Usability Study for the Portfolio Website of Daniel Feldman

for

ICT 4515 – Usability Design for Websites

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Contents

Purpose 1
Problem Statements 2
User Profiles 3
Methodology 4
Test Environment/Equipment 4
Testing Crew 4
Evaluation Measures 4
Task List 6
Results 10
Task List 10
Questionnaire 16
Likert scale survey 16
Open-ended questions and responses 17
Discussion 20
Website effectiveness 20
Website appeal 22
Recommendations for Change 24
Resource 24
Appendix A. Usability Guidelines Implemented 25
Appendix B. Consent Form 26
Appendix C. Questionnaire 27
Appendix D. Screenshots 29

Site URL: http://mysite.du.edu/~dfeldma7/index.html

Purpose

My site is a personal creative portfolio site showcases my skills in graphic design, illustration, and production, alongside my growing skills as a web developer. The goal is to use this as an employment tool for a wide range of possibilities such as attracting freelance clients, or potential employers. While the bulk of the site will demonstrate my proven past abilities as a graphic designer, the site will also be a catalyst for targeting future work in web development and design. The About page will make known what career path I am particularly interested in exploring. A resume section will demonstrate my experience and education to build further credibility.

The site itself will showcase my design and development abilities, and will be the strongest tool to demonstrate what I can bring to a potential client or employer. The site will be engaging, intuitive, and professional so users will perceive a feeling of confidence by exploring the site. The site will prominently feature call-to-action statements to solidify the purpose of contacting me for work. This site is also designed using top usability guidelines (see Appendix A. Usability Guidelines Implemented) as developed by the U.S. Dept. of Health and Human Services (2006, 205-206).

Specific site goals will allow users to:

- Browse my creative work categorically
- Read about me through a profile section
- Understand the type of work I am looking for
- Read and download my resume
- Contact me through a form submission function
- Share site content with social media

Problem Statements

Usability testing will target potential site use problem areas. Answers to the following problems will help guide site improvement efforts.

How effective is the website?

- Are you confident of the site's purpose?
- Could you find what you were looking for?
- Was the information well-organized?
- Was the content easy to understand?
- Could the site be easily scanned for what you want to accomplish?
- Does the site allow you to accomplish assigned tasks?
- Is the navigation easy to use?
- Could you easily find where you were?
- Did the navigational elements ever feel missing?
- Did the links take you where you expected to go?
- Was the contact form easy to use?

How visually appealing is the website?

- Does the site look and feel match the subject matter?
- Are any portions of the site hard to see or read?
- Does the layout work well to communicate the content?
- Is the appeal consistent across the site?
- Were typographical treatments used consistently across the site?
- Did the site seem cluttered anywhere?
- Did the site seem balanced well visually?
- Was their sufficient color used on the site?
- Was the presentation engaging?

Open-ended questions

- What were your favorite aspects about the site?
- What were your least favorite aspects about the site?
- What could be improved on the site?
- What would you put on the site to make it more effective?
- What would make you revisit the site?

User Profiles

Since this is a design portfolio site, users may be a fairly predictable types. The demographic is likely to be young professionals learning to emulate established professionals; established professionals that want to learn, compete or be inspired by peers; or employers or business owners seeking employees or designers. It is assumed that any demographic could have disabilities, so standard accessibility for vision and motion impairments should be addressed. Also assumed is the audience speaks English as a first language. Following are the projected user base.

Young professionals

18 - 25 year olds of either gender. They could be seeking employment, and using the site for ideas of how to represent their own work. They are internet savvy, educated, but with little work experience or income.

Established professionals

- Graphic designers. 18 - 65 years old of either gender. They are employed or seeking employment. They are internet savvy, educated and have modest income.
- Web developers. 18 - 50 years old, predominantly male. They are employed or seeking employment. They are internet experts, self-taught, with middle-to-high incomes.

Employers

- Human resource professional. 25 - 65 years old, and predominantly female. They are employed, internet savvy, are highly educated with high-level incomes.
- Small or large business owners, or contract employers. 25 - 70 years old, either gender. Self-employed with average internet skills. Varied educations and incomes.

Methodology

The following methods describe the specific test environment and equipment, the test crew, evaluation measures, and site use tasks to be accomplished.

Test Environment/Equipment

Testing will be conducted in the IT training room at American Water Works Association in Denver, Colo. The room is equipped with several PC work stations running Windows 7 (Enterprise version SP1) and the Google Chrome browser (version 48.0.02564.116 m). Users will be tested on the same machine to maintain a standardized test environment. The tester will sit perpendicular to the user to be able to monitor the screen and user. An iPhone stopwatch app will be used to capture timing between clicks while navigating.

Testing Crew

The testing crew will consist of one person, the author, who will act as facilitator, timer, and moderator.

Evaluation Measures

Users will be evaluated through objective and subjective measures to quantify tasks and qualify perceptions of site use. These measures will be analyzed and discussed in the Results and Discussion sections, respectively. Following are specific criteria to be measured.

Objective measures

- Mouse clicks required to complete each task. The shortest user path to complete a task will be determined in advance. Clicks will be measured against this baseline. Participant click paths will be determined and averaged for each task.
- Time required to complete tasks. There is no maximum time limit to complete a task. All times will be added and averaged to give an approximate time to complete a given task.
- Success/failure rate in completing each individual task. If a task cannot be completed, the user will let the tester know they cannot complete the task. Overall success/failure rates for each task will be averaged as a percentage.

Subjective measures

User perceptions will be captured to help reveal the effectiveness, efficiency and satisfaction in completing tasks on the site, and to gain insight into general impressions of the user experience and how the site may be improved.

A Likert scale questionnaire and open-ended questions will be given to the user after site tasks are completed and the user has had the opportunity to freely navigate the site (see Appendix C. Questionnaire). The Likert scale has 27 questions that track a gradient of disagreement to agreement with statements regarding user perceptions of the site. These statements address content organization, visual appeal, and ease of use. These metrics will be averaged across all users to gauge overall level of agreement with each statement, which in turn will inform where site improvements are to be made.

The study concludes with five open-ended questions which allow the user to answer what they most liked and disliked about the site, what could be improved, what seemed missing, and what would make them revisit the site. These answers are also designed to help guide future site improvements.

Task List

The following task list will guide the user through simple, common site tasks designed to give crucial feedback into site usability. Each of the tasks will capture data and information that can help guide future site improvements. See the Results and Discussion sections for in-depth analysis of tasks.

Introductory Script: *We are about to conduct a website usability test. This is not a test of your abilities or personal performance. The test will capture data that is helpful to understand how to improve the site's design. Observing how the site is used and perceived offers valuable insights for making future modifications. As we test, I will be timing some actions, observing, and taking notes on some routine tasks you'll be asked to perform. In this session, you are encouraged to "think out loud" by describing your thought processes as you navigate the site. This will allow me a fuller understanding of how your thoughts and perceptions guide you through the site. Again, please remember this is not a test of your abilities, just a way to collect helpful data to improve the site. Before we begin, do you have any questions?*

Task 1. Identify the purpose of the site

- Script: *Let's begin with the homepage. Go ahead and view it, and when you are ready, please tell me what you think the site is for.*
- Condition for success: User scans site and says what they think the purpose is
- Start state: Home page

Task 2. Identify how to begin using the site

- Script: *How would you begin using the site? Which link would you click on first and why? Go ahead and click on that link.*
- Condition for success: User states where they would begin navigating and why, and they click the link
- Start state: Home page

Task 3. Navigate to the home page [timed, clicks counted]

- Script: *Okay, from here navigate to the Home page.*
- Condition for success: User navigates to the Home page. Optimal path is one click.
- Start state: Previously selected page

Task 4. Understand the content on recent project page [timed, clicks counted]

- Script: *Now click on the recent print project. View the page and when you are ready, please tell me what type of content you are viewing and how the text and imagery relate*.
- Condition for success: User clicks on a project and explains if it is easy to understand the content. Optimal path is one click.
- Start state: Journal – AWWA recent project page

