

The Website and Company

The website I am evaluating is my employers: www.classicfirearms.com . I just started working for them right before Christmas although I had shopped the website for several years. I am a customer service representative; I take orders over the phone, check on orders, resolve issues, answer questions and answer emails. In this roll, I use the website and the other company software all day long. I quickly noticed several deficiencies in the website as far as UX and the UI.

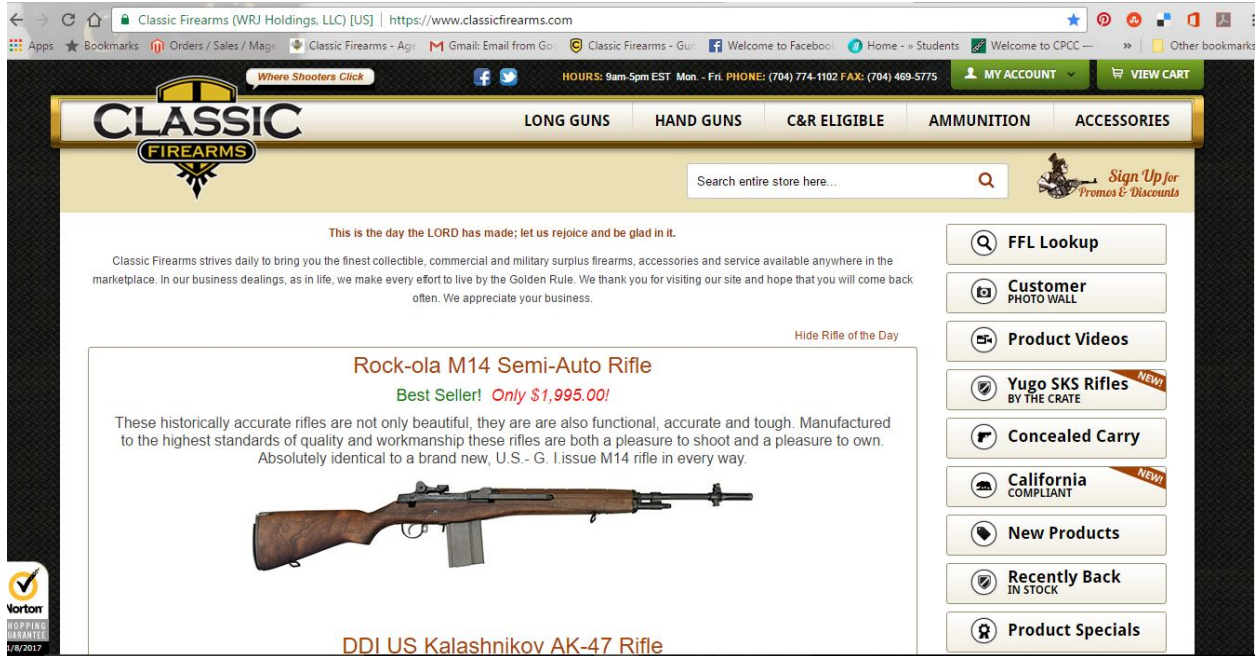
Classic Firearms is the largest military surplus firearms dealer in the United States. They also sell new firearms and related products. Classic Firearms is an exclusively online business with no storefront and as such the UX is vitally important.

The User Experience

I do not find the Classic Firearms website to be user friendly. While the list style format for the actual products is fairly standard and easy to navigate, the actual buying process can be difficult. Errors at checkout do not have easy to understand explanations, instead users see messages such as “Gateway error: the transaction has an AVS mismatch.” This actually means the billing address does not match the card the user is trying to use but there is no explanation of that. We receive multiple calls a day about this. There are grammar and spelling errors throughout the sight. This is just one example from the Terms and Conditions page- “canceled and cancelations”.

2. Threatening us that you will tell your friends, post negative comments on the internet, dispute the credit card charge, etc, will NOT cause us to waive this fee. Unless you are 100% sure you want the order, please do NOT place it. Thank you for your understanding of this policy.
3. Orders can not be canceled by email. Any cancellations via email will not be accepted. You must call 704.774.1102 during normal business hours and speak to a representative to cancel your order.

The home page has specials usually, and this is changed regularly. I think however adding in a link to the FAQ or “how to buy firearms online” would be extremely useful. This is the home page as of today:



One issue with this home page listing is that they use it without updating the rest of the site consistently. Sometimes prices here are different than the actual item listing. Also, they feature products here that are out of stock. One example right now:

From the home page as it is scrolled down-



These rifles are also available by the crate here!

Finnish M39 Mosin Nagant Rifles

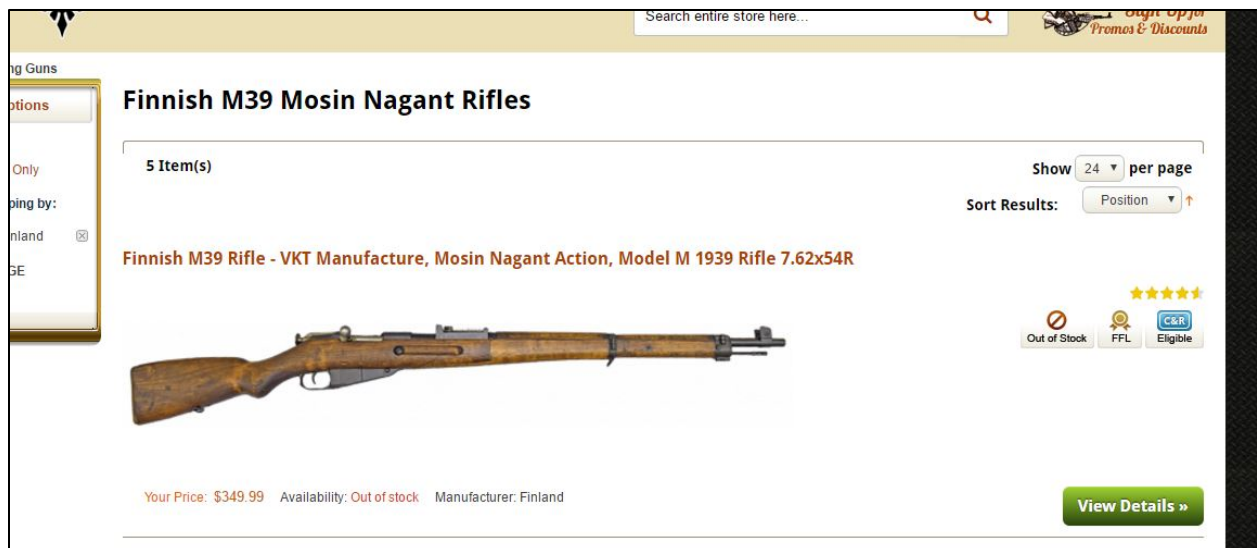
After 8 months and 9 tractor loads, we have finally received our final shipment of these highly desirable Finnish M39 Mosin Nagant Rifles.

The good news is that we have some very nice SAKO and VKT rifles and small quantities of special marking rifles as well. Some small additional quantities of special marking rifles may become available as we finish sorting each of the gondolas, but for the most part what you see listed is what we have.

If you've been waiting to pull the trigger on one of these, now is the time to get yours before they're gone.



This a Finnish Mosin Nagant rifle, with a big write up and video, but here is the actual item listing:



Search entire store here...

Finnish M39 Mosin Nagant Rifles

5 Item(s)

Show 24 per page

Sort Results: Position

Finnish M39 Rifle - VKT Manufacture, Mosin Nagant Action, Model M 1939 Rifle 7.62x54R



Out of Stock FFL C&R Eligible

Your Price: \$349.99 Availability: Out of stock Manufacturer: Finland

[View Details »](#)

Here you can see it is out of stock. Landing on the home page, getting all excited about this rifle then clicking to see it is out of stock is not a good experience for the user.

Heuristics Evaluation

Overall, the Classic Firearms site is not in compliance with several usability principles. Error messages are not clearly explained to the user, which results in phone calls to customer service. As we are only available by phone during regular business hours this is not particularly helpful to customers shopping online at night or on the weekends. There is no real visibility of system status on many steps for the checkout, which has a few more steps than the average checkout due to dealing with firearms and related products that have special laws and restrictions. The aesthetics could use work, applying design principles to framework and text would improve the visuals immediately. Here is an example of missed fonts in the terms and conditions area:

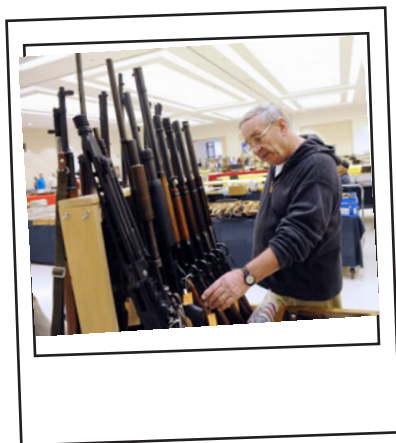
If purchasing firearms, you understand, acknowledge, and agree to the following...

1. You acknowledge, agree to, and accept all of the above conditions for purchasing ammunition and...
2. You **MUST** be 21 years old to purchase a hand guns and receivers. You **MUST** be 18 years old to purchase a long gun.
3. Firearms are **ONLY** sent to licensed FFL dealers or C&R holders where applicable. If you are the end user and you are having your firearm shipped to a dealer for transfer, we must have your dealers FFL on file and you must have their permission to have your firearm shipped to them for transfer prior to placing your order with us. Federal background checks are required before the FFL dealer can transfer the firearm to you. ALL dealers will charge you a fee for transferring a firearm and you should contact the dealer to ask the amount of that fee prior to placing your order with us.
4. Classic Firearms must have a current copy of the dealers signed FFL or Collector of Curio & Relics License (C&R) BEFORE you can place your order with us. It is also required to have a copy of any other necessary licenses that may be required on file prior to placing your order.
5. You understand firearms, especially military surplus firearms, by their very nature are inherently dangerous and you accept full liability for product failure or misuse. You also accept full responsibility and liability for the safe use and storage of any firearms you purchase and/or possess.
6. All orders placed without, or prior to, a signed copy of the **Federal Firearms License** (or other necessary licensing) on file may be deleted without notice.
7. Classic Firearms reserves the right to refuse any firearm order.
8. Classic Firearms strongly recommends having all firearms, especially military surplus firearms, checked by a qualified gunsmith before firing.
9. If you order a firearm that normally comes with a mag that is not allowed in your state (due to hi capacity for example), your firearm will be shipped without the mag and with no adjustment nor discount to the price of the firearm.
10. You, the customer, are responsible for contacting your selected FFL prior to placing your order to verify the following 1) if they will accept the transfer for ALL items on your order, 2) what is their current address and does it match what is shown in their listing on our site for your order, 3) are they still in business, 4) what fees will they charge you for conducting the transfer. Classic Firearms will not be responsible for any issues that arise from the customer's failure to follow this step. Classic Firearms does not have any relationships with the FFLs on the list and thus the FFL is not a representative of Classic Firearms in any manner.

