

# INFO/CS 1300: Final Group Project, Milestone 3

## User testing, almost complete website, and more testing

Assigned: Wed. November 15<sup>th</sup>

Due: Tues. November 28<sup>th</sup> @ 5:00pm. **No late submissions accepted. No exceptions.**

Grade: 40 points via rubric (6% of your final grade in the course)

Submission: 20MB

## Overview

For milestone 3, you will conduct two rounds of user testing on your latest working draft of the website, fixing problems you find after the first round and planning how to finish the site after the second. You will complete a new section of the Design Journey Map based on the changes you have made to your design as a consequence of user testing, client updates and reactions, or other feedback you have gotten.

This milestone represents a significant amount of work towards your final website and thus we strongly recommend you begin work on this now.

Highlights of Milestone 2:

- Develop a user testing protocol.
- Test your website with two rounds of user testing.
- Document user feedback, changes made with reasons, and update the site based on what you've learned in the design journey map.

**Before reading this document, make sure you read the “Final Group Project Overview”** document. It has important details about what you'll be doing for the final project. For example, in the final project you are allowed to use code that is not your own. That means you can use JavaScript, PHP, or CSS code that you find!

You may use “example” code or libraries that you find and figure out how to integrate into your code yourself.

**You are not allowed to use code generators (i.e. CSSmatic, etc.) ever in this class.**

Additionally, **if you use external code, the code must be 100% understandable by all members of your team.**

That is, all members of the team should be able to write code using the external code. One group member is not allowed to do “the coding” work. Everyone should share all responsibilities for the project. For example, even if only one team member does not understand Bootstrap, you are not allowed to use it.

**If you do use code that is not yours, make sure you cite the source of the code.** You should make it very clear to us if you use code that is not your own. Use comments to clearly label code that you did not write. If code is not clearly labeled, we will assume you wrote it. If in fact you didn't write it, but it looks like you did, that's an academic integrity violation.

External code may not be used for your interactivity requirement.

## Updated Team Contract

Your team contract is a living document. Resolve all conflicts using your contract and update it as necessary to improve your team's ability to work together.

If you have a conflict follow this procedure:

1. Refer to the team contract and follow it.
2. If you resolve the conflict without issue, great! Otherwise, update the team contract to improve your ability to work together moving forward.
3. With the updated team contract, try to resolve the conflict.
4. If that fails, please contact [info1300-prof@cornell.edu](mailto:info1300-prof@cornell.edu) and we will help you. We'll ask to meet with all the group members and figure out how we can work together to move forward.
5. Do not, under any circumstance, avoid confrontation if you have conflict. If there's a conflict, the best way to handle it is to bring it into the open and address it. **Do not passive aggressively decide that you will get "your revenge" during the peer evaluations.** We are unlikely to adjust grades of under-performing team members based on peer evaluation unless you had attempted to resolve the conflict within your group first.

You will not submit your updated team contract as part of this milestone. Just because you do not submit your updated team contract you may incorrectly believe that this is optional. It is not. If you ask us for help, the first thing we will ask for is your updated team contract. It is required.

## User Testing & Iterated Website

A crucial part of web design is usability testing, and the only way to find out if your site works is to test it. Therefore, you should test early and test often. You will conduct two rounds of user testing for this milestone, with at least 3 users in each round. The first round should probably be complete by Sunday, November 19<sup>th</sup>. After that, you should document what you learned and make updates to the website based on these insights. You will then do a second round of user testing on the new version and document what you learned in your design journey map.

Your site should significantly evolve after the first round of testing – it doesn't make sense to run the tests again on the same site and find the same issues. Changes based on the second round are not required prior to the milestone 3 deadline, but you will need to address them for the final submission.

### User Testing – Round 1

Take a look back at the lecture and lab notes prior to testing.

Below is the procedure you should follow when you conduct your user test:

## User Testing Protocol & Tasks

- Write up your testing protocol & tasks before you start your user testing in the Design Journey Map.

This protocol should include the tasks you would ask each of your users to complete and the instructions you will give for testing. This includes the briefing before testing, the instructions during testing, any interviewing after testing the tasks, and thanking them for their help.

You should also think carefully about how you're going to find users and how you're going to conduct the tests. You are not permitted to use your friends or people that know you personally for user testing.

Your user testing participants should also be a member of your target audience. If not, you should justify this in the design journey map. Note: Your client and your target audience are probably (though not necessarily) the same. Do not user test with your client if your client is not a member of your target audience.

- You should make your testing protocol as complete as practical, so that you will receive feedback on all aspects (homepage, templates/layouts, navigation, etc.) of your site. If your site includes a special interactive feature, be sure you test that feature.

