

Usability evaluation

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In this document we evaluate the usability of the site. We have defined a set of scenarios and tasks to be submitted to some randomly selected users in a study room. We then used the test results and user advices to improve the service and make it more intuitive.

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Design and execution of the study

The usability evaluation method used is User Testing.

Scenarios

1. John is very satisfied of how happy his son comes back home at the end of the day in which he stayed at Dibecare. Therefore he wants to support the association by donating some money through their website. He goes to the homepage, clicks on “HELP US” and then on the PayPal button. After logging in his PayPal account he could choose the amount of money to donate.
2. Silvia has an autistic son, Davide, who loves dancing. She would like to enroll Davide in the dancing course at Dibecare, but first she wants to know better the teacher and his experiences. So from the homepage she clicks on “Organization” and then on “Services”. After she scrolls until “Dancing” and clicks on the image of the supervisor. From there she clicks on the symbol of his CV to download it.
3. Michael is a 20 years old guy who is in a wheelchair since one year. He played soccer before the accident and doesn’t want to give away this sport. So he wants to know which sports are practised at Dibecare, because he knows it has some sport fields in the Arena. Therefore from the homepage he clicks on “Organization” and then on “Locations”. From there he scrolls until “Arena”, where all the available services are shown.
4. Marco has been told by a friend of him that the second news in the Dibecare website says something that he could like a lot. Very excited about it, he opens the Dibecare website, clicks on “News” and scrolls until the second news. From there he clicks on “More” in order to read the whole article.
5. One day Maria was walking near Dibecare when she became fascinated by the Ice Building. Driven by curiosity, she wanted to know the next event that is organized there. She went to the Dibecare website, clicked on “Organization” and then on “Locations”. From there he clicked on “Ice Building” and scrolled until the bottom of the page to see the upcoming events in that building. After clicking on the first one, she got redirected to the page of the event, where she saw the date.

Users

To perform the tests we recruited five students near a study room, two of them are computer engineers, an electronic engineer, a physical engineer and an architect.

Usability variables

Quantitative variables (for each task):

- Time: time to complete the task
- Errors: number of wrong clicks wrt the best way to perform the task
- #Clicks: number of clicks used to reach the goal

Qualitative variables (for the whole site):

- Look & Feel: evaluation of the global style (1 to 5)
- Navigability: fluency in reaching the target (1 to 5)
- Completeness: how much the retrieved information fullfills expectations (1 to 5)

How the test was performed

Tasks

- Task 1: try to make a donation
- Task 2: download the CV of Lollo
- Task 3: find all the services available at Arena
- Task 4: read the second news in full
- Task 5: find the date of the first event held at ice building

Data collection

Every test was performed at the study room.

We asked random people to take part in the test.

After a brief introduction to the context, we let them solve the tasks. The results were measured and written on specific tables.

After the test more subjective opinions were requested.

Finally we commented the issues, to understand how to improve the project to make it more intuitive.

Results

User 1

	Time	Errors	#Clicks
Task 1	22 s	0	2
Task 2	42 s	0	4
Task 3	25 s	0	2
Task 4	12 s	0	2
Task 5	24 s	0	3

- Look & Feel: 5
- Navigability: 4
- Completeness: 5

User 2

	Time	Errors	#Clicks
Task 1	9 s	0	2
Task 2	36 s	0	3
Task 3	35 s	1	3
Task 4	30 s	1	3
Task 5	45 s	1	4

- Look & Feel: 5
- Navigability: 4
- Completeness: 4

User 3

	Time	Errors	#Clicks
Task 1	7 s	0	1
Task 2	30 s	1	4
Task 3	23 s	0	2
Task 4	14 s	0	2
Task 5	46 s	0	3

- Look & Feel: **4**
- Navigability: **3**
- Completeness: **4**

User 4

	Time	Errors	#Clicks
Task 1	10 s	0	1
Task 2	22 s	0	3
Task 3	12 s	0	2
Task 4	20 s	0	2
Task 5	30 s	1	2 (*)

- Look & Feel: **4**
- Navigability: **4**
- Completeness: **5**

(*) Thanks to error, she luckily reach the target faster.

User 5

	Time	Errors	#Clicks
Task 1	21 s	1	3
Task 2	45 s	2	4
Task 3	13 s	0	3
Task 4	7 s	0	2
Task 5	40 s	0	3

- Look & Feel: 4
- Navigability: 4
- Completeness: 5

Mean values

	Time	Errors	#Clicks
Task 1	13.8 s	0.2	1.8
Task 2	35 s	0.6	3,6
Task 3	21.6 s	0.2	2.4
Task 4	16.6 s	0.2	2.2
Task 5	37 s	0.4	3

- Look & Feel: **4.4**
- Navigability: **3.8**
- Completeness: **4.4**

Discussion of results

Most of the users who participated in the test had difficulty finding the staff page. Thanks to their advice, it have been put on display to guarantee easier access.

Moreover some users have contested the fact that from the page of the events it was not possible to see the location where they will take place, then this information has been added.

Finally, it was possible to observe that, in the execution of task 3, three users had access to the result through the page relating to the location, while 2 users used the "search by location" function on the services page. This therefore confirms the usefulness of this function.