



MODERATED USABILITY EVALUATION

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WHO ARE WE?



Marc Barton
Technical Communication



Alyissa Sanders
Computer Science



Danielle Wanke
Technical Communication



Trevor Mickelson
Computer Science

- We're four students attending the University of North Texas
- We're enrolled in a UX and Usability course

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WHY DID WE CONDUCT THIS STUDY?

- Our goal was to evaluate the **Usability** of ParkDental.com.
- We conducted Moderated Testing Sessions to rate the usability of several site features.

In this presentation, we'll detail our research methods, findings, recommendations, and research deliverables.

“[Usability is] the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.”

–Interaction-Design.org

METHODS

How did we collect our data?

A summary of our methods

What did we test?

The tasks we used to evaluate Park Dental's site features

How did we measure success?

Our task-success scale

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HOW DID WE COLLECT OUR DATA?

We conducted Moderated Testing sessions with 8 participants, which included the following:

- **Asking Preliminary Questions** to ensure that each participant had prior experience using dentist's office websites.
- **Observing** as each participant completed 4 tasks using the Park Dental website, with one person taking notes and another moderating the session.
- **Asking follow-up questions** about the test after completion.

HOW DID WE COLLECT OUR DATA?

We asked the following Preliminary and Follow-up questions to participants during the sessions:

Preliminary Questions

- How often do you see the dentist?
- Why do you visit your dentist's website?
- How often do you access the website for a doctor?
- What device do you use to access their website?

Follow-up Questions

- Which task did you have the most trouble with?
- What is one thing about the website you wish you could improve?
- How does this website compare to other Medical websites that you have visited?
- What was your favorite part of this website?

WHAT DID WE TEST?

Our participants completed the following tasks using Park Dental’s site features:

Task 1: Find an Event	Navigate to the Event calendar. Find the event “Harvest Festival”. What date will this event take place?
Task 2: Find Career Opportunities	Find the current career opportunities. Determine if there are Dental Assistant opportunities at any of the Park Dental locations in Wisconsin.
Task 3: Make an Appointment	Find the nearest Park Dental location, and request an appointment to get Same-Day Crowns on a Monday afternoon.
Task 4: Find a Dentist	Find a Dentist near Hudson, Wisconsin (zip code 54016) who provides Invisalign services. Then, find more information about them.

Table 1: Moderated Testing Tasks

HOW DID WE MEASURE SUCCESS?

- We rated each participant’s completion of each task on a scale of 0-2.
- Tasks consistently rated lower than 2 signaled areas with room for improvement.

0	The task could not be completed
1	The task was completed with difficulty/assistance
2	The task was completed easily

Table 2: Success Rating Scale

FINDINGS

What did our participants say?

Participants' responses to follow-up questions

Self-reported data from our participants

How did we rate our findings?

How did we rate the success/failure of each task?

How did we determine issue severity?

Individual task summaries

How well did the site perform for each task?

What recommendations can we make?

WHAT DID OUR PARTICIPANTS SAY?

After each testing session, we asked participants several questions about their experience with the site. Below are some notable responses to our follow-up questions:

Which task did you have the most trouble with?	Most participants reported the first task, Find the Event Calendar.
What is one thing about the website you wish you could improve?	Participants suggested simplifying the main menu bar by reducing the number of options, or removing the scrolling animations from the home page, as they were distracting and affected load times.
What was your favorite part of this website?	Features mentioned here included the following: <ul style="list-style-type: none">• The site’s organization• The Make an Appointment window• The general aesthetic/color scheme

Table 3: Follow-up Question Responses

WHAT DID OUR PARTICIPANTS SAY?

- This chart displays the average difficulty of each task, as rated by our participants.
- Ratings were measured on a scale of 1 to 7, with 7 being extremely difficult and 1 being extremely easy.

