Milestone 3

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Submitted by: Braintrust Group

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1.1 OBJECTIVES OF STUDY

To analyze usability and related functionality of Braintrust's eIDEAS application from both a quantitative and qualitative perspective.

1.2 RESEARCH METHODOLOGY

- *Sampling Design:*The sampling design was preselected for the Braintrust's research team by the product manager (JaniceWilby).

- *Population:*eHealth Employees'

- *Sources of Data:*

  - Primary sources:The primary data was collected through questionnaires. Primary data consists of original information gathered from sample size of 6 respondents from eHealth.
  - Secondary sources:Secondary data collected from UR Courses;
  (Link: https://urcourses.uregina.ca/login/index.php)

1.3 ANALYSIS TECHNIQUE

Quantitative analysis is performed using the data collected at each outlet to estimate Braintrust's eIDEAS application;

- Tools Utilized (Usability Questionnaire)
- Percentage Analysis and Pie Chart

1.4 SAMPLING

1.4.1 Sample Unit: Employees who may use the eIDEAS application at eHealth.

1.4.2 Sample size: 6 respondents (Age ranging between 18– 46 years or above).

1.4.3 Method: Questionnaire

1.4.4 Data analysis method: Statistical method.

1.4.5 Area of survey: eHealth, Regina (Government of Saskatchewan)

1.4.6 Timing of survey: 8:30 am to 10:45am.

1.5 FIELD WORK- METHOD USED FOR DATA COLLECTION

- Questionnaire was prepared by keeping the research objectives in mind.
- Accurate information was obtained by conducting direct interviews.

1.6 ANALYSIS AND INTERPRETATION

1.6.1 Age group of Respondents: The ages of respondents (6) were divided into specific age groups for the ease of analyzing. These were: 18-25 years, 26-35 years, 36-45 years, 46 yearsor above. The figure is as follows:

Table representing age Group of Respondents

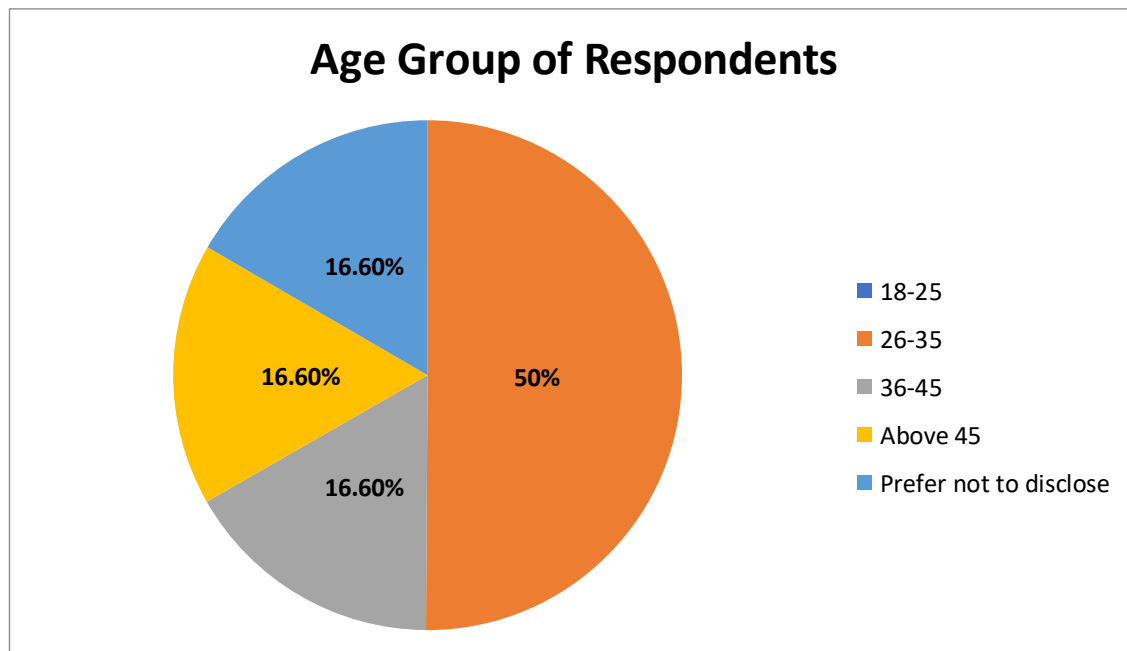| Age group	No. of Respondents	Percentage %
18-25	0	0
26-35	3	50
36-45	1	16.6
46 or above	1	16.6
Prefer not to disclose	1	16.6
Total	6	100

Source: Primary Data, Table: 1.1

Chart No. 1.1

Interpretation: From Chart 1.1, it can be noted that most of the respondents (i.e. 50%) fall in the age group of 26-35. In addition, each remaining age group (18-25, 36-45, 46 or above) occupied 16.6% respectively. Furthermore, 16.6% of respondents preferred not to disclose their age.

1.6.2 Gender of Respondents: The gender of the respondents was divided into 3 groups: male, female, and I would like not to disclose. The figure is as follows:

Table representing age gender of Respondents

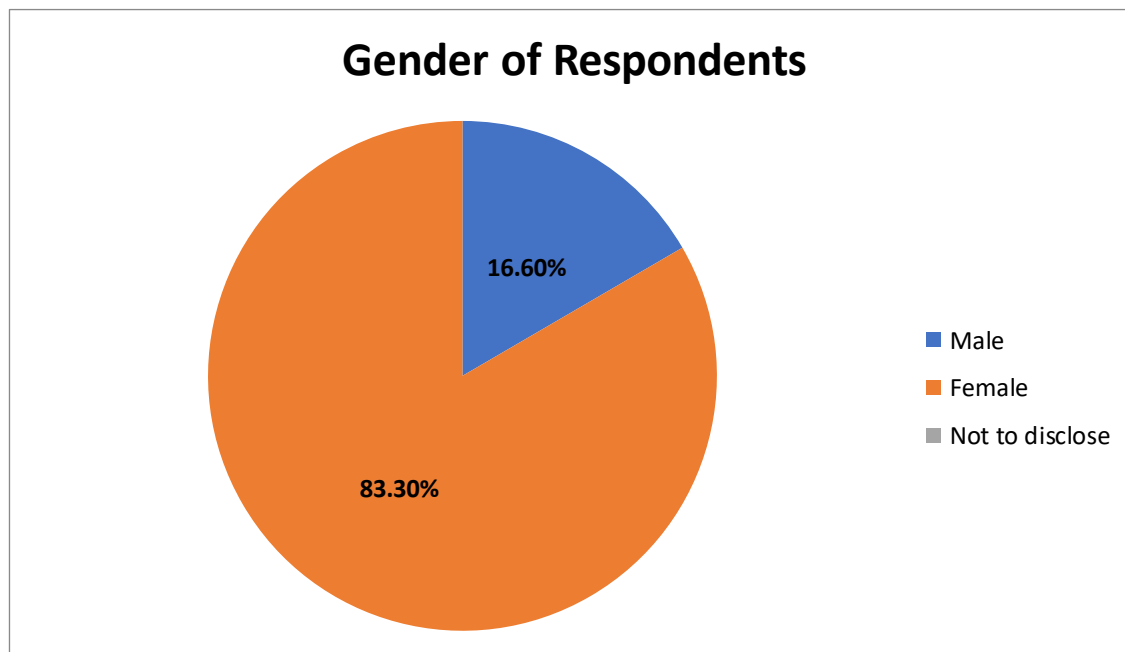| Gender	No. of Respondents	Percentage %
Male	1	16.6
Female	5	83.3
Not to disclose	0	0
Total	6	100

Source: Primary Data, Table: 1.2

Chart No. 1.2

Interpretation: 16.6% respondents were male, 83.3% were female. This graph itself is showing more percentage of females rather than males.

