

# Wireframe Testing Report

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# Methodology: Why we tested

Grand Union (GU) and Digital UK (DUK) have begun to redesign the digitaluk.co.uk website. They want to validate the proposed IA and layout of the Digital UK website.

In addition they want to gain insight into other aspects such as the participants understanding of the concept behind the site including

More specifically GU / DUK want to:

- Explore planned Help Centre feature including the tools to be contained within
- Test page templates, including the homepage
- Examine overall site structure and navigation
- Gather feedback on naming and language throughout

## **Key Areas to Explore**

1. To test proposed terminology, navigation labels and metaphors used on the site.
2. To confirm that the proposition meets or exceeds user requirements
3. To confirm that the site is capable of overcoming stereotypical barriers to the subject matter, thereby broadening reach.
4. To test the efficiency with which core tasks can be achieved

# Task results

| Task | Objective                                    | %age of users who completed |            |            |
|------|--|-----------------------------|------------|------------|
|      |  | Overall                     | Stimulus A | Stimulus B |
| 1    | Find help on Connecting Equipment            | 80%                         | 80%        | 80%        |
| 2    | Find a service for you                       | 30%                         | 60%        | 0%         |
| 3    | Find out about planned engineering           | 10%                         | 20%        | 0%         |
| 4    | Find out about aerial and property types     | 50%                         | 80%        | 20%        |
| 5    | Find out about recorder and what type to buy | 60%                         | 80%        | 40%        |

Stimulus A was the prototype with Homepage A and How landing page A  
Stimulus B was the prototype with Homepage B and How landing page B

## Conclusion

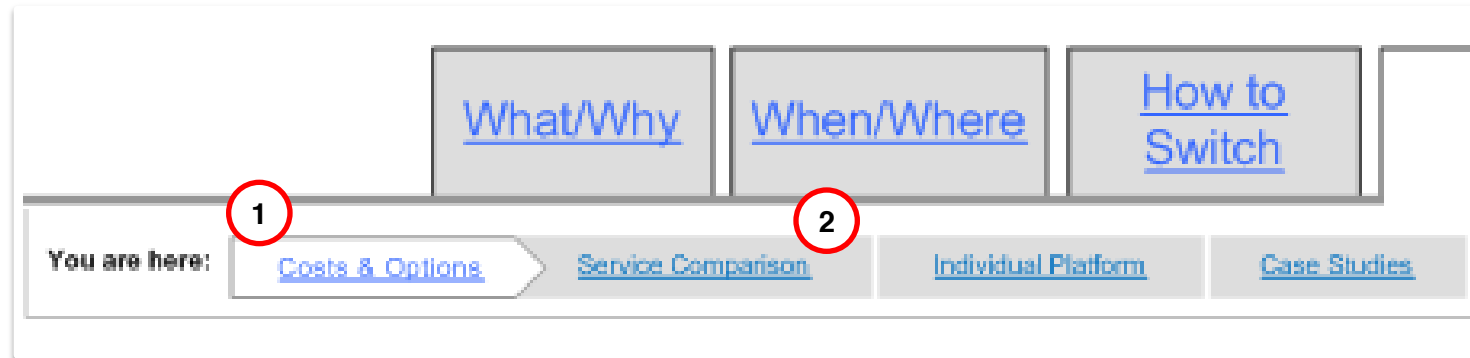
From the table of results it would appear that Stimulus A largely allowed more users to complete their tasks than Stimulus B.

It is important to note however that success rates on Task 2 would also be affected by user's prior understanding of the switchover concept as well as a change in stimulus.

## Learning Point

Homepage A and How landing page A provide users with more useful task-oriented and descriptive entry points within page content.

# Secondary Navigation



The secondary navigation, whose format departs from what most web users will be familiar with did not cause confusion among users.

## Issue 1: Highlight not prominent enough

### Recommendation 1:

Although this is also partly a design issue, ensure that the current tab is clearly highlighted to avoid any confusion.

## Issue 2: Font size too small

Several users commented that the secondary navigation was difficult to read

### Recommendation 2:

Increase the font size to increase the readability of the secondary navigation.

# Homepage: Heatmap First 30 secs (2 of 2)



## Observation 2: Users focussing on navigation bar and strap line

This behaviour is typical of experienced browsers who use the navigation bar to orient themselves as well as to gain insight into the scope of the site's content.