Look at #9 compared to the rest of the list. There is an inconsistency to this page which exists throughout the site.

The checkout process has one glaring issue that I feel would improve UX and be an easy fix. Users enter their credit card information before seeing the total for their purchase. At the cart level, they see the total of products, then they see shipping cost, but they enter credit card information then see the total on the next screen before submitting the order. Many want their total before entering the payment information. See screenshot below:

The site does have documentation to help users, but the link to it is very small and at the bottom of the page. I think that moving those links, or adding more links to the FAQ and Terms and Conditions would improve the UX and improve the usability greatly. The product descriptions are generally very well done and accurate and use real world language easily understood by the average firearms enthusiast.



Persona type Collector

Name Collector Tom

Age 67

Location Wyoming

Technical comfort low

Job Title Retired



Feel free to doodle!

Back story

Tell us a bit about their lives

- Retired, married with adult children not living at home.
- Collecting guns for many years.
- Shoots occasionally with his buddies.
- Browses the internet, but not very technically savvy.

Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- How to buy a gun online? Why do I need an email?
- How do I find an FFL and why do I need to call them?
- Likes old guns for collectible value, but is concerned about buying a gun without seeing it first.
- Doesn't like using computer to order.

Frustrations

What's stopping them from choosing the service/website or annoying them?

- At checkout it says I need an FFL but I don't see my shop.
- I want the best condition gun I can get, how do I do that?
- How long will it be until I get my gun? I can't see any information on shipping times.
- How much is this going to cost me? Where is a total?
- Is there anything else that goes with this gun?

Their ideal experience

Their story including features and content which will help them have a great experience

- Finds a M57 Tokarev, just what he's been looking for!
- Sees hand-select option with an explanation of what that means, chooses it and adds gun to his cart.
- Is shown a list of items that go with his gun and is asked if he'd like to add any to his order. Chooses an extra magazine.
- Selects checkout, does not see his FFL, click "what to do if FFL is not in the list."
- Calls his FFL and they send copy to Classic Firearms.
- Receives an email that his FFL has been updated and he can proceed to checkout.
- Checks out, seeing a total before entering payment. Also sees estimated shipping times. Checks out.

Quote

Sum up their experience with the website/organisation/service. Positive or negative.

“

Not too bad.

”



Persona type Serious gun enthusiast

Name Tactical Joe

Age 38

Location TX

Technical comfort Mid-level

Job Title Electrician

 Feel free to doodle!

Back story

Tell us a bit about their lives

- Married w/ 2 children
- Self-employed, owns his business
- Shoots regularly, owns several guns and tactical gear, IDPA participant
- Knows guns and always on the look out for new and better equipment

Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Looking for new guns at good prices to shoot in IDPA and recreationally.
- Trying to find guns that are not available at his local gun shop.
- Heard about Classic Firearms from a fellow IDPA participant.
- Wants new weapons with warranties.

Frustrations

What's stopping them from choosing the service/website or annoying them?

- Not sure how to order a gun online and having a hard time finding the return policies and any guarantees.
- Wants to know how long it will take for gun to arrive and cannot see that anywhere.
- Wondering what happens if he has a problem with a gun he buys online.
- Sees many things he's interested in are out of stock and wonders why they are still listed online.
- Cannot locate his gun shop in the FFL list and doesn't know what to do.

Their ideal experience

Their story including features and content which will help them have a great experience

- Quick search locates the exact rifle he wants. Adds it to his online cart.
- Reads the "how to purchase a gun online" instructions by clicking a link on the home page.
- Locates the FFL list and when he doesn't see his listed clicks the "what do I do if I don't see my FFL in this list?" link.
- Calls his FFL to tell him about the transfer and ask him to email a copy of his FFL to Classic Firearms.
- Places his online order, gets an estimated delivery date and a confirmation email.
- Logs in to check his account and sees his order has shipped with the tracking information.
- Posts a review with pictures of his new rifle online after he receives it.

Quote

Sum up their experience with the website/organisation/service. Positive or negative.

“ Quick, easy process. I will shop there again. ”



Persona type Hunter

Name Gus the Hunter

Age 45

Location South Carolina

Technical comfort mid-high

Job Title Truck driver



Feel free to doodle!

Back story

Tell us a bit about their lives

- Hunting since he was a boy.
- Truck driver for long-haul company, travels all over the USA.
- Loves the outdoors- hunting, camping, fishing, hiking.
- Fairly comfortable with technology, uses it for his job and purchases online frequently.

Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Saw an online link while searching for a new shotgun.
- Wants to buy a gun so it will be there before his next scheduled hunting trip .
- Wondering how hard it will be to buy a gun online.
- Hoping he can pick it up at his buddy's shop, who is an FFL.

Frustrations

What's stopping them from choosing the service/website or annoying them?

- His buddy isn't in the FFL list.
- He doesn't see what he's supposed to do to buy online.
- Wonders if the gun will arrive in time for his trip.
- Wonders what happens if the gun has a problem.
- Received an error at checkout but doesn't know what an AVS mismatch means.

Their ideal experience

Their story including features and content which will help them have a great experience

- Gus selects his gun and adds it to his cart. He sees a link that tells him where his buddy can send his FFL.
- Gus sees a FAQ page and reads about how new guns are covered under their manufacturer's warranty.
- Gus sees a link on the cart page that will estimate delivery cost and time, he uses it to get a total cost and sees it will arrive in time for his trip.
- Gus proceeds through checkout, gets an error which tells him there is a mismatch with his billing address. He realizes he needs correct the billing address to use his PO Box.
- He finishes checkout and gets a confirmation.
- Gus is happy and his gun is on the way.

Quote

Sum up their experience with the website/organisation/service. Positive or negative.

“ Even when I had a problem the site guided me through how to fix it. ”

Scenarios

Scenario 1: How to Buy a Gun Online

User Task Profile Targeted	Tactical Joe
Subject Persona	Serious gun enthusiast
Scenario Description	Wants to know how to buy a gun online

Background:

Joe is a gun enthusiast who regularly participates in IDPA (shooting competitions) on weekends. He likes to have the latest gear and guns, but finds his local shop does not always have what he wants. He talks to fellow IDPA participants and they tell him about finding things online, and tell him to look at Classic Firearms website.

Objective:

He wants to figure out how he one buys a gun online. Being a gun enthusiast he knows it is not as simple as ordering a book from Amazon as there are laws and regulations that restrict gun sales.

Narrative:

Joe visits the website, and quickly finds a link on the homepage – “how to buy guns online” – that explains the process from beginning to end in easy to understand language. He creates his account and calls his FFL to get everything lined up to purchase his new rifle.

Scenario 2: Create an account

User Task Profile Targeted	Collector Tom
Subject Persona	Collector
Scenario Description	Create an account

Background:

Tom is retired and has been collecting guns since his early 20s. He found out about Classic Firearms from a buddy he shoots with. He saw his friend's Swiss K31 and has always wanted one, so he asked him where he got it and his friend told him about buying it online. Tom has bought a few things online but usually his wife helps him. He is a little put off about buying a gun online but he really wants a K31 so he heads to the website.

Objective:

Tom needs to create an account.

Narrative:

Joe visits the Classic Firearms website. He sees a link for new customers and follows the steps to create his account. He is guided through the steps and is encouraged by how easy it is. He receives a confirmation email that his account is ready to use.

Scenario 3: Get an FFL on File

User Task Profile Targeted	Gus the Hunter
Subject Persona	Gus
Scenario Description	Get his buddy's FFL to Classic

Background:

Gus is an avid outdoorsman. He hunts and is looking for a new shotgun before his next trip. He found what he wants on Classic Firearm's website, but wants to use his buddy's shop as the FFL and doesn't see it in the list.

Objective:

Be able to order and use his buddy's FFL.

Narrative:

Gus uses the FFL lookup but doesn't see his buddy's shop. He see a large button that says "Don't see your FFL?" and he click it. This takes him to a simple step by step list of what is needed to get the FFL on file. He calls his buddy's shop and asks him to email a copy of his FFL in.

His buddy's FFL is added to the list and he places his order.

Design Brief

Classic Firearms is an online gun dealer. They sell firearms and related products that ship anywhere in the United States. The company has been in operation since 1996 and some aspects of the website reflect that. The site needs updates that will enhance user experience which will increase sales.

The new design will include updated colors, layout, background, and graphics. While maintaining Classic Firearms logo and color scheme, a cleaner, more modern layout will update the site without confusing customers. Removing the unnecessary sidebar “joke, quote” etc. will free up space to add actual useful links to improve user experience. Needed tabs are: how to order a gun online, new customers, return policies, terms and conditions. More can be added at the client’s request.

Updates while checking out also need to be added, including: estimated shipping times, a cart total before asking for payment, better error explanations, and help in the FFL choice process. In the FFL lookup process adding a link – “what do I do if I don’t see my FFL?” – to this page can provide users with instant instructions on what to do to get their FFL listed.

A site overhaul including spell checking all listings and information pages, adding internal links from listings to help and FAQ topics, and suggesting more products while customers browse will enhance UX and increase sales.

Improving the User Experience (UX) on the Classic Firearms website will lead to customers staying longer, purchasing more, and recommending the site. This will all lead to increased sales.

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Current screenshot of home page

This is the day the LORD has made; let us rejoice and be glad in it.

Classic Firearms strives daily to bring you the finest collectible, commercial and military surplus firearms, accessories and service available anywhere in the marketplace. In our business dealings, as in life, we make every effort to live by the Golden Rule. We thank you for visiting our site and hope that you will come back often. We appreciate your business.

Norton SHOPPING GUARANTEE ID Theft Protection Purchase Guarantee Lowest Price Guarantee FREE with your purchase

Hide Rifle of the Day

AR-15 Barrels Up To 30% Off!
Dozens of Barrels to Choose From!