1.6.3 Technical Skill level of Respondents: The level of technical skills of respondents (6) were divided into a specific scale. The scale was: Excellent, Above Average, Average, Below Average, Prefer not to disclose. The figure is as follows:

Table representing technical skill levelof Respondents

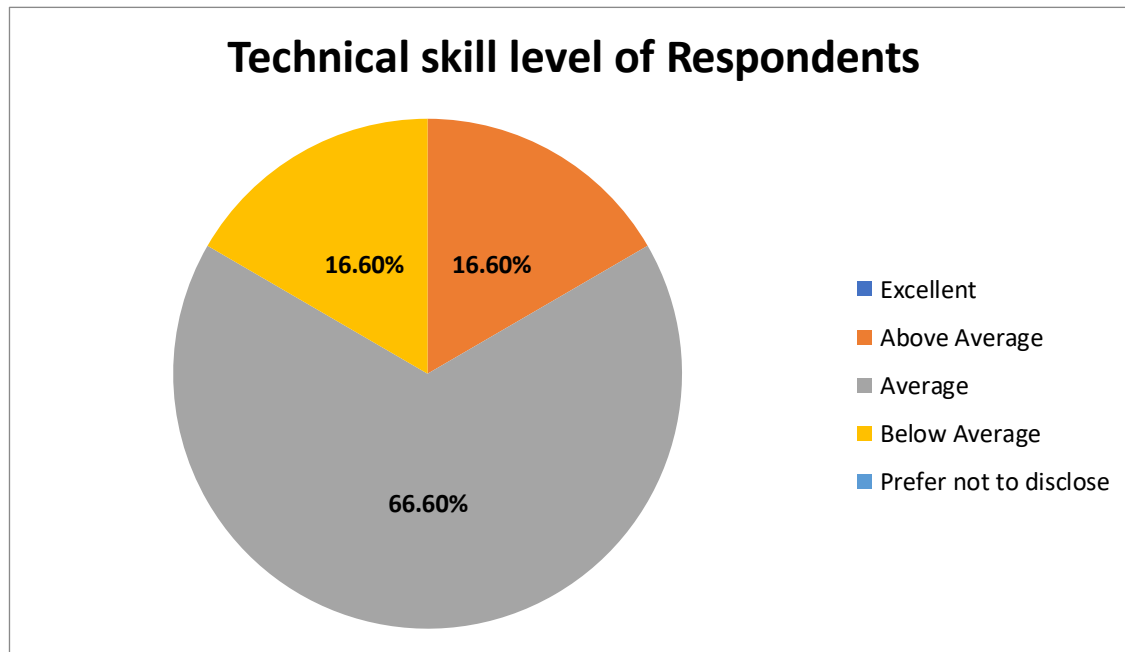| Skill level	No. of Respondents	Percentage %
Excellent	0	0
Above Average	1	16.6
Average	4	66.6
Below Average	1	16.6
Prefer not to disclose	0	0
Total	6	100

Source: Primary Data, Table: 1.3

Chart No. 1.3

Interpretation: Most of the respondents (66.6%) rated themselves as average with respect to technical skill level.

1.7 Create a User Account (Registration)

1.7.1 Was there anything confusing about the User Registration process page?

Table representing User Registration process page of Respondents

Particulars	No. of Respondents	Percentage %
No	6	100
Yes	0	0
Total	6	100

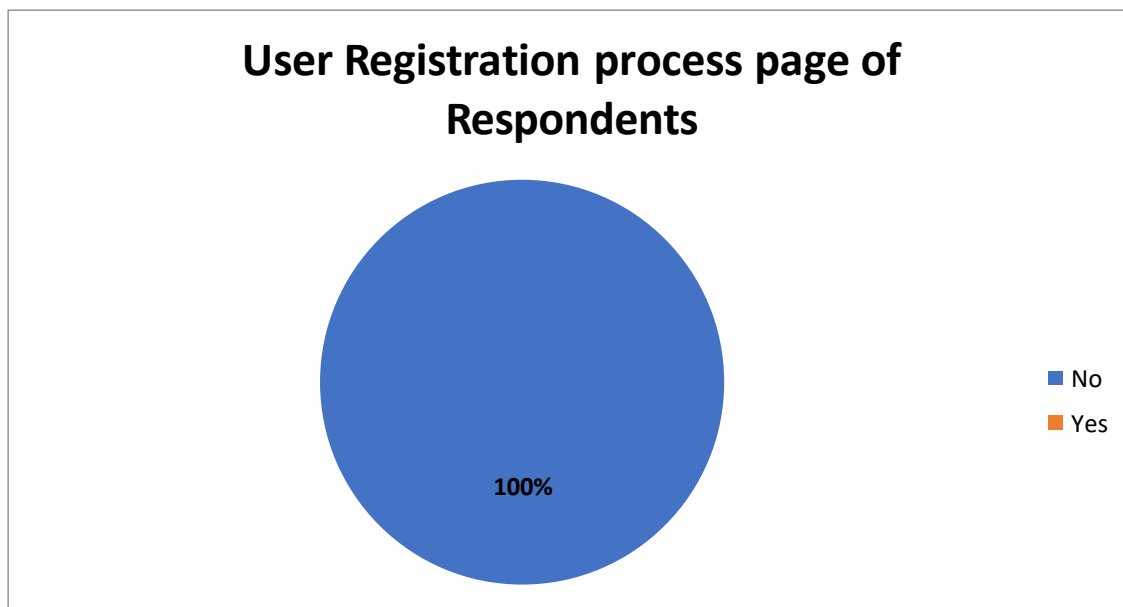Source: Primary Data, Table: 1.4

Chart No. 1.4

Interpretation: The respondents unanimously agreed that there was nothing confusing about the User Registration process.

1.7.2: Was there anything missing from the Registration screen that you were expecting?

Table representing User Registration process page of Respondents

Particulars	No. of Respondents	Percentage %
No	5	83.3
Yes	1	16.6
Total	6	100

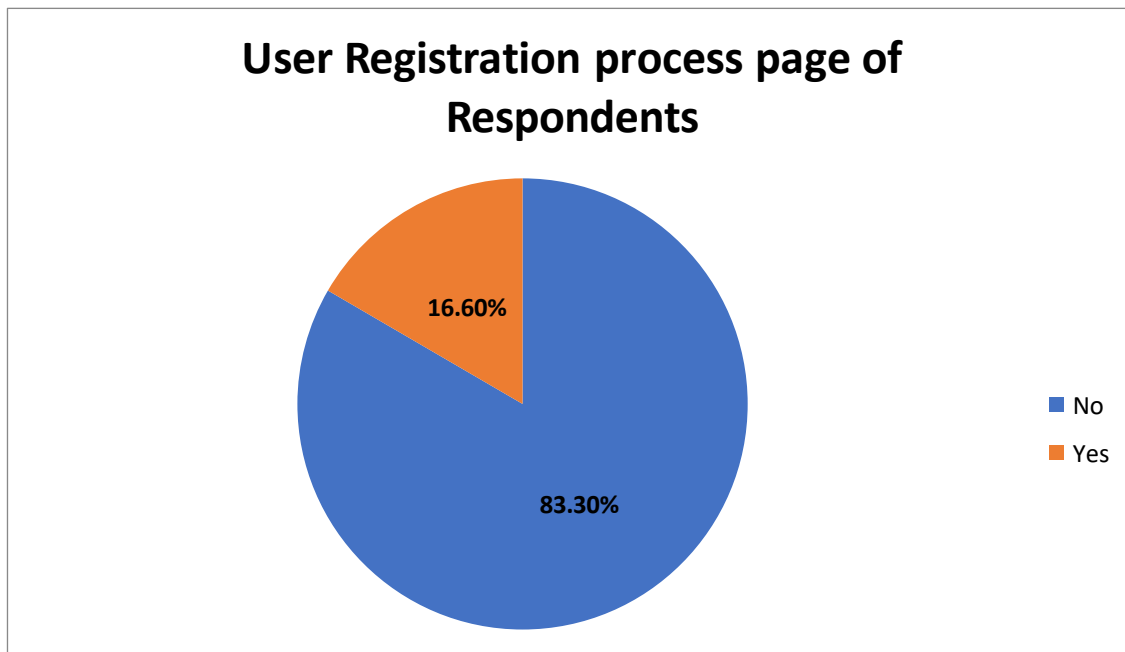Source: Primary Data, Table: 1.5

Chart No. 1.5

Interpretation: Only one response indicated to add something to the Registration screen. According to the comments section, the respondent wanted an option to upload an image or picture.

1.8 Login to User Account

1.8.1 Was there anything confusing about the Login process?

Table representing User Login process

Particulars	No. of Respondents	Percentage %
No	6	100
Yes	0	0
Total	6	100

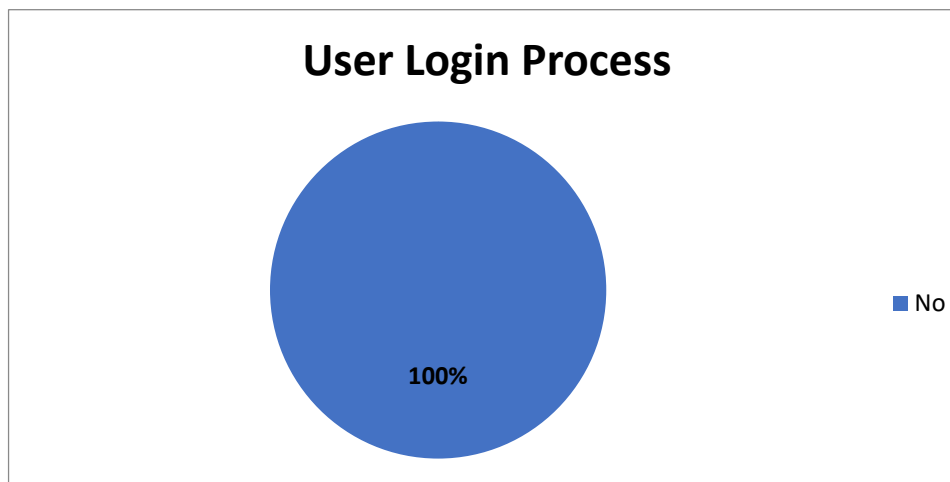Source: Primary Data, Table: 1.6

Chart No. 1.6

Interpretation: As is evident from the above chart that 100% respondents are satisfied with "Login to User Account" page.

