IMY 320 USABILITY TEST REPORT

IoT

Brief

This is a report regarding the usability tests that were conducted for our website. Contained inside are the summaries, procedures undertaken, reports and analysis of the data collected.

IMY 320 Usability Test Reports

Website link: http://www.webapplication.co.za

Task 1 – Pre Test Planning

For our usability testing, we had to assemble no more than 10 users to test our website. And as such, we decided to ask 3 students whom we are close with, 2 adults such as parents or family members and 1 person who works as a freelance web developer. We conducted experiments across the span of a week, and asked each participant to meet up with us at various locations across campus and our homes.

As designers, we had to come up with usability test procedures for our website. Before testing we had questionnaires and task performance sheets (which recorded the success ratio of each task) prepared. Instead of a consent form, we explained the crucial details verbally, and also gave the users the freedom to leave in between the usability test if they were uncomfortable.

Task 2 – Process followed

1. We had to arrange and setup the testing space in such a manner to avoid ordering effect. We chose appropriate spots where we could monitor the user performance.
2. Then we introduced ourselves, explain the procedures, roles and responsibilities. We then welcomed the users, thanked them for their time and had them read over said material provided.
3. During testing we simply had users go through the website and see if they'd be able to accomplish the tasks given.
4. We then had them answer questionnaires and give our website an impression mark.

Instruction Sheet & Results
The aforementioned instruction set has been attached to this document and as such these are the results below (participants agreed to us publishing their names in this document)

Users
1. **Courage**
   a. Answers to questionnaire
      i. "It had a bold visual statement due to the large image that acted as the background as well, overall I felt impressed with what I saw".
      ii. "The content was what truly struck me, it was simple , understandable and properly presented without being too clustered"
      iii. "Well"
      iv. "Yes, but it falls short due to it being on a
      v. "The single page implementation, because I don't really like websites that have their entire content placed on one page"
   b. Review
      i. Layout   6/10
      ii. Aesthetic   5/10
      iii. Design   8/10
      iv. Content   9/10
      v. Overall   7/10
2. **Daniel**
   a. Answers to questionnaire

   i. "I was impressed with the landing page, honestly I think it's well done".

   ii. "The design of the website was brilliant, everything placed on a single page and properly laid out was impressive"

   iii. "Well"

   iv. "Yes, mainly due to the fact that it correlates with the game's theme"

   v. "Nothing negative honestly, perhaps a more dynamic parallax implementation would've sufficed"

  b. Review

   i. Layout   8/10

   ii. Aesthetic 8/10

   iii. Design   9/10

   iv. Content 7/10

   v. Overall   8/10

3. Thapelo

  a. Answers to questionnaire

   i. "The design for me was okay, wasn't really that impressed with the landing page, because I was expecting something more visually appealing".

   ii. "The layout was impressive as well as the spacing. The single page implementation I don't mind"

   iii. "Enough"

   iv. "No, I feel like there should have been more content added"

   v. "Lack of adequate content"

  b. Review

   i. Layout   8/10

   ii. Aesthetic 6/10

   iii. Design   5/10

   iv. Content 4/10

   v. Overall   5/10

4. Michael

  a. Answers to questionnaire

   i. "Simple but it gets the message across".

   ii. "Colours and aesthetic , actually the design as a whole"

   iii. "Well"

   iv. "Yes, Mainly because of the background robotic images that attribute to the site's liveliness"

   v. "Not going in-depth about the game's development"

  b. Review

   i. Layout   9/10

   ii. Aesthetic 9/10

   iii. Design   9/10

   iv. Content 6/10

   v. Overall   9/10

5. Walter

  a. Answers to questionnaire

   i. "It's alright, could've been done better with animations or transitioning content".

   ii. "The content is informative"

   iii. "Enough"

   iv. "Yes, But barely, only because it's informative, but as for the rest of the attributes they are lacking"

   v. "Design needs a complete overhaull"

      b. Review
- **i.** Layout   5/10
- **ii.** Aesthetic   4/10
- **iii.** Design   4/10
- **iv.** Content   7/10
- **v.** Overall   5/10

6. Palesa

    a. Answers to questionnaire
- **i.** "For me the landing page was just lovely, it looked visually appealing and stunning".
- **ii.** "I'm a colourful person so I appreciated the dynamic gradient and string bright colours present on the website"
- **iii.** "Pretty Well"
- **iv.** "Yes,It doesn't overwhelm you with content, just provides enough to let you know what the game is about"
- **v.** "Nothing to change honestly, it's satisfactory"

    b. Review
- **i.** Layout   8/10
- **ii.** Aesthetic   9/10
- **iii.** Design   10/10
- **iv.** Content   9/10
- **v.** Overall   9/10

