

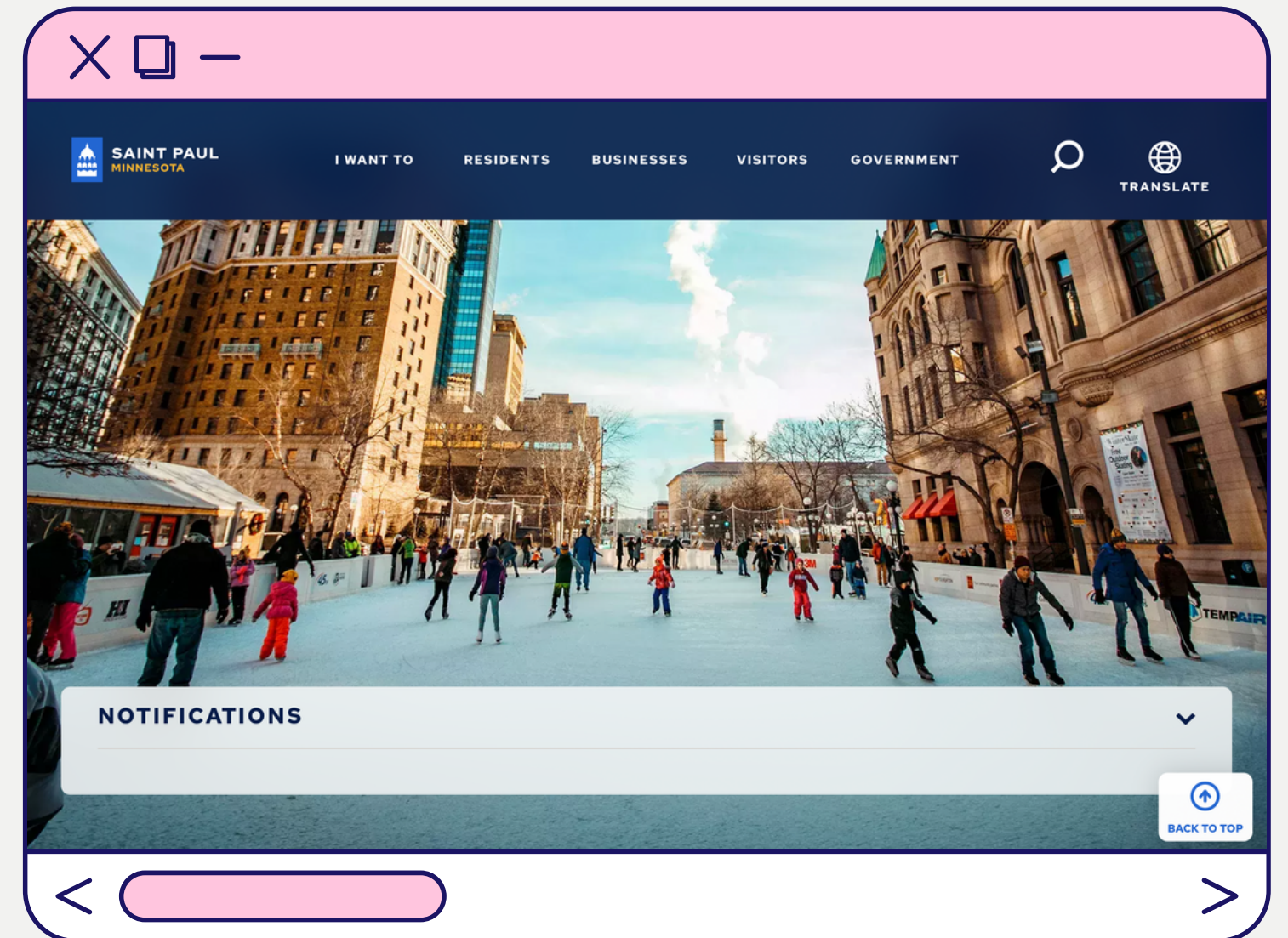
YEAR

2023-24

Saint Paul Website Usability Results

Determining the opportunities for the HREEO Department's website

PROJECT PRESENTATION



Meet The Team

Agenda

01

Introduction

Test Purpose
Research Question
Test Goals
Target Participant
Actual Participant

02

Methods

Questionnaire
Scenarios/Tasks/Q's
Debriefing Interview
Reaction Cards

03

Results

Background Summary
Scenario 1
Scenario 2
Scenario 3
Scenario 4
Debriefing Summary
Reaction Summary

