



UX RESEARCH ANALYSIS

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EXECUTIVE SUMMARY

INTRODUCTION

Denny's is a family-focused apparel retailer specializing in affordable clothing for children, teens, and young adults. The company's mission centers on accessibility, affordability, and convenience for families who need practical clothing for everyday life. In addition to casual apparel, the retailer offers a range of accessories and seasonal items, including back-to-school clothing, summer camp essentials, and everyday basics that are commonly purchased by families preparing for school or seasonal activities.

The company operates several physical retail locations across New York, New Jersey, and Florida. These stores serve communities where families often prioritize value and convenience when shopping for clothing. In addition to its physical stores, the company maintains an online shopping platform that allows customers to browse products, view promotions, access store information, and complete purchases digitally. The website extends the retailer's reach beyond its physical locations and allows customers to explore inventory before visiting a store or placing an online order. As digital shopping continues to grow, the website plays an increasingly important role in shaping how customers interact with the brand.

Because the website functions as both a browsing tool and an e-commerce platform, it must support a wide range of user needs. Customers may visit the site to quickly locate specific clothing items, browse seasonal promotions, compare product options, or learn more about store locations and services. This research project evaluates how effectively the website meets these needs and identifies areas for improvement to strengthen the overall user experience.



RESEARCH OBJECTIVES

The goals of this research were to evaluate the website's usability and to better understand how users interact with the platform. The study focused on identifying challenges that may prevent users from efficiently locating products, navigating the site, or completing their intended tasks. The key objectives included:

Evaluating Overall Website Usability

Assessing how effectively the website supports users as they browse, search for products, and complete common tasks. Including identifying any barriers that may prevent users from efficiently finding information or products.

Examining Navigation and Information Architecture

Determining whether users can easily move through the website and locate categories, products, and key information without confusion.

Understanding Browsing Behavior

Exploring how users search for and browse clothing items on the site. Since many users visit clothing websites without a specific product in mind, the research examined whether category structures, product displays, and promotional elements effectively support exploratory browsing.

Analyzing User Perceptions of Layout

Evaluating how users interpret the website's visual design, including layout organization, clarity of information, and overall readability.

Identifying Characteristics of Audience

Using surveys and interviews to collect data about who is using the website, including their shopping habits, routines, and preferences. Understanding these behaviors helps ensure that design decisions align with actual user needs and expectations.

Generating Insights to Guide Future Improvements

Use the findings from these research methods to develop actionable recommendations that improve the website's usability, organization, and effectiveness as an online shopping platform.

METHODOLOGY

To understand the website's user experience, several UX research methods were used throughout the study. Using multiple methods allowed the research to gather both quantitative data and qualitative insights about how users interact with the platform.

USABILITY TESTING AND HEURISTIC EVALUATIONS

Usability testing and heuristic evaluation were used to evaluate how effectively the website supports user interactions. During usability testing, participants completed tasks such as locating clothing items, navigating categories, and finding promotions. Observing these tasks helped identify areas where users hesitated or experienced confusion.

A heuristic evaluation was also conducted to assess the website against established usability principles, such as clarity, consistency, and efficiency. This helped identify design issues that could affect usability.

CARD SORTING STUDY

A card sorting study was conducted to understand how users naturally organize clothing categories and product groups. Participants were asked to group clothing items into categories that felt logical to them.

The results revealed patterns in how users mentally structure clothing categories, such as grouping items by clothing type, age group, or seasonal purpose. These insights helped identify opportunities to improve the website's navigation and better align it with user expectations.

SURVEYS AND INTERVIEWS

Surveys and interviews were used together to collect insights about users' behaviors, preferences, and experiences. The survey gathered demographic information and data about shopping habits, including how frequently users shop online, what factors influence their purchases, and what features they value when browsing clothing websites.

Interviews provided deeper qualitative feedback by allowing participants to discuss their experiences with the website in more detail. This helped uncover user frustrations, expectations, and overall impressions of the platform.

METHODOLOGY & FINDINGS

DIARY STUDY

A diary study framework was developed to explore how users interact with the website over time. Unlike usability tests, which capture a single session, diary studies allow participants to document their experiences across multiple visits. This enabled longitudinal research.

Participants would record their browsing activities, decisions, and impressions after interacting with the website. This method helps identify long-term usage patterns and recurring challenges.

USER PERSONAS

User personas were created based on patterns identified throughout the research. These personas represent key audience groups and highlight common goals, behaviors, and challenges experienced by users.

By translating research findings into realistic user profiles, personas help guide design decisions and ensure that improvements align with the needs of the website's primary audience.

The studies produced a well-rounded understanding of user behavior, usability challenges, and opportunities to improve the overall website experience.

KEY AUDIENCE NEEDS

Understanding the needs of the website's users was a central focus of the research. Across the studies, several consistent patterns emerged that illustrate how users approach online clothing shopping and what they expect from retail websites.

One of the most important needs identified was the **need for efficiency when browsing and locating products**. During usability testing, all three participants completed 100% of the assigned tasks, but task completion times varied depending on how easily information could be located.

Simpler tasks, such as finding shipping and return information, were completed very quickly with an average time of about seven seconds, while more complex tasks that required navigating product categories or sizing took longer and caused hesitation.

FINDINGS, CONTINUED

Another important need involves **affordability and easy access to promotions**. Many customers visit the website specifically to look for deals, seasonal sales, or discounted clothing items. Because the brand focuses on budget-friendly apparel for families, users expect promotional information to be clearly visible and easy to locate on the homepage and product pages. If sales or promotions are difficult to identify, users may spend additional time scanning the page or navigating through multiple sections.

The research also highlighted the importance of **clear product organization and navigation structure**. Results from the card sorting study showed that users naturally grouped clothing items in consistent ways. For example, core clothing items such as dresses, jeans, tops, skirts, jackets, and sweaters showed very high similarity scores, with some categories reaching 100% agreement among participants when grouped together as general clothing items.

Participants had also consistently organized items by age categories such as girls, boys, juniors, toddlers, and baby, indicating that users often begin browsing by identifying who the clothing is for before exploring specific product types.

There is also a strong need for **clear, consistent product information**, particularly regarding sizing. During usability testing, the task involving sizing produced the longest completion times, with an average task time of approximately 1 minute and 44 seconds, largely due to confusion between numeric and letter sizing formats. This indicates that users rely on familiar sizing systems and expect product information to be presented in a straightforward and consistent way.

Finally, the research emphasized the importance of **visual clarity and simplicity**. Across multiple observations and feedback sessions, participants described the homepage as feeling cluttered or overwhelming due to the number of banners, promotional graphics, and text elements competing for attention. When too many visual elements appear at once, users must spend more time scanning the page to locate the information they need.

Overall, the findings suggest that users value websites that are efficient, clearly organized, visually simple, and transparent with product information. When these needs are met, users can browse more confidently, locate products faster, and complete their shopping tasks with less effort.

FINDINGS, CONTINUED

NAVIGATION AND CONTENT

Navigation and content organization emerged as two of the most important usability factors identified during the research. The website has many product categories and promotional sections, which can make it challenging for users to quickly locate specific items.

The main navigation menu includes several dropdown options that provide access to different product categories. While this structure allows users to view many options at once, participants frequently reported that the menus felt crowded or overwhelming. Some users needed additional time to scan through the available options before identifying the correct category.

Findings from the card-sorting study revealed that users tend to organize clothing categories into simple, familiar groupings. For example, participants frequently grouped items based on age categories such as children, teens, or adults. Clothing types such as shirts, pants, and accessories were also common grouping patterns. Seasonal needs such as summer clothing or camp essentials also appeared in several participants' category structures.

These findings suggest that simplifying the navigation system and aligning it more closely with these natural groupings could improve the browsing experience. A clearer hierarchy of categories would help users locate items more quickly and reduce the cognitive effort required to navigate the site.

Content layout also contributed to navigation challenges. The homepage includes multiple promotional banners, advertisements, and product sections. While these elements help highlight sales and seasonal items, they can compete for attention, making it difficult for users to determine where to focus.

Improving visual hierarchy and spacing between sections could make the homepage easier to scan. Reducing the number of competing elements would also allow key content, such as major promotions or featured products, to stand out more clearly.



FINDINGS, CONTINUED

USER IMPRESSIONS AND FEEDBACK

User feedback gathered during the research provided valuable insights into how participants perceive the website's design and functionality. While many users successfully completed tasks, their comments revealed several areas for improvement.

Participants generally appreciated the wide range of clothing options available on the website. The ability to browse multiple categories and view promotional deals online was seen as a convenient feature, particularly for parents shopping for children's clothing. Some users also noted that online shopping helps them prepare for store visits by exploring products ahead of time.

However, several users expressed concerns about the website's overall visual design. Participants frequently described the homepage as crowded or visually overwhelming. The large number of promotional banners and images made it difficult for some users to quickly determine where to begin browsing. Users also noted that the layout sometimes required them to scroll extensively or

scan through dense sections of information. This increased the time needed to locate products or categories, particularly for users unfamiliar with the website.

Feedback also highlighted occasional confusion around product sizing and category labels. When users could not immediately identify familiar sizing options, they sometimes had to navigate multiple pages to confirm whether an item was available in their desired size.

Overall, participants' general impression was that the website is functional but could benefit from improvements in organization, visual clarity, and ease of navigation.

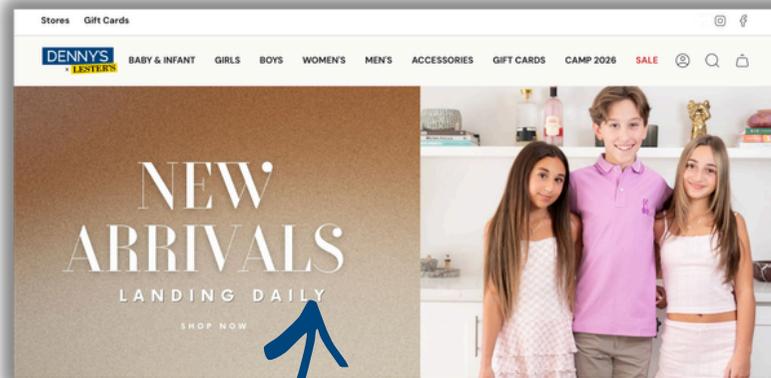


KEY RECOMMENDATIONS

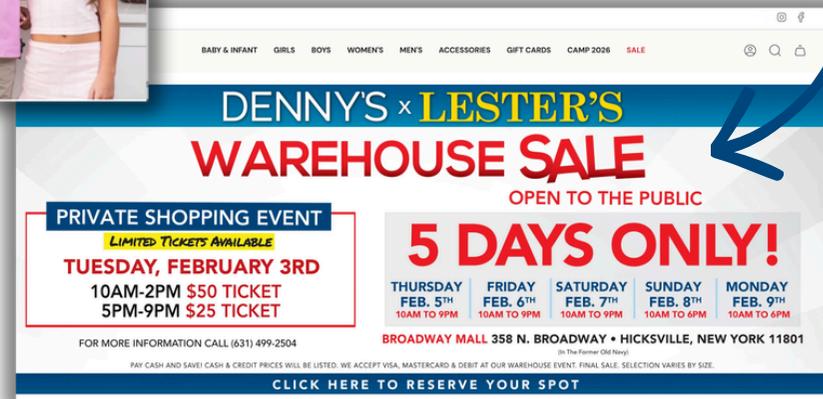
Based on the research findings, several key improvements were identified to enhance the website's usability and effectiveness. The following recommendations focus on improving clarity, navigation, and the overall user experience.

