

Organizing Your First Website Usability Test

Cornell Drupal Camp 2016 • #DrupalCampCU • @anthonydpaul

Why do we conduct usability tests?







Our instinct is to imagine someone like ourselves. Most of our users are nothing like us in any way.

via Eric Meyer's WC Northeast Ohio 2016 Keynote

http://wordpress.tv/2016/06/24/eric-a-meyer-design-for-real-life/

Who we test with defines who we care about. i.e., Accessibility, real-world "Stress Cases"

via Eric Meyer's WC Northeast Ohio 2016 Keynote

http://wordpress.tv/2016/06/24/eric-a-meyer-design-for-real-life/



- 1. Validate our assumptions (debunk stereotypes)
- 2. Inform our design decisions (to debate the team)
- 3. Show success over time
- 4. Grow as a practitioner (e.g., hamburger icon)

But I'm not a researcher Where do I start?

Idfive

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Director of User Experience

@anthonydpaul

what you need

Project Goal A reason to test, to be translated into research goals When to test and what type of test(s) Test Strategy Or, other artifact Prototype Hardware, software, or physical space **Test Facility** Demographics, if relevant Participants

Project Goal(s) Why are we even working on this project?

goals come in all shapes and sizes

UniversityProspects to easily find degree infoe-StoreReduce shopping cart abandonmentNon-ProfitDrive donations

goals shouldn't be prescriptive

🗸 Good

Allow visitors to quickly find specific degree program(s) of interest. List all degree options on the homepage.



ok to have multiple goals (but prioritize)

- 1. Communicate the school brand and a positive student experience.
- 2. Allow prospects to quickly determine if the school has their program(s) of interest.
- 3. Drive prospects toward contacting the school to inquire about a program and its cost.

Test Strategy What tests should we run and when?

Project Constraints +

Hairiest Problems (priorities)



project constraints (type)

- What's our test budget?
- How many sets of tests can we run? (usually 8–12 ppl per)
- Who's in charge of recruitment?
- Do we have demographic requirements?
- Are participants local?

focus on hairiest problems (when)

Too much content. (early) Test info architecture or interactive menu concepts.

VS.

Brand perception is important. (late) Test design concepts, photography, and copywriting.



Moderated vs. Unmoderated

In-person vs. Remote

Desktop vs. Mobile

Assistive Devices (accessibility)

Example Time University

constraints

hairiest problems

1 test round (8–12 ppl)

Participants not local

Automated recruitment

Use online system(s), unmoderated

constraints

hairiest problems

1 test round (8–12 ppl) Participants not local

Automated recruitment

Too much content; hard to find things

Use online system(s), unmoderated Test early prototype, perhaps wireframes

decision, for starters

Use **TryMyUI** for recruitment, facilitation, and recording Use **InVision** to assemble prototype with designs or wireframes

Use online system(s), unmoderated Test early prototype, perhaps wireframes

InVisionApp.com



InVisionApp.com



InVisionApp.com



Test Script Project goals to user tasks



- 1. Communicate the school brand and a positive student experience.
- Allow prospects to quickly determine if the school has their program(s) of interest.
- 3. Drive prospects toward contacting the school to inquire about a program and its cost.

goals ~> research questions

- 1. Can users find the main menu?
- 2. Do users understand how the menu works?
- 3. Does the program finder behave as expected?
- 4. Can users find specific details about a program?

goals ~> research questions ~> tasks

- 1. Without clicking on anything, where would you expect to find information about a degree in nursing?
- 2. Find information about a nursing degree.
- Return to the homepage. Use the program finder to find information about a degree in physics.

assemble script

Weave in multiple goals

Find preferences first, then test tools

Test Script

College is a higher level education institution. Today, you'll be browsing this prototype as a prospective student learning more about our college and offerings, viewing pages someone choosing a school might view as part of their decision-making process.

