

Usability Report

Roz Ross Executive Coaching

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Group twenty-8

Friction

There was not a lot of friction met during our usability testing. Keeping in mind the typographic hierarchy and our design principles were very important and proved useful while designing and developing. Most feedback was positive, which is to be proud of but not the most helpful in terms finding more improvements. The tasks the select users were asked to complete are a vision of what a typical executive, middle aged target market would search for.

There was a minimal amount of friction when locating Roz' email, which is only located in the footer. A couple people looked around on the home page and the about page, the rest scrolled and found it located in the footer.

Solution

Our solution was adding a email form (also in the footer). This acts as an invitation once the user has scrolled through all the page content to finally contact Roz and either ask questions or sign up for a service. The form is also much larger and visible than the simple, clickable email text button in the footer.

Appendix

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Task	locate Roz' email address	Project	Roz Ross
Facilitator	Twenty - 2		
User	Facilitator Observations	User Feedback	
1 David	User scrolled thru page until found in footer.	"Clear location in footer"	
2 Hollie	Scrolled to footer and located easily	"I like how you can click it"	
3 Jordan	Went to about page, scrolled to footer	"Where I thought it would be"	
4 Alex	Looked on about page until found on footer	"Good spot"	
5 Evelyn	Scrolled right to bottom and found under Contact info.	"I like how you have an email form handy too"	

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Task	Find the school Roz studied at		Project	Roz Ross
			Facilitator	Twenty-8

	User	Facilitator Observations	User Feedback
1	David	Looked thru home page, looked thru about page	"Nice Certifications Section"
2	Holli	Went to about page, then located.	"It's clear"
3	Jordan	Looked thru about page	"I expected it to be under About"
4	Alex	Went to about and located	"Good"
5	Evelyn	Clicked "get to know me" and found on about page	"The typography and spacing makes it easy"

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Task	Find out more about Roz's SPICE service		Project	Roz Ross
			Facilitator	Twenty-8

	User	Facilitator Observations	User Feedback
1	David	Scrolled, clicked "see more services" and clicked SPICE icon	"Nice how it all leads there"
2	Holli	Went to services page and clicked on the icon	"Nice icons"
3	Jordan	Clicked "see more services", scrolled thru page and found SPICE	"Nice and organized"
4	Alex	Went to services and clicked SPICE	"Good hierarchy"
5	Evelyn	Went to services page, looked around and scrolled to SPICE info.	"I love the nav with the icons"

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Task	Read one of Roz's blog posts	Project	Roz Ross
		Facilitator	Twenty-8
User	Facilitator Observations	User Feedback	
1 David	Scrolled on home page and clicked featured blog post	"I like how there's a couple featured"	
2 Hollie	Went to blog page and clicked on featured post.	"It's good you have a couple ways to get there"	
3 Jordan	Went to blog page and clicked on a post	"Nice blog page, easy to find"	
4 Alex	Scrolled on home page and clicked on featured post.	"The blog post card is nicely designed"	
5 Evelyn	Went to blog page.	"Easy"	