

ASSIGNMENT 4: USABILITY EVALUATION OF PAPER PROTOTYPE

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UW STUDENT JOB PORTAL



Introduction

User is a 3rd-year undergraduate student in the UW-Madison. He is a 22-years old Malaysian student majoring in Economics and has less experience in website design. As an international student, the user requires a source of income to support daily expenses. One of his sources of income is the on-campus job, therefore he would want to use the UW Job portal to search for a job.

User had used the UW Job portal to search for jobs. He experienced that particular UW Job portal but not other contemporary job portal such as LinkedIn and Indeed.com. We believe the user has less experience since our prototype has more contemporary and minimalist features that are not available in the UW job portal.

The reasons we select the user are because the user is an undergraduate student and the user has less technical experience.



All figure shows the usability evaluation interview at the user's house

PROCESS OVERVIEW

Team: Thank you for participating in our usability evaluation interview. We are students in the CS 570 and we would like to evaluate your experience with our newly designed UW Student Job portal. The processes are, we will read the task for you to work on and then you can complete the task while explaining to us out loud the steps you will take.

Task 1: Login, create your profile with your latest information and add your latest resume.

Team: Can you please begin by logging in to the website by using an appropriate method such as the UW Student account or personal login email? Please provide any information such as username or password.

Team: Now, given the website prototype, click on the update profile link to update or create a new profile. So basically we want you to add in your name, address, email, personal phone number in the personal information section of the account management page. Please save your information.

Team: After that, let's move to the education section on the same page. Please fill out your student status, educational background up to high school, and specialization of your major and minor (certificate). Please save your filled in information.

Team: Now we would like for you to add your resume. Please attach a resume or an acceptable file type if no available resume. Click submit after you have done so.

Team: Please close the current page.

Task 2: Find a specific job. Make the user find a specific job in certain filtering categories. Time to see

how long it takes and reactions. Find a finance and business job in the College of Letters and Sciences

that pays more than \$15 for an hour. Any wage more than 15 or the maximum wage with those criteria will work. Moreover, search for a job that has a good rating.

Team: So, next we want you to go to the homepage of the UW Student jobs website. Go ahead and find a Finance-related job in the College of Letters and Sciences that pays more than \$15 an hour. Make sure the job has a good rating, suitable to your location, and has the desired pay or better.

Team: Could you begin by searching for the job in the Search field? What do you think is working or not? Do any of the suggested options seem useful?

Team: Alright, it seems like you aren't getting your exact results. Hmm...

Team: May I know how you determine that the job related to Finance or if the wage is more than \$15 an hour? Try selecting the appropriate Job filters, Job categories, and Job outcomes using the combo box.

Are these filters that you found very helpful to your search?

Team: Now that you have found some jobs, do you think the ratings are understandable? Would you like more details about ratings or are they conclusive for your decision?

Team: \$15 dollar is nice and all, but maybe finding the job that pays the most may be useful to you. Can you try to sort the results to see if you can find the highest paid job or maybe a high rated job?

Task 3: Apply for the job

Team: Alright, awesome! You found the job you like, but finding means applying. So can you click on the button which will redirect to the application page.

Task 4: Update references

Team: Wonderful job applying. It seems as though you might have decided to include a different personal reference. Could you please open the accounts page?

Team: Find your application. Can you try to see where the update references option may be for application? Try to select it from the application. Update it with new information.

Task 5: Withdraw application & Logout

Team: We are almost done. Since you may not be completely interested in this job, we suggest you just withdraw the application? How would you do that? Any alerts you would want to see?

Team: Go ahead and log out and we are done. Thanks for your time. Would you like to provide us any feedback on our prototype or interview? Thank you so much once again.

TRANSCRIPT

Line number	Speaker	Transcription	Annotation
30	User	"I'm just gonna click the login button right there because even though it's small but you could definitely that button"	User thought that the Login button is small
41	User	"I was confused at the first glance because, I'm not sure which box should I put in my information I guess okay,"	User was confused which options to pick when login, either the netID or login with username and password
97	User	"oh what's the difference between wage and salary?"	
99	Interviewer	"Um, so do you have like any idea what is that gonna be like do you think"	
101	User	I guess like the wage is basically just per hour and like the salary is like the month monthly salary I guess	User was confused what is the difference between wage and salary. However, user was able to guess the difference.
120	User	"I guess like you should like a yeah drop down or something mm-hmm"	User suggested making the filters more obvious.
140	User	"highest rating should be at that top and like the lowest rating should be at the bottom "	
143	Interviewer	"so you just assume that or do you think is there a functionality that you can I think"	User assumed that the job lists are sorted.
153	Interviewer	"you can pick more than one, would you pick more than one or just like that?"	
155	User	"yeah, I would say hi to low for ratings and high to low for wage and salary"	User picked two sorting options
174	User	" I mean, like click back I guess because I don't want it."	After reading the job popup, the user refreshed the page. Therefore, we need a close button.

