CLICK STREAM ANALYSIS AND A-B TESTING

We invited 3 Users to work with the key functionalities of the new MyNeu- Student Portal and the Old Version.
Based on their reviews we performed the click stream analysis and A-B testing.
The below document is a graphical of the click-stream analysis and User reviews for the key functionalities.

Tasks given to each user for testing purpose are:

Task 1:
Register for a course, which you haven't already chosen

Task 2:
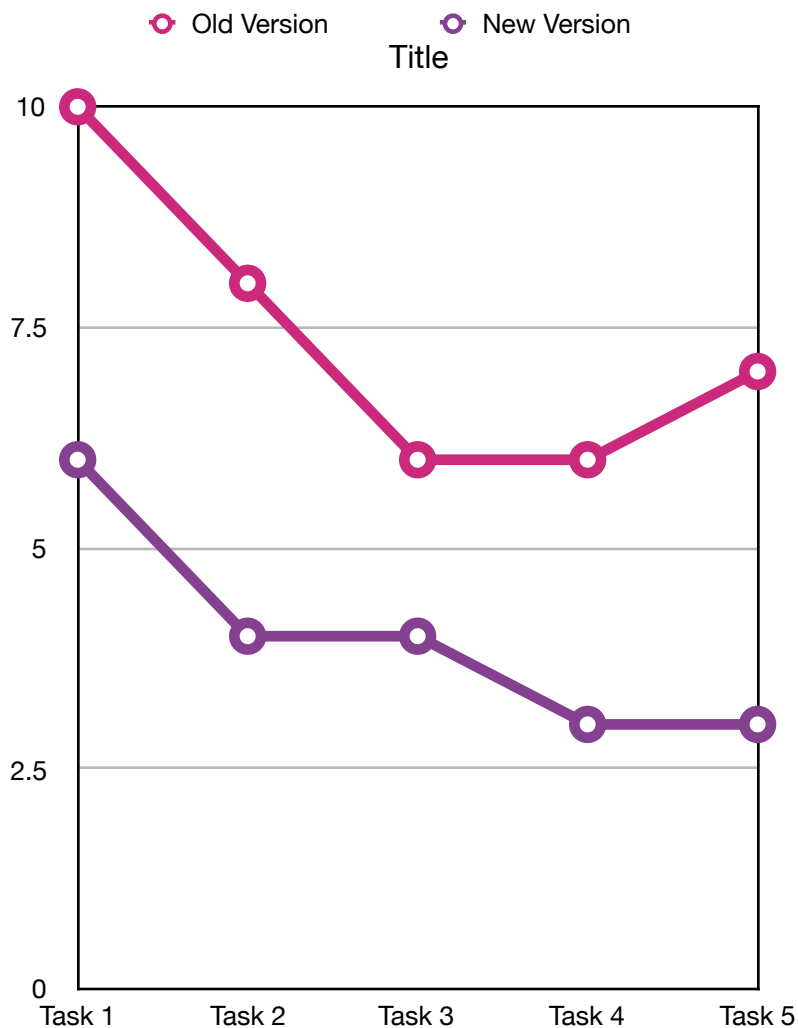View grades and transcripts

Task 3:
Apply for an on-camps Job

Task 4:
FillTime sheets

Task 5:
Pay Fees

USER 1
Click-Stream.

Title

Legend: Old Version, New Version

Y-axis: 0, 2.5, 5, 7.5, 10
X-axis: Task 1, Task 2, Task 3, Task 4, Task 5

A-B. Testing

Task 1:
Old Version
- Difficulty to find corresponding functionality.
- Confusing Options and Lot of Navigation
- More visibility of Subjects for other Majors
New Version
- Easily available and Visible options
- Easy Navigation
- Easy to find Subjects availability
-

Task 2:
Old Version
- Difficulty to find corresponding functionality.
- Detailed Explanation of Grade
New Version
- Easy Navigation
- Less Details on Grades

