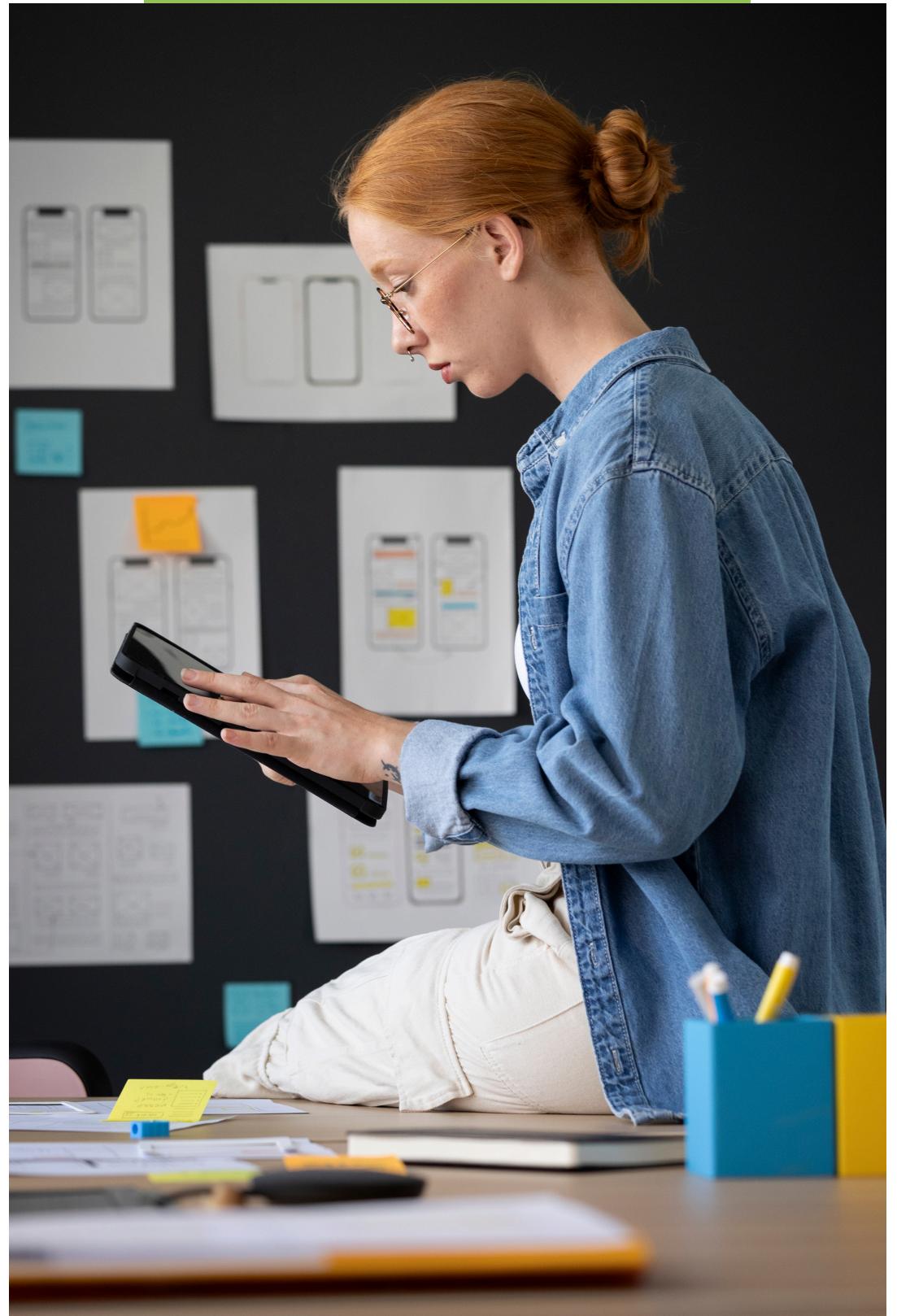


Portfolio Design

TESTING-PHASE

USABILITY TESTING



USER GOALS

What are people looking for on my website?



1st Goal
Learn About Me

Through my biography, skills, resume, and the website's impression



2nd Goal
See My Work

Understand my work process, my line of thought, and problem-solving skills



3rd Goal
Contact Me

Easily reach out through different mediums

TARGET USER

As I believe that a diversity of users is largely a positive thing, and it enriches the range of responses and mental models we are being exposed to, I intentionally make the requirements low and inclusive.



