

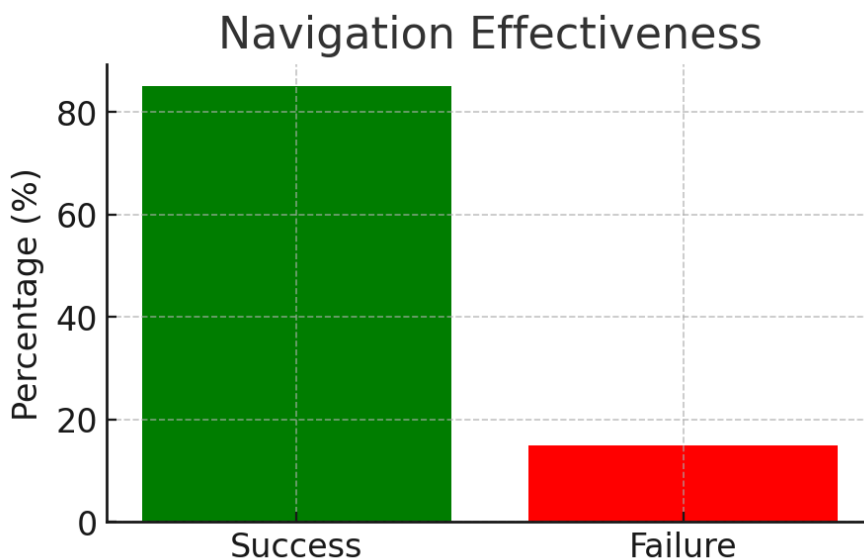
Introduction

The usability evaluations were conducted to assess the user-friendliness of the high-fidelity prototype, focusing on key interactions such as navigation, button usage, and overall user experience. The prototype was tested with a group of sse students and some friends representing the target audience. Both quantitative and qualitative data were collected to derive insights.

Key Findings

Navigation Effectiveness

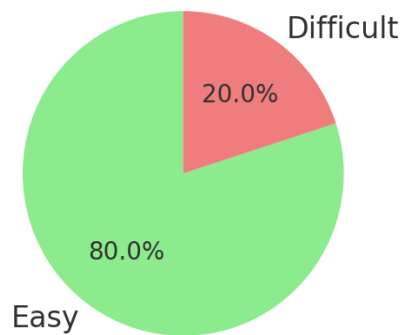
- **Quantitative Data:** 85% of users were able to successfully navigate from the homepage to the "Events" page within 10 seconds.



Event Discovery

- **Quantitative Data:** 80% of users found it easy to locate an event to register for, but 20% of users were confused by the amount of text on the event cards.

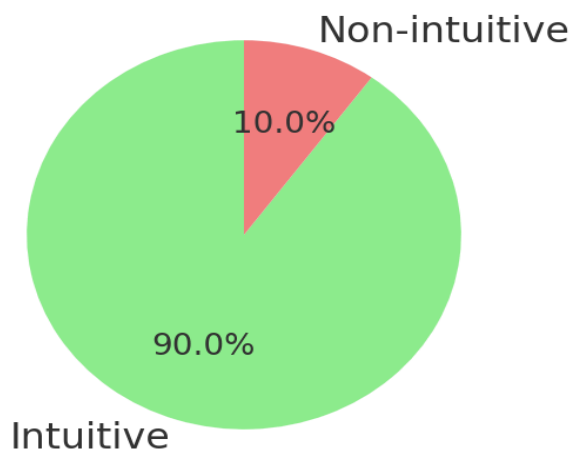
Event Discovery - Easy vs. Difficult



Button Recognition and Affordances

- **Quantitative Data:** 90% of users could identify interactive elements (e.g., "Register" buttons) immediately.
- **Visuals/Chart:** A pie chart showing the percentage of users who found buttons intuitive vs. those who did not.

Button Recognition

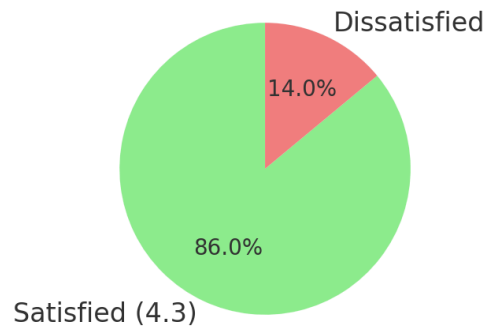


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Overall User Satisfaction

- **Quantitative Data:** Users rated the overall navigation experience 4.3/5.

Overall Satisfaction - 4.3/5 Rating



Qualitative Insights

- **Navigation Bar:** Several users suggested that while the navigation bar is fixed and easily accessible, it could benefit from clearer labels. The icons used were intuitive, but the text labels (e.g., "Resources") could be expanded for clarity.
- **Event Information:** Users found the event details informative but recommended reducing text to avoid overwhelming the user. Clearer distinctions between clickable areas (e.g., buttons) could improve usability.
- **Visual Design:** The color scheme and contrast were generally well-received, with users appreciating the overall clean aesthetic. However, a few users noted that certain colors for the buttons could be more consistent throughout the design.

Recommendations for Improvement

- **Simplify Event Cards:** Reducing the amount of text and emphasizing key information like dates or speakers could make the event discovery process quicker and more intuitive.
- **Clarify Navigation Labels:** Adjusting text labels in the navigation bar to be more descriptive (e.g., changing "Resources" to "View Resources") can enhance user understanding.
- **Enhance Resources Page: Issue:** Users struggled to locate specific resources due to a lack of an effective search function. Introduce a search bar at the top of the page to allow users to quickly filter resources by keyword, category, or type (e.g., videos, articles, PDF guides). This will streamline the navigation process and help users find what they need faster.

Conclusion

The prototype performed well in terms of usability, with the majority of users able to navigate easily and find the necessary information quickly. However, there is room for improvement in terms of simplifying event discovery and enhancing the clarity of labels and button interactions. These insights will inform the next iteration of the design to create a more user-centered experience.