

Website Redesign of Regent Park Community Centre

User-Testing Study & Analysis

FA DESN 2012 / LAB 02 - GROUP 5

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Part 1: Low Fidelity Prototype User Study

February 21st, 2021

A series of Zoom sessions were set up with four participants, each lasting roughly 10–15 minutes in duration.

We began by reciting the information on our script and the participants signed the consent forms. Throughout the tasks, the actions and words voiced by users were noted, which allowed us to capture all individuals' thoughts and movements.

PROTOCOL AND SCRIPT

Hello,

Thank you for agreeing to participate in this study. Our names are Jennifer, Hailey, and Kyle, and we are the researchers for this study. We are seeking to understand how the user interacts with features designed for virtual programming and services on the Regent Park Community Centre's website.

During this session, we will ask you to interact with a prototype to perform a series of tasks with our guidance. We will be recording and taking notes during the session.

One way for us to capture your experience is to ask you to "Think-aloud" while performing the tasks. This means that you will talk about what you're doing and thinking, while you're performing the task. We ask that you tell us what you are doing, where you are having difficulty and success with the interface. For example, "To search for a job on the website, I will type "graphic design" in the search field.

At each stage, we will describe the task and ask you to interact with the prototype. We are using wireframes (without images or colour) that have the functionality required for you to complete the task.

We will use the information from this session to help us in the development of our website. Please keep in mind that we are not evaluating your performance, we seek to understand the type of information and the type of task we need to include on the website.

Before we begin, please read and sign the informed consent form. Once you agree, we can get started:

With the first task, we would like you to register for an Arts and Crafts class, and purchase the required kit for it.

Next, we would like you to search and apply for a local job.

Then, interact with a live chat agent by opening the chat box and typing in an inquiry.

Lastly, create a post with an image in Events and upload it to the community.

Summary of Tasks

1. Register for Arts and Crafts

Although the users were able to navigate to the payment portion at the end of the section, there were a few barriers to experiencing smooth navigation. The prototype began at the *Arts and Crafts* page (Figure 1.1), however, one user initially assumed that it started on the community centre's homepage. This made it difficult for the user to navigate to the correct section, and prompted her to open the hamburger menu.

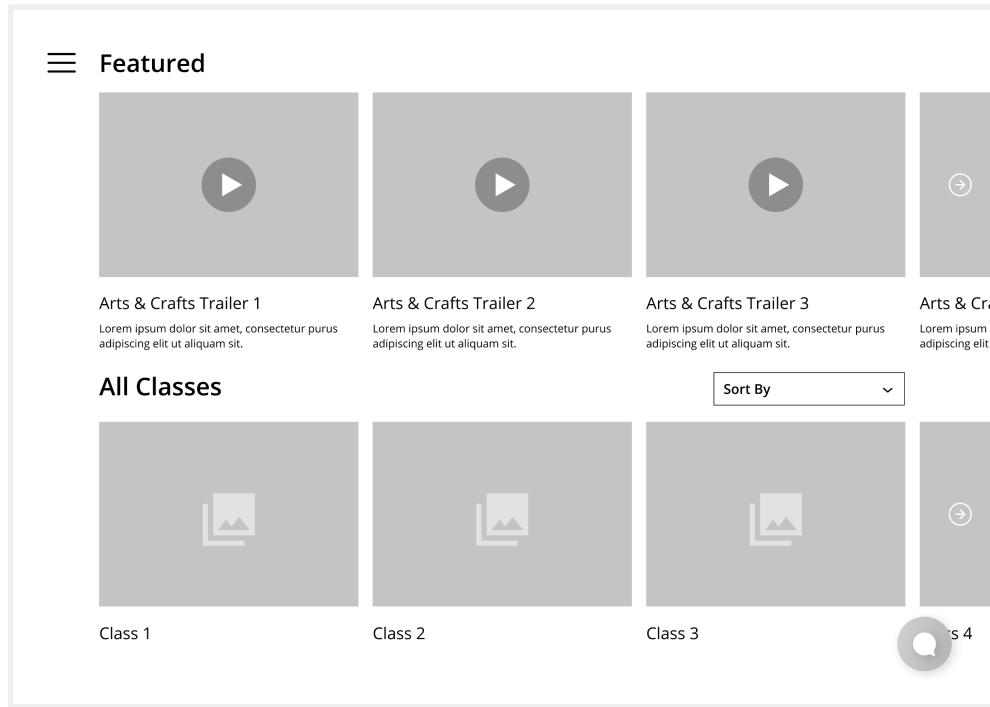


Figure 1.1. The Arts and Crafts main page

After clicking into the *Arts and Crafts* page through the menu, the user attempted to search for a sign-in button to make a purchase. Not being able to locate the correct element to move forward, she randomly clicked throughout the page and accidentally continued to the *Class Description* section. Despite being confused about how she had navigated to the following page, the user was able to finalize the transaction. After being presented with the *Payment Successful* message (Figure 1.2) upon completion, she was unsure about where to navigate next. On the contrary, the other users stated that the process was straightforward and had no issues with arriving to the end of the prototype.

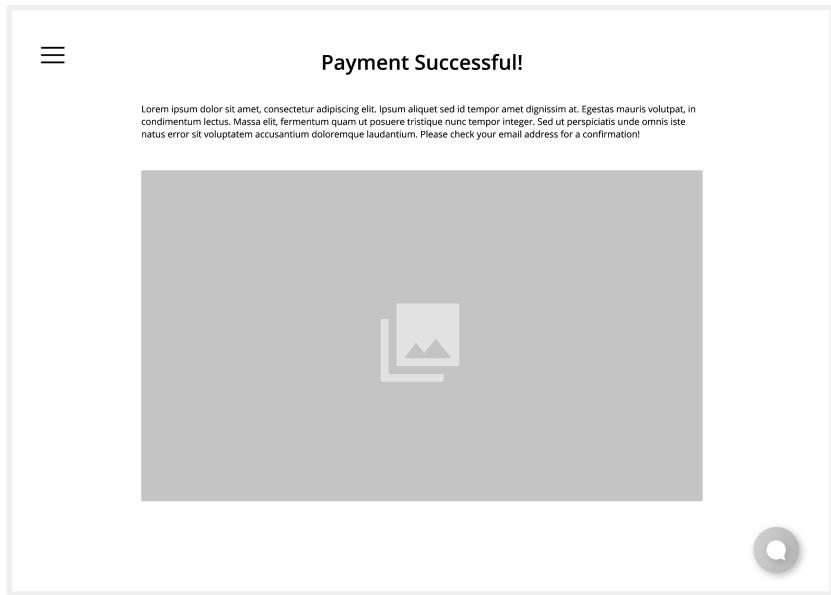


Figure 1.2. Payment Successful message

Creating a homepage to start the experience would be beneficial, as it would facilitate navigation to the sections of the website. By adjusting the *Enrol Now* (figure 1.3) button to read as "Purchase Kit", the wording could be improved to provide further clarification.

