

KEY FINDING

1. Poor Information Architecture and Categorization

Many of the resources available are not categorized based on content, therefore resulting in a large unstructured list of assets. This resulted in users having to sift through many resources before finding the one that they wanted.

- **5 of 5** user testers had trouble quickly finding information they were tasked with searching for
- Average task completion time was over **30 seconds**, often due to time spent searching through numerous pages and sections of each site

2. Unseen Search and Filtering

The search and filtering mechanisms were not obvious to the user. They did not see that they can filter for a particular resource, which meant that they spent a lot of time scanning the list instead of narrowing down the search results.

- **3 of 5** user testers did not notice search and filtering mechanism in D3's current site
- User testing validated this issue, which we had originally noted in our heuristic evaluation

3. Ambiguous Labeling

Many of the labels that D3 uses in the navigation bar and for resource titles and descriptions contain data jargon. This can confuse users who are inexperienced and therefore hinder them from finding the resources that they might be interested in.

- **3 of 5** user testers commented about or displayed trouble with the ambiguity of various titles and labels.
- A common issue was understanding that the page titled "Portfolio" on D3's public site would display resources for users to browse and interact with.

4. Required and excessive hovering to see necessary information

When conducting user testing we found that users had difficulty finding resources and understanding them on early versions of D3's prototype. Users were required to hover over each resource to see reveal the title and description. This increased the amount of time it took for users to scan the page

- **5 of 5** user testers struggled with the need to hover over each resources in order to see information about the resources and find what they were searching for
- **2 of 5** user testers searched through every tool on the "Toolbox" page in order to find the tool that they were looking for (in both cases this process took over **50 seconds**)
- **3 of 4** user testers commented and/or displayed concern with the numerous hover effects and animations