1.9 eIDEAS Homepage

1.9.1 Do you think the 'About eIDEAS' popup window will be valuable for a new user?

Table representing popup window response of Respondents

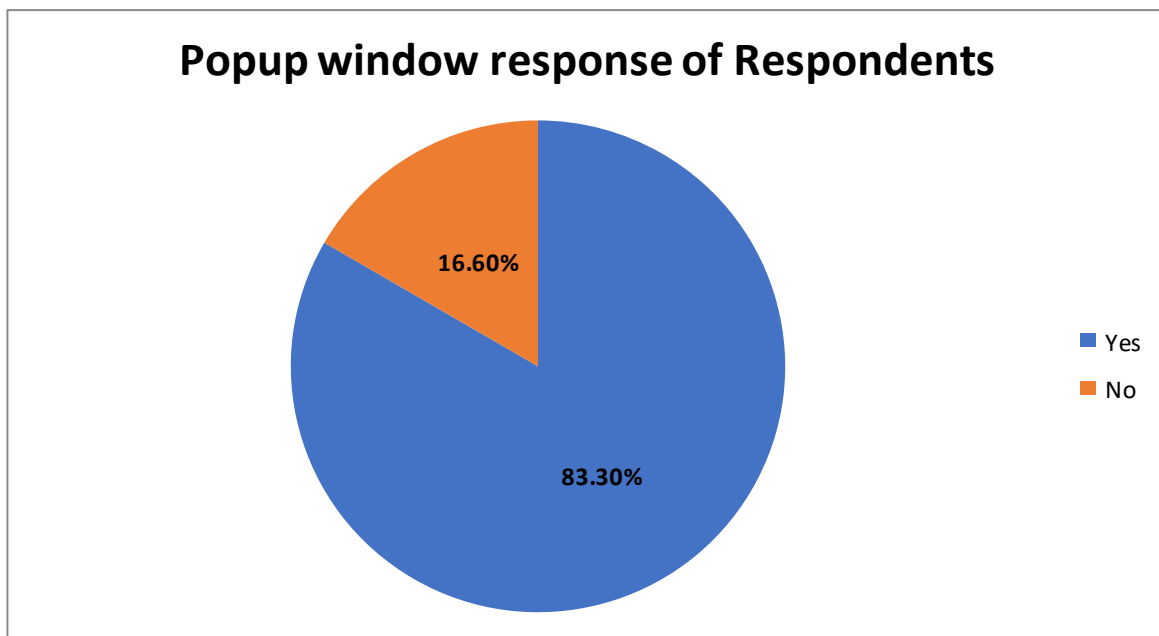| Particulars	No. of Respondents	Percentage %
Yes	5	83.3
No	1	16.6
Total	6	100

Source: Primary Data, Table: 1.7

Chart No. 1.7

Interpretation: The above pie chart shows that 83.3% of respondent indicated that the 'About eIDEAS' popup window would be valuable for a new user.

1.9.2 Which parts of the Homepage do you like the most?

Table representing likes of Homepage parts of Respondents

Particulars	Let the weight(w)	n= no of responses	n*w	N= no of respondent	W= total weight
None	5	0	0	6	0
Success Stories	5	2	10	6	10
What's New	5	1	5	6	5
Ranking Overview	5	2	10	6	10
All of these	5	3	15	6	15

Source: Primary Data, Table: 1.8.1

Particulars	Mean(W/N)	Ranks
All of these	2.5	4
Ranking Overview	1.67	3
Success Stories	1.67	3
What's New	0.83	2
None	0	0

Source: Primary Data, Table: 1.8.2

Interpretation: According to above table (Table 1.8.2) the rank 4 (highest rank) indicates that the respondent like all parameters of the Home page.

1.9.3 What is your general impression of the Homepage?

Table representing general impression of the homepage of Respondents

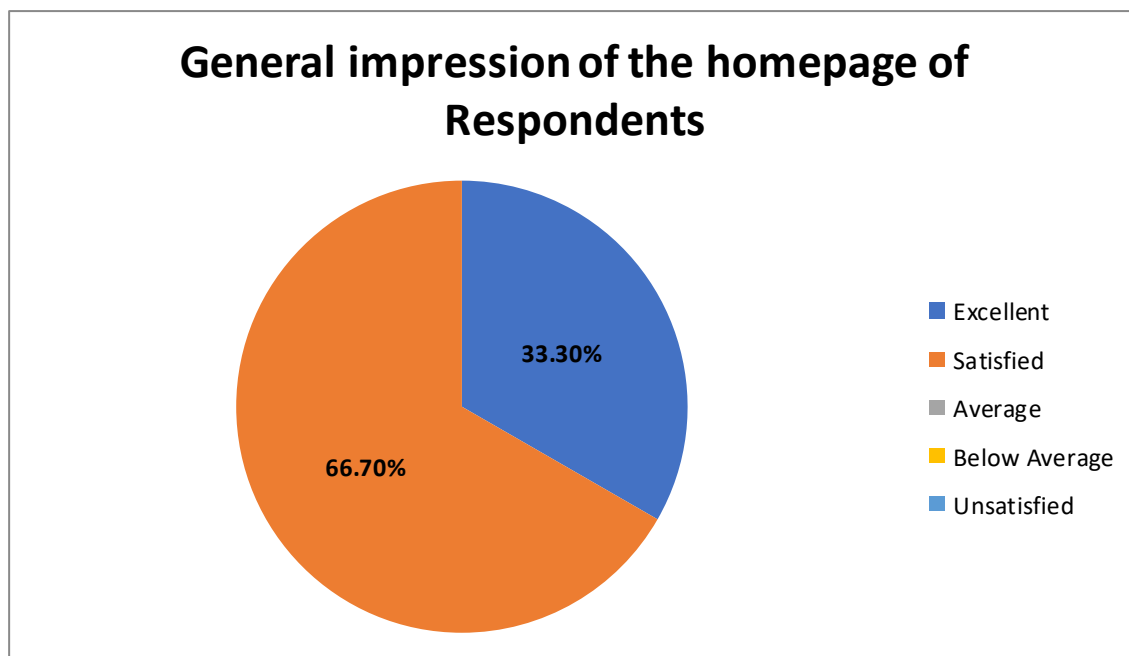| Particulars	No. of Respondents	Percentage %
Excellent	2	33.3
Satisfied	4	66.7
Average	0	0
Below Average	0	0
Unsatisfied	0	0
Total	6	100

Source: Primary Data, Table: 1.9

Chart 1.9

Interpretation: Home page was well received by respondents with all respondents rating satisfied or excellent.

1.9.4 Do you have any suggestions to improve the Homepage?

Table representing any response of Respondents regarding Homepage

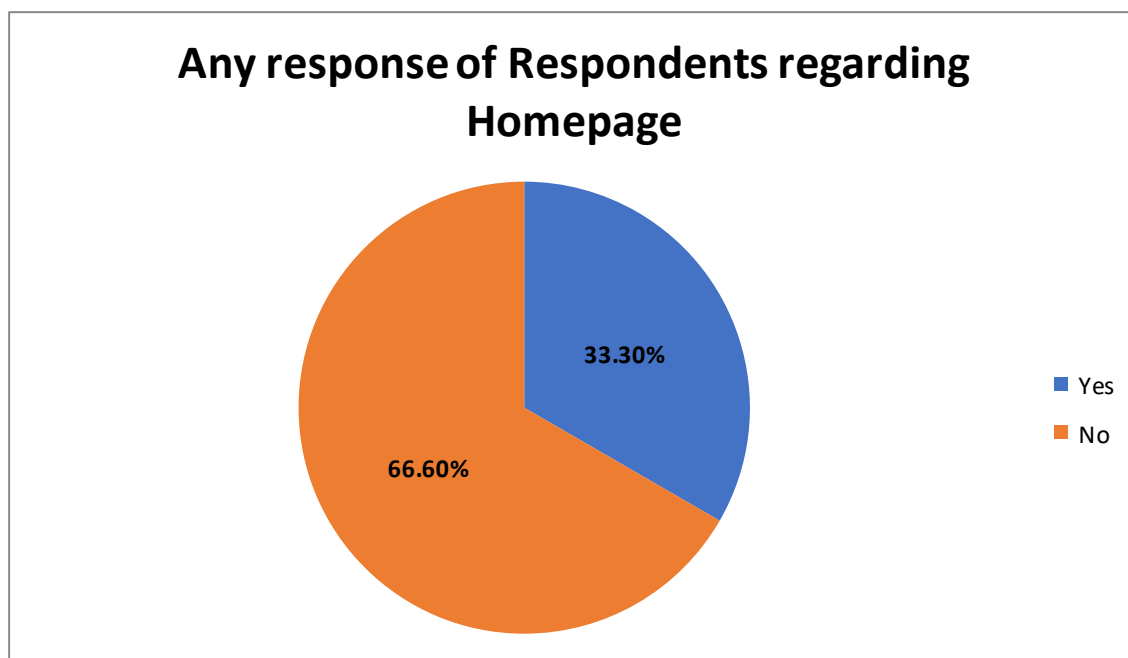| Particulars	No. of Respondents	Percentage %
Yes	2	33.3
No	4	66.6
Total	6	100

Source: Primary Data, Table: 1.10

Chart 1.10

Interpretation: Mostly all the userswere satisfied with overall Homepage.