Target User Criteria

- Age: 21 - 67
- Technical experience: Basic
- Device: a Smartphone or a desktop
- English level: B2 or more

RESEARCH GUIDELINES

Summary



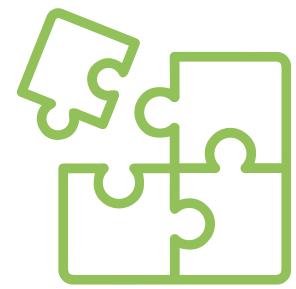
STEP 1 - WELCOME

Ice breaking and introduction. Who am I and what I am doing



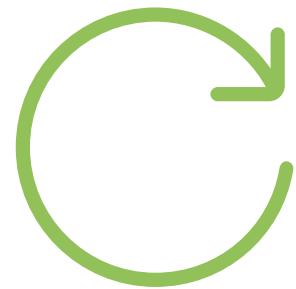
STEP 2 - INSTRUCTIONS

This is a test for the website, not for you. You cannot go wrong here. Please think out loud and express your impressions



STEP 3 - SCENARIOS

Here I ask the participant to IMAGINE they are a recruiter and guide them through a flow of tasks based on the user goals



STEP 4 - OPEN QUESTIONS

By the end of every scenario, I follow up with investigative questions regarding the process and the user expectations and experience

RESEARCH GUIDELINES



STEP 1 - WELCOME

Hey! How are you doing? Thanks for taking the time to do this. Where are you from? oh cool...(chit chat to get relaxed and friendly, so important) ... So my name is Tomer and I'm a UX Designer, lately I've been working on several projects and one of them is my portfolio website.

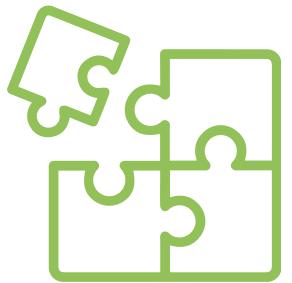
This is the site we're going to be testing today. Is it okay if I start the recording now?



STEP 2 - INSTRUCTIONS

Straight away it's important to note that the test is for the website, not for you. You cannot go wrong here. You can only expose new angles, malfunctions, or expectations for the website.

I would encourage you to think out loud. from the moment we land on the home page, please share your thoughts as they come to your head.



STEP 3 - SCENARIOS

We're going to play a bit of IMAGINE, I'm going to give you some scenarios, followed by open-ended questions. Let's pretend that you are a recruiter for a company, and you are looking for UX Designers. As you search for candidates you stumbled upon my portfolio.