Where possible, we've included the pages we anticipate you'll need to click through to arrive at each destination page, but note this is not a complete website and many of the links outside of the prescribed tasks may not work. If you expect a specific non-working link to take you to the requested content, vocalise that feedback.

ID	Task	Expected							
	Desktop								
1	Without clicking on any links yet, scroll around the page to become familiar with what is there.What are some of the things you are able to do on this page?Are there things you would expect to do on a page or site like this that you don't see on this home page?	Able to: Learn about, get news, contact							
2	If you wanted to learn more about an undergraduate major in nursing, where would you expect to do that? Look for information about an undergraduate major in nursing.	Predicted paths: • Interest Finder > Program Detail Page • Main Menu > Academics > Interest Finder > Program Detail Page • Main Menu > Academics > Schools > Nursing (school) > Program Detail Page • Main Menu > Academics > Academic Programs > Program Detail Page							
3	If you wanted to apply to this nursing program, where would you expect to do that?	Predicted paths: • Apply Now (CTA)							

pilot test

Pilot test with a friend to get a sense of timing

Test Script

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Where possible, we've included the pages we anticipate you'll need to click through to arrive at each destination page, but note this is not a complete website and many of the links outside of the prescribed tasks may not work. If you expect a specific non-working link to take you to the requested content, vocalise that feedback.

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		• Main Menu > Academics > Schools > Nursing (school) > Program Detail Page
		 Main Menu > Academics > Academic Programs > Program Detail Page
3	If you wanted to apply to this nursing program, where would you expect to do that?	Predicted paths:
		 Apply Now (CTA)

Setup Web applications

Scenario and tasks

Title											
Tester platform	Pick One										
Site type	Pick One C										
Website Address											
	Check URL (this will open the address in a blank window)										
Scenario											
	<i>N</i>										
Tasks	NOTE: Each unindented line is presented as a separate task. Indented lines are shown with task above them. The test is limited to 20 minutes										
	total recording time.										
	 This is the first example task. The second task asks the user to login. The login info is indented on the next lines so they are shown with this task: 										
	login: foo password: bar										
	 The third task is on an unindented line again. Be sure to use the preview button just below to see how these 										
	tasks are presented to the tester.										
	preview (you can preview how testers actually see your tasks)										
Perform an impression test?	 Yes, start the test with an impression test. 										
(What's this?)	• No thanks, no impression test needed.										
Only new users	Ok to use testers who have done my other tests.										
,	 Don't allow testers who have done other tests for me. 										

preview (you can preview how testers actually see your tasks) Perform an impression test? Yes, start the test with an impression test. (What's this?) • No thanks, no impression test needed. Only new users Ok to use testers who have done my other tests. O Don't allow testers who have done other tests for me. **Survey Questions Survey questions** What was the worst thing about your experience? What other aspects of the experience could be improved? What did you like about the website? What other comments do you have for the owner of the website? Single Ease Question I do not want my SEQ task rating. I want SEQ task rating with my test. Testers

Survey Questions



Task Completion



Task 1 : Without clicking on any links yet, scroll around the page to become familiar with what What are some of the things you are able to do on this page? Are there things you would exp a page or site link this that you don't see on this home page?

Task Duration



Task 1: Read the frame of mind scenario out loud.

SEQ **(2)** Overall, how difficult or easy did you find this task?



Task 1 : Without clicking on any links yet, scroll around the page to become familiar with what What are some of the things you are able to do on this page? Are there things you would ext a page or site link this that you don't see on this home page?

