distraction from the main point and slow-down in website exploring.
- Aesthetic and minimalist design of the web pages decreases the time to find the necessary information.
- There should not be too much or too little of texts, words or phrases. All information should be clear, relevant and logically structured.
- One good way to hide rarely used or accessed information is to create separate links leading to that information.

9. Help users recognize, diagnose, and recover from errors

This heuristic touches the errors that can occur on the website, and explains how vital it is to recognize, diagnose and recover from such errors. Jacob Nielsen interprets this principle as “Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.” (Nielsen Norman Group 2014.)

- When a user gets an error, it is good when simultaneously he gets a worthy explanation how to recover from this error (a search function can provide a relevant correction that leads to the right search results).
- Submitting an inappropriate format of the text to the input field in a form should follow with a clearly specified error message notifying a user about webpage field’s requirements.
- If an error is recognized, the diagnose or a reason of this error has to be specified and possible error solution should be provided whether it is a list of keywords or links to the pages where the user can get the same information he was looking for before the occurrence of that error.

10. Help and Documentation

The last but not the least principle of Jacob Nielsen’s heuristics is a principle of providing the help in a form of particular documentations if the website is too complicated for usage.

“Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.”

(Nielsen Norman Group 2014.)

- Robust and clear set of help documentation encourages the proper use of website technologies with a great content (M. Soave 2010).
- Help or documentations can be integrated into the webpages that have a complicated design to assist the visitor in any time and in any situation.

These were the heuristic evaluation principles defined by Jacob Nielsen and more detailed description of each heuristic supported by the studies of other usability researchers.

The idea of the author of the thesis was to present the description of each principle of Nielsen's Heuristic Evaluation and at the same moment inspect the elements of Fiskars website usability using the heuristics. The heuristic evaluation results are presented in the chapter “Findings”.

5.9 Second Method – Thinking Aloud Test

The second and the complete following method was thinking aloud test, which has been considered as the best method for this case. The method implied the observation of users and listening to their thoughts that they were supposed to express aloud during performing certain set of tasks on the website pages. The testers were asked to talk about what they are doing, thinking, feeling, seeing etc. while the observer was taking necessary notes. An audio recording was used to be able to come back and check again what testers were saying and how they were responding to the tasks.

After the test each user was shortly interviewed for detection of their feelings, opinions, suggestions, feedback and further ideas for the website improvements.

5.9.1 Why Thinking Aloud Test?

Jacob Nielsen besides the heuristic evaluation theory provides readers with an explanation of other usability methods such as thinking aloud test. According to his theory and mainly

proceeding with benefits of this testing method the author of the thesis decided that exactly this usability inspection method will be used in the current research.

Thinking aloud test really allows finding out what users think about the design. Usually, seeing their misconceptions helps a lot to get actionable redesign recommendations and understand what have to be changed. (Nielsen Norman Group 2014.) It is very important to remember that users don't have to give any explanations of how they do tasks, but only have to describe their actions.

Thinking aloud test has many benefits that are defined below (Nielsen Norman Group 2014):

- Cheap method since no specific tools or equipment is needed.
- No need of a big amount of users; not long lasting.
- Robust method since in any case there are reasonable and good findings.
- Flexible method since can be tried in already on implemented product.
- Convincing method since really motivates to pay attention on usability.
- Easy to learn method since doesn't require a lot of time for training and teaching.

5.9.2 How to prepare and conduct Thinking Aloud Test?

To make the test run, it is necessary to be prepared to them by following a special plan that has to be defined before testing sessions. The given plan is not following exact rule, it is defined by the thesis author. The plan is created according to author's understanding and idea of the test. However, Nielsen's study of running thinking aloud test is taken into consideration.

1. Create tasks for potential users

Thinking aloud test includes set of tasks that the testers are asked to perform.

2. Create additional questioner for the interview

Each test will end with a short interview, so the relevant questions have to be defined.

3. Find and inform users about the test - arrange the test date, time, place.

The test needs its users/ testers, so the next step is to define the group of participants and inform them about the test. Jacob Nielsen in his theory suggests testing few people, because testing many users often can lead to observation the same thing several times. As you add more and more users, you learn less and less because you will keep seeing the same things again and again (Nielsen Norman Group 2014).

4. Conduct the test individually with each user as follows

- Explaining the purpose of the test and what is going to happen.
- Making sure that the participant is understanding that the interface of the web-site is being tested, but not they.
- Explaining that users won't receive help during session from the observer, moreover they should not stop talking. If it happens so that they become silent, the observer will remind them to continue talking.
- Explaining before the test starts how they should express their thoughts, giving examples: (Please explain what you are doing; please say about design problems if you see any; please name your suggestions if there are any.)
- Giving defined tasks to the user.
- Observing the users from a side and take notes avoiding any interruption.
- Recording each testing session.
- Being careful, polite, and patient because participants are real people.

5. Carry out an interview with each user

Shortly interview each user after completion of all the tasks.

6. End the thinking aloud test

Announcing the user that the test is over is a good manner of interaction with participants. In general the attitude toward testers should be very friendly and positive, moreover it very important to be patient during all whole testing session. It is also necessary to remember that participant's time is used for other purposes even though the participant are kindly agreed to participate in the tests.

Conduction of the test requires several things including tools and environment:

- Sound recorder or video recorder - to record the test sessions.
- Computer, laptop – to open the website and perform tasks.
- Notebook, paper – to take notes during the observation.
- Clock – to control the time used for the test.
- Quite atmosphere – to be able to concentrate and complete the tasks

6 Findings

6.1 Results of Heuristic Evaluation of Fiskars International Website

The evaluation was accomplished by the author of the thesis according to all the rules and theory background of the Heuristic Evaluation of the Websites. The current site was evaluated and analyzed via open sourced Opera browser. Version Information: Opera 26.0 Copyright © 1995-2014 Opera Software ASA. (*Screenshots of ‘Outputs’ are presented in Appendix 1 of the Thesis Document in a sequential order*)

Table 9.1-1: **Visibility of Fiskars International website status**

1	<p>Website’s fact: The welcoming words “Welcome to Fiskars”.</p> <p>Output: Shows that it is an official Fiskars’ website.</p> <p>URL tested: http://www.fiskars.eu</p>
2	<p>Website’s fact: Front page has Top, Middle and Footer sections.</p> <p>Output: Easy to see the main page features and move up & down through it.</p> <p>URL tested: http://www.fiskars.eu</p>
3	<p>Website’s fact: Moving banner slider has relevant pictures of a current/last season.</p> <p>Output: Shows that the site is alive and always updated.</p> <p>URL tested: http://www.fiskars.eu</p>
4	<p>Website’s fact: Top Navigation with drop-down lists exists and remains on every page of the site.</p> <p>Output: Always shows unchanged Fiskars business (products) areas, helps easily to navigate through the site and understand where to move next and how to return back.</p> <p>URL tested: All pages http://www.fiskars.eu</p>
5	<p>Website’s fact: All the web pages have its own title; moreover all the pages have a navigation path under the top menu.</p> <p>Output: Title shows the current location; the navigation path or “breadcrumbs” explains what page is above the current one and what will happen if to click back.</p> <p>URL tested: All pages e.g. http://www.fiskars.eu/Gardening-Yard-Care/Products/Twigs-Stems</p>
6	<p>Website’s fact: All the web pages are branded since Fiskars’ logo (trade mark ®) exists on every page of the site.</p> <p>Output: Shows that all the web pages belong to the current site.</p> <p>URL tested: All pages http://www.fiskars.eu</p>
7	<p>Website’s fact: Footer shows the copyright © of the website; Privacy Policy and</p>

	<p>Cookies Policy pages exist.</p> <p>Output: Shows that the website has a copyright. Provides the rules of the website usage that should be obeyed while visiting the page.</p> <p>URL tested: http://www.fiskars.eu</p>
8	<p>Website's fact: There is no information of the latest version of the site or its last time update.</p> <p>Output: It is hard to give a reference of such site without knowing an exact time when it was last updated. The question concerning product update arises.</p> <p>URL tested: All pages http://www.fiskars.eu</p>