1.10 Leaderboard

1.10.1 Was the Leaderboard page easy to navigate?

Table representing response of Leaderboard

Particulars	No. of Respondents	Percentage %
Yes	6	100
No	0	0
Total	6	100

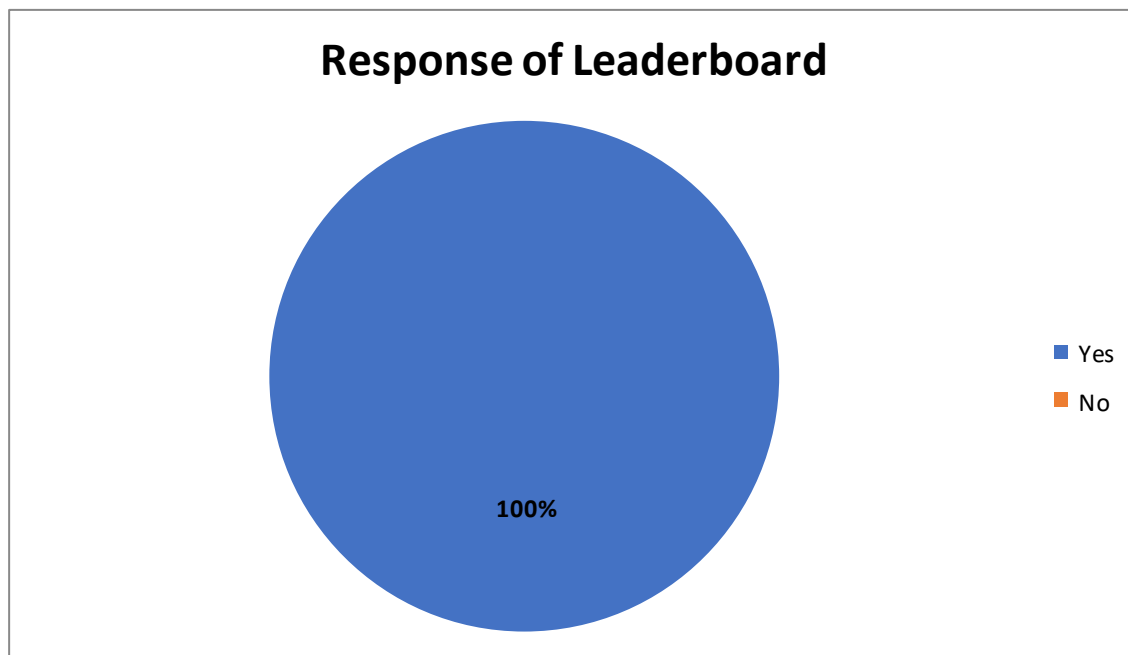Source: Primary Data, Table: 1.11

Chart 1.11

Interpretation:100% result shows leadership page has all features for easy navigation. It is a good sign for Braintrust's "Leaderboard" page.

1.10.2 Do you think the Leaderboard page contains valuable information?

Table representing response forLeaderboard information

Particulars	No. of Respondents	Percentage %
Yes	5	83.3
No	1	16.6
Total	6	100

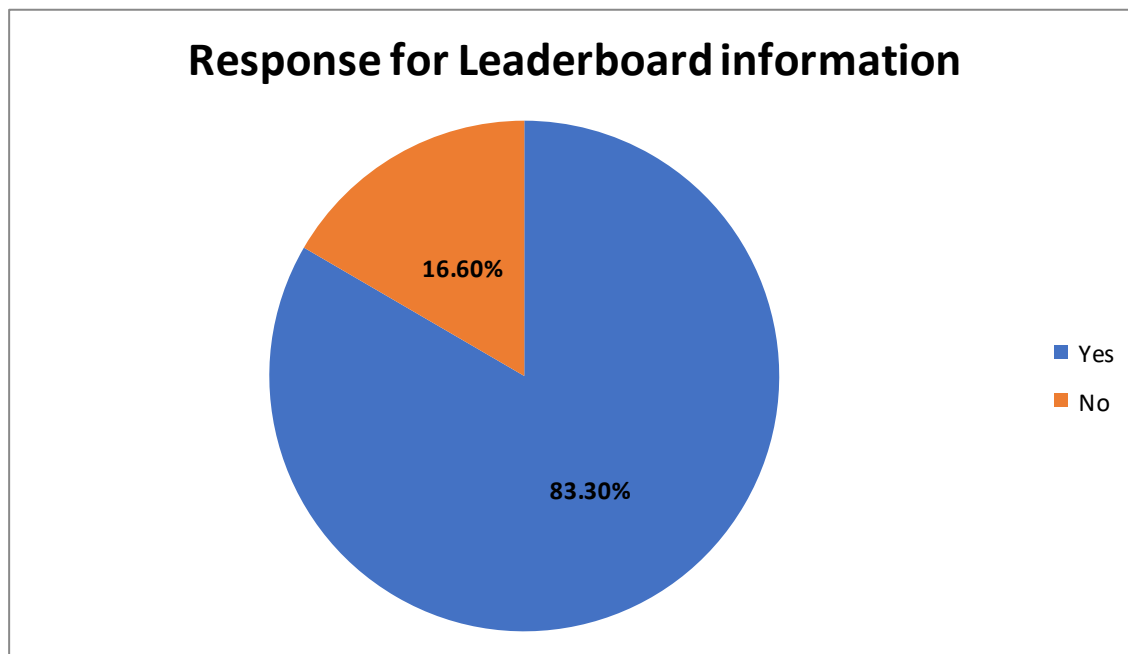Source: Primary Data, Table: 1.12

Chart 1.12

Interpretation:83.3% result shows leaderboard page contains valuable information. Only 16.6% response for respondents not satisfied according to managerial point of view.

1.10.3 Was there something missing from the Leaderboard page that you were expecting?

Table representing expectations of the respondents

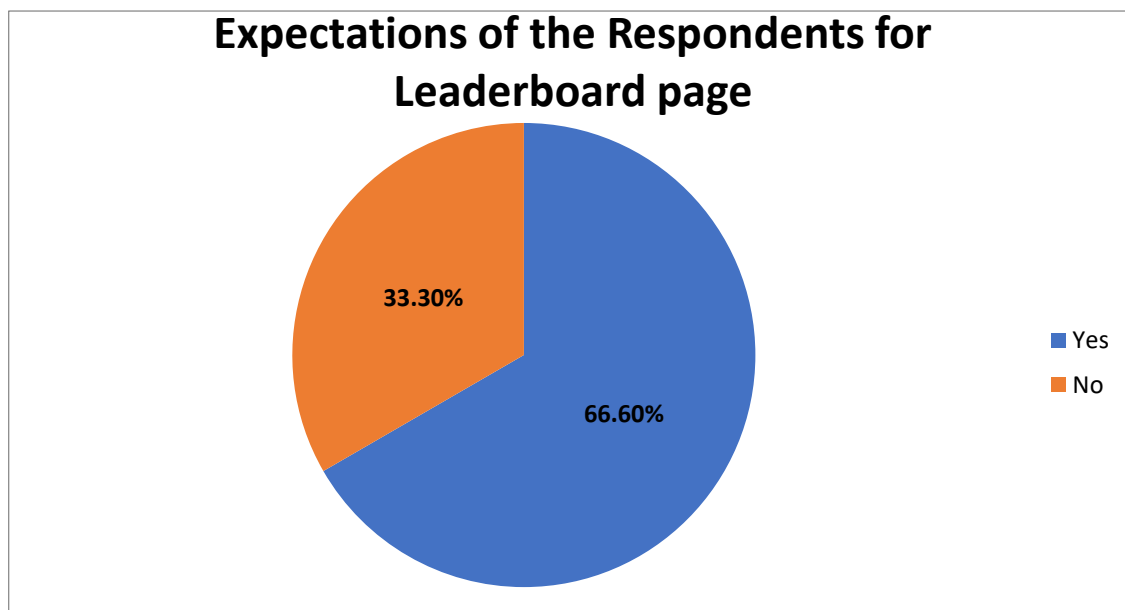| Particulars	No. of Respondents	Percentage %
Yes	4	66.6
No	2	33.3
Total	6	100

Source: Primary Data, Table: 1.13

Chart 1.12

Interpretation:66.6% result shows Leaderboardpage needs to be improved.Various suggestions include: weighting for team size, display more information about points, visual data charts; and why concept of points?