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uur2 (104075)	27 m	100+ ut			failed but throught completed venit to apply now	mails menu bies		essily and apply row class sume page	for controling because bit lips ha should have been able to do 0 while doing 0 and 7		bilet issied for language articlar in footer, data find fans, somen iss small is fod in main mans, language articlar and manne in prototypet, looked in International students			rance was report confining to reacting other indicate Myranecs is different	was contrast when the manu was different		3-NO	7 1	, ,	7	3-NO 7	,	2 7		(b) I bits that the context is between paper assed to be approved. I also that that the exclusion is not congruent from page to page, both to the mean and on the pages themselves.		ur. The site seamed party good, but with same be and insignifies and carteet changes could ne be analyze n
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atar5 (104287)	32 m	40-100 us	gad school y	weit fing look af what mit one chieved flocus on fails, ward skudwri's ampee diwe like melewe	failed they til as seen under agging near under internet finder find then backed out, thind megned info, apply some didn't as- main metra	mourner with officially, they dight are main many, used data were main many, used data where here down the an discovered admissions not found in previous tank, isolated at the data are give links, then found adforming	la sont a grant of a sont of a sont la grant of the sont of a sont lage to go haven a sond i viewest lader	wooses, used da is reidda of the page worked from to propositive into based on maning page, dith we a form as tried apply now in based or next	taccess and school of ferming laps to studgets back to school, was unsure howing out there have page but tried search and had success	Millio harra anon, aned Millio harra harra dan bar ba able to schedule a bur	Mad make mera long for fog inter interaction party out of at balance but found it, also footend in factor, "Were lars in the top right"	panellingo to nav bask to harre	used interest today before an experited, used back array to nor up; run out of firm before supre	ran ost of line	nas out of lines	• •		, ,	• •	•	• 7	•	• •	I took me story i fi mindre franzi de operate i too fan die he too story fan instand by the 3 been in the too story of our first board too scoregilat the easter back gather.	8. but 8 look longer than expected. Releva hyperficies would have helped get me to those destinations guidter.	ve. Use how open and simple the design is, and colleges and solventies to the ready different submittees and thes regulars and and the design open says to ensure a the design context was any to ensure the design context was any to ensure the design open says and the second design open says and the second design open says and the second design open says and the second design open says and the second design open says and the second design open	The creatil experience was exployable. en, est
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user12 (104106)	30 m	40-100 us	ged school -	ward to request life on a peeting program, can issuith, anticed make means, and the internet funder, don't have to response to success range to find programm, went to the according tort; toreactly i as shout on the according tort; tormally i as shout on the according tort; tormally i as shout on the start of the shout on the shout don't nee it in the section but don't nee it in the	success; found in main menu; menu bullon in normally on the left	excorer, used qu'ak links; also locied in main reenz; also devid he state into de l tarse also: To year very clintat to base	taccess; used mails mena, academics, internat limber; easily located	wacsen; used dia in middle of page; very easy to find	tactorer, used main mere to ashoch page	a maanaa, madgind harna Den used haadar bak	woreen; kaledin main menu linit, needad is zoon axi to see enough of screen	used logo to new back to have	macone, pred interest finde easily, naturally, behaved as expected	excess, "tabased exactly as supecial"	oleer with brand		7		, ,	7	• 7	,	3 3	I did not find anything wome about my experience - I was able to get to all the satisform of the site using only the marigat	 I consulty apped the mesu to be on the confinent diste - that can be moved. 2. This is linear in to write all and some fixing and of due to appear resolution - the meru can be made a bit sources. 	 The site is proby will organized - I was able to get to all the and line of the data and the regardence and its that 2. The better probability of capacity of the targe overwhelding. 	I für is see accreditation information (or ng alkant für hilf on the home page - that can be added.
Failures (cf 12pp) AVG Successful AVG Overall				844534655455												5.50 5.61	5 5.29	7.00 1	1.64 8.10	6.63	4.40 7:	50 6.42	1 0 6.00 6.60 6.00 6.60				
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	А	G	Н	I.	J	к	L	М																			
1	user	t3 - review home	t4 - undergrad admissions	t5 - tuition	t6 - nursing program	t7 - apply now	t8 - school	t9 - visit																			
2	user1 (104073)	noticed menu button right away; feels there is room for courses and other about info in the main nave bar; don't see contact info in header	looked at interest finder first, but opted to use main menu; no issue finding admissions info > freshmen in main menu and with sidebar quick links	failed; scrolled down to look first, then went to main menu rather than using quick links; didn't notice quick links; thought it would be under admissions but didn't see it	success; used main menu to academics then interest finder	used cta	success; used main menu, academics; switched to main menu, admissions; back to academics, used interest finder; thought program page was school of nursing home page; then used main menu nursing logo to find home page	used main menu to go t homepage; looked in m menu again; then used header cta																			
3	user2 (104075)	stats feel arbitrary "out of place" of questionable trustworthiness; 12-1 student ratio, for what? undergrad? grad?; all numbers feel inflated, bogus	failed but thought completed; went to apply now	failed; found menu, went to admissions, then tried academics, didn't see submenu tree; tried search next; maybe request info; "fairly confused"; didn't see it in quick links; didn't use main menu trees	for nursing used main menu, academics; used interest finder; no problem	easily used apply now cta on same page	to go from dyc, to go to homepage for school of nursing went home, used interest finder again; changed mind went to academics in menu; scrolled down to school; scored lower for confusing because felt like he should have been able to do 8 while doing 6 and 7	easily found visit cta; we back to home and used header link																			
4	user3 (104080)	may want to look for a directory of staff; to contact someone who reached out; might also expect student directory; see some stories about what students have done with these degrees; want features, social to be higher on the page	failed; not seeing main menu; looking around page for something for students	failed; wanted to click on \$17k stat for money info; didn't see links to financial aid; didn't see main menu	sort of failed; went to interest finder right away; "that all makes perfect sense"; used it with no problem but didn't click on nursing degree; found financial info on apply now page after the task; "register doesn't mean anything in an application context"	easy but had content they didn't realize was there	failed; went back to home, didn't find any breakdown of academic schools or programs; interest finder doesn't tell me where to get to department page	easy to find but a lot of content is hiding in page that don't make sense																			
	user4 (104085)	focus on stats first	expected front and center;	was on admissions page and	success; looked in	looked around page and	looked in main menu,	used plan a visit shortcu																			