Task 3:
Old Version
- Difficulty to find job openings
- Weird search criteria
New Version
- Easy and Persistent Application
- Good Searching Functionality

Task 4:
Old Version
- Difficulty to fill for multiple positions
- Confusing Navigation
New Version
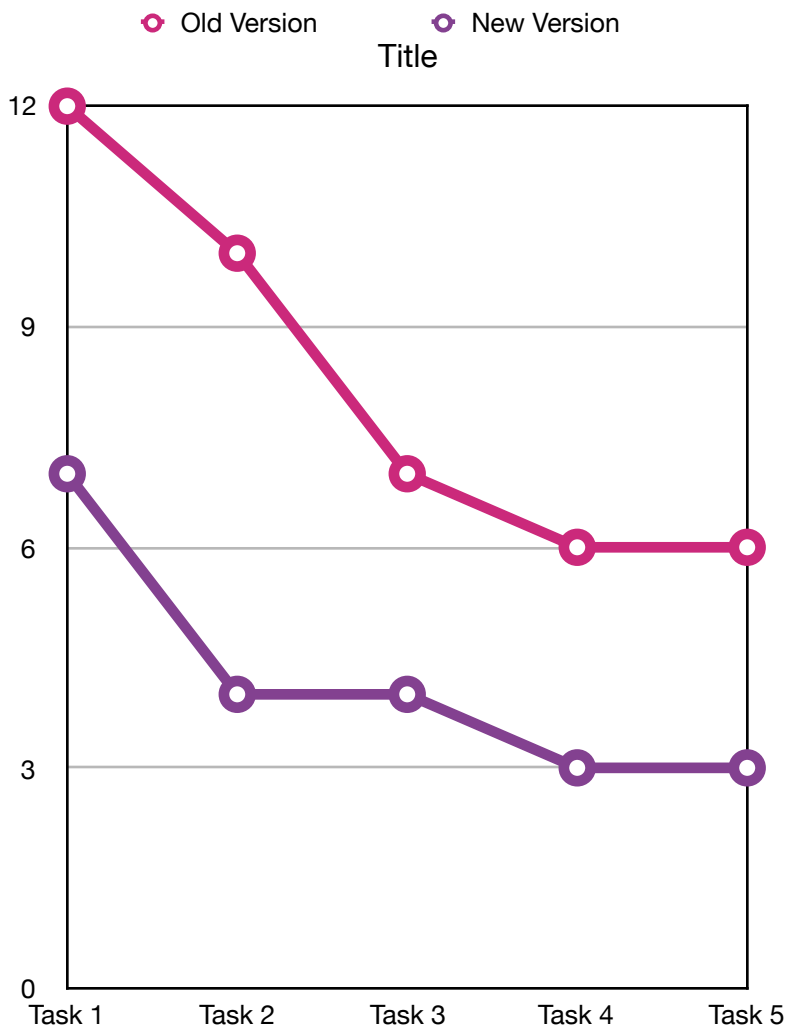- Easy and Straight Forward.
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Task 5:
Old Version
- Confusing Navigation and payment options
New Version
- Easy and Straight Forward.

USER 2
Click-Stream.

Chart

Legend: Old Version, New Version

Title

y-axis: 12, 9, 6, 3, 0

x-axis: Task 1, Task 2, Task 3, Task 4, Task 5

Old Version line: Task 1 = 12, Task 2 = 10, Task 3 = 7, Task 4 = 6, Task 5 = 6
New Version line: Task 1 = 7, Task 2 = 4, Task 3 = 4, Task 4 = 3, Task 5 = 3

A-B. Testing

Task 1:

Old Version
- Difficulty Navigation Options
- CRN copying and submission is toilsome.

