

User Testing

Celia Diller

Portfolio Website

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# User testing guidelines

## target criteria

Demographics: ages 18+

Professions: Hiring managers, Employers, Designers, and educators.

Skills: average to extensive.

## User goals

1. View 4 different projects and see the growth of my design progress throughout this course.

2. Learn about my life and view my previous experiences.

3. Be able to contact me off my LinkedIn.

## Welcome!

Hey everyone! My name is Celia Diller, and I am just about finishing my Career Foundry UI Design courses! I am here to help you navigate this user testing and wanted to give you guys a run-down of how this will work. First, I will be asking you some background questions to help me determine my demographic I reach and then we will walk through all the tasks together. Please be honest with your feedback.

## user questions

1. What is your age?

2. Tell me about your daily involvement in use of devices or programs.

3. Have you ever been involved in hiring decisions for you profession?

4. How extensive is your knowledge of UI/UX Design?

## Scenarios

1. You are on the home page. Navigate to see all 4 Projects and comment on the design layout.

2. Navigate to the About Page and read all the information. How do you find the overview of my about page?

3. View my Graphic Detail Project. What are your first impressions on this project?

4. Navigate to my Contact section and find my LinkedIn page.

## open questions

1. What did you enjoy about using the website and what did you think of the theme?

2. Did you find anything confusing about the website and, if so, what would make it better?

3. Is there anything you would add to the website to make it easier to use?

## User one: Carter

### *User Target Criteria:*

Age: 24

Profession: UX Design Student

Designer Experience and Use: I tend to mindlessly scroll through Instagram throughout the entirety of my day. I use my iPad a fair amount to create digital renderings on Procreate. I use my laptop for work and school related items using, Google Docs, Slides and Sheets and Adobe Creative Cloud.

### *Tasks:*

Task One:

* + Time to Complete: 2 minutes
  + User Views: I feel like it is too much on one side and it makes it look heavy. My suggestions would be to either place everything in the center of the page or try to have them side-by-side in a quadrant of 4.

Task Two:

* + Time to Complete: 5 minutes
  + User Views: Your bio is worded nicely, but maybe begin a new paragraph when you discuss the type of job you are currently seeking so that it doesn't get lost. Again, if you can try to center everything on the page or at the most the photograph. I don’t think the LinkedIn logo needs to be that large, you can shrink it.

Task Three:

* + Time to Complete: 5 minutes
  + User Views: Some of the large text reads a bit blurred. Something to keep in mind is the consistency of your text. The first intro is much smaller than the rest of the document. Don’t forget to label your high-fidelity wireframes, you labeled low and mid but forgot the high, so the consistency is broken up.

Task Four:

* + Time to Complete: 2 minutes
  + User Views: Maybe add another photo of yourself on this page and again, I think you can minimize the LinkedIn logo. Your profile looks great. You have a well worded about page however, once you start actively searching for jobs, I suggest including the kind of job you are looking for in it.

### *Carter’s Open Question Debriefs:*

1. I enjoyed the organized layout and flow of it. I sensed a bit of a whimsical theme to it with the pastels and calm colors. Is that the feeling you were going for?

2. Keeping everything left aligned was a bit jarring, like my eyes/head never got a moment to relax. I had to keep it turned or angled to follow the flow. If possible, try and move some things to the center.

3. I don’t know maybe a bit of color in the text for the title of each project once you click on the “view project” that would match the application’s theme. I think it might add some character to it. ☺

## User two: beckah

### *User Target Criteria:*

Age: 22

Profession: Volcanology Graduate Student

Designer Experience and Use: I use the internet all the time. I use Matt-lab (coding program that gives math heavy formulas for graduate school).

### *Tasks:*

Task One:

* + Time to Complete: 1 minute
  + User Views: I think it is very organized and I enjoy the layout of each project. I would edit the contact page, so it is a little more prominent on the home page.

Task Two:

* + Time to Complete: 2 minutes
  + User Views: I think that the about page looks great! I enjoyed the bullet points with the skills and program uses. However, I think the image is a little big for the desktop platform, but it is not a huge issue.

Task Three:

* + Time to Complete: 3 minutes
  + User Views: I enjoyed the layout a lot! I like that it is mainly pictures and not huge on the text because I think recruiters will pay more attention to visually appealing things when looking through the website. I would import a cleaner looking picture though because the one there looks a little blurry like it is a PDF.

Task Four:

* + Time to Complete: 30 seconds
  + User Views: I would connect the connect page to the navigation link, but I was easily able to find the LinkedIn hyperlink easily because it’s on the bottom of every page!

### *Beckah’s Open Question Debriefs:*

1. I loved the color and the theme! The earth tones really compliment you well and the hover over the navigation bar is beautiful because it is dark and really lets the user know where you are at on each page.

2. I found it confusing when I clicked on the contact page, and I didn’t get to contact information. I also think each navigational link could be spread out a little more, but I loved the layout!

3. I enjoyed the layout, and I didn’t think it was over the top like other websites. I would edit the footer a little more to be a more aesthetically pleasing look but otherwise great job!