Task 5. Scan and understand content on the portfolio landing page [timed, clicks counted]

- Script: *Let's now look at the portfolio page. Go ahead and navigate to the portfolio. Take a look at the page. When you are ready, please tell me if it is clear how the content is organized?*
- Condition for success: User scans the page and states if it is clearly organized. Optimal path is one click.
- Start state: Recent Print Project: *Journal – AWWA* page

Task 6. Use the contact form to submit a message [timed, clicks counted]

- Script: *Send a message to Daniel.*
- Condition for success: User navigates to Contact page from footer or header utility, then fills out form fields and submits message. Optimal path is one click.
- Start state: Portfolio landing page

Task 7. Share site via a social network channel [timed, clicks counted]

- Script: *Go ahead and share the site to your favorite social network.*
- Condition for success: User clicks on share icon and submits site via share widget. Optimal path is one click.
- Start state: Contact page

Task 8. Use the search box to find a logo project [timed, clicks counted]

- Script: *Perform a search for all the projects with the keyword "logo".*
- Condition for success: User types keyword in search box, submits query. Optimal path is one click.
- Start state: Contact page

Task 9. Download Daniel's resume [timed, clicks counted]

- Script: *Let's hit the "Go Back" button. Please find Daniel's resume and download to your computer.*
- Condition for success: User navigates to "Résumé" page and downloads file. Optimal path is two clicks.
- Start state: "Under Construction" page.

Task 10. Identify which sections have been previously visited

- Script: *Let's go back to the home page. Is there any evidence of which page you might have previously searched for here?*
- Condition for success: User scans page and states sees purple link on *Journal - AWWA*.
- Start state: Home page

Task 11. Using the sitemap footer for navigation [timed, clicks counted]

- Script: *From here I'd like for you to navigate to the portfolio "Visual Art" section with one click.*
- Condition for success: User clicks on Visual Art link on sitemap footer. Optimal path is one click.
- Start state: Home page

Task 12. Navigating to "About" section [timed, clicks counted]

- Script: *Find a picture of Dan petting a painted pig*.
- Condition for success: User clicks on "About" link. Optimal path is one click.
- Start state: Visual Arts page

Script: *This concludes the usability tasks. Please take a few minutes to search the site on your own and gather any impressions you'd like to make. A short survey will follow where you can add any final impressions of the site and its usability. Thank you for your participation.*

After the user finishes exploring the site, they are given a questionnaire that includes a Likert scale survey and open-ended questions. They are free to complete these without being monitored and at their own pace. The information collected will be analyzed in the Results and Discussion sections to inform what improvements to make, which are listed in the Recommendations for Change section.

Results

Task List

Task 1. Identify the purpose of the site. Script: "*Please tell me what you think the site is for*."

User	Task Success (Y/N)	Comments
MRG	Y	"Creative graphic design services." [Didn't like welcome message including 'solutions' as word reminded her of enterprise architecture.]
MS	Y	"Marketing Daniel's services."
KR	Y	"It's your site—a site about you. Promote your professional portfolio and abilities. For freelance gigs, creative solutions for business needs."
MP	Y	"Promoting yourself as a designer."
JH	Y	"Dan marketing his creative solutions for print, web, and illustration capabilities."
EW	Y	"Solutions for print, web, illustration."
Avg.	**Y**	**Start state is Home page. All users completed task successfully**

Task 2. Identify how to begin using the site. Script: "*How would you being using the site; which link would you click on first, and why? Go ahead and click that link when you are ready. "*

User	Task Success (Y/N)	Comments
MRG	Y	"Start from left to right. It depends on what I am looking for. The 'print' [category] is the most attractive. Bottom navigation is lost." [She immediately changed font size which disrupted the layout footer]
MS	Y	"Click About just to find out more and see what the site is selling."
KR	Y	"Portfolio—I want to see pictures. First link at the top is my instinct."
MP	Y	"I tend to cruise around and see what is clickable. Then start with About, then Portfolio. I want to find out about person, what they have to say for themselves and how they summarize the introduction."
JH	Y	"Portfolio first, although About is a good option. Odd About isn't first. I think Portfolio first because it is first in the list."
EW	Y	"Illustration because there is a worm. I'm arriving at the site not needing a solution. I don't have a need now."
Avg.	**Y**	**Start state is Home page. All users completed task successfully**

Task 3. Navigate to the home page. Script: "*From here navigate to the home page.*"

User	Task Success (Y/N)	Time (ss:ms)	User Clicks (No.)	Comments
MRG	Y	9:53	1	[clicked on site ID]
MS	Y	5:10	1	
KR	Y	3:72	1	
MP	Y	19:69	1	["Thought out loud" to tell me she had several options to click on to go to the home page.]
JH	Y	2:30	1	
EW	Y	1:31	1	
Avg.	**Y**	**6:94**	**1**	**Start state is page selected from Task 2. Optimal click path is one click. Click time skewed by outlier behavior.**

Task 4. Understand the content on the Recent Print Project page. Script: "*View the page and when you are ready tell me what type of content you are viewing, and how the text and imagery relate.*"

User	Task Success (Y/N)	Time (ss:ms)	User Clicks (No.)	Comments
MRG	Y	3:83	1	"Viewing examples of print project done by designer. Lists tasks of experience, blurbs of text with project details, and examples of pages from project—spreads from magazine."
MS	Y	7:65	1	"Viewing Dan's design work on Journal… What the hell is the other stuff? Tell me what I'm going to see, don't make me guess." [Had a hard time seeing how text related to imagery. Didn't like the order of paragraphs. Suggested putting third paragraph first since it talked about cover image represented graphically. Didn't see how bullet list correlated to the other content; it seemed out of context.]
KR	Y	2:58	1	"General description of what you do for AWWA." [Liked cover concept and other Journal pages.]
MP	Y	5:92	1	"Not immediately clear." [Didn't immediately think to scroll below fold. Not enough emphasis on me, more emphasis on Journal as product. Confused by bullet list, didn't seem well integrated with other content. Random comment that she loved the site ID typeface.]

JH	Y	3:61	1	"Awesome layouts and cover. Good representation of creative services mentioned [in bullet list]. I'd click on Portfolio section at the bottom to go back." [Suggested a number of text edits to make that would clarify the connection between the imagery and text, such as mentioning issue number and date (i.e., 'The May 2015 cover examines…'), and stating, 'Design highlights from the issue include…'.
EW	Y	1:50	1	"Content are things you illustrate…things you work on…cover designs, articles and spotlight." [Didn't know how "Production" on bullet list related to the rest of content. Assumed they were services I offered, but content didn't represent production.]
Avg.	**Y**	**4:18**	**1**	**Start state is Recent Print Project: Journal – AWWA page. Optimal click path is one click.**

Task 5. Scan and understand content on the Portfolio landing page. Script: "*Navigate to the portfolio page. Take a look at the page and when you are ready please tell me if it is clear how the content is organized.*"

User	Task Success (Y/N)	Time (ss:ms)	User Clicks (No.)	Comments
MRG	Y	3:32	1	"Alphabetically… no… nice. I'm looking at various deliverables. Areas of specialization where creative services may be needed by perspective clients."
MS	Y	3.56	1	"Very nice. Simple. Clear." [Mentioned intro H1, H2 didn't do anything and made him wonder why it was there. Also didn't like 'The Creative Core' as H1, suggested 'suite', 'capabilities', and 'skillset' as alternate descriptors.]
KR	Y	1:30	1	"Yeah. Organized by project type." [Asked what difference between web design and development was. Suggested arranging topics by jobs I am most interested in getting at top. Didn't see an overall logical arrangement of topics as a group.]
MP	Y	1:42	1	"Yes. Clear. The only pause is on 'creative core.' Things are explained underneath. It did get my attention. Very well organized."
JH	Y	1:37	1*	*[Clicked to page in one click, but then revisited home page twice to compare. He suggested the Portfolio page would make a better landing page than the current Home page. Didn't like the lack of professionalism in using lighthearted words like 'oodles' to describe work. He thought the work was very professional and the lightheartedness seemed inconsistent with the tone.]

