

Final Evaluation

Overview

This evaluation took place in the form of two sets of internal and external tests, via survey and interview as a form of beta test. As a sample audience, we utilised the friends and family of Group 43 members. The aims of such evaluation were to ascertain whether the website's current form met the standards we set for ourselves in our design principle and quality assurance documentation, namely:

- All elements having a simple, obvious purpose or contribution to the quality of the website.
- A universally pleasing aesthetic.
- Instinctive and intuitive navigation and control design.
- A constant feeling of control and unhindered utilisation of the website by the user.

Unit testing and interviewing/survey distribution.

In all cases of testing, the sampled individuals used the website in a supervised, simulated scenario. This is in part to ensure that their responses are consistent with our observations of their experience, and in part due to the lack of access without VPN necessitating the use of our pre-set machines with which to utilise the site through. All cases were performed with the same two machines; a laptop to test the site on a familiar PC style platform, or a touchscreen tablet device. Each individual tested on only one device, to preserve the initial unfamiliarity with our website from which we wish to test the unconscious user ability to use the site.

User Testing and Interview Results

The one-on-one testing and interview process took place between 8 individuals of a member's family. Two were sampled from each of a series of roughly separated age demographics, in an attempt to simulate our original survey demographic targets. That is, two members aged 13 or less, two members from ages 14 - 30, two members from age 31- 50 and two members aged 50+. From each demographic, one sampled individual tested the website on the laptop setup, using mouse and keyboard input, whereas the other would utilise the touch screen tablet device. Each interaction was observed, and results quantified by the Group 43 member's observation of the users achievement of the following:

- Navigating to a page other than the center navigation screen in under 15 seconds, without stimulus external to the site.
- Being able to ascertain the purpose of the site within a minute of viewing a content div, without stimulus external to the site.

- Ability to navigate to a page, specified via external verbal description, using their understanding of site navigation, without needing further external stimulus.
- Ability to explain the navigation scheme to the observer, as if teaching an individual who had not previously using the site.

In each case, the user was told before the test that they were testing the page to see if it worked, and nothing more in terms of direction. Each was informed that they would have no help from the observer when investigating the page, and that after they felt comfortable/finished that they would be asked to perform an action, and a question related to the page. Further, each user taking part in this test participated in the survey afterward, to preserve their personal feelings on the design principles highlighted previously.

Individuals:

- Aged under 13 - Cousin 1 and 2
- Aged 14 - 30 - Cousin 3 and Brother
- Aged 31 - 50 - Parent and Aunt
- Aged 50+ - Grandparents

Results and notes

- Page navigation
 - All users of all demographics were able to navigate to another page within the 15 second time limit.
 - special consideration was taken for one of the under 13 members, as they forgot immediately the rules about the observer not being able to talk to them about it, and had to have the rules re-explained to them.
 - It seemed that users on the desktop universally managed to navigate to a page quicker than the tablet counterparts.
 - seemingly, the middle aged demographic users (Parent and Aunt) tended to discover the navigation scheme when tracing their mouse
 - /finger over the demographic labels on the nav, when squinting to try to read them, leading to them noticing the mousiver animations and prompting them to click on them.
 - The youngest and oldest demographic users discovered similarly, but through seemingly directionless swipes of the mouse over the screen/random tapping over the nav.
 - The youth users (Cousin 3 and Brother) both used the navigation buttons on the screen edge to move pages, before discovering the center nav.
- Site purpose
 - All users were able to tell the purpose/theme of the site to a degree within a minute of reaching a content div

- The child users did not seem to understand the content, and got bored after ascertaining that the content was “boring healthy stuff”
- The youth and middle age individuals grasped that the site was an information reference for strokes and healthcare
- The mature demographic users settled for the simpler explanation of being ‘about strokes’
- Ability to navigate to a given page
 - All but one of the grandparents (the one using the tablet) were able to navigate to an arbitrarily selected page by themselves.
 - The younger four users achieved it without second thought.
 - The parent and the successful grandparent took some time navigating through pages and further experimenting with navigation for a couple second before finding their way
 - The unsuccessful grandparent was confused by the touchscreen, and tried dragging the directions on the nav tool, rather than pressing, and got frustrated.
- Understanding through explanation
 - All users demonstrated at least a fundamental knowledge of the navigation system.
 - again, the younger four demographic users were able to explain the system easily, with Cousin 1 and Brother likening the controls to those of a videogame UI.
 - The Parent similarly likened the system to a game UI.
 - The Aunt and Grandparent successful with the last test managed to explain the system after a failed first attempt, and a short break to rethink and rework their explanation
 - The unsuccessful Grandparent from the last test was able to explain the navigation system well, but not without putting forward their grievances towards the use of a touchscreen instead of a mouse.