You will use your tasks to test these aspects and features.

- Pilot the protocol on yourselves, or better yet, a friend, to see what you learn, whether there are confusing parts, and whether the length is appropriate before testing it on your users.

Sometimes the instructions you write are confusing and they can really mess up your user test. Instead of getting good information about what works with your website, all you'll learn is your instructions are hard to follow. So you should pilot your testing protocol first and then use it on your actual participants.

- In your briefing, you should briefly explain to your user the purpose of the test (not the purpose of your site...that's for the user to figure out) and how the user tests will be conducted.
- Ask each of your testers a little about their background, interests, and Internet usage habits, so you can gain a better understanding of who they are, and document it.
- Pull up the site and have your user complete each task while "thinking out loud" – to tell you what he or she is planning to do and what thoughts or reactions he or she is experiencing. You may need to remind people to say what they're thinking as they complete the tasks.
- Remember: you should not intervene when your user has difficulty completing the task. You will learn valuable insights from watching their behavior. Only if they get really stuck can you intervene. Make sure you note your intervention because you'll need to address this problem in your design.

## Documenting Your User Test Results

Observe and record notes throughout the tests. For example, you should look out for the following:

- Can the user figure out the purpose of your site or of each page without **any** help from you?

- Is the user able to navigate around the site without much difficulty?
- Which aspect(s) of your site was your user most passionate about, either positively or negatively?

## **Analyze User Test Data & Reflection**

After you have run at least 3 user tests, analyze the results based on your notes and update the design journey map and the site based on your analysis. You should aim to answer the following:

- What problems did your tests uncover?
- Are there things in particular that multiple users inevitably notice or do? What are these things? Did any user **not** notice one or more of them?
- Why was that a problem and how did you realize that it was a problem?
- How serious or general are they?
- What solutions are possible? Which can you realistically implement?

## **Updates to Design and Website**

Make substantial changes to improve the site; the design journey map asks you to focus on three key changes based on the testing, but you should improve other things that you have time and space for as well.

Your website should be polished and complete. It should follow all of the standards, conventions, and expectations of this class. This includes HTML and CSS validation and error free JavaScript/jQuery and PHP code.

## **User Testing – Round 2**

Run a second round of testing. You are free to adjust the tasks for this second round of tests if there are other aspects of the site that need testing.

You should document the issues you discovered in round 2 in the design journey map. You do not need to update the design or website based on these changes for this milestone. You will complete that for the final submission of your project.

## **Grading**

40 points. Late submissions will receive a 0.

We will grade this milestone based on the following rubric.

Groups that are on the ball will walk through their Design Journey Map with the rubric in advance, looking for and correcting weaknesses.

# Rubric

I reserve the right to change this rubric, but this will be close to the final version.

## Testing Setup

- The plan for selecting users is appropriate and matches target audience.
- Tasks are relevant to the identified needs of personas/target audience.
- Task descriptions and goals are clear.
- Tasks will likely help uncover problems with the site.
- Script has a clear and appropriate opening and closing for both users' and testers' sake.
- Script has a clear plan for the testing procedure that addresses things that could go wrong.

## Round 1 User Testing

- User background notes are clear and the users are from the target audience.
- Task results and other notes show evidence of effective testing and thinking.
- Major learnings about the site identified, justified, and described well.
- Other things learned are clear and thoughtful.
- The three key solutions are identified, justified, and described well.

## Iterated Website

- Website is polished and complete.
- Visual design principles are evident and used well.
- Visual theme and design are appropriate for client and user needs.
- Website meets interactivity requirement for JavaScript/jQuery and PHP.
- Interactivity elements make the website more effective than it would be without them.
- Interactivity elements are appropriate for client and user needs.
- Website follows the standards, conventions, and expectations of this class.

## Round 2 User Testing

- User background notes are clear and the users are from the target audience.
- Task results and other notes show evidence of effective testing and thinking.
- Major learnings about the site identified, justified, and described well.

- Other things learned are clear and thoughtful.
- The three key planned changes are identified, justified, and described well.

## **Overall**

- Overall, the interaction with users was strong.
- Overall, attention to course concepts is strong.
- Overall, the Design Journey Map shows evidence of serious and thoughtful testing effort.
- Overall, the website is well done.

## **Submission**

As a group, submit the following to CMS:

1. Submit the Design Journey Map as a **PDF** to CMS.
2. Submit your iterated website to CMS as a ZIP file. Max file size is 20MB.

No late submission accepted. No exceptions.

**Challenge yourself in this milestone! You will learn so much more if you do and that's our goal in this class!**