FEEDBACK & CRITICAL INCIDENCE

Record your observations in the table on the following page, based on your observations and notes taken during the usability evaluation

Description of columns in the table are as follows:

Prototype Screen/Page:

Which screen of the user interface the user was evaluating at the point of feedback/critical incidence/problem.

Reference:

This column should be used to relate an item back to a specific point in the session. The reference can be to a specific line number in the transcript above or a time code.

User feedback / critical incidence / problem:

This column may contain:

- Feedback (positive or negative) given by the users, **or**
- Critical incidences (breakdowns or problems encountered by users) and/or mistakes committed by users.

Reason for negative feedback / breakdown:

Briefly explain the reason for a breakdown or any negative feedback.

Scope:

Describe the scope of the feedback or the problem; include whether the scope of the issue is throughout the product or within a specific screen or screens. If the problems are specific to a page, include the appropriate page reference.

Severity (H/M/L):

Your assessment as to whether the implication of the feedback is *low*, *medium*, or *high* severity, and the **justification** for that rating.

Way(s) to rectify:

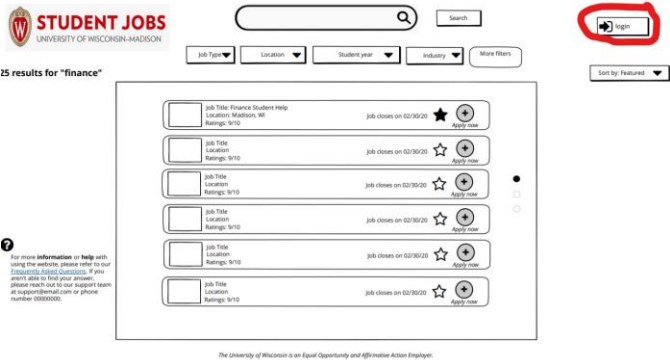
Suggestion for the modifications that might be made to the user interface to address the issue or issues in this row. You **MUST** include trade-offs to be credible. If you can't think of some bad trade-off, say so.

USABILITY EVALUATION FEEDBACK ANALYSIS

#	Prototype Screen	Reference	User's feedback/ critical incidence/ problem	Reason for negative feedback / breakdown	Scope	Severity (High/ Medium/ Low) and Justification for giving it that rating	Way(s) to rectify and any Tradeoffs (i.e., why the fix might not work)
1	Main Page See Picture 1	Line no. #30	User suggested that the login button should be bigger	Difficult to locate the login button	Only on the Main Page before user login.	Low Reason: The login button exists and it does not hinder functionalities.	Design the button bigger and position it at the right location on the web.
2	Login Page See Picture 2	Line no. #41	User was confused about which login options to pick. Whether the netID or others.	The login options exist close to each other without any element that shows distinction.	Only on the Login page.	High Reason: Wrong login options might create duplicate accounts for the same user. E.g. Two accounts of the same user but one with netID and another with normal username/passwor d.	Make the login options more distinct. Trade-offs: User that does not remember netID will pick the other options.
3	Advanced filter See Picture 3	Line no. #97	When using the Advanced filter, users did not know the difference between wage and salary.	Lack of definition or explanation for the filters.	Only on the Advanced filter popup.	Medium Reason: Lack of definition does not hinder functionalities of the job search. However, wrong filtering might reduce the chance of getting the right job.	Add an "i" icon that the user can click. Clicking the icon will provide users with detailed descriptions of such filters.
4	Main Page See Picture 1	Line no. #120	User did not know the existence of other filters such as "Job Type" and "Location"	The filters have bad UX. It does not show a distinction between a button and a filter.	Only on the Main page	Low Reason: User can still search for the right job however the job lists might be more expensive since they are not filtered.	Add a dropdown icon or distinctive filter icon to show that it is a filter.

5	Job Description popup See Picture 4	Line no. #174	User refreshed the page to close the job description popup	There is no exit option on the popup	On the Main page and the Account page	High Reason: The popup covers other information on the page. Also, refreshing the page will lose current job search information..	Add a close icon on the popup.
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Picture 1:



Picture 3:



Picture 2:

Have a netID? Click the button below!



Picture 4:

