



MyCommunitySite

Usability Findings

created for **shyft.**

Usability Study Findings

Joining MyCommunitySite.com

Objectives:

- Identify areas of the joining process that users have the most trouble
 - Understand why they are having trouble, if any
 - Evaluate users' reaction to the UI and copy
 - Provide meaningful and relevant suggestions and solutions to improve the user experience and user interface
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Methodology

Remote usability testing was conducted from July 1-10th, 2020. 9 participants, ages X-X were chosen due to their closeness in age bracket and computer literacy of current MyCommunitySite.com members and target clients.

Participants were asked to go to MyCommunitySite.com, join the site, and navigate through the signup process.

Homepage

Findings

- 7 of 9 users did not have issues finding the “Join Now” link at the top of the page.
- 2 users scrolled up and down on the page looking for a way to join.
- One user spent almost 2 minutes looking for a way to join the site.

Recommendations

Make the Join Me link more prominent in the top right corner by styling it as a button. Larger font, bright colors, and a background.



“I don’t know where that is, ‘Learn More?’”

Sign Up

Findings

Site Name

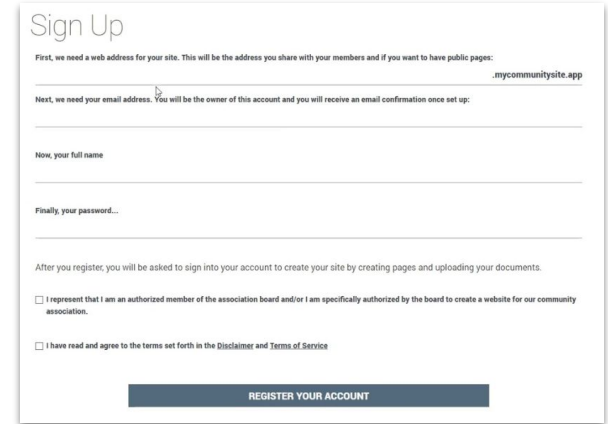
- 7 of 9 users put an email address or “www.” “.com” as their site name
- 5 of 7 users did not understand the error message and required assistance to continue
- One user, when faced with an error, tried to click next to mycommunitysite.app to move the text to the right side of the page

Password

- One user was concerned about the security of the website and their password
- One user received an error due to not entering in the required amount of characters for the password

Other

- Disclaimer and TOS links are broken
- One user with a smaller laptop did not realize there was content below the fold



The screenshot shows a 'Sign Up' form with the following elements:

- Title:** Sign Up
- Step 1:** 'First, we need a web address for your site. This will be the address you share with your members and if you want to have public pages:'. Below this is a text input field containing '.mycommunitysite.app'.
- Step 2:** 'Next, we need your email address. You will be the owner of this account and you will receive an email confirmation once set up:'. Below this is an empty text input field.
- Step 3:** 'Now, your full name'. Below this is an empty text input field.
- Step 4:** 'Finally, your password...'. Below this is an empty text input field.
- Instructions:** 'After you register, you will be asked to sign into your account to create your site by creating pages and uploading your documents.'
- Agreements:** Two checkboxes with text:
- ☐ I represent that I am an authorized member of the association board and/or I am specifically authorized by the board to create a website for our community association.
- ☐ I have read and agree to the terms set forth in the [Disclaimer](#) and [Terms of Service](#)
- Button:** A dark blue button labeled 'REGISTER YOUR ACCOUNT'.

“May not contain...well alright, you should have said that to begin with.”

Sign Up

Recommendations

- Show instructions for site name and password upfront with more clear, understandable language
- Use more common UI standards
- Fix error for Disclaimer and Terms of Service
- Redesign error response, allow user to go back or see error without having to use browser back bar
- Make error messages more prominent and explanatory
- Add more introductory text - possibly merge with next screen

The screenshot shows a 'Sign Up' form with the following elements and annotations:

- Title:** 'Sign Up' in a large, grey font.
- Step 1:** 'First, we need a web address for your site. This will be the address you share with your members and if you want to have public pages:'. Below this is a text input field with the placeholder '.mycommunitysite.app'. A red arrow points to the input field.
- Step 2:** 'Next, we need your email address. You will be the owner of this account and you will receive an email confirmation once set up:'. Below this is a text input field.
- Step 3:** 'Now, your full name'. Below this is a text input field.
- Step 4:** 'Finally, your password...'. Below this is a text input field.
- Instructions:** 'After you register, you will be asked to sign into your account to create your site by creating pages and uploading your documents.'
- Agreements:** Two checkboxes with text: 'I represent that I am an authorized member of the association board and/or I am specifically authorized by the board to create a website for our community association.' and 'I have read and agree to the terms set forth in the [Disclaimer](#) and [Terms of Service](#)'. Both checkboxes are unchecked.
- Button:** A dark blue button labeled 'REGISTER YOUR ACCOUNT'.
- Annotations:** Red arrows point to the email address field and the 'REGISTER YOUR ACCOUNT' button. A red circle highlights the 'Terms of Service' link.

"May not contain...well alright, you should have said that to begin with."

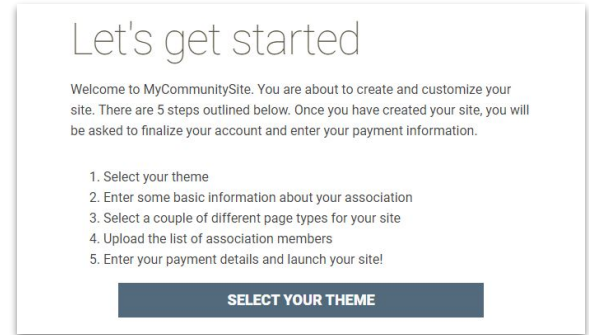
Getting Started

Findings

- Users did not have a problem with this page, but asked aloud if they should click “select your theme” before continuing

Recommendations

Consider rewording the text to be more descriptive and changing “select your theme” to continue



Select Theme

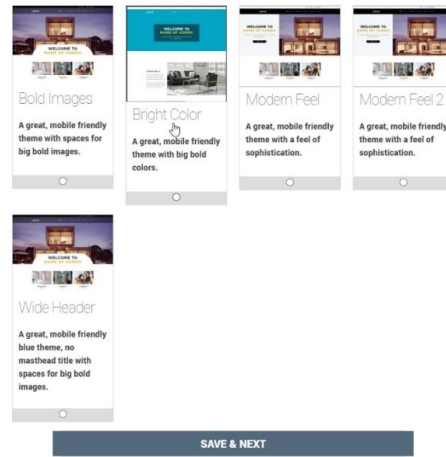
Findings

- 7 of 9 users did not have problems navigating this page and moving forward
- One user found the themes hard to see and thought they looked alike
- One user thought there was only one option for their theme
- One user had problems with their browser, IE11

Recommendations

- Improve the UI and text to showcase each theme's individuality
- Apply cross-browser compatibility, even outdated or deprecated browser IE10

Select your theme



"The theme is really hard to see and they all look the same to me, especially modern feel and modern feel 2."

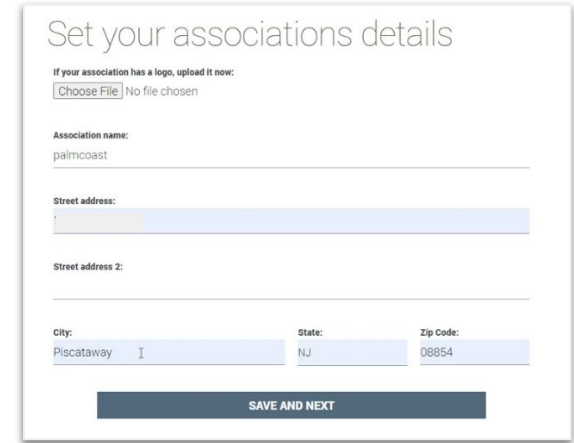
Association Details

Findings

- 7 of 9 users did not have problems navigating this page and moving forward
- Two users thought that they needed to use the site name they entered as the association name (mysite.mycommunitysite.app)

Recommendations

- Provide an example of an association name, or provide more clear instructions



The screenshot shows a web form titled "Set your associations details". At the top, there is a note: "If your association has a logo, upload it now:" followed by a "Choose File" button and the text "No file chosen". Below this, the form has several input fields: "Association name:" with the text "palmcoast" entered; "Street address:" with a light blue input field; "Street address 2:" with a light blue input field; "City:" with the text "Piscataway" and a dropdown arrow; "State:" with the text "NJ" and a dropdown arrow; and "Zip Code:" with the text "08854" and a dropdown arrow. At the bottom of the form is a dark blue button with the text "SAVE AND NEXT" in white.

