Assignment#9: Usability Testing

1.Choosing the representative users

According to the strategy plane (Figure 1) and the official report, the testers of the site are composed of 2 female and 1 male KPL loyal audience aged between 20-24 and 2 19-year-old boys who like to play "King of Glory"(王者榮耀） but only watch KPL when they are free.

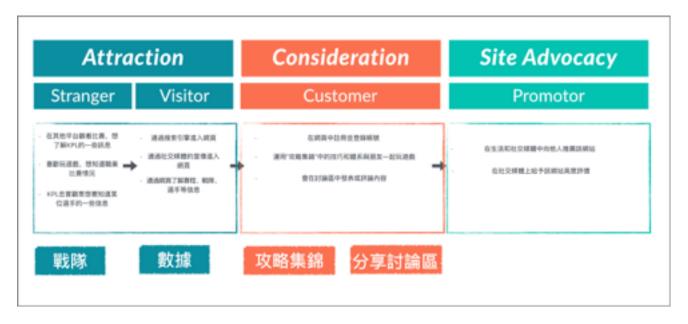| Site Objectives		Target Users		User Needs
Primary goal	To attract more audience to visit the website	Primary User	Female audience in the universities aged between 19-24	Eager to know the game schedule and the information of their support team
Additional goal	To build strong stickiness with users	Secondary User	Young generations who like to play Kings of Glory	Interested in Professional E-sports players' operation and hope to learn some skills

（Figure 1）

2.Sitemap

(Figure 2)

For the sitemap(Figure 2), I thought about the user journey (Figure 3) and also viewed the pages of various e-sports sites. The homepage is mainly about competition and divided into former,present and future because when users enter into the site what they want to see most is the content of the game. And due to the target market is for KPL audience, I do not add KPL introduction in my website.

Moreover, after watching game or watching the homepage, users often want to know 戰隊 or 數據 firstly. This is why I put these two part in the front order. And for users who think the website's information is useful and rich, they will convert from stranger to visitor. Then they may spend more time to learn game skills or share things in this website, which means they will covert from visitor to customer or promotor in the 攻略集錦 and 分享討論區.

(Figure 2)

3.Thinking aloud test

Because "King of Glory" is not popular in Hong Kong and the server when you play this game in Hong Kong is quite unstable, it is hard for me to seek representative testers in Hong Kong. I use a PDF to display my wireframe and invite suitable testers from mainland of China to do the usability test. I gave them a phone call and ask them to open the computer. By browsing the PDF, they are able to pretend they are browsing a website wireframe.

Firstly, I ask some task-based questions to testers:

1) How can you learn about the present competition schedule?

2) How can you know a player's basic information?

3) How can you find tips or skills about a game character?

All the testers are able to answer these questions and find the right place to get the information they need. One of testers think Players should be independent and display in the navigation bar called "選手", but most testers reckon that players should be included in the team page.

Secondly, I ask some questions for each stage and record their answers in the table 1 below.

Table 1						
Stage	Questions	User 1	User 2	User 3	User 4	User 5
Homepage	What do you think the website is about?	About E-sports Competition	About KPL	A website to watch game and learn other information	About KPL competition information and skill communication	About KPL
Team	Do you think these content is enough and clear?	Yes	Not enough, it is better to add more videos about team and player	Yes, but the team area can revise as button to click	Yes	Yes
Data	Are these data easy to read?	Yes, but it is better to add a part for game heroes	Yes, you'd better can click the team photo	Top 50 players are too much, maybe 20 is enough	Version should not use table or chart to show	Competition Notification Bar
Tutorials	What do you think about this page?	You can divide these contents into team page and data page	It's quite good for gamers who have a team to learn skills	Maybe you can put more highlights videos here but not only for technical analysis	Tips should apply to the heroes or positions	Quite good
Share Zone	Do you want to share things in this zone?	Yes	Yes	Yes, but maybe vertical line is better	Yes, but better to divide privacy and public	Prefer to be bereave

After the test, I highlight what I can revise in my wireframe in the red colour considering of the operability and aesthetic.

In the end, I ask many overall questions after they browse the wireframe and record their answer in the table 2 below.

	Questions	User 1	User 2	User 3	User 4	User 5
				Table 2		
After browsing all pages	Is the function of each part clear?	Yes	Yes	Yes	yes	Yes, but as for teams, information is too much
	Are there any other functions or contents you expect to see on my website?	**Version Update and Heroes Recommendation**	Special Hero Skills videos from players	Other Channels and streamers who interpretative competition	Heroes outfit introduction	**Other Channels and streamers who interpretative competition**
	What do you want the tonality of this website to be?	professional	professional and interesting	professional and interesting	professional and instructive	KPL style

From the testers' answers, I also highlights the part that I can revise and when I am doing the website, I will try to add these factors as much as possible.