1. SIMPLIFY THE HOMEPAGE LAYOUT

Reduce the number of promotional banners and competing visual elements on the homepage. A clearer visual hierarchy would help users focus on key information such as major promotions, featured products, and navigation categories.



Remove the wording or consider removing the left side, and add "new arrivals" as a link on top of main image.



Remove from homepage, add pop up banner instead with a close icon

KEY RECOMMENDATIONS, CONTINUED

2. IMPROVE NAVIGATION STRUCTURE

Reorganize navigation categories to better match how users naturally browse clothing websites. Categories organized by age group, clothing type, or seasonal needs would help users locate items more quickly.

The image shows a screenshot of the Denny's website navigation menu. The menu is organized into columns for different age groups: TODDLER GIRL, 4-6X GIRL, 7-14 GIRL, JUNIOR, and UNDERGARMENTS. Each column lists various clothing categories like 'NEW ARRIVALS', 'TOPS', 'BOTTOMS', 'DRESSES', etc. A blue arrow points from the text 'Limit the links under each navigation category' to the '4-6X GIRL' column. Another blue arrow points from the text 'Commonly searched for links added to a more accessible location' to a 'Follow on shop' button in the footer. The footer also contains sections for 'CUSTOMER CARE', 'DENNY'S X LESTER'S', and 'JOIN OUR MAILING LIST'.

Limit the links under each navigation category

Commonly searched for links added to a more accessible location

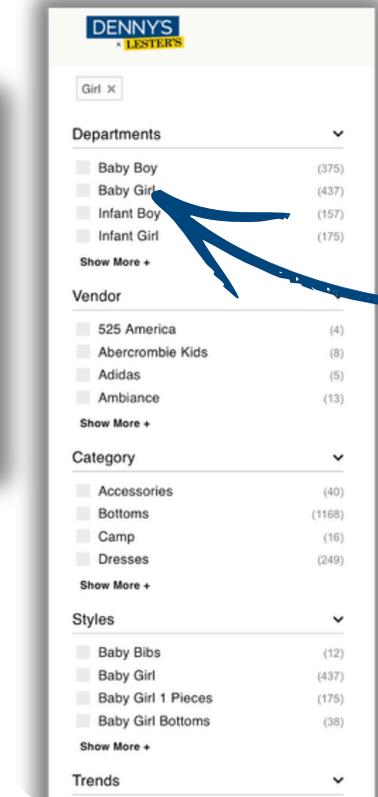
KEY RECOMMENDATIONS, CONTINUED

3. ENHANCE SEARCH AND FILTERING OPTIONS

Add clearer filtering tools to help users narrow product results more efficiently. Filters for size, clothing type, price range, and availability would allow shoppers to quickly refine their search results.



Make search suggestions more text-based and provide more range in items

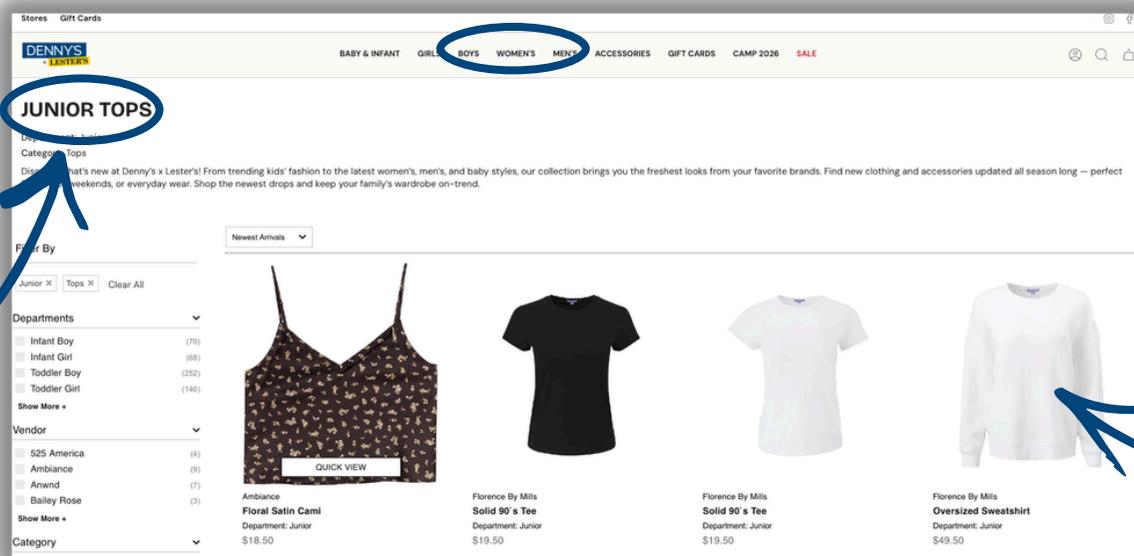


Make filters more relevant to the selected department from mainpage

KEY RECOMMENDATIONS, CONTINUED

4. CLARIFY PRODUCT INFORMATION

Provide clearer product details, including consistent sizing systems, visible sizing guides, and more detailed product descriptions. Improved product images and styling examples could also help users make more confident purchasing decisions.



Women's department leads back to Juniors, consider removing womens section

Recategorize sections (Ex. Sweaters are organized with "tops")

ADDITIONAL AREAS TO CONSIDER

MAKE BRANDING MORE CONSISTENT

Denny's website promotes a collaboration with Lesters, but this partnership is not reflected on other platforms such as Instagram. More consistent messaging across channels could help clarify the relationship and reduce confusion for new users.



UPDATE LOCATION FINDER

The location search feature could be improved to ensure it consistently displays results when users enter an address or state. For example, searching for "Florida" currently returns no results, even though a store exists in Boca Raton. Improving the accuracy and reliability of the search function would help users find nearby locations more easily and reduce confusion.

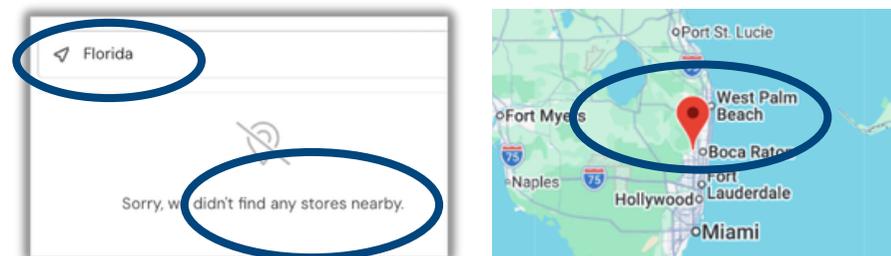


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ABOUT THE COMPANY

Denny's is a family-oriented clothing retailer established in the mid-2000s with the goal of providing affordable, everyday apparel for families. The company offers clothing for children, teens, and young adults, along with accessories and other seasonal essentials.

Currently, Denny's operates multiple retail locations throughout New York, New Jersey, and Florida, offering a range of casual wear, school clothing, and summer camp necessities. The store is especially popular among families looking for up-to-trend, budget-friendly clothing.

DENNY'S ACTIVITIES

- Sell everyday clothing for children, teens, and young adults
- Offer seasonal apparel and accessories
- Provide school clothing and summer camp essentials
- Operate multiple stores throughout NY, NJ, and FL.
- Deliver in-person customer service
- Maintain a budget friendly, community-focused shopping experience



ABOUT THE WEBSITE

The Denny's website is the official online platform for browsing and shopping for the store's clothing and accessories. It also features current sales and promotions, provides information on store locations and hours, and offers customer support, making it useful for both online and in-store shoppers.

KEY WEBSITE ELEMENTS

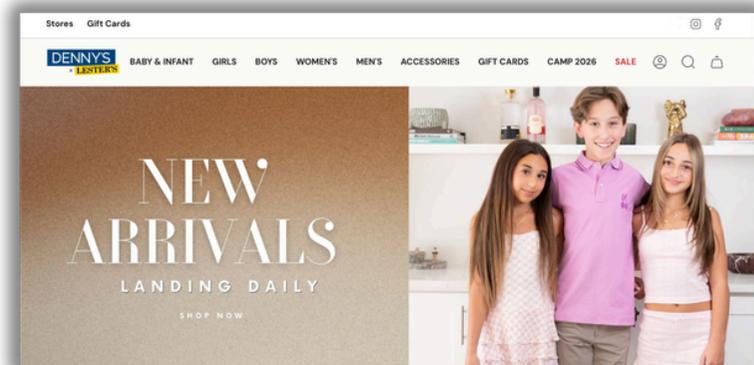
Navigation Menu: Features a large, horizontally laid-out navigation menu that separates products into categories. This helps visitors quickly find the items they are looking for.

Active Sales & Promotions: Homepage displays current deals and seasonal promotions, making it easy for shoppers to access discounts and special offers.

Online Shopping Features: Allows visitors to browse products, add items to a cart, complete purchases online, and access a live chat for customer support, providing a convenient, interactive shopping experience.

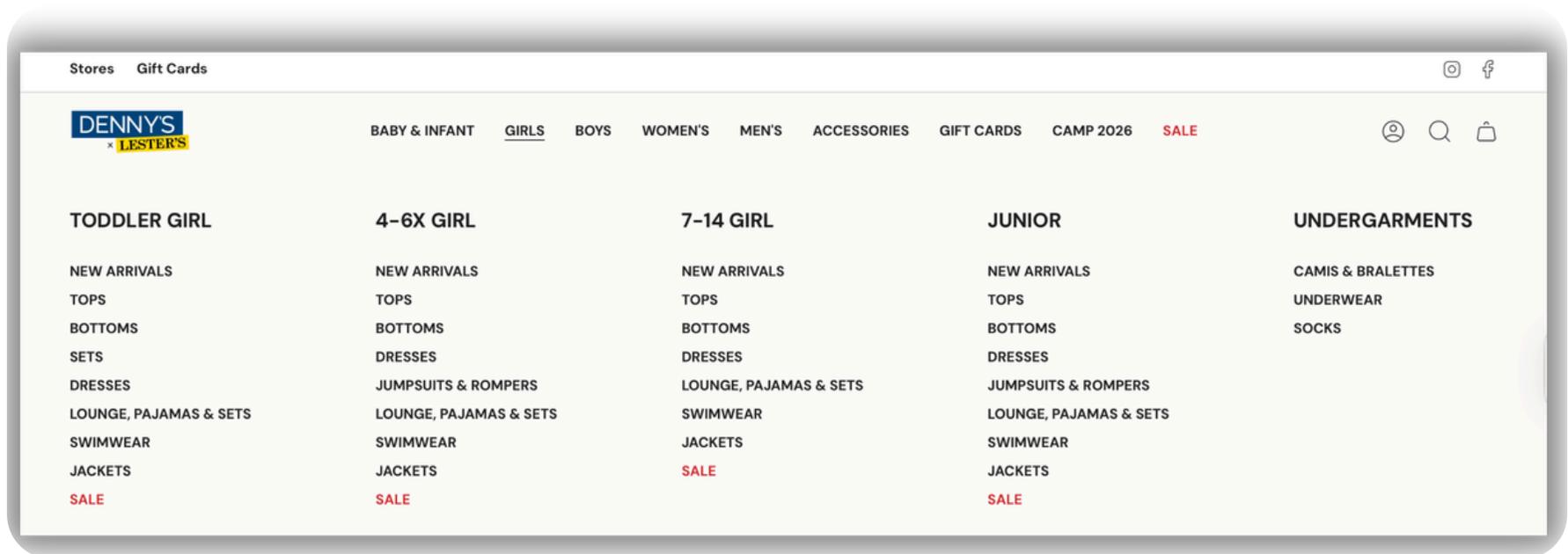
LINK TO WEBSITE

<https://shopdennys.com>



SITE DESIGN ANALYSIS: NAVIGATION MENU DROP-DOWNS

Mega Menu: The website uses mega menus in its navigation to help users find what they are looking for more easily. By organizing products into clear sections, the menus aim to provide quick access and a sense of hierarchy. However, the large number of options and multiple drop-downs can also be overwhelming. Displaying so much information at once can feel visually cluttered and make it harder for users to focus, complicating the shopping experience despite the menus' goal of convenience.



