

ICK REASERCH PROJECT

Usability of

facebook

Made by
Dominik Krawiec (s16941)

Table of contents

1. The goal of the project	3
2. Brief look at facebook	4
3. Facebook target group	5
4. Tasks	6
5. Criteria for tasks' evaluation	6
6. Testers	7
7. Results	8
8. Tester's opinion about the tasks	8
9. Tester's opinion about the website	9
10. Performance tests	10
11. Accessibility tests (WCAG 2.0)	10
12. Compliance with heuristics of good usability	11
13. Analysis and summary	13

The goal of the project

Facebook is one of the most popular social networks nowadays. It allows its users to share videos and pictures in a pretty convenient way - you upload a photo/video, put the location so everyone knows where you are having a vacation, tag your friends; or do none of that and spy on your crush or a former friend.

People are becoming famous by making great (or not) content, more and more businesses are setting up their pages on Facebook because it gives efficient ways to advertise. Companies can buy promoting on the wall of Facebook for other users what can give them huge ranges.

The aim of the project is to measure usability, functionalities, and accessibility across testers with different level of IT skills.

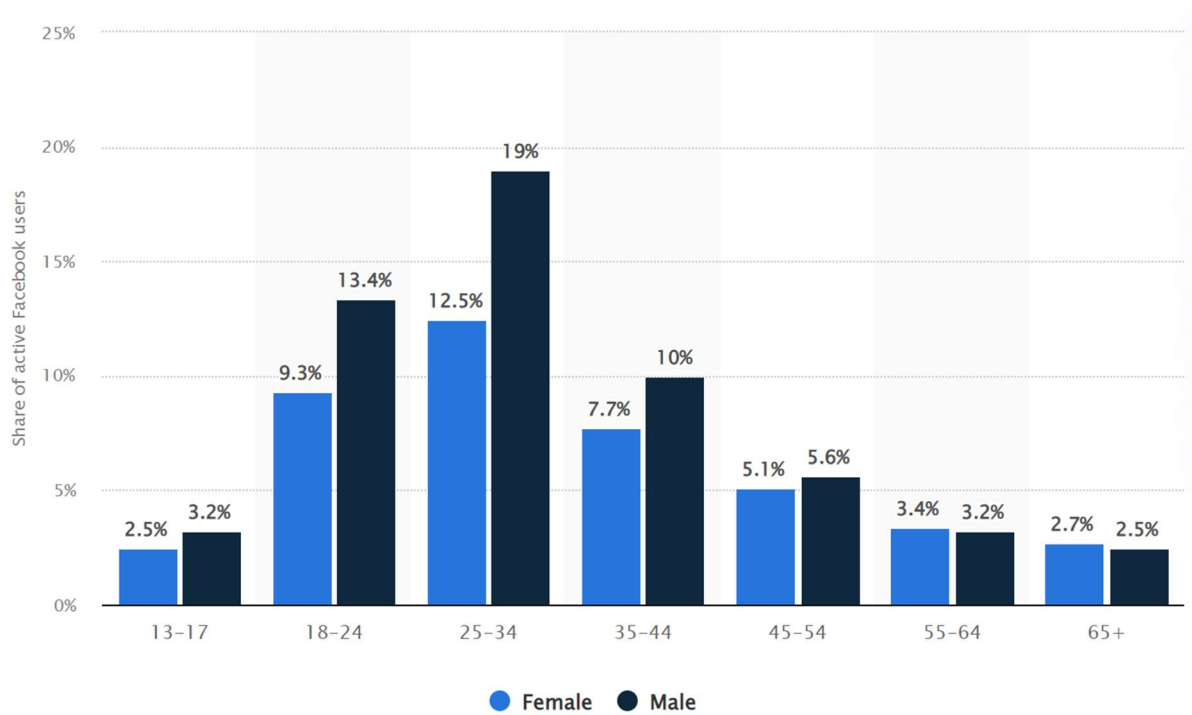
Brief look at Facebook

Facebook, American online social network service that is part of the company Meta Platforms. Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University. Facebook became the largest social network in the world, with nearly three billion users as of 2021, and about half that number were using Facebook every day. The company's headquarters are in Menlo Park, California.

Access to Facebook is free of charge, and the company earns most of its money from advertisements on the website. New users can create profiles, upload photos, join a preexisting group, and start new groups. The site has many components, including Timeline, a space on each user's profile page where users can post their content and friends can post messages; Status, which enables users to alert friends to their current location or situation; and News Feed, which informs users of changes to their friends' profiles and status. Users can chat with each other and send each other private messages. Users can signal their approval of content on Facebook with the Like button, a feature that also appears on many other websites. Other services that are part of Meta Platforms are Instagram, a photo- and video-sharing social network; Messenger, an instant-messaging application; and WhatsApp, a text-message and VoIP service.