EW	Y	4:95	1	"I don't know the language to use… it's the different products and services you offer. I like the description [project tags], that's helpful."
Avg.	**Y**	**2:65**	**1**	**Start state is Recent Print Project: Journal – AWWA page. Optimal click path is one click.**

Task 6. Use the contact form to send a message to Daniel. Script: "*Send a message to Daniel.*"

User	Task Success (Y/N)	Time (ss:ms)	User Clicks (No.)	Comments
MRG	Y	13:02	1	[Thought out loud about navigation choices, mentioning choice of clicking on footer or utility section, slowing click response time.]
MS	Y	4:51	1	
KR	Y	4:10	1	[Message: "Stop beating Kim at Words With Friends."]
MP	Y	2:41	1	
JH	Y	3:02	1	
EW	Y	3:69	1	[Clicked embedded link on Portfolio introduction text.]
Avg.	**Y**	**7:90**	**1**	**Start state is Portfolio landing page. Optimal click path is one click. Click time skewed by outlier behavior.**

Task 7. Share site via a social network. Script: "*Share the site to your favorite social network.*"

User	Task Success (Y/N)	Time (ss:ms)	User Clicks (No.)	Comments
MRG	Y	5:75	1	
MS	Y	6:55	1	
KR	Y	7:01	1	"I don't know what my favorite social network is."
MP	Y	5:54	1	
JH	Y	5:98	1	
EW	Y	4:38	1	"I don't like doing that."
Avg.	**Y**	**5:86**	**1**	**Start state is Home page. Optimal click path is one click.**

Task 8. Use the search box to find a logo project. Script: "*Performa a search for projects with the keyword 'logo'*."

User	Task Success (Y/N)	Time (ss:ms)	User Clicks (No.)	Comments
MRG	Y	13:68	3	[Went to Portfolio page first. Submitted search with enter key. Didn't click on magnifier icon.]
MS	Y	3:87	2	[Submitted search with enter key. Didn't click on magnifier icon.]
KR	Y	2:15	2	[Submitted search with enter key. Didn't click on magnifier icon.]
MP	Y	4:99	2	[Submitted search with enter key. Didn't click on magnifier icon.]
JH	Y	6:26	2	[Submitted search with enter key. Didn't click on magnifier icon.]
EW	Y	4:80	2	[Submitted search with enter key. Didn't click on magnifier icon.]
Avg.	**Y**	**5:96**	**2.17**	**Start state is Home page. Optimal click path is two clicks (one to enter search box focus, and one to either click magnifier icon or hit Enter keystroke.)**

Task 9. Download Daniel's résumé. Script: "*Please find Daniel's résumé and download to your computer.*"

User	Task Success (Y/N)	Time (ss:ms)	User Clicks (No.)	Comments
MRG	Y	13:55	2	
MS	Y	10:11	3	
KR	Y	12:71	2	
MP	Y	4:83	2	
JH	Y	12:57	2	"Does this guy want to be taken seriously?" [Didn't like H1 "Le Résumé" header, too flippant. Mentioned tagline is what he wants "Design. Develop. Deliver."]
EW	Y	2:32	2	
Avg.	**Y**	**9:35**	**2.17**	**Start state is Home page. Optimal click path is two clicks.**

Task 10. Identify which sections have been previously visited. Script: "*Is there any evidence of which page you might have previously searched for here?*"

User	Task Success (Y/N)	Comments
MRG	Y	"Yes. Text is purple."
MS	N	"No, not that I see."
KR	Y	"Purple. But I didn't click on 'Illustration'." [Noticed error in visited hyperlinks. This was due to the way the site was constructed.]
MP	N	"No." [Asked to have question repeated.]
JH	Y	"Journal is in purple, others blue."
EW	Y	"The color of the label has changed from blue to purple."
Avg.	**Y**	**Start state is Home page. Consider omitting task from study due to design error. Some links were colored purple without technically being visited. This issue is covered in the Discussion section.**

Task 11. Using the sitemap footer for navigation. Script: "*Navigate to the portfolio 'visual arts' section with one click.*"

User	Task Success (Y/N)	Time (ss:ms)	User Clicks (No.)	Comments
MRG	Y	13:06	1	
MS	Y	71:11	5	[Clicked on several links before finding the direct link.]
KR	Y	10:17	1	
MP	N	87:69	3	[Several comments on sitemap. Prefers drop-down navigation. Only uses sitemap as last resort. Couldn't understand how items were categorized on sitemap.]
JH	N	38:18	1	[Never scrolled down to reveal footer area. Clicked on 'Illustration' knowing that wasn't the right solution.]
EW	N	23:76	2	"I don't think I can do that." [Tried via Portfolio section.]
Avg.	**N**	**40.66**	**2.17**	**Start state is Home page. Optimal click path is one click. Catastrophic failure.**

Task 12. Navigate to the About section. Script: "*Find a picture of Dan petting a painted pig.*"

User	Task Success (Y/N)	Time (ss:ms)	User Clicks (No.)	Comments
MRG	Y	90.69	6	"Is this in WordPress?"
MS	N	105:01	0	"I don't see one." [Even looking for non-existent navigation.]
KR	Y	38:04	5	"I don't know why I am looking for this."
MP	Y	60:14	2	"Going back to Portfolio. It's under 'About'."
JH	Y	4:23	1	
EW	Y	30:42	7	[Tried via search box twice.]
Avg.	**N**	**54.76**	**2.17**	**Start state is Visual Arts page. Optimal click path is one click. Consider omitting from study due to study design error. This issue is covered in the Discussion section.**

Questionnaire

Likert scale survey. Criteria are rated on a gradient from low to high: 1 = Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Agree.

	Respondent Assessment						Avg.
Statement	MRG	MS	KR	MP	JH	EW	
I understand the purpose of the site.	5	5	5	5	5	4	**4.8**
The site content is clearly and logically organized.	5	4	5	5	3	5	**4.5**
The site content is easy to scan quickly.	4	5	5	5	3	5	**4.5**
I could find what I was looking for on the site.	4	4	5	4	4	4	**4.2**
The site allowed me to accomplish tasks effectively.	4	4	5	2	4	5	**4.0**
The navigation is intuitive and easy to use.	4	4	5	4	3	5	**4.2**
The links took me to where I expected to go.	4	5	4	5	4	5	**4.5**
I could easily tell what page I was on.	4	5	3	5	4	4	**4.2**
I felt lost at times using the site.	2	4	1	4	2	1	**2.3**
The site is visually appealing.	4	5	5	5	4	5	**4.7**
There was a sufficient use of color.	5	5	5	5	4	5	**4.8**
The site seemed visually balanced.	5	5	5	5	4	5	**4.8**

The site had enough textual content.	4	4	5	5	4	5	**4.5**
The site had enough graphic content.	5	4	4	5	4	5	**4.5**
The site is free from distracting or unnecessary features.	5	5	5	5	3	5	**4.7**
The site seemed cluttered in places.	2	1	1	1	2	1	**1.2**
The site graphics were sufficiently sized for the purpose.	4	5	5	5	4	5	**4.7**
The text is legible and easy to read.	4	5	5	5	4	5	**4.7**
The site feels professional and credible.	5	4	5	5	4	5	**4.7**
The feel of the site fit the subject matter.	5	4	5	3	2	5	**4**
The recent project page represented the work effectively.	5	4	4	2	2	3	**3.3**
The portfolio page represented the work effectively.	5	5	4	4	5	5	**4.7**
The site has a strong call to action.	4	2	3	5	4	3	**3.5**
The contact form is easy to use.	5	5	5	5	4	5	**4.8**
The site was engaging.	4	4	5	5	4	5	**4.5**
I would revisit the site.	4	4	5	5	4	4	**4.3**
I would share the site on a social network.	2	1	5	5	4	1	**3.0**

Open-ended questions and responses

1. What were your favorite aspects of the site?

Respondent	**Comments**
MRG	Diversity. Clean, uncluttered home page of projects. Fonts for display type and site ID.
MS	Twin Peaks! Clean, simple, bright.
KR	Imagery – the pictures give a good sense of the creative services available. Also, the "voice" in the text – especially on the About page. I like getting a sense of personality.
MP	Very clean, elegant; not overdone or overstated.
JH	The portfolio—looking forward to seeing additional projects.
EW	It was <u>not</u> cluttered. It is easy on the eyes. It was mainly the graphics which fed my curiosity and interest. It was clear and to the point, I felt if I did business with this person the personal interaction would be the same—which I appreciated. It showed diversity in talent, multiple services to employ.