04

Discussion

Usability Issues
Time-on-Task
Post-Task Rating
Debrief Analysis
Reaction Analysis

05

Recommendations

Wording
Organization
Sub-Navigation

Introduction

Project Summary

Test Purpose: Understanding the website experience for users seeking support on the **Human Rights and Equal Economic Opportunity (HREEO)** department of Saint Paul's website. Our focus on the website formed into this Research Question:

How effectively and easily can someone find information and complete forms associated with Discrimination, Labor Standards, and Police–Civilian Involvement?

Goals

In order to answer our guiding question, we wanted to uncover any and all pain points that users face when interacting with the HREEO pages on the website. As such, we aimed to ...

1

**Understand the users
and discover key
issues that limit the
websites intended use**

2

**Uncover opportunities
that address issues and
improve experiences for
better website use**

Target Participants

The HREEO department stands up for people who experience discrimination and working people within the geographic boundaries of the City of St. Paul.

Identified Website Users include:

- Employees working for a small employer in Saint Paul
- People who were discriminated against in the geographic boundaries of the City of Saint Paul
- Saint Paul residents looking to serve as a commissioner to address complaints against police officers

***** Users characterized by tasks they wished to accomplish, rather than demographic *****

INTRODUCTION

Actual Participants

We recruited five participants for this usability evaluation.

21–29

Age Demographic for all
participants

LITTLE

to No Experience with the St. Paul
Website

HIGH

Familiarity with Technology and the
Internet

We aimed to recruit participants that best reflected the characteristics of the HREEO website's target audience, specific to the city of Saint Paul:

Students

Residents

Employee

Business Owner

Methods

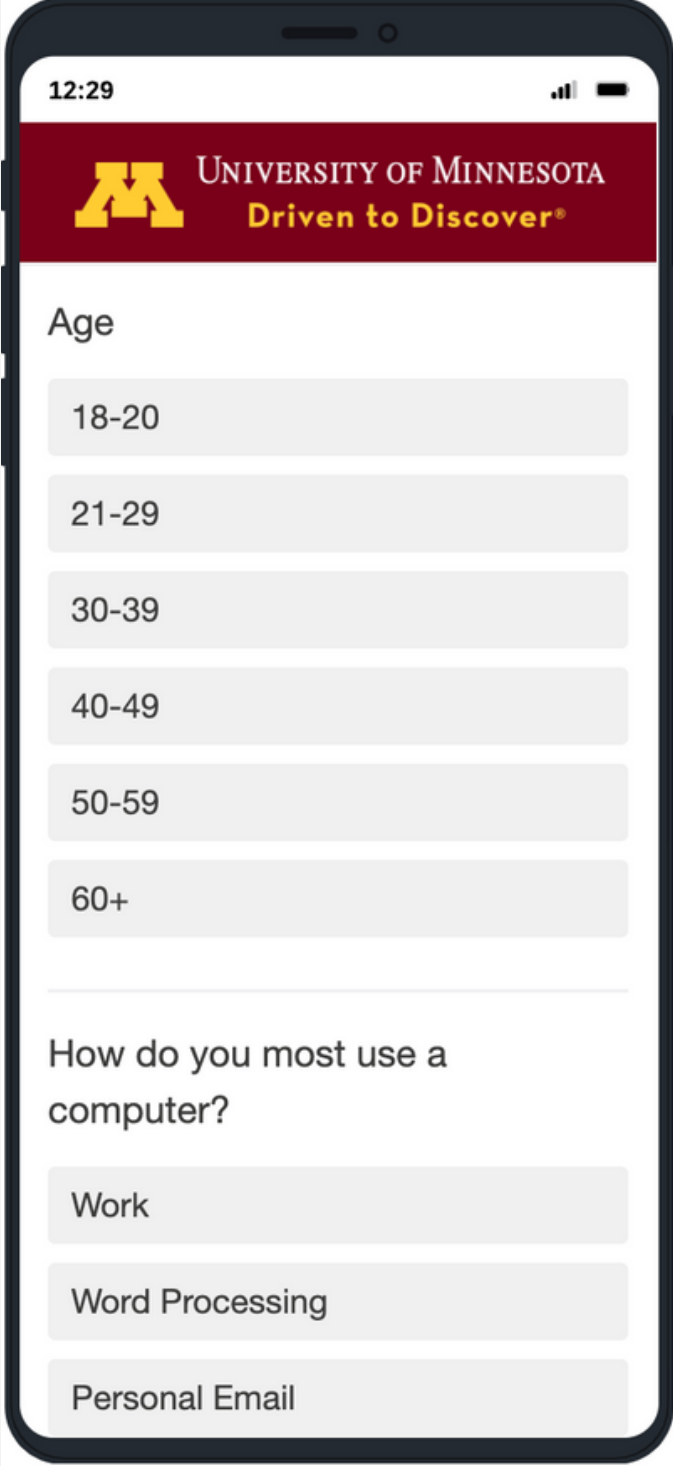
METHODS

Background Questionnaire

Participants completed a demographic and background information questionnaire delivered via **Qualtrics**.

The questionnaire asked about:

- **Age**
- **Technology/internet usage**
- **Website experience**
- **Familiarity with the HREEO website and its purpose**
 - Resident
 - Student
 - Business Owner
 - Employee



A smartphone mockup displaying a questionnaire interface. At the top, the status bar shows the time 12:29 and signal strength. Below the status bar is a red header with the University of Minnesota logo and the text "UNIVERSITY OF MINNESOTA Driven to Discover®". The main content area is white and contains two sections. The first section is titled "Age" and lists six age ranges: "18-20", "21-29", "30-39", "40-49", "50-59", and "60+", each in a light gray rectangular button. The second section is titled "How do you most use a computer?" and lists three options: "Work", "Word Processing", and "Personal Email", each in a light gray rectangular button.

Tasks and Scenarios

The participants were given a scenario followed by a task description, which they were then asked to read out loud, and start the task. These tasks all related to HREEO in some way, with scenarios assigning users to find information regarding:

DISCRIMINATION

LABOR STANDARDS

POLICE–CIVILIAN

ENGAGEMENT

Scenarios

Discrimination	Labor Standards	Police/Civilian	Housing
<p>Your neighbor was refused service at a family-run Saint Paul restaurant as the business owner said there wasn't enough space for their wheelchair.</p> <p><i>Task: Find out how you can report and submit a complaint to the city regarding the disability discrimination that occurred.</i></p>	<p>You let your employer know that your hourly wage is \$2 below the minimum wage, but the business owner tells you that they cannot increase your pay because you receive tips.</p> <p><i>Task: Find out what the minimum wage is in St. Paul, then find out what can be done if an employer isn't paying a fair wage.</i></p>	<p>You, a Saint Paul resident, heard there is a committee that makes disciplinary and policy recommendations to the Saint Paul Chief of Police on all civilian-initiated police conduct complaints. You want to become involved in this and are looking to apply to be a commissioner.</p> <p><i>Task: Find info about the Police and Civilian Committee and navigate and fill out the Commissioner application form. You do not have to actually submit the application.</i></p>	<p>You are looking to rent an apartment in St. Paul, but your housing applications are being denied. You believe you are experiencing discriminatory housing practices.</p> <p><i>Task: Find information about Housing Discrimination and complete, but do not submit, the Reporting Housing Discrimination form.</i></p>

Post Task Questions

Once the participant verbally stated that they finished a task, they completed the post-task questionnaire and elaborated on the task session with the moderator.

Post-task 1 questions:

On a Scale of 1–5 with 1 being the lowest and 5 being the highest:

How easy was it to navigate the website and find information regarding discrimination?

- Very Difficult ①–②–③–④–⑤ Very Easy

How easy was it to find and complete the complaint form?

- Very Difficult ①–②–③–④–⑤ Very Easy

How effective do you feel you were in completing this task?

- Very Ineffective ①–②–③–④–⑤ Very Effective

Debriefing Interviews

General Questions

- What was your first impression of the site?
- Did this impression change over the course of testing the site?
- What was the best part of the experience using the site?
- What was the most frustrating part of the site experience?
- Is there anything you would change with regards to navigation on the website?