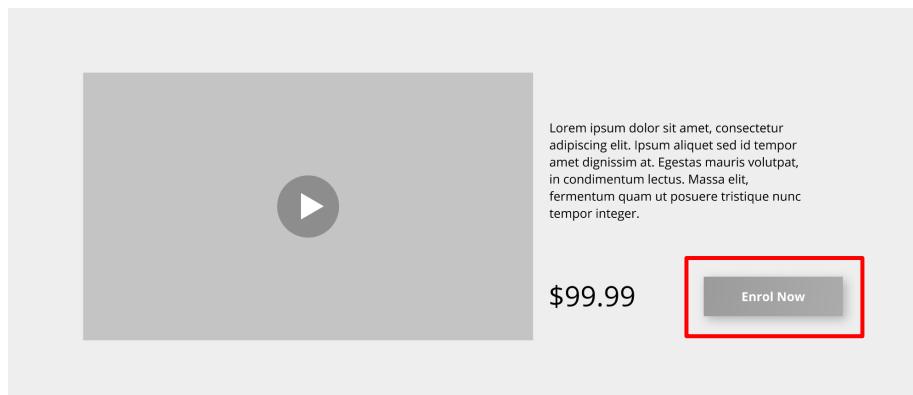


Figure 1.3. Enrol Now button

There should be a button that allows the user to exit the *Payment Successful* message, allowing them to either redirect to the main *Arts and Crafts* page or the website's homepage. In terms of interacting with various sections, it would be realistic to allow horizontal scrolling while viewing the list of classes. These are minor changes, but applying them would minimize confusion and provide a better user experience overall.

2. Search for a job

Upon being presented with the *Job Seeking* page, 2 out of 3 users immediately gravitated towards the search bar and attempted to interact with it (Figure 2.1). This was confusing with the task where they were asked to find the *Job Search* page by clicking on its

corresponding card. Instead, they instinctively wanted to use the search function to look for the page, even though it was not responsive. As such, this search bar on the *Job Seeking* page will be omitted for the final as it is a redundant element.

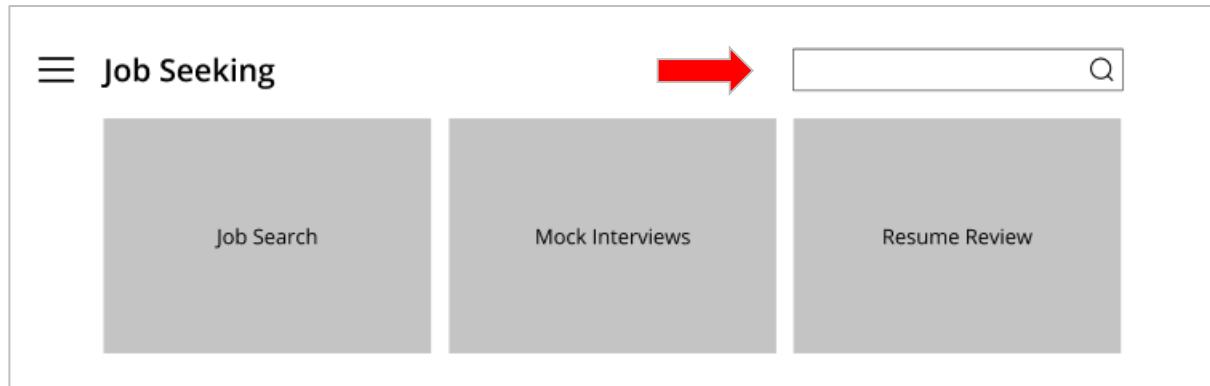


Figure 2.1. Search bar on top of the Job Seeking page.

Once users managed to find the proper page, they immediately assumed that they had to register because of the *Login/Sign Up* button at the top of the page (Figure 2.2). This was not part of their task, however, they naturally gravitated towards it because of its presence.

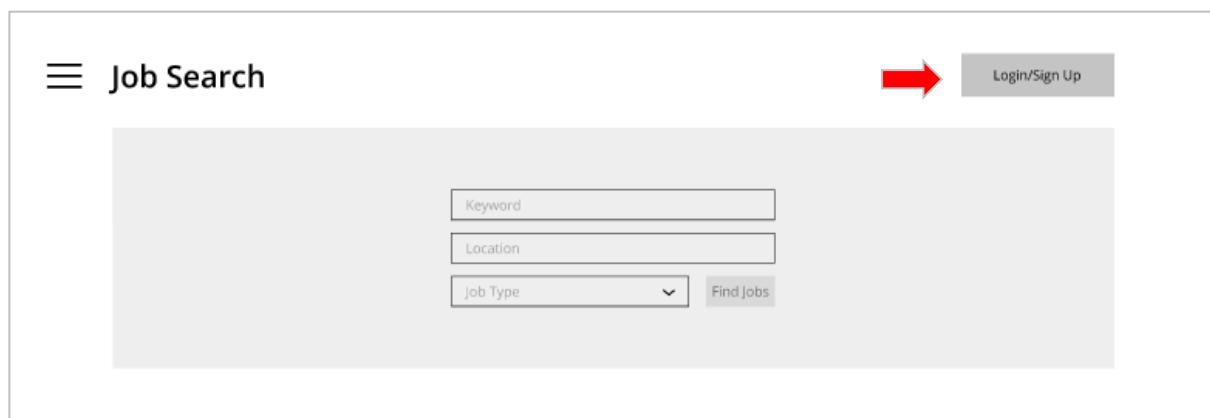


Figure 2.2. Login/Sign Up button at the top of the Job Search page.

When they realized that they could not interact with the button, they proceeded with their task and 'searched' for a job using the search function. After successfully doing so, and job listings were presented, the users had trouble with expanding the listing to show more of its information, which the task asked them to do. The drop-down arrow at the bottom of the listing was too small for them to notice and led them to click on random elements hoping to find the right button that would open the listing (Figure 2.3).