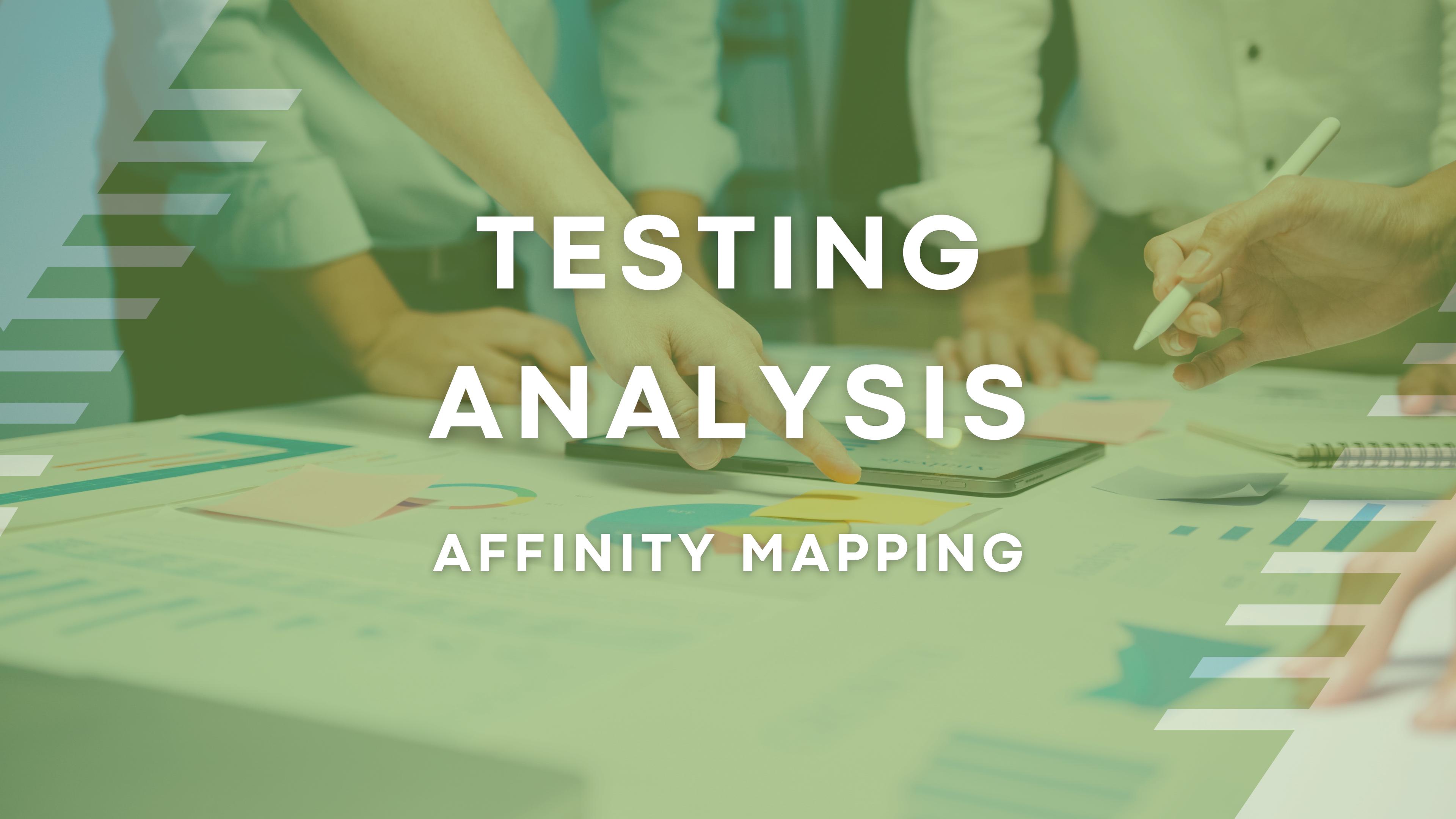
- The first thing you'd like to see is one of my recent project's case studies.
 - Then you become curious to know more about who I am, can you find more information about me?
 - You thought it is worth the time to go through my resume, and I thank you for that! can you download my resume?
 - The last scenario, is that you decided to reach out, can you find a way to do that?
-



STEP 4 - OPEN END QUESTIONS

After each scenario is completed, I ask the following questions:

- Was the path the way you expected it to be?
- Was there anything you'd have expected to be different?
- What's your impression of/ feeling about the page you landed on and the process you executed?
- Was there something you liked or disliked?
- Is there anything you'd change in it?

A photograph showing a person's hands on a laptop keyboard. In the background, several other people are visible, suggesting a team meeting or workshop. The overall color palette is greenish-yellow.

TESTING ANALYSIS AFFINITY MAPPING



NAME	AGE	OCCUPATION
Cassandra	32 years old	Sales

Errors

Tried to click the arrow gif on home page to scroll down

Positive Comments

It is very easy to navigate

Negative Comments

The writings next to the photo on the Home page looks a bit disorganized

The case study lacks a title, a clear naming on the page.

The case study lacks an article navigation

The contact page link is unclear

it's unclear that the prototype links are for a Figma file



NAME	AGE	OCCUPATION
Malik	22 years old	Economy Students

Errors

Didn't notice the change in page after clicking "Contact"

Positive Comments

Everything is very easy to find. It looks clean, clear and professional

Negative Comments

I though the contact button doesn't work



NAME

Frederic

AGE

34 years old

OCCUPATION

Advertising

Errors

Tried to click the text line: "Want to get in touch?"