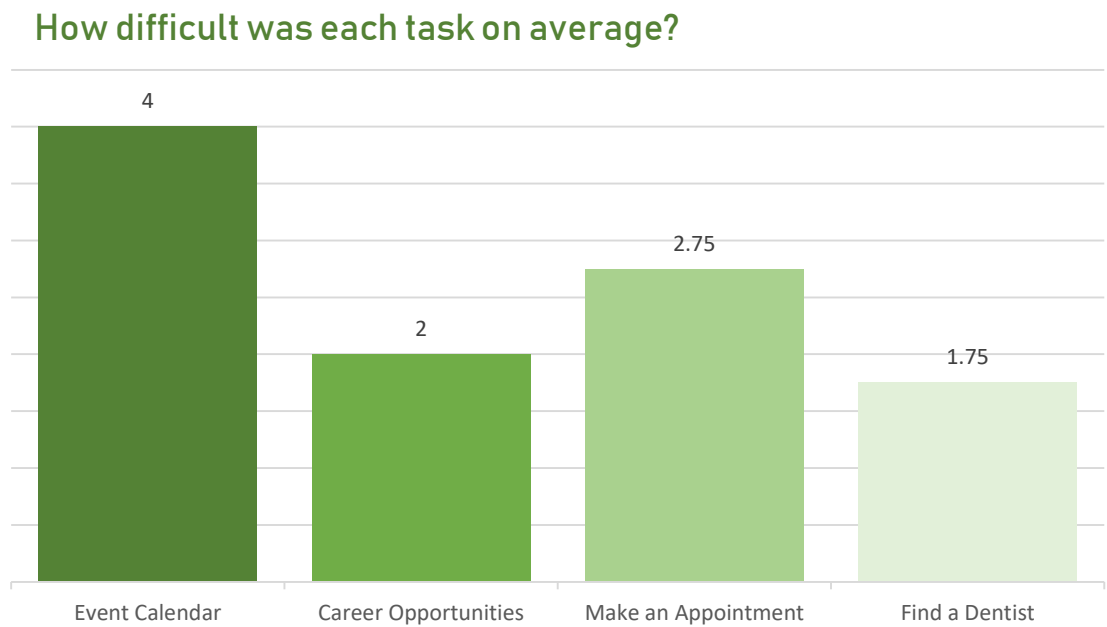


Figure 1: Average Difficulty Rating by Task

HOW DID WE RATE OUR FINDINGS?

- This chart measures the success rating of each of our tasks, by participant.
- Gaps between bars represent a rating of 0.

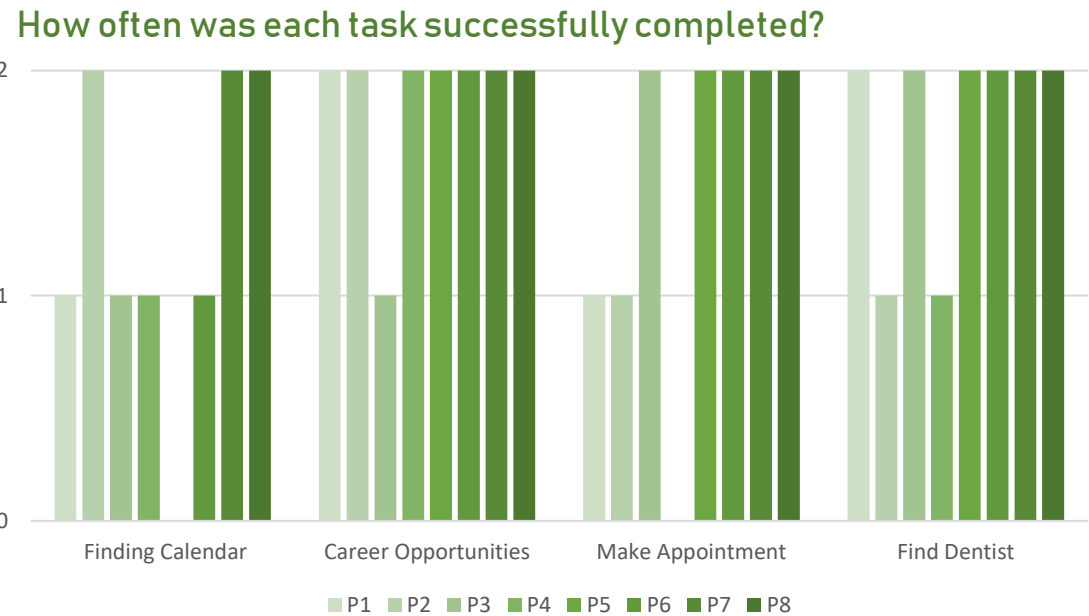


Figure 2: Average Completion Time by Task

HOW DID WE RATE OUR FINDINGS?

