# User Experience Testing Report

**Order: 33060 - Open Innovation v1.1**
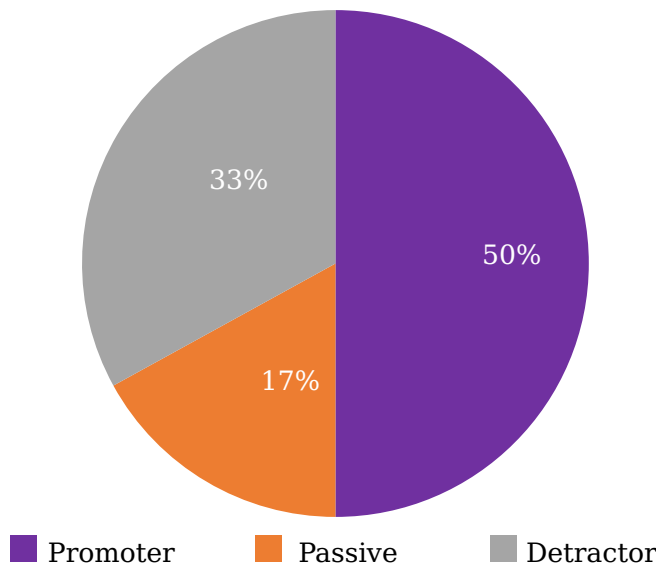**Ordered By: anubhav.mittal@scotent.co.uk**
**Ordered Launched: 19/Oct/2017 13:14**

**Notes**

## Metrics

### Net Promoter Score = 17



Legend: ■ Promoter  ■ Passive  ■ Detractor

Pie chart values: 50%, 17%, 33%

Effectiveness: Task Completion Rate
Users self report whether they feel they have successfully completed each task

Satisfaction: Perceived Ease of Use
Average of users self reporting on perceived ease of use for successfully completed tasks

Efficiency: Average Time on Task
Geometric mean for time taken on successfully completed tasks.

Web Usability Scale
Likert scale-based questionnaire to grade the usability of websites. The score is out of 100 and a score of 100 indicates best usability.

Net Promoter Score
Users answer question "How likely is it that you would recommend this site to a friend or colleague?". Score ranges from -100 to 100 with 100 being highest score.

## Analysis

### User Videos

| Video | User ID | Country | Gender | Age | OS | Browser | Screen Res |
|---|---|---|---|---|---|---|---|
| 496586 | 225068 | United Kingdom | Female | 35 | Win10 10.0 | Edge 15 | 1366x768 |
| 496703 | 224860 | United Kingdom | Male | 28 | MacOSX 10.11 | Chrome 61 | 1920x1080 |
| 496791 | 216721 | United Kingdom | Male | 26 | macOS 10.13 | Safari 11 | 1440x900 |
| 496799 | 223194 | United Kingdom | Male | 23 | Win10 10.0 | Firefox 56 | 1280x720 |
| 496860 | 215599 | United Kingdom | Female | 35 | Win10 10.0 | Chrome 61 | 1536x864 |
| 501703 | 226258 | United Kingdom | Male | 31 | Win10 10.0 | Chrome 61 | 1920x1080 |

### Clips: High

| 377931 | Layout and content issue |
|---|---|
| Note: | Thinks there is a lot of content on the page. He doesn't like the way the website is developed. |
| User: | 224860 |

| 377929 | Not clear what the site is about |
|---|---|
| Note: | Website doesn't explain what "open innovation" means. "Well it hasn't been described to me" |
| User: | 224860 |

| 377933 | Not engaging wording |
|---|---|
| Note: | User understands what "solve a challenge" means. However, the wording is not what the user expected. He wouldn't click for more info |
| User: | 224860 |

| 377935 | Not tab issue. |
|---|---|

| Note: | Link doesn't open in a new tab. The user wouldn't return for sign up |
|---|---|
| User: | 224860 |

| 377926 | **Sliding panel / scrolling** |
|---|---|
| Note: | Sliding panels confuse and frustrate the user. |
| User: | 224860 |

| 377704 | **Breadcrumb navigation issue** |
|---|---|
| Note: | Navigation doesn't change when users clicks further in the website. |
| User: | 223194 |

| 377650 | **content not clear** |
|---|---|
| Note: | Content is not clear. "So you will provide a loan for me or what?...is this what it is?" |
| User: | 223194 |

| 377640 | **Not clear what the site is about** |
|---|---|
| Note: | user's first impression about the site is not clear: "I don't really understand what is this? |
| User: | 223194 |

| 377641 | **Sub-menus** |
|---|---|
| Note: | User expects to see sub-menus. Also the labelling of the navigation bar is not clear. |
| User: | 223194 |

| 377701 | **Text too lengthy** |
|---|---|
| Note: | He finds the text is too lengthy. He would expect some some visuals |
| User: | 223194 |