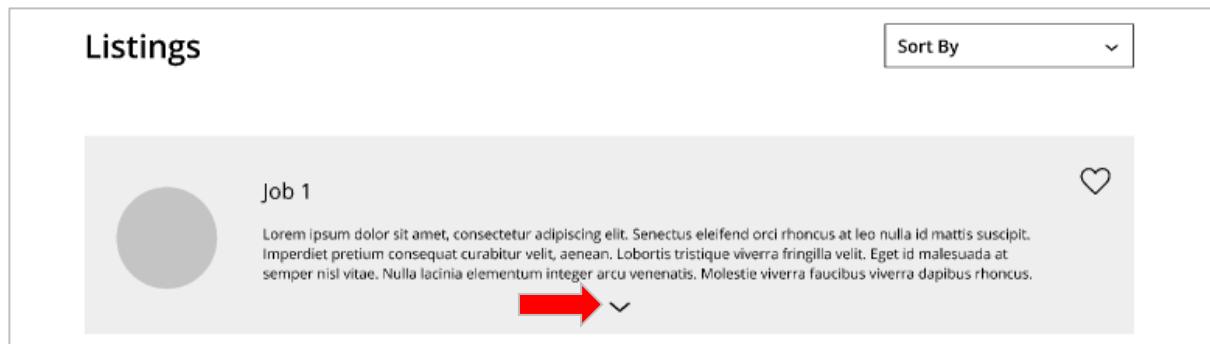


Figure 2.3. Drop-down arrow on a job listing that expands to show more information.

At this point, we stepped in to lead them to click on the arrow and realized that we had to make this more obvious by increasing its size. We also thought of making the entire section clickable itself, which would expand to show the rest of the information. Apart from these minor problems, the user's navigation was smooth and simplistic.

3. Use the live chat function

The users were able to find the *Live Chat* feature (figure 3.1) easily due to its prominence on each page. The *Live Chat* button was in the same spot on every page and the drop shadow drew the user's attention to it, so the user knew that they could acquire help on any page if they needed it.

An issue that came up with the *Live Chat* feature was that it was very attention grabbing because of the size of the button. This caused 2 out of 3 users to become distracted from the task at hand, and they felt inclined to click the button.

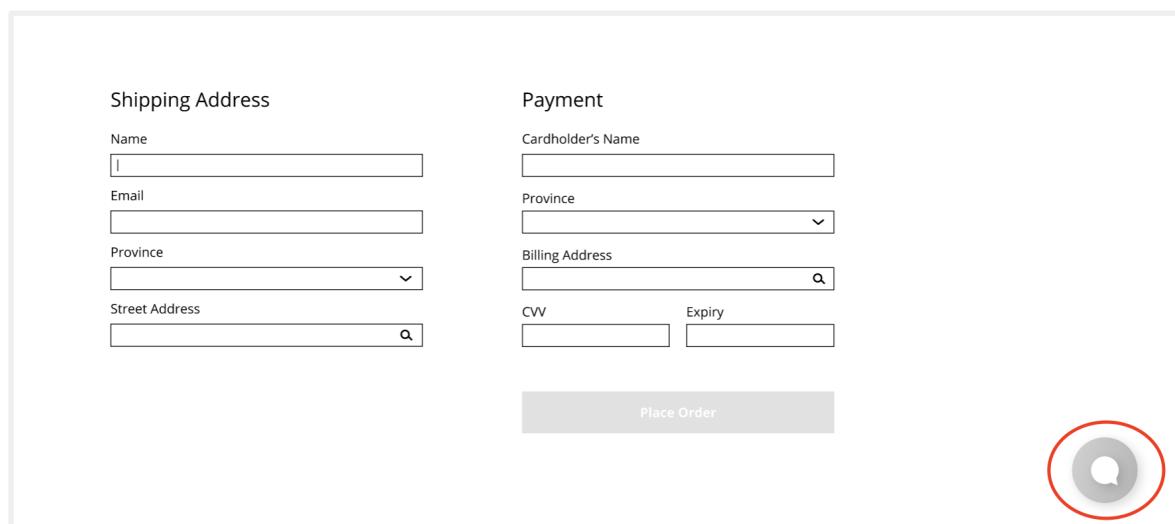


Figure 3.1. The live chat button on the Checkout page.

Moving forward, it would be best to keep the live chat feature on the website because of its usability and helpfulness. However, the button should be reduced in size and given a lighter

colour in order to be less attention grabbing. The users should be able to notice that the feature is available to them without it overpowering the content on the page.

4. Post on the Community Forum

Due to the large buttons (figure 4.1) on the *Community Forum* homepage, the users were able to easily navigate to get to the *Events* page to make a post. The users were able to clearly read the labels on the buttons and understood that they were clickable.

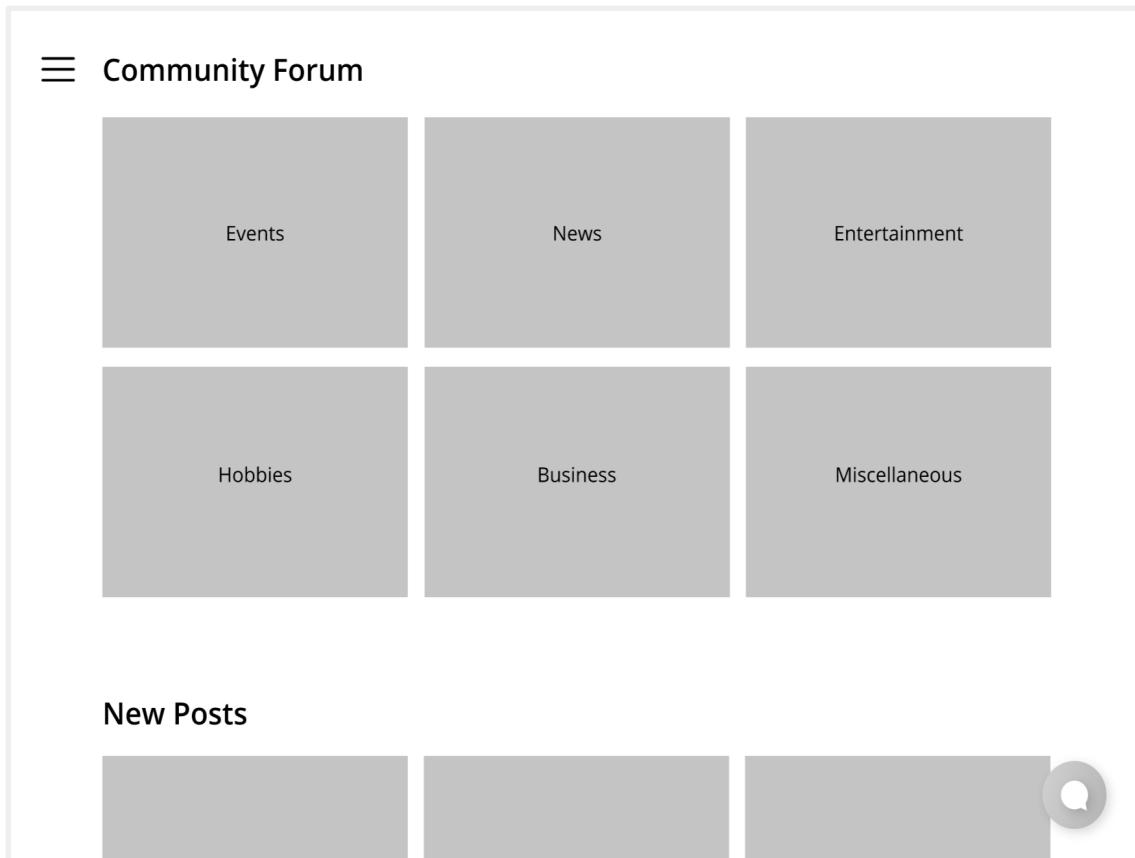


Figure 4.1. Community Forum homepage

When making a post, all users were able to successfully upload an image and post to the forum page. However, problems started to arise with the prototype such as the order in which users were making the post. In our prototype, we designed the post to be written first before the image was added. During the user-testing, some users chose to click the upload image button before writing their post. However, when they did this, the writing for their post would appear before their image, followed by the image (figure 4.2). As well, when clicking on the text box for the third time, the post automatically submits onto their feed without them clicking submit. Lastly, the users were confused where their post went when they submitted it (figure 4.3). They did not notice that the post had moved to the feed section of the page.

≡ Events

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Submit

Feed



Figure 4.2. Events Forum example post.

≡ Events



Submit

Feed

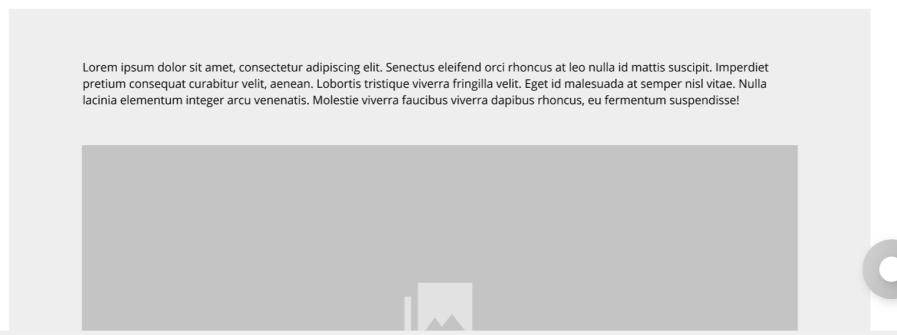


Figure 4.3. Example post submitted to the Events feed.

Moving forward, the website should allow the user to choose which order they would like to add items to their post. As well, the post should only be submitted if the *Submit* button is clicked on. There should also be a confirmation message that pops up on the screen when the user's post is uploaded to the feed, so they understand where their post has gone.

5. Conclusion

For the user testing sessions, asking the users to rate the overall experience at the end would have been helpful in determining how to move forward with creating. The instructions should have also been provided in a written format, so that the participants could refer to them throughout each task. In general, allowing users to explore freely provided an accurate depiction of how users would interact with the website.

Task	Issues	Solutions
Enrol in an Arts & Crafts class	<ul style="list-style-type: none"> - Had difficulty navigating to the next section - Could not exit the 'payment successful' message 	<ul style="list-style-type: none"> - Add hover effects to demonstrate interactive components - Include a button to return to the homepage or main Arts & Crafts page
Search for a job	<ul style="list-style-type: none"> - Did not understand how to expand on the job description - Attempted to log-in 	<ul style="list-style-type: none"> - Making the drop-down arrow more prominent - Making the entire box itself clickable to expand - Omit 'login' button to avoid confusion - Remove hearts for saving jobs since the login is removed
Use the live chat function	<ul style="list-style-type: none"> - Distracting while doing other tasks 	<ul style="list-style-type: none"> - Decreased focus on live chat button while keeping it available
Post in the "events" section in the community forum	<ul style="list-style-type: none"> - No feedback for when posts were made successfully 	<ul style="list-style-type: none"> - A confirmation message appears when posts are uploaded successfully
Overall	<ul style="list-style-type: none"> - There were no means to return to a previous page 	<ul style="list-style-type: none"> - Add 'back' and 'close' buttons to each page - Add a homepage button

Overall, the low-fidelity prototype for the Regent Park Community Centre website posed few obstacles during the user testing stage. Users were able to complete most of the tasks without difficulty, but potential improvements were identified, nonetheless. For instance, a homepage should be created to allow users to return to a familiar place that allows them to easily search for what they are intending to look for. This could also serve to provide context about Regent Park Community Centre and summarize the services offered as soon as they enter the website. Moreover, to reduce errors and allow users to return to previous sections, back buttons should be incorporated into each page. All in all, these aspects will be considered when moving forward with the creation of the community centre's high-fidelity website.

Part 2: High Fidelity Prototype User Study

March 25th, 2021

A series of Zoom sessions were organized with four participants, each lasting roughly 10–15 minutes in duration.

We began by reciting the information on our script and the participants signed the consent forms. Throughout the tasks, the actions and words voiced by users were noted, which allowed us to capture all individuals' thoughts and movements.

SUMMARY OF TASKS

1. Sign up for an account by including a profile picture and adding your preferences: employment opportunities, dance, and fitness.

The sign-up process was fairly straightforward and all users were able to complete the task with little to no difficulty. With the *Sign In* button being orange and in the upper right-hand corner, the participants found it with ease.



Figure 1.1: Navigation bar with orange sign-in button

On the initial screen that features the options 'log in' and 'sign up', one user attempted to click on the log-in button and was unable to understand the notification that reads "try to sign-up instead" (Figure 1.2). This could be fixed with a slight adjustment of verbiage, with more emphasis on selecting the button.