SITE DESIGN ANALYSIS: BRANDING DIFFERENCES

“Denny’s X Lesters”: Denny’s website highlights a collaboration with Lesters, a similar store with locations in the NY/NJ area, featuring their logo and information about an upcoming warehouse sale to show that the two stores are having an event together. However, the branding is inconsistent across other media channels; for example, Lesters is not mentioned on Denny’s Instagram. This inconsistency can make the partnership unclear and confusing for new users visiting the website who are unfamiliar with the relationship between the two stores.



SITE DESIGN ANALYSIS: PROMOTIONAL BANNERS

The Digital Coupons: The website features promotional banners on the homepage that resemble physical vouchers, which may make sales feel more tangible and engaging. At the same time, multiple large, colorful, and text-heavy banners can be overwhelming and distracting, making it harder for visitors to focus on individual promotions or navigate the site effectively. This approach may capture attention initially, but the cluttered appearance can reduce the homepage's overall clarity and usability.



BUSINESS REQUIREMENTS

The main goal of Denny's website is to let customers easily browse and purchase clothing and accessories online while promoting seasonal sales, special offers, and store events to drive both online and in-store traffic.

USER REQUIREMENTS

When people visit Denny's website, they want to quickly find products, sales, store information, and shop online. The site should be clear, organized, and easy to navigate while highlighting featured and seasonal promotions to help drive business.

POTENTIAL REQUIREMENTS

Denny's website already allows users to shop online and access sales and promotions. Improving visual clarity with simpler menus and a cleaner homepage could help users find products faster and encourage both online and in-store purchases.



COMPARATIVE ANALYSIS

				
CORE FEATURES	<ul style="list-style-type: none"> • Full online shopping <ul style="list-style-type: none"> Large product category menus Cart/checkout on homepage • Promotional banners/current deals • Social links and store information 	<ul style="list-style-type: none"> • Shows the online store <ul style="list-style-type: none"> Focus is on in-store experience Store locator and rewards program • Community-focused pages <ul style="list-style-type: none"> Collaboration Opportunities Loyalty Program Social media links 	<ul style="list-style-type: none"> • Standard shopping experience <ul style="list-style-type: none"> Large product category menus Sale categories • Store locations • Sizing guides • Direct Social Media links in navigation 	<ul style="list-style-type: none"> • Full online store <ul style="list-style-type: none"> Product listings show clear images and prices Add-to-cart directly • Featured collections displayed • Promotion details • VIP program information
DESIGN STRENGTHS	<ul style="list-style-type: none"> • Extensive product menu <ul style="list-style-type: none"> Deep category options from the main navigation • Users immediately see promotions and deals on homepage 	<ul style="list-style-type: none"> • Simple and modern navigation <ul style="list-style-type: none"> clear top menu sections • Fashion brand positioning • Community focus • Social Media links are easily visible 	<ul style="list-style-type: none"> • Clear navigation, clear filters • Variety of product types • Wider range of products listed on the main page • Aesthetic-focused 	<ul style="list-style-type: none"> • Strong visual focus with product images upfront • Clear access to featured collections • Layout helps users explore styles more easily
DESIGN WEAKNESSES	<ul style="list-style-type: none"> • Mega menu and long category list can feel cluttered and overwhelming • Heavy promotional text on the homepage distracts from simple browsing • Branding and layout is more focused on promotions instead of aesthetic <ul style="list-style-type: none"> Confused branding various logos 	<ul style="list-style-type: none"> • Less immediate online shopping focus compared to other sites <ul style="list-style-type: none"> Focused on brand/story • Limited promotional deals visible on the core site without deeper navigation 	<ul style="list-style-type: none"> • Homepage and navigation feel very text heavy without many visual breaks • Products and promotions may require deeper navigation to find the sale items 	<ul style="list-style-type: none"> • Homepage visuals dominate <ul style="list-style-type: none"> Less immediate text information about store details • Some pages may feel too product heavy <ul style="list-style-type: none"> Unclear context in the menu makes navigation more difficult

COMPARATIVE ANALYSIS, CONTINUED

AREAS FOR IMPROVEMENT

Based on the comparative analysis, Denny's website includes key features seen across competitors, such as online shopping, promotions, and customer support tools. It also offers a wide range of options, which helps shoppers browse and find specific items quickly.

That said, there are clear areas for improvement. Compared to Vanilla Sky, Hazel Boutique, and Ruby & Jenna, Denny's is more text-heavy and visually overwhelming, especially on the homepage. The large promotional banners and dense layout can be distracting, making it harder for users to focus on products or navigate efficiently. A simpler homepage design with less competing text and more white space would improve readability and overall usability.

Denny's could also strengthen branding consistency. Website elements that suggest partnerships or shared branding may confuse new visitors who are unfamiliar with the relationship. Since competitor sites feel more cohesive and unified, improving consistency across the website and other platforms would make Denny's clearer and more trustworthy for first-time users.





USER PERSONAS

User personas are fictional representations of target users, created from research and real user data. They help designers better understand the needs, behaviors, and goals of the people who interact with a product. For this project, user personas will be developed based on insights from research into Denny's website. The goal is to represent key user types and guide design decisions that better align with user needs and expectations.



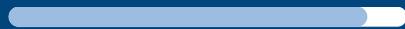
Danielle Golden

PROFILE

Age	38
Education	Associates Degree
Hometown	Edison, NJ
Family	Married, 2 kids (ages 7 & 11)
Occupation	Office Manager

PERSONALITY

Practical



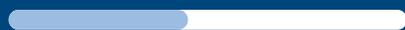
Budget Conscious



Easily Overwhelmed Online



Trend Focused



BACKGROUND

Danielle shops for her kids year round and usually needs clothes for school, weekend activities, and seasonal changes. She prefers stores that offer a wide selection so she can get everything in one trip or one online order.

SCENARIO

Danielle visits the Denny's website on her phone during her lunch break because her kids need new school clothes and sneakers. She wants to quickly spot any current promotions on the homepage, then use the navigation menu to find kids sections without clicking through too many dropdowns. After adding a few basics to her cart, she checks store hours and location info in case she decides it is easier to pick items up in person after work.

TECH USAGE



SOCIAL MEDIA



PREFERENCES

Stores With Wide Selection



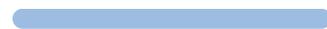
Simple Navigation



Shopping Online vs. In-Store



Sales Clearly Shown



GOALS

- Find kids clothing quickly and without endless scrolling
- Catch promotions and any other seasonal deals
- Confirm store hours and location before visiting
- Buy school and seasonal needs in one order

PAIN POINTS/FRUSTRATIONS

- Too many categories and dropdowns feel stressful
- Too much text on the homepage makes it hard to focus
- Wants clear sizing information fast and detailed
- Gets annoyed when sales are confusing or unclear



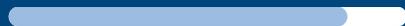
Mia Schultz

PROFILE

Age	16
Education	High School Student
Hometown	Queens, NY
Family	Lives with parents & sibling
Occupation	Part-time Babysitter, Student

PERSONALITY

Trend Focused



Impulsive Shopper



Easily Distracted



Social Media Driven



BACKGROUND

Mia shops for cute outfits for school, weekends, and events. She's used to shopping on fast, visually clean websites and expects the experience to feel fun and modern. She also loves it when items are easy to browse, and the best deals are obvious right away.

SCENARIO

Mia opens the Denny's website from a link she saw online after hearing about a sale, and she immediately starts browsing for a cute outfit for the weekend. She scrolls through the homepage looking for featured deals and new arrivals, then uses the menu to jump to what she wants without wasting time. If she likes what she sees, she adds a few items to her cart and expects a quick checkout experience that feels simple and easy on mobile.

TECH USAGE



SOCIAL MEDIA



PREFERENCES

Websites With Strong Visuals



Easy Category Browsing



Obvious Sales



Trendy Items Over Basics



GOALS

- Find outfits that look cute and current
- Browse quickly using visuals instead of lots of text
- See what's new or popular fast
- Get a good deal without digging for it

PAIN POINTS/FRUSTRATIONS

- Too much text and too many banners feels chaotic
- Too many dropdowns makes it hard to know where to click
- Wants better product photos and outfit styling
- Gets bored if the site feels outdated or not aesthetically pleasing



Ethan Rosen

PROFILE

Age	12
Education	Middle School Student
Hometown	Paramus, NJ
Family	Lives with parents & 2 sisters
Occupation	Student

PERSONALITY

Independent



Impatient



Adventurous



Brand Focused



BACKGROUND

Ethan goes to sleepaway camp every summer and always needs a last-minute “camp haul” before he leaves. He mostly cares about comfort and practicality, like clothes he can run around in, get dirty, and rewear. He does not enjoy shopping for long, but he likes picking out a few fun items like graphic tees, slides, or a new hoodie.

SCENARIO

Ethan goes on the Denny’s website with his mom a few days before sleepaway camp because he needs new shorts, socks, and a hoodie. He looks for sales on the homepage, then tries to quickly find the right section without getting stuck in too many dropdown menus. He focuses on items that look comfortable and easy to wear for camp activities. Once he finds a few basics, he wants checkout to be fast so they can finish shopping and move on.

TECH USAGE



SOCIAL MEDIA



PREFERENCES

Comfort Over Style



Cares About Prices & Sales



Fast Shopping



Quick Loading Pages



GOALS

- Find camp basics quickly (accessories as well)
- Make sure everything fits and is comfortable
- Get everything in one shopping expense.
- Spot sales or deals so his parents say yes faster

PAIN POINTS/FRUSTRATIONS

- Too many dropdowns or confusing categories to look through
- Too much text or cluttered pages that feel hard to scan
- Not knowing what items are actually good for camp
- Slow loading pages or too many pop ups take too long and are distracting

INTERVIEW DESIGN

The interview will explore participants' personal experiences with the Denny's website by asking specific questions about their interactions with it. The goal is to better understand individual perspectives, challenges, and impressions of the overall user experience.

