

User Testing Protocol

Introduction

Source: <https://wiki.fluidproject.org/display/fluid/User+Testing+Protocol>

Hi [user's name]. I'm [your name(s)] with the [project name]. The Duquesne Incline Website project is an official website for Pittsburgh's popular tourist attraction. Today we are looking for ways to improve the user experience of this website. This test of the component is simply a means of evaluating the component's design and to discover any issues we need to address.

Please speak all your thoughts aloud as you go through the tasks.

Information gathered today will only be used for personal improvement purposes, and will be kept secure. Results of this study will be compiled with other participants and turned in as an assignment.

Do you have any questions?

Let's get started!

User Stories

- Imagine that you are a student curious about the incline. How would you navigate the site to find the speed of the Duquesne car.
- Imagine that you are a teacher hoping to host a field trip with her elementary school class at the Duquesne Incline. How much would you have to pay for the trip?
- Imagine that you are a student at Carnegie Mellon University looking to visit the Duquesne Incline when you have less work to do. What times would you be able to go to the incline on the weekends?
- Imagine that you have visited the incline and wanted to get updates from the newsletter. How can you subscribe to the Duquesne Incline newsletter?
- Imagine that you are an angry customer who would want to email the Duquesne Incline one of your complaints. Where could you find the email?

Other

- How easy was it for you to navigate through each user story?
- Feel free to explore the website. Are there any details that you enjoy or suggestions you would like to offer?

Conclusion

Thank you for participating. All of your comments will be taken into consideration for the improvement of this website. Your time is appreciated.

User Testing Notes

User Tester: **John Wang**

User Stories

- Imagine that you are a student curious about the incline. How would you navigate the site to find the speed of the Duquesne car.
 - John easily found the speed from the about page on the fast facts sections
- Imagine that you are a teacher hoping to host a field trip with her elementary school class at the Duquesne Incline. How much would you have to pay for the trip?
 - John did not see that the field trip would be free
 - John was surprised that he did not see the bolded info (it was on the right probably making it harder to see)
- Imagine that you are a student at Carnegie Mellon University looking to visit the Duquesne Incline when you have less work to do. What times would you be able to go to the incline on the weekends?
 - John easily found this info on the home page
- Imagine that you have visited the incline and wanted to get updates from the newsletter. How can you subscribe to the Duquesne Incline newsletter?
 - Found the newsletter in the contact form
 - Would like to see in the footer as well
- Imagine that you are an angry customer who would want to email the Duquesne Incline one of your complaints. Where could you find the email?
 - John found the email in the footer
 - Noted that he would like a message section in the contact form as well

Other

- How easy was it for you to navigate through each user story?
- Feel free to explore the website. Are there any details that you enjoy or suggestions you would like to offer?
 - Did not notice gallery despite clicking on photo
 - Have the light box “embedded” in the home page instead of a pop up, arrows on the page directly
 - Advertise the free field trips on the home page
 - Click for more info on the visit page, text is too blocky
 - Make it more obvious that you can scroll on the home page

Transcript

Audio link:

https://drive.google.com/file/d/1RLTe92Vl6hYRyXjeG_0bLcDaoQ2wZC4T/view?usp=sharing

Erica: Okay, let's get started. So first, imagine that you're a student curious about the incline. How would you navigate the site to find the speed of the Duquesne car?

John: The speed of the car? It would probably be on the second floor of the elevator...the about and watch the video. The speed of the car?

Erica: Yes.

John: Or maybe I should scroll down in Home. Aha. Ok I kinda just ignored the video, although it is pretty short, so it's a watchable length. And I see in the fast facts that the speed is six miles per hour.

Erica: Imagine that you're a teacher hoping to host a field trip with her elementary school class at the Duquesne incline. How much would you have to pay for the trip?

John: Looks like the railroad...I mean, the trip costs \$47,000. Oh, so far visiting...visit...on the third floor of the elevator. It costs...aha, I just scroll down a bunch, and the cost says...okay, so I did not see the field trip cost. Aha. Probably click make a reservation so they don't find it in book tickets. And it costs...I still don't know what the price is. Oh, it just says I should pay.

Erica: Yeah, so you're in the right section for field trips. But maybe look more specifically within the field trip sections...

John: It says group rates 10 plus people. So it would be \$1.75 for round trip for children ages six to 11.

Erica: Okay...that is okay. Within the field trips section, there is a section that says "free field trip program for students." So, the cost is actually zero. That is okay. This is good information. Imagine that you're a student at Carnegie Mellon University looking to visit the Duquesne incline when you have less work to do. What times would you be able to go to the incline on the weekends?