If you need a .223 / 5.56 barrel, we carry dozens of them, in stock at competitive prices. In addition, we carry .300 blackout barrels as well as .45 ACP, 5.56x45mm, and 7.62x39mm.



- FFL Lookup
- Customer PHOTO WALL
- Product Videos
- Yugo SKS Rifles BY THE CRATE NEW!
- Concealed Carry
- New Products
- Recently Back IN STOCK
- Product Specials

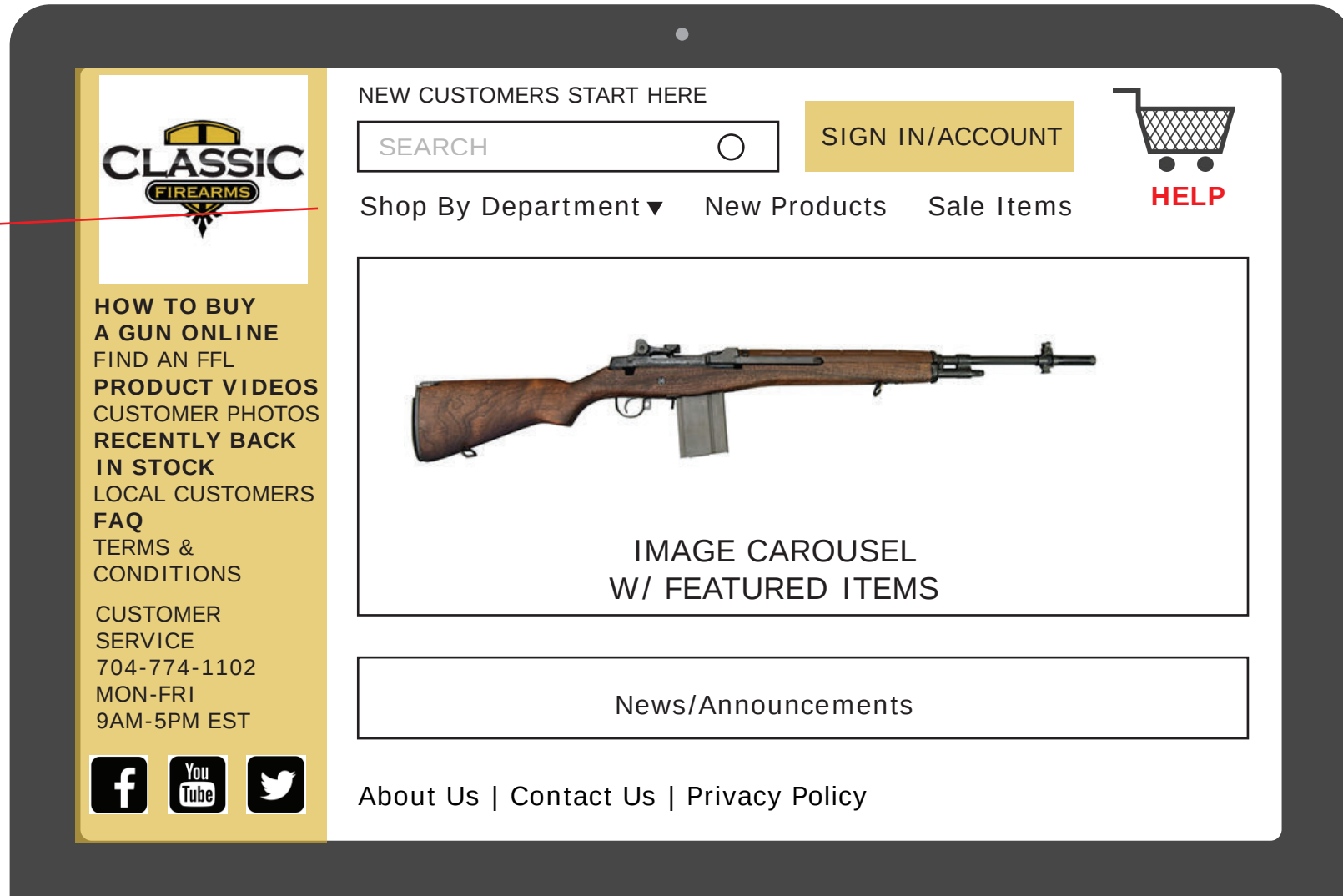
NEW DEAL: AR-15 Barrels Up To 30% Off! Shop Barrels

New Customers link will walk customers through setting up their account, provide information on process for buying a gun online, have basic information such as custome service hours and phone number.

All menu links are live. May be made into buttons in final version.

Shop by Department menu is a drop down with all the categories from the current site. Will show upon hover.

Social media icons take customers to Classic Firearms social media pages and open in a new tab so user doesn't leave the web-site and lose their cart.



Shopping cart: # of items shows on cart, drop down quick view when customer hovers over cart with checkout now button.

HELP will take customer to page with FAQ and customer service hours and phone number.

Center content will feature a carousel with products, promotions, and or events. This will change frequently and every image or graphic will provide a link to the product page for any products. News/ Announcements section will be changed at least weekly. Can highlight product videos, have product announcements, etc.

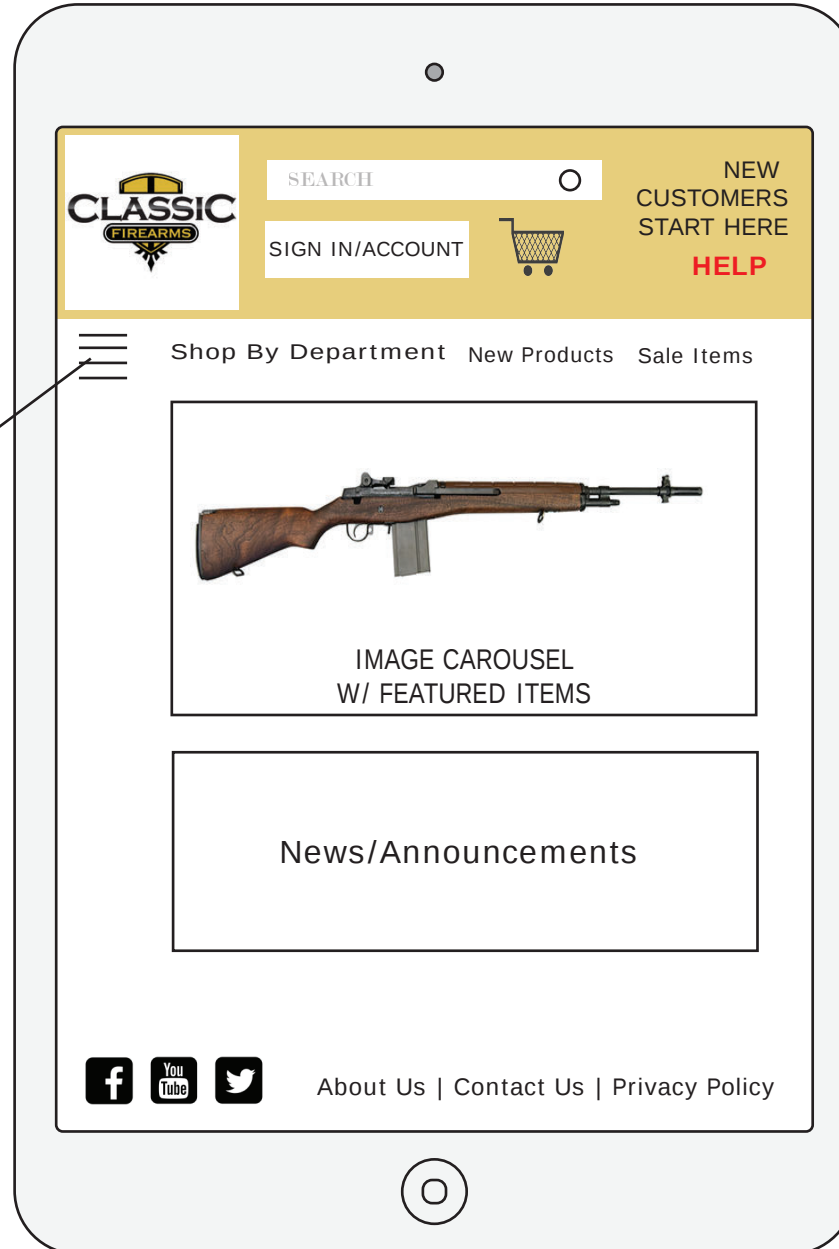
For the tablet version, the sidebar menu will be a slide out.

Items are reconfigured to better fit mobile layout but maintain consistent look and feel for better UX.

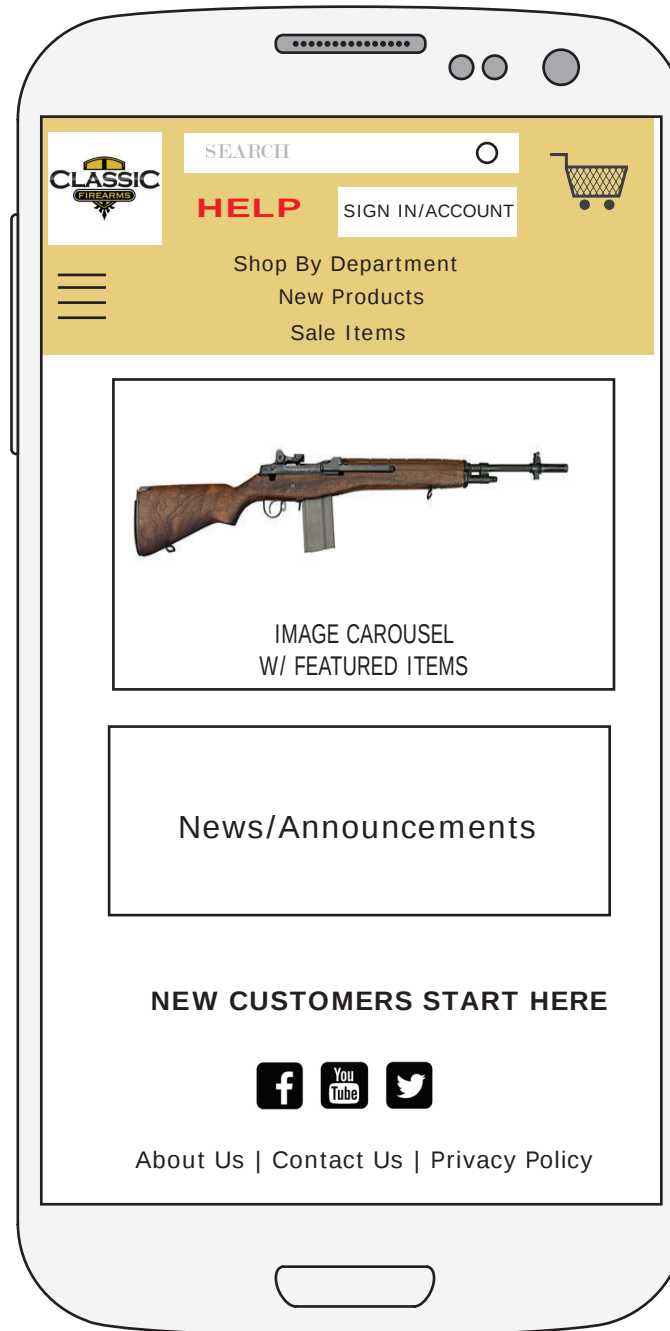
Images are scaled and will still take customers to product page for any products.