2. What could be improved on the site?

Respondent	Comments
MRG	Use a left or right nav perhaps for content in site map, which seems lost at bottom of page. Client testimonials.
MS	Footer. Should be alternative access links—some are key nav links.
KR	Obviously – complete the links. Move web content up on Portfolio page if that is what you want to promote most.
MP	The portfolio sections could be a dropdown menu under “Portfolio” tab rather than at the bottom in the sitemap area. If it remains in the site map (ok to have in both places), make a clear connection to the “Portfolio” head. Why am I struggling with the Journal on the Recent Project page? Maybe the “Creative services” block of text doesn’t stand out enough and the Journal stands out too much. Would it be better to have multiple recent print projects, each one a bit smaller on the page?
JH	The home page doesn’t represent the extent of services offered in the portfolio.
EW	Where there is bulleted items that reference content on the page…be able to click the bulleted item and have it land on the appropriate content on that page.

3. Was there any information missing that you expected to be on the site?

Respondent	Comments
MRG	Illustrations, etc. Client testimonials.
MS	
KR	Not that I can think up. Maybe links to Journal and other “live” project sites. Maybe add Instagram to the social links.
MP	Testimonials? Not a big deal though. How pricing works. Sample process.
JH	Content for each portfolio category.
EW	Maybe menu items underneath main menu items [dropdown nav].

4. What would you put on the site to make it more effective?

Respondent	Comments
MRG	The possibilities are endless.
MS	More of a sales pitch, call to action – "I can help you".
KR	I can't think of anything.
MP	See question above [No. 3 Comments.] Make Home page more fun with graphics. Pull from archive; it's a great place for fun/humor. [Likes idea of humor in headings, humor in general. Really liked "About" section for that reason. Of Project page she suggested more images and thumbnails like an image gallery, and keeping caption with image. She likes to click images. Of Home page, she suggested "Project Highlights" or "Hall of Fame" instead of "Recent" projects.]
JH	Better portfolio navigation on the home page to show the variety of services offered. Links at the bottom of the home page [footer sitemap] are easy to overlook.
EW	Free tickets to a concert or maybe making contacting the person as prominent as a shopping cart type of experience.

5. What would make you revisit the site?

Respondent	Comments
MRG	Checking on progress. Referral to a client.
MS	Flying monkeys! [Commented on mobile navigation and swiping through rather than clicking.]
KR	If I need to hire a designer or just to check out your work.
MP	A need for creative services, or maybe an email saying Dan has added new items to his website.
JH	More content in the portfolio.
EW	I would just need to have a need for these services.

Discussion

Website effectiveness

All users were able to easily tell what the website's purpose was after viewing the Home page. Comments were made that the tagline "Design. Develop. Deliver." helped convey the purpose, and many the site ID was particularly effective. Users had no trouble finding where to begin searching the site, with the majority choosing either main nav links to the Portfolio or About pages. Many preferred clicking on the leftmost main nav link, since it was first in order. Interestingly, only two of the six users chose to enter the Recent Project pages featured centrally on the Home page. Many didn't intuit what a recent project was and I observed their attention was deeply focused on processing that content. In fact, several users suggested alternate strategies for the home page—sure proof that it didn't work effectively. One user adamantly stated that the Portfolio page would make a better home page since it clearly featured all the services offered. While I thought a focus on recent work would be important to show that the site was current, this proved less important to users who were anxious to explore the site, find out more about the designer, and understand what the site "sales pitch" was.

Finding the correct links for tasks was easily accomplished, with users clicking links at an acceptable pace and often with an optimal navigational click path. The main nav, search box, social media links, Contact and Home page links were found and used quickly. There was one glaring exception, however. The footer sitemap links were largely overlooked as they were intentionally moved below the fold. As one user mentioned, they only use a footer sitemap when they can't find something, which was the reason I designed it to be hidden away until needed. Regardless, many didn't seem to notice the footer sitemap as a navigational strategy, and one user never perceived it at all even though it was often displayed on screen as they scrolled down the pages! When users did try navigating with the sitemap, many didn't understand the arrangement of links and had a hard time scanning for a specific link when asked. To make matters worse, a programming glitch occurred that left most of the sitemap links marked visited—in a poorly contrasted purple on gray background—before a user had

visited the link, which might have led to additional confusion. This was due to my decision to create an "Under Construction" page for numerous page links. After a user first clicked a link to a portfolio category that was under construction, all links to the Under Construction page became purple. This meant that the whole portfolio section—ten links in all—became purple after one visit. At any rate, it was apparent that the navigational strategy of the sitemap was ineffective.

The site allowed users to effectively process content. Users could easily scan pages, and generally understood how content was structured with minimal cognitive effort. The typographical treatments were favorably received and allowed users to quickly see how information was "chunked", categorized, and arranged. Users largely understood where links would go, and could tell where they were at in the site with relative ease.

In contrast to processing the content, *understanding* the content was more problematic. Some appreciated the introductory headers and copy as they grabbed attention, others thought they were superfluous and needed to be rewritten or omitted. The Portfolio page was very effective in allowing users to understand the content they would find under each project category, but the subsequent project page posed problems. The Recent Print Project: *Journal – AWWA* page (See Appendix D. Screenshots) contained images of my design work on a magazine accompanied by text. Nearly all users had trouble understanding how the text and imagery related, as both the prose and layout seemed disjointed. Many suggested different ways of arranging the content and text so they would be more cohesive and intuitive to understand. One user even angrily stated, "I'm viewing Dan's Journal work... What the hell is the other stuff? Tell me what I'm going to see, don't make me guess."

Accomplishing tasks met with mixed results. Most tasks were accomplished easily; using the search box, contact form, downloading my résumé, and navigating to most sections presented little challenge. Some tasks, on the other hand, proved to be more difficult but I believe this was due to inadequate test design rather than site design. For example, one poorly constructed task asked for users to "Find a picture of Dan petting a painted pig." This was my test to see how quickly people could

navigate to the About page, but this abstract connection wasn't apparent to users. I discovered my word choice in tasks was extremely important, and noted how one task largely failed because I included a misleading word. In that task I asked users to "navigate to the Portfolio Visual Arts page in one click." This could be accomplished by clicking the Visual Arts link in the footer, but most were confused because they heard *Portfolio* and wound up clicking on it while telling me they knew that wasn't the right answer. Another interesting facet of test integrity arose with users that "thought out loud" and commented on their actions, while others quickly accomplished tasks without any dialog. This discrepancy in behavior created a higher variance in the times to complete tasks as some users took an inordinate amount of time to complete tasks due to their commentary on their thought process, while others quickly navigated as expected.

Website appeal

The visual appeal of the site received generally high marks and suffered from few problems. Users felt the sight was appealing, balanced, and had a sufficient use of color. The latter was an important distinction as I chose to use color only on the projects themselves and the rest of the site was rendered in grayscale. Many users remarked that they liked the clear, uncluttered appearance. Users liked the font choices and found the text easy to read. The graphics used were received positively and users felt the site left a credible and professional impression. Several users mentioned that the site was missing more graphic content, but this was due to not completing each of the 12 portfolio categories, which was outside the scope of the assignment since the site was more a functional prototype built for usability testing than fully-functioning site intended to go live. It was somewhat odd to build a portfolio site that ultimately had little portfolio content, but the testing focused more on how people navigated and perceived the site versus what they thought of a voluminous design samples. Many users did comment that they were eager to see examples of my work, and that this would cause them to revisit the site, which I interpreted as a favorable endorsement of the site.