Table 9.1-2: **Matching between Fiskars International website and the Real World**

1	<p>Website's fact: An international website is using specific, but simple English language for describing company, products, campaigns, etc. without any difficult terms. Each new patented product that is unfamiliar has a good description of its meaning.</p> <p>Output: It is easy enough to understand website's texts, words, phrases.</p> <p>URL tested: All pages http://www.fiskars.eu</p>
2	<p>Website's fact: Clear, accurate titles (at Footer) for some unclear links, e.g. 'Orange Thumb' has a title 'Activities and campaigns'</p> <p>Output: Easy to assume which kind of info is under a particular link or button.</p> <p>URL tested: All pages http://www.fiskars.eu</p>

Table 9.1-3: **User Control and Freedom on Fiskars International website**

1	<p>Website's fact: Return to preliminary pages is accomplished via Top Menu, "Breadcrumbs with "Home" symbol or additional navigation path at Footer links pages.</p> <p>Output: It is easy to return back to the starting page and not to get lost using all websites' navigation features.</p> <p>URL tested: All pages http://www.fiskars.eu</p>
2	<p>Website's fact: New pages are opening at the same website window. There are few links that redirect to a new tab (Choose country, Fiskars YouTube, LinkedIn, Facebook, Fiskarsgroup.com, and Sitemap).</p> <p>Output: Helps not to get lost in a big amount of opened tabs in the Internet browser.</p> <p>URL tested: All pages http://www.fiskars.eu; http://www.fiskarsgroup.com; http://www.fiskars.eu/Sitemap; https://www.youtube.com/user/fiskarsinemea;</p>
3	<p>Website's fact: From every page of the website it is possible to return back to the Front page of the website through Fiskars Logo or 'Front Page' link in the header.</p>

<p>Output: Simple enough to find the header link that lead to the Front page of the website. Fiskars Logo doesn't give a clue that it returns to the Home page (The picture logo shows the clickable link, but doesn't say where this link leads).</p> <p>URL tested: All pages http://www.fiskars.eu</p>

Table 9.1-4: **Consistency and Standards of Fiskars International website**

1	<p>Website's fact: All the words on the buttons or links are consistent with all headers (titles) of the linking page, moreover the headers, sub-titles are consistent with its URLs, also all the pictures are selected to match all texts thematically.</p> <p>Output: The website supports the consistency of its verbal content, as well as the right text matched the right picture whether it is placed above, under, in or next to the picture.</p> <p>URL tested: All pages http://www.fiskars.eu</p>
2	<p>Website's fact: Pictures on the Product pages are using the same fixed size 1280*857.</p> <p>Output: The pages with the same sized pictures visually look much better and showing that the website is following certain standards.</p> <p>URL tested: All product pages e.g. http://www.fiskars.eu/Gardening-Yard-Care/Products/Other-Tools-and-Accessories/Accessories/160004-Garden-Gloves; http://www.fiskars.eu/Kitchen-Household/Products/Scissors/Classic-Scissors/859445-Classic-Pinking-scissors</p>
3	<p>Website's fact: Website layouts, fonts, text size, style, are following Fiskars special standards and guidelines and above mentioned features do not differ on the pages.</p> <p>Output: General view of the pages does not show a big contrast that gives a nice look of the entire website.</p> <p>URL tested: All pages http://www.fiskars.eu</p>
4	<p>Website's fact: Many product pages are presenting a different page structure. Main parts like "Overview part" ("How to Guide", "Related Projects", "Related Products") and "Item part" ("Specifications" (length& weight)) are missing. Some of them exist, but do not give any information/ data.</p> <p>Output: Product pages do not follow the same structure. Each product page has missing or different "Overview" parts/forms. The expectation of the user concerning the products information are likely not fulfilled, since necessary information is undefined and there is now explanation how and where to find those details.</p> <p>URL tested: Comparing e.g. http://www.fiskars.eu/Crafting-Sewing/Products/Edgers/9201-Paper-Edger-Scallop; with http://www.fiskars.eu/Gardening-Yard-Care/Products/Grass-Weeds/Weeders/139920-Fiskars-Weed-Puller-Telescopic-W82 also with http://www.fiskars.eu/Kitchen-Household/Products/Knives/Edge-Knives/978301-Edge-Peeling-knife</p>
5	<p>Website's fact: Many product pages have a different structure of presenting product</p>

	<p>description, some descriptions are written using bullets, but some are just text.</p> <p>Output: No similar way of presenting the description. Text format is less readable than bullets that highlight exactly the main features of the product.</p> <p>URL tested: Comparing e.g. http://www.fiskars.eu/School-Office/Products/Cutters/1398-Auto-Reload-Heavy-Duty-Cutter-Professional-18mm with http://www.fiskars.eu/Gardening-Yard-Care/Products/Snow-Ice/Ice-Iron/140000-Fiskars-Ice-Iron</p>
6	<p>Website’s fact: Inconsistency of columns at Sitemap page that can be noticed inside Gardening & Yard Care section that shows ‘Discontinued’ products in addition to its content.</p> <p>Output: This confusing the user, since the content of the given business area not clearly highlighted and goes after the last discontinued product and can remain unnoticed. If discontinued products should remain on this page, then it would be wise to mention discontinued products of all business areas.</p> <p>URL tested: http://www.fiskars.eu/Sitemap</p>
7	<p>Website’s fact: ‘Catalogues’ page in the Footer shows only one catalogue of gardening tools, besides that the catalogue also occurs inside two drop-down lists of Top Menu (Kitchen & Household and Crafting & Sewing).</p> <p>Output: This fact shows an obvious unparallel structure of the website, and likely will cause users’ confusion and feeling of inconsistency between business areas and their website creation.</p> <p>URL tested: www.fiskars.eu</p>

Table 9.1-5: **Error Prevention on Fiskars International website**

1	<p>Website’s fact: ‘Subscribe’ form doesn’t mark required fields, like for example it is done in forms ‘Contact Us’ and ‘Ideas’ (required fields are marked with a star).</p> <p>Output: The errors in the ‘Subscribe’ form are not prevented properly.</p> <p>URL tested: http://www.fiskars.eu/redesign_user/register</p>
2	<p>Website’s fact: ‘Subscribe’ form can still be submitted even though exact business areas are not chosen from the list in the form. The form can be also submitted without checking off the sentence “I accept to receive newsletter or any other information from Fiskars”. All the check boxes should have an importance in this form; otherwise the form doesn’t make sense.</p> <p>Output: Raises a question, if a user doesn’t choose any of business areas, will he/she receive newsletter from all of them? Moreover, why the user needs to fill in the given form to receive newsletters without accepting to receive these newsletters?</p>

	<p>URL tested: http://www.fiskars.eu/redesign_user/register</p>
3	<p>Website's fact: After submitting the form the user gets the page with a message of successful completion, however some parts of the message are not properly composed. Also, there is a link in the message suggesting to 'Return to site', that leads to the homepage.</p> <p>Output: E.g. the phrase "Thank you for your feedback" is unnecessary to be in the message. Without clicking the link 'Return to site' user won't understand to which site the link leads and most likely the link will remain useless.</p> <p>URL tested: http://www.fiskars.eu/redesign_user/success/(id)/43232</p>
4	<p>Website's fact: None of the pages with filling in forms (Subscribe, Contact Us, Ideas) suggest examples of input texts to the text boxes that could help user to fill in those forms correctly.</p> <p>Output: Filling in a form without small hints takes much longer time and does not prevent from errors.</p> <p>URL tested: http://www.fiskars.eu/redesign_user/register; http://www.fiskars.eu/Customer-Service/Contact-Us; http://www.fiskars.eu/Customer-Service/Ideas;</p>
5	<p>Website's fact: There is no message or pop-up window saying that the user will be redirected from the current website to the external page if he clicks the links like YouTube, LinkedIn, Facebook, and 'Fiskarsgroup.com'. Moreover, YouTube page opens, and the video on the page starts to play automatically.</p> <p>Output: Inexperienced user of Internet browsers may lose control of the website, because sometimes users are just browsing the website and do not want to leave the site. In this case the message can ask the user if he/she want to leave or stay on the page. Regarding video on YouTube, users do not expect to hear any sound from a new website; moreover, the sound can frighten or irritate the user who didn't notice that the Youtube page was opened in a new tab of the browser.</p> <p>URL tested: http://www.fiskarsgroup.com; https://www.youtube.com/user/fiskarsinemea; https://www.linkedin.com/company/fiskars; https://www.facebook.com/fiskarssuomi?brand_redir=1;</p>

