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UX501x

5/30/18

Micro-Usability Report

Participant 1 (P1):

Female. Early 30's. Currently going to school part-time. Adequate experience(30+ hours week on the internet) dealing with websites. Schedules group activities 4 times a month.

Participant 2 (P2):

Male. Late 20's. Currently student and working PT in IT. Adequate experience(30+ hours week on the internet) dealing with websites. Schedules group activities 2 times a month.

Results

Overall the test went very smooth for the most part. Surprisingly scheduling the micro-usability test was a bit challenging than anticipated in terms of choosing an ideal setting and time. Both test conducted were done outside a starbucks right after lunch. As for the actual test itself. Both participants encountered numerous problems completing all 3 of the task, however I have narrowed it down to 3 significant observations where both participants seemed to share the same problem.

What I found interesting was both P1 and P2 with task 1, bumped into problems right off the bat with the homepage. The first thing that came to mind to both was "Do I have to create an account to create a poll?" I anticipated such a problem with the homepage because undergoing the test prior, I had the same train of thought whether an account was needed. A simple fix for this is to just simply clearly state somewhere in on the homepage how to get started and that an account is not needed.

2nd significant observation about both participants was none of them attempted to scroll down the page where more info was laid out on the instructions and additional features of the service their application serves. They didn't know scrolling was an option. In this case I think they could have included the "How it works" section right above the text box to give the user the steps he/she would have to go through when creating a poll. I also

feel like a navigation bar in this instance would be helpful to give awareness to the user that such info exist.

3rd significant observation about both participants was sending invitations via email. There was massive confusion on how to go about sending the invitations. P1 was thinking "I think I might have to copy this link and send it by email." P2 went as far as trying to register for an account. I was surprised how confusing this step was to the users. I think the problem lies on how the options were presented visually. For instance, for options were only shown as "Link Email." There is no visual cue telling the user that these are indeed options and these are options you choose and press. Perhaps have both as options visually as buttons would serve better in that aspect.

Areas for Improvements for designers/developers:

Overall the website does not lack consistency in terms of design, but it does lack a lot of clarity. There are a lot of minor fixes that can be done to fix most of the potential confusion a user might have when creating a doodle poll just by being more specific on each step and how to go about doing them. It seems like they tried their best to make each step a little too concise which in turn can potentially confuse and frustrate a user.