**Clips: Medium**

| 377924 | **Solve the challenge** |
|---|---|
| | The tester doesn't know what she should do "I'm actually clueless what I should do here".<br><br>The tester stated that the wording "Solve the challenge" didn't match her |

| Note: | expectations. |
|---|---|
| User: | 225068 |

| 377939 | **Basic navigation function** |
|---|---|
| Note: | Find the navigation basic. Also suggests that there is a lot of "dead" space. |
| User: | 224860 |

| 377938 | **No clear link visual** |
|---|---|
| Note: | found difficult to see the links among the text. |
| User: | 224860 |

| 377923 | **right sticky image** |
|---|---|
| Note: | User cannot understand the purpose of the sticky right image. |
| User: | 224860 |

| 377910 | **Layout information issue** |
|---|---|
| Note: | User finds the information provided too lengthy and cluttered. He would prefer the text to be broken up into sections |
| User: | 216721 |

| 377908 | **Previous visited link feedback** |
|---|---|
| Note: | User does not receive feedback on his previous visited links. |
| User: | 216721 |

| 377696 | **Apply for a challenge is not clear** |
|---|---|
| Note: | "Apply for a challenge should be further up on the page, it took me a while to understand what it was about." |
| User: | 223194 |

| 377667 | **No clear identification of tabs** |
|---|---|
| Note: | User understands that there are steps. He states "this looks like a checkout process". He didn't realise they were tabs |
| User: | 223194 |

| 377694 | **Not clear what the page is about** |
|---|---|

| Note: | User has an understanding about what the page is about, but it is not very clear to him. |
|---|---|
| User: | 223194 |

| 377691 | **Sliding panel / scrolling** |
|---|---|
| Note: | Sliding panels confuse and frustrate the user. |
| User: | 223194 |

| 377689 | **URL limited area** |
|---|---|
| Note: | User finds the url active area limited. He would expect to be able to click in the description and image as well. |
| User: | 223194 |

| 377597 | **Solve a challenge** |
|---|---|
| Note: | Not enough information about the section. She clicks for more information. User is not sure about the content of the page. |
| User: | 215599 |

**Clips: Low**

| 377858 | **Repetition of visual elements** |
|---|---|
| Note: | Finds the image selection of hands repetitive. |
| User: | 216721 |

| 377649 | **Sticky pic** |
|---|---|
| Note: | finds the side sticky photo non useful. He would expect the text to spread to this part. |
| User: | 223194 |

| 377700 | **title not relevent** |
|---|---|
| Note: | User thinks the title "How can we support you" is not relevant. He would prefer: help, contact us, email us etc |
| User: | 223194 |

| 377571 | **Scrolling issue** |
|---|---|
| Note: | User has issues with scrolling. |

| User: | 215599 |
|-------|--------|

## Clips: Positive

| 377884 | **Index Video** |
|--------|-----------------|
| Note: | The tester likes the "image" shown on her screen because it's very clear and it looks relevant to the content of the site. |
| User: | 225068 |

| 377922 | **Video background** |
|--------|----------------------|
| Note: | User likes the video loop background. |
| User: | 224860 |

| 377853 | **Background video** |
|--------|----------------------|
| Note: | User finds the background video informative and provides an understanding of what the site is about |
| User: | 216721 |

| 377863 | **Open innovation: Text feedback** |
|--------|-------------------------------------|
| Note: | Users find the text layout readable. |
| User: | 216721 |

| 377643 | **background video** |
|--------|----------------------|
| Note: | User likes the background video. |
| User: | 223194 |

| 377570 | **index page video** |
|--------|----------------------|
| Note: | User find the video background loop element really good. Like the quality and has "innovation feel" |
| User: | 215599 |

| 377633 | **Navigation and layout** |
|--------|---------------------------|
| Note: | User likes the navigation and layout |
| User: | 215599 |

## Clips: Other

| 377890 | **Font issue** |
|---|---|
| Note: | The tester dislikes the font used, especially for the Alan Gordon statement "it's a bit off for this particular page". |
| User: | 225068 |

| 377940 | **Navigation bar** |
|---|---|
| Note: | The tester stated that the navigation bar "doesn't feel so nice or look so nice". |
| User: | 225068 |

| 377892 | **Sticky image** |
|---|---|
| Note: | The tester finds the image of the hand that sticks on screen to be annoying since it's visible even when she scrolls down<br>"It's a bit annoying" she stated in regards. |
| User: | 225068 |

| 377587 | **Information Page** |
|---|---|
| Note: | User states that the video background section needs more information. She finds the information on the rest of page sufficient |
| User: | 215599 |

| 377630 | **Open innovation** |
|---|---|
| Note: | Initially difficult to understand. If the user follows the steps then it is clear |
| User: | 215599 |

| 377584 | **Open innovation** |
|---|---|
| Note: | User thinks the website provides the innovation impression. She checks the headlines and finds it clear |
| User: | 215599 |