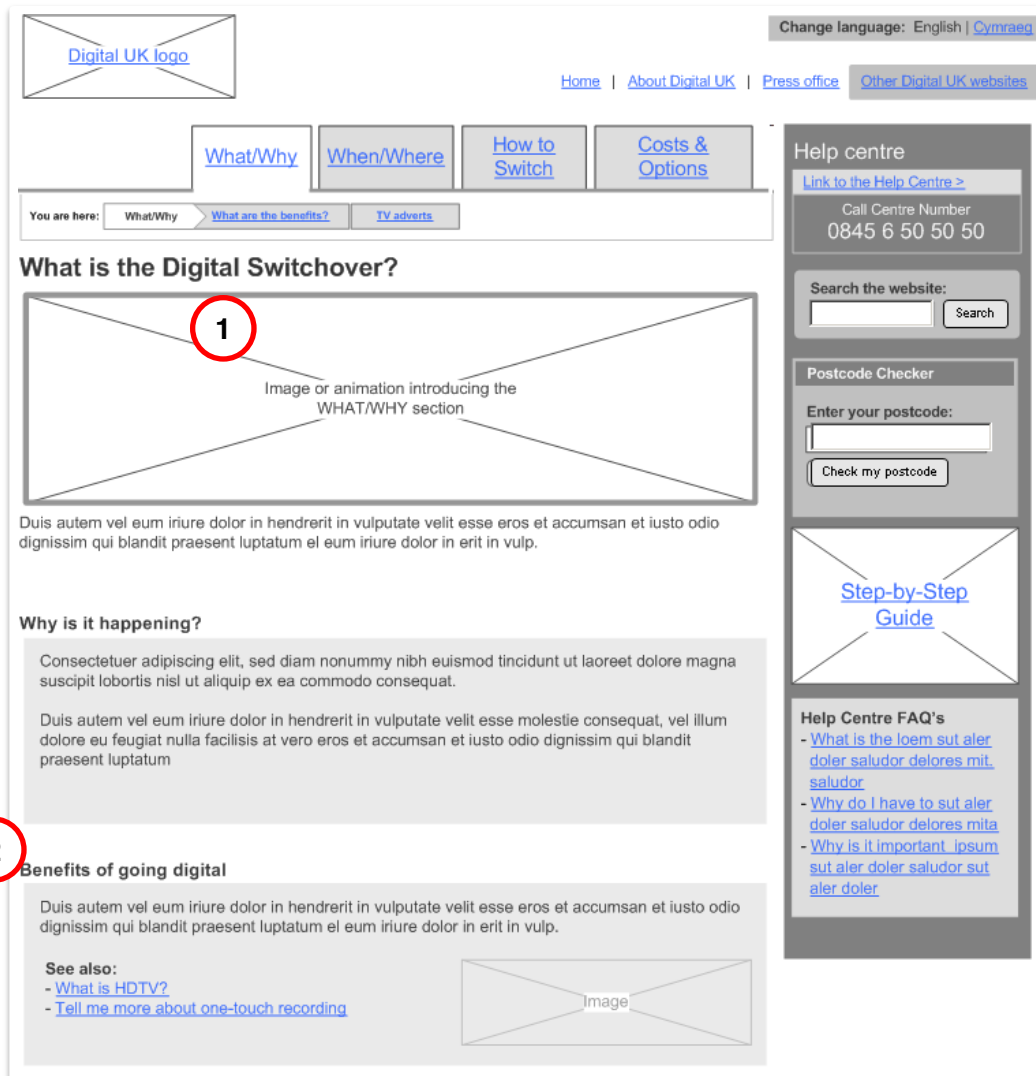
## Observation 3: Users taking notice of the Help centre

Use made early note of the Help centre and \Call centre number. During the recall task most users made mention of the fact that there was a number to call on the site.

## Observation 4: Users took less notice of Search and postcode checkers.

## Learning point 4:

Users interest in search only rises when they actually require that functionality



## Observation 1: Users avoid reading on the web

Long standing research has shown that users largely do not read on the web.

## Recommendation: 1

Consider explaining the switchover as a video or animation with text as a backup. This could be achieved by placing an existing TV advert on this page.

## Issue 2: Benefits lie below the fold.

Seeing the benefits of switching could help persuade sceptical users or those who don't fully understand the reason for the switch.

These benefits currently lie below the fold on this page.

## Recommendation: 2

Consider using a column format on pages such as this. A 2 column format will expose users to the full scope of the page's content without requiring scrolling

# Costs and Options – Alternative approach

1

Label

W1W 7PA

Search

Services in London, W1W 7PA

Payment Method

☒ any

☐ option 2

☐ option 3

Digital Recorder Included

☒ any

☐ option 2

☐ option 3

Parameter 2

2

☒ any

☐ option 2

☐ option 3

Parameter 3

☒ any

☐ option 2

☐ option 3

3

| tle | Title | Title | Title | Title |
|-----|-------|-------|-------|-------|
|     |       |       |       |       |
|     |       |       |       |       |

**Issue :** Users found digital services costs and options difficult to understand.

Users found parameters confusing on the tables in the existing design. Part of the reason for this is that they are in an unfamiliar domain.

## **Recommendation:**

By presenting users with familiar options as shown in the sketch on the left, we can help them to find and compare services in their area.

1. Users can refine the postcode
2. Filters can be used to narrow down result set
3. Users can compare results in the table