RESEARCH QUESTIONS

Interviews are an effective way to better understand user needs because they allow for open-ended feedback and deeper insight into user behavior. Using a structured interview format helps keep conversations on track while still leaving room for users to share their experiences naturally. The following questions guide the interview to uncover insights that will help improve the design and usability of Denny's website.

1

How does Denny's website design affect users' ability to navigate and complete online purchases?

2

How does Denny's website influence customer loyalty, repeat visits, and perceptions of the brand?

3

What design improvements could make Denny's website more effective in meeting user needs?

INTRODUCTION

Hi, thank you so much for coming in today. My name is _____ and I'm here on behalf of _____ to learn more about users' experience with Denny's website. This session should take about an hour. During that time, I'd like you to share your thoughts about what works well, what feels confusing, and what could be improved.

My goal is to make it easier and more enjoyable for real users like you to navigate the site. I really welcome your honest feedback. A few team members are in another room observing the session, and with your permission, I would like to make an audio recording of our conversation. This will help me focus on your comments without missing anything.

Nothing you say will hurt anyone's feelings, so please be honest, even if it is critical. If you don't know an answer or don't have an opinion, that is completely fine. Before we start, I'll ask you to read and sign a consent form so you know how we will use the information from this session. You are free to stop or leave at any time, and please feel free to ask questions whenever you want.

Let's get started!

WARM-UP

Before we dive into questions about Denny's website, it would be great to learn a bit more about you.

- Where are you from, and can you talk a little about your day-to-day life?
- How often do you shop online, and what kinds of things do you usually buy?
- When you're browsing online, what makes a website or shopping experience easy and enjoyable, and what makes it difficult or frustrating?
- How did you come across the Denny's website, and what were your first thoughts or impressions?

Great! Thank you for sharing a bit about yourself. Now there are going to be some questions about Denny's website.

BODY

1. Can you tell me about your experiences using the Denny's website? Do you usually visit with something specific in mind?
 - a. (If yes,) Is it easy to find what you're looking for?
 - b. (If no,) What do you usually look at when browsing?
2. How do you feel about navigating the Denny's website overall?
 - a. What makes it easy or enjoyable to move around the site?
 - b. What makes it confusing or frustrating?
3. Have you been able to find all the information you're looking for on the website?
 - a. (If yes,) Where on the site did you usually find what you needed?
 - b. (If no,) What information were you looking to find?
4. Do you usually prefer using the search bar or browsing through menus and categories?
 - a. What makes you prefer one over the other?
5. How do you feel about the general appearance of Denny's website?
 - a. (If positive,) What stands out to you visually?
 - b. (If negative,) What feels off or distracting?
6. Do you find the menus and categories on the site to be clear?
 - a. (If positive,) What helps them feel clear to you?
 - b. (If negative,) Do they feel overwhelming or cluttered?

BODY, CONTINUED

7. Compared to other online clothing websites, how does navigating Denny's feel?
 - a. What, if anything, do other sites do better?
 - b. Are there features from other sites you wish Denny's had?
8. Do you find the website helpful when making shopping decisions?
 - a. (If yes,) What makes it helpful for deciding what to buy?
 - b. (If no,) What information or tools are missing that would help?
9. If you could change one thing about the website, what would it be?
 - a. (If positive,) What part would you keep and why?
 - b. (If negative,) Why does this part frustrate you?
10. What would make you want to browse Denny's website more often?
 - a. Why would this make you visit the website more?

COOLING OFF

Thank you so much for sharing your thoughts and feedback today. Your input is really valuable and will help improve the Denny's website. Before we finish, is there anything else you'd like to share about your experience, or any ideas we haven't already discussed?

WRAP-UP

That concludes all of our questions, so I'm going to stop the audio recording now. Before we finish, do you have any other final questions?

Thank you again for taking the time to speak with me today.



SURVEY DESIGN

This survey will examine how users interact with Denny's website by gathering information about who uses it, their browsing habits, routines, and overall perceptions of the site's design and functionality. The goal is to identify patterns in user behavior and gain insights that can inform potential improvements to the website.

ONLINE SURVEY

The goal of this survey is to collect feedback on the design and functionality of Denny's website. The survey aims to better understand user needs, preferences, and opinions, including what works well, what may be confusing, and what features could improve the overall experience. Responses will provide insight into how the website can become easier to use, more informative, and more enjoyable for visitors.

All submitted responses will be collected anonymously. No personal information will be shared or linked to the responses, aside from general data such as IP address, geographical region, and the type of device and browser used to submit the form. This information is used only to understand website usage trends and ensure the survey results are accurate.

Thank you in advance for your feedback.

The Google Form preview is available here:
[Denny's UX Research Analysis-Survey](#)

QUESTIONS 1-3

1. What is your age?

- a. Under 18 years
- b. 18-29 years
- c. 30-49 years
- d. 50-65 years
- e. Over 65 years



It is important to ask this question to understand the age distribution of potential and existing users. Age can influence browsing habits, technology comfort, and shopping behavior, which can guide how content, features, and communication are tailored.

2. What is your gender?

- a. Female
- b. Male
- c. Non-binary/other
- d. Prefer not to say



Understanding users' gender identities helps in identifying patterns in preferences and engagement. This data can inform inclusive design choices and content that resonates with a diverse audience.

3. What is your current education level?

- a. High school or equivalent
- b. Some college/ Associate degree
- c. Bachelor's degree
- d. Graduate's degree
- e. Other/Prefer not to say



Education level can impact how users navigate websites, understand content, and interpret product information. This helps ensure language, layout, and features are accessible to the target audience.

QUESTIONS 4–6

4. What is your employment status?

- a. Student
- b. Part-time employed
- c. Full-time employed
- d. Unemployed
- e. Other _____



Employment status provides insight into users' schedules, disposable income, and potential shopping habits. This can guide how content, promotions, and features are prioritized for different groups.

5. How often do you shop online for clothing?

- a. Multiple times per week
- b. Once a week
- c. Once a month
- d. Less than once a month



This question assesses user familiarity with online shopping and the frequency of their interactions with e-commerce sites. It can inform the design of features like recommendations, promotions, or repeat-user shortcuts.

6. How often do you visit Denny's website?

- a. Daily
- b. Weekly
- c. Monthly
- d. Rarely or never



Knowing visit frequency helps gauge engagement and the website's relevance to its audience. Frequent visitors may need quicker access to key features, while infrequent visitors may benefit from clear guidance or highlighted content.

QUESTIONS 7-9

7. What is usually the main reason for visiting the website?

- a. To shop for products
- b. To browse new items
- c. To check sales or promotions
- d. Other _____



Understanding user intent clarifies what visitors are looking for most often. This helps prioritize features, content, and promotions to support user goals and enhance engagement.

8. How do you usually decide what to buy online?

- a. Brand loyalty
- b. Price
- c. Reviews/Recommendations
- d. Browsing/Impulse



Measuring how easy it is to find information shows how intuitive the site's navigation is. If users struggle, it signals areas where menus, search, or layout may need improvement. Making information easier to locate can enhance the overall user experience.

9. What devices do you typically use to browse clothing websites?

- a. Desktop/Laptop
- b. Tablet
- c. Mobile phone
- d. Other _____



Understanding the devices users prefer informs responsive design priorities. This ensures the website works smoothly across all devices used by the target audience.

QUESTIONS 10–12

10. How confident are you when making online purchases?

- a. Very confident
- b. Somewhat confident
- c. Not very confident
- d. Not confident at all



Confidence reflects trust and comfort with online shopping. Knowing this helps identify areas where supporting information or guidance may be needed to reduce hesitation and increase the number of completed transactions.

11. How important are the following when choosing what to buy online? (choose all that apply)

- Price
- Brand
- Product reviews
- Shipping speed
- Sustainability/Ethical factors



This question identifies the priorities and values of users when shopping. Understanding these factors helps align product presentation, filters, and information to meet user expectations.

12. How do you usually learn about new clothing products?

- a. Social media
- b. Online ads
- c. Recommendations from friends/family
- d. Other _____



Knowing where users discover products helps in understanding their habits and preferred channels. This can inform marketing strategies and how the website integrates discovery features.

QUESTIONS 13–15

13. **How often do you compare products before making a purchase?**

- a. Always
- b. Sometimes
- c. Rarely
- d. Never



Comparison behavior highlights how users evaluate options before buying. This helps determine whether features such as filters, comparison tools, or detailed product information are needed.

14. **Do you usually have a specific product in mind when visiting clothing websites?**

- a. Yes
- b. No
- c. Sometimes



Knowing whether users are goal-oriented or browsing casually informs navigation and content strategies. This helps prioritize features for both targeted and exploratory shopping behaviors.

15. **How much time do you typically spend on a clothing website per visit?**

- a. Less than 5 minutes
- b. 5–15 minutes
- c. 15–30 minutes
- d. More than 30 minutes



Understanding session length reveals engagement and how users interact with content. This guides layout, content density, and feature placement to keep users interested.

QUESTIONS 16–18

16. **What is your preferred method for discovering new products online?**

- a. Search bar
- b. Menu/Categories
- c. Recommendations/
Featured items
- d. Other_____



This question identifies navigation preferences and discovery habits. It helps guide organization, labeling, and the prominence of key features.

17. **How often do you purchase products after seeing them online?**

- a. Almost always
- b. Sometimes
- c. Rarely
- d. Never



This shows how effective online browsing is in prompting purchases. It informs design strategies for product presentation, call-to-action placement, and persuasive features.

18. **Do you follow any clothing brands on social media?**

- a. Yes, multiple brands
- b. Yes, one brand
- c. No, but I follow some
influencers
- d. No, not at all



Social media engagement reveals how users interact with brands outside the website. This informs marketing strategies and potential integrations between social media and the website.

QUESTIONS 19 & 20

19. **Which of the following factors most often frustrates you when shopping online?**

- a. High prices
- b. Limited product information
- c. Slow shipping or high shipping costs
- d. Difficulty finding the right item



This question helps identify common pain points users experience when shopping online. Understanding these frustrations can guide design decisions that reduce friction and better support user needs during the shopping process.

20. **How likely are you to continue shopping online for clothing in the future?**

- a. Very likely
- b. Somewhat likely
- c. Not very likely
- d. Not likely at all



This question helps assess long-term user behavior and interest in online shopping. The response can inform design decisions related to retention, personalization, and features that encourage repeat use.

DIARY STUDY

A diary study is a UX research method in which participants record their experiences with a website or product over time as they naturally interact with it. This diary study will evaluate the user experience of Denny's website by documenting how participants browse the site, explore products, and engage with different pages. The goal is to understand real user behaviors and identify patterns, frustrations, and opportunities to improve the overall experience.

WHAT QUESTION DOES THE STUDY ATTEMPT TO ANSWER?

The Denny's website is designed to showcase products, highlight sales and promotions, and allow users to browse and purchase items with ease. As an extension of the brand, the site should serve as a convenient, reliable space where customers can quickly find what they need without confusion or unnecessary steps.

The question this diary study attempts to answer is, "How effective is the Denny's Clothing website in supporting users as they browse and purchase products over time?" The study captures how users interact with the site across multiple visits, the challenges they face, and which elements feel intuitive or frustrating. These insights help identify ways to improve the website's organization, navigation, and overall usability, creating a smoother, more efficient experience.