Table 9.1-6: **Recognition Rather than Recall on Fiskars International website**

1	<p>Website's fact: Moving banner on the Front page has appropriate pictures that visually describe the message of the banner on the up-left corner.</p> <p>Output: Suitable banner images help to recognize quickly after certain time where the link of the banner led to without reading the text of the banner again.</p> <p>URL tested: www.fiskars.eu</p>
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2	<p>Facts of the website: Product category, product type and product family landing pages have an appropriate header image showing the exact product of the category, type or family in Gardening & Yard Care, Kitchen & Household business areas.</p> <p>Output: Relevant header images are useful since it is easy to remember an image or parts of the image that later can help to recognize the page that was visited before and make sure that it is exactly the right page.</p> <p>URL tested: http://www.fiskars.eu/Gardening-Yard-Care/Products/Grass-Weeds; and http://www.fiskars.eu/Kitchen-Household/Products/Cookware</p>
3	<p>Facts of the website: Landing pages of two business areas (Craft & Sewing, School & Office) are missing the feature of header images.</p> <p>Output: The amount of product categories in those areas is quite big, and do not provide relevant images for its landing pages that may decrease the page recognition and also increase user's memory load.</p> <p>URL tested: http://www.fiskars.eu/Crafting-Sewing/Products/Die-Cutting; and http://www.fiskars.eu/School-Office/Products/Art-Knives</p>

Table 9.1-7: **Flexibility and Efficiency of Use of Fiskars International website**

1	<p>Website's fact: Persistent top navigation, "breadcrumbs", existing on every page. Moreover the website links are easy to understand that they are clickable. The website has 'Sitemap' feature, available in the Footer of each web page.</p> <p>Output: Allows flexibly and effectively move through the website pages.</p> <p>URL tested: All pages http://www.fiskars.eu</p>
2	<p>Website's fact: Search box that can be used to search information or to find a certain page is well seen.</p> <p>Output: Inexperienced users or new visitors can quickly find a Search box on the web page and accomplish a quick search for necessary item or information.</p> <p>URL tested: All pages http://www.fiskars.eu</p>
3	<p>Website's fact: The majority of pages like: product category, type, family landing pages, "Inspiration & Projects", "All Products" pages have a feature of Refine Search.</p> <p>Output: This feature helps to minimize the amount of products and efficiently find needed item much faster. This feature may increase users' satisfaction in item search.</p> <p>URL tested: http://www.fiskars.eu/Inspiration-Projects; http://www.fiskars.eu/All-Products; http://www.fiskars.eu/Kitchen-Household/Products/Scissors; etc.</p>
4	<p>Website's fact: Product categories landing pages have a big variety of products that divided into 5-6 pages. There is no row of pages numbers that could be chosen.</p>

	<p>Output: There is now opportunity to select an exact page, the user should always press the button “Next Page” or “Previous Page” to move forth and back. The efficiency decreases, since it takes time to get to the last page or back to the first one.</p> <p>URL tested: http://www.fiskars.eu/Gardening-Yard-Care/Products/Twigs-Stems</p>
5	<p>Website’s fact: There is no Log In opportunity for users, mainly for experiences users that are regular visitors of the page, however also useful for inexperienced visitors.</p> <p>Output: Users may like to be able to use log in function to change the details of their emails, or address where the newsletters can be sent. Also they could save favorite pages of the website to be able to remember them on the website and return to them faster later on.</p> <p>URL tested: www.fiskars.eu</p>

Table 9.1-8: **Aesthetic and Minimalist Design of Fiskars International website**

1	<p>Website’s fact: Product pages have a minimalist design (item/product name, item/product image, description). However, some descriptions are too long that can be unreadable, moreover long texts lead to more written mistakes that become invisible for website creators to be able to fix them. Some written mistakes are found in the texts.</p> <p>Output: Minimalist design lead to noncomplex web pages and causes good perception among visitors. However, sites cannot be perfect and mistakes occur, which can cause bad feedback and feeling of inaccurate information handling by website creator.</p> <p>URL tested: http://www.fiskars.eu/Gardening-Yard-Care/Products/Twigs-Stems/Scissors/111050-Universal-Garden-Scissors-24cm-S94</p>
2	<p>Website’s fact: Some product category landing pages are too long. Often a certain product families description is too long. Besides that, images next to these description occupy plenty of space.</p> <p>Output: It causes an irritation and dissatisfaction of the web page. The long texts became unreadable and do not satisfy or attract users.</p> <p>URL tested: http://www.fiskars.eu/Gardening-Yard-Care/Products/Soil-Beds</p>
3	<p>Website’s fact: The website uses many different kinds of links that lead to another page with its specific content and so the information is not mixed on one entire page. The structure of the website is logical and the information is relevant and simple enough to understand.</p> <p>Output: Links help to hide the information the rarely visited.</p> <p>URL tested: www.fiskars.eu; e.g. http://www.fiskars.eu/Gardening-Yard-Care/Products/Wood-</p>

Table 9.1-9: **Help users recognize, diagnose, and recover from errors on Fiskars International website**

1	<p>Website's fact: Search result page provides a suitable correction and gives a right search opportunity. Moreover, search results page gives 'Search tips' that can help to recover from an error or even prevent it later on.</p> <p>Output: User gets a clue how to recover from an error and a big help by the right suggestion of the search word.</p> <p>URL tested: http://www.fiskars.eu/content/search?SearchText=loper&x=0&y=0</p>
2	<p>Website's fact: Web pages with filling in forms helps to recognize an error, however the explanations are not always satisfying and worthy to let the user understand how really to recover from the error. The explanations are not full enough and do not show any right examples.</p> <p>Output: It takes time for user to recover from errors when they are recognized, but not clearly diagnosed.</p> <p>URL tested: http://www.fiskarsgroup.com; https://www.youtube.com/user/fiskarsinemea; https://www.linkedin.com/company/fiskars; https://www.facebook.com/fiskarsuomi?brand_redir=1;</p>

Table 9.1-10: **Help and Documentation on Fiskars International website**

1	<p>Website's fact: The website doesn't have help pages regarding the website usability. Although the page 'Contact Us' provides few links to orient the user where he/she can get help in case of the website issues. The link to 'FAQ' page can only give answers to some particular questions, and mostly not about website usability.</p> <p>Output: Without additional help like for example (Beginner's Guide, Website management, Live website navigation video, etc.) the site becomes less usable for inexperienced users.</p> <p>URL tested: www.fiskars.eu; http://www.fiskars.eu/Customer-Service/Contact-Us</p>
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6.2 Results of Thinking Aloud Test

Thinking aloud tests were conducted from the period 13.12.2014 – 17.12.2014 following all the necessary guidelines and rules for this kind of tests. During this period, 5 enthusiastically agreed people to participate in tests completed a set of tasks to inspect Fiskars website for the usability.

Thinking aloud test materials were used to carry out the tests. The blank of test materials that included: Participants Information; Tasks 1- 25; Interview questions is presented in Appendix 2. Thinking Aloud Test Materials.