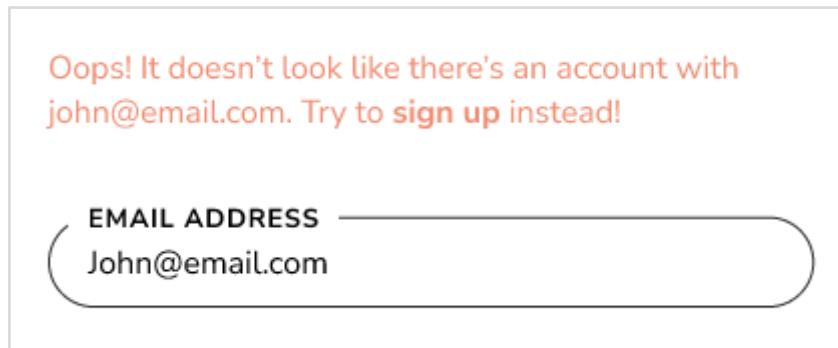


Figure 1.2: Notification to sign-up

Although not an obstacle to completing the task, another user offered the suggestion of removing the translucent checkmarks (Figure 1.3) within the clickable circles of the preference options. As checkmarks often symbolize agreement, he noted that the bubbles should be hollow instead. It would also be beneficial to add an extra hover state to the various cards to demonstrate interactivity. By adding minor tweaks to the task, users should be able to flawlessly navigate through this section.

2. Add Your Preferences

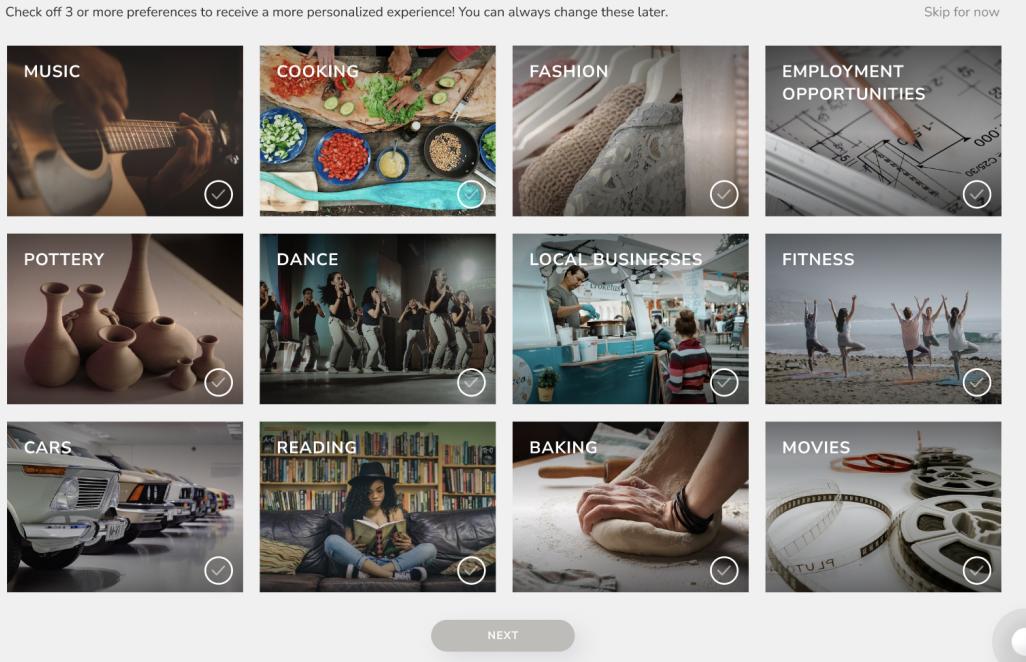


Figure 1.3: Preferences with check mark bubbles

2. Register for the 3D Card Making course within the Arts and Crafts page, and purchase the required kit for it.

All participants were able to successfully navigate to the *Arts and Crafts* section, add the kit to their checkout cart, and complete the purchase by inputting personal information. However, minor confusion occurred when purchasing the art kit (Figure 2.1), as one user did not understand that it also automatically registers you for the course. Clarity should be added in the course page description to indicate that purchasing a kit includes registration.

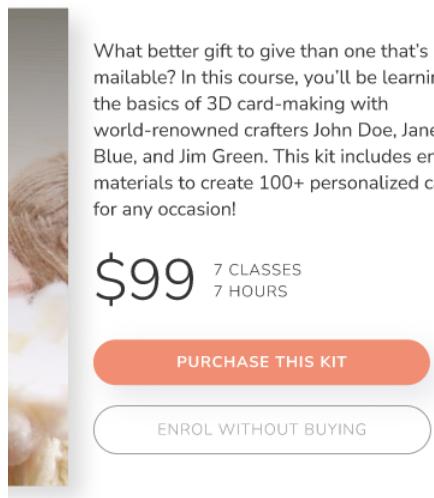


Figure 2.1: Options for enrolling and purchasing the kit

Upon completion, a pop-up notifies the user that their order has been confirmed, and they are returned to the *Arts and Crafts* main page. Although the participants did not mention this as being a problem, it appeared that one user mistook it for the website's homepage. Similar to the *sign-up* task, a button could be incorporated within the pop-up to direct the user back to the homepage (Figure 2.2).

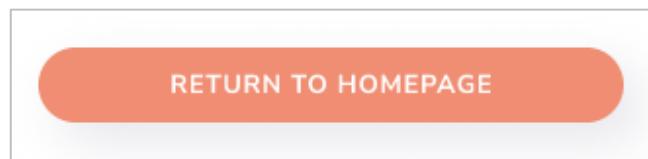


Figure 2.2: Button on sign-up task pop-up

3. Search for a part-time Design job in Regent Park. Apply for and favourite the most recent job posting.

All the participants had some sort of trouble with completing this task. For instance, locating *Job Seeking* under *Online Programs' menu* on the navigation bar was difficult for them because it was nested within a menu (Figure 3.1). Users would scroll up and down the homepage in order to locate something that they could click to bring them there. One user thought that clicking *Contact* on the navigation bar would bring them to *Job Seeking* because they concluded that the task of looking for a job involved contacting the employer. Another user even thought to look for *Job Seeking* by navigating to the Business page of the *Community Forum*. As suggested by a different user, making the button a stand-alone on the navigation bar would solve this problem as it makes it more obvious for users to click. The user also mentioned that it was unusual to see *Job Seeking* under the *Online Programs* tab because they associated the word 'programs' to recreational activities rather than employment and was ultimately misleading.