- This chart displays the average amount of time each task took to be completed across all participants.
- As corroborated by our findings so far, you can see here that the most time-consuming task, on average, was the first one (*Find the Event Calendar*).

How long did each task take on average?



Figure 3: Average Completion Time by Task

HOW DID WE RATE OUR FINDINGS?

We rated the severity of our findings using the symbols below. Ratings are based on issue frequency, and the amount that each issue distracted participants from completing the task.



Major Issue

The site element caused participants to give up/fail a task



Minor Issue

The site element negatively affected the site's usability

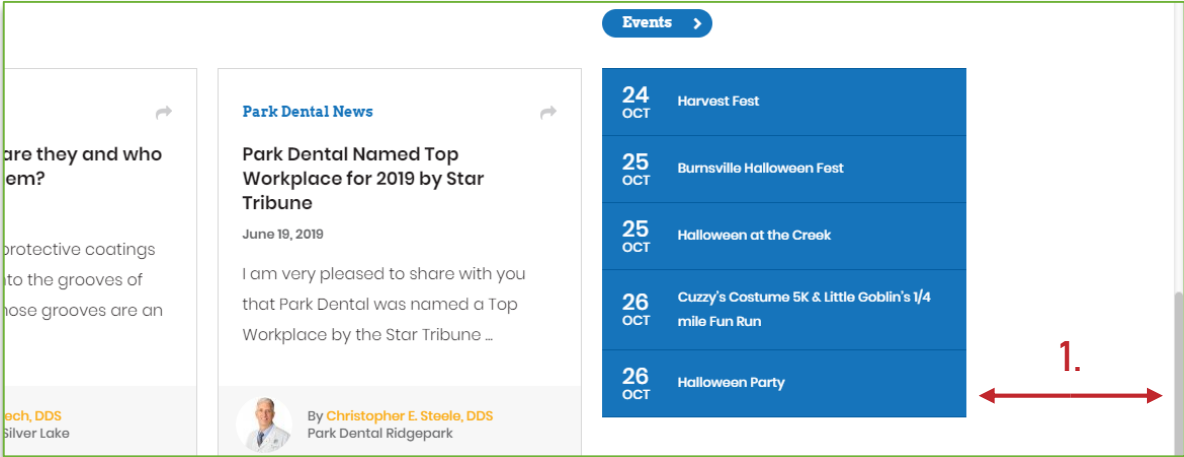


Positive Finding

The site element positively affected the site's usability

INDIVIDUAL TASK SUMMARY

Task 1: Find an Event on the Calendar



Finding 1: Major Issue

Out of 8 participants, 5 had difficulty finding the event calendar on the homepage; it was pushed to the very bottom.

Recommendation:

Move the Event Calendar to the Main Menu bar so that users can find it more easily.

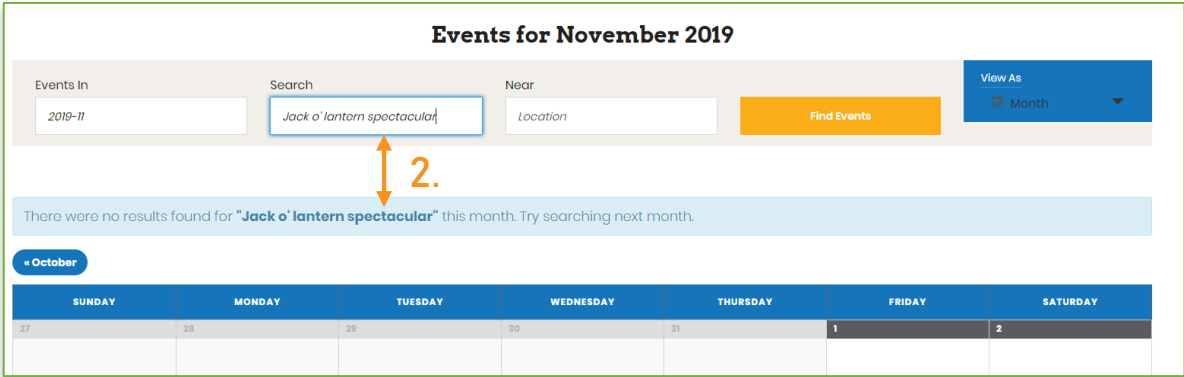


Finding 2: Minor Issue

Several participants had trouble finding the requested event using the calendar's Search feature because it could only search within the currently selected month.