The time used by every participant for completing the tasks differs, mostly because of the difference in their speed of browsing Internet pages. Also the time of the sessions is different, because participants were expressing more or less thoughts while completing the tasks. Approximate time used for completing the tasks: First user ca. 35 min; Second user ca. 50 min; Third user ca. 44 min; Fourth user ca. 60 min; Fifth user ca.40 min. The average time of the test session that consisted of 25 tasks is 45-46 minutes.

6.2.1 Information of tests participants

The general participant's information that was asked to be filled in at the beginning of each testing session is presented below using excel charts. The 'Participant Information' helped to understand users' skills, knowledge and preference of Internet browsers also to figure out if anyone of participants has visited Fiskars International Website before.

From the given charts it is visible that there were more female testers. The testers' age covers two age groups from 25-34 and from 35-44. All the testers have a high education and good English skills that allowed them to test this international website. Each tester uses Internet every day, so it is obvious that the testers are more or less familiar with Internet and websites features. All the testers got used to use bookmarks, new tabs and back/forward buttons, so they can easily control the pages of the browser. The mostly used browsers from a given list are Opera and Chrome, also some of the participants give preference to Internet Explorer, but it is used rarely. To the question "Have testers visited www.fiskras.eu website before?" all the testers answered negatively.

Gender:

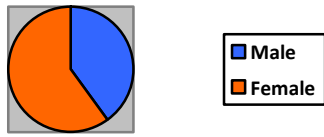


Figure 8.2.1-1: Dominant gender

Age:

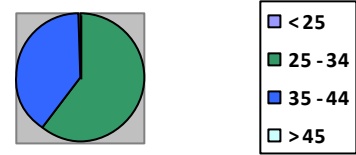


Figure 8.2.1-2: Age of participants

Education:

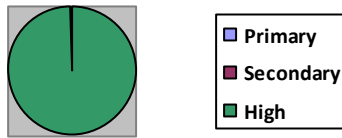


Figure 8.2.1-3: Education level

English language:

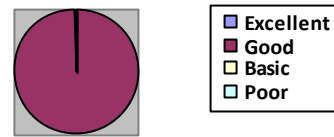


Figure 8.2.1-4: English language skills

Internet usage:

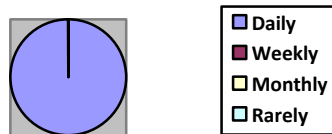


Figure 8.2.1-5: Internet use frequency

Browser:

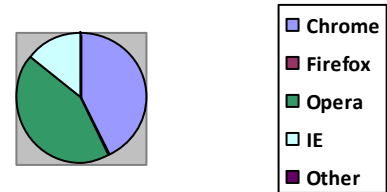


Figure 8.2.1-6: Browsers preference

Features:

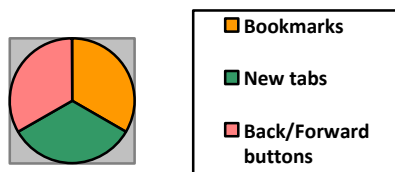


Figure 8.2.1-7: Used browsers' features

Visited www.fiskars.eu before:

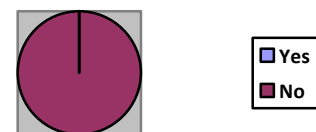


Figure 8.2.1-8: Visit of the website?

6.2.2 Summary of Thinking Aloud Tests – Tasks Completion

Task 1

A test started with an entering Fiskars International website www.fiskars.eu. All participants without any troubles entered the website using preferable browsers. In the tests there were used two browsers: Opera and Google Chrome.

Task 2

During the second task it was seen that none of the users have difficulties in finding the most important parts of the website. They easily found the Main Banner Slider and switched through all pictures. In their opinion the Front page of the website looks updated since looking at the Main banner they see products that suit the current season. The only comment was on ‘Tidy Autumn’ picture that in their opinion could stay on the page, but could be placed in one of the banners in the middle section of the page since the autumn season is over, but its products still can be interesting for customers. According to this result we can confirm the first principle of Jacob Nielsen Heuristic Evaluation theory of ‘Visibility of website status’ that Fiskars International website keeps users informed what is happening on the website.

Task 3

After that, in a third task users were asked to open a Top Navigation menu and a little bit get familiar with this website’s feature and give comments. The users reacted positively on Top Navigation, because in their opinion it is simple and well organized to be able to navigate quickly, despite the website’s comprehensive data base. There was a comment about Top Navigation location and by the words of the tester the website developers put the menu in a very convenient position on the webpage so it is exactly on the eye’s level when users open the page. The only negative comment regarding the Top Navigation was that some drop-down lists especially in School & Office business area contain long product names that are uneasy to understand and quickly memorize.

Task 4 - 5

Forth and the fifth tasks were quickly completed by all testers. The comments about understanding the location of the user on the webpage were very common. All users under-

stand their location using “breadcrumbs” of the web pages that appear under the Top Navigation box and help not only to orient on the website, but also easily to return back. Some of the testers emphasized that the titles of the pages also help them to understand the location on the website. By this task and the third task about Top Navigation the seventh principle “Flexibility and Efficiency of Use of Fiskars International website” can be confirmed.

Task 6

To complete the sixth task and to find ©Fiskars EMEA some users spent more time than expected. Firstly, users tried to search for ‘EMEA’ using search box, however didn’t get a relevant answer. When they finally found the symbol at the Footer of the webpage, none of them could simply say that it means copyright. Moreover they didn’t understand what means ‘EMEA’. This task remained a question for the users. Users would like to see more explanations about unfamiliar terms like ‘EMEA’ or to have more pointing links that can lead to the meanings of special company’s terms. Besides that, some users stated to mix up the copyright and the sentence below “Orange-handled scissors are a registered trademark of Fiskars Corporation.” In their opinion the sentence about trademark of the company should be located on the top of the page under Fiskars logo, so it would be more visible and clear for website visitors.

Task 7

The next seventh task regarding the website version was completed identically – none of the participants could say when the site was last updated and if they are using up-to date version. This minus of the website shows that the website doesn’t follow completely the first usability heuristic of Jacob Nielsen theory - “Visibility of system status”.

Task 8

During the completion of the eighth task users had a difficulty to find the exact paragraph in the text on the page “Privacy Policy”. In their opinion, “Privacy Policy” page looks unprofessional, comparing to for example ‘Cookies Policy’ page. According to their thought, they rarely visit such kind of pages; however it is very good that the website provides this kind of information. Users said that if they need to find specific legal information it would be hard to find it quickly in this undivided text. The privacy policy text would be easier for

reading if it had at least highlighted titles and subtitles that somehow could divide the paragraphs.

Task 9

Further, testers were supposed to visit one of the product category web pages “Soil & Beds”. It was obvious that it takes much effort to scroll down and up on the page. According to testers’ comments the page is too long. The page can be divided into two pages, where the first one would contain all pictures with texts next to them and the second page would consist of a list of related products. Users also commented on the time load of the current web page, in their opinion the page opens too slowly. Despite the fact of a long page, visitors think that all chosen pictures for the webpage are great and all small texts are very concrete and really attract readers. According to this result we can say that some pages contain too much information on one page, and in this case some website pages don’t follow completely the eighth principle of heuristics “Aesthetic and Minimalist Design”.

Task 10

Tenth task was one of the easiest tasks. The user was supposed to return to the Front/Home page of the website. The most of the testers used Fiskars Logo on the top-left corner of the page to return to the Front page. Testers chose this way, because they relied on their own knowledge that usually a logo of a company should bring a visitor to a Home page. In their opinion, company’s logo is the most visible, easy and handy way to get to the Front page in general.

However, some testers think that the most convenient way to return back is the link at the top of the page ‘Front Page’, and Fiskars Logo is not obvious enough to understand that it really leads to the Home page. Despite that, the same users think that links like ‘Front Page’ and other links in the top should be more highlighted. All links could have another color e.g. (orange), so they would be more striking. The last visible way to get to the Home page among users appeared a ‘home’ sign inside panel of “breadcrumbs”. However some testers noticed this sign only during reconsideration of next pages. By this mean, it is obvious that the website follows well the third heuristic and lets the users control and freedom on the web pages.