Results

RESULTS

Scenario 1 – Discrimination

Participant 1:

- Challenges Faced:
 - Unsure about form location
 - Confusion with navigation
- Outcome: Filled out the wrong form but felt confident.

1/5 Rating

Participant 2:

- Challenges Faced:
 - Unclear questions in form
 - Initial frustration and hesitation
- Outcome: Frustration turned into better understanding, but task was still completed incorrectly

1/5 Rating

Participant 5:

- Challenges Faced:
 - Minor confusion in finding information
 - Persistence in searching
- Outcome: Visible satisfaction, didn't give up, but completed the wrong form.

1/5 Rating

Major Issues

- Navigation was a major issue
- Each participant faced some level of confusion but persevered and felt confident.
- Confidence ≠ Success
 - Users might not realize they've filled out the wrong form, which will delay or prevent the issue from being solved

RESULTS

Scenario 2 – Labor Standards

Participant 1:

- Challenges Faced:
 - Lots of scrolling
 - Time-consuming
- Outcome: Filled out a form and found correct information.

1/5 Rating

Participant 3:

- Challenges Faced:
 - Difficulty finding specific sections.
 - Moment of uncertainty choosing an action.
- Outcome: Successfully found crucial information.

4/5 Rating

Participant 4:

- Challenges Faced:
 - Unable to access necessary resources.
- Outcome: Frustrated due to navigation issues.

2/5 Rating

Major Issues

- Navigating between various Sections
- Organizational Hierarchy did not make sense with low user confidence
- Lot of text, scrolling past key information

RESULTS

Scenario 3 – Police/Civilian

Participant 2:

- Challenges Faced:
 - Confusion during the search for relevant information
- Outcome: Eventually found the right information but felt it was a bit hard

5/5 Rating

Participant 3:

- Challenges Faced:
 - Uncertainty about correct commission for the form
 - Stuck while filling out application
- Outcome: Confidence boosted by prior experience with similar applications

4/5 Rating

Participant 5:

- Challenges Faced:
 - Overwhelmed by excessive text on the website
- Outcome: Missed the 'apply' button initially, but found it eventually

3/5 Rating

Major Issues

- Struggled with selecting the correct label for the committee
- Apply Button was placed in an unfamiliar location
 - Placing at bottom of page would make more sense
- Large amount of information
 - Overwhelming amount of words

RESULTS

Scenario 4 – Housing

Participant 1:

- Challenges Faced:
 - Lots of scrolling
 - Unable to locate form
- Outcome:
 - Participant filled out form and completed task

2/5 Rating

Participant 3:

- Challenges Faced:
 - Navigate through many pages to find form
 - Struggled to find items related to “housing”
- Outcome: Decided to email rather than fill out form, so task was incomplete

1/5 Rating

Participant 5:

- Challenges Faced:
 - Unsure if they were going in the right direction for the task
- Outcome: Completed the form and felt confident of task accuracy

