Molteni Luca, Lorenzo Francesco, Piccinini Federico

Usability Report

Since the Inspection was performed on the assigned website, while the User Testing was performed on the website developed for the course, there is no final section for comparison of the two evaluation processes.

1 - Inspection

1.1 - Introduction

After a brief exploration of the assigned website, we follow some criteria to assess the usability of that website, at a first step each member independently and then discussing together the results of the observations.

1.2 - Results

Criteria	Description	Score (out of 5)
Interaction consistency	We checked pages of the same type such as Events and Activities. In particular, we made sure that subgroups like "Sentieri" are internally similar for what concerns links and interaction, same goes for "Trekking", "Itinerari in bici" and so on.	5
Group navigation	The group members of "Itinerari in bici" have no way to get back to the introductory page, apart from the back button of the browser. We also noticed that every group member doesn't have a way to navigate to other group members without getting back to the introductory page, this is especially important for pages like "Tappe", in the "Trekking" group, that are sequential. Nonetheless, all other pages have a proper orientation info that allows to get back to the introductory page from the group members.	4
Structural navigation	Pages like "Safari alpino - escursioni con le guide di NaturAlp", that is in the "Eventi ed iniziative" section, do not present the content in a organised manner: it's just a long page of sequential content that is accessible by scrolling down. Apart from this case, all other pages present the semantic components in an ordered and accessible way.	5

Semantic Navigation	We noticed that relationships are often non symmetric, so you can get from a specific "Itinerario in bici" to the "Mostra" that it's contained in that path, but not the other way around, so a "Mostra" doesn't show all the "Itinerari" that it contains. This is a design choice so we didn't want to penalise it.	5
Landmarks	The landmarks are designed well and allow to move through the website easily and from everywhere.	5
Information overload	There are pages such as "Sentieri del Guardaparco" that present little to no information for a single page, while others like the homepage that are cluttered of content that may distract the user.	3
Text layout	Size is fine for the web page and so is the font size. In this case, we tested the website from a mobile device as well and encountered no problems.	5
Interaction placeholder	All the introductory pages that contain lists of group items have the issue that links are not highlighted when hovering with the mouse on them, they do not show an interaction. Also, there are almost never textual labels to describe content like images. Finally, links like Whatsapp contacts work in some pages ("Itinerari in bici") but not in others ("Sentieri").	2
Spatial allocation	The overall layout of the website is often made up of images at the bottom, an introductory paragraph at the beginning and key information in a black box, so the allocation is appropriate and conceives important information in the right order.	5
Consistency of Page Structure	Like for Interaction Consistency, we checked pages of the same type such as Events and Activities. In particular, we made sure that subgroups like "Sentieri" are internally similar for what concerns the layout, same goes for "Trekking", "Itinerari in bici" and so on. Nonetheless, we noted that there are also some similarities between the layout of "Sentieri" and "Itinerari in bici", while they are in part different from the layout of "Trekking" for example, which may confuse a user since they are similar topic pages.	4

1.3 - Summary

The inspected website is characterized by a large quantity and variety of contents regarding many types of events, places, path etc; nonetheless we found that is generally well organised and in

particular we praise the attention put in having always clear orientation info. The spatial allocation of contents inside the pages makes sense and reflect precise design decisions. The biggest problem for this website is intrinsically given by the fact that is as a lot of contents with a lot of variety; this may sometimes may lead to a bit of confusion especially after passing an endless number of section, subsections, types etc. With that regard even small differences in the design or interactivity of similar pages may cause some discomfort in the user.

Overall we positively judge the usability of the website in all its components.

Molteni Luca, Lorenzo Francesco, Piccinini Federico

2 - User Testing

2.1 - Introduction

The purpose of this part of the report is to have <u>our</u> system tested by real users in order to discover issues that may arise during usage, as well as evaluate the effectiveness of the design choices made. The rest of this section is organised as follows:

1. Metrics used for evaluation
2. Tasks to assign to each user
3. Ideal user profile and recruitment process
4. Test material and settings
5. Analysis of the results

2.2 - Variables

We grouped the metrics to evaluate the usability in quantitative and qualitative.

Quantitative

Difficulty: on a scale from 1 to 7, how hard it was completing the task according to the user.
Satisfaction: on a scale from 1 to 7, how satisfactory was completing the task according to the user.
Disorientation: on a scale from 1 to 7, how disoriented the user felt when performing the task.
Frustration: on a scale from 1 to 7, how frustrated the user felt when performing the task.

Qualitative

Clarity: whether or not the user found the informations in the website to be overall clear.
Awareness: whether or not the user knew where he was in the website at any time.
Recommendability: whether or not the user would recommend the website to a friend.
Suggestions: any possible final suggestion the user might have.

2.3 - Tasks

We identified five tasks to be performed by each user, who is first of all presented the task aloud by a moderator.

1. You found this new ecommerce website that sparked your interest. Create a new account and login to the website so you are then ready to start your purchases.
2. Fantasy has always been your favourite literary genre. Browse the Fantasy catalogue, find a book of your interest and add it to your cart.
3. You are curious about what other users think of a book you are interested in. Discover a way to understand their opinion on a book of your choice.
4. Christopher Paolini is by far the author you like the most. Find out his biography.
5. You've heard about an event taking place on the 15 of May in Milan, find out more about it.