Task 11

The next task asked user to pretend what 'Orange Thumb' link can mean without clicking on it. Only two participants could imagine its meaning, saying that it is probably one of Fiskars' activity or campaign. The rest of the testers had difficulty guessing what 'Orange Thumb' link means. It even caused their interest in the link and they decided to entered 'Orange Thumb' page, although it was not asked in the task. The comment that followed after were mostly about the attraction of the page. Some users think that to make it more clear and understandable the page should contain photos or videos that would better describe the activity for the visitors.

Concerning other links in the Footer part, users didn't have confusion in their understanding, apart from the link 'Customer Service'→'Ideas'. Looking on this link without clicking on it some users were confused with its title and they thought it means different thing, but not the opportunity for users to send their ideas of new products to Fiskars. This task helped to understand how well the website links match with real world terms and check the second heuristic. It is seen that some words/terms can confuse some of the visitors of the website; however the majority of links are clear and obvious.

Task 12

During the twelfth task, all the users had a difficulty to find the section 'Discover more.' Users scrolled the page up and down several times to be able to find this part. Moreover, looking at the Footer none of them have pointed on this part in the same moment. According to their thoughts the title of this part is lost and doesn't really make sense. The most visible remain the icons of YouTube, LinkedIn, and Facebook, since all these icons speak for themselves.

When the testers entered YouTube page, they were pleased that the page opened in another tab, so it didn't let them lose control and easily close this tab and return back to Fiskars website. None of the testers like and prefer a big amount of opened tabs in one browser window, so they think it is good that only external links are opening in new tabs and the other website's pages are opening in the same website tab. Getting back to the heuristics the current task helped to confirm the third principle and prove that the site follows the rule of user control and freedom and doesn't allow to lose the website's navigation.

Task 13

In the next task users identically answered that all titles of the links, buttons look consistent with all titles of the web pages. They were pleased that this consistency helps a lot in navigation. Testers' thoughts undoubtedly confirm the fact that the website follows the fourth principle of Jacob Nielsen's heuristics – "Consistency and Standards".

Task 14

Completing the fourteenth task users hold the opinion that the bullet structure of the description is the most readable, usable and understandable. They also think that there should not be long texts of description. Reading the bullet structure users use less time to understand the product description, because all the information is concrete, shorten and looks more organized. From this point, some website pages do not follow the principle of "Consistency and Standards" since on a few pages product description is presented using texts but some description is presented in bullets.

Task 15- 16

Combining fifteenth and sixteenth tasks can be said that they caused some difficulties, in finding 'Wood & Branches' and the set of catalogues at Sitemap page efficiently and quickly.

Firstly, users were confused with an orange color that is used for all links. It causes tension in the eyes and decrease users' perception of the page.

Secondly, the users were confused since the lists of the links do not have any divisions, so it seems that everything is presented illogically. Users don't understand why the page shows the discounted products, and even assume that it is a big mistake. They think that this kind of pages should be more exact and accurately organized without any errors, since the page should help users to understand the structure of the website and users should be able to navigate simply.

Concerning catalogue search, users think that if the website has a special place for catalogues in the Footer, all catalogues should be presented in there. Otherwise it seems that

business areas don't organize the site content consistently following the same standards. It is not possible to say that all website pages look professional and complete.

Task 17

Examining the next seventeenth task, it is possible to say that almost all testers will pretend that the catalogues can be located in the Footer link – 'Catalogues'. None of them would think that the missing catalogue "School & Office" can be found under the page FAQ: if "School & Office" catalogue exists in FAQ, why it is not added to the page 'Catalogues'? By this means, the consistency and standard of website design suffers.

Task 18

The next task showed that it was not complicated for any of the testers to fill in the form 'Subscribe' and in every test the subscription result was successful. Moreover, testers think that the form is simple enough to have additional information on how to fill it in.

Completing the form with invented names testers got a question if the site can distinguish the fake e-mail address or the real one, because otherwise the company system can receive a bunch of subscription forms without knowing that some addresses just do not exist. This protection probably won't prevent from errors, but at least it will prevent from receiving a huge amount of wrong emails.

Regarding the message of successful registration, there were some comments about unsuitable phrase "Thank you for the feedback". Users didn't understand the mention message, because according to their words none of them have left the feedback in the subscription form. It seemed that one of the testers didn't notice this message at all. He/she didn't comment on it, but only confirmed about the successful registration. It shows that not everyone pays his/her attention on the full text of the message that the website can send to the user, perhaps the messages could be more distinguish and concrete, so users won't leave the page without reading the message wholly.

Task 19

This task showed that users clearly understand error messages that appear when they try to send an empty or partially filled in form. In their opinion the error messages are well de-

efined and very exact. In this form the users don't need any additional help on how to fill in the form, because in their opinion the form is simple. The only negative comment followed when users noticed that last check box "I have read the Privacy Policy" and the error message appeared under it. Logically that this error message should be above the form like everywhere else, otherwise the form looks inaccurate. The task helped to confirm that the website helps visitors to recover from errors giving an appropriate and full message (principle 9).

Task 20 - 21

The following tasks checked whether the users can recognize the web page where they have been at some point of time. Later in the interview the users were able to recognize the page that they were asked to visit. Mostly the pictures helped them to complete these tasks. Only one tester was not sure giving the answer to the twentieth task and recognizing the banner with scissors. The user explained it since he/she noticed that there are several product category pages the present scissors and that it why the picture made him/her think.

Task 22 - 23

These two tasks can be also combined, because in both the feature of 'Search box' was tested. Both tasks showed a very fast search among every user using 'Search box'. Moreover, the search results helped them to find the wanted product by providing in most cases the right product name. However, sometimes the search result did not give the right product name, even though the wrong product name with a mistake written by the user was very close to the right option and distinguished in one letter. The site helps its user to recover from errors, but makes it only partially. Sometimes the search result cannot provide the right word for all the website contents.

Task 24 -25

The last two tasks concerned the page "All Products". Using 'Refine Search' on the page users easily managed to find the right product. To find the tomato knife users spent less than 20 seconds. In their opinion 'Refine Search' opportunity is very useful and moreover usable. However, some of the testers prefer more horizontally presented 'Refine Search' so its lines during the search will not hide, because when the user wants to get the entire

'Refine Search' list back he/she should empty each chosen check box in the form manually.

Regarding the look of "All Products" page users think that it is obviously that the page is too long and should be minimized as it possible. They think that having more pages than 17 it can help to solve the problem. Also they think that the maximum amount of rows on the page should be 5-6 or the page should be three times shorter than the current one. The fourth column should be absolutely added, filling in the empty space on the right side of the page. Having many pages of products inside, the given webpage must show number line for all the pages to give a chance to move quickly to any page.

These were all the results of the thinking aloud tests, which gave a chance to see how other users deal and cope with a given website.

6.2.3 Summary of Interview results

The impression of the Fiskars International website was mainly very positive. The testers specified several factors that define the current website and its usability:

- The first impression of the website defined as great, beautiful, calm, fresh, modern, enough restrained design, with an excellent graphic design features pages.
- The best feature of the site is Top Navigation menu, which allows easily moving from one business area to another and efficiently navigate on the website. Because of its simple structure it is hard to get lost among web pages, and consequently the website absolutely does not require any additional help or guidelines for users, because the structure of the site is simple to learn and memorize.
- The website provides several ways how to reach the wanted result in information search: Top Navigation, Search box, Refine Search. Because of these opportunities users feel satisfied with tasks completion.
- Additionally to the layout, the website shows well designed pages that satisfy users. The website uses modern pictures of good quality and suitable size. The titles, subtitles, links and button names have an appropriate size for reading, so those texts

are visible. Most of them have appropriate color palette that not only suitable for perception, but match Fiskars brand colors.