1.11 My Team:

1.11.1 Was it apparent or Obvious that clicking on an idea expansion for displaying more information?

Table representing response for My Team page

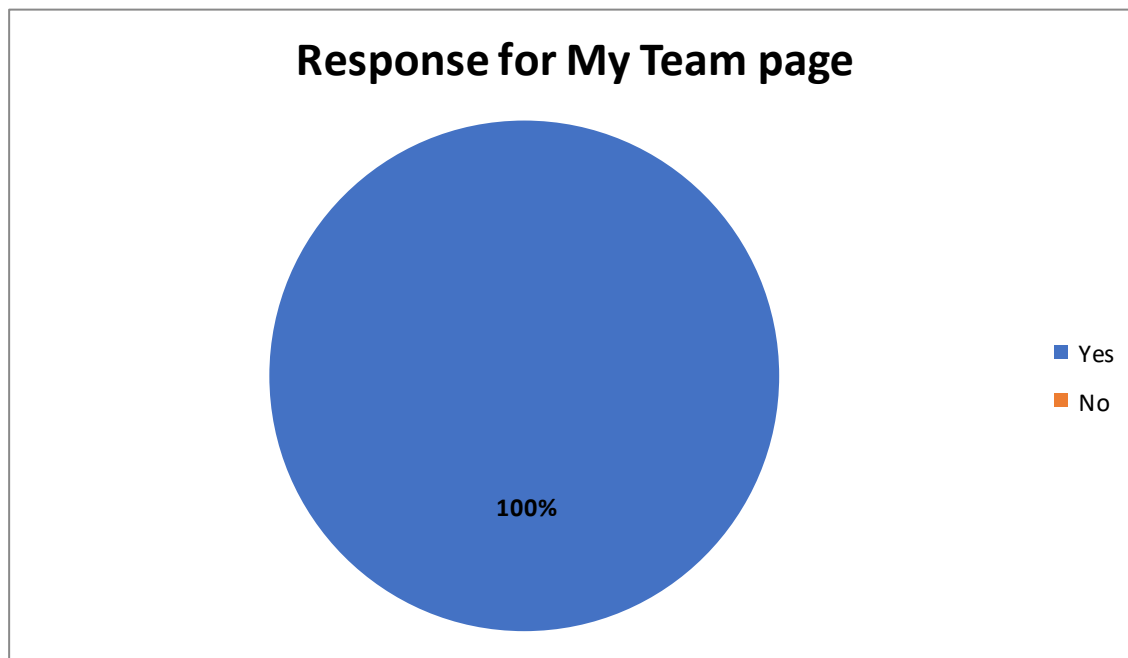| Particulars	No. of Respondents	Percentage %
Yes	6	100
No	0	0
Total	6	100

Source: Primary Data, Table: 1.13

Chart 1.13

Interpretation: All respondents agreed that clicking on an idea expansion was obvious or easy. It is a good sign for Braintrust's "My Team" page

1.11.2 How satisfied are you with the concept of scoring (e.g. 4.8 score) an idea?

Table representing response for concept of scoring

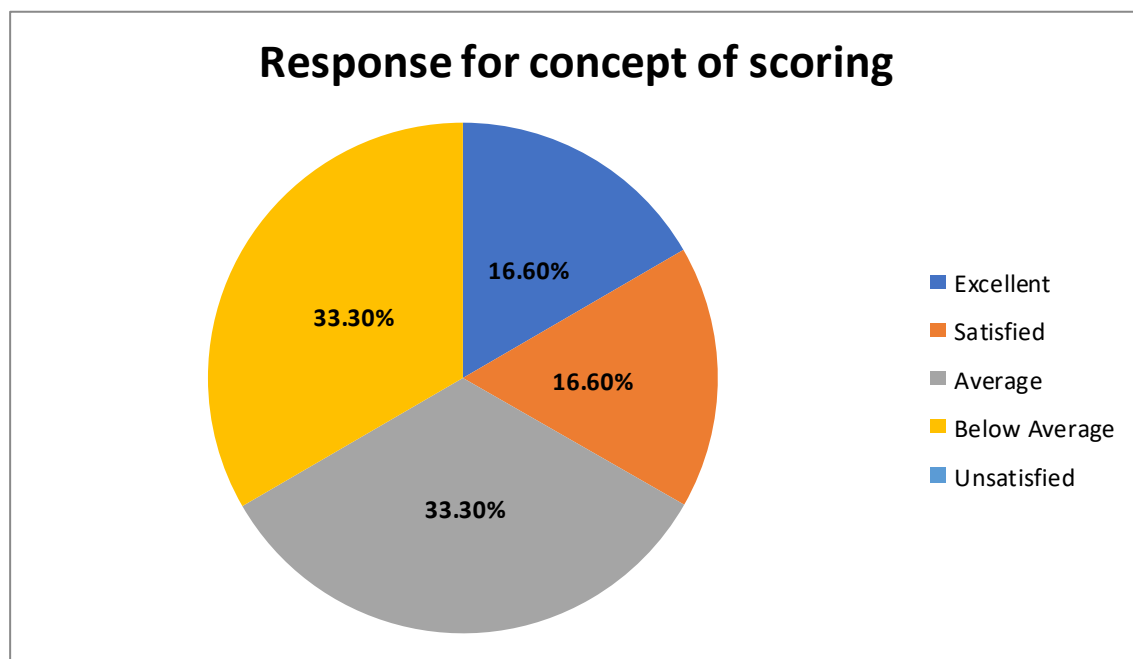| Particulars	No. of Respondents	Percentage %
Excellent	1	16.6
Satisfied	1	16.6
Average	2	33.3
Below Average	2	33.3
Unsatisfied	0	0
Total	6	100

Source: Primary Data, Table: 1.14

Chart 1.14

Interpretation: Above chart shows the complicated results. Need to focus more on scoring an idea. Yet the overall result is still positive.

1.11.2 How easy was it to distinguish between each idea on the My Team page?

Table representing response for My Team page

Particulars	No. of Respondents	Percentage %
Very Easy	3	50
Easy	3	50
Average	0	0
Difficult	0	0
Very Difficult	0	0
Total	6	100

Source: Primary Data, Table: 1.15
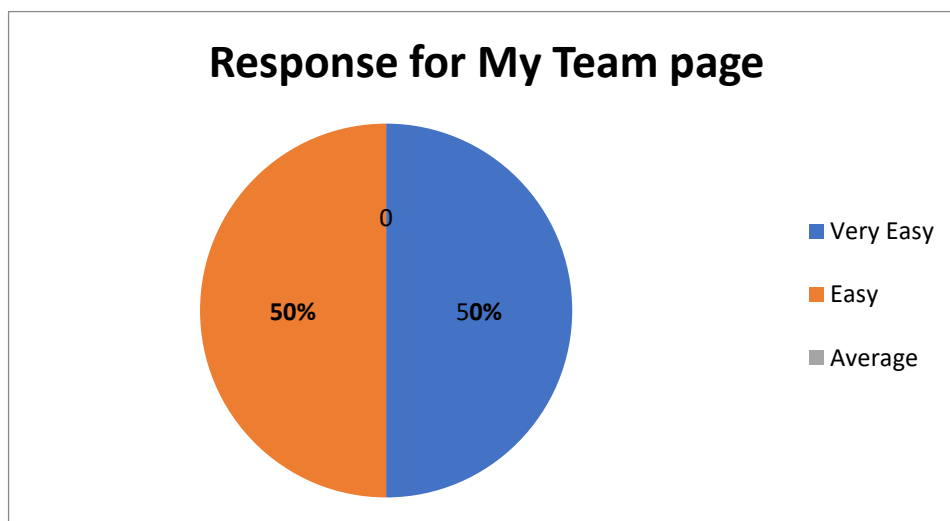
Response for My Team page

Chart 1.15

Interpretation: Above chart shows;mostly all the users are satisfied with usability of My team page. They feel it is easy to distinguish between each idea on the My Team page.