2.4 - User Profile and Recruitment

Among the various segments that could be final users of our website, we decided to focus on people whose age ranges from 18 to 24 years, and who are currently studying at university. In particular, we require the users to have had at least one experience with a book ecommerce website before, so they are already acquainted with the processes characterizing this type of website.

The goal of such users should be that of being able to discover new books, having a smooth customer experience and being informed about the latest events that may interest them.

We recruited 5 people belonging to the aforementioned user profile, who all performed the test in a physical setting that is the one of a university, under the supervision of at least one moderator.

2.5 - Material and settings

We prepared a Google form to be filled with a moderator while (or after) completing the tasks. The form contains a brief description of each task with questions to measure each quantitative and qualitative variable previously mentioned.

The hardware settings are simply a laptop or smartphone, while the software settings are whatever execution environment is running on the hardware and is able to access our website, without privileging a specific OS and/or a browser.

2.6 - Analysis

Task 1

Task brief: You found this new ecommerce website that sparked your interest. Create a new account and login to the website so you are then ready to start your purchases.
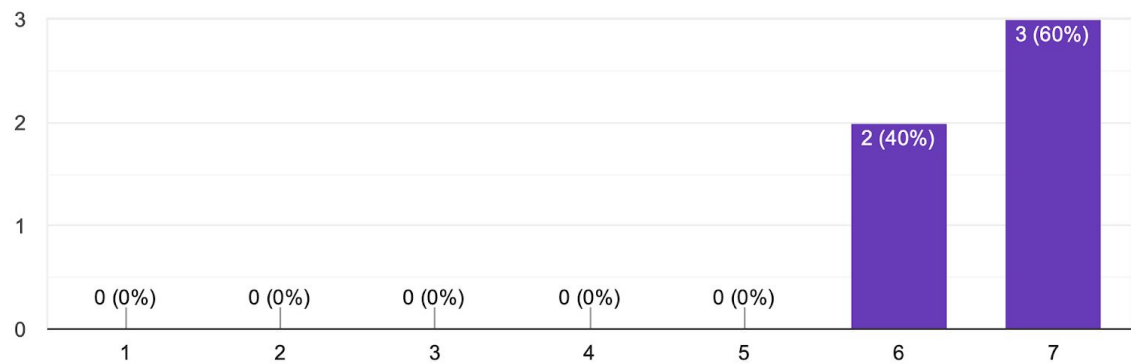
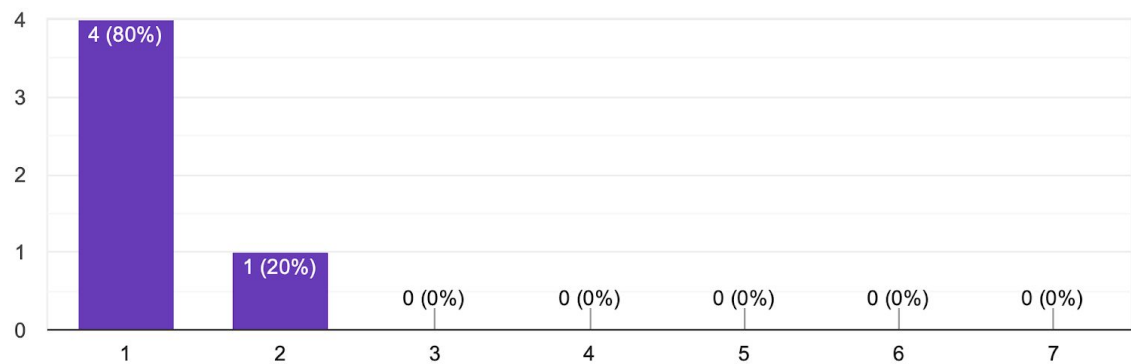**Overall, the difficulty of this task was:**

5 risposte

Molteni Luca, Lorenzo Francesco, Piccinini Federico

I was satisfied with the ease of completing this task:

5 risposte

Bar chart showing responses on a scale from 1 to 7:
- 1: 0 (0%)
- 2: 0 (0%)
- 3: 0 (0%)
- 4: 0 (0%)
- 5: 0 (0%)
- 6: 2 (40%)
- 7: 3 (60%)

Performing the task was frustrating.

5 risposte

Bar chart showing responses on a scale from 1 to 7:
- 1: 4 (80%)
- 2: 1 (20%)
- 3: 0 (0%)
- 4: 0 (0%)
- 5: 0 (0%)
- 6: 0 (0%)
- 7: 0 (0%)

I felt disoriented when performing this task.

5 risposte

Bar chart showing responses on a scale from 1 to 7:
- 1: 3 (60%)
- 2: 1 (20%)
- 3: 0 (0%)
- 4: 1 (20%)
- 5: 0 (0%)
- 6: 0 (0%)
- 7: 0 (0%)

Molteni Luca, Lorenzo Francesco, Piccinini Federico

Task 2

Task brief: Fantasy has always been your favourite literary genre. Browse the Fantasy catalogue, find a book of your interest and add it to your cart.

