

Usability Test and Measurement

Introduction:

Five users will be tested with assigned tasks. Three of them are fans of Stephen Curry and two of them have not watched NBA before. In the following tracking record part, effectiveness and efficiency will be analyzed according to their actions and time to complete.

Task based Measurement

For Task -1, five users all take time to go through the homepage of profile. For average of 10 seconds, they find the “Bio” section in the middle navigation bar and start to go through SC’s biography.

During reading the introduction of SC, differences can be found between fans and non-fans. Three SC fans starts with the “PROFESSIONAL CAREER” and read word by word. When finishing the second column of “BEFORE NBA”, they start to be impatient, and go through the last column of “PERSONAL LIFE” in a quicker way than before. The two non-fans read out about half of the content in the first column of “PROFESSIONAL CAREER” and switch to the next column. They go through these three columns in a shorter time than that of SC fans.

During task -1, it can be found that no error clicks happen, but the navigation bar that includes “Profile” section is not obvious enough for users to find in a short time. Through their reading experience, the biography content is reported to be too wordy to read for SC’s fans ,and too stats-based and professional for non-fans.

For Task -2, four users get access to the “Videos” section besides the “Bio” section immediately. One SC fan user goes back to the homepage and clicks on the video pushed by the website as he remembers when he goes through the website in Task -1. In the “Videos” section, two non-fan users choose the first video to watch, which introduces the 2009 Draft. The other two go through this section and take some time to select their targeted videos. They both choose the highlight videos including “Top Stephen Curry Long-Ball Threes” and “Best of Stephen Curry’s 3-points from last 5 seasons”.

During Task -2; the navigation performs well because the section is placed near the “Bio” sections, and there are other channels for videos pushing instead of the “Videos” section. But the section “Videos” without classification make users take more time to find videos interested.

For Task-3, it is difficult for all of them to complete. Two of the users start with the “Videos” section but find there is not related videos; while three of them turn to “Stats” section, and go through the seasonal stats. But they cannot find a specific game and the videos in this page. Four of them suspect that there is no such service in this website. Only one of the five users goes back to the “Profile” page and clicks on the “Last 5 Games” with video sharing, successfully completing the task.

During Task -3, users can hardly find a game with stats and videos. And they might be misled to the wrong section. As the only one user who successfully completes the task, he reports that it takes a quite long time to find this and there are limited games in

the page for choices, and videos are available for subscribed users only.

For Task -4, two of the fan users want to find SC's achievements and records. One goes to the "Stats" section again but finds general stats of SC but not records. Another goes through the "Profile" section and finds "Awards and Honors" at the bottom. The other three users want to know how is SC playing and turn to the "Videos" section. They choose different videos except that one of them click on the video of "Best of Kevin Durant's double crossover" that is not related to SC.

During Task -4, for freely browsing, users are inclined to the data that are not complex for example the awards instead stats for each game. They also favor videos as a visual and direct way to know how a basketball star is playing.

After reviewing their experience, two of the fan users report that they think the website performs well for professionalism and detailed information. While the other three mention that too many numbers distract their attention and it is too professional for new audience to go into NBA. The choices of player videos and attractive news is also not enough in this website.

In conclusion, during the 5 tasks, users could get access to basic functions of bio, videos, and stats display. But the navigation bar is not obvious enough that it costs more time for users to find a targeted section who go to this website for the first time. In terms of multiply stats displayed, users may confuse which stats matter most and cannot find the outstanding stats of a player as a brief understanding. When without a specific task,

users are more inclined to videos as a relaxing and visual experience to know a player.

A well classified videos section may improve the efficiency that users find their targeted content.