

Name: _____

Introduction

Twitter offers a wealth of data generated by people all over the world, but does not offer a user-friendly means to sort and access this information. Our project *brdsi* is a web app that provides an in-depth analysis to the tweeting patterns of either you or the people that you follow. There is also a trend-tracking feature that is based on geolocation.

As you use *brdsi*, please comment on anything on the website that you think needs improvement. This can be anything from design to website bugs to functionality.

Usability Testing

This is a list of actions that we hope every user can do. Please leave a checkmark beside the actions on the website that you were able to do.

Completed	Action
	Bring up the analysis of the timeline of the user <i>KatyPerry</i>
	Go to Friend Trends, log in*, and check out what is trending with your friends
	Find the trending information of a certain region
	After trying out one of the website's features, return back to the main page
	Find and access one of the contact/about/help pages

** If you don't have a Twitter account, we can log in for you.*

Comments:

Name: _____

Usability Evaluation:

Please write a number from 1 to 5 that best describes your reaction to the statement, where each number means:

- 1 - Disagree Strongly
- 2 - Disagree
- 3 - Neutral/No Opinion
- 4 - Agree
- 5 - Agree Strongly

Question	Rating
I use Twitter often.	
I regularly use other social networking applications like Facebook and Instagram.	
I think the name <i>brdsi</i> fits the website well.	
This website was very easy to use.	
The information presented was straightforward.	
If I used Twitter regularly, the information presented would be useful.	

What Worked:

What Didn't Work:

Would you like to see any other features:

Final Comments:

Name: _____

Usability Evaluation (Observer Version)

Please write a number from 1 to 5 that best describes your reaction to the statement, where each number means:

- 1 - Disagree Strongly
- 2 - Disagree
- 3 - Neutral/No Opinion
- 4 - Agree
- 5 - Agree Strongly

Question	Rating
The user is having an easy time using the website.	
The user has more than once been confused by a feature.	
The user seems to have questions to ask but doesn't ask them.	
The user understood most of the information being presented.	

Bugs or Improvements Noticed:

Things That Seem To Go Well With The User:

Miscellaneous Comments:

Report Template: Usability Test [Short/ Informal]

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 Date of Test: [April 15, 2014]
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Executive Summary

The goal of these tests were to evaluate the ease in which users navigate and use our Twitter analysis tool *brdsi*. Tests were held on a laptop we provided on a browser that was set to *brdsi*'s home page. All five participants managed to complete all the tasks that we set, which were to use the Timeline Analysis, Region Graph, and Friend Trend tools as well as navigate through the site. Overall feedback was that the site was "cool" and put-together but needed better labeling and some minor design changes.

Methodology

Who we tested

Five participants, having the following characteristics, evaluated *brdsi*.

Ages

18-21	2
21-25	1
25+	2
TOTAL (participants)	5

Social Networking Usage

Never/rarely	0
Regularly	1
Very Often	4
TOTAL (participants)	5

Twitter Usage

Never/rarely	1
Regularly	2
Very Often	2
TOTAL (participants)	5

Gender

Women	3
Men	2
TOTAL (participants)	5

What participants did

Each test took approximately 15 minutes each. There were five tasks that we wanted the user to accomplish, which were to use the Timeline Analysis tool on a user's timeline, to find the trends of a specific area with Region Graph, and to find the trending information of who a person is following using Friend Trends. We also wanted the user to navigate back to the main page after using these tools and find the About/Help/Contact pages. While the user was doing these tasks, they could either write out on the form provided or verbally tell to the observer any comments they had. There was also a post-test questionnaire to fill out.

What data we collected

All the users were able to complete all of the tasks that we had set out. The tools Timeline Analysis and Friend Trends confused some users while they were inputting their information but once the data was shown, it became pretty obvious what they did. Region Graph was the weakest tool on our website, as two users spent around 5 minutes figuring out how to make it work. This shows that our tools need both better labeling as well as clearer instructions on how to use them.

Concerning the design of the site, some people had trouble reading some of the titles of the links, both on the header at the top as well as the About/Help/Contact links on the bottom. The honeycombs at the main page received mixed results. Two people thought it was interesting while another thought that it had no hierarchy, overwhelming, and had no clue what they even did.

All of the users though commented that the analyses provided by the Timeline Analysis and Friend Trend tools were "cool", though they did express that the two were not tools that they would use more often than once a month. All of them also said that the website was, for the most part, easy to navigate and looked trendy.

