USER TESTING

1. User Goals:

• Find out more about the professional expertise of the designer
• Check to see if their Linkedin profile is visible along with the resume.
• If the candidate seems like a good fit for the position, try to contact them

2. User Testing Guidelines:

Welcome section:

"Hi my name is Esha. I'm a UX Designer . I wanted some feedback from you today for a website I am developing.

What you will be seeing today is a demo version of my portfolio website. I am testing to see how user friendly it is. But please remember that I am only testing the site. This is not a test of you as a participant. So please be as honest as possible. I will appreciate all kinds of feedback- whether positive or negative.

I'll start by asking you a few background questions: such as your own app usage. After that, I will give you four tasks to complete. Once that is done, I will ask a few follow-up questions. That's it!

One important thing here is the test will be recorded. The audio files will help me analyze the content later and further improve my website. But I assure you these files will not be used for anything else. They will stay anonymous.

If you have any questions or if anything is unclear, please don't hesitate to ask me. To help me better analyze the test, I request you to think aloud while you are performing the tasks. So we are ready to start. Is there anything you'd like to ask me before we begin?

Background questions for participants:

1. How old are you?
2. What is your occupation?
3. Do you use different types of devices in your personal/professional life?
4. How much time do you spend online?

Starting situations:

1. You head a Design team at a mid-size organization. You are looking to fill a position for a junior UX Designer at your organization. You come across this person's profile on a job board and want to take a look at their portfolio site to see if they would be a good fit at your organization.

2. You are a recruiter at a consulting firm. Your client, a design agency is looking for candidates to fill junior level positions at their organization. You come across this person's profile through LinkedIn. You open up their portfolio page to get a better understanding of the candidate.

3. You are a senior level UI/UX Designer working for quite a few years in the industry. A junior level designer reaches out to you mentioning their switch to UX/UI Design and ask you to have a look at their portfolio site, asking for recommendations.

Scenario based Tasks:

• You are looking for a junior level UX Designer to fill a position at your organization. You come across this designer's portfolio. You open the link to go through their page. Talk about your first impression when you open the page and everything that you notice.

• You see that that this person has created the design for a web app. You want to find out more details about how they created it. Are you able to access those details?

• You want to see what others have to say about this person and what their prior experience was. You search for their resume and LinkedIn profile. Are you able to find those details?

• You want to go ahead and contact the candidate. You decide on sending an email. How would you go ahead with that?

Open Questions:

• What was your experience navigating through the website?
• Did you find anything unusual or difficult to locate?
• Was there anything positive or striking about the presentation of information on the site?
• Do you feel there is anything missing?

3. Target User Criteria:

Age: between 25-39

Technical Experience: mid level to advanced. They spend a lot of time online and are familiar with navigating websites, but may not necessarily understand the complex nitty-grit-ties.

Device: Have a smartphone/tablet/smartTV

Job: work in a staffing or IT company

Habits: They watch online videos, listen to podcasts and audio books.

4. Usability Test Results:

Participant 1:

Name: Megha Chatterjee

Age: 28 years

Technical Experience: mid level. Spends a lot of time online for work and social networking.

Device use: Has a smartphone and laptop. Has a smart TV too.

Job: Software Engineer

Habits: streams videos, downloads music online, uses WhatsApp to stay in touch with friends and family.

Scenario given:

• You are looking for a junior level UX Designer to fill a position at your organization. You come across this designer's portfolio. You open the link to go through their page. Talk about your first impression when you open the page and everything that you notice.

Task evaluation:

Tasks:	1	2	3	4
Wrong assumptions	-	-	Searched for the resume link in the footer.	-
Help needed	-	-	-	-
Discontent or confused	-	-	Was initially confused about where the resume would be	
Number of attempts	1	1	2	1
How long	<15 sec	<10 sec	>15 sec	<10 sec

a. What was your experience navigating through the website?

It was good. Everything seemed fairly easy to understand and because its on a white background it was easy to read.

b. Did you find anything unusual or difficult to locate?

No nothing was difficult to locate…but yeah I expected to find the resume along with other contact information but I guess you don't generally put that in the footer.

c. Was there anything positive or striking about the presentation of information on the site?

It looks clean and the information is easy to read. The color combination chosen is good.

d. Do you feel there is anything missing?
No I didn't feel that.

Participant 2:

Name: Vishak Kavalur

Age: 28 years

Technical Experience: mid level. Spends a lot of time online for professional and personal purposes.

Device use: Uses a smartphone, laptop and watches a smartTV

Job: Software Engineer (frontend development)/UI Design

Habits: Likes to read blogs online, streams shows, likes to stay up to date on the technological front.

Scenario given:

• You are a senior level UI/UX Designer working for quite a few years in the industry. A junior level designer reaches out to you mentioning their switch to UX/UI Design and ask you to have a look at their portfolio site, asking for recommendations.

Task evaluation:

	1	2	3	4
Wrong assumptions	-	Thought the image was clickable	-	-
Help needed	-	-	-	-
Discontent or confused	Was not impressed by the design. Needed more updates	Tried to click the image	-	Wanted to see the email id on the webpage instead of being redirected

	1	2	3	4
Number of attempts	1	1	1	1
How long	<15 sec	<10 sec	>15 sec	<10 sec

a. What was your experience navigating through the website?
It was ok. But it needs a lot of work. I would like to see some latest features added to the site; some designing in tune with the trend now. For instance, I hardly see any shadow features used and there are no gradients as well.

b. Did you find anything unusual or difficult to locate?
Umm…not difficult to locate, but some things like, the flowchart image on the Work page…I thought that is clickable. And you have two linkedin links. One opens in the same window and one in a different. Also usually the logo is clickable.

c. Was there anything positive or striking about the presentation of information on the site?
Yes everything looks neat and the information is engaging. The white space is good too, but some places it is more than what is required. The Project detail page is also good. I like that you have explained the whole process and your thinking and approach to the project.

 d. Do you feel there is anything missing?

