Usability Testing

Objectives

The objectives for this usability test are to determine if the navigation is intuitive on mobile screens and content is easily discoverable.

Setup

Four participants interact with the prototype on mobile devices. They were asked their initial reactions to the homepage, what this website is for, what strikes them about it and where they would click/tap first.

Task oriented questions included:

1. What state is the organization located it?

2. What is their mission statement?

3. How would you go about looking through a report from one of their partners?

Participant Profiles

Participant	Sex	Age	Occupation	Online Presence	Online Usage
1	Male	20	Engineering	20hrs/week	Facebook/ Youtube
2	Female	25	Pre-Health	Average	Facebook/ Netflix
3	Male	24	Business Mgmt.	30hrs/week	Social media/ General
4	Female	50	Recreation- Coordinator	6hrs/week	Facebook/ Youtube

Executive Summary

Four participants were asked to use the prototype on a mobile device while being asked some questions about their initial reactions to the website.

Most users scrolled up and down frequently to analyze the site before they noticed the toggle navigation. The mission statement was found immediately by half of the users but was suggested to be on the homepage.

The logo was not recognizable as it was simply a black dot.

Findings

The website was simple and fairly straightforward to navigate but it should utilize the full width of the device.

The location of the organization was not found by some of the users because the contact link did not lead anywhere. It was not evident that the footer contained the contact information because it was so far down the page.

Users found that the text was too small and the interface was quite plain. The logo placeholder had no function and stood out on the page.

Solutions

In the next iteration, there will be more interactive capabilities that will resolve many of the pain points that arose during the testing. There will be more pages with content, such as the contact page, and the logo placeholder will be more evident. The site will also make use of the entire screen by changing the width of the website to be 80-100%.

Project	Website: American Forest Foundation	Facilitator	Team Tetris
Scenario	UX Usability Testing	Date	January 22, 2015

	User Background	Quantitative (Observations)	Qualitative (Feedback)
1	Subject: Male , 20 Occupation: Engineering Online Presence: 20hrs/week Online Usage: FB, YouTube	simple. nav good. took a while to find contact info, went to news doesn't know where Mission Statement is (landing page) finally went to About us. reports good	mission statement on landing page
1	Subject: Female, 25 Occupation: Pre-Health Online Presence: Average Online Usage: FB, Netflix	plain wants to tap dot. toggle wasn't obvious mission statement good reports good.	doesn't like toggle
3	Subject: Male , 20-25 Occupation: Business Mgmt. Online Presence: 5hrs/day Online Usage: Social Media, General	scrolled back & forth significantly physically looked down to see text (text size too small!) knew what the website & company was about (non-profit) Q1 (Location of AFF) — hesitated, checked About Us then Contact Q2 (Mission Statement) — Immediate success! Q3 (Reports) — Significant hesitation, located after 1 minute.	mobile site should utilize full width of device
4	Subject: Female, 45-55 Occupation: Recreation-Coord Online Presence: 6hrs/week Online Usage: FB, YouTube	immediately knew what company & website was about (non-profit) noted that text size too small! knew what the website & company was about (non-profit) Q1 (Location of AFF) — Immediate success! Q2 (Mission Statement) — Immediate success! Q3 (Reports) — Immediate success!	noted logo place holder looked similar to art installation questioned what logo placeholder would do/signifies expected to see color or cover noted that text size too small, but was quick to utilize zoom experience with web dev, SEO, and graphic design.
5	Subject: Null Occupation: Null Online Presence: Null Online Usage: Null		