7. Richard

    a. Answers to questionnaire
- **i.** "The landing page was just okay, it was more like a splash page from a standard website ".
- **ii.** "I did not like the way the content was presented but it was creative"
- **iii.** "Enough"
- **iv.** "Yes, but It doesn't have more information about the game "
- **v.** "Should add video about the game play"

    b. Review
- **i.** Layout   6/10
- **ii.** Aesthetic   7/10
- **iii.** Design   8/10
- **iv.** Content   7/10
- **v.** Overall   7/10

8. Tumelo

    a. Answers to questionnaire
- **i.** "it is a good landing page because passes through information about the website".
- **ii.** "I like the design, it shows the different parts of the game in general"
- **iii.** "Well"
- **iv.** "Yes, but is should add a video about the game to provide more information"
- **v.** "Should add video about the game play"

    b. Review
- **i.** Layout   7/10
- **ii.** Aesthetic   8/10
- **iii.** Design   9/10
- **iv.** Content   8/10
- **v.** Overall   8/10

9. **Mangaliso**
   a. Answers to questionnaire
      i. "None".
      ii. "The pictures and the kaleidoscopic colour changing menu bar"
      iii. "The website's very innovative, but compared to other websites about specific games, it's mediocre."
      iv. "Yes, it does. The first time I opened the website I thought there was some sort of game below that I would play. It does justice in show chasing the game being developed. "
      v. "The contact us section, it's the only disappointing view of the website. But all the other parts okay."
   b. Review
      i. Layout   7/10
      ii. Aesthetic   8/10
      iii. Design   7/10
      iv. Content   7/10
      v. Overall   8/10

10. **Pitso**
   a. Answers to questionnaire
      i. "it looked visually appealing"
      ii. "I like the dynamic gradient and the way the content is presented"
      iii. "Well"
      iv. "Yes, It is very informative"
      v. "Nothing to change"
   b. Review
      i. Layout   8/10
      ii. Aesthetic   9/10
      iii. Design   8/10
      iv. Content   9/10
      v. Overall   9/10

Statistics and Evaluation

Evaluation methods

1. Instruction Set
   a. We made users perform a few tasks whilst using our website. Users were given the same instruction set and questionnaires . This approach was used to see how easy our website was in terms of navigation and complexity.
2. Questionnaire
   a. This method gives us the user's opinion regarding our website. It also gave us a chance to fully understand our customer base and take note of things that users didn't like about our website.

Statistics

Main advantage	Design or aesthetic

Main weakness	Content and presentation
Overall impression	7/10
Point of improvement	How we presented the content

Conclusion

Based on the results we've gathered, 3/6 users found our website appealing while two found it falling short of truly appealing to the greater masses, especially since it's supposed to be an interactive website. The data collected on the questionnaire seems to suggest that the site was a bit static and minimalistic and yet easy to navigate. The design was superb and aesthetic was visually appealing, but it lacked true "interactivity" in the eyes of our users. The aim of our website is let our users have a quick yet meaningful experience while obtaining adequate information regarding the video game as well as to give them a rich experience, thus we'll be looking forward to improving on our designs for future endeavours and hopefully provide satisfactory user experiences and interactivity.

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IMY 320 Usability Test

Instruction Set

1. Test website's navigation on desktop and mobile devices
2. Navigate content and go through each section
   a. Read content and analyse layout
   b. Test navigational links between each section
3. Answer the questionnaire and give an impression mark for each section
4. Give an overall impression mark for the site and state what could have been improved.

Questionnaire

Questions	Answers
1.Describe in a few words what impact you had of the website when you landed on the landing page.	
2. What was the best aspect about the website in terms of appeal, navigation, content or simply aesthetics ?	
3. Compared to other websites that showcase similar content, how well would you say our website fairs in comparison to the others ? *Pretty Well / Well / Enough / Mediocre / Poorly*	
4. Does the website achieve it's main purpose in providing insight on the video game being developed ? *Yes / No with a reason provided*	
5. What regarding the website, was it's main negative aspect ? if there's more than one please list them down.	

Review

Please give an honest rating out of 10 for each of the below points. (1 being Horrid – 10 being perfect)

1. Layout   /10
2. Aesthetic   /10
3. Design   /10
4. Content   /10
5. Overall Impression   /10

Feedback

Please write a short summary as to what we can improve overall for our website