Facebook's target group

As we can see over 50% of Facebook users are below 34 years old.



Tasks

The tasks were as follows:

1. Create an account and log in
2. Set up profile picture.
3. Post a photo on the wall
4. Tag a friend in some location.
5. Chat with friend.

Criteria for tasks evaluation

All the users are native Polish speakers so the tasks, questions and all other interaction were also in the Polish language. They were originally written in English, so a lot of care was taken during the translation to ensure that they keep their meaning and all fewer literal aspects.

The users were provided with a list of open-ended direct tasks instructing them to find some specific information. If the participant could not find the information in under 1.5 min the task automatically failed. The users could use the website in any way they wished. All tasks were timed and after each a Single Ease Question was asked: Overall, this task was...? The participants could select and answer on a Likert scale from 1 to 7 where 7 is very hard and 1 – very easy.

One of the participants is not computer literate so the information was provided for them on the same page they were looking at – they did not have to navigate the page themselves.

Any comments made by the participants were written down and analyzed for usefulness.

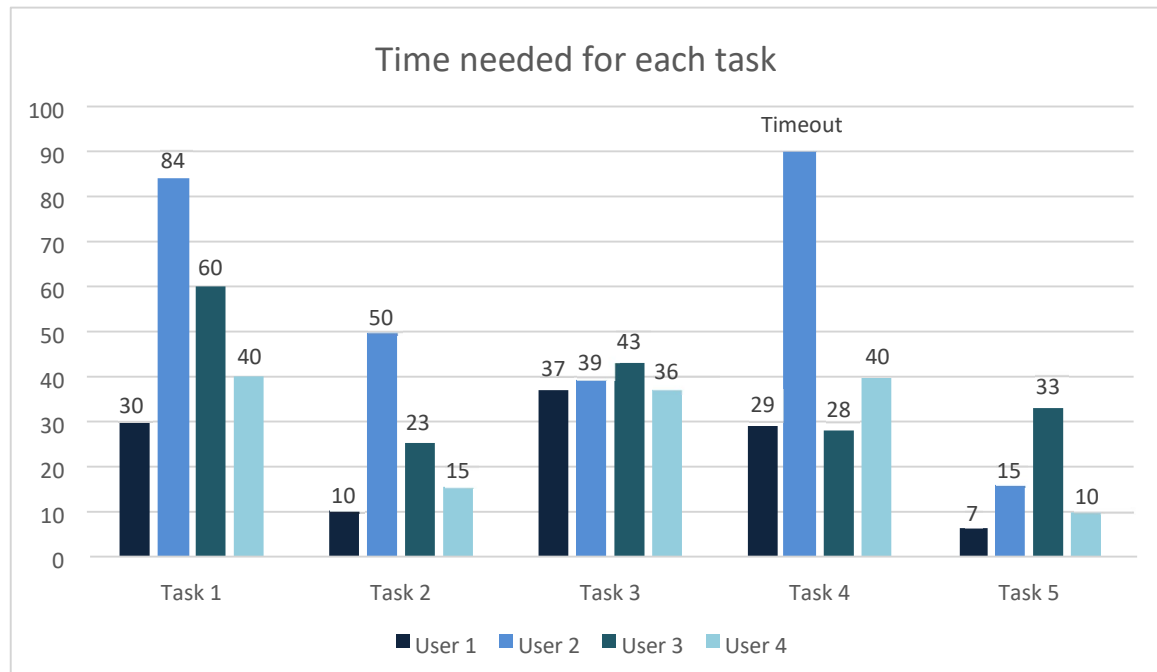
The way participants navigated the page was also monitored either live or through a shared screen.

Testers

5 people took part in the research. It was a diverse group of people - aged from 15 to 55, with different computer skills to ensure that group of testers is good representation of the user's population.

	Age	IT Skills	Browser
User 1	22	Strong	Mozilla
User 2	55	Low	Chrome
User 3	34	Moderate	Safari
User 4	15	Strong	Chrome

Results



Tests were done without issues. Only the low IT skill tester had problem with tagging a friend with the location. As we can see the task were pretty straightforward. Each task was made fast.