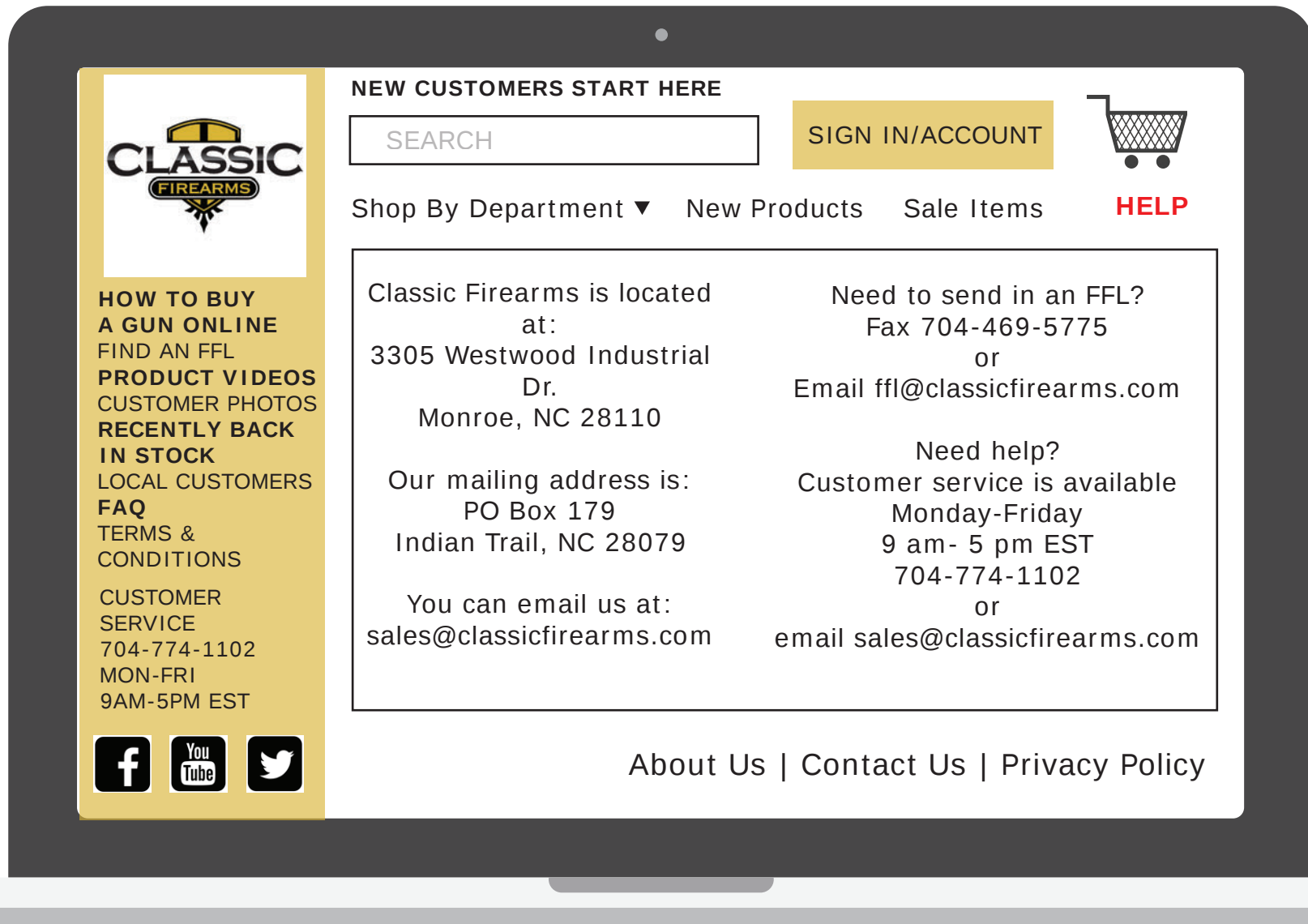
HOW TO BUY
A GUN ONLINE
FIND AN FFL
PRODUCT VIDEOS
CUSTOMER PHOTOS
RECENTLY BACK
IN STOCK
LOCAL CUSTOMERS
FAQ
TERMS &
CONDITIONS

CUSTOMER
SERVICE
704-774-1102
MON-FRI
9AM-5PM EST



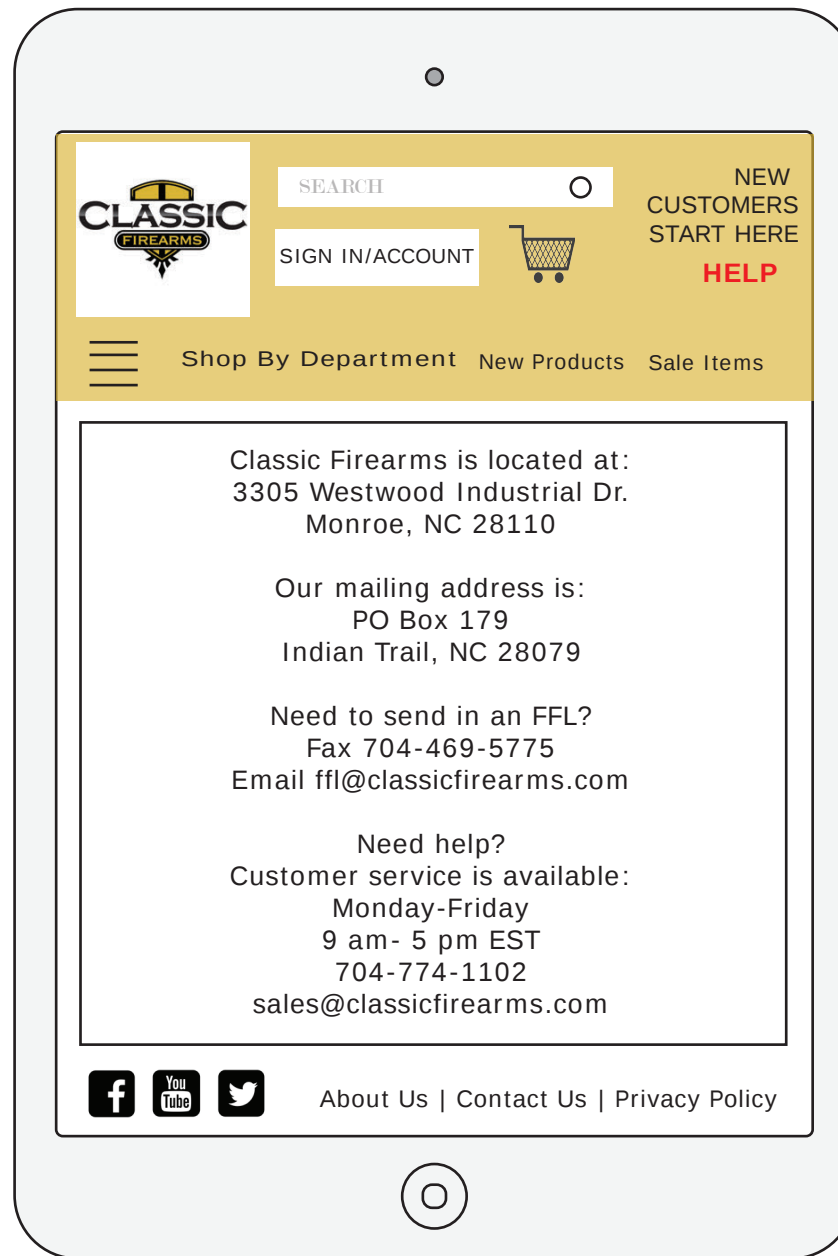
Mobile version is scaled and reconfigured for the best UX. New Customers link is moved below main content but is still on landing page and prominent. Slide out side bar menu, drop down Department menu are all full function and layout is similar to maintain consistency. Help is featured more prominently and will direct users to FAQ and customer service numbers to minimize users leaving the site.



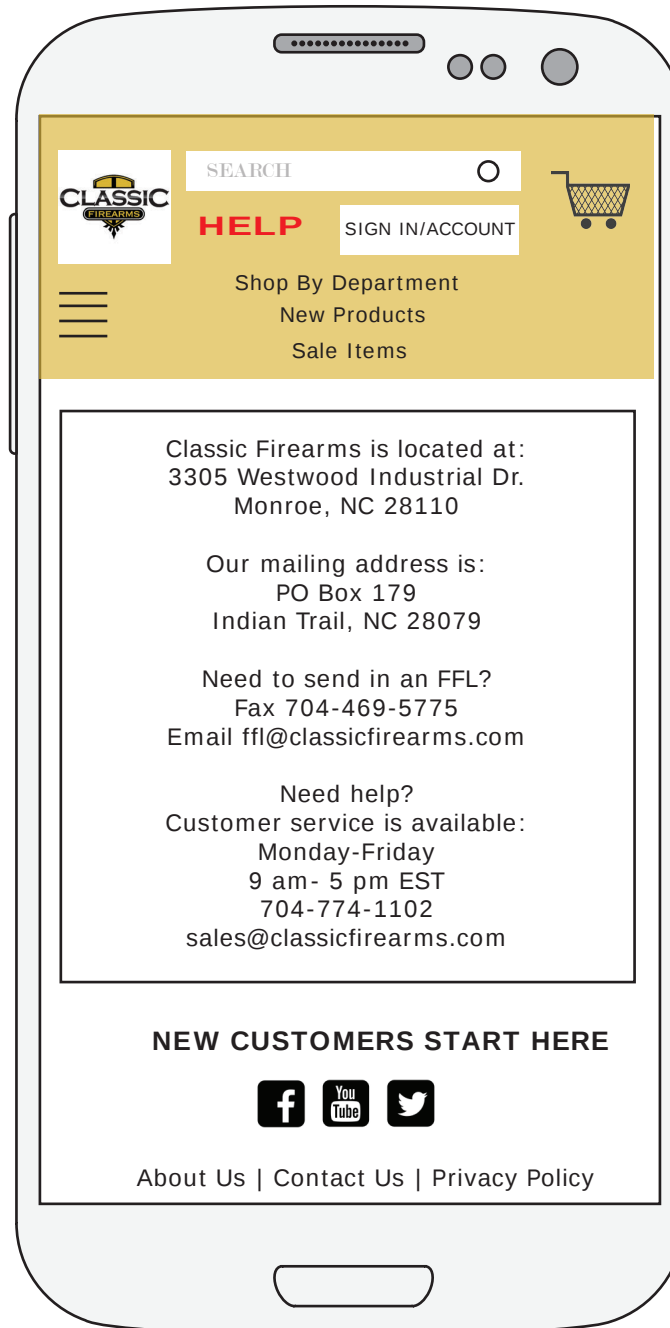


Contact page has all contact information and customer service hours. All email links will open in email program if users computer is configured to do so. As Classic Firearms has no storefront there will be no mapping features.