Major findings and recommendations

- **Region Graph was Difficult to Use** – The tool was difficult to use as there were no instructions. Many also expressed that the map tool used to highlight specific locations should not be a popup. This would be solved with clearer instructions and having the highlighting tool and its results on the same page.
- **Tools Have No Initial Instructions** – Many users who were not heavy users of Twitter did not know what each tool did before it displayed its results. It would be helpful to have a short explanation or sample results pre-loaded on each tool.
- **Links Were Hard to Read** – Change the font colors of both the titles of the tools as well as the About/Help/Contact links to have more of a contrast with the background.

Detailed findings and recommendations

Introductory Questions & Tasks

Task 1 – Timeline Analysis

You want to look at the statistics of Katy Perry's Twitter page. Her username is "KatyPerry". How would you make this happen on the site?

Number of participants	5
Percent successful	100%

Findings	Recommendations
All participants completed the task with ease by using the Timeline Analysis tool.	The word cloud generated needs to be sized properly. The query to the web API needs to be fixed.
All participants found the Timeline Analysis tool via the link on the header.	A section containing the pictures and videos posted by the user in Timeline Analysis would be helpful as well.
	One user mentioned that the tables looked very "90's" and contrasted with the sleek, trendy look the rest of brdsi has.

Task 2 – Region Graph

You want to look at the trends of a specific area. Which tool on the site would be used for this?

Number of participants	5
Percent successful	100%

Findings	Recommendations
All participants completed the task with some prompting or had some difficulty using the Region Graph tool.	The Google maps tool we used would be better integrated into the actual page instead of a pop-up. This way, users could see the area and the trends at the same time.
All participants found the Region Graph tool via the link on the header.	There were no instructions on the page so it was difficult for people to use the drawing tool to specify an area on the map.
	A user asked if it would be possible to move the circle once it was highlighted.
	Some users asked if it was possible to just input an address instead of finding it on a map.
	It would be helpful to add an initial explanation of what the tool does at (though its function does become clear once an area is highlighted).

Task 3 – Friend Trends

You want to see what is popular among the people that you are following. How would you find this information on the site?

Number of participants	5
Percent successful	100%

Findings	Recommendations
All participants completed the task with ease using the Friend Trends tool.	For the “Top Favorited Tweets” section, it would be helpful to add the name and profile picture of the user who made the tweet.
All participants found the Friend Trends tool via the link on the header.	Many users said to just put as many statistics as possible. The phrase “More is better” was used often.
	It would be helpful to add an initial explanation of what the tool does at (though its function does become clear once the user logs in).

Exit Questions, User Impressions, and Conclusion

Summary of user ratings using a scale of 1 – Disagree Strongly to 5 – Agree Strongly.

Participant No.	Easy to use?	Straightforward?	Useful?
1	4	4	5
2	5	5	5
3	5	4	4
4	3	3	3
5	4	5	4

Summary of exit user comments

Questions	Responses
What are improvements we could make to <i>brds</i> ?	1) The About/Help/Contact was a bit hard to find. 2) Some of the design (like the tables) are dated and contrast with the more modern look of the rest of the site. 3) The hexagons should be completely clickable and should have an effect to show the user that they are hovering on a specific hexagon.
What worked in both design and function for <i>brds</i> ?	1) Navigating the site was mostly easy. 2) The word cloud was “cool”. 3) Color palette was good.

Conclusion

The general consensus was that the site was mostly easy to use. Navigating to any of the tools of the site and then back to the main page was simple for all of the users. However, our website consists of 8 pages total so navigation should be easy. The features of the website had good feedback as well. Users had fun looking at their own tweeting patterns and spent a sizeable chunk just looking at the data. However, a couple of users also mentioned that they would probably only use this site once a month or so but this is expected since the data we present probably wouldn't change that much every day.

The changes we are going to implement are going to be the most common ones among the users. All of the tools need better labeling and instructions. The Region Graph tool's controls need to be polished to be easier and its display of results also needs to be improved to be clearer. We are also deciding whether or not we are keeping the hexagons on the main page. There have been a variety of reactions, ranging from “The hexagons have no hierarchy and are overwhelming” to “These are pretty cool”. We will also be fixing the bugs that users have found, which are mostly unaligned divs and sizing of text and images.

Fortunately, most of the proposed changes by our users are fairly easy to implement and mostly aesthetic and labeling concerns. If there are any features we don't have time to implement, it will be any major overhauls to the Region Graph, as there was more of a multitude of suggestions to change this one feature than any other.

Overall, we believe most users enjoyed using our application and thought it had a pretty solid interface. Users were impressed by the robustness of our analysis tools and the trendy look and feel of the app in general. The usability tests were an excellent way to reinforce what we believed

the strong points of our application to be, as well as to target specific improvements and flaws that we wouldn't have otherwise noticed. Having fresh eyes review our work was invaluable to finding the best ways to polish and refine brdsi before its final release.