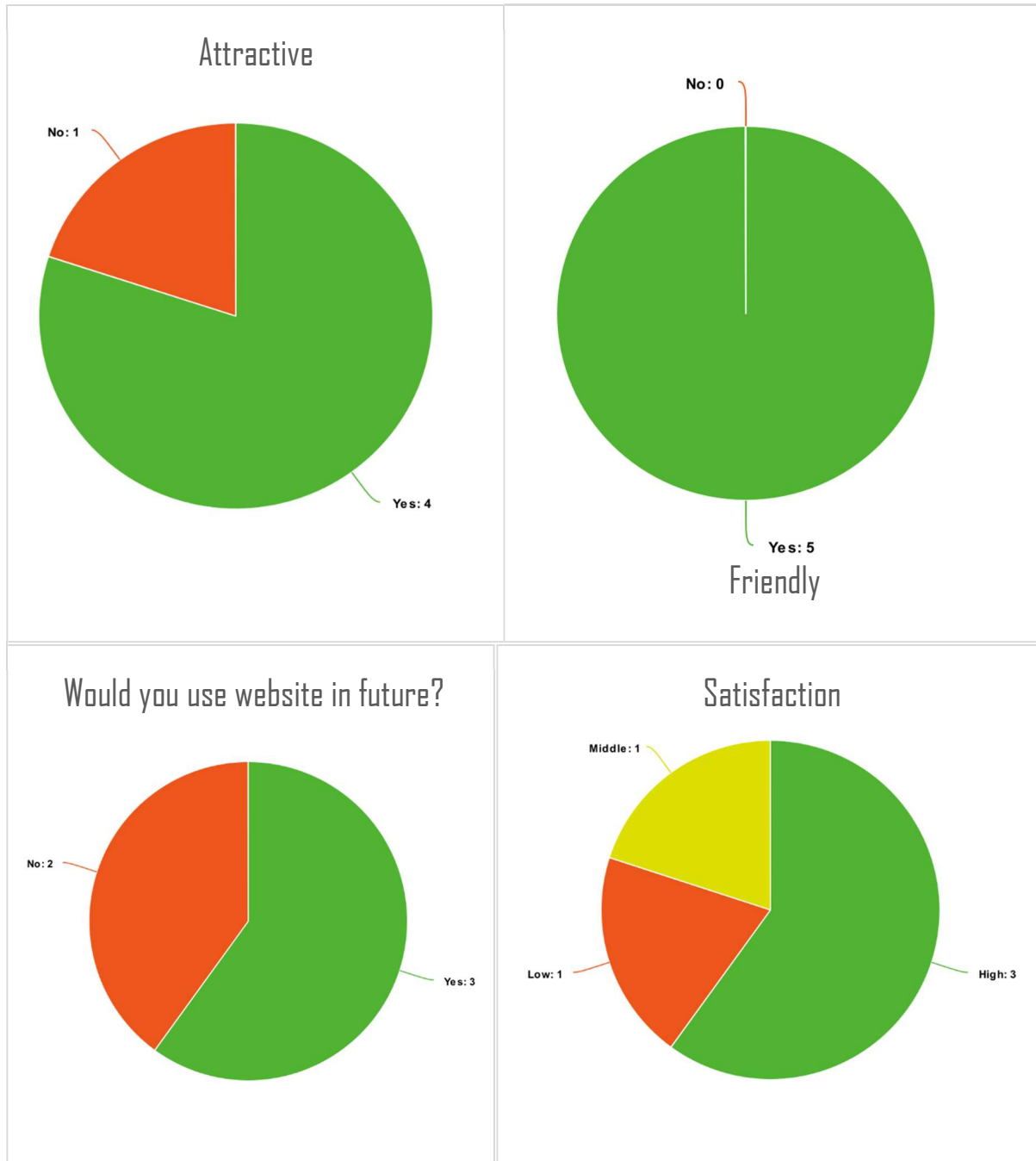
Tester's opinion about the tasks

The participants usually graded the tasks as easy, not very problematic. Yet we can see that those tasks they were not able to complete take a rating hit, not all though.

Mark	1	2	3	4	5	6	7
Task 1	-	2	3	-	-	-	-
Task 2	-	3	2	-	-	-	-
Task 3	2	2	-	1	-	-	-
Task 4	2	-	-	2	-	1	-
Task 5	4	-	1	-	-	-	-