Overall, the difficulty of this task was:
5 risposte
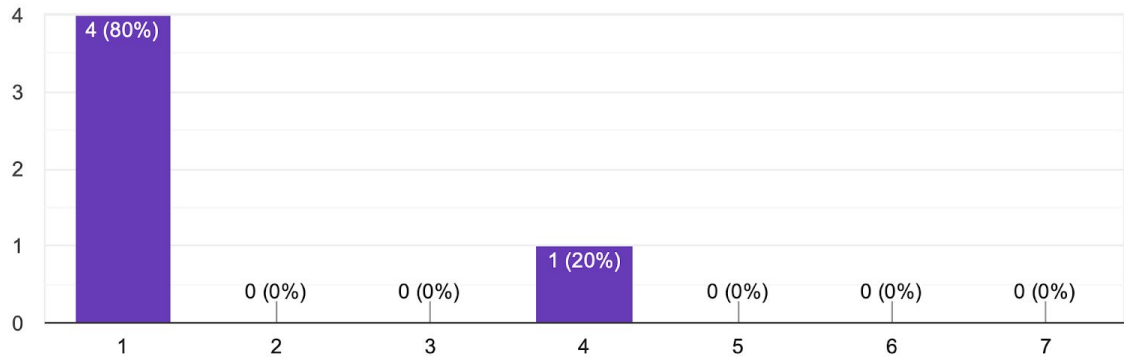
I was satisfied with the ease of completing this task:
5 risposte

Performing the task was frustrating.
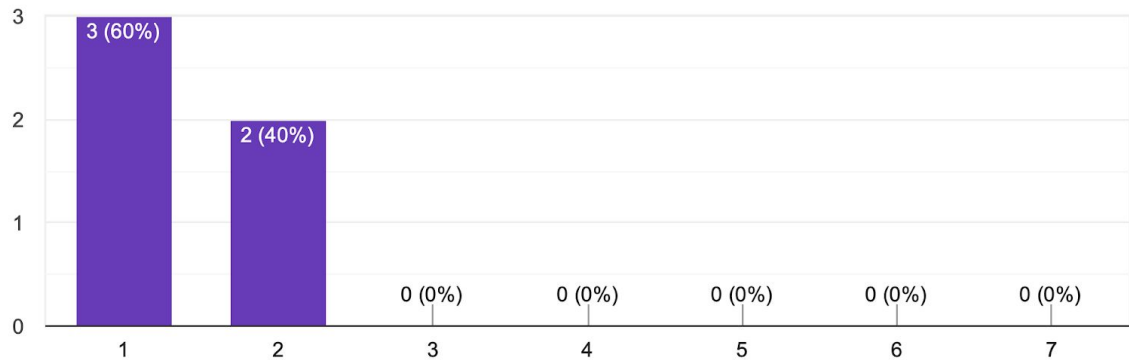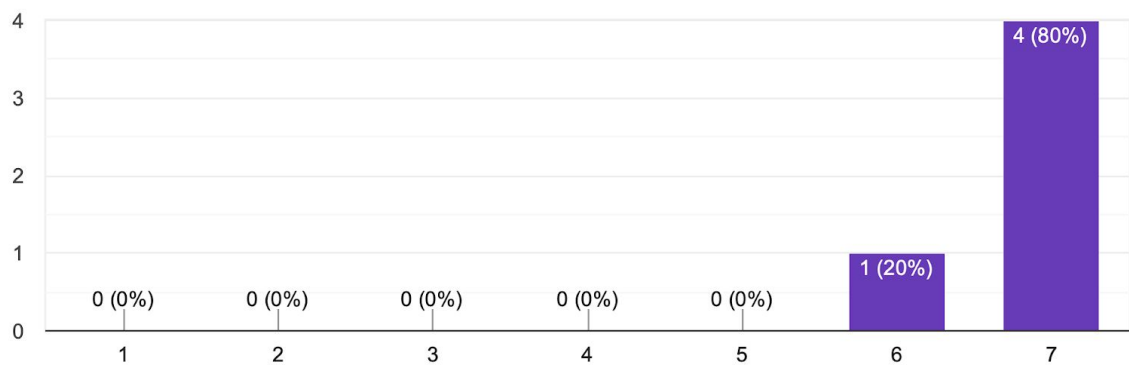
5 risposte

I felt disoriented when performing this task.