John: This will be in...About or Visit...or what's on the home page actually. Oh hoho it's on the home page! On the weekends it is available 5:30 to 12:30 or 7am to 12:30. That was tricky though.

Erica: Very good. Imagine that you have visited the incline and wanted to get updates from the newsletter. How can you subscribe to the Duquesne incline newsletters?

John: Go back to the first floor homepage...it has to be in Contact...the newsletter? Oh. I see these newsletters is in the contact page.

Erica: Very good

John: Although it is not super intuitive.

Erica: Okay, where else would you rather find the newsletter subscription.

John: Maybe as a pop up on every page at the bottom.

Erica: Okay, at the bottom, "subscribe the newsletter." That's good.

John: Because I'm not really contacting them for the newsletter on the fourth floor of the elevator.

Erica: Okay. Imagine that you are an angry customer who would want to email the Duquesne incline one of your complaints? Where would you find the email?

John: In the contact form. With the newsletter. I would make sure not to check the newsletter box.

Erica: So would you be able to send an email through the contact form directly? Or is there another method?

John: Probably right, just put it in contact form? Oh, no, I cannot. I can contact through email. Oh, there's a contact button. Wait! The contact button goes back to the newsletter. Yes, I can email them as well to contacts.

Erica: Okay, so the contact form is in the footer. Very good. Okay, overall, how easy was it for you to navigate through each of the tasks.

John: Pretty easy. There's only so many options so it's easy to find everything. Except for the contact form a little bit.

Erica: Okay, what would you rather see in the contact form?

John: A method to contact. So I can send a message.

Erica: Okay, so like a message box? What do you mean by all the links?

John: Like their email and address

Erica: So have the contact information be next to the contact form.

John: As for the free field trips, it was not noticeable enough, even though it was in big bold letters. Also, the homepage looks like it's only supposed to be one picture. It doesn't look like you can scroll down. Like I didn't know there was a scroll option

Erica: So how could I make more more intuitive that you can scroll?

John: Maybe, you know, some sites have those arrows that scroll down for more info. And they have faded buttons or something. Although I will say that the elevator is very nice.

Erica: Feel free to explore the website a little more if you would like. Are there any details that you enjoy or other suggestions you would like to offer?

John: The elevator is quite great. The about page is a nice about page. The field trips seem less important than the other tickets, but I don't know what a better place would be to put field trips. Seems a bit awkward here.

Erica: So do you think that book tickets could be above field trips?

John: But then also you want to advertise field trips. So I don't know.

Erica: Yes, I'll take that into consideration.

John: The one tab I didn't like was the contact page for sure. Everything else was very good.

Erica: Very good. Thank you for participating. All your comments will be taken to consideration for the improvement of this website. Your time is appreciated.

User Tester: **David Wu**

User Stories

- Imagine that you are a student curious about the incline. How would you navigate the site to find the speed of the Duquesne car.
 - About section
 - Easily found under fast facts
- Imagine that you are a teacher hoping to host a field trip with her elementary school class at the Duquesne Incline. How much would you have to pay for the trip?
 - Thought that the price would found under book tickets
 - Noticed the free notice after I told him to look at the field trip section
- Imagine that you are a student at Carnegie Mellon University looking to visit the Duquesne Incline when you have less work to do. What times would you be able to go to the incline on the weekends?
 - Went to Visit page and found the hours table
- Imagine that you have visited the incline and wanted to get updates from the newsletter. How can you subscribe to the Duquesne Incline newsletter?
 - Went directly to contact and found the checkbox
- Imagine that you are an angry customer who would want to email the Duquesne Incline one of your complaints. Where could you find the email?
 - Found at the email at footer
 - Noted that it was on each page

Other

- How easy was it for you to navigate through each user story?
 - Everything was easy except finding the free field trip
 - Mention free field trips under group rates
- Feel free to explore the website. Are there any details that you enjoy or suggestions you would like to offer?
 - Liked trolley navigation bar
 - Like fonts colors and images
 - The navigation bar is not as intuitive since it goes backward (home on the bottom)
 - Also sees how it follows the direction of the incline

Transcript

Audio link:

https://drive.google.com/file/d/10_j5VhQexyG6VumjBNrpZtmU6AvEh1Um/view?usp=sharing

Erica: Hi, David. I'm Erica with the Duquesne incline website project, the official website for Pittsburgh's popular tourist attraction. Today, I will ask you a few questions. Please navigate

through the site, and during this process, please speak aloud about your thoughts through each of the tests. This will help me better understand why you're making certain choices. Information gathered today will only be used for personal improvement purposes, and will be kept secure. Results of the study will be compiled with other participants and turned in as an assignment. Do you have any questions?

