WebAdvisor User Testing

By Annie, Eva, and Hakim

Annie's Methods

Learn: Long-Range Forecasts, Flow Analysis

Look: Fly on the wall, Time-Lapse Video

Ask: Narration, 5 Whys

Try: Informance, Scenarios

Subject #1: Jerry

- Has never used WebAdvisor, applied math major
- Not sure what a "Program Evaluation" is, confusing language
- Two links to program evaluation, wasn't sure which was right
- Looks like it was made by a "sleep deprived software developer"
- Liked the program evaluation page, though it was well organized and easy to find what you want
- Hierarchy of information is important to him
- It will be a serious pain on mobile

Subject #2: Eva

- Some text too big, some text too small
- Too much scrolling
- Too crowded
- Shows credits remaining instead of number of classes remaining
- Looking at program evaluation to see information on schedule and classes
- Links too close together for easy use on touch screens

Subject #3: Hakim

- The program evaluation selection page is "bland, incarcerating, suffocating"
- Too many straight lines, washed out colors
- Program evaluation is clear, but only because it's familiar
- Program summary table horizontals not clear
- Looks more like a government database than a school site
- Uninspiring and discouraging

Subject #4: Monica

- Animation major, used mobile
- Page is super tiny on mobile, need to zoom in to press any buttons
- Text is too small even when zoomed in a reasonable amount
- The program evaluation select page needs simplifying
- Small buttons = pressing the wrong thing, slows down the process and makes it inconvenient

Other Notes

- Informance
  - Login button needs to be more visible
  - Is it a program evaluation? An academic evaluation? A degree audit?
  - Mobile design is inconsistent across browsers
- Scenarios
  - A student checking what classes they need to sign up for for next semester
  - A teacher advising a student
- Time-Lapse Video / Flow Analysis
  - Several users skipped over logging in at first, had to backtrack.
  - Took a long time for users to locate and press the right link on the Student Menu page

Eva's Method

Learn: Activity Analysis, Character Profile

Look: Behavioral Mapping

Ask: Draw the Experience, Word-Concept Association

Try: Be Your Customer, Empathy Tool

Subject 1: Hakim

- Character Profile: Calm
- Stressful, Overcomplicated, Unnecessary
- Stressful because all the bar and section to fill the information in, "if you don't put the right thing, you can't move forward, it didn't highlight which part is the problem"
- Behavior: Space out, Unfocused, Wasted time
- Couldn't find the information needed
- Emotional Change: More sad
- Empathy Too: Pretend to have hand injury, very hard to navigate with the placement of button

Subject 2: Annie

- Character Profile: Focus
- Strained, "Zig-Zag-Gy", Disorganized
- "I know how to use all the things, control and filter the layout, but focus way too hard to find things are even though i know how to use it, are the class are organized by code which is confusing."
- Behavior: Have to get a lot more focus and double check on everything a lot
- Looking for classes but have to be very focus to complete it
- Emotional Change: Stressful at the beginning trying to be focus and felt proud when you got what you were looking for
- Empathy Tool: Using Voiceover, accessibility was decent but still terrible, difficult to scroll the option for screen reader user

Slide 3: Dora

- Character Profile: very patient
- Frustrated, Annoyed
- "Reading the list for classes is giving me a headache"
- Behavior: Have to try to stay calm to not get angry
- Looking for classes but too confused with the information even though i am very familiar with the website
- Emotional Change: Being very chilled and patient to very annoyed and frustrated
- Empathy Tool: Using Voiceover, do not even want to try anymore

Subject 4: John

- Character Profile: funny
- Angry, Painful
- "It was the worst part of my day looking at this awful website"
- Behavior: constantly tapping his fingers on the table after starting the process
- Have no idea where to look for classes that he was instructed, completely clueless
- Emotional Change: from being very chilled to swearing loudly
- Empathy Tool: Using Voiceover, gave up after a minute