Tablet version of contact page is consistent with desktop and contains all information but text is slightly redone to remove any extras such as "or" to make fit while keeping text large enough to be easily readable. Email will be links that will open in users email program.



Mobile contact page will have the same layout as tablet. The additional feature on this page in mobile will be that the customer service phone number will be a link that the user can press to open the number in their dialing screen to call if they need to.



Product Page- link to help new customers on each product page.
Product information section, images will be carousel that can be clicked or slid left toright. Customer reviews and videos space, most recent displayed others link with a click to see more link. Clicking product image opens full page image.



HOW TO BUY
A GUN ONLINE
FIND AN FFL
PRODUCT VIDEOS
CUSTOMER PHOTOS
RECENTLY BACK
IN STOCK
LOCAL CUSTOMERS
FAQ
TERMS &
CONDITIONS
CUSTOMER
SERVICE
704-774-1102
MON-FRI
9AM-5PM EST







NEW CUSTOMERS START HERE

SEARCH

SIGN IN/ACCOUNT



HELP

Shop By Department ▾

New Products

Sale Items



Product information

\$359.99
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adipiscing elit, sed diam nonum-
my nibh euismod tincidunt ut
laoreet dolore magna aliquam
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QTY

ADD TO CART

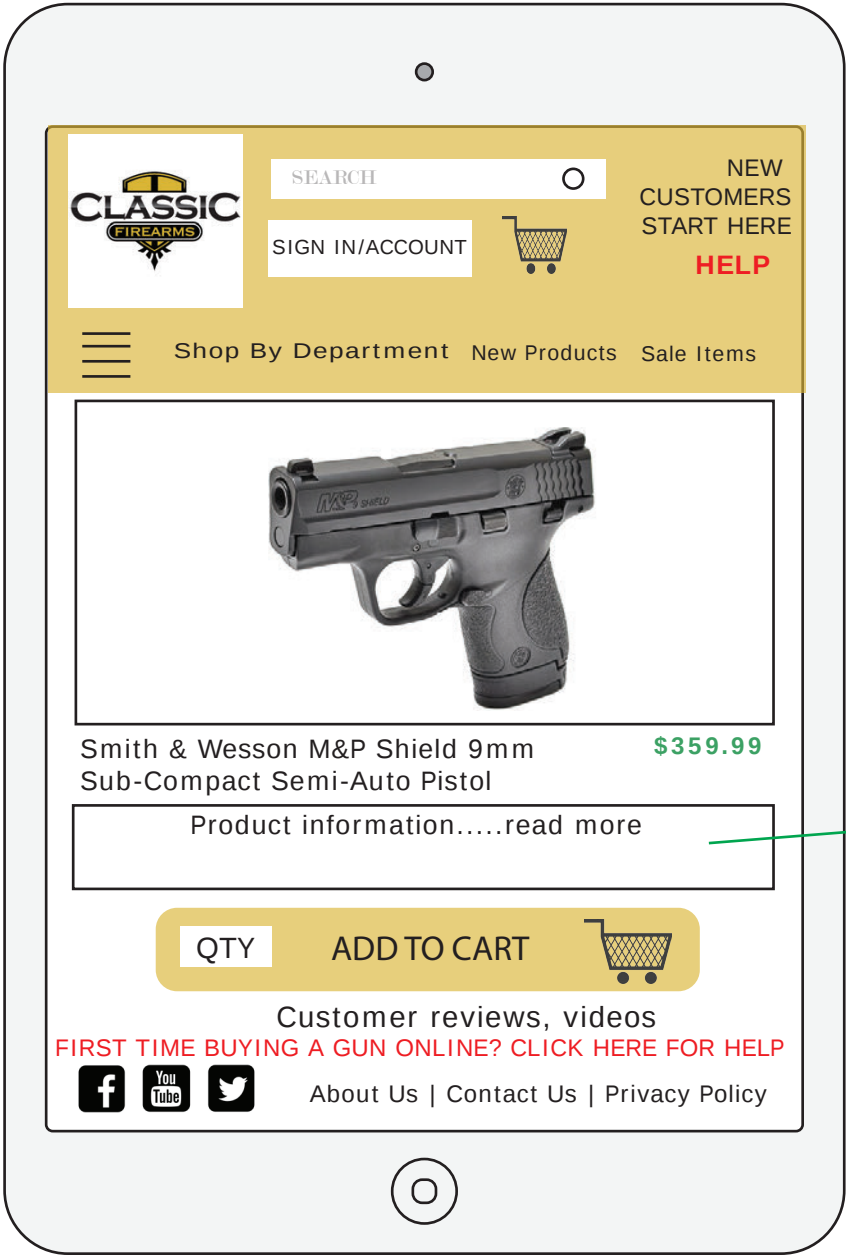


Customer reviews, videos

FIRST TIME BUYING A GUN ONLINE? CLICK HERE FOR HELP

About Us | Contact Us | Privacy Policy

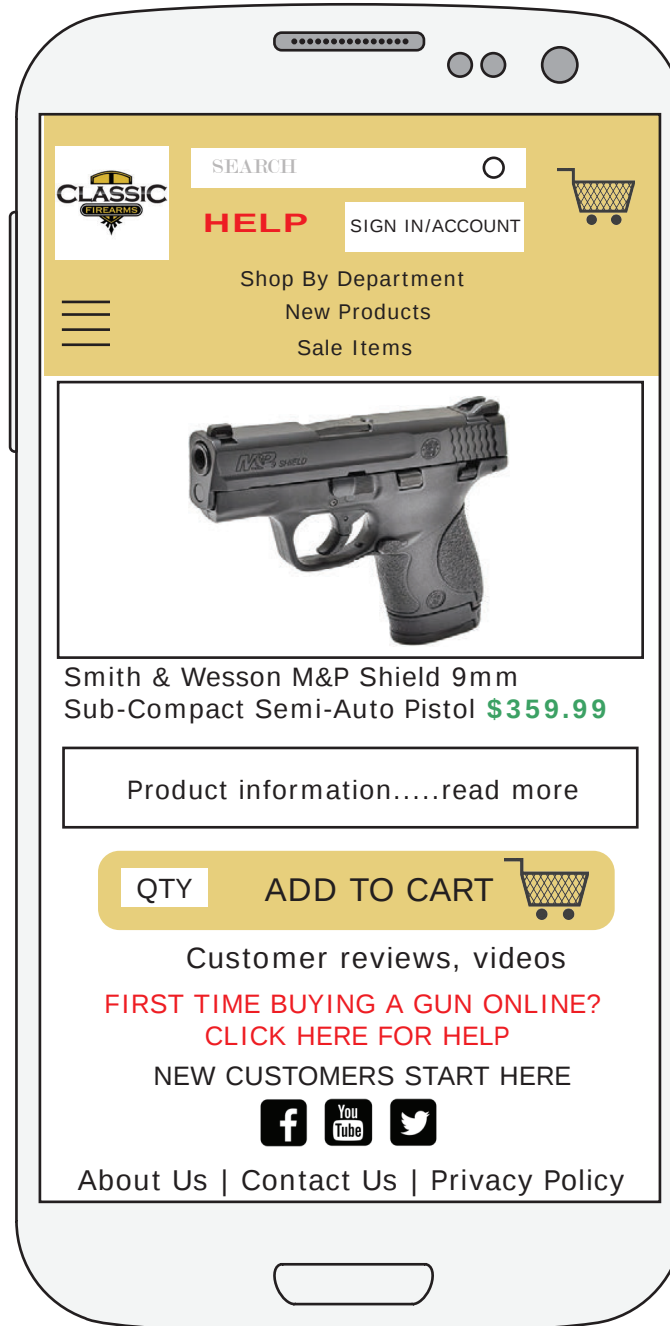
Product page on Tablet will feature images in a carousel that can be swiped left or right until the end. Tapping image will show a full-screen version of image. Product information will show fully on tap or hover i a slide out box. Customer reviews and videos will link on tap to another screen with the most recent additions.



Slide out for product information on tap or hover. Image will show full screen on tap.

