

# Testing Widget Designs

## Goal

By doing the interviews I gained important insights of widgets. The target audience uses widgets, because widgets let you see information instantly. This is why the goal of the testing is to understand how efficient (in terms of time and what feel it gives the user) the widget designs communicate information, and ultimately which widget design is the most efficient.

## Main question

Which widget design is the most efficient at communicating the information the user needs?

## Approach

Lab research and 5 second A/B testing will be applied, because we need to know what and how well the widget designs communicates information and feeling, and within 5 seconds the user typically gets their first impression. In addition, widgets are there for quick info and aesthetics. The user will likely not look at the widget longer than 10 seconds.

“When we give users more than five seconds to study the page, we’ve found they start looking at the page more like a designer, noticing details they would normally miss or misinterpret.”

([Perfetti, 2005](#))

## Test plan

Two widget designs will be tested. 4-5 people of the target audience will get to see widget A for 5 seconds. 4-5 different people will test widget B in the same way. Afterwards, the user can look at the widget again for as long as they like to see if they have anything else to share about the widget.

The two designs will be put on an Android smartphone homescreen. When the participant is holding the smartphone, the widget will be revealed for 5 seconds

After 5 seconds, the phone will be taken away and the following will be asked:

- **What did you see?**
- **Did you see at what time the race starts?**
- **Did you see at what time qualifying starts?**
- **Did you notice anything else? What did you like or dislike?**

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After 5 seconds, the phone will be taken away and the following will be asked:

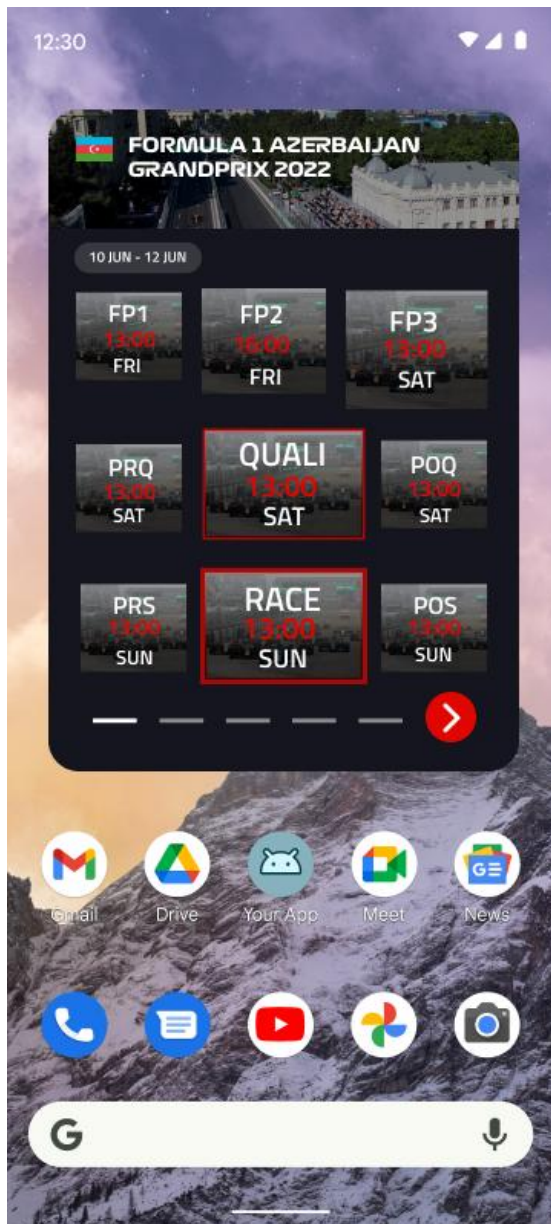
- **What did you see?**
- **Did you see at what time the race starts?**
- **Did you see at what time qualifying starts?**
- **Did you notice anything else? What did you like or dislike?**

