

User Testing

Elizabeth Lee

Protocol

I will conduct in-person interviews with my laptop audio-recording the session. The same laptop will be used by the users to navigate through the website, while I take notes on another device. I will give both interviewees the same introduction before starting the main portion of user testing in order to ensure that I don't sway one user's opinion more than the other. This introduction will cover expectations (users should talk out loud about their thought process and what they're looking at) and provide the interviewees a brief roadmap of the types of questions I will be asking them.

The first set of questions is about the user themselves to better understand the position their opinions are coming from. The second set of questions is directly about the website and essentially has the user navigate through the following user stories:

1. Find location of incline
2. Find hours of operation
3. Find what to do around the incline
4. Find program details and rates for field trip
5. Find details about group tour

To be clear, the following questions will be asked:

Set 1:

1. Before we take a look at the site, I'd like to hear a little bit about you — what's your occupation?
2. Have you ever visited the Duquesne Incline?
3. Do you foresee visiting the Duquesne Incline in the future?

Set 2:

1. Could you talk me through how you would find where the Incline is located?
2. How would you find the hours of operation for your visit?
3. Imagine that you would like to tour the Incline with several of your friends. How would you find the relevant information on the website?

4. Imagine that you are a tourist planning a day of activities around the Incline. Where would you find the relevant information on the website?
5. Imagine that you are a schoolteacher planning a field trip. Where would you find the relevant information on the website?
6. Finally, how would you subscribe to the mailing list?

Interview Transcripts

Blue = Elizabeth (Interviewer)

Red = Interviewee

Interview #1

Link:

<https://drive.google.com/file/d/1-5CwQb7hBMuKwaZgpk00f3mo-MBPDw2g/view?usp=sharing>

(If the audio file doesn't load on Google Drive, please download the file. I tried other ways like Youtube but they couldn't process the file)

Hi Alan, I'm going to walk you through today's session. I'll start by asking you a few questions about you. Later, I'll ask you to use my laptop to accomplish a few tasks using the website I am evaluating. Please be aware that there are no wrong answers. As you go about using the website, I'll ask you to think aloud as much as possible: to describe what you're looking at and what you're trying to do. If you have any questions as we go along, feel free to ask. Finally, with your permission, I'd like to audio-record our session. Does that work for you?

Yes.

Great! We'll begin.

1. Before we take a look at the site, I'd like to hear a little bit about you — what's your occupation?

I am a student.

2. Have you ever visited the Duquesne Incline?

I have not.

3. Do you foresee visiting the Duquesne Incline in the future?

Not at the moment.

Now, I'm going to ask you to do a few tasks using the website.

Ok.

1. Could you talk me through how you would find where the Incline is located?

At the bottom of the screen, I see a map, so it's right there. Parking address and mailing address.

2. How would you find the hours of operation for your visit?

Uh, plan your trip, not there, go back to home. Scroll down, there it is. Hours of operation, hours for every week and the holidays.

3. Imagine that you would like to tour the Incline with several of your friends. How would you find the relevant information on the website?

At the top there's a bar that says group tours and field trips. And there's a group tour section, there's an email contact and phone number to call and prices.

4. Imagine that you are a tourist planning a day of activities around the Incline. Where would you find the relevant information on the website?

On the top I see plans for your trip. I see a couple of city tours that will take me to the place, also what's recommended to go after visiting the incline as a starting point.

5. Imagine that you are a schoolteacher planning a field trip. Where would you find the relevant information on the website?

Back to group tours and field trips, down to the field trips section. Talks about the free field trip available. I'm assuming it's the same contact information as a group tour.

6. Finally, how would you subscribe to the mailing list?

Uh, I think I saw something on the home page. On the bottom, join our mailing list, with our name, email, and zip code.

Great! That is all, thank you for your time.