The main problems with the appeal were that some felt the overall site feel vacillated between professional and lighthearted. In my haste to write appealing copy for the sections, I instead wrote pithy headlines that I felt were funny. Some appreciated this humorous approach, while others were critical about the inconsistency between the strong, professional focus on the work that was contradicted by flippant headlines and body copy. With more development time I believe both styles could be reconciled into a professional but amusing tone of writing. Users also commented that they appreciated seeing the personality of the designer whether through writing, samples, or pictures. It surprised me how highly valued this aspect of appeal was. One user claimed, “It was mainly the graphics which fed my curiosity and interest. It was clear and to the point. I felt if I did business with this person the interaction would be the same—which I appreciated.”

Another key problem was that the website didn’t create enough incentive for users to hire me. Users generally felt the site didn’t have a strong enough call to action. One user wanted to know more about pricing if they used my services. Another wanted to immediately know what the sales pitch was and couldn’t find that information. While there were numerous solicitations to contact me on the site, there weren’t enough reasons to sell them on taking that action. I agree with the users that more should be done to develop content that encourages people to engage my services. In addition, few users felt they would share or promote the site on a social network, but many commented that they simply don’t do that; so the lack of support on this point seems more a personal preference than because of the site design itself.

While the site did suffer problems with the overall effectiveness and had some minor issues with the appeal, it was still well-received and left users excited to see more. The usability study was very effective in eliciting enough feedback to see where problems existed and how severe the issues were. The testing provided ample information to make the website more usable, effective, and appealing in the future.

Recommendations for Change

Catastrophic

- The footer sitemap was lost and largely unusable. Move the sitemap portfolio categories to a local left nav or drop-down menu item.

Major

- The Home page content was an ineffective portal, and the distinction between "Recent" projects and other projects was negligible. Redesign the homepage to show engaging imagery that pulls people in, or an exciting collage of the variety of content I produce.
- The Portfolio project page needs considerable redesign work as it didn't effectively integrate coherent prose about the content, and the imagery felt disjointed from the text. Images and text need to be consolidated in the fashion of a lightbox or image gallery that allows a caption to run in proximity with each sample.
- The written content site-wide was not consistent or coherent enough. Take the time to ensure copy is well-written and professionally proof-read and edited.

Minor

- Visited links weren't correctly marked. Fix links to display as visited only if they have been.
- The call to action was weak. Create a stronger call to action by explaining how people will benefit from my work, and possibly offer prices for services.
- Create higher credibility. Integrate client testimonials as suggested by several users.

Cosmetic

- Redesign footer area. With sitemap gone the footer would need to be redesigned.

Resource

U.S. Dept. of Health and Human Services. 2006. *The Research-Based Web Design & Usability Guidelines*. Enlarged/expanded edition. Washington: U.S. Government Printing Office.

Appendix A. Usability Guidelines Implemented

#	Chapter: Guideline #	Guideline Heading	RI
1	1:1	Provide useful content	5
2	2:1	Do not display unsolicited windows or graphics	5
3	5:1	Enable access to the homepage	5
4	5:2	Show all major options on the homepage	5
5	5:3	Create a positive first impression of your site	5
6	6:1	Avoid cluttered displays	5
7	6:2	Place important items consistently	5
8	6:3	Place important items at top center	5
9	9:1	Use clear category labels	5
10	16:2	Facilitate scanning	5
11	2:4	Reduce the user's workload	4
12	2:8	Display information in a directly usable format	4
13	3:4	Enable users to skip repetitive navigation links	4
14	5:4	Communicate the web site's value and purpose	4
15	5:5	Limit prose text on homepage	4
16	6:4	Structure for easy comparison	4
17	6:5	Establish levels of importance	4
18	6:6	Optimize display density	4
19	6:7	Align items on a page	4
20	7:1	Provide navigational options	4
21	7:2	Differentiate and group navigation elements	4
22	9:3	Use descriptive headings liberally	4
23	10:5	Repeat important links	4
24	11:1	Use black text on plain, high-contrast backgrounds	4
25	11:4	Ensure visual consistency	4

RI—Relative Importance

Appendix B. Consent Form

Consent form

Thank you for participating in my usability research.

I will be recording your website usability testing session to observe your site use and benefit from your comments.

Please read the statement below and sign where indicated.

- -

I understand that my usability test session will be recorded.
I grant *Daniel Feldman* permission to use this recording for internal use only, for the purpose of improving the designs being tested.

Signature: _____

Print your name: _____

Date: _____

Appendix C. Questionnaire

Please rate the statements below with the scale below.
1 = Disagree
2 = Somewhat Disagree
3 = Neutral
4 = Somewhat Agree
5 = Agree

	Disagree		Neutral		Agree
I understand the purpose of the site.	1	2	3	4	5
The site content is clearly and logically organized.	1	2	3	4	5
The site content is easy to scan quickly.	1	2	3	4	5
I could find what I was looking for on the site.	1	2	3	4	5
The site allowed me to accomplish tasks effectively.	1	2	3	4	5
The navigation is intuitive and easy to use.	1	2	3	4	5
The links took me to where I expected to go.	1	2	3	4	5
I could easily tell what page I was on.	1	2	3	4	5
I felt lost at times using the site.	1	2	3	4	5
The site is visually appealing.	1	2	3	4	5
There was a sufficient use of color.	1	2	3	4	5
The site seemed visually balanced.	1	2	3	4	5
The site had enough textual content.	1	2	3	4	5
The site had enough graphic content.	1	2	3	4	5
The site is free from distracting or unnecessary features.	1	2	3	4	5
The site seemed cluttered in places.	1	2	3	4	5
The site graphics were sufficiently sized for the purpose.	1	2	3	4	5
The text is legible and easy to read.	1	2	3	4	5
The site feels professional and credible.	1	2	3	4	5
The feel of the site fit the subject matter.	1	2	3	4	5
The recent project page represented the work effectively.	1	2	3	4	5
The portfolio page represented the work effectively.	1	2	3	4	5
The site has a strong call to action.	1	2	3	4	5
The contact form is easy to use.	1	2	3	4	5
The site was engaging.	1	2	3	4	5
I would revisit the site.	1	2	3	4	5
I would share the site on a social network.	1	2	3	4	5

Please answer the following open-ended questions.

What were your favorite aspects about the site?

What could be improved on the site?