HOW MANY PEOPLE WILL THE SAMPLE INCLUDE?

The study will include approximately 12 to 15 participants who will submit multiple diary entries throughout the study period. This range provides varied user experiences while keeping the data manageable. Each participant will be limited to 6 to 8 entries to ensure meaningful insights without an overwhelming number of responses to review.

HOW WILL THE SAMPLE BE SELECTED (SAMPLE TYPE)?

The sample will be selected by targeting individuals who regularly shop for clothing online and fit Denny's target demographic. Participants will be recruited through email, social media, and community groups where online shoppers are active. Recruitment messages will outline the study purpose, time commitment, and how to participate.

Interested individuals will complete a brief screening form to confirm eligibility. Selected participants will then receive detailed instructions and the study timeline via email. This approach ensures feedback is gathered from relevant users who can provide meaningful insights into navigation behavior, decision-making, and overall website usability.

WHICH METHOD/FORMAT WILL BE USED?

Before the study, participants will receive an email with a download link for a mobile diary app. The app provides prompts, task instructions, and fields for recording experiences with the Denny's clothing website. Participants will complete tasks and submit entries immediately after each interaction with Denny's website.

The app lets users document navigation steps, decisions, confusion points, and overall impressions, with optional screenshots. Entries are time-stamped and securely stored for organized analysis.

WHAT ARE THE POTENTIAL BENEFITS AND DRAWBACKS OF THIS METHOD?

Benefits

- Real-time experiences
- Tracks entries over long period of time
- Reduces bias through independent logging
- Captures actions, decisions, and impressions
- Daily reminders to encourage logging
- Consistent, organized responses
- Easier data analysis

Drawbacks

- May forget or skip entries
- Responses can be brief or incomplete
- Potential app or device issues
- Limited follow-up or clarification
- Time-consuming for participants
- Possible self-report bias
- Privacy concerns with sensitive data

HOW LONG WILL THE STUDY LAST?

Participants will log entries in the mobile diary app every 1–2 weeks over a 4-month period. This schedule balances the need for detailed, longitudinal data with the risk of participant fatigue, while capturing trends in website activity during the lead-up to summer camp and other seasonal shopping periods.

INCENTIVES

Participants will receive a \$5 Denny's coupon upon enrollment and completion of their first diary entry. To encourage ongoing participation, additional coupons will increase based on the number of entries submitted beyond five: 15% off for five entries, 20% off for six, 25% off for seven, and 30% off for all eight entries. This structure motivates both initial enrollment and consistent participation over the 4-month study.

HOW WILL THE DATA BE ANALYZED?

Data collected through participants' diary submissions will be analyzed using ATLAS.ti, a software tool for organizing and interpreting qualitative data. ATLAS.ti allows coding of diary entries, screenshots, and notes to identify patterns, themes, and common usability issues.

Additionally, its visual mapping and search tools will make it easier to see connections between different behaviors and experiences, and to track how impressions change over the course of the study. ATLAS.ti supports efficient data management and clear insights into how users interact with the Denny's clothing website over time.

DIARY STUDY PARTICIPANT INTRODUCTION

Hello! Thank you for choosing to be a part of this study. The purpose is to better understand how users interact with the Denny's clothing website, including navigation, decision-making, and any points of confusion, in order to identify areas for improvement and enhance the overall user experience. Participants will receive a link to the mobile diary app to record entries. For your privacy, all information shared, including personal details, will remain confidential and accessible only to the research team.

Diary entries should be submitted immediately after interacting with the website and should take approximately five to ten minutes each. Entries will be collected every one to two weeks over the four-month study period, allowing for meaningful insights while keeping the workload manageable. Detailed instructions for using the app and submitting entries will be provided in the following days.

As an extra thank you, participants will receive a five-dollar Denny's coupon upon completing their first diary entry. Additional coupons will increase with continued participation, with fifteen percent off for five entries, twenty percent off for six, twenty-five percent off for seven, and thirty percent off for completing all eight entries. Participants may reach out with any questions via this email or through the contact menu in the mobile diary app. Your feedback is greatly appreciated and will help improve the Denny's clothing website for all users!

INSTRUCTIONS

Please download the mobile diary app here: www.dennysdiarystudyapp.com/download – this is where all diary submissions will be completed.

If you have any technical difficulties downloading or accessing the app, please reply to this email as soon as possible so the research team can assist you.

INSTRUCTIONS, CONTINUED

Participants should complete diary entries immediately after interacting with the website. Each entry will take about five to ten minutes, and submissions should be made every one to two weeks over the four-month study period to capture ongoing experiences.

For each entry, you will be asked to do the following:

1. **Explain why they visited the website** – Describe the reason for visiting, such as looking for a specific item or checking promotions.
2. **Describe navigation steps** – Note how the website was used to find items or information, including any difficulties encountered.
3. **Explain decision-making** – Share why certain items were selected or skipped and describe the thought process behind choices.
4. **Identify points of confusion** – Record any areas of the site that were unclear or frustrating.
5. **Share overall impressions** – Provide feedback on what worked well and what could be improved.
6. **Include optional media** – Screenshots may be uploaded to illustrate specific usability issues or highlights.

An optional section will be provided where participants can share any additional details about their shopping experience. While not required, this section helps clarify which aspects of the experience are most important and stand out.

The research team may follow up with participants if additional information is needed to better understand specific experiences. Any such requests will be made respectfully, and participants are encouraged, but not required, to provide additional details in their diary entries.

All entries will be securely stored and remain confidential, accessible only to the research team. Detailed instructions can be found in the “Information” section within the app. Participants may contact the research team via email or through the app’s contact menu with any questions or technical issues.

CARD SORTING

This card sorting study will evaluate the information architecture of the Denny's Clothing website by exploring how users naturally organize clothing products and website content. The goal is to understand users' mental models when browsing an online fashion store and identify opportunities to improve navigation and category labeling.

METHODOLOGY

This study will use an **open card sorting method** to better understand how users expect the Denny's Clothing website to be organized. Participants will receive a set of items related to the site and will be asked to group them in a way that feels natural. Instead of being given predetermined categories, they will create their own groups and labels based on how they think about clothing and online shopping. This approach will help the research team understand users' thought processes and how they expect information to be structured. Participants will also be encouraged to think aloud so that their reasoning, points of confusion, and decision-making process can be captured.

Allowing participants to build their own structure can reveal intuitive category names and show how users naturally prioritize and group content. Insights from this study will help ensure the website's organization aligns with user expectations and supports a smoother, more efficient shopping experience.

PLATFORM SELECTION

The card sort for the Denny's Clothing study will be created using the online platform Useberry. There are **41 cards** to be organized into categories. Any terms that may be unclear will include short definitions to help reduce confusion. Results will also be collected and analyzed within the same platform.

All sessions will be conducted remotely. Participants will complete the card sort independently on the platform, while members of the research team observe via screen sharing and take notes. If participants have questions or feel unsure at any point, they can ask a researcher for clarification during the session. This approach maintains a structured and supportive environment while still capturing natural decision-making and authentic feedback.

CARD SORTING PARTICIPANT INTRODUCTION

Hello, and thank you for taking the time to participate in this card sorting activity. My name is _____, and I am part of the research team working with Denny's Clothing. This study aims to understand how users expect Denny's Clothing's website to be organized, so we can make it easier to find products and make online shopping simple and enjoyable.

The session should take no more than one hour. Because it will be conducted remotely and screen-recorded, participants are encouraged to share their thoughts out loud while sorting. Talking through choices in real time helps the research team understand reasoning, reactions, and any confusion that may come up during the activity.

There are no right or wrong answers. Honest opinions and natural ways of thinking are what matter most. All responses will remain confidential and will be used only to improve the website. Before starting, participants will be asked to review and sign a consent form to confirm they understand how their information will be used.

Questions can be asked at any time, and participants may stop the session whenever they wish. Are there any questions before we begin? If not, instructions will now be provided to explain how the card sorting activity works.

LINK TO EXERCISE

<https://app.useberry.com/t/f2y4rdr1gBRHpa/>

INSTRUCTIONS

When you enter the card sorting activity on the Useberry platform, you will first see a welcome screen with a brief overview and simple instructions. After reviewing this, you will move to the main screen, where all the cards will be displayed for you to organize in the way that feels most natural.

There are 41 cards in total, each representing a different product, feature, or piece of content from the Denny's Clothing website. Some cards may include tooltips with short definitions in case a term is unfamiliar. If you see a tooltip icon, you can hover over it to learn more before placing the card.

To organize the cards, drag and drop them into groups based on how you think they should be categorized. Each group will begin with the label "New Category," which you should rename to something that makes sense to you. You may create as many categories as you would like by starting a new group. While we suggest creating at least four categories, there is no limit. Please organize the content in a way that reflects how you would expect to browse and shop on a clothing website.

CARD SORT WRAP-UP

Thank you so much for taking the time to participate in this card sorting activity. Your feedback and insights are extremely valuable and will directly help improve the organization and overall shopping experience on the Denny's Clothing website. We really appreciate you sharing your thoughts and explaining your decision-making throughout the session.

Before we wrap up, do you have any final comments, questions, or suggestions you would like to share? Your input is important, and anything you add can help guide future site updates.

DENNY'S CARD SORT DATA ANALYSIS

CARD SORT DATA LOG

-  **Author:** Melanie Topchik
-  **Creation Date:** 02/15/26
-  **Test Dates:** 02/15/26 - 02/22/26
-  **Version:** Draft
-  **Last Update:** 02/21/26

The card sorting study analyzed the results of three participants who completed the exercise during the week of February 15–22, 2026. All participants regularly shop for clothing online, aligning with the Denny's Clothing website's target audience. Sessions were conducted remotely over Zoom using Userberry and were facilitated by Melanie Topchik.

Participants were asked to organize the cards into groups that felt most intuitive to them and to assign their own category names, as this was an open card sort. Participants were also encouraged to think aloud throughout the activity. Each card was placed in a category, and no cards were duplicated.

SIMPLE SUMMARY

- Two participants made **8 groups**, one made **9 groups**
- Some participants grouped similar items together, but **group names were not always the same**
- Same differences in labeling like **"&" versus "and,"** affected some groupings

CARD SORT PARTICIPANTS

The card sort included three existing Denny's customers representing the brand's target audience: two parents who regularly shop for their children and one teen shopper. All participants were familiar with the Denny's Clothing website prior to the activity.

PARTICIPANT 1: RACHEL G.

-  **Age:** 41
-  **Gender:** Female
-  **Occupation:** Speech therapist
-  **Income:** Upper middle income
-  **Location:** Bergen County, NJ

PARTICIPANT 2: SAMANTHA L.

-  **Age:** 16
-  **Gender:** Female
-  **Occupation:** High school student
-  **Income:** Provided by parents
-  **Location:** Long Island, NY

PARTICIPANT 3: DAVID M.

-  **Age:** 45
-  **Gender:** Male
-  **Occupation:** Financial advisor
-  **Income:** Upper middle income
-  **Location:** Westchester, NY

CARD SORT DATA ANALYSIS

PARTICIPANT 1: RACHEL G.