1.11.4 How did you feel about the amount of information presented for each idea?

Table representing response for My Team page

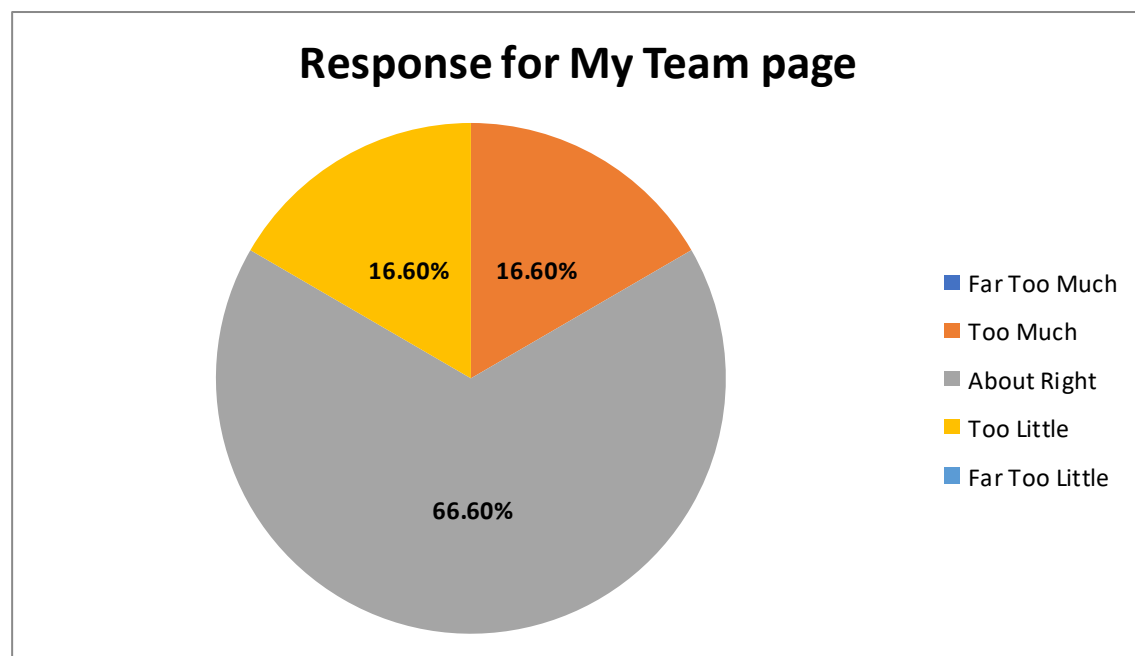| Particulars	No. of Respondents	Percentage %
Far Too Much	0	0
Too Much	1	16.6
About Right	4	66.6
Too Little	1	16.6
Far Too Little	0	0
Total	6	100

Source: Primary Data, Table: 1.16

Chart 1.16

Interpretation:66.6% result shows information presented for each idea was about right. The other minor percentage of responses; too much and too little were recorded by different prospective. E.g. managerial view.

1.11.5 Did you like the idea of the 'Add Amendment' button?

Table representing response for Add Amendment button

Particulars	No. of Respondents	Percentage %
Yes	5	83.3
No	1	16.6
Total	6	100

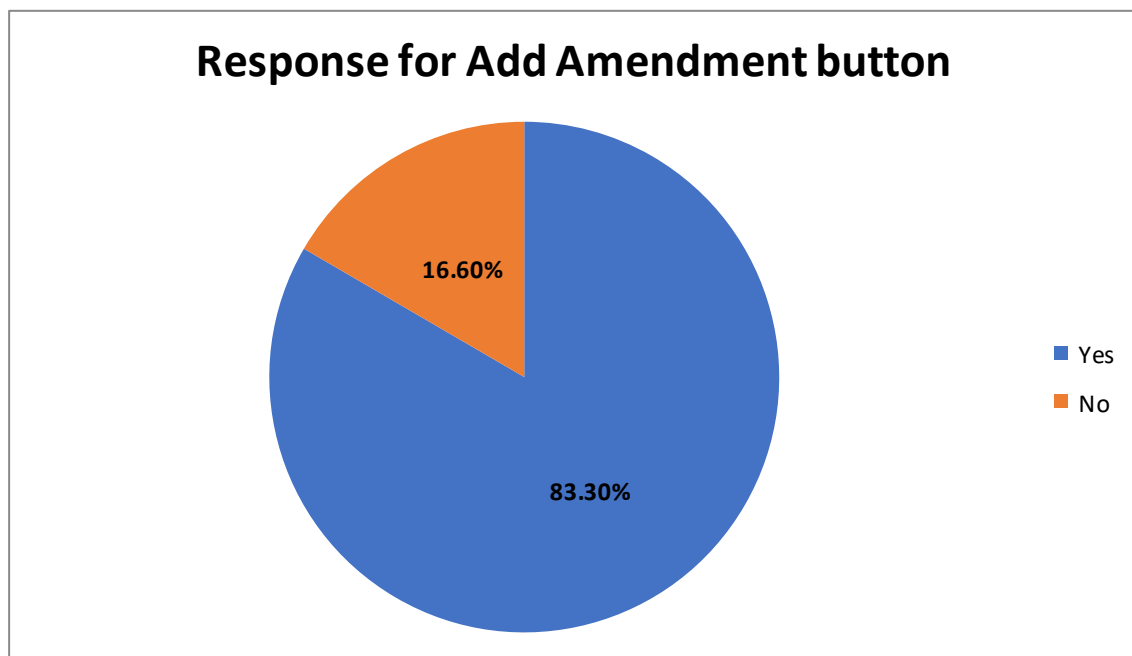Source: Primary Data, Table: 1.17

Chart 1.17

Interpretation:83.3% result shows Add Amendments button is a great idea. Again, goodnews for Braintrust's application

1.11.6 Was it Convenient to expand/collapse the amendments list?

Table representing response for expand/collapse button

Particulars	No. of Respondents	Percentage %
Yes	6	100
No	0	0
Total	6	100

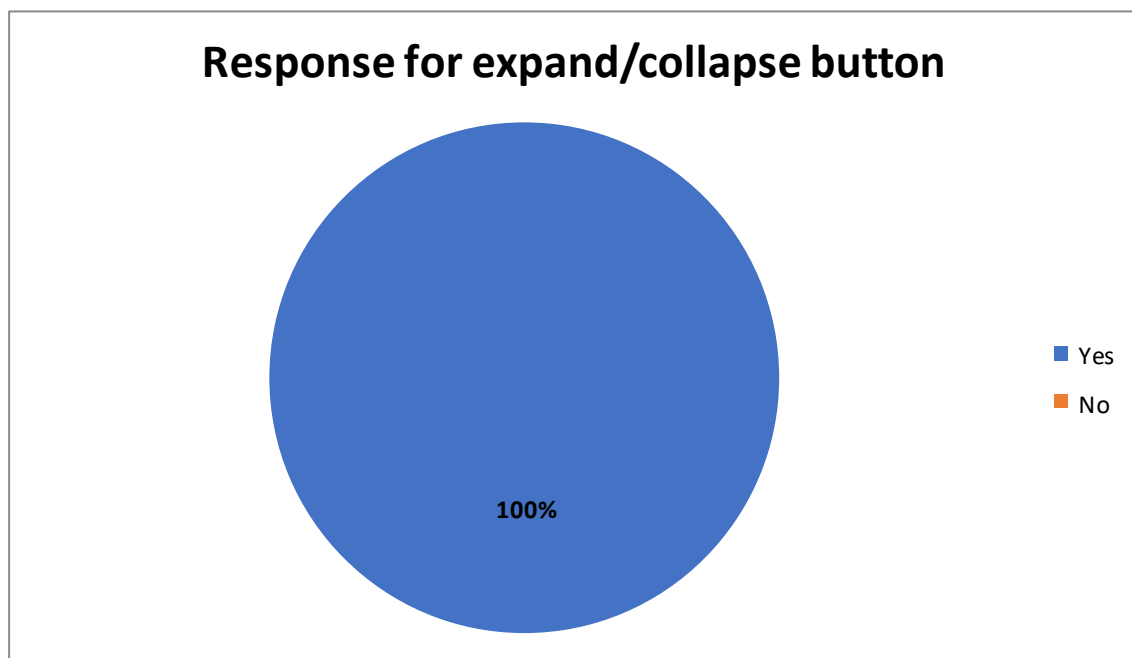Source: Primary Data, Table: 1.18

Chart 1.18

Interpretation:100% result shows expand/collapse is a great idea. Again, good new for Braintrust application.