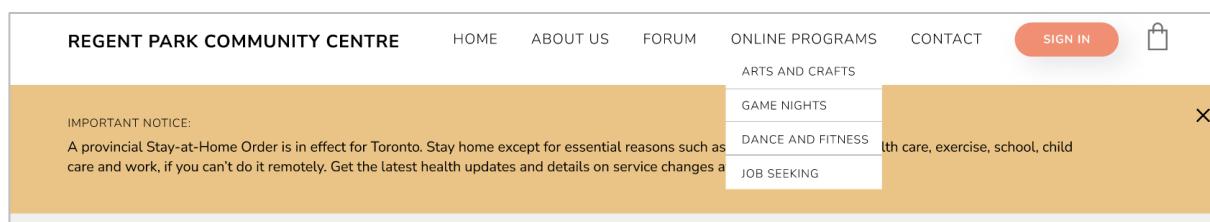


Figure 3.1: Job Seeking nested under Online Programs

Once users managed to find the correct page, the next difficulty users had was locating the *Job Search* card in order to make a search. This troubled some of them because they were expecting to see a search bar somewhere on the page and attempted to look for one. They were unaware that they had to click on a card (Figure 3.2) in order to be brought to another page, which had the typical search bar they were originally looking for. Adding a search bar

on the main *Job Seeking* page, which would then redirect them to another page of listings instead, would solve this confusion. Nonetheless, all users did manage to find it and smoothly inputted the proper information.

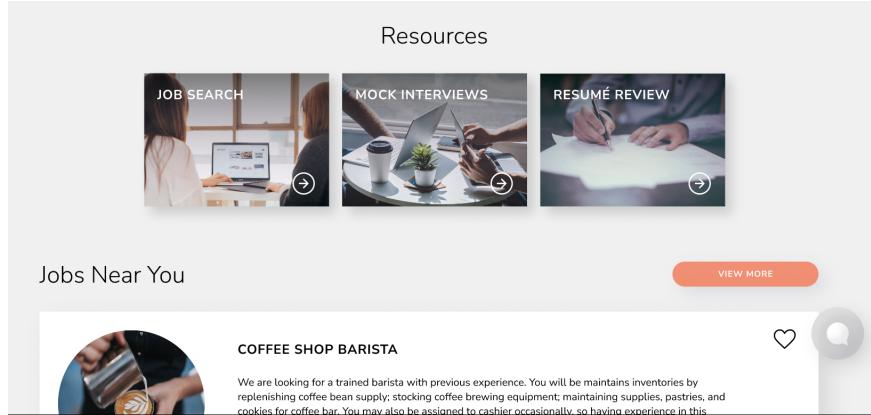


Figure 3.2: Job Search located under Resources as a category on the Job Seeking page

Once they completed “searching”, users were then able to look through the listings the system displayed. One user noted that they were expecting the search box to disappear and be replaced by the search results, instead of them appearing below (Figure 3.3). Implementing this change would be beneficial as users’ screen sizes vary, and some may not be able to see them appear without having to scroll down. After this, most users were able to sort the listings by date first. However, some looked through the search results immediately and attempted to click on the most recent one right away but were stifled by the lack of a response. The final tasks of opening the most recent job listing and favouriting it by clicking on the heart icon were done smoothly by all users and concluded the job seeking task.

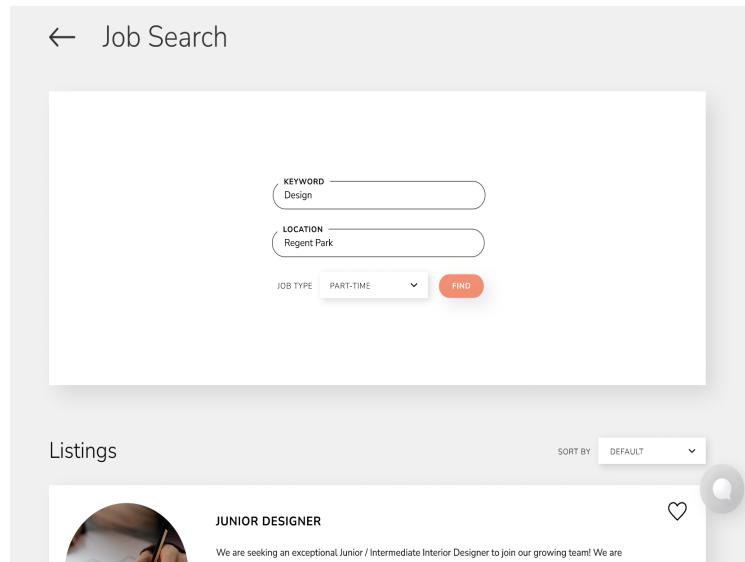


Figure 3.3: Job search results appear below the large job search box

4. Interact with a live chat agent by typing in a question and following the directions provided.

While accomplishing the *Live Chat Agent* task, there were a few aspects that caused confusion to the users. Two of the four participants noted that they automatically glanced in the bottom right corner for a help button, which allowed them to find it immediately. One individual explained that the colour for the chat button (Figure 4.1) was too similar to the grey background of the pages, and suggested that altering the hue could solve this.

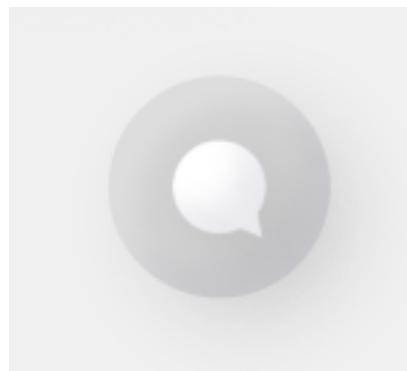


Figure 4.1: Live Chat Agent button

The same participant commented on how she was taken aback by the immediate message (Figure 4.2), and would have preferred a default notification instead. To address this, the chat box could instead offer a number of common prompts that the user may select from.

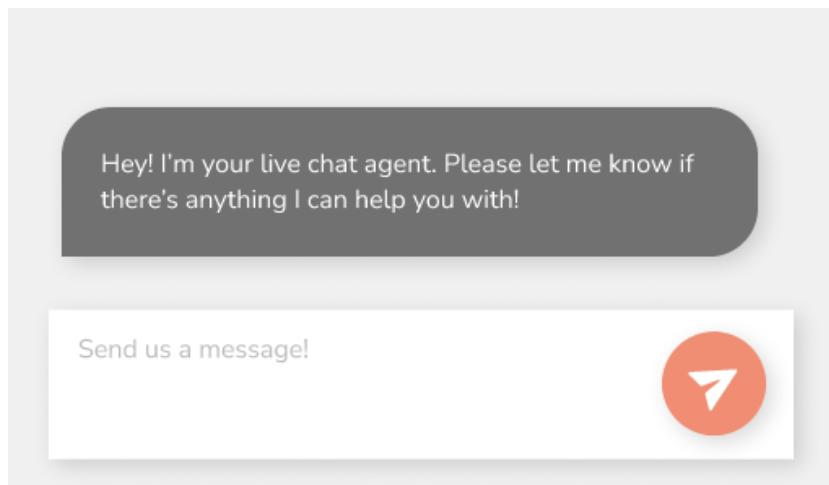


Figure 4.2: Immediate message from chat agent

A separate participant mentioned that the highlighted “forum” button (in the navigation bar) as part of the instructions was hard to distinguish (Figure 4.3), as it appeared to represent a state of selection. By applying the same formatting as the Events card (Figure 4.4), an outlined box could be used for consistency and clarity.