Dresses <u>Category: Clothing</u>	Jeans <u>Category: Clothing</u>	Tops <u>Category: Clothing</u>	Skirts <u>Category: Clothing</u>	Jackets <u>Category: Clothing</u>	Sweaters <u>Category: Clothing</u>	Activewear <u>Category: Camp & Summer</u>	Loungewear <u>Category: Clothing</u>
Pajamas <u>Category: Clothing</u>	Swimwear <u>Category: Camp & Summer</u>	Shoes <u>Category: Shoes & Accessories</u>	Essentials <u>Category: Camp & Summer</u>	Accessories <u>Category: Shoes & Accessories</u>	Handbags <u>Category: Shoes & Accessories</u>	Jewelry <u>Category: Shoes & Accessories</u>	Hats <u>Category: Camp & Summer</u>
New Arrivals <u>Category: New & Popular</u>	Best Sellers <u>Category: New & Popular</u>	Trending <u>Category: New & Popular</u>	Seasonal <u>Category: Seasonal & Weather</u>	Sale <u>Category: Deals & Help</u>	Clearance <u>Category: Deals & Help</u>	Casual <u>Category: Camp & Summer</u>	Party <u>Category: Clothing</u>
Vacation <u>Category: Camp & Summer</u>	Camp <u>Category: Camp & Summer</u>	Girls <u>Category: Shop by Age</u>	Boys <u>Category: Shop by Age</u>	Baby & Infant <u>Category: Shop by Age</u>	Undergarments <u>Category: Clothing</u>	Social Media <u>Category: About & Info</u>	Juniors <u>Category: Shop by Age</u>
Toddlers <u>Category: Shop by Age</u>	Beauty & Wellness <u>Category: About & Info</u>	Gifts Cards <u>Category: About & Info</u>	Style Guide <u>Category: Deals & Help</u>	Size guide <u>Category: Deals & Help</u>	Customer Reviews <u>Category: Deals & Help</u>	Locations <u>Category: About & Info</u>	About Us <u>Category: About & Info</u>
Cold Weather <u>Category: Seasonal & Weather</u>							

CARD SORT DATA ANALYSIS, CONTINUED

PARTICIPANT 2: SAMANTHA L.

Dresses Category: Outfits and Occasions	Jeans Category: Outfits and Occasions	Tops Category: Outfits and Occasions	Skirts Category: Outfits and Occasions	Jackets Category: Outfits and Occasions	Sweaters Category: Outfits and Occasions	Activewear Category: Summer and Camp Looks	Loungewear Category: Lounge and Sleep
Pajamas Category: Lounge and Sleep	Swimwear Category: Summer and Camp Looks	Shoes Category: Outfits and Occasions	Essentials Category: Lounge and Sleep	Accessories Category: Outfits and Occasions	Handbags Category: Outfits and Occasions	Jewelry Category: Outfits and Occasions	Hats Category: Summer and Camp Looks
New Arrivals Category: Trending and New	Best Sellers Category: Trending and New	Trending Category: Trending and New	Seasonal Category: Seasonal	Sale Category: Deals	Clearance Category: Deals	Casual Category: Summer and Camp Looks	Party Category: Outfits and Occasions
Vacation Category: Summer and Camp Looks	Camp Category: Summer and Camp Looks	Girls Category: Shop by Age	Boys Category: Shop by Age	Baby & Infant Category: Shop by Age	Undergarments Category: Lounge and Sleep	Social Media Category: Trending and New	Juniors Category: Shop by Age
Toddlers Category: Shop by Age	Beauty & Wellness Category: Help and Info	Gifts Cards Category: Deals	Style Guide Category: Help and Info	Size guide Category: Help and Info	Customer Reviews Category: Help and Info	Locations Category: Help & Info	About Us Category: Help & Info
Cold Weather Category: Seasonal							

CARD SORT DATA ANALYSIS, CONTINUED

PARTICIPANT 3: DAVID M.

Dresses <u>Category: Other Clothing</u>	Jeans <u>Category: Everyday Clothing</u>	Tops <u>Category: Everyday Clothing</u>	Skirts <u>Category: Other Clothing</u>	Jackets <u>Category: Other Clothing</u>	Sweaters <u>Category: Other Clothing</u>	Activewear <u>Category: Active and Outdoor</u>	Loungewear <u>Category: Comfort and Home</u>
Pajamas <u>Category: Comfort and Home</u>	Swimwear <u>Category: Active and Outdoor</u>	Shoes <u>Category: Accessories and Extras</u>	Essentials <u>Category: Everyday Clothing</u>	Accessories <u>Category: Accessories and Extras</u>	Handbags <u>Category: Accessories and Extras</u>	Jewelry <u>Category: Accessories and Extras</u>	Hats <u>Category: Active and Outdoor</u>
New Arrivals <u>Category: Shopping and Support</u>	Best Sellers <u>Category: Shopping and Support</u>	Trending <u>Category: Shopping and Support</u>	Seasonal <u>Category: Special and Seasonal</u>	Sale <u>Category: Shopping and Support</u>	Clearance <u>Category: Shopping and Support</u>	Casual <u>Category: Everyday Clothing</u>	Party <u>Category: Special and Seasonal</u>
Vacation <u>Category: Special and Seasonal</u>	Camp <u>Category: Special and Seasonal</u>	Girls <u>Category: Kids Categories</u>	Boys <u>Category: Kids Categories</u>	Baby & Infant <u>Category: Kids Categories</u>	Undergarments <u>Category: Everyday Clothing</u>	Social Media <u>Category: Company Information</u>	Juniors <u>Category: Kids Categories</u>
Toddlers <u>Category: Kids Categories</u>	Beauty & Wellness <u>Category: Accessories and Extras</u>	Gifts Cards <u>Category: Shopping and Support</u>	Style Guide <u>Category: Shopping and Support</u>	Size guide <u>Category: Shopping and Support</u>	Customer Reviews <u>Category: Shopping and Support</u>	Locations <u>Category: Company Information</u>	About Us <u>Category: Company Information</u>
Cold Weather <u>Category: Special and Seasonal</u>							

SIMILARITY MATRIX FINDINGS

The first half of the similarity matrix showed a strong, consistent grouping of core clothing items. Dresses, jeans, tops, skirts, jackets, and sweaters had high similarity scores, with some reaching 100 percent agreement. This suggests that participants naturally viewed these as part of a general clothing category and expected them to be grouped together in the main navigation rather than separated into smaller sections.

There was also moderate overlap between these clothing items and categories, including loungewear, shoes, and essentials. This shows that some participants considered these items in a broader, lifestyle-focused way, while others grouped them by function. This variation highlights the importance of creating a structure that supports both product-based browsing and real-life shopping needs.

Activewear and swimwear, however, were more clearly separated from the main clothing group. Participants tended to organize these by activity or specific use case, especially those related to summer and camp. This is important for a brand like Denny's, since users are often shopping with a specific purpose in mind.

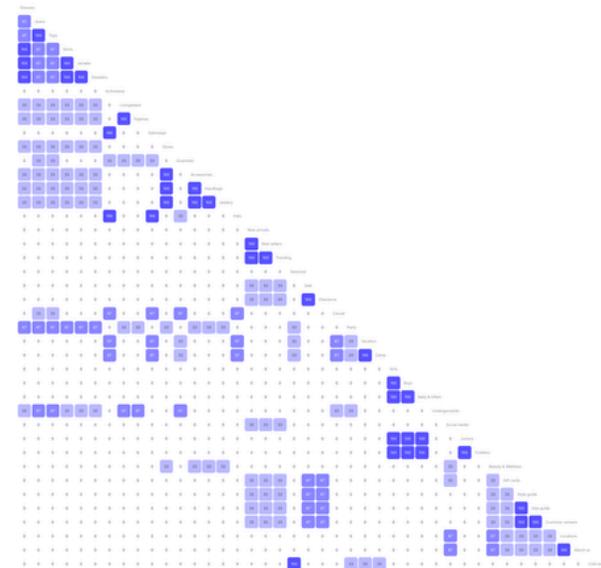
The second half of the similarity matrix showed stronger grouping around occasion-based and support-focused categories. Items such as casual, party, vacation, and camp were often grouped together, although the similarity scores were more moderate. This suggests that participants viewed these as related to lifestyle or specific events, though there was some variation in how each person thought about shopping. For example, some participants saw camp as a seasonal activity, while others grouped it with everyday summer clothing.

There was also very high consistency among age-based categories, including girls, boys, juniors, toddlers, and baby & infant. These had strong similarity scores, which reinforce the idea that users naturally think about shopping for children by age first. This confirms that clear age-based navigation is important for a brand like Denny's and should be easy to access on the website.

SIMILARITY MATRIX, CONTINUED

Another clear pattern was the grouping of support and informational content. Categories such as size guide, style guide, customer reviews, and locations showed moderate to strong similarity. This indicates that participants saw these as helpful resources that belong together in a separate section rather than mixed into the main shopping experience.

Finally, categories like social media, beauty & wellness, and gift cards had lower or more varied similarity scores. This suggests that users were less certain about where to place these items and may benefit from clearer labeling or placement in secondary navigation. Overall, the results highlight the importance of organizing the website around age groups, occasions, and clear support sections to match user expectations.



[\[View full-size\]](#)

FINAL SUMMARY OF CARD SORTING RESULTS

Analysis of the card sorting exercise revealed several clear patterns in how participants expect Denny's Clothing's website to be organized. Age-based navigation emerged as the most prominent structure, with participants consistently grouping content by categories such as girls, boys, juniors, toddlers, and baby & infant. This suggests that shoppers naturally prefer to narrow their browsing by the intended recipient before exploring specific products.

Seasonal and occasion-based considerations also influenced the organization. Participants frequently clustered items around summer, camp, and special occasions, highlighting the importance of navigation that accommodates activity- or season-focused shopping needs. Core clothing items were consistently grouped together, supporting the use of broader, straightforward product categories rather than overly segmented sections.

Informational and support content was consistently separated from shopping categories, indicating that users expect a clearly defined area for guidance and resources outside the main product browsing experience.

Finally, minor wording differences—such as “&” versus “and”—were enough to affect how participants grouped similar items. For a brand like Denny's, maintaining consistent labeling and terminology will be key to minimizing confusion and enhancing overall usability.

APPENDICES

APPENDICES

APPENDIX A: CARD SORT CARDS

Dresses	Jeans	Tops	Skirts	Jackets	Sweaters	Activewear	Loungewear
Pajamas	Swimwear	Shoes	Essentials	Accessories	Handbags	Jewelry	Hats
New Arrivals	Best Sellers	Trending	Seasonal	Sale	Clearance	Casual	Party
Vacation	Camp	Girls	Boys	Baby & Infant	Undergarments	Social Media	Juniors
Toddlers	Beauty & Wellness	Gifts Cards	Style Guide	Size guide	Customer Reviews	Locations	About Us
Cold Weather							

HEURISTIC EVALUATION

A heuristic evaluation is a usability inspection method in which a website is reviewed against a set of established usability principles. These principles, developed by Jakob Nielsen, help identify areas where the website may be confusing, difficult to navigate, or frustrating for users. This method allows designers to identify and fix problems early, thereby improving the overall shopping experience.