Use and Interview Conclusion:

From such results, it seems as though the page and navigation system are innately useable by most users on most devices across demographics, especially amongst the demographics we identified as primary users in our initial survey - youth and middle age users researching either for means to improve lifestyle/prevention related to strokes, or on behalf of older family and friends in the mature demographics.

Survey results

Throughout the testing and evaluation phase of our site’s design, we undertook a short surveying phase to emulate the feedback surveys to be sent utilising the

emails provided by the user during login. Our sample was rather small, and made up primarily of family members of Group 43. As stated above, the survey was more to gauge the user's experiences and feelings when using the site, rather than specifically the user's competency using the page.

From the results (visualised below) we were able to ascertain several results:

- Users generally enjoyed the aesthetic of the page
- Users generally knew instinctively how to use the page
- Users generally were middle aged or youth demographics
- Users generally understood the control scheme of the website

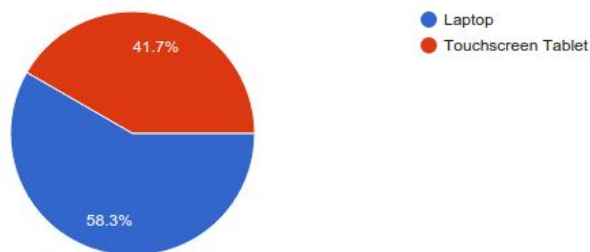
Improvements made through analysis:

Through our analysis, we identified the main issues people mentioned were comments on the navigation cross and the page aesthetic. As such, we targeted sections and deemed the nav cross as a primary priority threat to improve, with the aesthetic a secondary priority improvement. This lead us to complete the two following tasks:

- Overhauling the navigation by introducing mousover visual feedback for the navigation cross, and interlinking it to feature actual buttons to navigate the site
- Overhauling the aesthetic of the page to include much simpler, less clashing images and vector designs, and the option to customise the look of the page for users logging into the site.

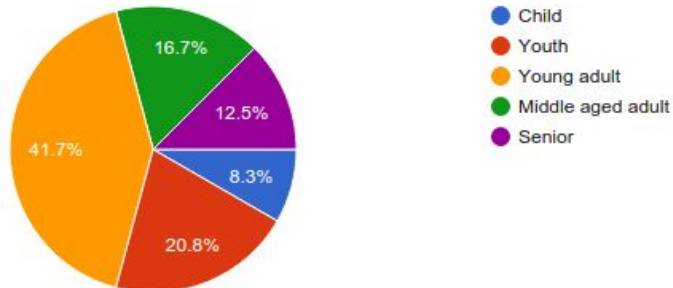
Survey result visualisation:

Which platform did you test the website on? (24 responses)



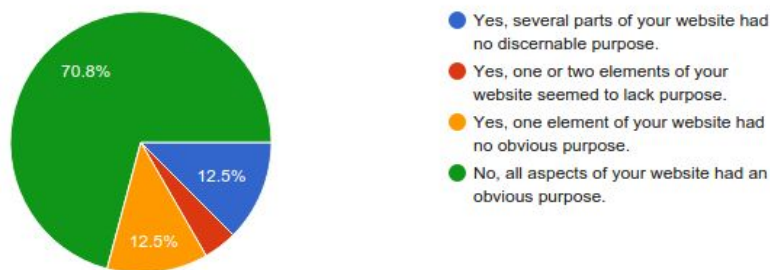
Which demographic would you consider yourself? (In your opinion)

(24 responses)



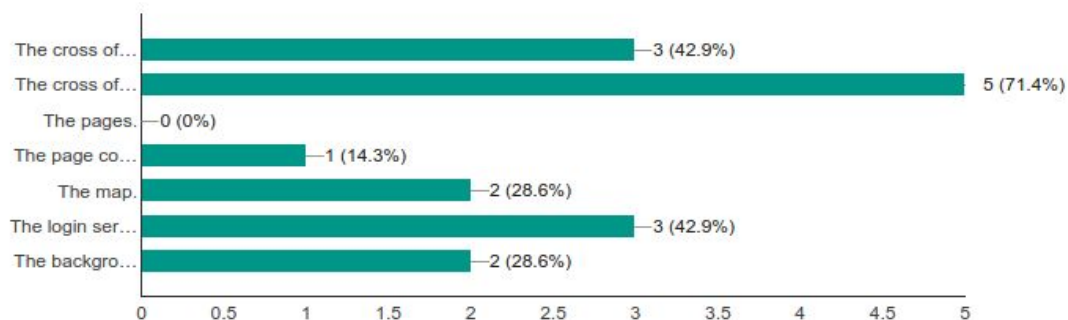
Did any element of our website have seemingly no purpose to you?