- Website pictures are well selected for each page that helps most users to recognize the pages even if the products repeat on the pages like in case of the banner with scissors.
- Despite the big amount of different kind of information the website uses a simple level of English language that doesn't cause difficulties in understanding.
- The current website shows a minimum amount of errors that occur during the website visits, that makes a website usable. When the user receives an error message he/she is able to understand how quickly to fix it and what really the website requires.

According to the testers' answers about the website learnability, efficiency, memorability, errors and their satisfaction, it is possible to say that the website answers the usability on the good level. The following chart presents the answers of the testers and shows the level of each usability attribute.

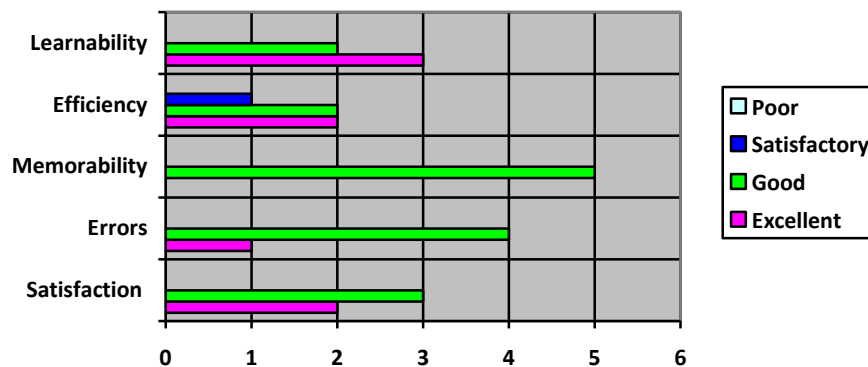


Figure 8.2.3-1: Usability attributes

The above presented chart carefully helps to define the level of each usability attribute: Learnability, Efficiency, Memorability, Errors, and Satisfaction. Starting with the learnability, it is obvious that its definition is 'excellent', however close to the rate 'good'. The attribute efficiency is divided between 'excellent' and 'good'. "Efficiency" is the only attribute from the chart that also has an assessment 'satisfactory'; however, more participants

think that the efficiency of the website is better than satisfying. The assessment regarding the memorability of the website with one voice remains 'good'. The errors level assessment is also undoubtedly 'good'. And the last satisfaction that defines pleasantness of usage has the same picture as the learnability, but in this case in favor of definition 'good'.

6.2.3.1 Sum up the suggestions for website improvements

Despite these results regarding Fiskars International website, during users' tasks completion there were a few user's thoughts and suggestions that can be considered as remarks for improving some parts of the website and make it even more usable than it is today.

- The most critical turned the Footer part of the website. First of all the whole grey box should not be too wide as it is now. Secondly, the title 'Discover more' perhaps is not required in the Footer, although it is big, and is lost on the site. The same problem concerned ©Fiskars EMEA and the sentence "Orange-handled scissors..." that have to have other color so they will be more highlighted and furthermore specified more clearly. Thirdly, such links like "Orange Thumb" and "Ideas" should have more specific names in the Footer. The page of 'Orange Thumb' has to be more attractive having pictures, videos, and perhaps comments of the participants. And finally, the Footer should necessarily specify the year when the site was last updated. (Task 6, 7, 11, 12)
- The links of the website (Front page, Choose country, Media Center) that are in the top of the page have to have more bright colors, so they become more visible. (Task 10)
- For better usability and quick readability and memorability the titles in the drop-down lists of the Top Navigation menu should be revised and shorten where it is possible. (Task 3)
- The next improvement applies to the product category page "Soil & Beds", that doesn't follow the minimalist design containing two big parts in one page that makes it too long and massive, moreover, uneasy to scroll up and down every time. This improvement may concern the same structured product category pages like: "Snow & Ice", "Multi-head Tool System"... etc. (Task 9)

- Desirably, the product description on the product pages should be presented using bullets for faster and effective reading and allocating main points (Task 14)
- Small usability issues affected such parts of the website like filling in forms. Especially “Subscribe” form needs improvements of the message that occur after the form submission. All appearing messages on the website should be carefully check and correctly composed. Also the form has to react and show the error if one of the important fields are not marked. The next page that needs a correction is “Contact Us” page. Showing a mistake the last check box of “Privacy Policy” gets an improper view and goes above its error message, so the error remains below. (Task 18, 19)
- The page “All Products” that indeed needs a set of improvements for more efficient usage. Firstly, the developers should work on the page length and add the number line of pages. The same feature of the number line could be on product category website pages that have a range of pages inside. (Task 25)
- One more improvement of the website usability requires the page “Sitemap”. The web page needs to improve the colors of the links so users can easily and quickly distinguish them. The next improvement is the Gardening & Yard Care business area column that should look exactly as other business areas columns, and should not show the ‘discontinued’ product from the data base. The final improvement concerns catalogues, which should be placed under one link “Catalogues” in the Media Center in the Footer. The “Sitemap” page should be useful, usable, helpful and complete to the website visitors. (Task 15, 16, 17)
- The page “Privacy Policy” could be improved by dividing the paragraphs of the text, so it would be similar to the page “Cookies Policy”. (Task 8)
- The result of the search via “Search Box” has to be improved, and give more helping words in “Did you mean ...?” that will bring those results more in line with the right word. (Task 23)

7 Conclusions and recommendations

7.1 Conclusions

This final chapter of the thesis concludes the whole research that was done for Finnish Digital Marketing team of Fiskars OY Ab. The usability inspection of one of Fiskars brand website was accomplished and the test results are documented in the given Bachelor Thesis.

Achieving the goal of the research was a time consuming task that included a search, selection and analysis of a suitable theory related to a thesis problem of usability testing. Moreover, the research included a careful definition and a choice of a right method for empirical study, which in this case appeared as usability testing methods.

The set goal of testing the usability of the website was achieved and the situation of existing Fiskars International website usability has now been studied. The results helped to answer the assigned research questions sake of what the usability testing was accomplished. The answers to the main research questions that were defined in the beginning can now be given.

1. Fiskars International website – www.fiskars.eu turned out to be a usable website. Its usability is very close to match a high level of all important attributes: ease in learnability, success in efficiency, simplicity and speed in memorability, management in errors, and satisfaction in usage. In spite the fact that heuristic evaluation and thinking aloud test with user showed that the website only partially follows ten principles of Jacob Nielsen system's usability and indeed need some remarks the rate of its usability is still quite high and positive and the current version of the website has a good usability quality.
2. The results regarding users' satisfaction of the user interface and design of the website were very much expected to be good after the users' testing. The most numerous positive statements were especially addressed to the design and the general view of the website and its pages.
3. Since any website cannot be perfect the current website was not an exception. Each user during the tests expressed thoughts that had some suggestions on how

to improve and change some less usable parts of the website. The results turned to be very much similar among the testers that proved the fact that these parts really require an attention from the developers' side. The analyzed and combined results for improvements are presented in the chapter "Sum up the suggestions for website improvements" that has a reference to the tasks in chapter "Summary of Thinking Aloud tests results – Users Tasks Completion" that defines the improvement suggestion in a more detailed way. In addition to the users' suggestions, the results of usability problems discovered during the individual website heuristic evaluation by the author of the thesis that can be also considered as suggestions for the website improvement.

A given thesis left only a positive feeling after its completion. The project gave an opportunity to study widely the usability points and understand its importance. The thesis completion allowed using practically the unknown before usability methods and conducting the testing with real users that made the project more interesting and cognitive.

7.2 Recommendations for Fiskars Digital Marketing Team

The main recommendation for Fiskars Digital Marketing Team is to consider the thesis project results as important aspects that could help in future website development, because the results are based not only on the scientific theory, but present the real website visitors' point of view. All defined usability strong and weak points should be taken into account during improving the website or in the case of new website creation.