New Version
- Visible options
- No CRN hassle.
- Easy to find Subjects availability

Task 2:

Old Version
- Difficulty to find corresponding functionality.
- Detailed Explanation of Grade

New Version
- Easy Navigation
- Less Details on Grades

Task 3:

Old Version
- Difficulty to find job openings
- Weird search criteria

New Version
- Easy and Persistent Application
- Good Searching Functionality

Task 4:

Old Version
- Difficulty to fill for multiple positions
- Confusing Navigation

New Version
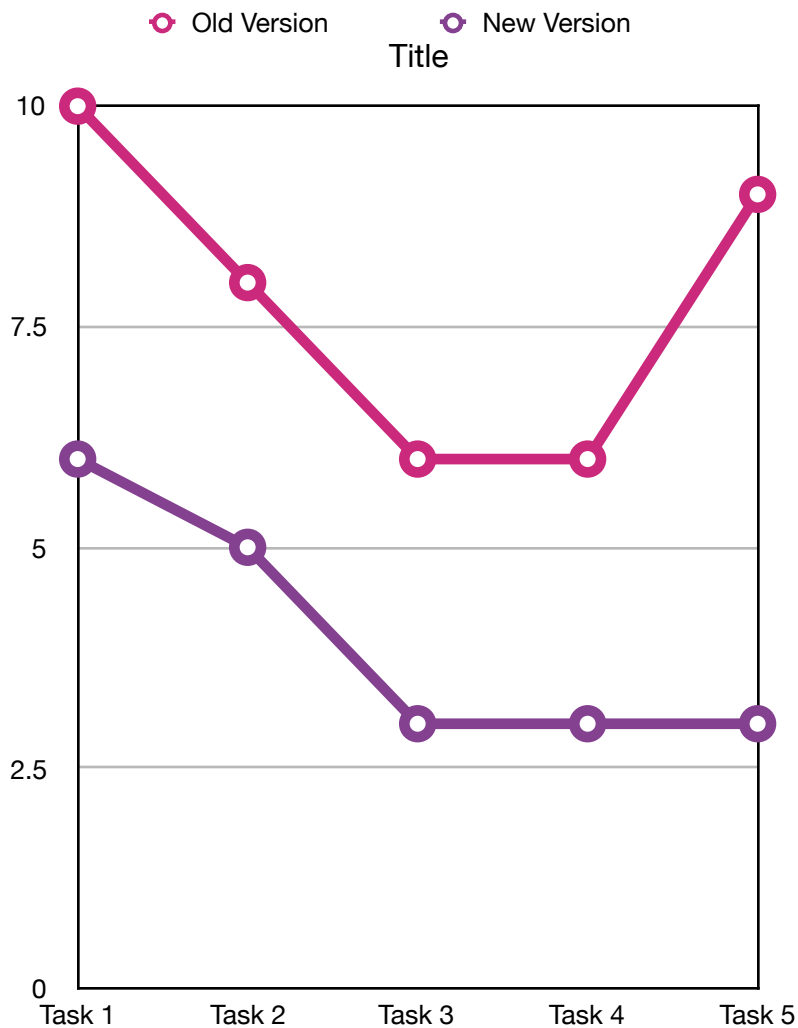- Easy and Straight Forward.
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Task 5:

Old Version
- Confusing Navigation and payment options

New Version
- Easy and Straight Forward.

USER 3
Click-Stream.

A-B. Testing

Old Version ○ New Version ○
Title

Task 1:
Old Version
- Difficulty to find corresponding functionality.
- Confusing Options and Lot of Navigation
- More visibility of Subjects for other Majors

New Version
- Easily available and Visible options
- Easy Navigation
- Easy to find Subjects availability
-

Task 2:
Old Version
- Difficulty to find corresponding functionality.
- Detailed Explanation of Grade

New Version
- Easy Navigation
- Less Details on Grades

Task 3:
Old Version
- Difficulty to find job openings
- Weird search criteria

New Version
- Easy and Persistent Application
- Good Searching Functionality

Task 4:
Old Version
- Difficulty to fill for multiple positions
- Confusing Navigation

New Version
- Easy and Straight Forward.
-

Task 5:
Old Version
- Confusing Navigation and payment options

New Version
- Easy and Straight Forward.