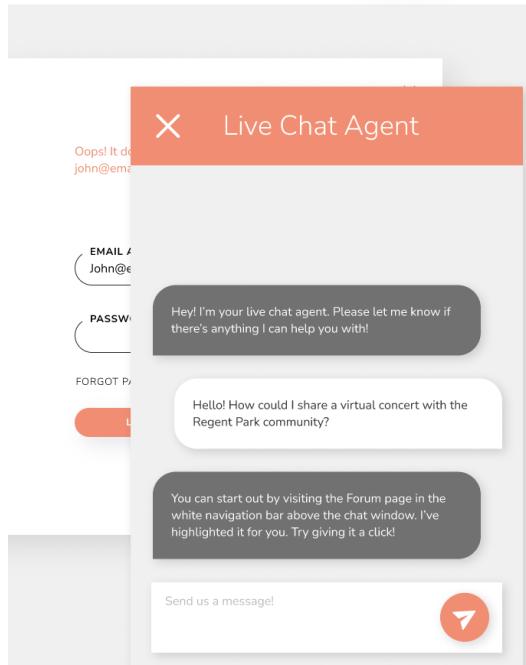


Figure 4.3: Highlighted Forum button



Figure 4.4: Outlined Events card

5. From the homepage, navigate to the community forum's events page. Create a post for an event and include a photo. After you submit your post, give your post a "like".

One user had trouble navigating to the forum page from the home page. They believed that the *trending posts* section (Figure 5.1) would take them to the forum, but they were not linked. Other users were able to reach the forum page by using the forum tab in the navigation bar at the top of the website.

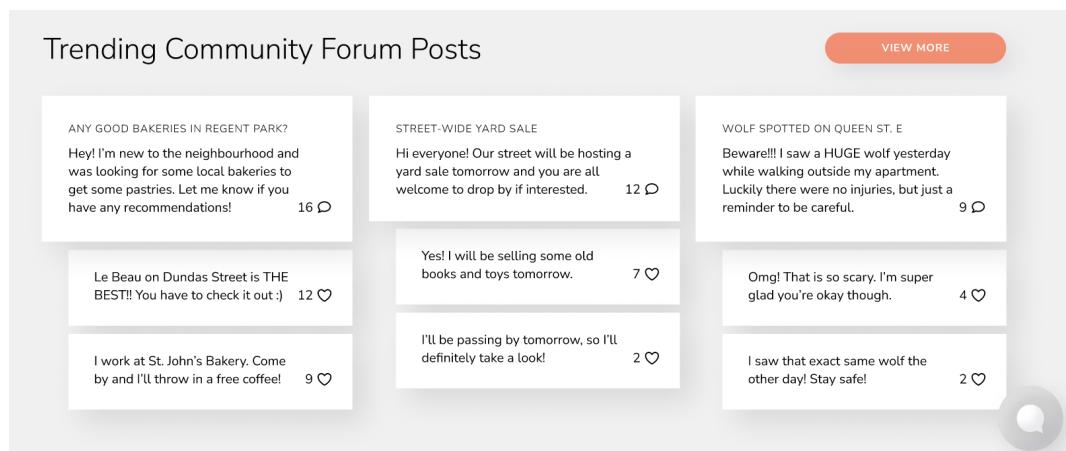


Figure 5.1: View more button does not link to the community forum page

Once the users had submitted their posts, a common problem occurred. When the confirmation pop-up appeared after submitting their posts, the participants did not know they had to click the “x” button to exit the pop-up. The users believed that there was a way to view their posts from the pop-up (Figure 5.2). In order to fix this problem, there could be a button that links directly to the new post.

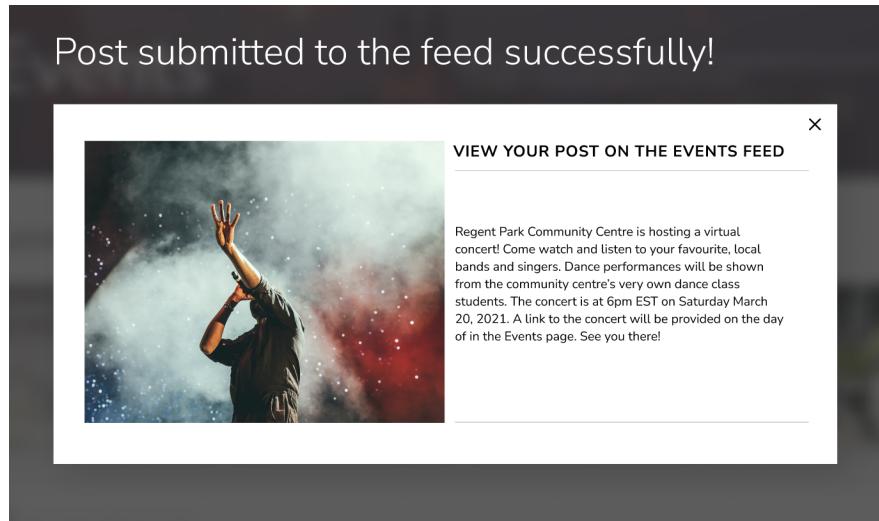


Figure 5.2: Post confirmation pop-up

Another issue with users viewing their new post came from the fact that the *feed* section was not seen in the frame of the window (Figure 5.3). Users had to scroll down the website to get to the *feed* section. In order to solve this problem, the contents of the page can be slightly shifted upwards so that a bit of the “feed” can be seen at the bottom of the page when the user first lands on the particular forum page.

