

# Usability Testing for Project

## **I. Title: A Study of UWB Website Redesign**

## **II. Investigators**

Ashley Hay

## **III. Hypothesis, Research Questions, or Goals of the Project**

The overarching goal of the project is to determine how users interact with the University of Washington Bothell main website in order to improve usability and user satisfaction and uncover opportunities for a new mobile application to enhance their lives.

### **Goals:**

Our objectives for our research are discovering the needs of the users of UWB website. We want to uncover the pain points of the site and how to eliminate them. Apply various research techniques to cross verify findings. Examine how the uwb.edu site complies with good design principles and heuristics, in order to improve the effectiveness and efficiency of the site. Reveal answers to research questions to empathize with the users' and increase overall user satisfaction. The research questions to be addressed are:

- 1) How users interacted with the UWB homepage on a mobile device?
- 2) How usable is uwb.edu on a smartphone?
- 3) What issues are users having with navigation of the menu bar on a mobile device?
- 4) How the usability of the menu bar can improve on a mobile device?

## **IV. Scenario**

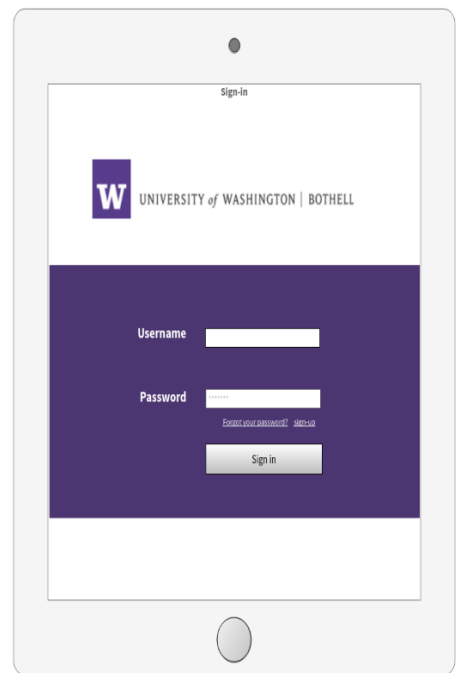
A newly admitted student wanting to know more about the registration process at the University of Washington Bothell such as; which priority registration date applies to them, how "My Plan" works and information about add codes.

## **V. Materials and Methodology**

The materials used to conduct the usability test was a low-fidelity prototype displayed on a smart phone. The prototype created is specifically addressing the design issues of the menu bar on the UWB homepage. Presented are two prototypes recommending solutions to address the design issues by; reducing the amount of links in the menu and providing a user preference option inside the menu. Both design alternatives are configured from the point of view of a mobile device that has UWB app downloaded. Note: for the user in the scenario to find more information about the registration process the user would have to select which user preference they are, in this case a current student, this would

then lead that user to a page where they would find links, resources and portals they will need as a current student at UWB.

The methodology used was A/B testing. A/B testing is a useful approach because it compares two versions of a single variable, determining which of the two variables are more effective. The A/B testing method is ideal for uncovering which design variants is more functional and usable.



## **VI. Outcome and Significance**

The importance of the A/B testing was to determine which design alternative was more effective. Design alternative #1 the user preference options were more obvious, therefore easier for the user to select. Design alternative #2 does require the user to select “Quick Links” before the user can select their user preference. This extra step to reach the user preference proved to be more difficult for the user to find initially. It was proposed that instead of labeling it as “Quick Links” it could be called something more descriptive to what was under the sub-menu. This could give the user better direction to where they need to go to find the user preference options. Regarding the location of the search bar, whether to have it inside the menu or outside of the menu did not seem to matter. What was observed if the user was unable to find what they needed in the menu then the user could use the search bar, which the user was aware where to find it easily in both design alternatives. Overall, design alternative #1 seems to be easier for the user initially but has a more “bulky” appearance. Design alternative #2 has a more “slender” appearance but could be effective if a name change was used.