1.11.7 How useful do you think the Completed/Abandoned tabs are in the Current Team Ideas page?

Table representing response for Completed/Abandoned tabs

Particulars	No. of Respondents	Percentage %
Very Useful	3	50
Somewhat Useful	1	16.6
Neutral	2	33.3
Somewhat Needless	0	0
Very Needless	0	0
Total	6	100

Source: Primary Data, Table: 1.19

Response for Completed/Abondoned tabs

- Very Useful
- Somewhat Useful
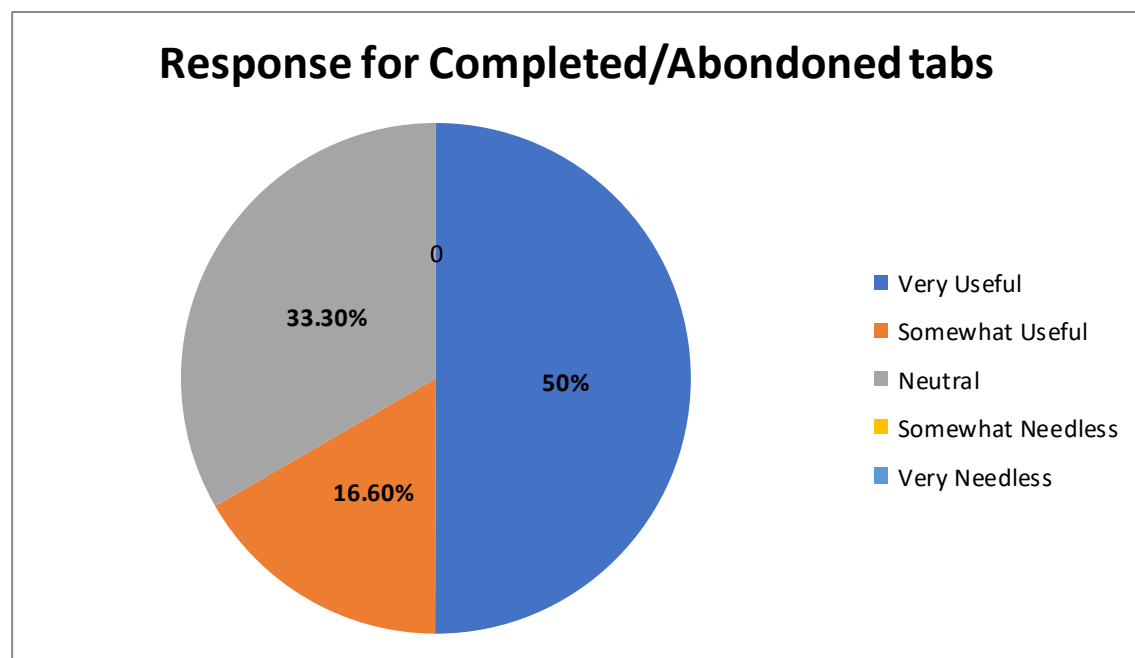- Neutral
- Somewhat Needless
- Very Needless

Chart 1.19

Interpretation: Half of the respondents thought that the Completed/Abandoned tabs in the Current Team Ideas page were very useful.

1.12 My Ideas

1.12.1 How easy was it to add your idea?

Table representing response for My Idea page

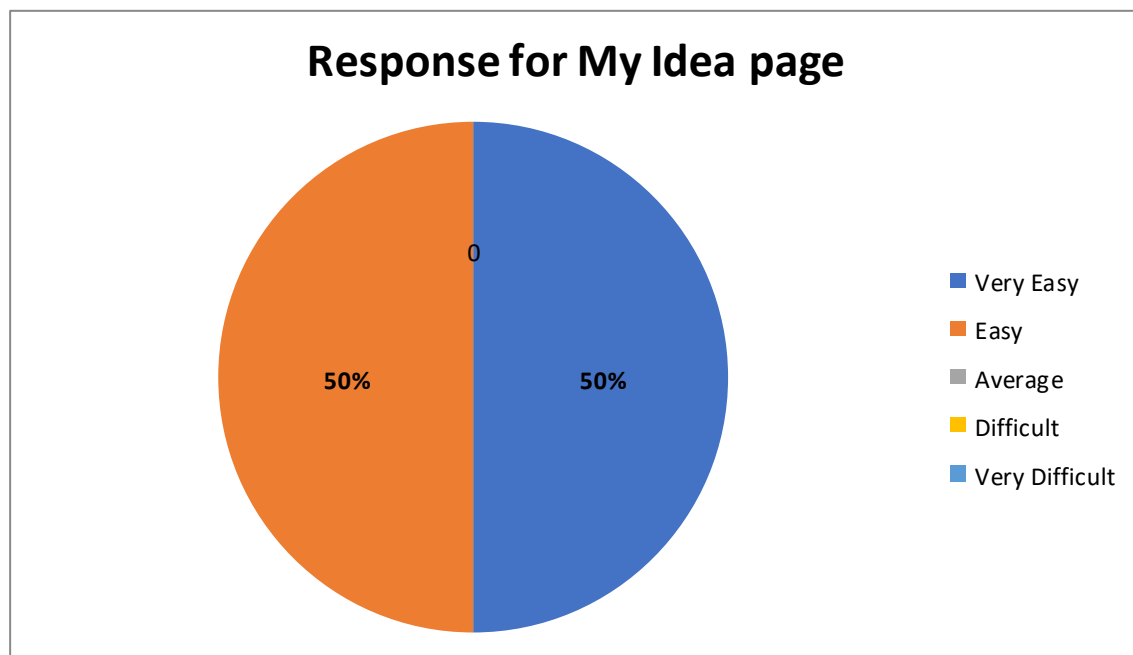| Particulars	No. of Respondents	Percentage %
Very Easy	3	50
Easy	3	50
Average	0	0
Difficult	0	0
Very Difficult	0	0
Total	6	100

Source: Primary Data, Table: 1.20

Chart 1.20

Interpretation: Above chart shows; mostly all the users are satisfied with usability of My Idea page. They felt it was easy to add an idea.

1.12.2 Was the information entering process for creating an idea intuitive/natural?

Table representing response of information entering process

Particulars	No. of Respondents	Percentage %
Yes	5	83.3
No	1	16.6
Total	6	100

Source: Primary Data, Table: 1.21

Response of information entering process
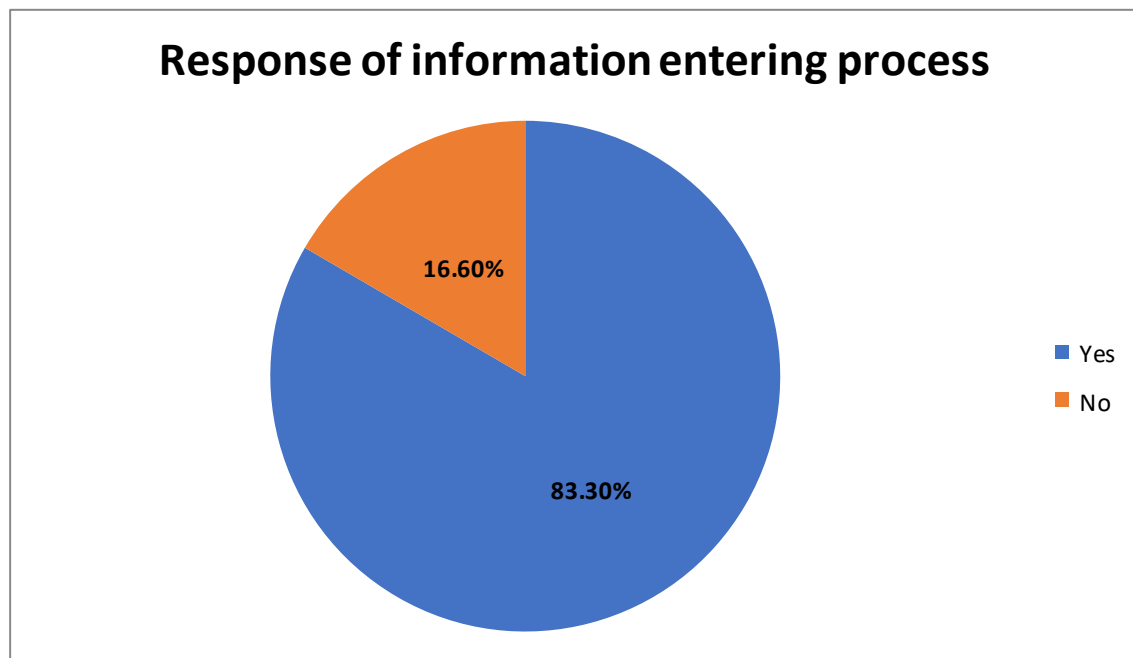

16.60%

83.30%

Yes
No

Chart 1.21

Interpretation:83.3% result shows information entering for idea creation was intuitive.This is a good sign for creating an idea.