5 risposte
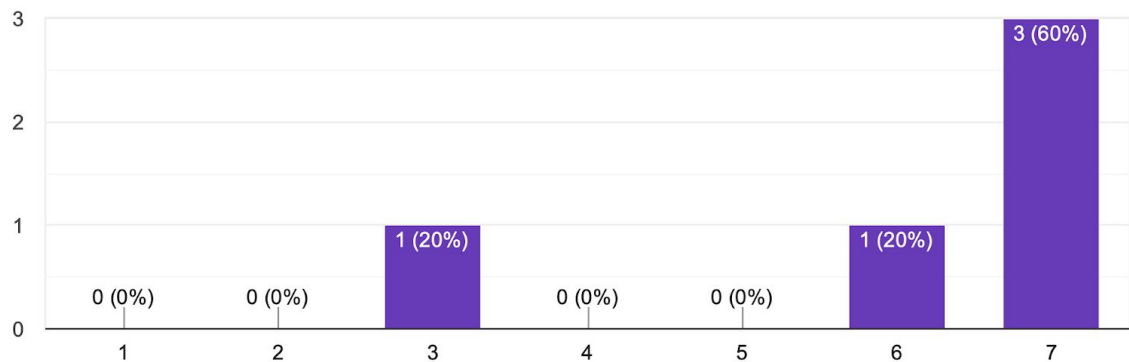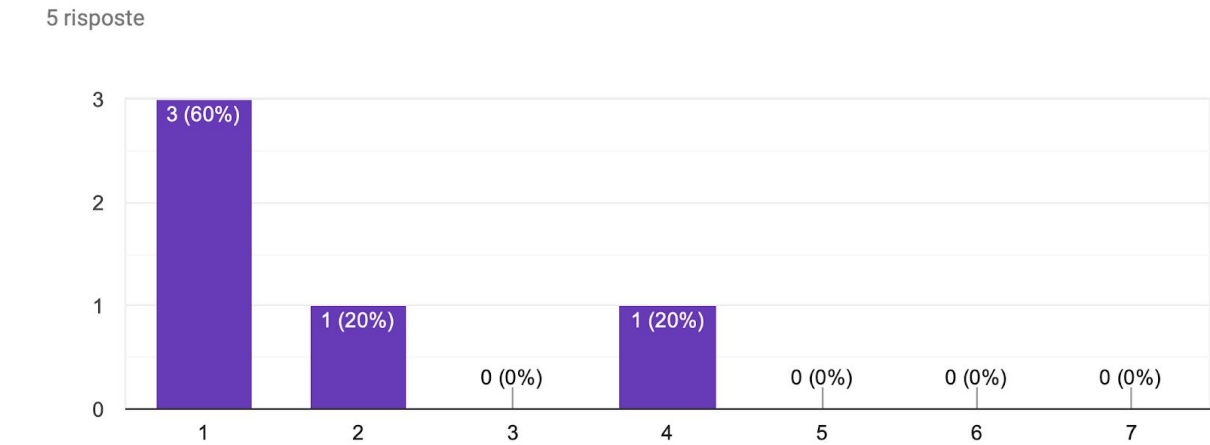
Task 3

Task brief: You are curious about what other users think of a book you are interested in. Discover a way to understand their opinion on a book of your choice.

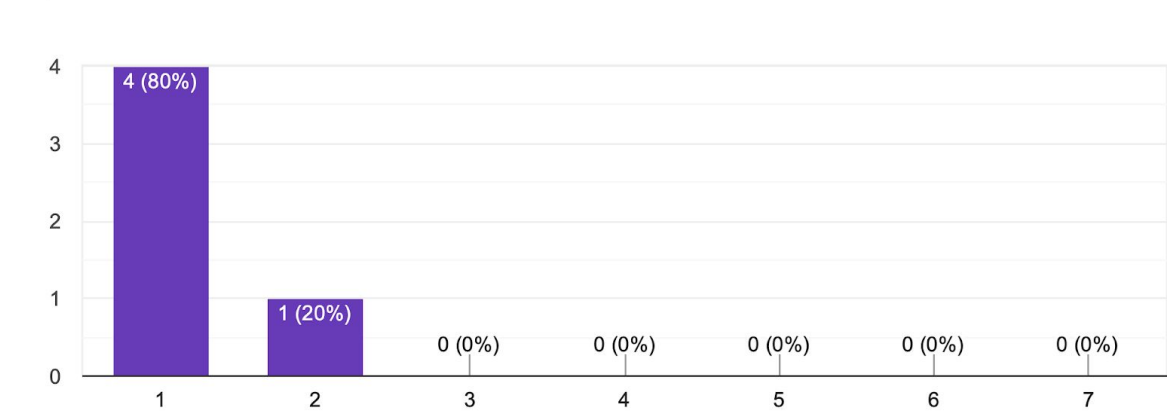### Overall, the difficulty of this task was:
5 risposte

I was satisfied with the ease of completing this task:
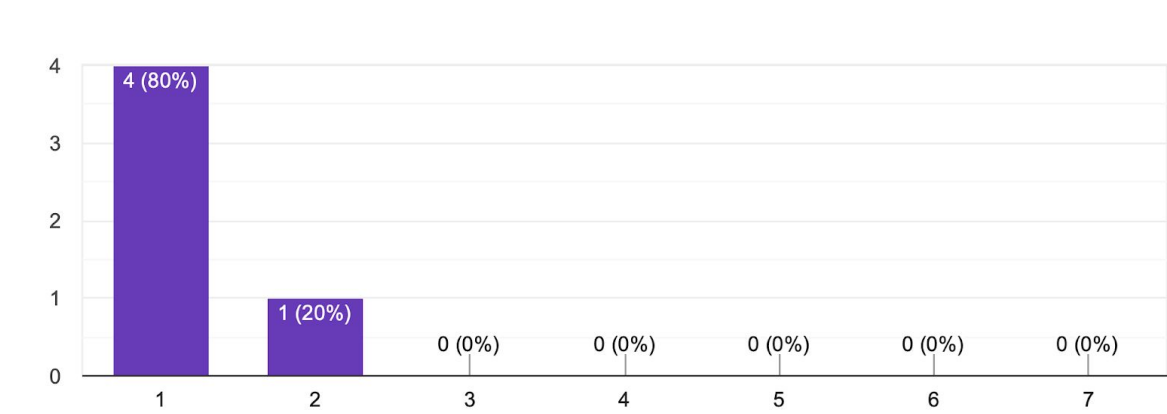5 risposte