Recommendation:

Modify the calendar's Search feature to search for events over multiple months so that users can use it to find past/future events.



INDIVIDUAL TASK SUMMARY

Task 1: Find an Event on the Calendar



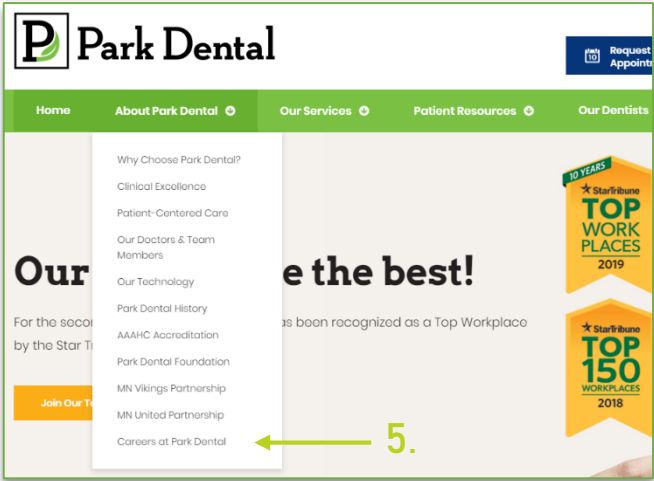
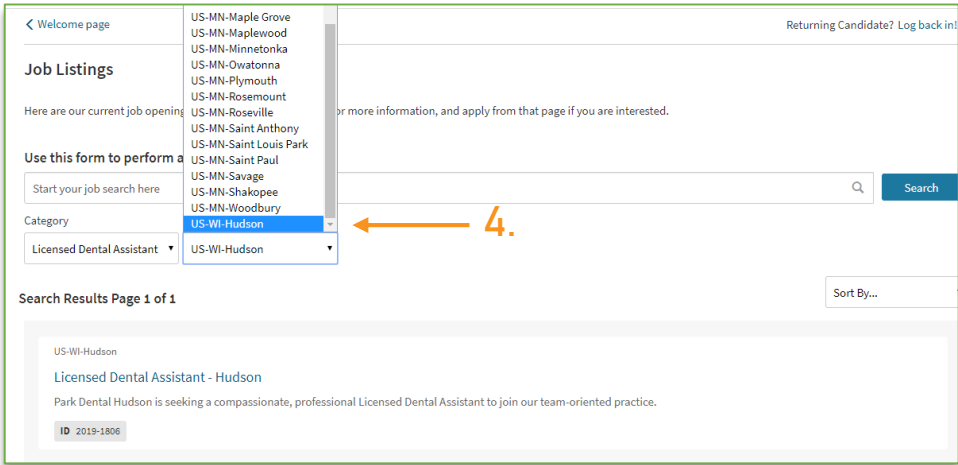
Finding 3: Positive Finding

2 out of 8 participants searched for the event in the site’s main search bar, leading them to the correct page.

While this feature could not be used to find events they didn’t already know about, it did demonstrate flexibility in the site’s navigation options.

INDIVIDUAL TASK SUMMARY

Task 2: Find Career Opportunities



Finding 4: Minor Issue

3 participants reported difficulty finding job postings for Wisconsin due to its placement at the bottom of the locations drop-down menu.

Recommendation:

Include an interactive map like, the one on the Find a Location page, or a zip-code search field so that users can find nearby opportunities more easily.



Finding 5: Positive Finding

Participants had no trouble locating the Careers page—it was easily accessible from a drop-down on the site's main menu bar.

