

2.4 – User Testing

Anna Jennings

Usability Test Plan

User Goals:

- Download designer's resume
- Find out more about the designer's process
- View sample deliverables
- Contact designer via email or LinkedIn

Starting Situation

Imagine you are a recruiter looking for candidates for a UX Design position. Through LinkedIn, you found Anna Jennings, who fits the requirements and qualifications of the job, and you want to view her website portfolio to learn more about her work.

Scenario 1: You arrive at the home page and would like to read her bio.

Scenario 2: You want to see more about the project "TotalHealth" and Anna's design process.

Scenario 3: You want to view the Competitive Analysis document referenced in the case study.

Scenario 4: You find this project interesting and well-executed, but now you need to learn more about her professional experience. Do, you find and download her resume.

Scenario 5: You've decided she's worth contacting about this position and you prefer emailing, so you need to find her email.

Open-ended questions

- What were your first impressions of the website from the homepage?
- How did you feel scrolling through the case study?
- What do you think about the color scheme and typography choices?
- Did you ever feel lost in navigating or finding a specific piece of information?
- Do you feel like anything was missing?

Target User Criteria

Age: ideally between 25 and 50

Technical Experience: high, my target users are in the tech field

Device: Desktop or smart phone

Job: UX Design-related job or someone familiar with design process

Habits: Spends several hours a day working remotely

Test Script

Thanks for agreeing to do this usability test of my portfolio site. Of course, it's the site being tested, not you as a participant. If anything is confusing, that's my fault and exactly what I want to learn! You can be as honest as possible because every piece of feedback, positive or negative, will help me improve.

I'll start by asking you some questions about your occupation and technology familiarity and usage. After that, I'll give you five easy tasks and scenarios to give you context. Lastly, I'll ask you a few general questions about your experience using the site.

Note that the test will be recorded. The audio files will help me analyze results later and further improve the website. These recorded files are completely anonymous and won't be used for other projects. For a better analysis of the test, please speak out your thoughts out loud as you do the tasks.

If you have any questions during the test, feel free to ask me at any time. Before we start, do you have any questions?

[Start Recording]

First, I'd like to know a little more about your work.

- What is your job?
- What kind of devices do you use?
- How often do you look at designer portfolios?

Great, thank you. So, here's the starting situation: Imagine you are a recruiter looking for candidates for a UX Design position. Through LinkedIn, you found Anna Jennings, who fits the requirements and qualifications of the job, and you want to view her website portfolio to learn more about her work.

Scenario 1: You arrive at the home page and would like to read more about her background.

Task 1: Find Anna's bio.

Scenario 2: You want to see more about the project "TotalHealth" and Anna's design process.

Task 2: Find and skim through the TotalHealth case study.

Scenario 3: You want to view the Competitive Analysis document referenced in the case study.

Task 3: Find and open the competitive analysis document.

Scenario 4: You find this project interesting and well-executed, but now you need to learn more about her other professional experience.

Task 4: Find and download Anna's resume.

Scenario 5: You've decided to contact her about this position and you prefer emailing.

Task 5: Find Anna's email and start writing an email.

Great! That's it, just a few follow up questions for you before we're done:

- What were your first impressions of the website from the homepage?
- How did you feel scrolling through the case study?
- What do you think about the color scheme and typography choices?
- Did you ever feel lost in navigating or finding a specific piece of information?
- Do you feel like anything was missing?

Fantastic, thank you so much! Your insights and feedback are very valuable, thanks for sharing your time.

Usability Test Report

Summary of Usability Testing

Overall, the usability testing went well and uncovered a few mistakes I hadn't noticed. It was exciting to see people clicking through my website, and for the most part, people were able to navigate relatively easily through the scenarios. I'm glad that I had the participants navigate back and forth between pages to get a sense of how easy that was. Also, since more than half my participants were UX Designers, I got some great feedback about the UX of my site and how to improve certain things, like placement of contact info.

Usability Problems and Recommendations

Images too large, made viewing and navigation difficult

- Severity: 4
- Solution: Adjust image sizes and layout with Lightbox (per Sebastin's suggestion)

Too much scrolling (common issue)

- Severity: 4
- Solution: Edit for concision and integrate side menu for internal navigation

Link colors are confusing

- Severity: 3
- Solution: Currently, I have links as orange when not visited then light peach when visited, but this makes it feel inconsistent because people don't realize it's whether they visited that link that affects the color. The assumption is that they were just randomly colored. Easy fix though: I'll just remove the visited color part from my CSS document

Cookie permission messages generated from embedded XD prototypes f (this was unsettling for some who thought it was just an image and wondered why a portfolio site asked for cookies).

