

Usability Test Report by Group 4

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Web: <http://martyrsbay.co.uk/>

Introduction

A usability test is intended to determine users' ability to complete routine tasks, using interface facilities. Often usability test is conducted by potential users remotely, when users are asked to complete routine tasks or answer few questions about the web. Answers are recorded to analyze it and make potential improvements.

Group 4 conducted 3 tests to spot main limitations of the web.

Participants, executive summary and methodology

5 seconds test was taken online. 18 students from MMD, age from 18 to 30 took part in it.

Given questions:

- What is the name of the place?
- What was the first thing you saw?
- What would you like to order?
- Did you see the navigation bar?
- Do you think this page can be useful? Why?

5 Second Test LINK: <https://usabilityhub.com/do/61d9cbd8244c/719a>

Trunk test was taken personally in KEA campus. 3 students from KEA Digital, average age 25 took part in it.

Given questions:

- What is this site about?
- Which page am I on?
- What are the main sections?
- What navigation options do we have?
- How can I search?

Expert review (Cognitive Walkthrough) was taken personally with Senior Web-Developer from ProReact, age 32, experience 5+ years.

Given tasks:

- Find information about the place
- Find contact information and opening hours
- Find menu

Given questions:

- Will the user know what to do?
- Will the user see how to do it?

- Will the user know whether their action was correct?
- Where would you expect to find this information?

Results and summary

5 seconds test

80% of the respondents answered correctly the question #1, so main attention goes to the name and the logo. For the biggest amount it was hard to see navigation bar or to say what kind of restaurant it is if it is a restaurant, but not a bar or a café.

Trunk test

All respondents said that the web is about a bar, a restaurant or a café or all together as there are three words, that you can clearly read on a frontpage.

All respondents were also agreed on “bar”, “restaurant” and “café” are three main sections of the web and all believed, that they are clickable.

Menu was easy to find; however, respondents were disappointed about it is so poor and that those three above mentioned pictures are not part of the menu.

There is no possibility of searching and users couldn't find any practical information on the web.

Expert review (Cognitive Walkthrough)

It was very hard for expert to find about-information, expert tried to click home page for it, but home and index pages appeared to be the same page. Even though “about” text is located right in the middle of the frontpage and should be seen first, it is the last thing person reads as the font is small and colors are very eye-unfriendly, so eyesight is kind of avoiding reading it. Expert would expect this information to be on a frontpage very clear, beautiful and noticeable. Twitters on the frontpage look like an error.

Practical information was also confusing, for example, opening hours or contact details. There is a telephone number and possibility to email, but people do not email to pubs or cafes very often and phone number is unclear, as it doesn't have country code (and we understand that this web is made mostly for tourists, not for locals). 4 links at the bottom were even more strange as it is indefinite what those links are about and if they are safe to click. There are no opening hours, but after spending some time expert found that menu is served after 6pm. As this very important for the restaurant information is missing, expert suggested that they are not in business anymore. Expert expected to find this very full and detailed information in one of a menu tab.

Expert was confused by the word “sample” next to the menu, in his world it sounded like beta-version, something that is testing right now. But he agreed, that if the word “sample” in those area, where restaurant is located, is understandable, it would be easy to find on the web. Three pictures were taken again as a clickable menu.

Expert mentioned that embedded twitter looks very poor. It is nice to see links to social media on a web, but not whole pages. Color choice is not very nice, he guessed, that designer wanted

to show sunset or something like that, but presentation of it was not successful enough. Colors he would expect for this kind of a place are wooden, green, brown, something cozy and Celtic.

Summary

This web page appeared to be very confusing for all the respondents. Navigation is not clear and does not give even simple practical information. Choice of colors, fonts and sizes is limited and not very appropriate, as it doesn't make webpage more readable or user-friendly. Three pictures on the frontpage look clickable for everybody and they are not. It is not comprehensible what is this web about.

Potential improvements

We are about to redesign the whole web.