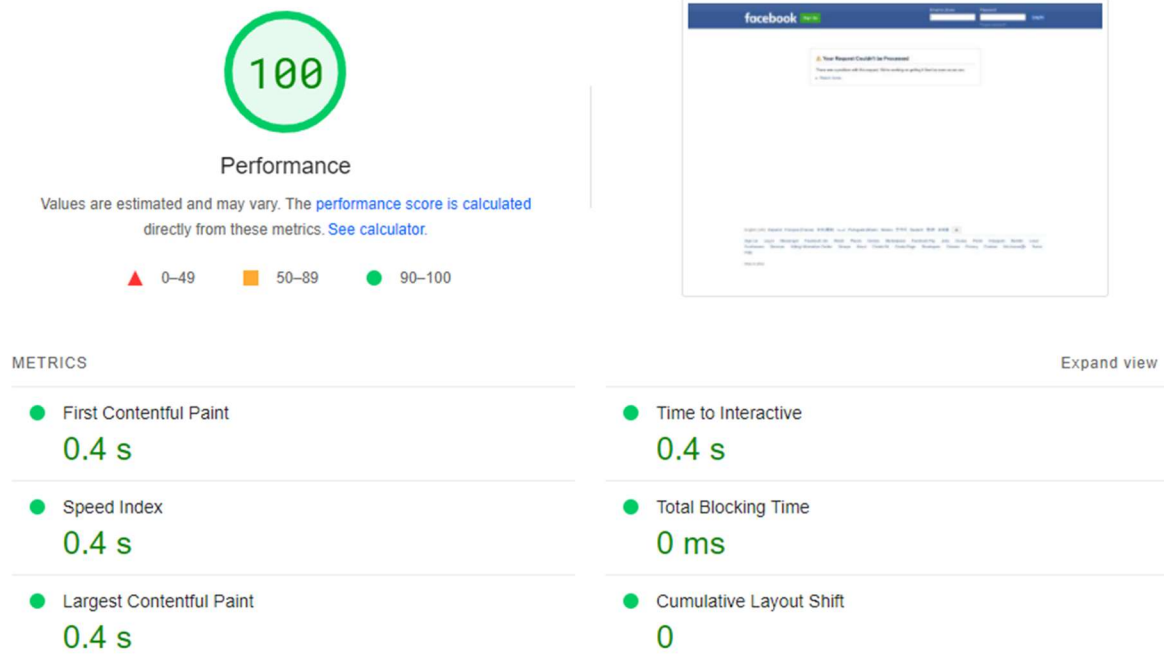
We can conclude that for a major part of test were easy and friendly for testers.

Tester's opinion about the website



As we can see the website is attractive for the user and very friendly to use. Most of users would like to use Facebook in the future as well as overall satisfaction of using a website is also pretty high.

Performance tests



Performance of the Facebook on desktop is perfect. Nothing to fix or improve.

Accessibility tests (WCAG 2.0)

Due to WCAG 2.0 Facebook matches all possible points.

It is fully adapted for disabled people what is really amazing.

Compliance with heuristics of good usability

1. Visibility of system status

The website is readable, and each message can be easily understood by the user. If we lost connection with the internet the proper message is displayed until the connection is reset.

2. Match between system and the real world

The research showed that mostly testers were realizing where to find necessary functions. It works similarly to the way every social networking app works, so when you find yourself on your page, it doesn't take long to understand how to do something.

3. User control and freedom

Users can delete and archive any post they want and clear any comment they do not like on their page which is very convenient. They also see new incoming messages mentions etc.

4. Consistency and standards

There are some tasks that can be done in different ways. Overall, the service is pretty consistent, and everything is well designed. Users don't have problems with finding proper options.

5. Error preventions

The only error me and the testers noticed was a "Could not connect to the Internet" error which is stated in a very clear manner so the user can fix in in a second himself.

6. Recognition rather than recall

Most of the functionalities and pages are intuitively clear. The only thing which caused problems was tagging the location.

7. Flexibility and efficiency of use

Users were able to find every option they need pretty easily and straightforward. Interface is clear, so every task can be done fast.

8. Aesthetic and minimalist design

The choice of colors and the distribution of components in the app is very sophisticated for the eye. Though there is a vast number of functionalities, there's no overload of a page with the buttons and information, which is good.

The only issue is that messages in Direct sometimes are not displayed in the order they were sent.

9. Help users recognize, diagnose, and recover from errors

Messages are readable and consist of probable problem fixes.

10. Help and documentation

The documentation exists and is very easy to use. Just write the problem in the searching bar of documentation page and on 99.9% of problems you will find the answer.

Analysis and summary

Pros

- High performance
- Easy to use
- Satisfied users
- Many functions but not overloaded
- Understandable feedback from errors
- Clear design
- Good documentation
- User-friendly
- Full support for disabled people

Cons

- Sometimes messages have different order after sending than they used to
- Tagging location can be problematic for the unexperienced user

To sum up Facebook is a very good made social service with very few low priority mistakes/errors. It has a lot of advantages like performance and great design. It also has a full support for disabled people.