- Severity: 3
- Solution: Make it clearer that these are prototypes by adding a bolder, more descriptive title and adding a shadow behind. Hopefully this will make it clearer ton the reader that these are embedded links so it will make more sense

Contact page empty (no one commented on this, but it bothered me)

- Severity: 2
- Solution: Add a contact form

Requirements for next iteration

- ☐ Integrate lightbox JS code for better image display
- ☐ Integrate side menu JS code for better case study navigation
- ☐ Distinguish clickable prototypes more clearly
- ☐ Fix link colors
- ☐ Create email form for contact page
- ☐ Build case studies for DREAM HOME and portfolio website

Participant 1

Alexandria

Female, 29

UX Design, Architect

Evaluation of Scenario-based tasks

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
Incorrect assumptions	0	1	1	0	0
Help needed	No	No	Yes	No	No
Frustration/confusion	None	Scrolling	Yes	None	None
# of tries	1	1	3	1	1
Duration of task	<5 seconds	30 seconds	30 seconds	<5 seconds	<5 seconds

Open-ended questions:

What were your first impressions of the website from the homepage?

- Big image for PP
- Contact information up on page in hero section.

How did you feel scrolling through the case study?

- Annoying (images didn't render correctly)

What do you think about the color scheme and typography choices?

- Bold key words, make it more skimmable
- Adjust link color and weight

Did you ever feel lost in navigating or finding a specific piece of information?

- Why diff. link colors, CSS upcoming animation,

Do you feel like anything was missing?

- A lot of scrolling, up arrow
- Cookies - from prototype
- No headshot
- Put prototype next to each other, shadows

Usability Issues:

- Images rendered way too large, made viewing hard
- Too much scrolling
- Link to outside document hard to find

Participant 2

Ying

Female, 26

UX Designer, frequent tech usage

Evaluation of Scenario-based tasks

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
Incorrect assumptions	0	1	1	0	0
Help needed	No	No	Yes	No	No
Frustration/confusion	None	Scrolling	Yes	A little	None
# of tries	1	1	1	1	1
Duration of task	<5 seconds	30 seconds	1 minute	10 seconds	<5 seconds

Open-ended questions:

What were your first impressions of the website from the homepage?

- Confused by large image
- Liked navigation

How did you feel scrolling through the case study?

- Lots of content, more navigation would be helpful

What do you think about the color scheme and typography choices?

- Good!

Did you ever feel lost in navigating or finding a specific piece of information?

- Couldn't find links

Do you feel like anything was missing?

- Menu on case study

Usability Issues:

- Images weren't visible on about page (Safari)
- Too much scrolling

Participant 3

Jasmine

Female, 32

UI designer, frequent tech usage

Evaluation of Scenario-based tasks

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
Incorrect assumptions	0	0	1	0	0
Help needed	No	No	Yes	No	No
Frustration/confusion	None	Scrolling	Yes	None	None
# of tries	1	1	2	1	1
Duration of task	<5 seconds	15 seconds	1 minute	<5 seconds	<5 seconds

Open-ended questions:

What were your first impressions of the website from the homepage?

- Great color scheme!

How did you feel scrolling through the case study?

- Very in depth but hard to read

What do you think about the color scheme and typography choices?

- Liked the logo and headings
- Thought font was a little large

Did you ever feel lost in navigating or finding a specific piece of information?

- Why diff. link colors?

Do you feel like anything was missing?

- More details on animation project

Usability Issues:

- Too much content on case study page
- Cookies from prototype
- Link colors

Participant 4

Daniel

Male, 33

Marketing, frequent tech usage

Evaluation of Scenario-based tasks

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
Incorrect assumptions	0	1	1	0	0
Help needed	No	No	no	No	No
Frustration/confusion	None	Scrolling	Yes	None	None
# of tries	1	1	2	1	1
Duration of task	<5 seconds	30 seconds	30 seconds	<5 seconds	<5 seconds

Open-ended questions:

What were your first impressions of the website from the homepage?

- Simple, solid layout

How did you feel scrolling through the case study?

- Too much scrolling, collapsible sections?

What do you think about the color scheme and typography choices?

- Adjust link colors to be the same before/after clicking

Did you ever feel lost in navigating or finding a specific piece of information?

- Resume

Do you feel like anything was missing?

- Proportional images

Usability Issues:

- Got lost on way back to resume
- Images too large
- Cookie notice from prototype made him pause

Participant 5

Kyle

Male, 29

Technical Writer, frequent tech usage

Evaluation of Scenario-based tasks

	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
Incorrect assumptions	1	1	1	0	0
Help needed	No	No	Yes	No	No
Frustration/confusion	None	Scrolling	Yes	None	None
# of tries	1	1	3	1	1
Duration of task	15 seconds	30 seconds	30 seconds	<5 seconds	<5 seconds

Open-ended questions:

What were your first impressions of the website from the homepage?

- Catchier image on first case study

How did you feel scrolling through the case study?

- Silly, too much scrolling

What do you think about the color scheme and typography choices?

- More variety to make more readable

Did you ever feel lost in navigating or finding a specific piece of information?

- Large images got in the way of navigation

Do you feel like anything was missing?

- Label My story bio

Usability Issues:

- Didn't realize he found the bio when he saw My Story
- Link colors inconsistent (they aren't, active is one color & visited another, but it looks inconsistent)
- Didn't realize prototype was clickable