Interview #2

Link:

<https://drive.google.com/file/d/1W1nGwqlso6uBZdTnTVXvl4lwRnyMwbDy/view?usp=sharing>

(If the audio file doesn't load on Google Drive, please download the file. I tried other ways like Youtube but they couldn't process the file)

Hi Josiah, I'm going to walk you through today's session. I'll start by asking you a few questions about you. Later, I'll ask you to use my laptop to accomplish a few tasks using the website I am evaluating. Please be aware that there are no wrong answers. As you go about using the website, I'll ask you to think aloud as much as possible: to describe what you're looking at and what you're trying to do. If you have any questions as we go along, feel free to ask. Finally, with your permission, I'd like to audio-record our session. Does that work for you?

Yes.

Great! We'll begin.

1. Before we take a look at the site, I'd like to hear a little bit about you — what's your occupation?

Currently I am a student at CMU and I'm in the ECE department in CMU.

2. Have you ever visited the Duquesne Incline?

I actually have.

3. Do you foresee visiting the Duquesne Incline in the future?

I would like to, it's pretty nice.

Now, I'm going to ask you to do a few tasks using the website.

1. Could you talk me through how you would find where the Incline is located?

If I'm looking at his page, I see Plan your trip at top, pretty front and center. This is where I assume I find the location of the Duquesne Incline. I don't know if I see an address just yet... But several URLs and a phone number to call to get to it.... Ohh.. or you could scroll down on the home page.

2. How would you find the hours of operation?

I'd probably figure that's on the home page as well. Which is exactly 1 scroll down.

3. Imagine that you would like to tour the Incline with several of your friends. How would you find the relevant information on the website?

Probably the tab right next to the home page which says group tours and field tips, which definitely would apply to a group of friends going. So I'd check it out and see what's going on and what details I need.

4. Imagine that you are a tourist planning a day of activities around the Incline. Where would you find the relevant information on the website?

Probably the Plan your Trip which I was looking at earlier, but this makes more sense now. I'll have nearby things to do. It has Pittsburgh tours and more, Molly's Trolleys and more, which sounds very lovely. Things to do after your visit, which is very convenient, if I was to tour around this location.

5. Imagine that you are a schoolteacher planning a field trip. Where would you find the relevant information on the website?

Probably the 2nd tab where it has field trips, which is probably what a teacher is trying to do.

6. Finally, how would you subscribe to the mailing list?

Uh, I don't know. There are a ton of emails being thrown around. There are a bunch of others on the Plan you Trip page. Maybe on the Home page... Yes! It would be right there.

Great! That is all, thank you for your time.

Thank you.

Notes

Both users who were interviewed did not show significant confusion in finding various pieces of information on the website. Even if it wasn't immediate, they found their way after a few seconds. User #1 assumed that the provided contact information for the Field Trips also applied to the Group Tours, which was not true. This confusion may have occurred because there was no additional contact info provided for Group Tours. User #2 had some difficulty finding the mailing list at first, possibly because it didn't stand out against the other information on the website. User #2 initially had difficulty finding some things on the home page, possibly due to the image being large.

Results and Analysis

After the 2 user testing interviews, it was clear to me that some aspects of the website could be organized/formatted better to make users' navigation faster. I came up with 3 changes to implement:

1. *Make the mailing list form more prominent with a colored background.*

This will make the form more memorable to users if they happen to scroll past it while looking for something else on the website. Later, they can find it quickly while switching around between tabs.

2. *Make the big image on the Home page slightly smaller so at least some of the information below the image can be seen without scrolling.*

This will immediately signal to users to scroll down below the huge image to see what information they can find on the Home page. Although it may be difficult to completely change the size of the large image due to its dimensions, it's possible to make it slightly smaller to allow some text to show below the image!

3. *Add a direct link to make reservations in the Field Trips section.*

This will prevent users from incorrectly assuming that the contact for Group Tours also applies to Field Trips.

If I had more time, I would change the layout of the information on some pages. Currently, the divs for information are above and below each other. I would change that to make side-by-side divs (left and right) so more section headings can be seen at once without the user having to scroll. I would also add more images to the website, since some pages look a bit bare with only text. Finally, I would add a background color or an image background to the H1 title headers on the non-Home pages, since the page titles look a bit bare.