If the company would like to launch new and completely different websites the usability inspection should be also carried out with potential users. Moreover the usability test has to be accomplished during the development process rather than after the ready website is launched, since that will help to decrease money expenses.

7.3 Suggestions for further research

The suggestion toward further research could relate to the usability inspection of the same Fiskars website on mobile devices. The research would help to define critical sides of the mobile version of the website and show how to improve its quality in order to meet users' expectation.

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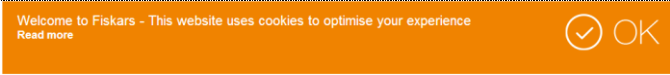



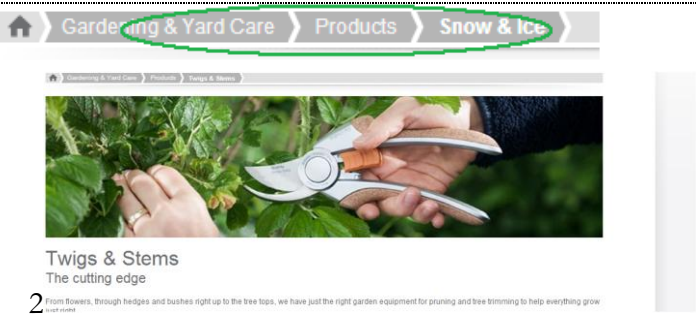


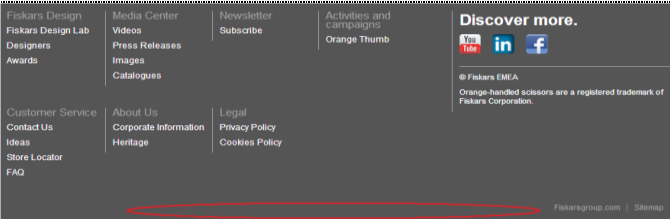
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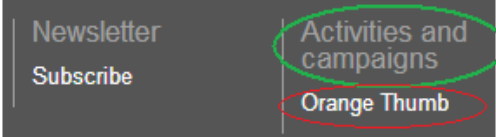
Appendices

Appendix 1. Heuristic Evaluation screenshots of the website parts

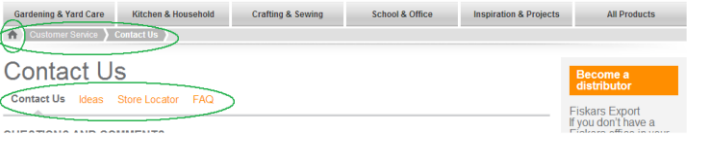


1. Visibility of Fiskars International website status

1	Welcoming word	
2	Top, Middle and Bottom sections	
3	Season pictures	
4	Top menu on every page	
5	Own titles on every page; "Breadcrumbs"	
6	Official Logo® on every page	
7	Copyright © Privacy and Cookies Policies	
8	No page version date	

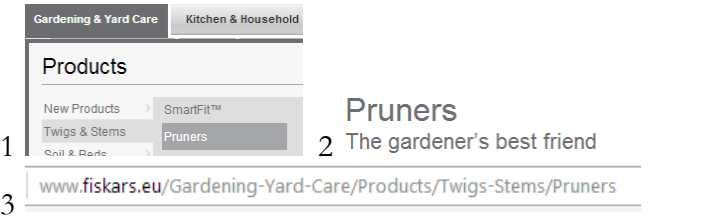

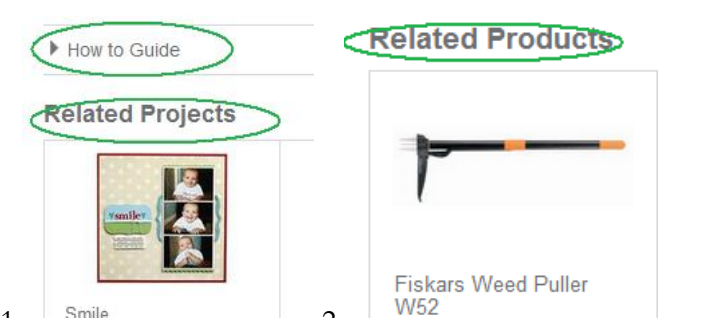
2. Matching between Fiskars International website and the Real World

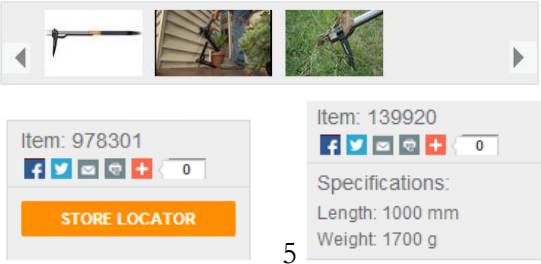

1	Simple website language with necessary explanations for new defined company's terms	
2	Titles for unclear links	

3. User Control and Freedom on Fiskars International website


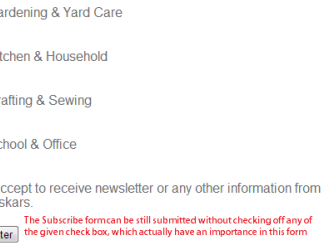

1	Top Menu, “Breadcrumbs”, additional navigation path at all Footer links pages	
2	Only these links lead to the separate new tab window from the website	
3	Fiskars Logo and Front page link at the Header of each page	


4. Consistency and Standards of Fiskars International website

1	Buttons and links, also URLs are matching the titles and headers	
2	Same sized pictures	
3		
4	Different product page structure, some forms are missing	




	
5 Different product description form (bullets or text)	
6 “Discontinued” products inside Sitemap	
7 ‘Catalogues’ in different places	

5. Error Prevention on Fiskars International website

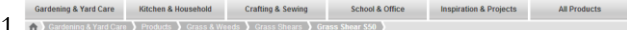
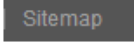
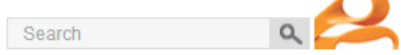
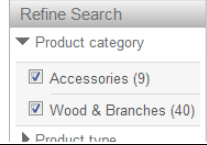
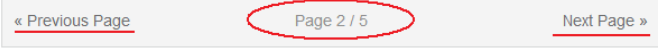
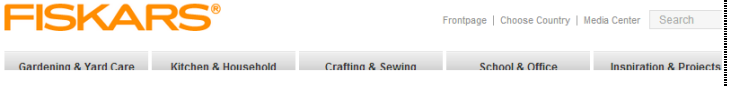
1 Required fields are not marked everywhere	
2 Subscribe form can be still submitted without important check boxes.	
3 Subscription message has an inappropriate composition	

4	No hints/ examples of input fields	Company example <input type="text"/> Phone example <input type="text"/> Address 1 * example <input type="text"/>
5	No pop-up window saying that the user is up to leave a current website	


6. Recognition Rather than Recall on Fiskars International website

1	Banner text with appropriate picture	
2	Relevant Header images	 Wood & Branches
3	Not header images on other business area pages	Die Cutting No Header Image 

7. Flexibility and Efficiency of Use of Fiskars International website

1	Top Navigation, “Breadcrumbs”, Sitemap	1  2 
2	Search box	
3	Refine Search box	
4	No rows of pages, only Next Page/Previous Page	
5	No Log In opportunity	

8. Aesthetic and Minimalist Design of Fiskars International website

1	Written mistakes are found	<p>Overview</p> <p>For anyone cutting flowers and plants, doing flower arranging or pruning herbs, Fiskars Universal Garden Scissors 24 cm. These iconic scissors stand out for extra hard stainless steel blades with a keen edge that puts other scissors in based on the natural hand movements. The handles are made from impact-resistant scissors you can be assured of perfect results for all your garden cutting tasks.</p>
2	Too big texts and pictures taking plenty of the space on the page	 <p>Fiskars SmartFit™ Telescopic</p> <p>Fiskars SmartFit™ Telescopic digging tools include a digging spade, an edging spade and a digging fork, all with the ingenious addition of an adjustable telescopic shaft which extends at the turn of a lever. For all your weeding, planting, digging and edging needs, this selection adjust to the task and to the height of the gardener using it. That means less backache and more effective work in the garden - all at the turn of a handy orange lever.</p> <p>Click here to learn more about the SmartFit Telescopic range.</p>
3	Different Links are used	<p>1 Click here to view the Flash animation!</p> <p>2 </p> <p>3 Click here to learn more about the SmartFit Telescopic range.</p>