Molteni Luca, Lorenzo Francesco, Piccinini Federico

Performing the task was frustrating.

5 risposte

I felt disoriented when performing this task.
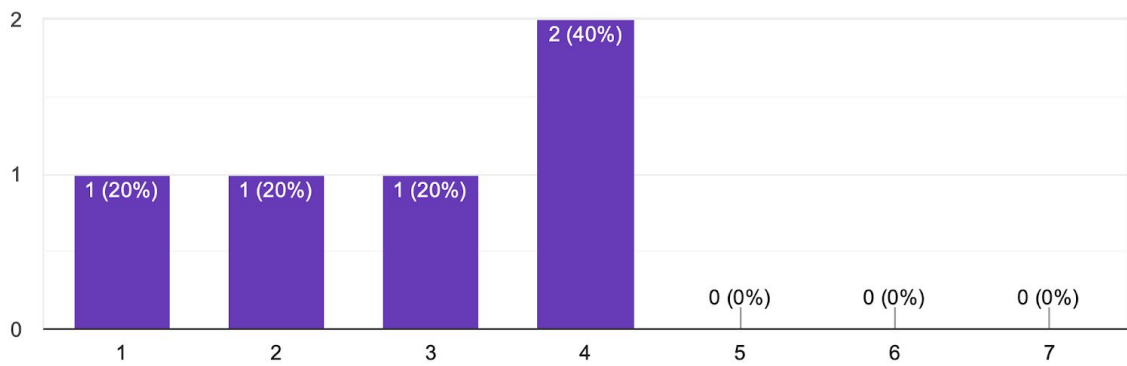
5 risposte

Task 4

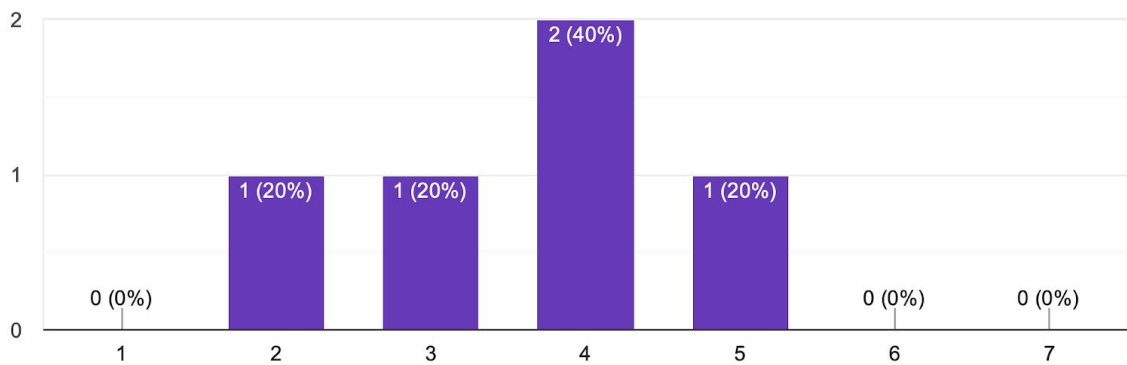**Task brief:** Christopher Paolini is by far the author you like the most. Find out his biography.

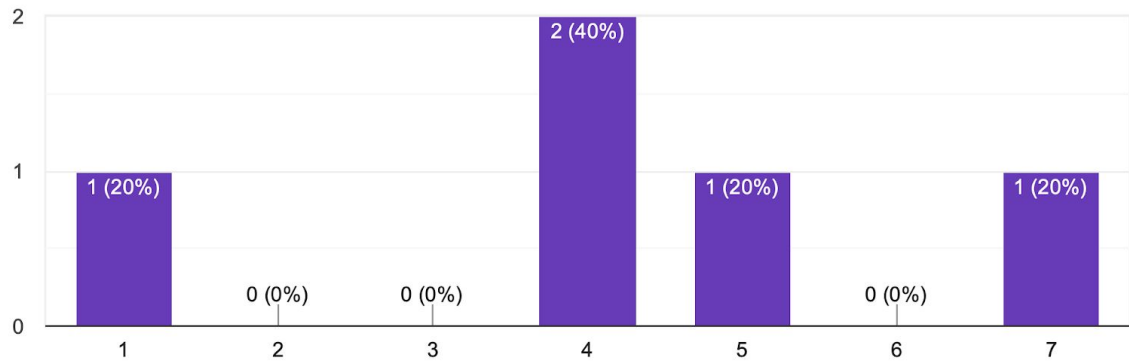### Overall, the difficulty of this task was:

5 risposte

1 (20%)	1 (20%)	1 (20%)	2 (40%)	0 (0%)	0 (0%)	0 (0%)
1	2	3	4	5	6	7

I was satisfied with the ease of completing this task:

5 risposte

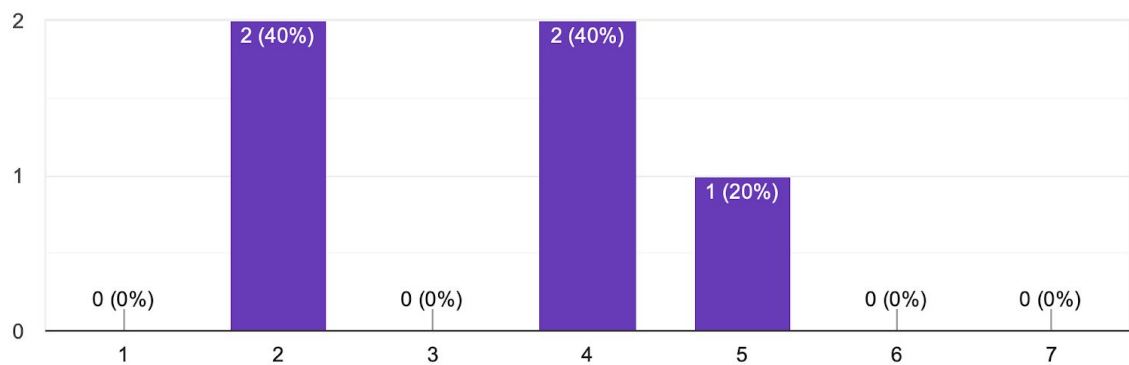|						
0 (0%)	1 (20%)	1 (20%)	2 (40%)	1 (20%)	0 (0%)	0 (0%)
1	2	3	4	5	6	7

Performing the task was frustrating.
5 risposte

I felt disoriented when performing this task.
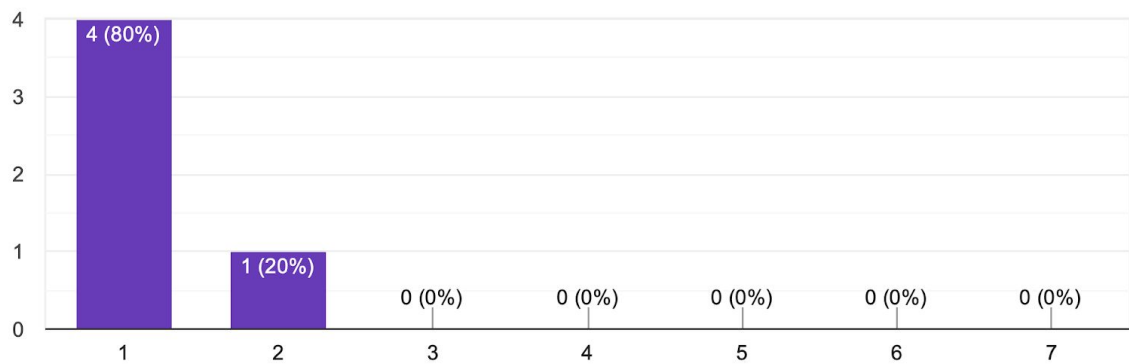5 risposte

Suggestions: I tried to search the author's name in the search bar, probably it's better to search also author's name.