No I don't think so. Just improve on what you already have.

Participant 3:

Name: Heta Kothari

Age: 35 years

Technical Experience: mid level. Doesn't get into the nitty-grit-ties of technology.

Device use: Smartphone, laptop and iPad

Job: Purchasing specialist at an insurance organization

Habits: likes to check social networking sites on weekends and keep up with celebrity news online

Scenario given:

You are a recruiter at a consulting firm. Your client, a design agency is looking for candidates to fill junior level positions at their organization. You come across this person's profile through LinkedIn. You open up their portfolio page to get a better understanding of the candidate.

Task evaluation:

	1	2	3	4
Wrong assumptions	-	Thought the image was clickable	-	-
Help needed	-	-	-	-
Discontent or confused	-	Tried to click the image	-	-
Number of attempts	1	2	1	1
How long	<15 sec	<10 sec	>15 sec	<10 sec

a. What was your experience navigating through the website?

I like the website. Its very clean and easy to read. I like the whitespace too. My eyes don't feel strained.

b. Did you find anything unusual or difficult to locate?

No everything was pretty much easy to understand.

c. Was there anything positive or striking about the presentation of information on the site?
Yeah first of all I like your color choices. It feels very warm and inviting. Also I like the introduction. It feels very personalized. I feel like I already get a glimpse of the kind of person you are.

 d. Do you feel there is anything missing?

No not really. Maybe you can have a feedback form or a message space on the contact page like how some websites have.

Participant 4:

Name: Mihir Anandpara

Age: 38 years

Technical Experience: mid level.

Device use: smartphone and laptop

Job: Hardware Engineer

Habits: likes to stay away from online media on the weekends. Doesn't spend too much online for personal reasons. Stays online mostly for work.

Scenario given:

You are a recruiter at a consulting firm. Your client, a design agency is looking for candidates to fill junior level positions at their organization. You come across this person's profile through LinkedIn. You open up their portfolio page to get a better understanding of the candidate.

Task evaluation:

	1	2	3	4
Wrong assumptions	-	Thought the image was clickable	-	-
Help needed	-	-	-	-
Discontent or confused	CSS Animation section layout seemed different.	Tried to click the image. Didn't like the prototypes on the detail page.	Would have preferred the linkedin icon on the header.	-

	1	2	3	4
Number of attempts	1	2	1	1
How long	<15 sec	<10 sec	>15 sec	<10 sec

a.   What was your experience navigating through the website?

 It was good. Some things like I said, I would have preferred to see the LinkedIn icon on the header instead of the footer. But I like the layout of the page. It is not overwhelming with text.

b. Did you find anything unusual or difficult to locate?

Unusual in the sense, this CSS Animation didn't quite fit in. Maybe if you could present it in a different way. Also, the project details page…I don't know if you need so much. What I'm saying is I would rather find out more details about how you went about your project when I meet you at the interview. When I'm going through your site I want a quick understanding of your experience and work. I don't think I would have that much time to go into too much details when I'm browsing your site.

c. Was there anything positive or striking about the presentation of information on the site?

Umm yeah of course the site looks very clean and well organized mostly. I also like that the header is not cluttered. It's very simple.

d. Do you feel there is anything missing?
No I don't think so.

Participant 5:

Name: Debaprasun Chakraborty

Age: 39 years

Technical Experience: advanced

Device use: smartphone, laptop and smartwatch

Job: Software Engineer

Habits: spends a lot of time browsing online on his smartphone, likes to stay updated on current technology trends by watching videos.

Task evaluation:

	1	2	3	4
Wrong assumptions	-		-	-
Help needed	-	-	-	-
Discontent or confused	CSS Animation section layout seemed different.		Would have preferred a resume link in the footer	Didn't understand why Skype is preferred
Number of attempts	1	2	1	1
How long	<15 sec	<10 sec	>15 sec	<10 sec

a.   What was your experience navigating through the website?
It was ok. It feels very empty. Maybe when you have more projects it will feel more rich.

b. Did you find anything unusual or difficult to locate?
Not unusual. I didn't like the logo design. The more information button would have looked better in the middle. I didn't understand the significance of putting a separate section called CSS Animation. It would have been better I feel, as a part of a project.

c. Was there anything positive or striking about the presentation of information on the site?
The project details page is good. I like that you have explained everything you did,

d. Do you feel there is anything missing?
I would have preferred a link to the resume in the footer because all other contact details are there in the footer.

5. Requirements list for future iterations:

Based on the user interviews, the following appeared to be the important errors that needed to be fixed:

<u>Error:</u> difference in text and image layout between UX Design and CSS Animation
<u>Number of times the error was noticed:</u> 3
<u>Severity rating:</u> 3
<u>Change made:</u> reduced the size of the image in CSS Layout and made the text and image layout consistent in both sections on the Home Page

<u>Error:</u> the "more information" button was not aligned in the center and had an underline
<u>Number of times the error was noticed</u>: 2
<u>Severity rating</u>: 2
<u>Change made:</u> Moved the button to the middle of the section and removed the underline from the button as it was not a link.

<u>Error:</u> there was no resume link in the footer
<u>Number of times the error was noticed</u>: 3
<u>Severity rating:</u> 3
<u>Change made:</u> Added the resume link in the footer but also let it stay in the About section.

<u>Error:</u> the linkedIn links were opening in the same tab
<u>Number of times the error was noticed:</u> 2
<u>Severity rating</u>: 3
<u>Change made:</u> made the necessary changes in the code to make sure it opened in a different tab and the user could view the linkedin profile and the portfolio site simultaneously.