

Expectancy Tests

We conducted expectancy tests in one-on-one sessions with seven users, to ensure they could process information our product was presenting, and use that information to complete tasks. Two rounds of expectancy tests were conducted with separate iterations of our design wireframes. The main focus was on information architecture, how to organize the vast amount of data in available to them. Test subjects were able to parse the data presented very well – collectively 91% of all tasks correctly with no hesitation or pause. Test subjects were asked to suggest what information they wished was available, and would like to see.

Scoring

Test Round 1 Average Score: 92.5 out of 100, with four users

Test Round 2 Average Score: 90.2 out of 100, with three users

Pull Quotes

I can tell I'm looking at Tylenol results. I love that design. I can see they're sorted by most relevant. I would try to change with this button at the top.

I would want to know how dangerous this medicine is for children. Has this thing been recalled? Maybe an icon showing it's been recalled in the past. Maybe it has been fixed, but I want to know if it ever was. [I want] the safety rating for it.