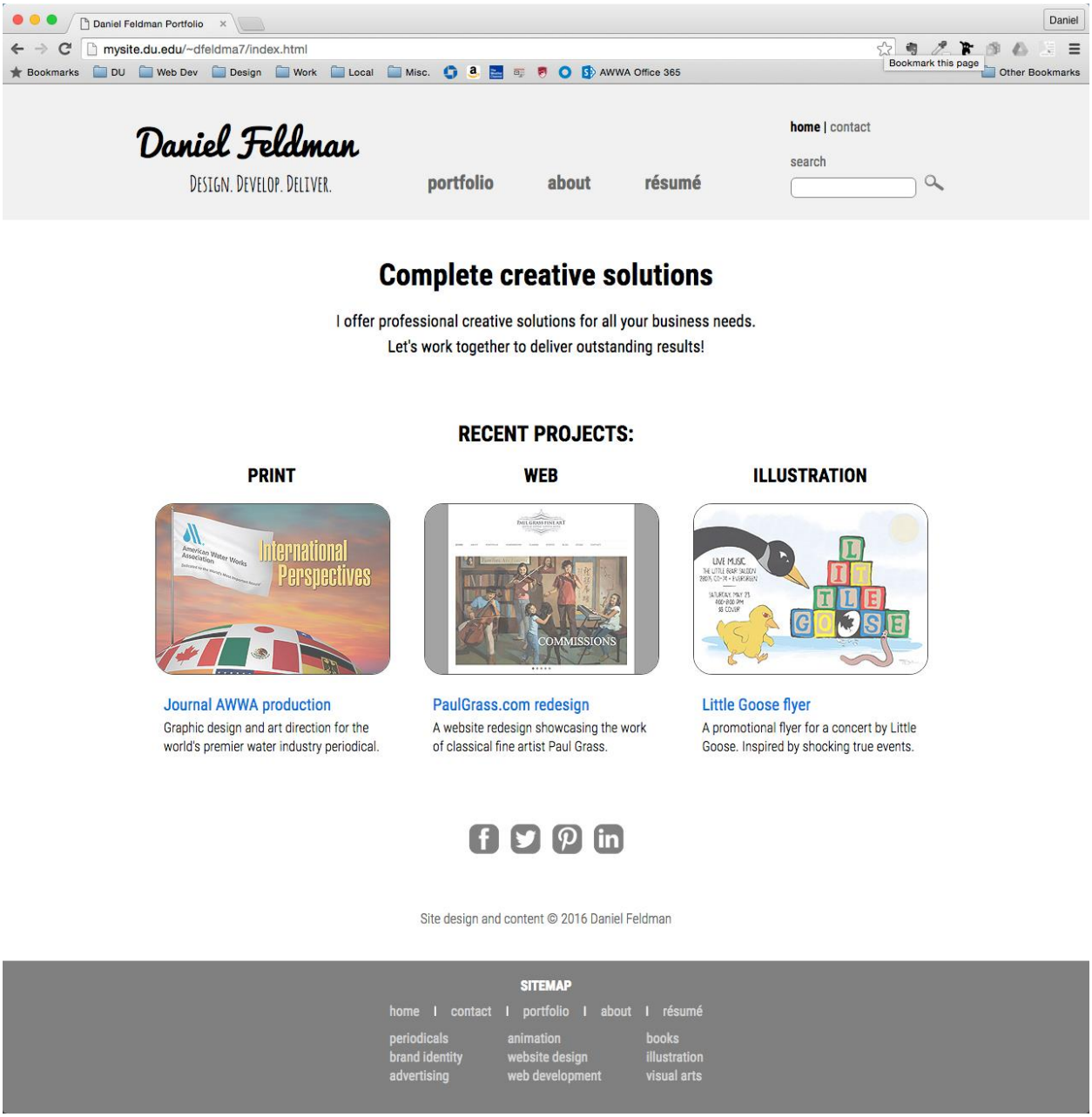
Was there any information missing that you expected to be on the site?

What would you put on the site to make it more effective?

What would make you revisit the site?