OVERVIEW

This heuristic evaluation was conducted on the Denny's Clothing website to identify usability issues and areas for improvement. The evaluation was based on the 10 usability heuristics created by Jakob Nielsen. The goal was to review the site from an expert perspective and determine how well it supports user navigation, shopping, and overall experience. Nielsen's 10 heuristics are as follow:

1) Visibility of System Status

The system should always keep users informed about what is happening through clear and timely feedback.

2) Match Between System and the Real World

The website should use familiar language, concepts, and visuals so users can easily understand and relate to the content.

3) User Control and Freedom

Users should be able to easily undo actions, go back, or leave a process without confusion or frustration.

4) Consistency and Standards

The design and functionality should follow common conventions so users do not have to relearn how the system works.

5) Error Prevention

The system should prevent problems before they occur by guiding users and minimizing the chance of mistakes.

6) Recognition Rather Than Recall

Information and options should be visible so users do not have to rely on memory while navigating.

7) Flexibility and Efficiency of Use

The system should support both new and experienced users by offering shortcuts, filters, or personalized features.

8) Aesthetic and Minimalist Design

The design should be clean and focused, showing only the most relevant information.

9) Help Users Recognize, Diagnose, and Recover from Errors

Error messages should be clear and explain what went wrong and how to fix the issue.

10) Help and Documentation

The system should provide support such as FAQs, guides, or customer service when users need assistance.

HEURISITC	SEVERITY	COMMENTS
Visibility of System Status	1 2 3 4 5	The website provides feedback when items are added to the cart, but confirmation messages are sometimes small or easy to miss. Stronger, more noticeable visual cues would improve user confidence.
Match Between System and the Real World	1 2 3 4 5	Product categories and terminology are clear and familiar. Adding more relatable product descriptions could help users quickly understand each item.
User Control and Freedom	1 2 3 4 5	Users can navigate between pages and remove items from the cart. Checkout could benefit from a clearer undo option or an easier way to edit cart items before finalizing purchases.
Consistency and Standards	1 2 3 4 5	Some pages have inconsistent spacing, font usage, and layout patterns. Improving consistency across the website would reduce confusion and create a more polished experience.
Error Prevention	1 2 3 4 5	Checkout lacks some proactive guidance. Real-time validation for shipping info, payment details, and promo codes would help prevent mistakes.

SEVERITY: 1 - NO ISSUE 2 - MINOR ISSUE 3 - MODERATE ISSUE 4 - SERIOUS ISSUE 5 - CRITICAL ISSUE

HEURISITC	SEVERITY	COMMENTS
Recognition Rather Than Recall	1 2 3 4 5	Navigation menus, categories, and recently viewed items help users recognize content. Stronger filters and product sorting could further reduce effort and improve browsing.
Flexibility and Efficiency of Use	1 2 3 4 5	The site works well for new users, but returning shoppers have limited personalization options. Features like saved preferences, wishlists, or tailored recommendations could enhance efficiency.
Aesthetic and Minimalist Design	1 2 3 4 5	The website feels cluttered and overwhelming, with numerous banners, pop-ups, and promotional elements competing for attention. Simplifying the layout and reducing visual noise would significantly improve usability.
Help Users Recognize, Diagnose, and Recover From Errors	1 2 3 4 5	Error messages during checkout are sometimes vague or hard to notice. Clearer, more visible guidance would reduce frustration and increase user trust.
Help and Documentation	1 2 3 4 5	The website already offers live chat support and recently viewed items, which are helpful. Adding FAQs, size guides, or fit recommendations could further boost user confidence.

SEVERITY: 1 – NO ISSUE 2 – MINOR ISSUE 3 – MODERATE ISSUE 4 – SERIOUS ISSUE 5 – CRITICAL ISSUE

USABILITY TESTING

Usability testing is a method in which real users are asked to complete tasks on a website, such as finding a specific product, navigating to specific pages, or completing a purchase. Researchers observe how users move through the site, how long tasks take, and where confusion or frustration occurs. The goal is to understand how intuitive and efficient the website feels from the user's perspective and use those insights to improve the overall experience.

INTRODUCTION

Denny's website serves as the brand's primary online shopping platform, allowing customers to explore products, access promotions, and make purchases. This study evaluates the site's navigation, organization, and overall user experience to determine how intuitive the site is for shoppers.

The usability test involved three participants, each completing five tasks on the website. All participants completed the same tasks, which focused on typical shopping actions such as locating items, navigating between sections, and finding key information. The sessions were conducted by Melanie Topchik and recorded with participant consent using Apple's screen recording function to capture both on-screen activity and verbal feedback.

Each session began with an introduction, an overview of the instructions, and a few background questions to help participants feel comfortable. Participants were reminded that the study evaluated the website, not their performance. After completing the tasks, participants answered follow-up questions and shared final comments about their experience.

TESTING OVERVIEW

The testing sessions were each conducted remotely via Zoom on February 28th. All participants provided consent to share their screens and have both their on-screen activity and verbal feedback recorded for research purposes. At the beginning of each session, participants were given the link to Denny's website and asked to spend 1-2 minutes reviewing the home page without interacting with it, ensuring that everyone began from the same starting point.

Each session lasted approximately 30 minutes and included an introduction, warm-up questions to help participants feel comfortable, five assigned tasks, and follow-up questions to gather their impressions and feedback. The participants were experienced online shoppers, and some had previously visited Denny's website, providing valuable context for evaluating the site's navigation, organization, and overall user experience.

TESTING OVERVIEW, CONTINUED

While participants described Denny's website as "cluttered" and "overwhelming," they all completed the assigned tasks. Most completion times varied with task difficulty. Straightforward tasks, such as locating return and shipping information, were completed quickly and confidently. In contrast, tasks involving sizing and department navigation took longer and caused more hesitation.

Task #2 had the longest and most inconsistent completion times. The numeric sizing system created confusion when participants were instructed to find size small, leading to extra clicks and backtracking. Although users eventually found the correct sections, the path was not always intuitive. Participants also took different routes to reach the same information, suggesting that the site structure could be clearer and more streamlined.

RECOMMENDATIONS FOR DENNY'S WEBSITE INCLUDE:

- Incorporate standard letter sizing alongside numeric categories, or provide clearer explanations of sizing.
- Reduce homepage clutter to create a stronger visual hierarchy and improve focus.
- Clarify department labels to limit unnecessary clicking and confusion.
- Improve filtering options to help users narrow products more efficiently.
- Better organize header and footer links so key information is easier to scan.

METHODOLOGY

Participants were recruited through personal outreach during the week of February 22, 2026. The selected individuals were either familiar with Denny's or frequently shopped on similar retail websites. All participants fit the study's target user profile, representing typical online shoppers for the brand. As a thank-you for their time, each participant received a 20% coupon for a future online purchase from Denny's website.

Participant identities were kept confidential and are referred to as Participant 1, 2, and 3 throughout this study. Prior to the sessions, participants were screened to ensure they matched the target user profile and were provided with a brief overview of the testing process. They were informed that sessions would be recorded via Zoom, with consent obtained in writing before the session and verbally confirmed at the start. Participants were also assured that they could stop the recording at any time; if they did so, it would not be saved.

The testing sessions were conducted remotely via Zoom on the researcher's Apple MacBook Pro. Each session began with an introduction to the study, where participants were briefed on its purpose, reminded that the focus was on evaluating the website rather than their performance, and given a clear outline of the session steps. The researcher explained how the recording would be used to collect feedback and improve Denny's website.

After the introduction, the researcher asked the participants a set of warm-up questions to help them feel comfortable and provide context about their routines, internet habits, and familiarity with online shopping. Once the warm-up questions were completed, Denny's website link was shared through Zoom chat, and the tasks were presented one at a time, both verbally and in chat, so participants could complete each task without prior exposure. Participants completed the five tasks sequentially, moving on to the next only after finishing the previous one. Full versions of the session script, task list, and consent form are available in Appendix A, B, and C.

WARM-UP QUESTIONS

After verbal consent from each participant, the session began with various warm-up questions to help participants feel comfortable and to provide insight into their general routines and technology use. These questions were designed to understand participants' familiarity with online platforms and shopping behaviors, without referring to the specific tasks on Denny's website. Each question was read to participants as follows:

- What activities or hobbies do you spend the most time on during the week?
- How do you usually discover new websites or online stores?
- When shopping online, what's the first thing you usually look for on a website?
- What are some of your favorite websites that you visit regularly?
- What do you like about those sites?

TASKS

Each task was then presented to participants one at a time, both verbally and through Zoom chat. Participants were encouraged to think aloud while completing the tasks, and additional questions were asked when clarification was needed. No guidance or hints were provided regarding how to complete the tasks.

At the conclusion of the session, participants were invited to share their overall impressions of the website, including observations, difficulties encountered, and suggestions for potential improvements based on their experience completing the tasks. This discussion provided participants with an opportunity to reflect on the website's layout, navigation, and functionality, and to identify elements that were intuitive and those that posed challenges.

PARTICIPANTS

The following section provides an overview of the participants in the usability study, including key demographic information such as age, location, and other relevant characteristics. This information offers context for understanding participants' behaviors, preferences, and interactions with Denny's website throughout the study. Participants' identities have been kept anonymous.

PARTICIPANT 1

 **Age:** 21
 **Gender:** Male
 **Occupation:** Student
 **Income:** Provided by parents
 **Location:** Bergen County, NJ
Date of Testing: 2/28/26
Favorite Websites: YouTube, LinkedIn, & J.Crew.

PARTICIPANT 2

 **Age:** 21
 **Gender:** Female
 **Occupation:** Student/Intern
 **Income:** Supported by parents
 **Location:** Sarasota, Florida
Date of Testing: 2/28/26
Favorite Websites: Amazon, Netflix, & Formula 1

PARTICIPANT 3

 **Age:** 21
 **Gender:** Female
 **Occupation:** Student
 **Income:** Supported by parents
 **Location:** Port Washington, NY
Date of Testing: 2/28/26
Favorite Websites: Disney Plus, New York Times (Worldle,) & Roblox

ANALYSIS AND RECOMMENDATIONS

All participants successfully completed **100%** of the assigned tasks. Completion times varied between participants, so no single task consistently took the least or most time. Task durations are reported in minutes and seconds.

Participant	<u>Task 1</u>	<u>Task 2</u>	<u>Task 3</u>	<u>Task 4</u>	<u>Task 5</u>
1	0:30	1:07	0:07	0:51	0:18
2	0:35	1:35	0:06	1:06	0:50
3	0:34	1:50	0:07	0:23	0:57
Total Time	1:39	4:32	0:20	2:20	2:05
Mean Time	0:46	1:44	0:07	0:47	0:42

ANALYSIS AND RECOMMENDATIONS, CONTINUED

The following analysis and recommendations were prepared by the lead researcher who conducted the usability sessions. They are based on both participant observations, including verbal feedback and on-screen actions, and the researcher's interpretations. The findings are presented and discussed task by task.

TASK 1 & FINDINGS

TASK #1:

You've heard great things about Denny's clothing from a friend who loves their quality and style. Before committing to a purchase, you want to know more about the company's history and values so you can feel confident supporting the brand. Imagine you're trying to decide whether it aligns with your style and values. Using the website, find the **About Us page**.