# Preparation

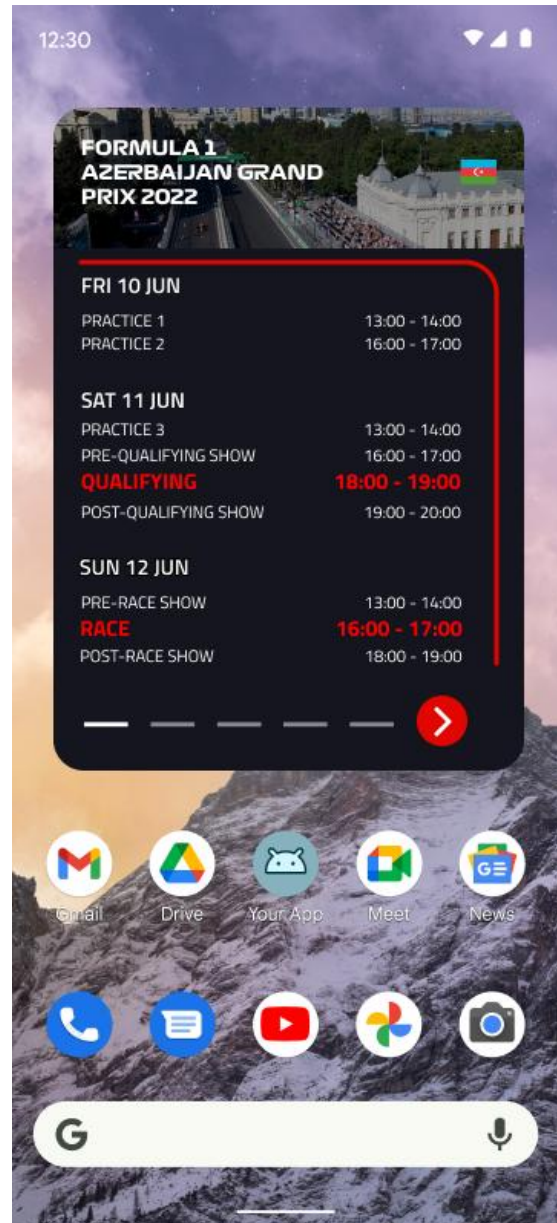
## Ingredients

- People who are part of the target audience
- A comfortable space for the participants
- The designs ready on an Android phone

### Design A



### Design B



# Results

## Testing Design A

Participant	What did you see?	Did you see at what time the race starts?	Did you see at what time qualifying starts?	Did you notice anything else? What did you like or dislike?
1	It's a widget for F1 that shows the times of the race weekend events. I saw a red button.	I don't remember the time, but I remember looking at the qualifying and race square	I don't remember the time, but I remember looking at the qualifying and race square.	The layout, those squares are different sizes, the ones that have a red stroke caught my attention and I thought you might be able to click on them.  I saw abbreviations, some I didn't understand. The PQR (or something like that) abbreviation.
2	Squares in different sizes with background images	No, don't remember what time	No, don't remember what time	There was some kind of red button at the bottom on the right. I don't understand some of the abbreviations
3	Some kind of big buttons with qualifying and race time on them	No, don't remember what time	No, don't remember what time	I saw a header with a flag but didn't read it in time. That looked nice. I don't really like those squares because the layout looks messy.

## Testing Design B

Participant	What did you see?	Did you see at what time the race starts?	Did you see at what time qualifying starts?	Did you notice anything else? What did you like or dislike?
1	It's an F1 widget that shows the session times. I also saw a red arrow button.	No, but that red line caught my attention	No, but that red line caught my attention	The typical F1 style, and especially the red button in the bottom right. I liked the style, but the widget is a bit too big. I also liked that qualifying and the race stood out more.
2	The typical F1 style, schedule of F1 with times	No, I just remember seeing 'Race' in red colour	No, I just remember seeing "Qualifying" in red colour	The style (colors and typography) is good, really

				reminds me of F1. Especially with that red line.
3	A picture of a city, a header in F1 font, time table	No, I don't remember	No, I don't remember	I like the style and simplicity of the time table

## Conclusion

- Red button attracted too much attention while it's not an important element. Should get a different color or a stroke only.
- Widgets could contain more abbreviations. This will allow for a bigger font size which will help the user notice and read the most important information.
- The pre-race qualifying show, post-race qualifying show, pre-race show and post-race show are exclusive to F1TV and Skysports. This means a lot of F1 fans don't know what this means, especially the abbreviations.

To answer the main question: **'Which widget design is the most efficient at communicating the information the user needs?'**

Design B had the most positive results. Participants liked that it was simplistic. One of the participants said he read the information from the top to the bottom. This is most likely what makes it easier/more simple to read. Participants also liked the overall look.

## Reflection

I didn't manage to find 10 participants/5 participants for each design. This makes the test results not as trustful as they could have been. However, I was happy about the test method I chose, it really helped me find out what the users notice first and what they like/dislike.

## Sources

- About the Author Christine Perfetti picked up on these approaches, Spool, J. M., & Fisher, S. (2016, March 18). *5-second tests: Measuring your site's content pages*. UX Articles by UIE. Retrieved June 16, 2022, from [https://articles.uie.com/five\\_second\\_test/](https://articles.uie.com/five_second_test/)