9. Help users recognize, diagnose, and recover from errors on Fiskars International website

1	Well structures Search result page	<p>Search Results</p> <p>No results were found when searching for "loper".</p> <p>Did you mean lopper ?</p> <p>Search tips</p> <ul style="list-style-type: none"> Check spelling of keywords. Try changing some keywords (eg, "car" instead of "cars"). Try searching with less specific keywords. Reduce number of keywords to get more results.
2	Not enough explanation how to fix the problem	<p>Subscribe</p> <p>First name: <input type="text"/> Input required.</p> <p>Last name: <input type="text"/> Input required.</p> <p>User account: <input type="text"/> The email address is not valid.</p>

10. Help and Documentation on Fiskars International website

1	No 'Help' regarding website usability. Although the website provides FAQ, but the most questions are not about website usability.	<p>QUESTIONS AND COMMENTS</p> <p>If you are searching for specific information about Fiskars and our organization please submit your inquiry by filling out the form below and our customer service reply.</p> <p>Please check the FAQs before contacting our customer service team.</p> <p>PRODUCT IDEAS</p> <p>Do you have an idea for a great new product? If so, we'd love to hear about it. Just submit your product idea.</p> <p>WHERE TO BUY?</p> <p>1 Please use our Store Locator to find stores selling Fiskars products near you.</p> <p>2 <input type="text"/></p> <p>▶ My Fiskars crafts product is broken / not working well, can you help me?</p> <p>▶ Where can I find the Fiskars crafts products catalogue?</p> <p>▶ I look for a point of sales to buy Fiskars crafts products, how can I find one?</p> <p>▶ I can't find what's mentioned on the website, where can I find them?</p>
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Appendix 2. Thinking Aloud Test Materials

Participants Information

Name					
Gender	Female				
	Male				
Age	< 25				
	25 - 34				
	35 - 44				
	> 45				
Education	Primary				
	Secondary				
	Higher				
English language skills	Excellent	Good	Basic	Poor	
Frequency of Internet usage	Daily	Weekly	Monthly	Rarely	
Features of the Internet used	Bookmarks				
	New tabs				
	Back / forward buttons				
Browser Preference	Chrome	Firefox	Opera	IE	Other
Have you visited and used www.fiskars.eu before?	Yes			No	

Tasks 1-25

1. Go to your browser and open the website Fiskars International Website – www.fiskars.eu
2. Go through all the pictures of the Main Banner Slider in the Front page and say does it look updated and why?
3. Open one of most interesting for you Top Navigation buttons <i>Gardening & Yard Care</i> , <i>Kitchen & Household</i> , <i>Crafting & Sewing</i> , or <i>School & Office</i> and choose any page/link in the drop-down list. Tell your opinion of the Top Navigation and does it help you to navigate through the product pages?
4. Open any of the product or product category pages and say whether you understand your location and which features help you with this? Do the titles and pictures of the web page matching it thematically?
5. Open any product page and move from the current product page to the product's category page. E.g. Product page: <i>Personal Paper Trimmers</i> , the Product category page <i>Trimmers</i> .
6. Please find on the webpage ©Fiskars EMEA and try to explain its meaning.
7. Please check and say when the website was last updated?
8. If you would need to search for the information about legal usage of the website data where would you find this information? Find this information and search for the “Reproduction, transfer, distribution or storage of part or all of the content in any form without the prior written permission of Fiskars is prohibited, apart from the exceptions mentioned in these terms and conditions.” Is the text readable? What do you think about the current page? Your suggestions?
9. Go to the <i>Gardening & Yard care</i> → <i>Soil & Beds</i> page. What can you say of the page look and length? Open Fiskars Solid™ on this page.

10. Return to Front / Home page of Fiskars website. Which feature of the current website or browser you prefer to use to get to the Home page of this website? Which of them is the most visible and useful on the website?
11. Go to the Footer of the website. Without clicking on the link Orange Thumb do you understand what the link is about? Look at all the links at the Footer and say which of them may confuse you?
12. Open one of the 'DISCOVER MORE' links at Footer. Do you lose the control of the Fiskars International Website? Do you prefer opening the web page in a new tab or at the same tab? Perhaps in a browser window? If you opened other link but YouTube, please choose now the YouTube button and open the website. Say your first impression?
13. Click few links of the website and compare the titles of those links with the web page titles. Do they look consistent?
14. Please open two pages (specified below) and compare the description form of the products: <i>School & Office → Cutters → Auto Reload Heavy Duty Cutter Professional 18mm</i> and <i>Gardening & Yard Care → Snow & Ice → Ice Iron → Fiskars Ice Iron</i> Which layout is more usable, readable and more clear? How in your opinion the description should be presented? What else you would like to see on the product page?
15. Click to the 'Sitemap link' in the Footer and find 'Wood & Branches'.
16. On the same page find <i>Garden Catalogue</i> , find also <i>Catalog of Crafting & Sewing</i> and also <i>Catalogue of Kitchen & Household</i> . Try to search for the <i>School & Office Catalogue</i> .
17. If you cannot find the product catalogue which page on this website could help you with this? Go to the estimated page on this website to receive help.
18. Fill in and submit the 'Subscribe' form using invented personal details. (<i>Newsletter → Subscribe</i>) If the registration was unsuccessful and you got an error, think could those errors be prevented? If the registration was successful, comment on the message that you see. Please say if you had any difficulties filling in the form.
19. Open 'Contact Us' page. Start to fill in the form but stop after filling in the <i>Postal Code</i> and try to send the form. Comment on the result, and say if red error definitions can help you to continue the form completion and if the error explanation is enough specified to fix those errors. What else could prevent to fill in the form incorrectly?
20. Go to the page 'Twigs & Stems' → 'Scissors' in <i>Gardening & Yard Care</i> and move a little bit on it.
21. Go to the Front Page and open one of the Moving Banner Slide and move on the opened page.
22. Search for any of the Fiskars product using <i>Search box</i> .
23. Use Search box and accidentally do a spelling mistake in the product name that you want to search for (e.g. scissors → sisors). Please use your own product name with a spelling mistake. Did the search result instructions help you to find or solve the problem?
24. Open the page 'All Products' and using <i>Refine search</i> feature search for the item 'Tomato knife with serrated blade'
25. Open the page 'All Products' again and go to the fifteenth page. What in your opinion could improve the page 'All Products' and what do you think of its length?

Interview questions

1. What do you think of the website in general? Few words of your impression?
2. Was it simple to use and move through the website? Does the website need any additional help documentations?
3. Was it simple to understand the language level of the website?
4. Could you recognize if this page is the same one you were visiting before? Try to bethink which product category page it was?

Could you recognize if this page is the same you opened from the Moving Banner Slide advertised?

5. How in your opinion the website answers the usability? How it manages with Learnability, Memorability, Efficiency, Errors, Satisfaction:

Learnability	Excellent	Good	Satisfactory	Poor
Efficiency	Excellent	Good	Satisfactory	Poor
Memorability	Excellent	Good	Satisfactory	Poor
Errors	Excellent	Good	Satisfactory	Poor
Satisfaction	Excellent	Good	Satisfactory	Poor

6. Do you like an interface of the Fiskars website? What can you say about colors, texts, pictures and general layout and structure of the current website? Do you feel that they are consistent?
7. Do you feel satisfied after completing the set of tasks?
8. Do you think does the website need improvements? If yes, which kind of them you could suggest?
9. Would you recommend the International website of Fiskars to other people? Why?