

UR ANALYSIS CRIB SHEET TEMPLATE

PROJECT	SEP
SPRINT NO	
DATE OF RESEARCH	Feb 2020
PARTICIPANT PROFILE REQUIREMENTS	UZ – Online Scottish business owners & UK wide business owners
ASSISTED DIGITAL PROFILE REQUIREMENTS	n/a
RESEARCHERS	Anubhav
OBJECTIVE/FEATURE EXPLORED	1)About us on live website (10 users) 2)Events date range (11 users) 3)Map icons (8 users) 4)Waiting list (10 users) 5)Keyword search (12 users)
KEY THEMES (include weighted breakdown) (relate to Prioritised User Needs)	<ul style="list-style-type: none">• Most users found the “about us” section easy to read and understand• They felt that the language was plain and simple and they liked the content. It was concise and informative.• Small no of users, felt the section to be bland, that the lines and paras were too long and found it difficult to follow.• Few commented on the bad formatting, spacing and information being repetitive <hr/> <ul style="list-style-type: none">• Most users found the improved date range design easy to understand (all users) and use (10 out of 11). They were easily able to select the specified dates to test the functionality.• They felt that it was a simple and straightforward design and date selection was easy.• Small no of users (4 out of 11), felt the section to be bland and lacked colour and contrast (when compared with the background).• Few (2 users) commented that the date range should be higher up on the page. Ability to type in dates was also suggested by some users (3 out of 11). <hr/> <ul style="list-style-type: none">• The users were shown two different versions of events map icons – version 1 (red/blue colours) and version 2 (blue colours) and majority preferred version 2

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	<ul style="list-style-type: none">3 versions of waiting list functionality were shown to the users and majority preferred version 3Search function worked very well across the board and users liked that it was simple, easy to use and that the search results were comprehensive in most casesSome dislikes included the layout, lack of sub-categories, predictive text not being available and irrelevant or no results for some search keyword(s)
CUSTOMER QUOTES	<p><i>The layout was very good. I really like the bold text question followed by the answer format. I think that is the best layout style for this type of page. Again, the colour scheme worked well. The information on offer was good but could be improved by offering more details.</i></p> <p><i>It was easy to understand as it was in basic calendar form so could see dates and days of week I was selecting ..."</i></p> <p><i>I didn't understand the goal behind having two different colours and what their purpose was therefore I prefer version 2.</i></p> <p><i>Version 3 as the waiting list text is bold and visible, the design is clean and concise. It was simply perfect and there is no further improvements in my opinion.</i></p> <p><i>Search option is very simple to use. I found it very easy, had no problems</i></p>
EXAMPLES OF CUSTOMER STORY/FEEDBACK (relate to Personas/User Needs)	
NEXT STEPS/RECOMMENDATIONS	<p>On the back of user feedback improvements were made to the about us section by adding partner logos and their website links, some repetitive text was also reviewed.</p> <p>New date range prototype tested well with users and is now being developed for implementation. Blue map icons is in development and will be released soon.</p> <p>Version 3 of the waiting list prototype will be taken forward.</p>

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	We will continue to improve the search results and look at analytics and research again around this topic.
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