Activity Exemplar: Analyze and synthesize the results of your portfolio project usability study

Exemplar

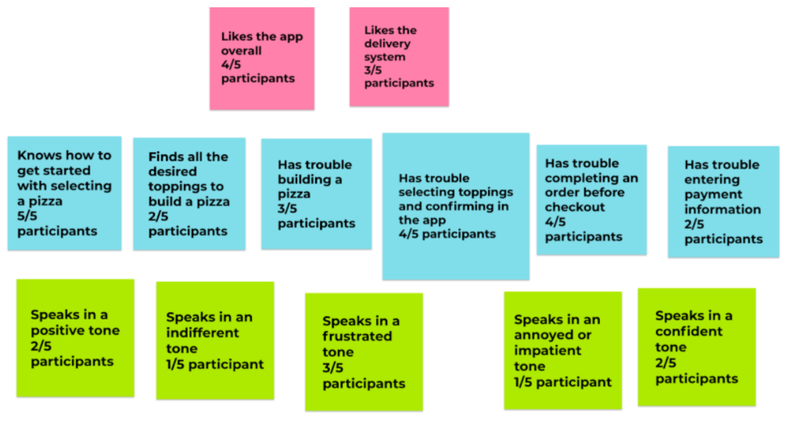
Here is a completed exemplar for the Zia's Pizza example we have been following that has a completed note-taking spreadsheet from a usability study.

This exemplar focuses on how the one of our five participants completed each task, and includes observations about their overall impressions. For your work, you should have conducted interviews with at least five different participants and taken notes for all of them.

	A	B	C	D	E
1	**Dave C.**				
2	**Task**	**Click Path**	**Observations**	**Quotes**	**Task Completion**
3	Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** - easy to complete **2** - completed but with difficulty **3** - not completed
4	Prompt 1: For the first task, I'd like you to open the app, select 'Today's Top Pizza' and complete the order.	Home screen > Add to order > Order summary > Payment and pickup > Checkout > Confirmation	- Participant found the process of ordering the pizza of the day straightforward and simple - Participant was familiar with the checkout process from other pizza apps and seemed pleased with how intuitive it was	"I see the pizza of the day here, so all I have to do is click add to order and I should be good to go" "This checkout process seems like other ones I've used before"	1
5	Prompt 2: For the second task, I'd like you to open the app, click 'Build Your Own' and select the toppings you want.	Home screen > Build your own pizza > Toppings dropdown	- Participant understood the customization process - Participant was hesitant at first, but easily figured out how to navigate - Participant was happy to be able to easily customize their pizza - Participant also wanted to use the "Sauce" dropdown since it was clickable	"So if I click build my own pizza that should take me where I need to go, right?" "Oh I love all these options!"	1
6	Prompt 3: For the final task, I'd like you to open the app, click 'Build Your Own', select the toppings you want, and then complete the order.	Home screen > Build your own pizza > Toppings dropdown > Add to order > Order summary > Payment and pickup > Checkout > Confirmation	- Participant was able to easily customize their pizza - Participant struggled to find "add to order" once the pizza was customized, and expressed frustration - Participant was able to complete their order once they found the "add to order" button	"I'm not sure I understand how to add my pizza to my cart"	2
7					
8					
9					
10	**Additional Notes:** Add any notes about what the participant shares after the tasks are complete.				

Above is the raw data from one participant in the usability study for the Zia's Pizza app.

Below is an affinity map containing grouped data from all five Zia's Pizza usability study participants. The data has been grouped based on similar participant responses and reactions to usability tasks.



As you can see in the image above, we now have all of our observations laid out on our map. The affinity mapping cards are divided into colors that match the three types of observations in the note-taking spreadsheet:

1. Opinion of the App Overall (red)
2. Completing Prompts (blue)
3. Attitude About the App and Completing Prompts (green)

To make it easy to quickly identify themes, the formatting for each card is the same. At the top of each card is the observation and at the bottom is the number of users who shared that observation. This format allows us to quickly identify how many users shared the same observation.

For example, the same number of participants, 4 out of 5, seemed to have trouble selecting toppings and completing an order. Also, 3 out of 5 participants had trouble building a pizza. The combination of these two observations could indicate a problem with the overall "Build Your Own" pizza flow.

Next, to keep track of the themes we identified, we entered them into the insight identification template.

1. Based on the theme that: users have trouble selecting toppings, an insight is: Add an "X" over each selected ingredient to indicate that users have an option to remove a topping after it's been selected.
2. Based on the theme that: users had trouble building a pizza, an insight is: Scale down the size of the pizza plate image in the "build your own pizza" user flow.
3. Based on the theme that: users struggled with completing an order, an insight is: Add in a "continue browsing" call-to-action button at the end of an order to allow users to add more items if they would like to.

Since all three of our insights included elements that made it difficult for users to complete the task, we labeled all three as P0. These insights can inspire direct action to improve the product.

Assessment of exemplar

Here's what we did to review, analyze, and synthesize the data from our usability study:

Step 1: We compiled all the raw data from the note-taking spreadsheet.

Step 2: We used Jamboard to create an affinity map. We created a digital sticky note for each of the five participant's responses. Once each observation was converted into a sticky note, we organized the sticky notes by the type of observation and how many participants matched each observation.

Step 3: We studied the number of similar participant responses, which helped us divide the data into three primary groups: Opinion of Checkout Process & App Overall, Completing Prompts, and Attitude About the App and Completing Prompts.

Step 4: We analyzed the groupings to identify themes. From that data, we identified "Build your own" as the most challenging stage of the user flow. Then used the insight identification template to convert those themes into actionable insights.

Step 5: Finally, we labeled each of our top insights with priority levels so we could make changes to our design. Overall, we identified three actionable design items that were P0. We'll use these insights to go back to the high-fidelity prototype and continue to iterate on the design. And then we can decide if we want to prepare for another round of testing.

Now compare the exemplar above to your completed deliverable. Assess what you've done using each of the criteria used here to evaluate the exemplar.

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

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