David: Nope.

Erica: Okay, let's get started. Imagine that you're a student curious about the incline? How would you navigate the site to find the speed of the Duquesne car?

David: The speed if I will, the speed of probably look underneath the about section. Which brings me to this video about it, I presume. Looking through the speed of the car, I see this under fast facts. The speed of the car is six miles per hour.

Erica: Okay. Very good. Imagine that you were a teacher hoping to host a field trip with her Elementary School Class to the incline? How much would you have to pay for the trip?

David: Probably go underneath and visit to see any sort of visiting information. There. I do see field trips. I saw groups of 10 or more. I see making a reservation. You asked me how much it would cost?

Erica: Yes.

David: Okay, that would be under booked tickets with group rates right here for 10 plus, and I assume if it's not group rates and probably just charged under individual rates.

Erica: So actually look under the field trip section once again.

David: Applies to groups 10 or more. Free filter program for students. Ah, I see.

Erica: Yes, so it would actually be free. It is okay. This happened to the last user tester too so it is not your fault. Okay, imagine that you are a student at Carnegie Mellon University looking to visit the cane incline when you have less work to do. What times would you be able to go to the incline on the weekends?

David: What time...okay, so probably still look underneath the visit. And there it is under book tickets, I do see hours and depending on what day I'm free, I would go on whatever hour it would be...and they're open to 365 days a year how nice.

Erica: Very nice. Okay, imagine that you have visited the incline and want to get updates from the newsletter? How can you subscribe to the newsletter?

David: Hmm, probably be looking under contact as well. Yes contact form...fill out personal information...please indicate if you want to subscribe to our newsletter. Yes, I would click "Yes, please update me" after filling in everything above.

Erica: Okay, very good. Imagine that you are an angry customer who would want to email the Duquesne incline one of your complaints? Where would you find the email?

David: It's located right at the very bottom of the contact page I'm guessing...it's actually looking at the bottom of every page. It says the mailing and phone number and email right over here.

Erica: Yep. Okay, very good. So overall, how easy was it for you to navigate through each of these tasks?

David: Actually very easy. All of it was rather intuitive. Aside from maybe the prices in the field trip one, in which case I kind...I would assume prices were based off of prices...I guess the idea of a free field trip is too good to be heard. Other than that I'd say that everything is very intuitive.

Erica: So where would you rather see the free field trip be advertised?

David: Definitely I feel somewhere underneath group rates mentioned at least a little bit because I think that is where if I were looking for prices, I would automatically first look there for prices. It wouldn't occur to me to go look under the field trip section to look for prices.

Erica: Okay, that makes sense. Feel free to explore the website. Are there any details that you enjoy or suggestions you would like to offer?

David: Right off the bat I noticed that the incline...little pulley trolley on the side is very, very cool. Everything is very colorful and the fonts are also very nice too. I do like looking around. Video does play naturally lots of images in a very big manner making it much more appealing to the eye. I'll see if I click on the logo, that's always a good test to see. If I click on the logo it takes me to the home page, very nice.

Erica: Thank you for your time. Your comments will be taken to consideration for the improvement of this website and your time is appreciated.

David: Thank you.

Results

I found that overall my website was easy to navigate, however information about the field trips was slightly confusing and easy to miss. I also found that the users found the colors and images very pleasing to look at and the trolley navigation bar very fun.

From the user testing feedback, I changed the way my admissions was structured to be more clear. While before I had all the information two tables, I now separated the information so that there is one table of general admission information, information about free deals from student discounts or field trips, and group prices that are discounted. Furthermore, the newsletter subscription option was slightly hard to find for John so I included it within the footer, leading to the contact page if someone clicked on the words “Subscribe to our newsletter.” I also added a message section under contact as John suggested. This now makes it easier for anyone who wants to send an email since they could just send on without ever leaving the website.

If I had more time, I would have more sections with “learn more” that would expand out more information. This would make the website cleaner from the page and make most information more accessible while not excluding any important information that specific users would want to see. For example, I would want the field trip section to be expandable so that teachers could easily see that there are free field trips available without skipping over after seeing the large amount of text. Also, I would like to animate the trolley navigation bar as an added feature that would make the website more dynamic.