Select Pages

Findings

- 8 of 9 users were unable to select any pages other than Member Documents
- 3 users were unsure if they had to select more than one in order to move on

Recommendations

- Add descriptive and guiding text at the top of the window
- Apply cross-browser compatibility, even outdated or deprecated browser IE10

The screenshot shows a web form titled "Select your pages". It contains five selection boxes arranged in two rows. The first row has four boxes: "Member Documents", "Events", "Staff Directory", and "News". The second row has one box: "FAQs". Each box contains a brief description of the page's purpose and a checkbox at the bottom. The "Member Documents" checkbox is checked, while the others are unchecked. Below the selection boxes is a dark blue button labeled "SAVE AND NEXT". At the very bottom, there is a link that says "SKIP (You can enter this information later from your dashboard)".

Member Documents	Events	Staff Directory	News
This is the page where your association documents will be displayed	This is a page for events that you would like to advertise to your community	If you would like to have a list of key staff members you can display their information here	A place to put short stories and news that will be important to your community
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FAQs
Display some common frequently asked questions here
<input type="checkbox"/>

SAVE AND NEXT

[SKIP](#) (You can enter this information later from your dashboard)

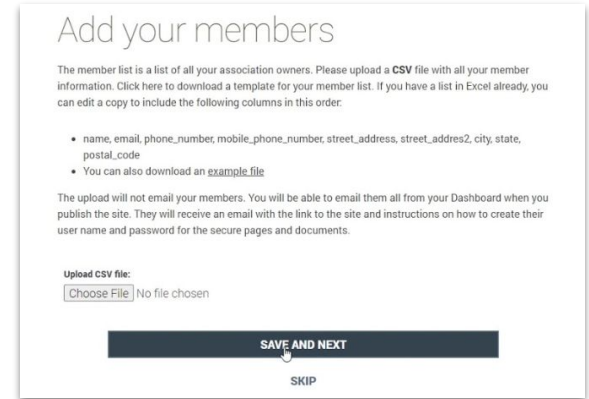
Add Members

Findings

- 5 of 9 users did not have problems navigating this page and moving forward
- Two users hit save and next without uploading a CSV and recieved a 404 error
- One user with a smaller laptop was unable to see “skip”

Recommendations

- Do not allow users to click save and next unless they have uploaded a file
- Place save and next buttons side by side



The screenshot shows a web form titled "Add your members". It contains instructions about uploading a CSV file and a list of required columns: name, email, phone_number, mobile_phone_number, street_address, street_address2, city, state, and postal_code. There is a link to download an example file. Below the instructions, there is a section for "Upload CSV file:" with a "Choose File" button and the text "No file chosen". At the bottom of the form, there are two buttons: "SAVE AND NEXT" and "SKIP". The "SKIP" button is very small and positioned directly below the "SAVE AND NEXT" button.

"I only have a 13" laptop."

Pick a Plan

Findings

- Two users thought clicking on a box would select a plan
- Three users did not understand how much the plans cost
- One user thought that they needed to write in what plan they wanted

Recommendations

- Use common UI styling for interactive elements
- Add pricing for each of the plans in the description boxes

Last Step! Ready to publish?

Choose the plan that is right for you.

Monthly Plan The pay-as-you-go option of \$50 per month	Managed Monthly Want to not worry about it? For \$85 per month we can get everything set up and running for you. So relax!	Annual Plan Don't need or want month-to-month, we've got you covered.	Managed Annual Plan We've got you covered for a year, set it and forget it.
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Pick your plan: Have a coupon?: ...and Pay

"Pick a plan, I guess I have to write it in, right?"

Overall

Findings

- The average time it took a user to join the site from the home page to pay was 8 minutes.
- The shortest amount of time was 2 minutes, the longest 12
- Some of the UI is unfamiliar to users and causes confusion
- There are many dead ends (error pages) possible throughout the process

Recommendations

- Fix the errors throughout the process, and adjust the error messages to not be full screen/next page
- Rewrite some instruction and error messages to be more clear and concise
- Provide information that helps the user along the journey
- Use consistent and common UI to provide a familiar experience
- Provide the user a way to go back through the journey

"I was following what looked like an example but...I would have gotten frustrated and [quit]."

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