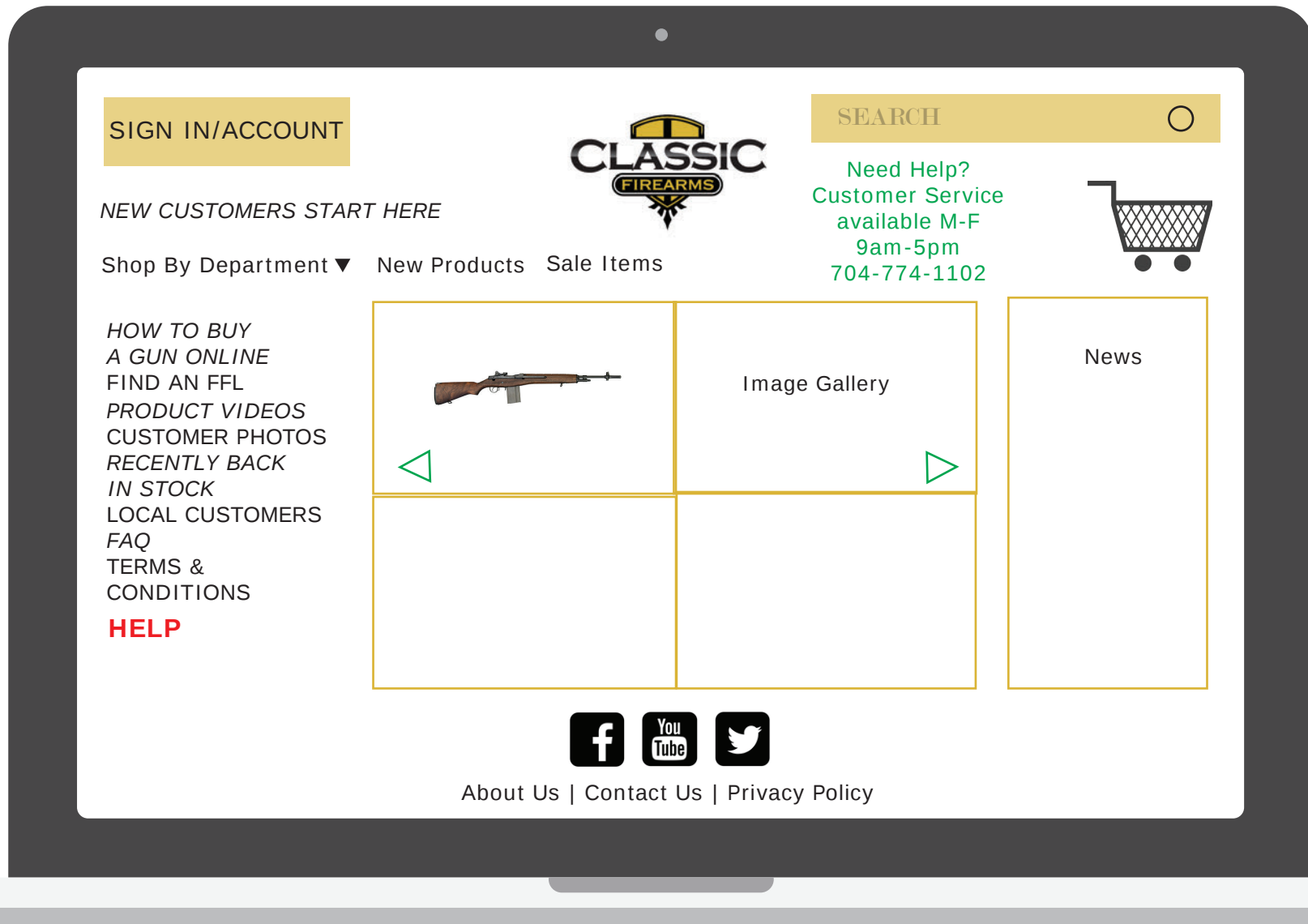
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

Mobile product page functions the same as the tablet with hover or tap bringing out product slide out, carousel working with swipe left-right, and tap on image displaying full screen image.



Desktop Version 2

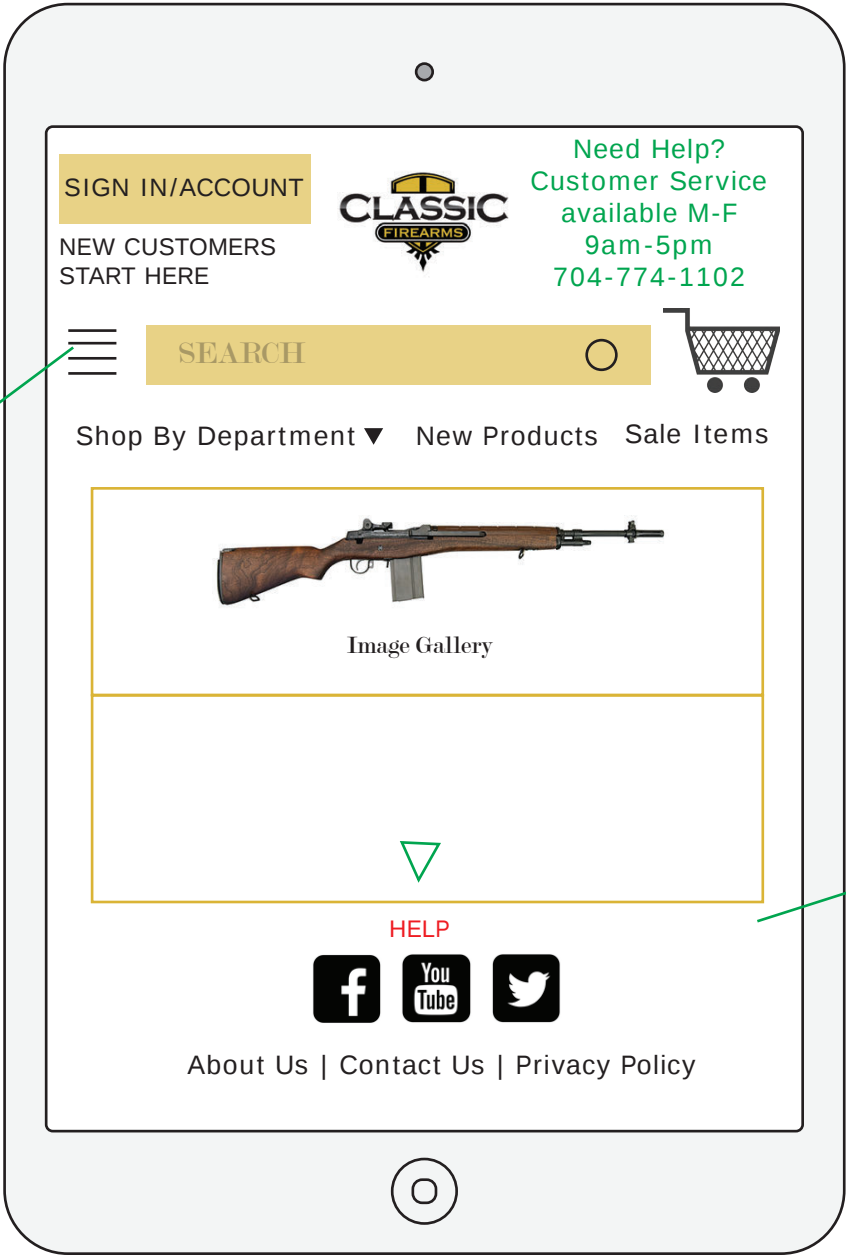
Image gallery in center with featured products scrolls left to right. News sidebar for announcements, links to special items, etc. Search bar at top of page on right, on left sign in and link for new customers that will guide them through account creation.



Social media icons to take users to Classic Firearms various pages. All links are active. Shop by Department drop down shows on hover.

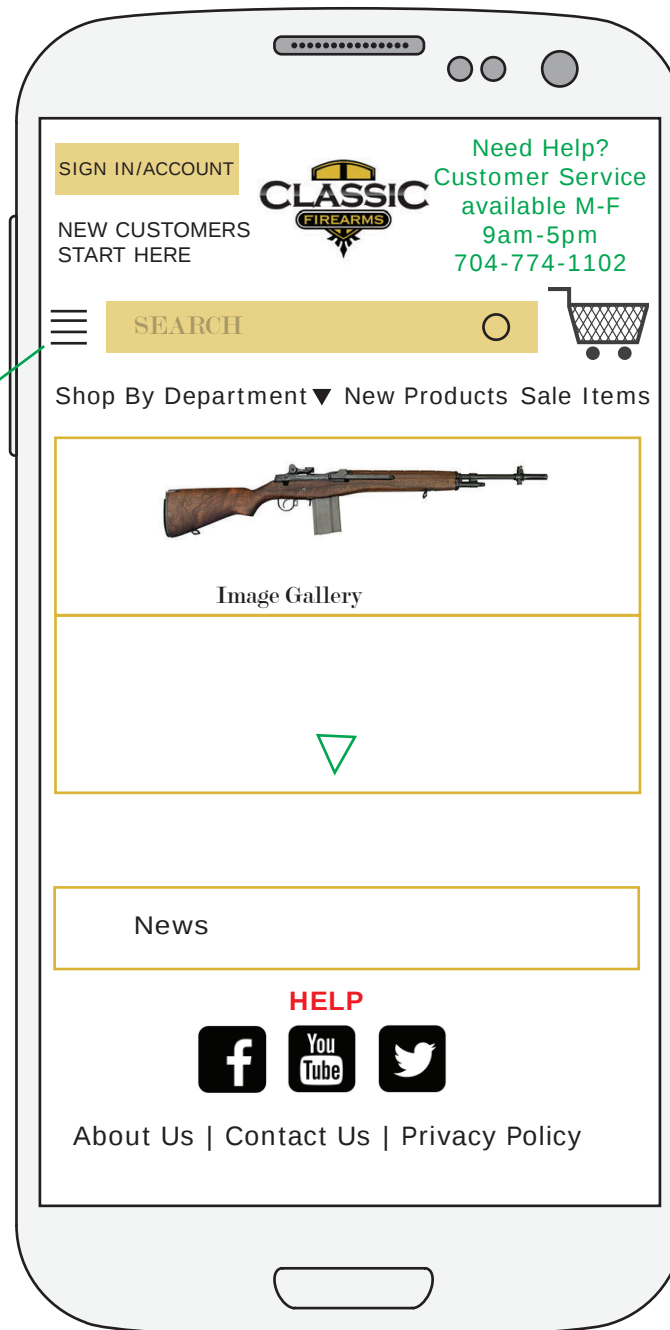
Tablet version 2 features a center image gallery that scrolls down (and up) with the news block at the bottom. The side bar is a slide out of the menu items and the help is relocated to the bottom of the page so as to be always visible.