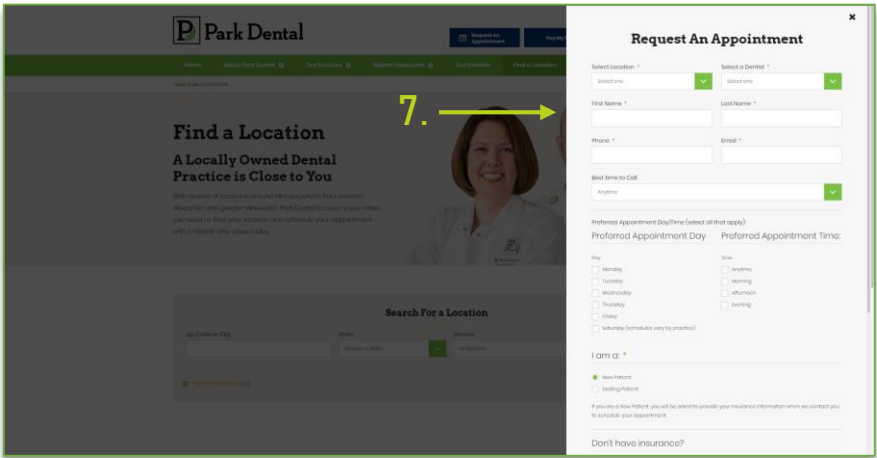
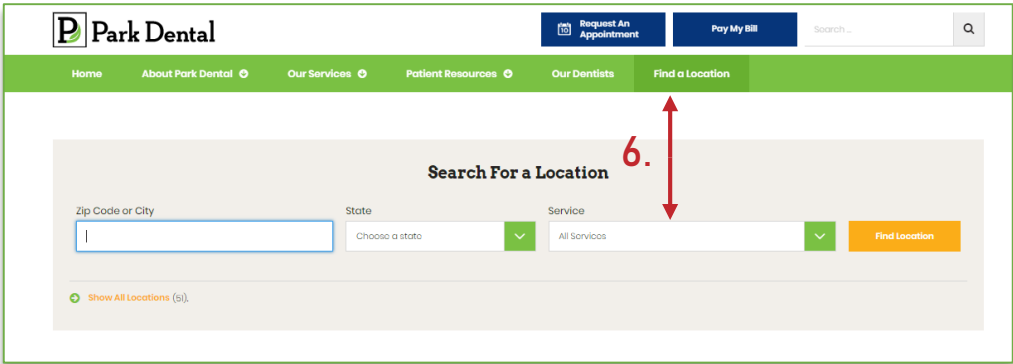
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INDIVIDUAL TASK SUMMARY

Task 3: Make an Appointment



Finding 6: Major Issue

3 participants reported difficulty using the Request an Appointment button on the menu bar—unlike on the Find a Location page, it provides no option to search for nearby locations.

Recommendation:

Include a zip code/city search bar in the Request an Appointment pop-up window so that customers can find nearby locations without already knowing where every Park Dental location is.



Finding 7: Positive Finding

The Request an Appointment window was otherwise user friendly.

One user commented on the convenience of the window opening separately, which allowed them to return quickly to the page they were just on.

INDIVIDUAL TASK SUMMARY

Task 4: Find a Dentist

Find Your Dentist Today

Last Name

Zip Code

Advanced Services

Select One

Search Dentists

Choose a letter to search alphabetically by last name.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Find Your Dentist Today

Last Name

Zip Code

Advanced Services

54016

Invisalign

Search Dentists

Choose a letter to search alphabetically by last name.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Back To All Dentists

9.

Angie M. Barsness, DDS

★★★★★

4.7 out of 5 (127 Reviews)(16 Comments)

Data Integrity

Press Ganey Certified

Advanced Services: Invisalign

Park Dental Hudson

1003 Pearson Dr

Hudson, Wisconsin, 54016

P 715-377-0966

F 715-377-0933

Location Information

Request An Appointment

Finding 8: Minor Issue

One participant, who was less confident navigating webpages, was confused by the Dentist Search setup. They thought, based on the layout, that they would have to fill out every entry field before they could search, which nearly prevented them from completing the task.

Recommendation:

Provide a disclaimer near the search fields specifying that not all fields must be filled out to use the search feature.

Finding 9: Positive Finding

The Our Dentists page/search feature was easily accessible from the main menu bar, and no other participants had trouble finding a dentist by the Zip Code and Advanced Services fields.

The dentist bio pages were also easy to navigate once found; no participant had an issue finding relevant information on the page.

Thank you for your time.