1.12.3 Was the content of each tab properly expressed by its title?

Table representing response of tab functionality

Particulars	No. of Respondents	Percentage %
Yes	6	100
No	0	0
Total	6	100

Source: Primary Data, Table: 1.22

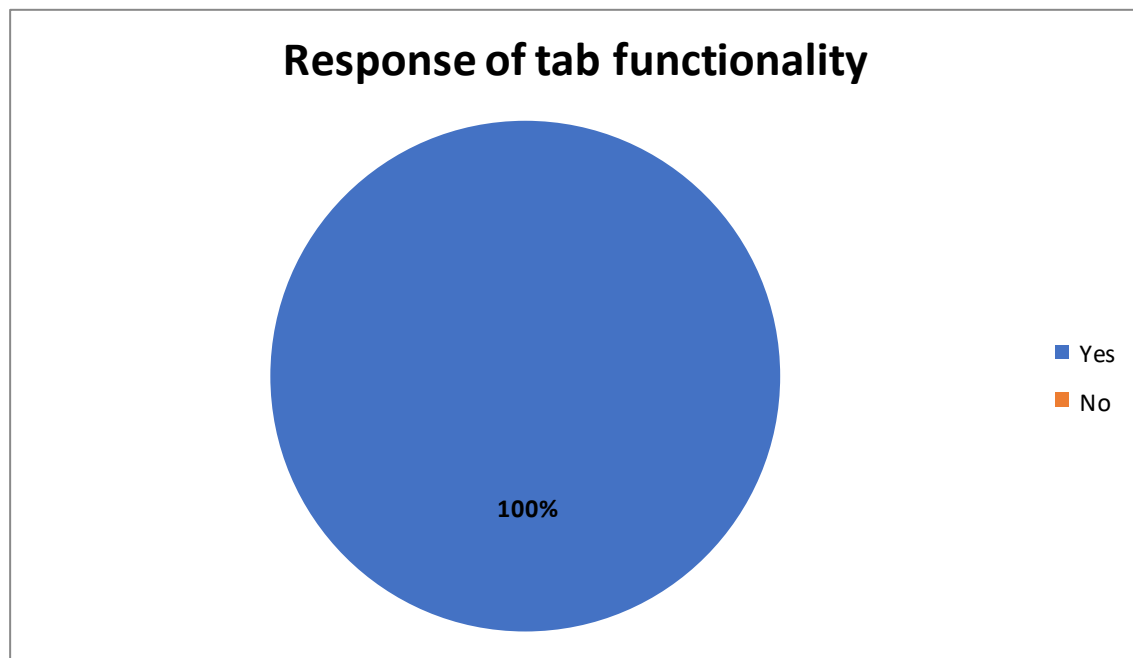## Response of tab functionality

Chart 1.22

Interpretation:100% result shows each tab properly expressed.

1.12.4 Did the 'Save Draft' and 'Submit' buttons function as you expected?

Table representing response of Save Draft and Submit button

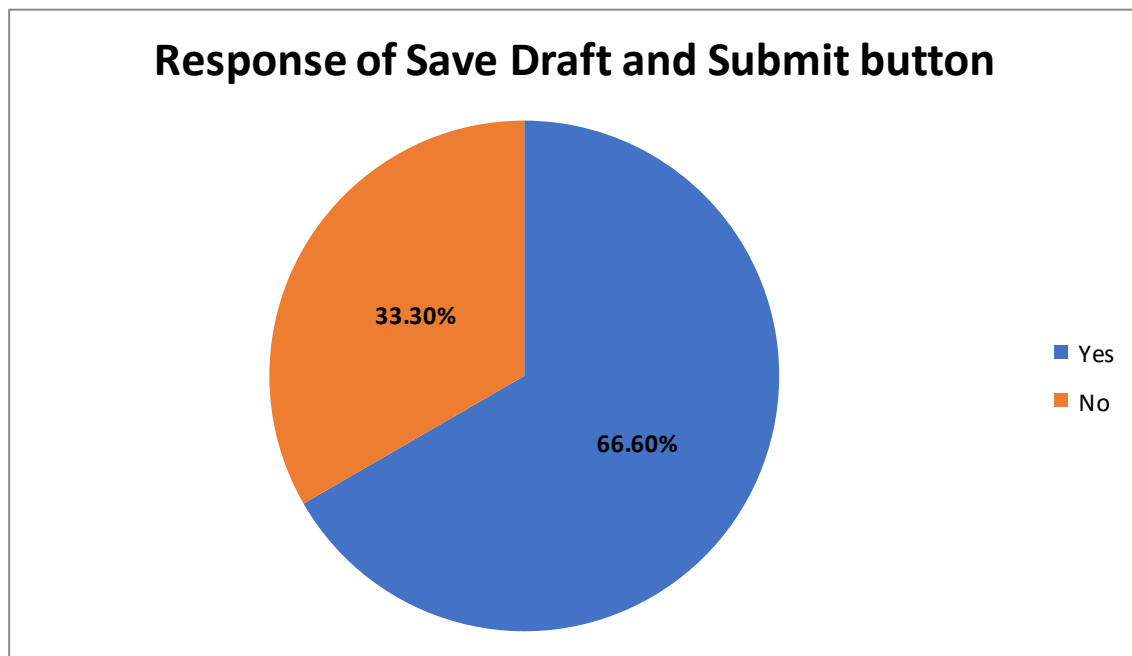| Particulars	No. of Respondents	Percentage %
Yes	4	66.6
No	2	33.3
Total	6	100

Source: Primary Data, Table: 1.23

Chart 1.23

Interpretation:33.3% respondents were expecting a pop-up message or mouse over information.

1.13 Overall Rating of the Application:

Table representing response for My Idea page

Particulars	No. of Respondents	Percentage %
Outstanding	4	66.6
Good	1	16.6
Average	1	16.6
Below Average	0	0
Unsatisfactory	0	0
Total	6	100

Source: Primary Data, Table: 1.25

Response for My Idea page

- Outstanding
- Good
- Average
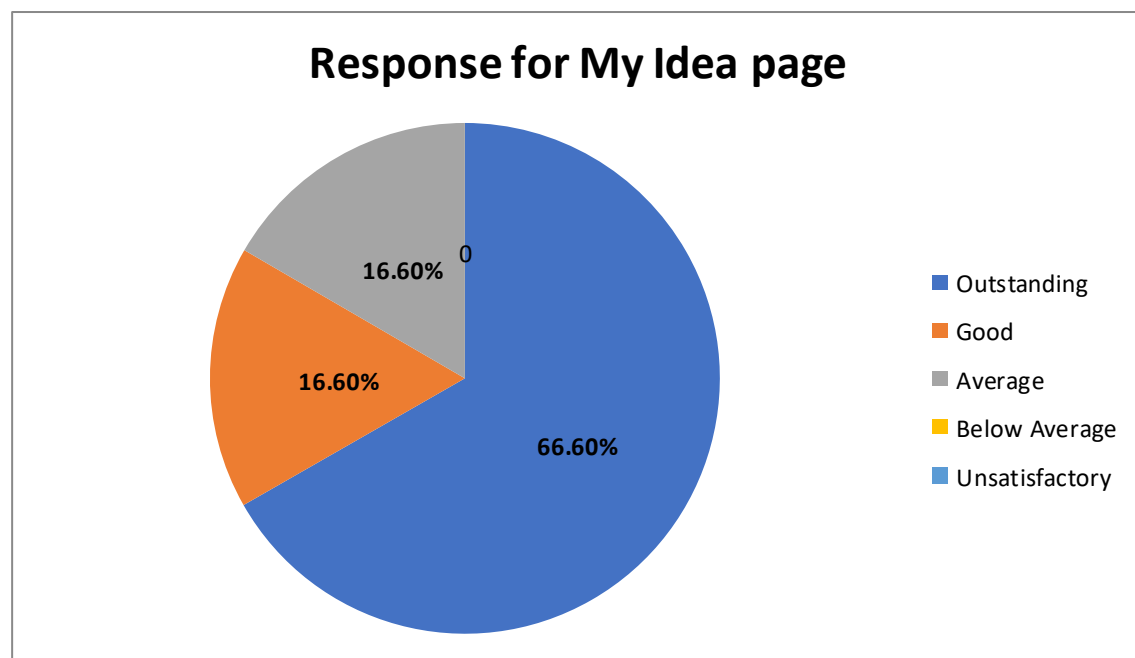- Below Average
- Unsatisfactory

Chart 1.25

Interpretation: Above chart shows that mostly all respondents were satisfied with theusability of the application.

1.14 FINDINGSAND RECOMMENDATIONS

- Mostly all respondents were satisfied with the usability of the application.

- The respondents unanimously agreed that there was nothing confusing about the User Registration process.

- Home page was well received by respondents with all respondents rating satisfied or excellent.

- 100% result shows leadership page has all features for easy navigation. It is a good sign for Braintrust's "Leaderboard" page.

- All respondents agreed that clicking on an idea expansion was obvious or easy.

- 100% result shows expand/collapse is a great idea.

- 100% result shows each tab properly expressed.

- Mostly all the users are satisfied with usability of My Idea page. They felt it was easy to add an idea.

- Only one response indicated to add something to the Registration screen. According to the comments section, the respondent wanted an option to upload an image or picture.

- 66.6% result shows Leaderboard page needs to be improved. Various suggestions include: weighting for team size, display more information about points, visual data charts; and why concept of points?

1.15LIMITATIONS OF THE STUDY

- *Small Sample Size:*To complete any study, one should have a diversified sample, since our time and resources did not allow us to increase our sample size, so research can be biased also.
- *Time Constraints:*Period of 45 minutes was not enough to collect all the data.
- *Human Errors:* "to err is human", as Questionnaires have been filled by human beings, so they are prone to error knowingly or unknowingly.

1.16 CONCLUSION

Overall, the application was well received as indicated by the questionnaire results. Certain aspects of the systems may need minor alterations with respect to management, point systems, and user expectations (display and mouse over information).