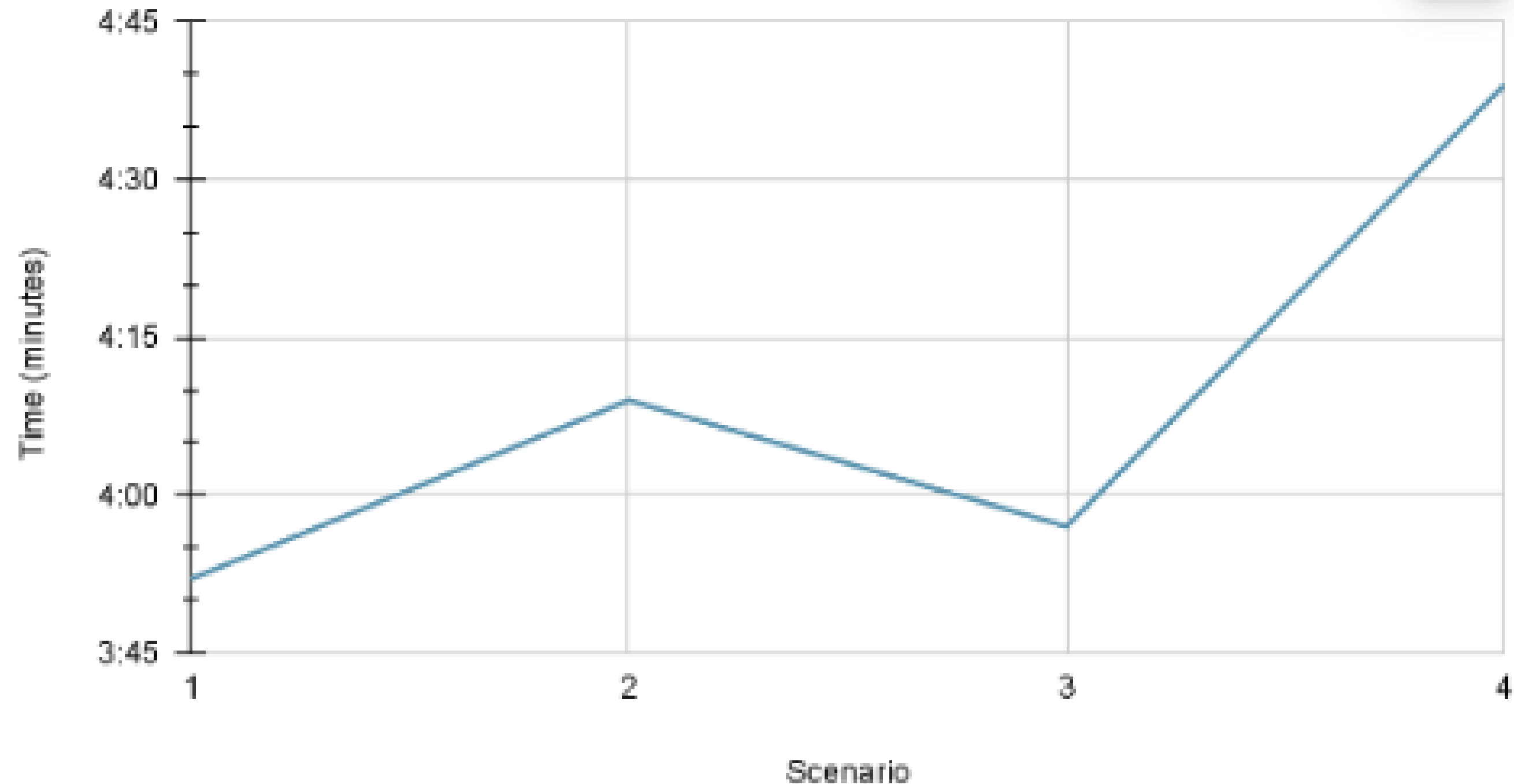
3/5 Rating

Major Issues

- “Housing” was difficult to find as a header
- Ambiguity in which form to complete
- There were 3 options for forms, one being state-level housing.
 - State-level vs US Housing were two different
- Too much information located on page

Average Time Completion

Average Time Completion Rate per Scenario



Post Task Rating

	Scenario 1 Rating	Scenario 2 Rating	Scenario 3 Rating	Scenario 4 Rating
Participant 1	1	3	4	2
Participant 2	1	1	5	1
Participant 3	4	4	5	3
Participant 4	1	2	3	2
Participant 5	4	3	4	2
Average	2.2	2.6	4.2	2

Debriefing Interview

First Impressions:

“Pretty Straightforward and Easy”

“Organized and Visually Appealing

Impression Changes:

“Was more confused after using the site”

“Frustrating because things are hard to locate”

Improvements:

“Bigger lettering”