(24 responses)

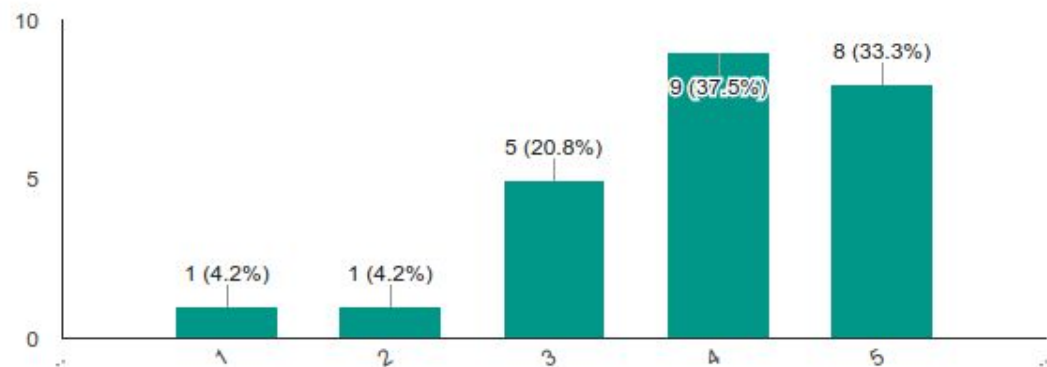


If you did not answer "No" for the above question, please specify which elements you found lacked obvious purpose in our website.

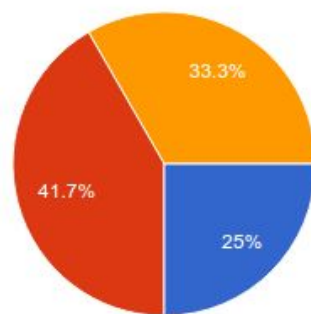
(7 responses)



How naturally/easily were you able to navigate the website? (24 responses)



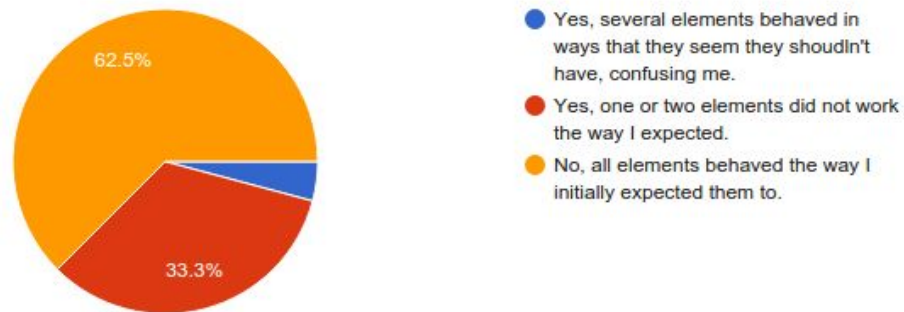
Did you find the website aesthetically pleasing? (24 responses)



- The website was, in all ways, pleasing to the eye and a pleasure to view, t...
- The website looked nice, and made using it a pleasant experience.
- The website technically didn't look unpleasant, but didn't stand out either.
- The website's look detracted from it's use, and contributed negatively to t...
- The website aesetic stopped me from using the website entirely.

Did any of the website's controls work in a way that you did not expect, or found uncomfortable/counterintuitive?

(24 responses)



If you did not answer "No" in the last question, please specify which element(s) did not behave how you expected, and the initial expected behaviour you felt would have occurred.

(8 responses)

The use of buttons to navigate were somewhat confusing

The different pages that slid out were confusing at first and made it difficult to find the information I was looking for

The button: I thought you have to drag it to expand

It was very difficult to use the cross in the middle to navigate on a tablet

I was unable to navigate the layout was very confusing

The cross boxes: Too hard to navigate because it's too small

I expected the side buttons and keyboard directions to go the opposite directions. Push vs Pull.

I did not realise the button cross on each page was also buttons, because it was very small.