Positive Comments

Usability is good and everything makes sense in I.A. sense

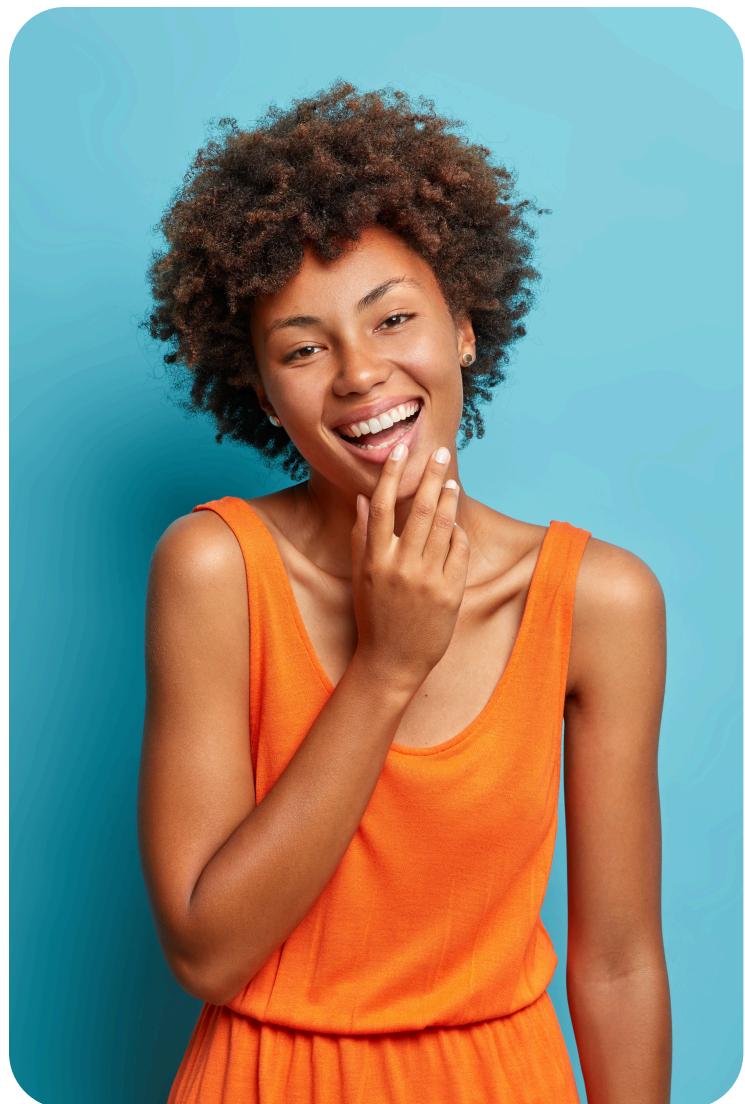
Negative Comments

The contact buttons are not bold enough

The site looks professional and clean

The text is too small on the case study

the case study page is very long, I would divide it into sections



NAME

Kate

AGE

32 years old

OCCUPATION

Social Worker

Errors

none

Positive Comments

Navigation is intuitive

Negative Comments

It seems like the contact button doesn't work

There's a lot of white space, it looks a bit unfinished

Task Completion **4 / 4**



NAME	AGE	OCCUPATION
Farad	62 years old	Engineer

Errors

Tried to click on the information presented in home page like "services", "Bopgraphy" etc.

Positive Comments

it looks very professional

The case study is very detailed and impressive

Negative Comments

The English level is a bit too high for me

The contact section take a moment to follow

The text is too small

I didn't understand I can scroll down on the home page

MAPPING THE DATA

Errors

Didn't notice the change in page after clicking "Contact"

Tried to click the arrow gif on home page to scroll down

Tried to click the text line: "Want to get in touch?"

Tried to click on the information presented in home page like "services", "Bopgraphy" etc.

Positive

The case study is very detailed and impressive

Usability is good and everything makes sense in I.A. sense

It is very easy to navigate

The site looks professional and clean

Navigation is intuitive

it looks very professional

Everything is very easy to find. It looks clean, clear and professional

MAPPING THE DATA

Negatives

Contact

I thought the contact button doesn't work

The contact page link is unclear

It seems like the contact button doesn't work

The contact section take a moment to follow

The contact buttons are not bold enough

Home Page

There's a lot of white space on the homepage , it looks unfinished

I didn't understand I can scroll down on the home page

The writings next to the photo on the Home page looks a bit disorganized

The text is too small

the case study page is very long, I would divide it into sections

The text is too small on the case study

it's unclear that the prototype links are for a Figma file

Case Study

The case study lacks an article-style navigation

The case study lacks a title, a clear naming on the page.

The English level is a bit too high for me

NEW REQUIREMENTS

CONTACT

For mobile, a separate contact page will be created. For desktop, on top of top nav button, there will be a big Call For Action button in the footer, both will open an overlay for the user to choose between a mail and LinkedIn

SCROLLING

Scrolling experience is a bit slow and unsMOOTH and should be improved

SCROLL-DOWN ARROW

Will be always present when landing in a new page, and it will be clickable.

CASE STUDY

A clear title with the app's name and a sticky navigation menu will be added to the case study, along with a text-size change option. Next to the working prototype a Figma Icon and a clear instruction will be added.

UI DESIGN

The text on the Home page will be increased in size and decorative lines will be added to frame the text. The categories like Biography, services, etc. will direct the user to the relevant sections.

THANK YOU

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Frenche Comte, France

