User test for high-fidelity website

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Several problems concluded by last usability test in the low-fidelity prototype:

1. No search bar

The user who may have a certain data of team or player to search are more likely to use the search bar to directly access to the information they needed.

2. Less picture use

Due to the copyright issues, the player images didn't use in the website. It may cause confusion and less browsing interests to users.

3. Less instruction for beginners

The basic basketball knowledge may remain not enough for the users. And the traditional basketball data website may not user-friendly towards the beginners.

4. Consistency in language

Due to the unfamiliar with design tool, the prototype applied both English and Chinese in different pages which may cause confusion to the users.

5. Lack of interaction

The prototype only provides information while there is lack of interaction between websites and users which may reduce the interest of browsing the dull data.

According to the feedback from last usability test, I improved the information architecture and website layout, while updating the latest information and classifying them in details in order to avoid confusion. A new usability test was conducted on the high-fidelity website and five new users who are totally beginners of basketball and know little about CBA were invited to participant in this test. All the invited users are college students who studied/live in Guangzhou, aged from 20-23. Since the team pages which are not totally finished, the tasks of this usability test will not cover the information from the team page such as player information displayed by team. The tasks given had the direct purpose since all the test participants were not familiar with basketball data.

Usability tasks:

1. Check when is the next upcoming game of Guangdong.
2. Find the meaning of the term 'triple double'.
3. Find out the player with best performance in REB.

Result:

Compared to last usability test, the time participants spent on three tasks was much longer since the level of familiarity was very different. All participants successfully finished three tasks. Homepage design received appreciate from participant since the website instruction with brief explanation placed on the homepage is helpful for them to directly access to the specific section they needed.

The introduction to data seems less helpful to beginners, even though this section covers all the terms which may appear in this website. The way information is presented is needed improvement. All terms cannot be seen at the first glimpse which means the users have to scroll down to view all the terms before finding the certain one they need. Though there is the search function by Airtable, seldom participant notice that. It would be better if the information is presented by separate cards and has clear classification.

Almost every participant pointed out that when they review the upcoming schedule, they needed to scroll down the table for a while then reach to the upcoming game part, due to the upcoming games and previous games information are integrated into the same table. In the further improvement, this problem will be solved.

As for the beginners, data visualization seems to be the best data presenting way which is understandable and readable than the numbers. Since the page is not finished, some participants also provide their suggestion towards this parts: 1. The ranking list is interesting which can apply to the team page like presenting the 'MVP' in current season; 2. More graphics can be used as raising the attention.