Task 5

Task brief: You've heard about an event taking place on the 15 of May in Milan, find out more about it.
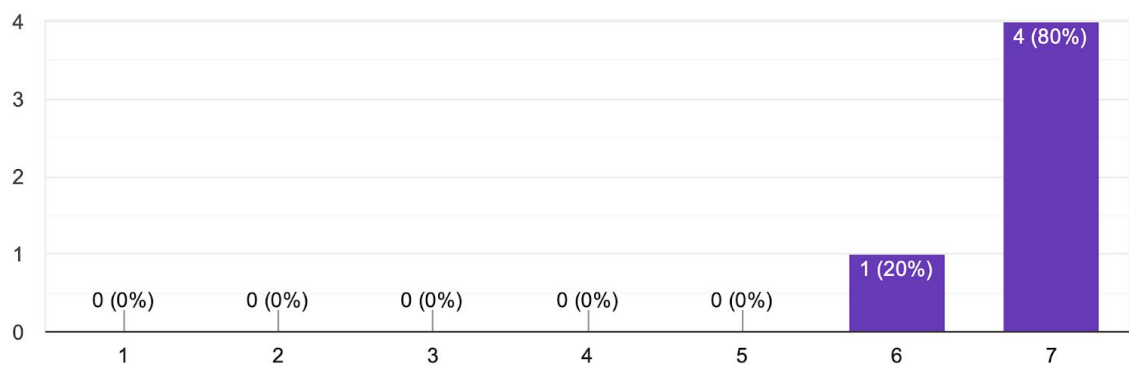
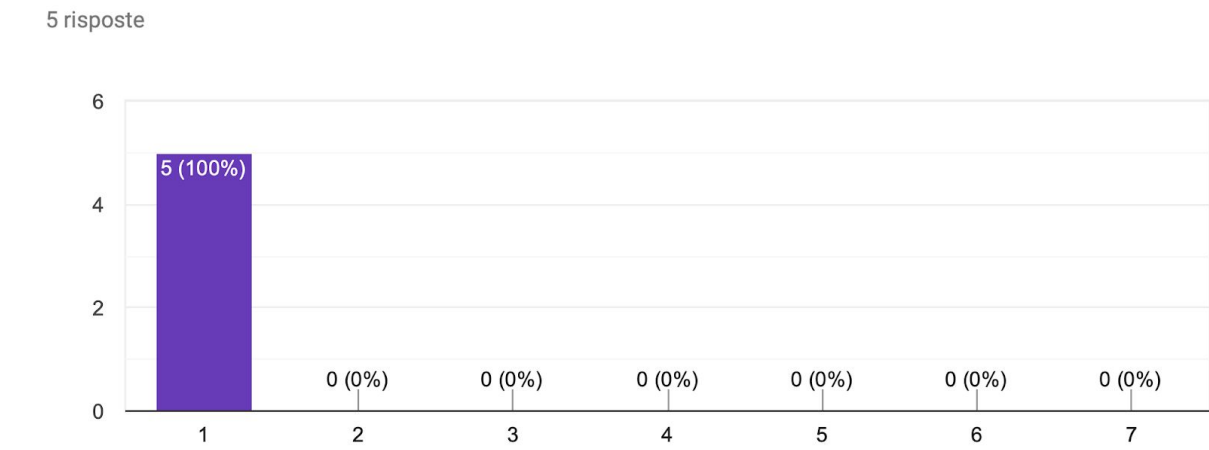### Overall, the difficulty of this task was:
5 risposte

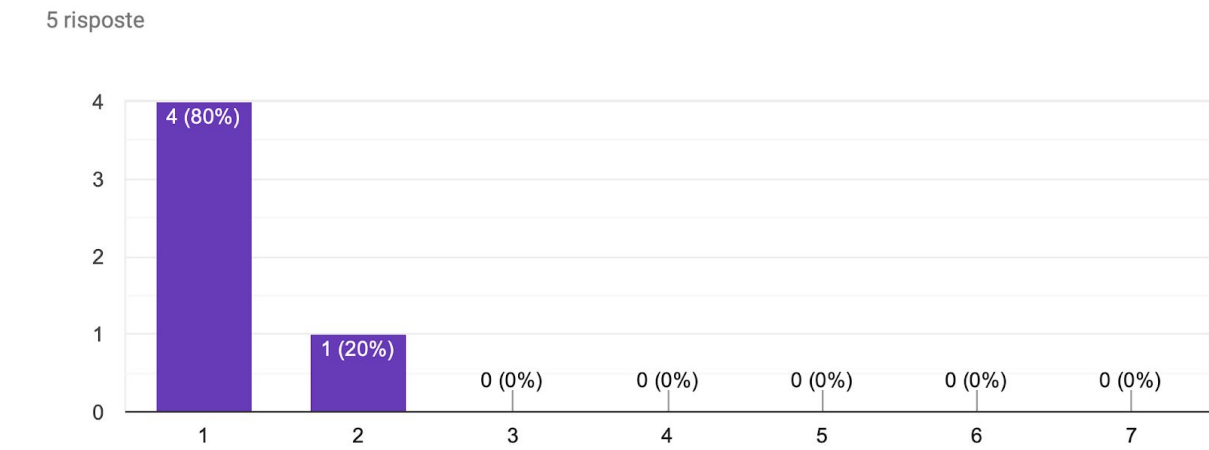### I was satisfied with the ease of completing this task:
5 risposte

Molteni Luca, Lorenzo Francesco, Piccinini Federico

Performing the task was frustrating.

5 risposte

I felt disoriented when performing this task.

5 risposte

Task results summary

	Average difficulty	Variance difficulty	Average satisfaction	Variance satisfaction	Average frustration	Variance frustration	Average disorientation	Variance disorientation
Task 1	1	0	6.6	0.3	1.2	0.2	1.8	1.7
Task 2	1.6	1.8	6	3	1.8	1.7	1.6	0.8
Task 3	1.6	0.8	6.8	0.2	1.2	0.2	1.2	0.2
Task 4	2.8	1.7	3.6	1.3	4.2	4.7	3.4	1.8
Task 5	1.2	0.2	6.8	0.2	1	0	1.2	0.2

As we can see from the results the users have performed quite well in all tasks, with exception of number 4 which involved the research of an author's biography.

The main feedbacks collected on this task regarded the absence of a dedicated page for all the authors which were only accessible through mean of their books.

Another comment regarded the lack of clear hints of what can be found with the search bar; in this case one user tried to look for the author by typing its name into the search bar and felt frustrated and disoriented by the lack of results.

Another task that presents some interesting result is task 2; as it can be seen the average satisfaction is still high but there is high variance. This result is due to a user trying to click on the image of a book and expecting to open the relative page instead of pressing the "View book" button.

