

USABILITY REPORT



Website Design Project

Prepared by:



Version: 1.0

December 16, 2015

Prepared for Yale School of Art by Dream Team Designs

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SUMMARY

On December 14th, 2015 Dream Team Designs conducted a usability study for the redesign of the Yale School of Art's website at Waukesha County Technical College. During this testing session five (5) individuals were asked to conduct a series of three (3) primary tasks on the website while members of Dream Team Designs observed their process.

TESTING PROCESS

To conduct these tests, each individual was taken to a classroom where they were provided with a computer that was set up to access the new Yale School of Art site. From there the individuals were given a brief overview of the project and then they were given three (3) scenarios for them to complete where they were acting as a member of the primary target market of the site conducting a certain task (contacting the school for more information, adding an event to the event calendar, and applying to attend the school).

OBJECTIVES

The objectives of the study were to determine:

- How easy is it was to complete the contact form.
- How easy is it to add an event to the calendar.
- How easy is it to complete the application and to submit it.

RESULTS

Scenario 1 was completed with ease by all of the testers. They used the header navigation to find the contact page. From there they easily filled out the form and submitted it.

Scenario 2 was more difficult for the testers, although everyone ultimately figured it out without assistance. Everyone hesitated a little bit on completing the task due to the events being added through Wordpress's administration panel. After putting the event

information into Wordpress, they were unaware if the information was submitted due to the interface.

Scenario 3 was the longest of the 3 tasks. Some of the testers would skip over most of it to submit it and found out they were unable to due to required fields. The testers had to go back through the application to find the information that needed to be filled in. Some of the testers would submit after going through the application to find out that there was still some areas they did not fill in. The testers found it too long and confusing and said that it would be nice to separate the questions.

SCENARIO RESULTS OVERVIEW

Tester #	Experience	1	2	3	Prompts by Facilitators
1. Chris	Easy, Confusing	*	*	*	
2. Jack	Medium	*	*	*	
3. Tyler	Frustrating	*	*	*	
4. Nicolette	Medium	*	*	*	
5. Roderick	Easy, Tedious	*	*	*	

Key

- * Successfully completed the scenario
- x Completed the scenario with hints

ISSUES AND RECOMMENDATIONS

The following issues will affect user satisfaction if they are not addressed. Key issues that were discovered during the expert review are listed in the following table.

Recommended solutions are noted where applicable. A severity rating and issue type precedes each issue.

Severity rating scale

- (1) = Showstopper: will significantly affect user satisfaction and/or performance
- (2) = Critical: will affect user satisfaction and/or performance
- (3) = Important: should affect user satisfaction and/or performance
- (4) = Minor: may mildly affect user satisfaction and/or performance

Issue type

There are five basic issue types. These issue types are:

- Global: Issue that affect the site/application as a whole.
- Navigation: Issue that focuses specifically on the navigation (e.g., primary, secondary, links, breadcrumb)
- Content: Issue related to content (e.g., context, placement, headings)
- Functionality: Issue related to the functionality of the Web site/application.
- Personalization: Issue specific to customization for or by an individual user.

#	Severity/Type	Section: Issue	Recommendation
	1/Content	Events: Adding an event is confusing and difficult	Make it so faculty can add events by clicking on a date, and have it open in a small modal instead of having to go to the back end.
	4/Content	Application: too long	Change to a shorter form, can gather more from applicant information later on
	1/Content	Application: Required fields and asterisks are often missed	Make required fields more obvious and more visible error messages
	4/Global	Header has too much whitespace	Move the navigation up into the header to take up some of that space

COMMENTS BY SCENARIO

SCENARIO 1

You are an art student who is interested in more information about the Yale School of Art.

Task

Contact Yale School of Art to request more information.

Results

All of the testers were able to complete the task with ease.

Observer Comments

The testers clicked on the Contact tab on the navigation bar and fill out the form. The testers found the task to be easy.

Tester Comments

The testers found it easy to find and easy to use.

SCENARIO 2

You are a faculty member and there is going to be an open house next month on the 12th.

Task

Log into the website and add an event.

Results

All of the testers were able to complete the task with some issues.

Observer Comments

The testers found it easy to find the calendar but they did not find it easy to figure out how to add events in order to complete the task. Once they found the button to add an event they had problems with how to submit the event and then getting back to the events page. Some of the testers tried to click on the calendar itself instead of the add button.

Tester Comments

The testers found that going into Wordpress to add an event is challenging due to not knowing the program.

SCENARIO 3

You are a student wanting to apply to the Yale School of Art.

Task

Fill out the application to apply and submit it.

Results

All of the testers were able to complete the task with some issues.

Observer Comments

The testers found it easy to locate the application form, though they did say it was too long. Some of the testers decided to skip through most of the application and then ran into issues with seeing which required fields they missed.

Tester Comments

The testers would like to see the application divided into smaller sections. They would also like an apply button on the home page. The testers would like to have the box highlight that they missed.

LIKES AND DISLIKES

What 3 things do you like the best about this Website?

- Look is professional
- The testers loved the banner
- Clean look
- Navigation is nice

What 3 things do you like least about this Website?

- Images on the banner were a little slow
- Application was too long
- Adding an event was difficult
- Not sure if the event was added

Summary of Reaction Words Selection and Ranking

Frequency	Reaction Word
3	Creative
2	High Quality
2	Easy to Read
1	Confusing
1	Unpredictable
1	Welcoming
1	Clean
1	Impressive
1	Attractive
1	Sophisticated
1	Intimidating
1	Sterile
1	Appealing
1	Usable
1	Concise
1	Connected
1	Simplistic
1	Too Technical
1	Organizing
1	Friendly
1	Overbearing
1	Overwhelming