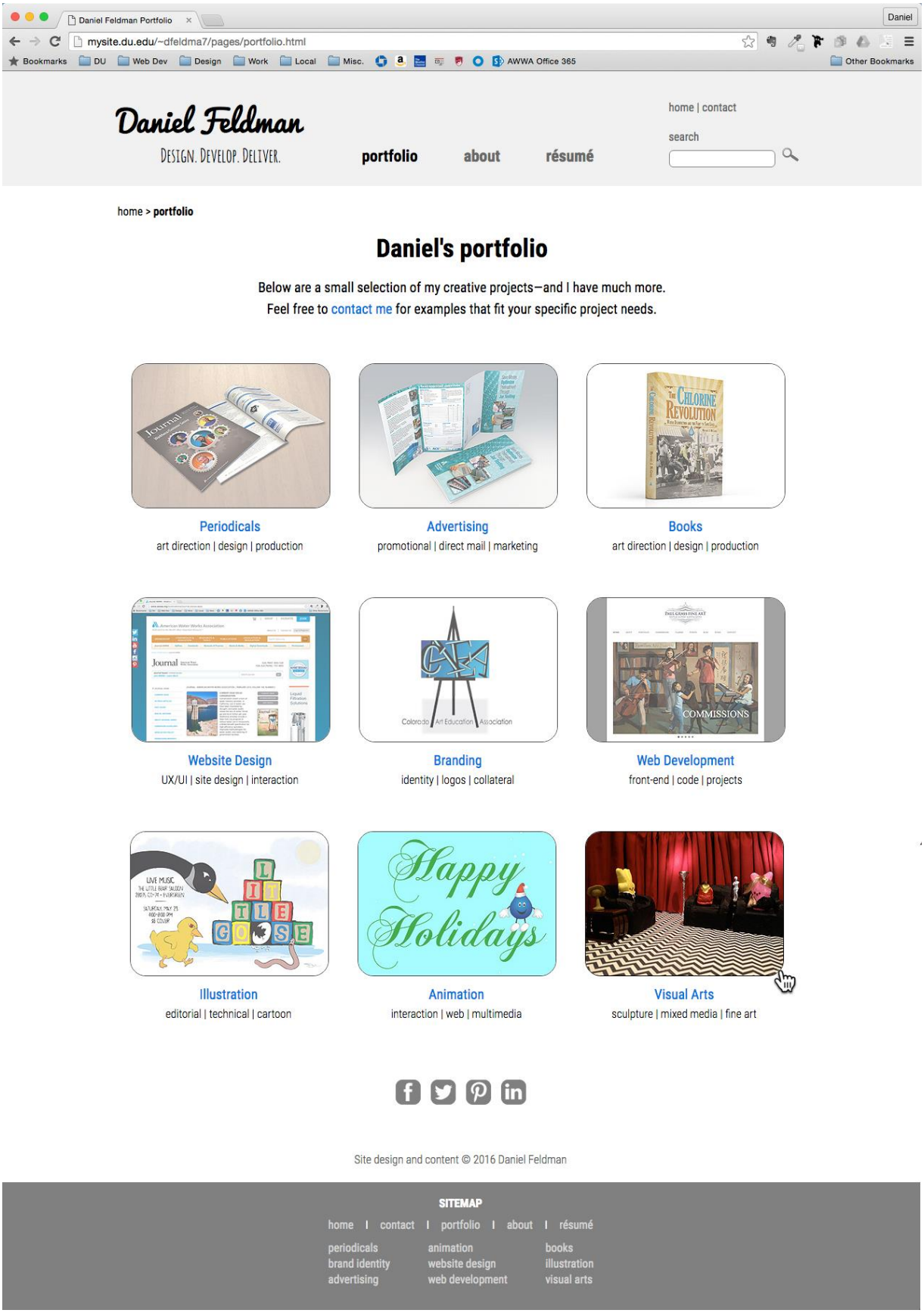
Appendix D. Screenshots

Home

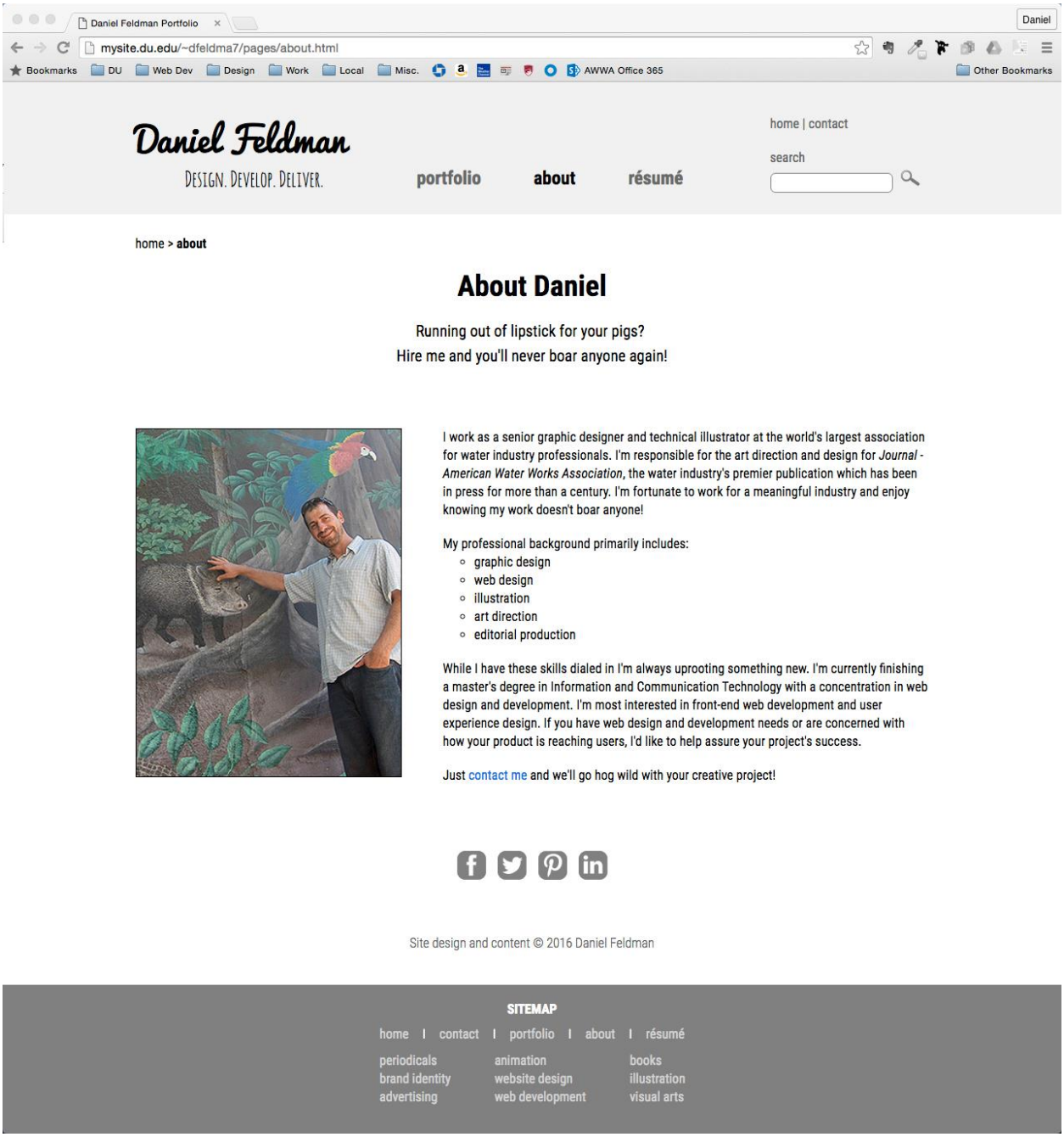


Recent Print Project: *Journal – AWWA*

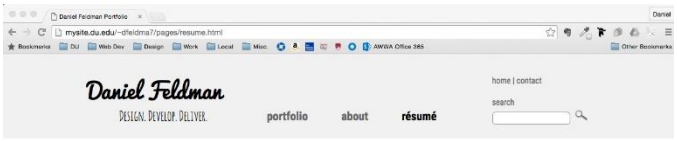
Portfolio


Daniel Feldman Portfolio
Daniel
mysite.du.edu/~dfeldma7/pages/portfolio.html
Bookmarks DU Web Dev Design Work Local Misc. AWWA Office 365 Other Bookmarks
Daniel Feldman
DESIGN. DEVELOP. DELIVER.
portfolio about résumé
home | contact
search
home > portfolio
Daniel's portfolio
Below are a small selection of my creative projects—and I have much more.
Feel free to contact me for examples that fit your specific project needs.
Periodicals
art direction | design | production
Advertising
promotional | direct mail | marketing
Books
art direction | design | production
Website Design
UX/UI | site design | interaction
Branding
identity | logos | collateral
Web Development
front-end | code | projects
COMMISSIONS
Illustration
editorial | technical | cartoon
Animation
interaction | web | multimedia
Visual Arts
sculpture | mixed media | fine art
Site design and content © 2016 Daniel Feldman
SITEMAP
home | contact | portfolio | about | résumé
periodicals
brand identity
advertising
animation
website design
web development
books
illustration
visual arts

About


Daniel Feldman Portfolio
Daniel
mysite.du.edu/~dfeldma7/pages/about.html
Bookmarks DU Web Dev Design Work Local Misc. AWWA Office 365 Other Bookmarks
Daniel Feldman
DESIGN. DEVELOP. DELIVER.
portfolio about résumé
home | contact
search
home > about
About Daniel
Running out of lipstick for your pigs?
Hire me and you'll never boar anyone again!
I work as a senior graphic designer and technical illustrator at the world's largest association for water industry professionals. I'm responsible for the art direction and design for Journal - American Water Works Association, the water industry's premier publication which has been in press for more than a century. I'm fortunate to work for a meaningful industry and enjoy knowing my work doesn't boar anyone!
My professional background primarily includes:
graphic design
web design
illustration
art direction
editorial production
While I have these skills dialed in I'm always uprooting something new. I'm currently finishing a master's degree in Information and Communication Technology with a concentration in web design and development. I'm most interested in front-end web development and user experience design. If you have web design and development needs or are concerned with how your product is reaching users, I'd like to help assure your project's success.
Just contact me and we'll go hog wild with your creative project!
Site design and content © 2016 Daniel Feldman
SITEMAP
home | contact | portfolio | about | résumé
periodicals
brand identity
advertising
animation
website design
web development
books
illustration
visual arts

Résumé



home > **résumé**

Daniel's résumé

Download my résumé if you are hungry for more. Bon appétite!
PDF | DOC

SUMMARY

Talented digital content producer with strong professional and educational background in print and web design. Keen understanding of technology, management of digital systems and assets, and adaptation of content across platforms.

CORE COMPETENCIES

- Production specialization in graphic and web design, editorial production, and multimedia content
- Experience researching, managing, and analyzing complex projects to fulfill business requirements
- Trusted team partner that supports, educates, and trains staff to find outstanding project solutions
- Self-starter with strong work ethic and drive to create business improvements and efficiencies
- Excellent verbal and written communication skills

EXPERIENCE

American Water Works Association | Denver, Colo. **2007–Present**

Design and manage digital content production for an extensive range of association projects, while maintaining reliable excellence of deliverables. Train staff on new technologies, workflows, and job skills.

Responsible for creative direction, graphic production, and website design of Journal AWWA.
- Review and manage production of in-house and contract graphic design
- Create artwork concepts, illustration, and article layouts
- Design and update Journal AWWA website content
- Train staff in technical illustration and publishing workflows
- Author graphic submission requirements and periodical style guides

Managed graphic design production cycles of Opflow magazine.
- Designed layouts and technical illustrations to meet specifications
- Provided quality assurance for advertisers, printers, and staff
- Assisted in writing, proofing, and editing content

Guided art direction and design for launch of IDA Journal and Section Newsletters.
- Created brand identity and promotional collateral for international publications
- Produced content layout, technical illustrations, artwork, and page impositions

Additional achievements:
- Introduced and trained staff on InCopy/InDesign editorial workflow
- Steered advocacy committee to foster work culture improvements
- Exceeded job requirements in annual reviews for three years

Collaborated with creative, editorial, marketing, and sales teams to produce varied association media.
- Produced direct mail, house ads, web banners, animation and rich media content
- Managed and designed graphic production of Opflow magazine
- Photographed product shots, staff, and company events for promotional collateral

Webmaster | Colorado Art Education Association | Denver, Colo. **2000–2007**

Performed website design and maintenance for the largest art education association in Colorado.
- Incepted website design and brand identity for the association
- Routinely created and updated web content
- Designed annual conference programs online and in print
- Worked with developer to add database functionality to website
- Managed server migrations

Graphic Designer | North American Directory Services | Loveland, Colo. **2003–2005**

Graphic design position with publisher of hospitality-based business directories. Produced a high volume of designs and ads for businesses throughout North America. Responsibilities included design and illustration, managing proofing stages, and digital prepress management.