RESULTS:

For Task #1, all three participants followed very similar navigation patterns when searching for the About Us page on Denny's website. Each participant first looked at the top navigation menu, especially the upper-right corner, and clicked items such as the user login and shopping icons. This suggests they expected the About Us page to be located within the main menu.

After not finding it there, all participants began scrolling down the homepage and quickly located the link in the footer. Task completion times were very similar across participants, though there was a brief delay because they initially expected the page to be placed in the main navigation.

TASK 1

Issue Identified	Proposed Change	Severity
Participants initially searched the main navigation for the About Us page before locating it in the footer, indicating a mismatch between placement and user expectations.	Add an About Us link to the main navigation or a more prominent area of the homepage to improve visibility and align with common web conventions.	Low
The label "About Us" may not stand out enough among other footer links, causing users to overlook it when scanning quickly.	Use clearer labeling, such as "About Denny's," or visually emphasize the link to improve scannability.	Low

TASK 2 FINDINGS

TASK #2:

It's your little sister's 9th birthday soon, and you want to get her a comfortable sweatshirt she can wear to school and around town. You know she usually wears a **girl's small**, and you've heard that Denny's sweatshirts are soft and stylish. Using the website, **find a crewneck sweatshirt in her size.**

RESULTS:

Task #2 had the longest completion time across all participants. There was noticeable confusion surrounding both sizing and department navigation. Participants were instructed to find a size small; however, the main navigation categorized sizing by numbers rather than standard letter sizing. For participants unfamiliar with this system, it was unclear which section corresponded to a "small," leading to multiple clicks and backtracking before identifying the correct size category.

Participants also struggled to determine where a crewneck or sweatshirt would be located within the site. Participants 1 and 3 initially searched under loungewear, while Participant 2 first checked jackets. It took several attempts before all participants identified that crewnecks were categorized under "tops."

Additional confusion occurred once participants reached the sweatshirt section. Sizing options varied by brand or item, with some products offering letter sizing and others only numerical options. The lack of a visible sizing guide further contributed to uncertainty during the selection process.

TASK 2

Issue Identified	Proposed Changes	Severity
Participants were confused because sizing in the main navigation was organized by number ranges rather than letter sizes. This made it difficult to locate a size small and caused extra navigation.	Include both number and letter sizing in the main navigation or allow users to filter by size immediately to improve clarity.	Medium
Participants struggled to locate crewneck sweatshirts, initially searching in categories like loungewear or jackets. This suggests unclear or unintuitive product categorization.	Improve category labels or cross-list items in multiple relevant sections to support easier navigation.	High
Inconsistent sizing formats across products created uncertainty during selection. Some items used letter sizing while others only used numerical sizing.	Standardize sizing across products and provide a visible sizing guide on all product pages.	Medium

TASK 3 FINDINGS

TASK #3:

You're planning to buy a few items online but want to make sure there won't be any surprises with shipping or returns. You want to know how long shipping will take and what your options are if something doesn't fit. Using the website, locate the **page with shipping and return information**.

RESULTS:

For Task #3, all three participants completed the task quickly and with little difficulty. The average time to locate the return and shipping information was approximately seven seconds. Participants immediately scrolled to the bottom of the page and identified the correct link in the footer without confusion.

This efficiency may partly be due to Task 1, in which participants were already directed to explore the footer while searching for the About Us page. As a result, they appeared more familiar with the location of informational links by the time they reached this task.

Although participants were successful, this information is currently only accessible in the footer. Providing an additional, more visible access point higher on the page could improve discoverability. However, this may not be a high priority, especially since previous feedback indicated that the homepage already feels cluttered, and adding more navigation items could contribute to that issue.

TASK 3

Issue Identified	Proposed Changes	Severity
Return and shipping info is only in the footer, which may reduce discoverability for first-time users.	Add a secondary link higher on the page, such as in a "Customer Service" section, without cluttering the homepage.	Low

TASK 4 FINDINGS

TASK #4:

A friend told you Denny's clothing just released new seasonal items, and you want to see what's available in your size. You're curious to browse the latest arrivals to find something you like. Navigate to **New Arrivals** and locate one item, checking that your size is in stock.

RESULTS:

For Task #4, participants were able to identify items of interest in the New Arrivals section fairly quickly, but some confusion arose about sizing and labeling. The homepage clearly includes Women's and Men's sections in the main navigation, so participants expected adult clothing under "Women's" rather than "Juniors."

Additionally, female participants initially had trouble locating the women's department in the sidebar filters, and many products were labeled "Juniors," making it unclear whether they were intended for adults or younger shoppers. Participant 2 navigated back to the top menu to find the correct section, while Participant 3 was confused by the "Juniors" labeling but could locate items using the main navigation.

Although participants eventually found suitable items, the inconsistency between expected labels, product sizing, and filter options caused uncertainty and slowed the browsing experience. Providing clearer labeling or more consistent filter options could improve clarity and reduce confusion.

TASK 4

Issue Identified	Proposed Changes	Severity
Product labeling uses "Juniors" instead of "Women's," causing confusion about whether items are for adults or younger shoppers	Clearly label adult items as "Women's" or include both "Women's/Juniors"	Medium
Sidebar filters do not include the Women's department, making it harder to narrow results	Add a Women's filter to the sidebar	Low
Inconsistency between top navigation labels and product pages creates uncertainty	Align navigation and product page labels for Women's items	High

TASK 5 FINDINGS

TASK #5:

You're planning to visit a Denny's store in person to try on a few items before buying. You're not sure which nearby or convenient locations are. Using the website, find the page **listing store locations** and identify the closest store to your area.

RESULTS:

For Task #5, participants had varied experiences when searching for a store location closest to their homes. Overall, all participants found the store locator link within approximately 10 to 15 seconds. Participants 1 and 2 located the link in the top-left corner of the homepage, while Participant 3 scrolled to the footer, where she had previously found links such as the "About Us" and the return and shipping information. This suggests that prior exposure to the footer during earlier tasks may have influenced her navigation behavior.

Participants 1 and 3, who live in the Northeast, were able to identify nearby store locations with little difficulty. However, Participant 2 experienced significant challenges finding a location in Florida. After entering her address, no results appeared. She then tried searching by typing "Florida," but the map still did not display any locations. Despite this, a store does exist in Boca Raton, Florida, when viewing the map without using the search function. This inconsistency created frustration and uncertainty during the task.

TASK 5

Issue Identified	Proposed Changes	Severity
Multiple navigation paths to the store locator may create inconsistency in how users access the feature	Maintain both access points but ensure clear labeling and consistent functionality	Low
Inconsistent experience between manually browsing the map and using the search bar	Ensure the search feature pulls from the same database as the visible map locations	Medium
Store locator search does not reliably display results based on user input, even when a valid location exists	Improve the search function to return accurate results based on address or state	High

APPENDICES

Appendix A- Usability Test Script

Appendix B- Usability Tasks

Appendix C- Usability Consent Form

APPENDIX A- USABILITY TEST SCRIPT

PARTICIPANT INTRODUCTION

Hello (participant name), thank you so much for taking the time to participate in this study today. My name is _____, and I will be guiding you through the session.

Before we begin, I want to explain what we will be doing so you know what to expect. You were given a short overview earlier, but I will go over it again. Today, we are going to explore Denny's website and evaluate how easy or difficult it is to use. The goal of this session is to better understand the overall user experience, including how people navigate the site, find products, and complete common shopping tasks. We are especially interested in how long it takes users to complete certain tasks and what challenges they may face along the way.

The session will take about 30 minutes. I want to emphasize that we are testing the website, not you. There are no right or wrong answers, and you cannot make a mistake. Your honest feedback is extremely helpful and important for improving the site.

As you go through each task, I would like you to think out loud. This means sharing what you are looking for, what you expect to happen, and anything that feels confusing, frustrating, or easy. Hearing your thought process helps us understand how real users experience the website.

With your permission, I would like to record both your screen and our conversation during the session. The recording will be used only by the research team and will not be shared outside this project. It will help us review your feedback and accurately measure task completion time. If you are comfortable with this, I will ask you to sign a consent form that confirms your participation and the recording.

Hand the participant the consent form.

During the session, you are welcome to ask questions at any time. I may not be able to answer right away because we want to observe how users naturally interact with the website. However, I will do my best to help if needed once a task is complete.

Do you have any questions?

APPENDIX A- USABILITY TEST SCRIPT

WARM-UP QUESTIONS

Before jumping into the tasks, I would like to ask you some questions to help learn a little more about you:

- What activities or hobbies do you spend the most time on during the week?
- How do you usually discover new websites or online stores?
- When shopping online, what's the first thing you usually look for on a website?
- What are some of your favorite websites that you visit regularly?
- What do you like about those sites?

TASKS ([task list located in appendix B](#))

Great! Thank you for answering those questions. We will now shift our focus to the website. I have sent a link in the chat that takes you to the Denny's homepage.

Please let me know once you have accessed the homepage. You will have the next couple of minutes to look over the landing page so you can become more familiar with the overall layout. Feel free to scroll through the page, but please do not click on anything yet.

If you don't have any additional comments or questions, I will now begin reading each task to you one at a time. For this session, we ask that you do not use the search bar while navigating the site so we can better understand how users move through the main navigation.

APPENDIX A- USABILITY TEST SCRIPT

WRAPPING UP

Thank you so much for your time and for working through these tasks today. Before we finish, do you have any other comments or recommendations about Denny's website or your experience using it? Was there anything that stood out to you, either positively or negatively?

If that's all, do you have any final questions for me?

As a thank you for your time and honest feedback, you will receive a 20% off coupon that can be used on your next purchase on Denny's website! We really appreciate your participation. Your feedback will help us better understand how users interact with the site and identify ways to improve it.

APPENDIX B- USABILITY TASKS

- 1) You've heard great things about Denny's clothing from a friend who loves their quality and style. Before committing to a purchase, you want to know more about the company's history and values so you can feel confident supporting the brand. Imagine you're trying to decide whether it aligns with your style and values. Using the website, find the About Us page.

- 2) It's your little sister's 9th birthday soon, and you want to get her a comfortable sweatshirt she can wear to school and around town. You know she usually wears a girl's small, and you've heard that Denny's sweatshirts are soft and stylish. Using the website, find a crewneck sweatshirt in her size.

- 3) You're planning to buy a few items online but want to make sure there won't be any surprises with shipping or returns. You want to know how long shipping will take and what your options are if something doesn't fit. Using the website, locate the page with shipping and return information.

- 4) A friend told you Denny's clothing just released new seasonal items, and you want to see what's available in your size. You're curious to browse the latest arrivals to find something you like. Navigate to New Arrivals and locate one item, checking that your size is in stock.

- 5) You're planning to visit a Denny's store in person to try on a few items before buying. You're not sure which locations are nearby or convenient. Using the website, find the page listing store locations and identify the closest store to your area.

APPENDIX C- CONSENT FORM

To the right is a copy of the consent form that was used during this study.



Participation Consent Form

Please read the following statement and sign where indicated. Thank you for your participation.

I, _____, voluntarily agree to participate in this study conducted by Denny's research team. I understand that my voice and computer screen will be recorded for research and data collection purposes. I understand that my participation is voluntary and that I may withdraw from the study at any time without penalty.

Print your name: _____

Signature: _____

Date: _____

Thank You!

UX RESEARCH ANALYSIS

Melanie Topchik