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fx	failed but thought co	ompleted; went to apply now													
	A	R	S	т	U	V	w	X	Y	Z	AA	AB	AC	AD	AE
1	user	t14 - brand switch	1 - t3 score	2 - t4 score	3 - t5 score	4 - t6 score	5 - t7 score	6 - t8 score	7 - t9 score	8 - t10 score	9 - t11 score	10 - t12 score	11 - t13 score	12 - t14 score	What was the worst thing about your experience?
12	user11 (104108)	ran out of time	7	1 - NO	1 - NO	7	7	7	7	1 - NO	7	7	7	7	It was frustrating to find out late in the test that the Admissions Information was listed under the menu in the top right hand corner, as I was not able to find it before.
13	user12 (104109)	clear sub brand	7	6	7	7	7	7	7	5	7	7	7	7	I did not find anything worse about my experience - I was able to get to all the sections of the site using only the navigation.
14	Failures (of 12ppl)		0	4	5	1	1	1	0	7	0	0	1	0	
	AVG Successful		6.58	5.63	5.29	7.00	6.64	6.18	6.83	4.40	7.00	6.42	6.00	6.67	
16	AVG Overall		6.58	4.42	4.00	6.92	6.25	5.83	6.83	3.17	7.00	6.42	6.08	6.67	
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anthony.d.paul@idfive.com 👻

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 f_x failed but thought completed; went to apply now