Graphic Designer | 601 Design | Denver, Colo. **2001–2002**

Graphic design position with award-winning local design studio. Completed various print, layout, typesetting, design and illustration projects.

EDUCATION

Master of Science - Information, Communication and Technology
Web design and development concentration
University of Denver, University College, Denver, Colo.
Expected graduation in spring 2017, currently carrying 4.0 GPA

Coursework includes:
- Graduate Research and Writing
- ICT Business and Technical Foundations
- Enterprise Architecture
- Web-enabled Information Systems
- Website Design and Management
- Advanced Website Design and Management
- Usability Design for Websites
- Mobile Application Development with Web Standards
- XML & Data in Application Development
- Web Scripting with JavaScript
- Web Analytics
- ICT Capstone Project

Bachelor of Fine Arts
Graphic design concentration
Colorado State University, Fort Collins, Colo.
Graduated in 2000

SKILLS

Advanced proficiency
- InDesign
- Photoshop
- Illustrator

Intermediate proficiency
- MS Office 365
- HTML
- CSS
- JavaScript
- Flash
- Dreamweaver
- WordPress

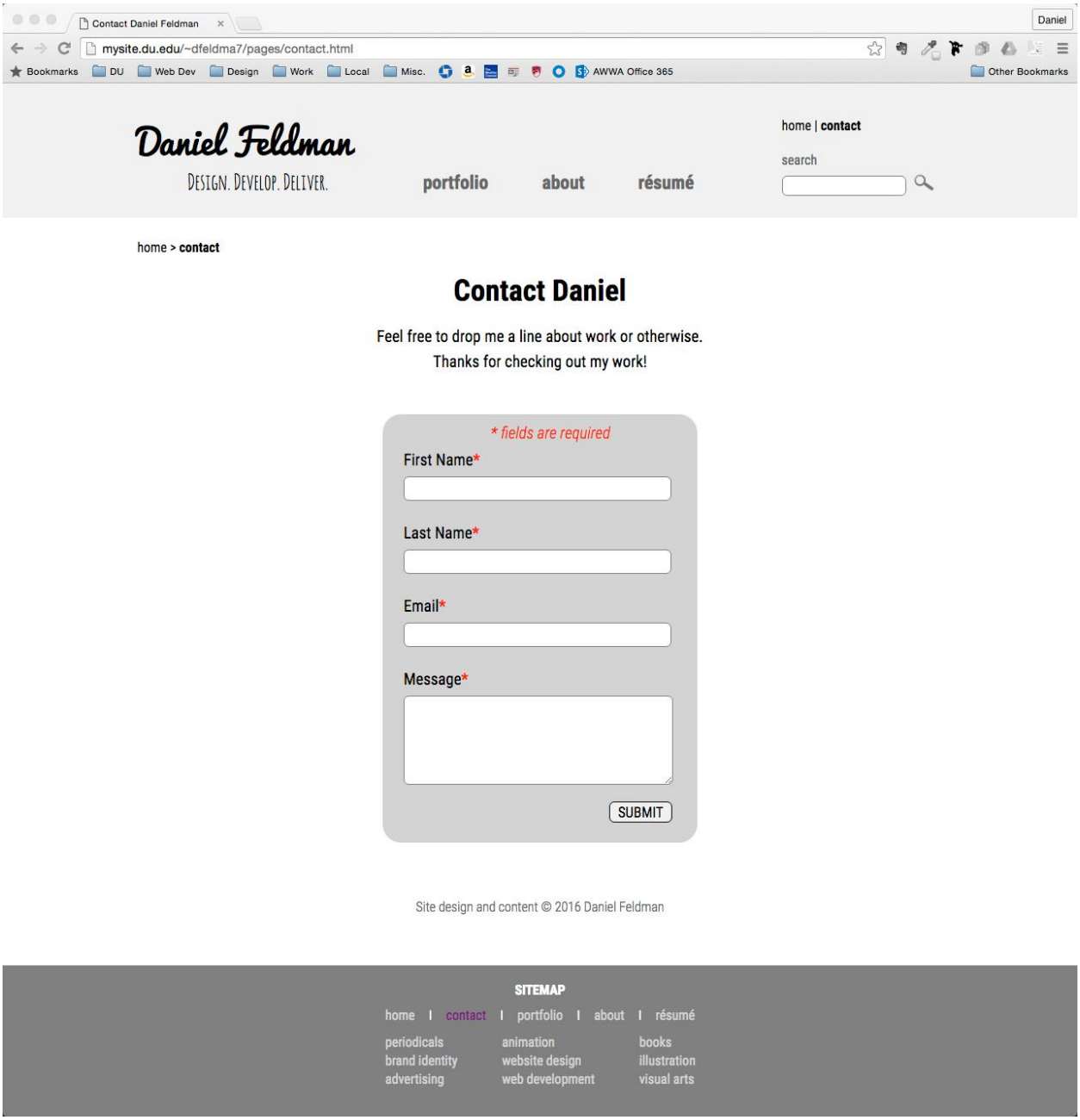
Working knowledge
- MS SharePoint
- Dot Net Nuke

CERTIFICATION

UI/UX Design Transitions Certificate Program
Boulder Digital Arts, Boulder, Colo., 2014

Site design and content © 2016 Daniel Feldman

Contact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Daniel
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Daniel Feldman
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search
home > contact
Contact Daniel
Feel free to drop me a line about work or otherwise.
Thanks for checking out my work!
* fields are required
First Name*
Last Name*
Email*
Message*
SUBMIT
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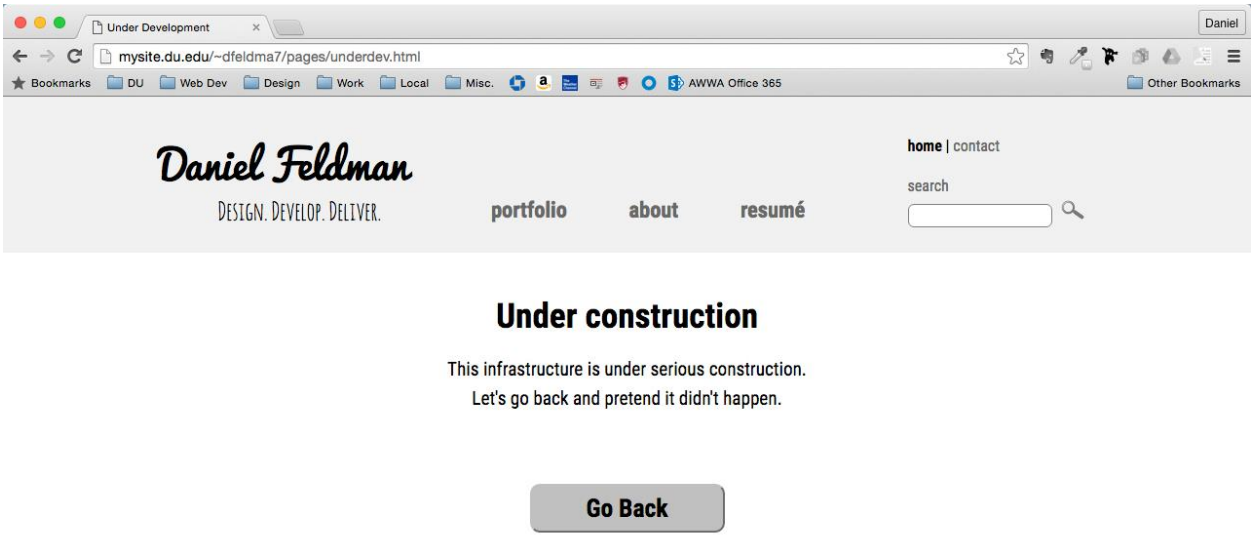
brand identity
advertising
animation
website design
web development
books
illustration
visual arts

Under Construction