Usability test for the improved website
TAN Junyu, 1155145748

According to the previous usability test towards the competitor website, some advantages and problems in user experience were figured out and list below.

Advantage:
1. Every team name and player name are clickable which is convenient for quick access to the desirable information with less steps to go and less time to spend.
2. The official website is cooperated with hupu.com which is the most popular basketball application in China with complete database and various advanced data visualization.

Problems:
1. The users may confuse about the navigation bar and have to click on various button before finding the information they need.
2. Another navigation section at the top of the main page which is shown as the logo gallery, can navigate to the team page. It may cause confusion for some users who are not familiar with all the team logo.
3. There is no search bar for the user to directly access to the team page or the player page.
4. As the statistics part, the data didn't completely shown in one page, which means the user need to click on the 'next page' button if they do not find the information in the first page. It is hard to find the specific player in the list.

During the previous test, two participants who were beginners claimed that this website was too difficult to use while other participants found it very useful. The difference between them may cause by the level of familiarity. It can be concluded that the data website is not so readable to the beginners. Besides, the users can hardly find a reference website offering the explanation of all the basic basketball terms.

Since that, the target user is changed from all the basketball fans to the basketball beginners. The improved website is aimed to serve the beginners with more basic knowledge and simplified data which easy for them to understand and raise their interest to view the data, while it may not meet every basketball fans' needs towards data.

The improvement version prototype link is placed here:

https://www.figma.com/file/oub7SVvi3T5es1epgPzoyR/Assignment-8?node-id=0%3A1 Everyone with this link can view the prototype. In the improved version website, it may not solve all the problems figured out in the previous test.

Information architecture:

1. Homepage （brief instruction, latest information and team gallery）

2. Introduction to data

3. Team (including basic information and performance data of team and all the players)

4. Schedule (previous results/upcoming games/ranking list)

5. Statistics (various performance data for all the players)

Improvement:

In order to make the data website more user-friendly to the beginners, some improvement should be highlighted:

1. Simplified homepage

The homepage is simplified into three part:

First part is a brief instruction for the users which told them what information they can obtain in this website and which section can they find out the desirable information.

Second part is some latest important information such as the upcoming games, players with best performance, ranking list.

Third part is the team gallery with logos and team name which can bring the users to the specific team page.

2. The player's individual page is combined with the team page.

The users no longer need to jump to another page for viewing the details of the player, which can be access as the dropdown part in the same page. And it is easy to compare with the members.

3. Data visualization of the player data

As the numbers may be less readable for the beginners, graphics are more understandable to them. The performance data of each players is shown in the different form such as radar in the team page.
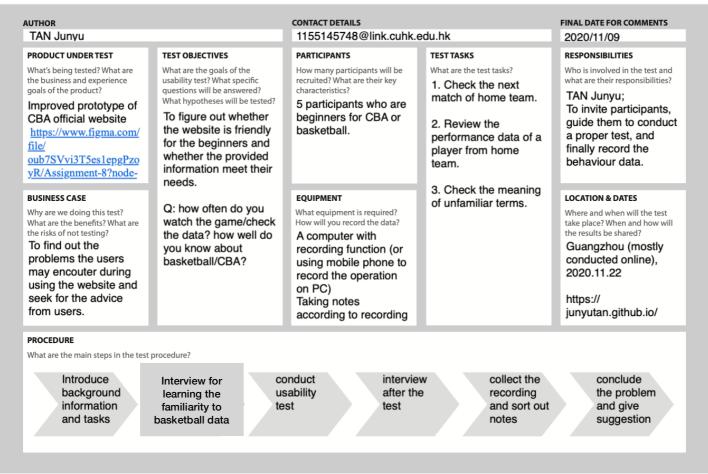
4. Retain original data for reference

The statistics still remains in the websites for those who want to view the original data.

5. An introduction section

Introduction towards basketball data terms is added. While the users meet some unfamiliar terms such as the abbreviation of data (PTS, REB, STL, etc.), they can check the meaning or calculating methods in the introduction part.

USABILITY TEST PLAN DASHBOARD

AUTHOR	CONTACT DETAILS	FINAL DATE FOR COMMENTS
TAN Junyu	1155145748@link.cuhk.edu.hk	2020/11/09

PRODUCT UNDER TEST
What's being tested? What are the business and experience goals of the product?
Improved prototype of CBA official website
https://www.figma.com/file/oub7SVvi3T5es1epgPzoyR/Assignment-8?node-

TEST OBJECTIVES
What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?
To figure out whether the website is friendly for the beginners and whether the provided information meet their needs.