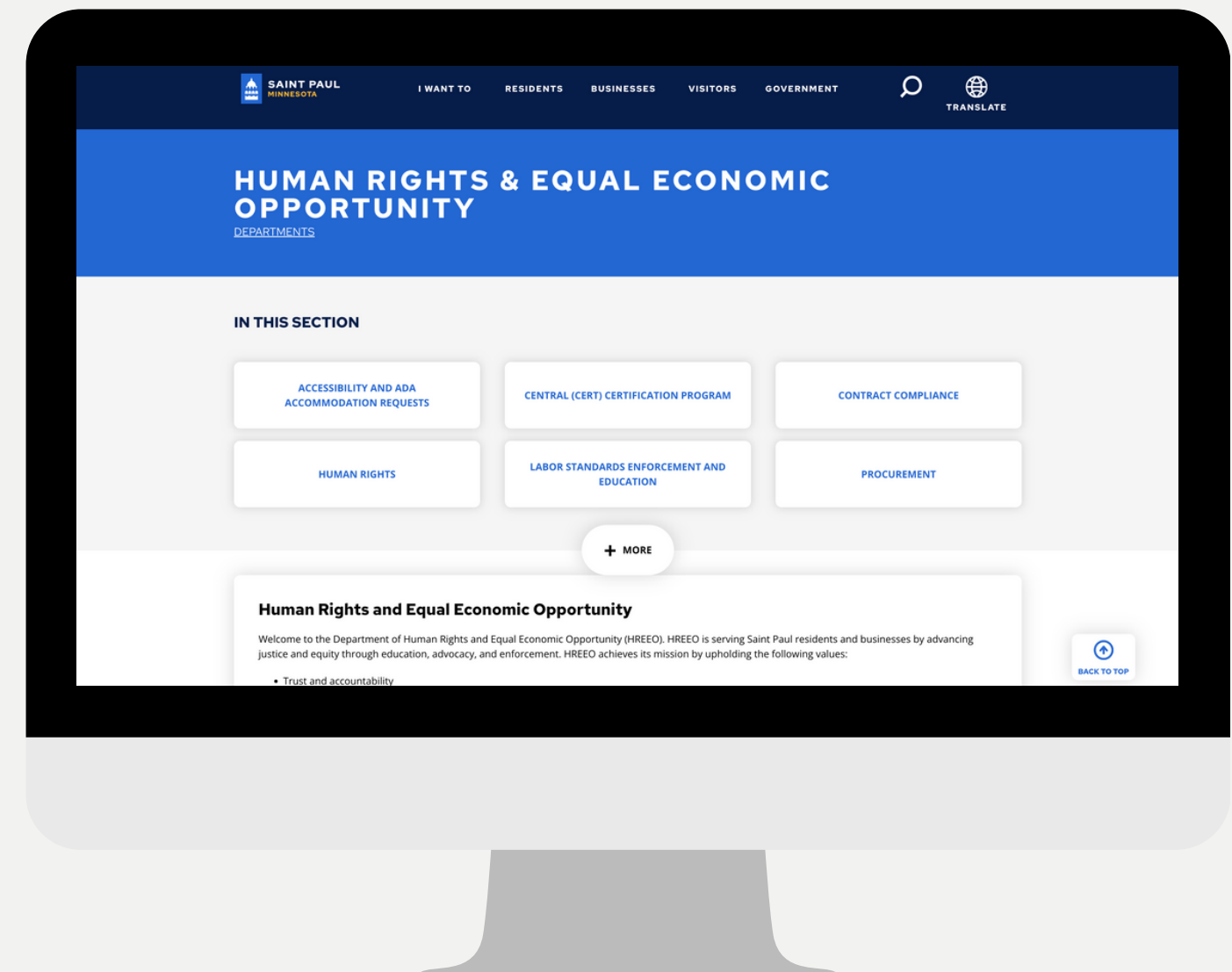
“Simpler language”

Recommendations

Recommendation 1: Vocabulary

Using Simple and Familiar Titles for Sections

- Streamlining sections that match users' understanding of the world
 - Human Rights --> Discrimination if user wants to address issues related to discrimination
- Use Powerful language to make it more engaging
 - "Join the Police-Civilian Commission"
- Enhance user understanding through clear wording



Recommendation 2: Organization

Enhancing Sectional Organization / Structure

- Recognize content that relate with one another more and address purpose more
 - ADA (Grievance Form) + Accommodation Requests
- Improve user experience to group and organize resources better
 - Adding a 'Form' Section in the navigation
- Align sections with users' mental models for intuitive navigation
 - "+ More" is unfamiliar for government websites (more for retail)



+ MORE

Recommendation 3: Navigation

Consistent Sub-Navigation with Dropdowns for visibility and transparency

- A sticky sub-navigation will make a more consistent experience
- Identified issue (Backtracking and high times for scenarios)
- Enhanced Visibility via dropdowns for quick access
- Site navigation for smoother user journey

[Home](#) [About ▼](#) [Services ▼](#) [Partners ▼](#) [Contact](#)

Java Tutorial

Subnav/dropdown menu inside a Navigation Bar

Hover over the "about", "services" or "partners" link to see the sub navigation menu.

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**Thank You for
your time!**