## User three: Kelli

### *User Target Criteria:*

Age: 33

Profession: Program Director

Designer Experience and Use: I use Weebly to create websites for my graduate school program and for me and my husband’s bike shop.

### *Tasks:*

Task One:

* + Time to Complete: 15 seconds
  + User Views: I enjoyed the layout a lot, but I wish that the images were outside the internal rectangle, or the rectangle was spread out a bit more on the desktop site. I love the colors for the website, but I think the contact page needs to be different than the rest of the pages.

Task Two:

* + Time to Complete: 1 minute
  + User Views: I like the size of the image on all platforms, but I think that the font should be more playful to fit your personality. In addition, you should consider highlighting the skills you have to make you more hirable.

Task Three:

* + Time to Complete: 1 minute
  + User Views: I enjoyed the image size and flow of the project. It was easy to determine your design process. However, I found that the image was blurry in spots, and I also think you could work outside the rectangle box with this image.

Task Four:

* + Time to Complete: 30 seconds
  + User Views: It was easy to navigate to your LinkedIn page. I would consider making the hyperlink stand out a little bit more by making it a different color or font.

### *Kelli’s Open Question Debriefs:*

1. I liked the soft tones of your website and I felt that there was the perfect amount of information on the website which will help users not get lost in the information.

2. I found everything easy to navigate but before it is finalized, I would just make sure all links are connected to where they are supposed to be.

3. I don’t think anything needs to be changed outside what we already discussed. Great job! Fix those little things and make sure it reflects your personality.

## User four: kelsey

### *User Target Criteria:*

Age: 28

Profession: Hospitality and Service

Designer Experience and Use: I use Oracle (which is essentially a google verification system) along with Microsoft products and Excel.

### *Tasks:*

Task One:

* + Time to Complete: 30 seconds
  + User Views: I love the organized variety pattern. I think that it catches your eye but it’s not overwhelming. The natural way that people ready is left to right so I believe that your site follows the natural z pattern.

Task Two:

* + Time to Complete: 2 minutes
  + User Views: I love the size of the picture because I believe that it is even on the mobile, tablet and desktop platforms. The picture itself gives the reader a glimpse into your upbeat personality and I like that you can have the contact link on each page.

Task Three:

* + Time to Complete: 1 minute
  + User Views: I can tell that the image quality is a little less than perfect. I could tell that they were screenshotted, but I enjoyed the project because it was easy to follow your design process.

Task Four:

* + Time to Complete: 30 seconds
  + User Views: I think that every page should be simple and easy to use. I love your website because I found that it did just that! I would connect the contact link to the contact button and make sure your Gmail is a hyperlink.

### *Kelsey’s Open Question Debriefs:*

1. It’s a great platform! I believe that it is a great representation of your vintage style. I enjoyed the earth tones because I think that a lot of bright colors would scare people away from your projects.

2. I found the navigation of your app to be very simple and smooth.

3. I would consider making the logo bigger and I am excited to see the professional website that you use for job interviews!

## User five: Trey

### *User Target Criteria:*

Age: 30

Profession: Camp Ministry Director

Designer Experience and Use: I only use Microsoft products like word and PowerPoint. In my free time, I am on the internet quite often and find it frustrating when I have a difficult website to navigate.

### *Tasks:*

Task One:

* + Time to Complete: 1 minute
  + User Views: I like this layout, but I think having all the images on one side makes it a little heavy. Maybe having the images switched back and forth (one on each side for all 4) would make it more balanced.

Task Two:

* + Time to Complete: 30 seconds
  + User Views: I think having the bullet points in columns would help the reader navigate more easily. I also found that the image was a little too big for the desktop.

Task Three:

* + Time to Complete: 2 minutes
  + User Views: I found that it was easy to navigate and easy to read. I think that the Image quality could be improved for the main images but other than that, I enjoyed the theme!

Task Four:

* + Time to Complete: 30 seconds
  + User Views: I think that you need to connect the contact page to the link but it was very easy to find all of your information on each page.

### *Trey’s Open Question Debriefs:*

1. I really enjoyed how simplistic your website was. It was very easy to navigate, and the tasks were simple to follow.

2. I think that just making those minor edits will really help pull the site together well.

3. I would make the footer more prominent that it’s the end of the page. Also consider including more animations in the project to make It more connected.

## Usuability Report

Severity Rating Scale:

0 = I don’t agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

### *Tasks:*

Task One:

You are on the home page. Navigate to see all 4 Projects and comment on the design layout.

Task One: Rating 2- easy to navigate but image heavy on the right side.

Task Two:

Navigate to the About Page and read all the information. How do you find the overview of my about page?

Task Two: Rating 2- fix image size and consider fixing bullet points

Task Three:

View my Graphic Detail Project. What are your first impressions on this project?

Task Three: Rating 0- very easy to navigate.

Task Four:

Navigate to my Contact section and find my LinkedIn page.

Task Four: Rating 3- connect the contact navigational button to contact section.

## future requirements

* Add another link to Gmail in the contact page
* Fix image sizing and placements
* Link all of the links together (Gmail, contact, resume, etc).