

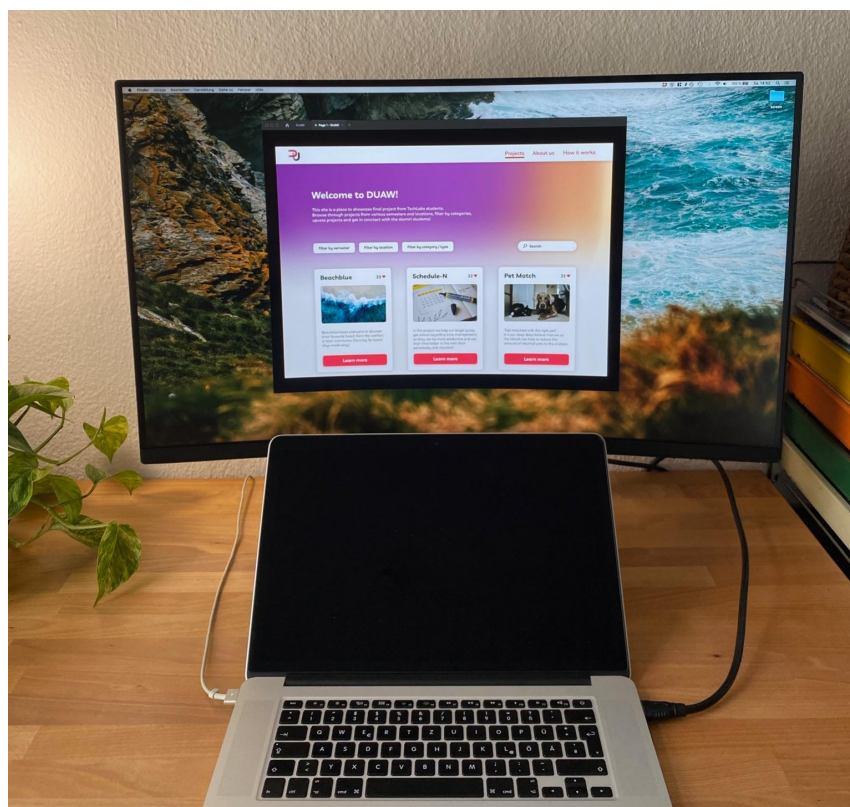
# User Testing

After the full prototype was finished as a hi-fidelity clickable version in Figma, we conducted usability tests to gather valuable feedback. User testing is crucial in the design process since a designer simultaneously knows too much and too little about their product: too much about how each site works, too little about the experience that actual users will have with the product.

We decided for a qualitative test since the timeline of the project made quantitative assessments challenging. Moreover, qualitative tests bring additional findings to light that can get lost in survey-based tests.

Four people participated in the test, two in person and two via a Google Meet call. See below a snapshot from the setup of the in-person test. We paid attention to an inviting setup, a prototype which is similar to a real-world browser window in size, and no distractions on the screens.

At the beginning of each test, it was assured that the participants are in a positive and relaxed mood by some introductory conversation and letting them know that it's our design that is tested, not them. They were also invited to speak out loud during their testing and mention any feedback that may come to their mind.



The tests had a task-based structure. Participants were asked to have a look at the landing page and give an assumption about what they see and what DUAW is about. They could then click around as they wish and afterwards finish small predefined tasks. The tasks were chosen such that they cover most of the [defined user stories](#).

Tasks:

- Get in contact with the team or a team member
- Try out prototypes that were developed during TL graduation projects
- Give positive feedback to a group
- Get a feeling about a project: see which programming languages are used

The following table lists the feedback and results obtained from this way of testing.

Task	Desired result	What went well	What didn't go well	Additional feedback
<i>What is this site about?</i>	That testers get a feeling of DUAW being a platform to browse TL graduation projects, leave feedback and get in touch with the teams.	The layout was generally liked a lot. It reminds testers of Instagram or other modern platforms, they went into scrolling through the site automatically.	One tester found the intro text too large. Another one thought it would be a page about TechLabs itself, not the projects. One tester missed an indicator if there is a sorting applied to the projects.	It would help to stress out that the cards are projects, such as a sentence above them ("Dive into the projects below"). The name of the How it works page could be better named as "Showcase your own project".
<i>Please show the group from Beachblue that you like their project!</i>	Either sending a message on the Beachblue site or hitting the upvote button.	All testers found the voting button extremely fast. It was liked that it's placed prominently in the upper section. One person afterwards hit the button to send a message as well.	-	Testers desired a feature to save their upvoted projects.
<i>Can you also try</i>	Clicking on "Try	Similarly to the	-	One tester

<i>out their prototype?</i>	out prototype” to land on the Figma page of Beachblue.	previous task, all testers found the button with ease.		specifically liked the vibrant red color of the CTA buttons.
<i>Do you know which coding languages they used?</i>	Finding the site bar.	All testers found the site bar about languages and tools immediately.	-	One tester mentioned it would be nice if she could click on the language tags to find out more.
<i>Let's suppose you want to get in contact with Anna from their web dev team, maybe on LinkedIn.</i>	Finding the LinkedIn icon at Anna's profile and clicking on it.	Again, it was easy for all testers to find the LinkedIn logo and click on it. They liked that the team members are listed at the top of the site, so they are immediately visible.	-	-

### Findings:

In general, all testers were really fast in discovering the different information and functionality on the project pages. They liked the general approach, styling and layout and had only few remarks, such as having more recommendations for other projects at the bottom.

In another iteration of prototyping, we could however improve the landing page by making it clearer what DUAW is about. Not all testers read the introductory sentence on the landing page, so instead we might remind them with a heading right above the project cards such as “Dive into the projects below”. Additionally, we could add sorting, show the current way of sorting and have a section to see the already upvoted projects.