HOW TO BUY
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FAQ
TERMS &
CONDITIONS



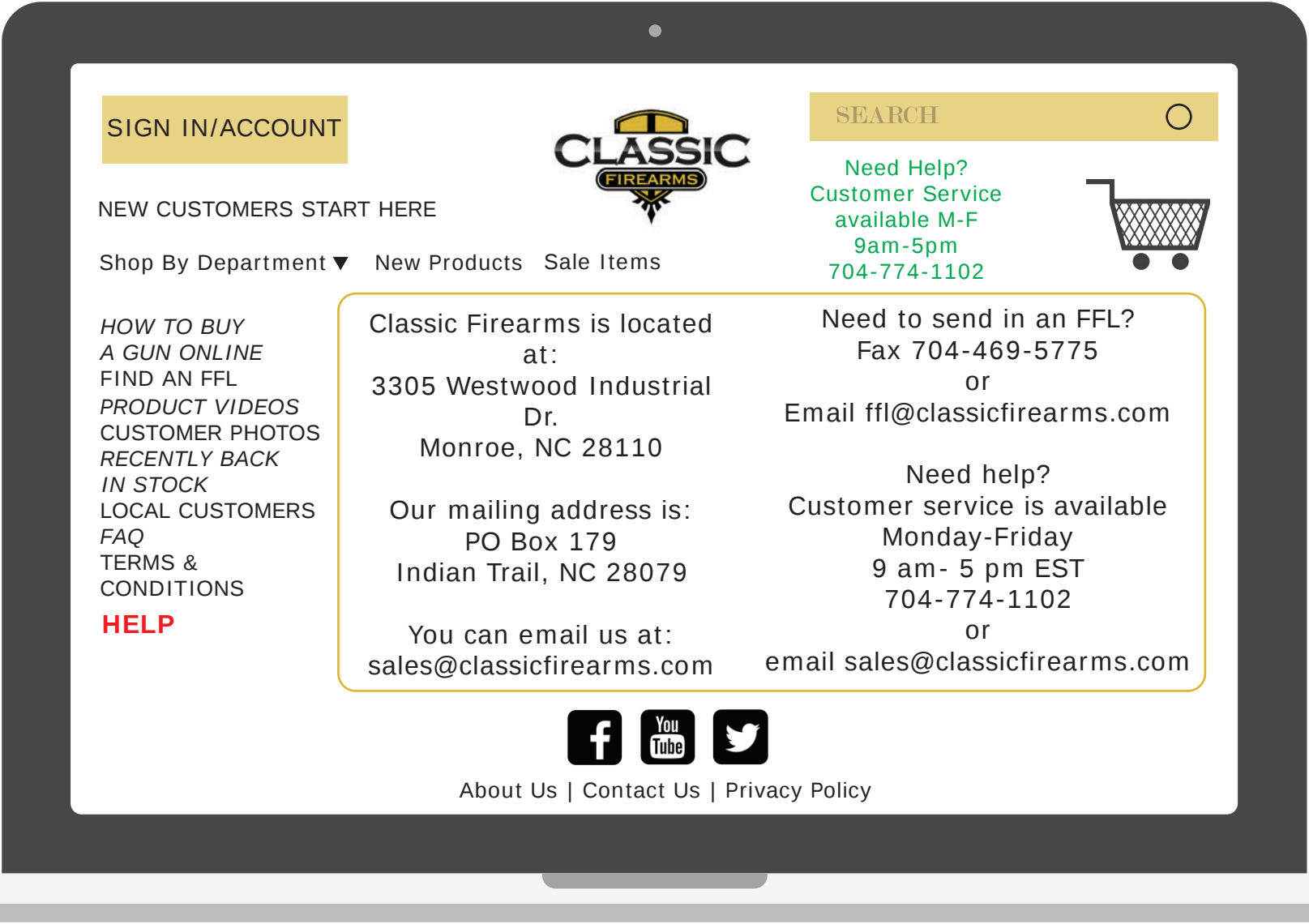
News

HOW TO BUY
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PRODUCT VIDEOS
CUSTOMER PHOTOS
RECENTLY BACK
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LOCAL CUSTOMERS
FAQ
TERMS &
CONDITIONS

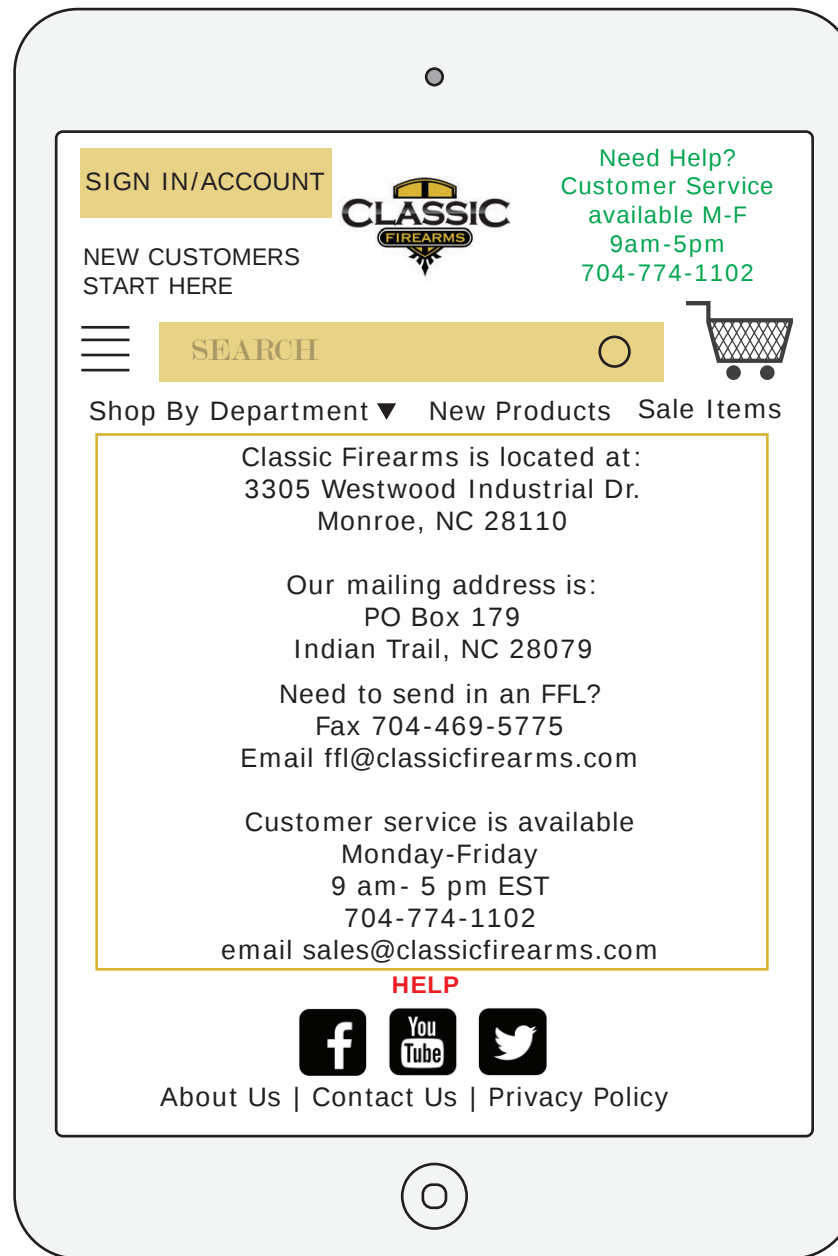


Mobile version 2 is much like the tablet version. Slide out side menu and scrolling image gallery. The mobile version will have a live link for the phone number to call with a tap.

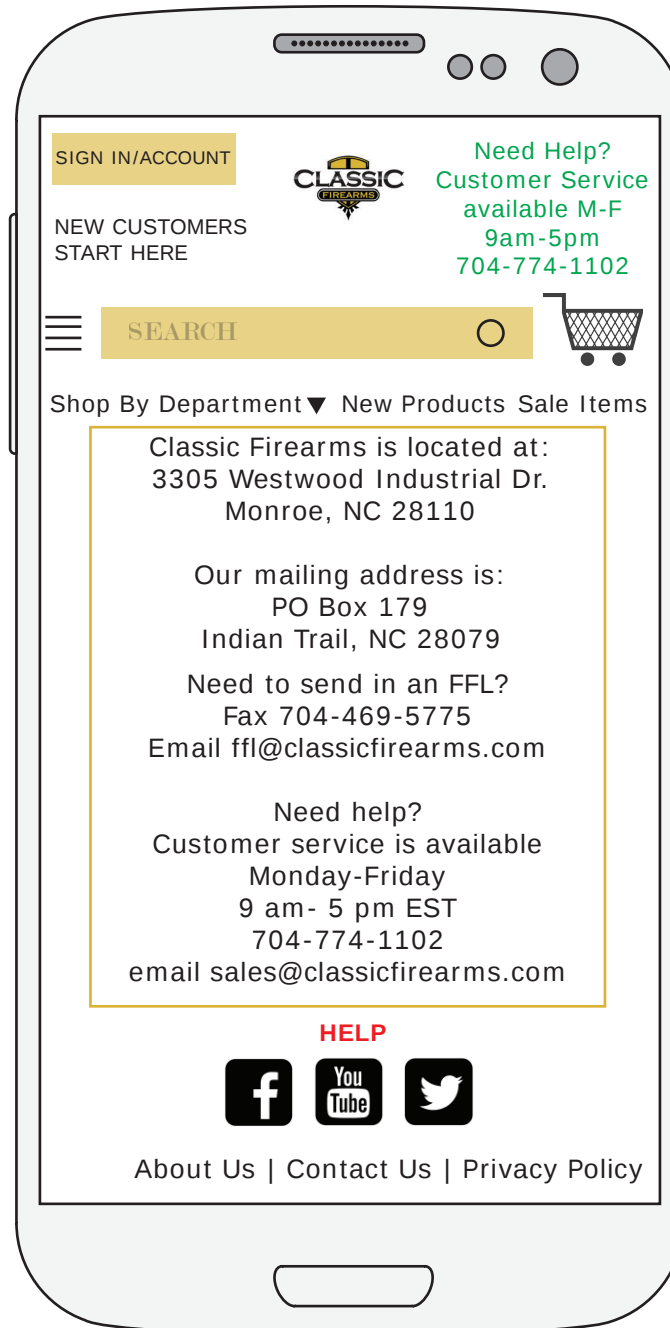
Desktop contact page is slightly reconfigured, new font, and a border to keep everything together. All links will be active, email opening in new window and internal links on appropriate topics like FFL.



Tablet contacy page has some workd removed but no contact information was removed. All relevant information is on page when opened. Slide out menu and drop down work as on other pages. Help is located at the bottom of the content.



Mobile contact page has all information as other pages as well as clickable phone number that will populate call screen with Classic Firearms phone number on click.



Product page for Version 2 features a main image with thumbnails below, tapping or clicking thumbnails will move them to main image gallery and double click will open to a full screen image. Description is full, but a read more slide out can be added for especially long descriptions. Link for first time buyers as well as customer reviews, photos and vidoes are on main screen.