Q: how often do you watch the game/check the data? how well do you know about basketball/CBA?

PARTICIPANTS
How many participants will be recruited? What are their key characteristics?
5 participants who are beginners for CBA or basketball.

TEST TASKS
What are the test tasks?
1. Check the next match of home team.

2. Review the performance data of a player from home team.

3. Check the meaning of unfamiliar terms.

RESPONSIBILITIES
Who is involved in the test and what are their responsibilities?
TAN Junyu;
To invite participants, guide them to conduct a proper test, and finally record the behaviour data.

BUSINESS CASE
Why are we doing this test? What are the benefits? What are the risks of not testing?
To find out the problems the users may encouter during using the website and seek for the advice from users.

EQUIPMENT
What equipment is required? How will you record the data?
A computer with recording function (or using mobile phone to record the operation on PC)
Taking notes according to recording

LOCATION & DATES
Where and when will the test take place? When and how will the results be shared?
Guangzhou (mostly conducted online), 2020.11.22

https://junyutan.github.io/

PROCEDURE
What are the main steps in the test procedure?

Introduce background information and tasks → Interview for learning the familiarity to basketball data → conduct usability test → interview after the test → collect the recording and sort out notes → conclude the problem and give suggestion

Usability test plan

Due to the target users was changed, I invited a few people who are not so familiar with either basketball or CBA and ask them for finishing three tasks on the prototype. All five participants are the college students in Guangzhou who aged from 20 - 23, with few basketball knowledge or CBA familiarity. The details of usability test plan are shown in the table.

Results and analysis

All participants successfully finished three tasks within 5 minutes. They pointed out some issues during using the website to seek information. Some improvement should be conducted in next version.

1. **No search bar**

As someone who may know one or two players and want to directly access the player information, it would cause inconvenience for them while there is no search bar to type in the name. It may lead more steps to go. Especially when the users browsing the introduction page, it takes more time for them to find the terms they needed in so much cards.

But for those who are not familiar with specific player, may think the search bar is not essential part for them to find the information. For example, as all the players are listed in the statistic page, the user can use external search function such as the 'Command+F' to search the specific player's name and access to his performance.

2. **A quick way to check the terms explanation for the beginners**

All the terms are shown in the form of cards in the introduction page with its abbreviation and terms in Chinese. The users can click on the cards to see the further explanation. But some participant mentioned that they could not find the terms they wanted at the first glimpse. They browsed the introduction mainly with question towards specific terms, if there is a search bar for quick search, it would be better for the user experience.

There will be another way which is more convenient to find the terms' meaning. As some data websites did, while the mouse hovering on the title bar of terms, the page will directly show the whole name and meanings to users. And more details can be shown in the introduction page.

3. **Less picture use**

Due to the copyright issues, the player images didn't use in the website. It may cause confusion while the users are not so familiar with this player. And less picture may reduce the interest of browsing dull numeric information. Some participants may think it was too dull, while others thought it is enough and no need for extra decoration.

4. **Multiple access way to other page which is interesting and helpful**

As the time the participants spent on three tasks was within 5 minutes, it seemed that they didn't meet much difficulties in accurately finding the information. They also mentioned that there were a

lot of navigation bar such as the top bar, the brief instruction in homepage, the bottom bar and the sub navigation bar under the main title.

And different navigation bar is with different form. As the homepage team navigation is in the form of logo gallery which may impress the brand image of each team. All the navigation bars no longer caused confusion as the official websites which may reflect the clear information architecture of the prototype.

5. Consistency in language

Some participants pointed out that the website language is not in consistency: the navigation is in English while the main content is in Chinese. As the participants are all college student with a level of English ability, they may not have difficulties in connecting the English words with the Chinese meaning. But for those who have less English vocabulary, there may be some troubles in clicking on the correct button.

It may due to the prototype website has less Chinese fonts, so that I use more English title in order to avoid character lost. It would be improved while building the website.

6. Lack of interaction

A participant pointed out that the website was lack of interaction which is the common problem of data website since the main function is to display the data.

I think about what kind of interaction may be suitable and feasible for a data website. It seems that vote for the favorite team or player would be a better interaction way. While the user browsing the data and think this player has a wonderful performance in this season, he/she can click the 'like' button to show his/her support to the player. Creating more interaction between the users and website may increase the browsing interest.

To sum up, as a whole, the website, especially the information architecture is user-friendly to the beginners who may have interest in basketball or CBA but with less knowledge. However, it should pay more attention to some details such as the search bar which can improve the user experience.