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ser				1.1.7.0	Д
	12 - t14 score	What was the worst thing about your experience?	What other aspects of the experience could be improved?	How does this web site compare to other school sites you have seen?	Please provide any additional thoughts on the overall experience, content organization, ease of use, etc.
ser1 (104073)	7	I was unable to find the Tuition fee and I explored all the pages to find it. I was unable to find it which was frustrating.	The main menu bar can be changed. Instead of displaying all the menu options when Clicked on a menu button, All the menu options can be provided on the homepage.	Most of the other school websites have all the courses in the same page and the one thing that is good on this website is that there is a specific home page for each course which is really helpful.	Overall, The experience was good. The content organization is also good but the ease of use can be improved by making more menu options available on the homepage to facilitate easy navigation.
ser2 (104075)	7	The navigation became confusing. Especially when I was on the school of nursing homepage and wanted to navigate back.	I think that the continuity between pages needs to be improved. I also think that the navigation is not congruent from page to page, both in the menu and on the pages themselves.	1 11	The site seemed pretty good, but with some small navigation and content changes could be amazing.
ser3 (104080)	6	I didn't like that many of the sections that I thought would be visible on the front page were hidden in the menu button on the top right. That feels like a mobile site instead of a normal web site. There was plenty of space on the main page to include things like "Academics" and "Admissions" as their own, visible links.	Some of the secondary pages include information that repeats what is on the front page, such as when you click "Academics" and the find-a-program tool shows up again at the top. Secondary pages should focus on the new information they are providing rather than repeating what was on the front page.	It's less interesting on the front page than other schools, which usually include lots of photos and feature stories about big events happening at the school or with its alumni. What are some successful alumni doing? What big events are coming up at the school? What achievements are the faculty having lately? What initiatives is the college undertaking? You want to show a sense of forward movement and progress and growth on the front page.	The secondary page for find-a-program is very small for a normal web site. Again, it feels like it is optimized for mobile browsing.
ser4 (104085)	7	No Response	No Response	No Response	No Response
ser4 (10	94085)	14085) 7	"Academics" and "Admissions" as their own, visible links.	"Academics" and "Admissions" as their own, than repeating what was on the front page. visible links.	"Academics" and "Admissions" as their own, visible links. What achievements are the faculty having lately? What initiatives is the college undertaking? You want to show a sense of forward movement and progress and growth on the front page.

63

extra credit

Use **TreeJack** for quantitative IA testing (\$150 USD for 1 survey) Use a local library's **assistive computer lab**

Use online system(s), unmoderated Test a late code prototype in QA process

OPTIMAL WORKSHOP	Treejack	OptimalSort	Chalkmark	Questions	Reframer	
	Plants					
Setti	ngs Tree	Tasks Mess	sages Quest	ionnaire App	earance Re	cruit
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	L Waterme	lon				
	L Squash					
	L Carrots					

OPTIMAL WORKSHOP	Treejack	OptimalSort	Chalkmark	Questions	Reframer				
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	Image:								
2	2 Where would you expect to find a Christmas tree?								
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OPTIMAL WORKSHOP	Treejack	OptimalSort	Chalkmark	Questions	Reframer					
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We can your tar	Quick and easy targeted recruitment We can source participants for your survey depending on your requirements and budget. Configure your targeting options and we'll take care of the rest! Learn more									
थ G	et a quote									

Task 1 of 2		Skip this tas
Where would you expect to find	a Christmas tree?	
Home		
Shrubbery		
Rose	I'd find it here	
Nose		



Plants			<i>I</i> ∉ Edit
Overview Analysis Downloads Sharir	ng		
Participants Task Results First Click	Paths Destinations		2
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Task 1	Filter: V Direct Success	✓ Indirect Success ✓ Direct Failure ✓ Indirect Failure	Direct Skip 🖌 Indirect Skip
1. Where would you expect to find a tasty s	nack that grows in the soil?		
No correct answer(s) set			
SUCCESS	PARTICIPANT	₹ PATH	4 7
	1	> Shrubbery > Rose	
	2	> Produce > Carrots	

dclibrary.org/services/accessibility





Closing Why do we conduct usability tests?

The price of light is less than the cost of darkness.

Arthur C. Nielsen, Market Researcher





InVision http://invisionapp.com **TryMyUI** <u>http://trymyui.com</u>

TreeJack http://optimalworkshop.com/treejack

(my talks and blog) http://adp.rocks or http:// http://definition http://definition http://defi

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