SIGN IN/ACCOUNT



SEARCH



NEW CUSTOMERS START HERE

Shop By Department ▼ New Products Sale Items

Need Help?
Customer Service
available M-F
9am-5pm
704-774-1102



HOW TO BUY
A GUN ONLINE
FIND AN FFL
PRODUCT VIDEOS
CUSTOMER PHOTOS
RECENTLY BACK
IN STOCK
LOCAL CUSTOMERS
FAQ
TERMS &
CONDITIONS

HELP



\$359.99



Customer reviews, photos, & videos



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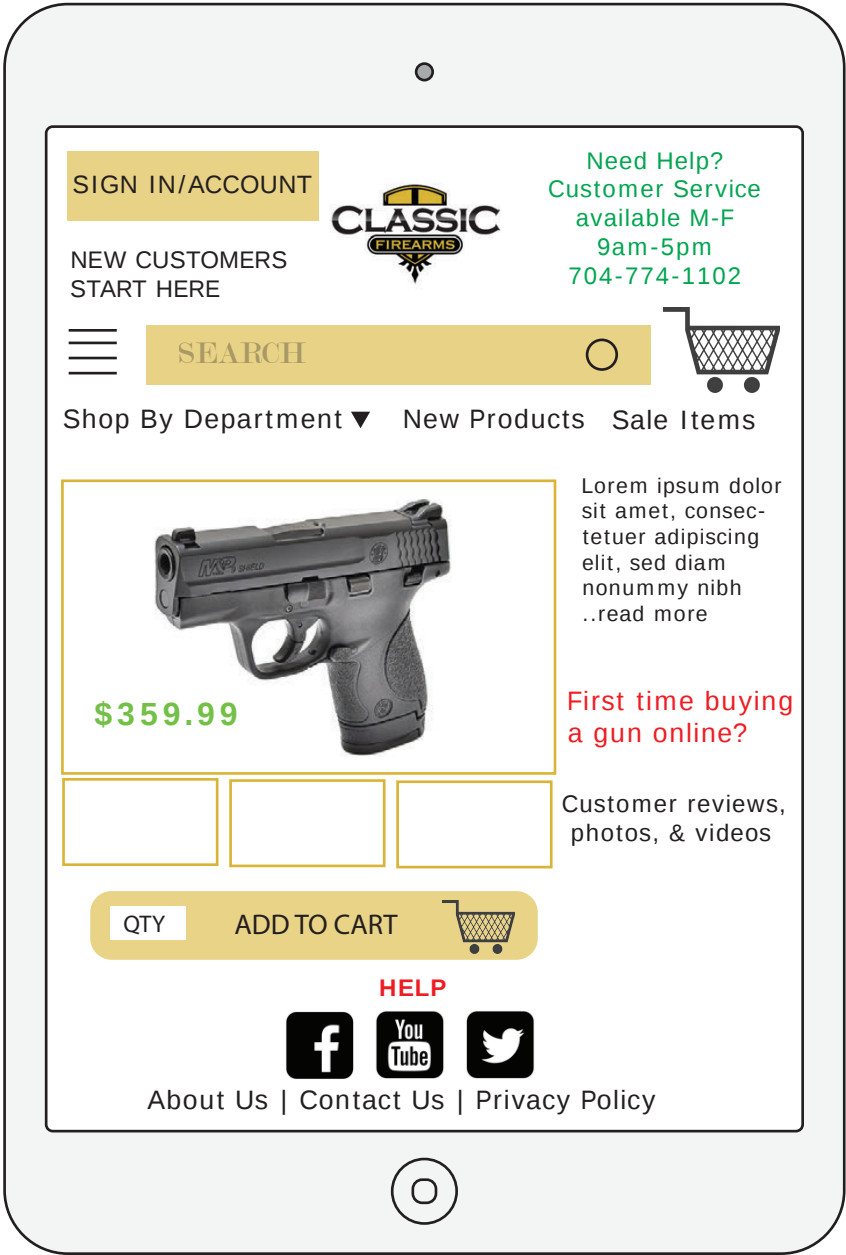
QTY

ADD TO CART

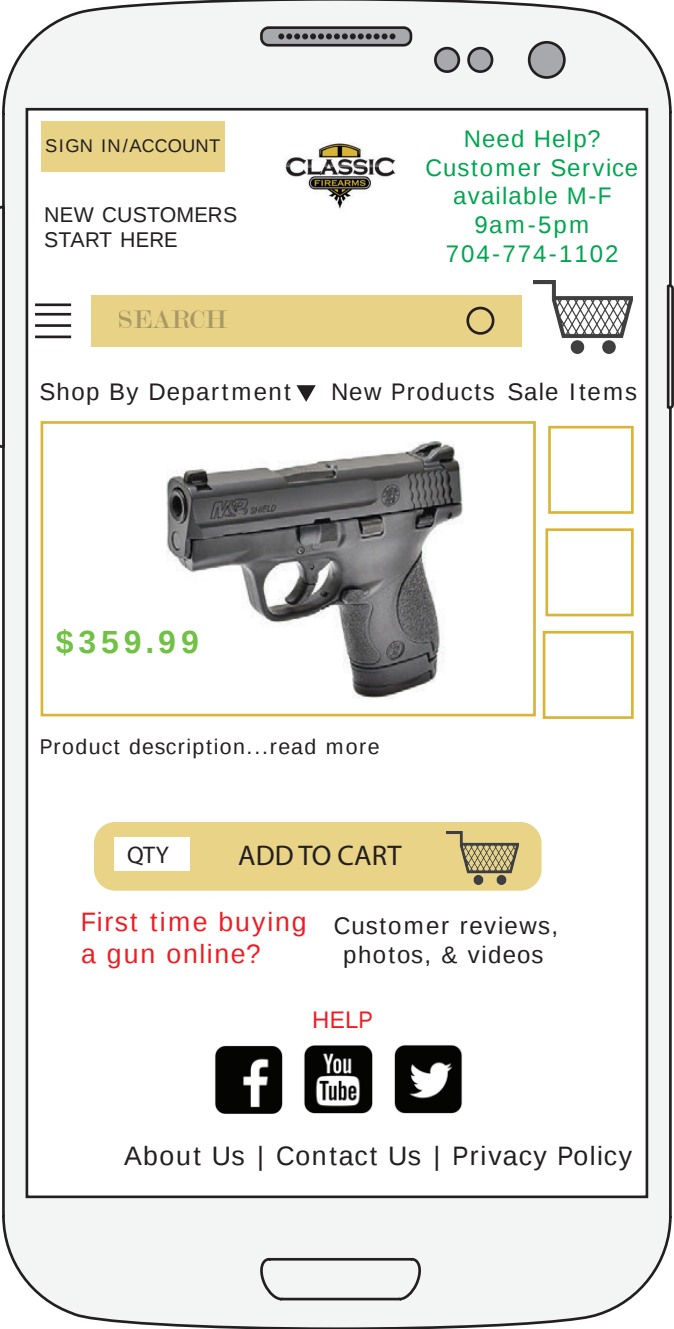


First time buying a gun online?

Tablet product page has image with thumbnails underneath, description will slide out on hover or tap, and purchase button is available on page.



Mobile product page has images beside main image which are tabable and will show in main image area, tap on main image and shows a full screen version of image. Product decription will slide out on hover or tap. Links for first time buyers and customer reviews, etc are moved and condensed so as to fit on main screen.



UX Research Plan for Classic Firearms
Jennifer Coleman
February 5, 2017

To: Rick Jones (owner), Vargas Group

Based on feedback from actual users and the customer service department, the Classic Firearms website needs some improvements to offer the best User Experience (UX) for your customers. One of the best ways to determine what issues should be the focus of those efforts is through Usability Testing.

The goals for this usability study will be to identify the areas of the current website that prohibit your users from completing a sale online. The testing will identify areas for improvement by presenting scenarios to test users and observing their interaction with classicfirearms.com as they try to complete the given tasks. Identifying areas where the user runs into roadblocks will help the developers to create the solutions that will remove those obstacles. Increased UX will lead to increased sales and fewer returns, making the organization more profitable.

The proposed questions will focus on two areas that customer service has identified as problem areas. These are the processes of choosing an FFL and buying a firearm online for the first time. There are some other issues that will likely present while users perform these tasks in the given scenarios and they will be noted as well.

Proposed Questions:

- Create an account and choose your FFL.
- Select a firearm and checkout.
- Add a coupon to your purchase.

- Your FFL is not on file, what do you do?

The facilitator will be the only one in the room with the test users. No stakeholders or employees will be permitted in the room. All observers will be able to see and hear the facilitator and the test users as well as view the users screen via screen sharing software. The user will provide feedback as they perform the tasks. The testing will be recorded so that the video can be reviewed as needed. At the end of the session the facilitator will call the observation room to ask if there are any questions for the participant before thanking them and letting them leave.

Participants will be likely users but no current customers. As a firearms dealer, we do not want to use anyone who would not ever consider buying a firearm to remove that bias towards the site. For this testing, we will use six test users. A mix of tech level is needed; many of Classic Firearms customers are older and not tech savvy so we need that demographic represented by two test users- they should at least have email and check it regularly and be at least 50 years old. Tech savvy users in the 21-35-year-old range would be the next user group. The last group of two should be avid gun buyers who have not bought firearms online from Classic Firearms but have from a competing website.

We will perform the testing in a single day. Each participant will be asked for approximately one hour of their time and will be compensated with a gift card. We will plan on each testing session lasting about 45 minutes with a 15-minute break between participants. We will have three sessions in the morning from 9 am to noon and three more in the afternoon from 1 pm to 4 pm. From 4:30 pm to 6 pm we will have a debriefing to review the findings. Pizza will be served.

The proposed scenarios and scripts follow.

Scenario One

This scenario is for participants that have never bought a firearm online. They will be given the name of an FFL dealer to use. Ask the participant to navigate to the Classic Firearms website.

Tasks:

1. Create a customer account.
2. Add a firearm to your cart and checkout.
3. During checkout- FFL dealer is not on file. What do you do?

Scenario Two

This scenario is for participants that have bought a firearm online from another site. They will be given a promotional discount code to use. Ask the participant to navigate to the Classic Firearms website.

Tasks:

1. Create a customer account.
2. Use the coupon code you were given.
3. Add a firearm to your cart and checkout.

References

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www.classicfirearms.com