Final questions

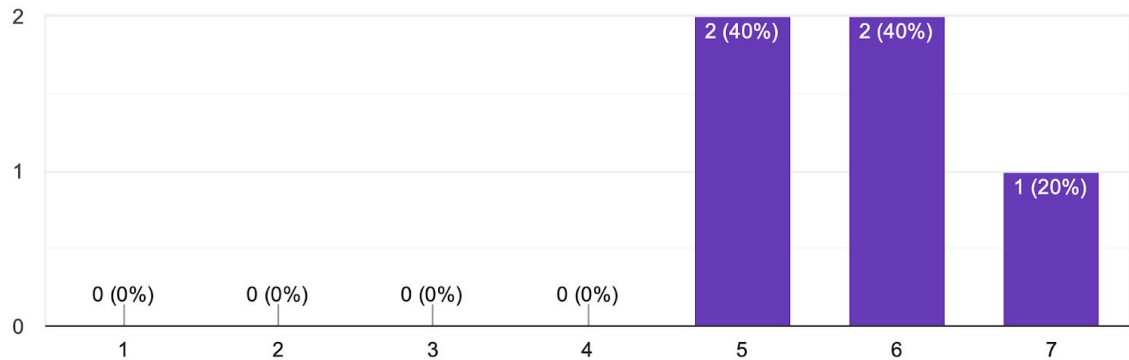### All pages present information in a clear manner
5 risposte
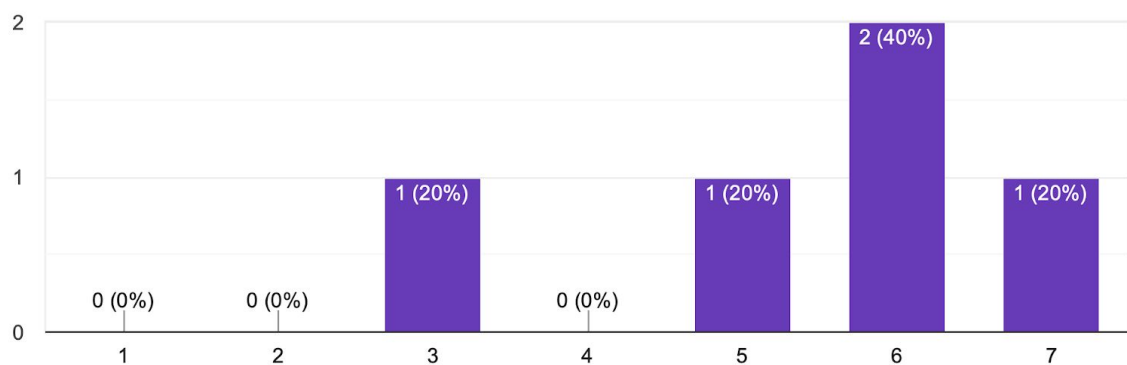
Mean: 5.4
Sample variance: 2.3
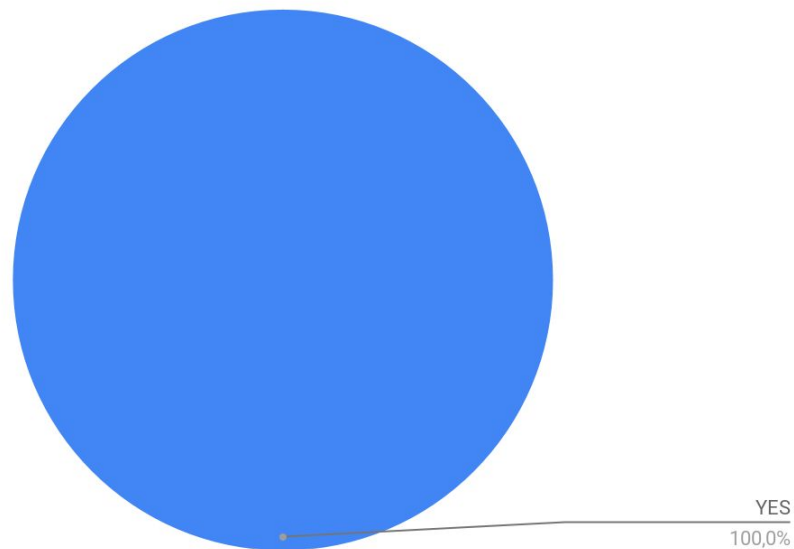
I'm always aware of where i am in the website

5 risposte

Mean: 5.8
Sample Variance: 0.7

Would you recommend this website to a friend?

YES
100,0%

As we can see the users are quite satisfied of the orientation info that allows them to clearly understand in each moment where they are on the website.
Regarding information clarity the results are still good and the main critiques come from the issues already identified from the previous tasks.
Overall all users would recommend the website to a friend and we are really satisfied of this result.

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Feedback

Task	Priority	Completed	Comments
Add page with all authors	1	YES	Even if this addition has been suggested later in the course by the teaching assistants as well, at the time of this usability assessment it was not mentioned by the project specifications
Specify in the research bar that results are based only on book titles and not author names	1	YES	
Make all contextual images clickable	2	YES	