## Clips: Suggestions

| 377692 | **Apply button** |
|---|---|
| Note: | User suggests an apply button at the end. |
| User: | 223194 |

| 377697 | **Mapping** |
|---|---|
| Note: | finds the mapping style outdated |

| User: | 223194 |
|-------|--------|

| 377646 | **Search bar suggestion** |
|--------|---------------------------|
| Note: | User suggest to use a search bar, rather than a search button. |
| User: | 223194 |

# User Profiling

## Users selected for testing

| Qty | Device | Group | Country | Gender | Age | Socio |
|-----|--------|-------|---------|--------|-----|-------|
| 6 | Desktop/laptop | N/A | United Kingdom | Any | 21+ | A, B, C1 |

## Demographics
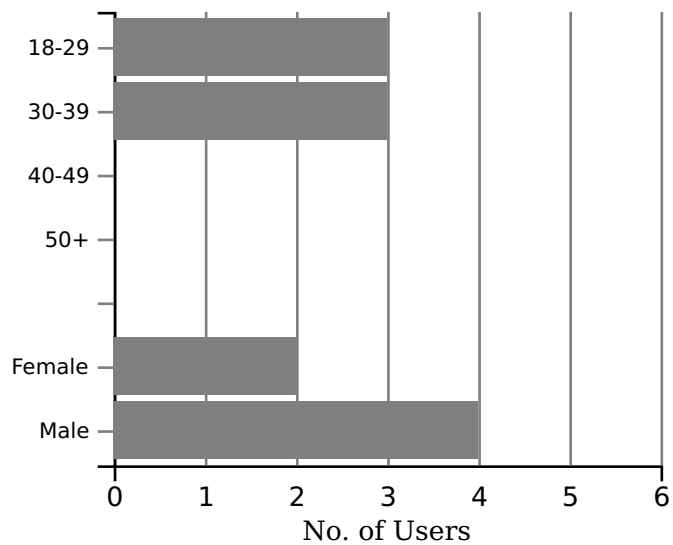


## Device Information
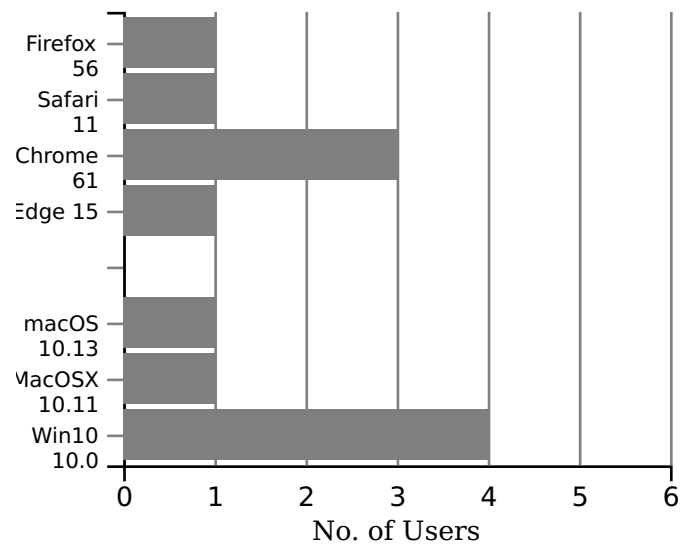
# Test Script

## User Instructions

| | |
|---|---|
| Set a Scenario | You manage a small Manufacturing business in Scotland. You have been thinking about new ways of imporoving your business practices and at a recent networking event, someone told you about the "Open Innovation" offering from Scottish Enterprise (SE). You have gone to SE website to find more about this. |
| Link to visit | https://www.scottish-enterprise.com/open-innovation |
| Verbal response | Please spend some time to explore various sections of this webpage and while doing so let us know your thoughts about the page in general – look and feel, images and navigation. |
| Verbal response | -Is it easy to understand what Open Innovation means? -What do you think of the content and is there anything missing? -Kindly spend some time to review the "Solve the challenge" section. --Is it easy to understand? --Will this now encourage you to find more about this opportunity? |
| Link to visit | https://www.scottish-enterprise.com/services/new-opportunities/solve-a-challenge/open-innovation |
| Verbal response | Again, please spend some time to explore this section and while doing so let us know your thoughts about the page in general – look and feel, images and navigation. Look at all 3 stages |
| Verbal response | In the "Apply for challenge" section --Is it easy to view these opportunities --Let us know your thoughts around the layout, navigation and content |
| Verbal response | In the "Support options" section --Is it easy to identity the support that is available --Let us know your thoughts around the layout, navigation and content --Would you consider signing up for more information |

## Exit Question

| | |
|---|---|
| Result: | Score = 17 |
| | See Metrics page for more detailed information |