

# Usability Testing & Prototype Modifications

by  
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1.

# Usability Testing Report

Scope, Purpose, Setup, Participants, Results,  
Identified Issues & Recommendations

# 1. Scope

**Application type:** Restaurant

**Name of application:** Jalapeno Heaven

**Features tested:** Entire website (majority of features)

# 2. Purpose

To test ease/fluidity of navigation, location of important information, external & internal links, and overall aesthetic design and site structure. This is representative of all of the features we redesigned.

### 3. Setup

- Our usability testing took place on April 25th and April 27th, from 1:50 pm to 3:05 pm.
- We performed testing in-person, located in our CSC-334 classroom at Southern Connecticut State University.
- We used our laptops to demo our application to those being tested, our phones to keep track of time, and utilized our notebooks/paper to take notes and record statistics and comments.

## 4. Participants

- Most of our participants are students in our CSC-334 class
- 4 women, 6 men, 10 participants total
- General age is 20-30 years

## 5. Results Summary

- **Major Issues**

- Hours not findable on Contact page
- Subnav in menus not clearly interactable
- Mixed feedback on placement for Reviews
- The 'About Us' page contains too much whitespace or not enough content

## 6. Detailed Results

- **Task 1: Within the dine-in menu, find the price of Mexican Crab Cakes**
  - Quantitative:
    - Avg. time: 13 sec
    - Avg. # of clicks: 1.7 clicks
  - Qualitative:
    - Most interviewees generally liked the design of our menu page
    - Many found the subnav menu was not obviously interactable
- **Task 2: Find the hours of the restaurant**
  - Quantitative:
    - Avg. time: 20 sec
    - Avg. # of clicks: 3.1 clicks
  - Qualitative:
    - Most did not like the placement of hours on Contact page
    - All recommended either Home or About page

## 6. Detailed Results (cont.)

- **Task 3: Access the Facebook page of the restaurant**
  - Quantitative:
    - Avg. time: 4.5 sec
    - Avg. # of clicks: 1.1 clicks
  - Qualitative:
    - Most immediately looked in the footer
    - Generally good placement of social media icons, easy to find
- **Task 4: Access the location of the restaurant using Google Maps**
  - Quantitative:
    - Avg. time: 5 sec
    - Avg. # of clicks: 1.1 clicks
  - Qualitative:
    - Most didn't agree with placement of address on Contact page
    - However, it was easily found in the footer



## 6. Detailed Results (cont.)

- **Task 5: Access the Yelp Review page of the restaurant**
  - Quantitative:
    - Avg. time: 13.5 sec
    - Avg. # of clicks: 2.2 clicks
  - Qualitative:
    - Mixed feedback for Reviews placement — Home or Contact page
    - Half thought it was easy to find, other half found it difficult
- **Task 6: Find the 'About Us' section within the website**
  - Quantitative:
    - Avg. time: 2 sec
    - Avg. # of clicks: 1 click
  - Qualitative:
    - Everyone found the About page easy to find
    - Recommendations to redesign — found page 'boring'

## 6. Detailed Results (cont.)

- **Task 7: Find the info regarding the Bonus Points Club**

- Quantitative:
  - Avg. time: 2.5 sec
  - Avg. # of clicks: 1 click
- Qualitative:
  - Most found this page simple to find and designed well
  - Some didn't like the repetitiveness of having both text and a poster

- **Task 8: Report the address and phone number**

- Quantitative:
  - Avg. time: 4 sec
  - Avg. # of clicks: 0.8 clicks
- Qualitative:
  - Most liked our placement of the address and phone # in footer
  - Some recommended adding hours to footer as well

## 7. Identified Problems

- **Hours not findable on Contact page**
  - Frequency: High      Severity: High
- **Subnav in menus not clearly interactable**
  - Frequency: Medium      Severity: Medium
- **Reviews not easily findable**
  - Frequency: Low      Severity: Medium
- **'About Us' page needs redesign**
  - Frequency: Low      Severity: Low

## 8. Recommendations

- **Hours not findable on Contact page**
  - Move hours to Home page or About page
- **Subnav on menus not clearly interactable**
  - Use buttons or change the design/colors
- **Reviews not easily findable**
  - Redesign the feature on the homepage or move it to another page
- **‘About Us’ page needs redesign**
  - Redesign pages and/or add additional content

## 2. **Demo**

A demo of our application after applying solutions from Usability Testing



3.

# Project Reflections

Achieving objectives, gaining knowledge, and obstacles faced

## A. **How did this project help us achieve the course learning objectives?**

- This project enabled us to gain more experience in front-end development, understand & apply the user-centered design process, learn & deploy the usability testing procedure, along with performing general website, functionality, and design analysis
- By developing this application, we gained practical experience in regard to every expected outcome for this course

## B. **What is the most important thing we learned while working on this project?**

- As a group, we feel like the most important concept we learned while working on this project was how to effectively use Bootstrap
- Bootstrap is still widely-used today, and has a lot of practical applications outside of this class and beyond
- We learned the ease of using Bootstrap in front-end development, which made the development process much simpler for us



## C. **What were the obstacles we faced as a team, and how did we manage them?**

- One obstacle we faced as a team was figuring out how to all work on the website development simultaneously
  - Maintained clear communication
  - Constantly updated 'master' version
  - One person per file at one time
- A second obstacle included inconsistency in coding
  - We each used different HTML elements, style, and techniques (ex. inline styling vs. CSS stylesheets)
  - Set a standard of consistency amongst the group

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# Thank you!

## Any Questions?