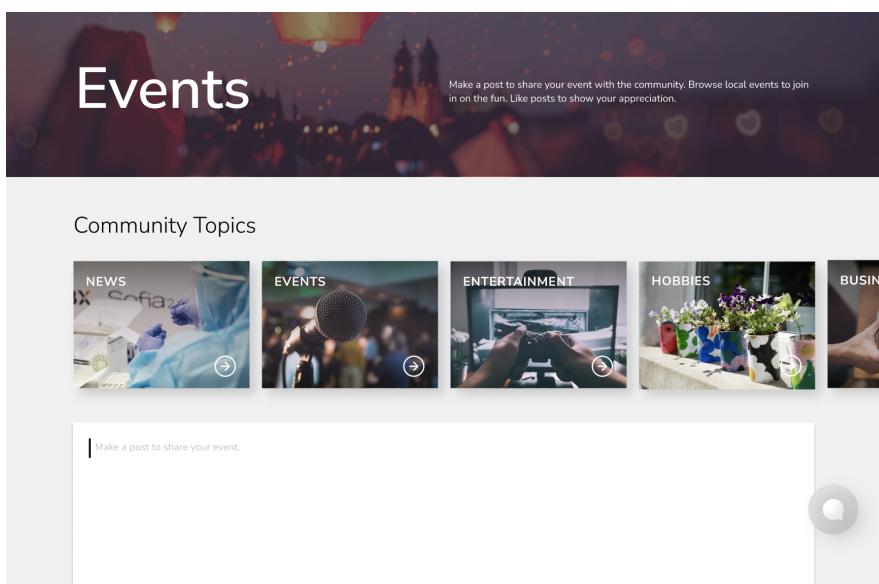


Figure 5.3: Initially landing onto the Events page does not show you the feed

6. CONCLUSION

During the user-testing and within the post-test questions, the participants offered very insightful feedback to further improve the website. The process of allowing others to navigate through the prototype brought attention to various aspects that were initially overlooked. There were instances where multiple participants found themselves “stuck”, and this emphasized the most important changes that needed to be made. One of the biggest difficulties all of the participants encountered was looking for the *Job Seeking* tab on the homepage, as it was nested and hidden within the menu for *Online Programs*. Creating a separate button for this on the navigation bar (Figure 6.1) would solve this issue and prevent any difficulties in the future.



Figure 6.1: Default navigation bar at the top of the website

As to more general feedback, it was suggested that the logo on the navigation bar be linked back to the homepage. Since the majority of other websites offer this option, the navigation would likely be instinctual for most users. Additionally, participants had difficulty reading the slides within the carousel (Figure 6.2) near the top of the homepage. To address this issue, leaving a longer pause between each image transition would be beneficial.

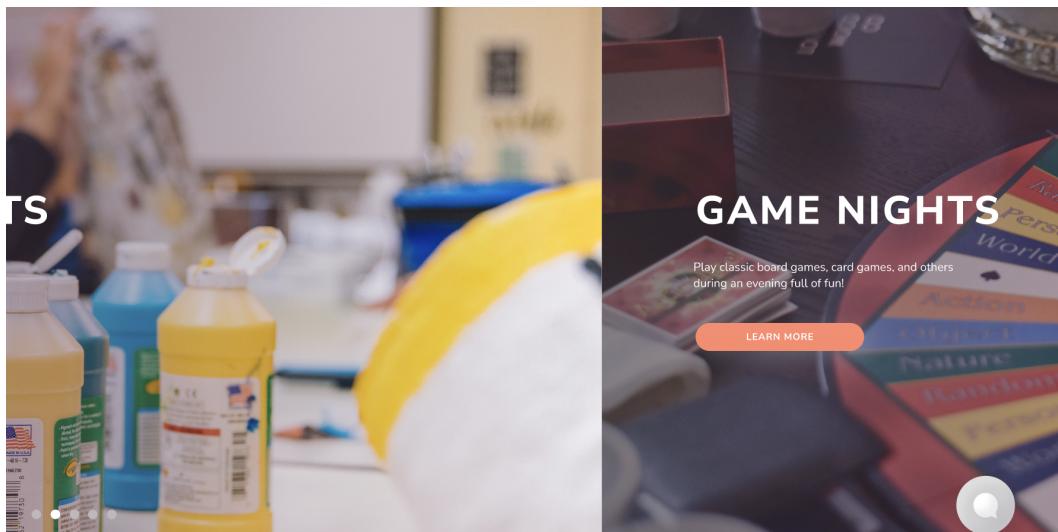


Figure 6.2: Fast-moving carousel

Aside from the suggestions for improvement, the participants expressed that they appreciated the visual appearance and styling of the website. After implementing their feedback, we will be able to maintain a system that is both consistently organized and easy to navigate.

Task	Issues	Solutions
Sign up for an account	<ul style="list-style-type: none"> - Missed notification prompt that told the individual to sign up - Checkmarks in clickable bubbles are confusing 	<ul style="list-style-type: none"> - Change the wording of the notification - Make the notification bigger - Make the clickable bubbles hollow
Enrol in an Arts & Crafts class	<ul style="list-style-type: none"> - Confused that purchasing a kit meant registering for the course - The user may not recognize that they have been returned to the Arts and Crafts main page 	<ul style="list-style-type: none"> - State in the description that by purchasing a kit, it automatically enrols the user in the course - Include a button that specifies where the user will be redirected
Search for a job	<ul style="list-style-type: none"> - Job search feature could not be found - Could not navigate to the job seeking page - Users did not expect results to be under the search function - Favourite button opens up entire job description 	<ul style="list-style-type: none"> - include a job search bar on the "job seeking" homepage - do not nest "job seeking" under "online programs" - shrink job search box upon loading results - unlink the favourite button so it does not open the entire job description
Use the live chat function	<ul style="list-style-type: none"> - The Live Chat button blends in with the background - The immediate message from the chat agent can be slightly intimidating - There is not enough emphasis on the "forum" button in the navigation bar 	<ul style="list-style-type: none"> - Adjust the colour to increase the contrast - Offer multiple prompts including common questions, so the user can make a selection - The section can be outlined with a box
Post in the "events" section in the community forum	<ul style="list-style-type: none"> - Did not know where to navigate to view their own post - Couldn't exit pop-up confirmation to "view post" - Forum isn't linked on the main page 	<ul style="list-style-type: none"> - Could have a "view post" link on the pop-up - Make "x" button larger/more apparent - Add button beside "trending posts" section on the homepage that leads to the overall community forum page
Overall	<ul style="list-style-type: none"> - The automatically sliding carousel operates too quickly for the user to read - There was some confusion as to where certain sections were nested - Users attempted to return to the homepage via the organization's logo 	<ul style="list-style-type: none"> - Decrease the pace at which the images switch - Re-organize the different categories - Include a link to each section from the homepage - Make the logo clickable