USER TESTING REPORT

Nekezova, Ivayla I.M

Table of Contents

1. Overview

This document synthesises the findings from user testing and A/B testing conducted on my product prototype, aimed at gathering insights into usability, functionality, and user preferences.

2. AB Testing

Overview:

The A/B testing was conducted to evaluate two variants of the product prototype: Variant A and Variant B. Variant A features a structured presentation with tabular data, while Variant B incorporates visual elements such as bubble charts and proposal tables. The testing involved feedback from three participants: Stela Gencheva, Kristian Dundev, and Eva Evegnieva. Each participant provided insights based on their interaction and preferences with the respective variants.

Key Findings:

Visual Appeal:

- **Variant A:** Preferred by users like Eva for its structured and straightforward design.

- **Variant B:** Preferred by users like Stela and Kristian for its visually appealing elements, which make data easier to interpret at a glance.

Clarity of Information:

- **Variant A:** Users like Eva found it clearer due to its organized tabular format.

- **Variant B:** Users like Stela and Kristian found it clearer due to the visual aids provided by the bubble chart and proposal tables.

Understanding Metrics and Impact:

- **Variant A:** Users like Eva favored it for its detailed and straightforward presentation of metrics.

- **Variant B:** Users like Stela and Kristian preferred it for its visual representation, which helped them understand the metrics' impact more intuitively.

Usefulness of Metrics:

- **Variant A:** Users like Eva appreciated its clear breakdown of metrics by employee and project.

- **Variant B:** Users like Stela and Kristian valued the actionable insights provided by the proposals table.

Data Presentation Style:

- **Variant A:** Users like Eva preferred its tabular presentation.

- **Variant B:** Users like Stela and Kristian preferred its chart-based presentation, finding it more interactive and user-friendly.

Conclusion:

While preferences varied among participants, a hybrid approach combining the structured layout of Variant A with the visual elements of Variant B emerges as a potential solution to cater to diverse user preferences. This approach would aim to provide both detailed tabular data and intuitive visual representations, enhancing overall usability and user satisfaction.

3. Prototype Usability Testing

Participant: Daniel Krumov

Date: 04/06/2024
Recording Length: 00:10:23

Feedback Summary:

- **Login Process:** Clear instructions and functionality.

- **Onboarding Process:** Informative but requires more time for full understanding.

- **Navigation and Visualisation:** Clear connections between departments; found insights and projections useful but needed more familiarization.

- **Website Traffic Metric:** Additional chart might be redundant if using other analytics tools.

- **Overall Experience:** Clear flow and navigation, but suggested adding a back button for easier navigation.

Participant: Eva Evgenieva

Date: 04/06/2024
Recording Length: 00:06:05

Feedback Summary:

- **Login Process:** Clear instructions and functionality.

- **Onboarding Process:** Clear and informative.

- **Navigation and Visualisation:** Easy to understand connections between departments and metrics; found insights and projections useful.

- **Overall Experience:** Clear navigation, suggested better differentiation between departments and metrics for improved clarity.

Participant: Stela Gencheva

Date: 06/06/2024
Recording Length: 00:01:35

Feedback Summary:

- **Overall Experience:** Good, with a suggestion to improve the differentiation between department names and metrics for better readability.

- **Navigation:** Found the prototype easy to navigate and clear.

- **Suggestions for Improvement:** Highlighting department names more distinctly.

4. Conclusion

The user testing sessions provided valuable insights into the usability and functionality of the prototype. Key areas for improvement include:

- **Navigation Enhancements:** Adding a back button to improve user navigation.

- **Visual Differentiation:** Enhancing the visual distinction between department names and metrics.

- **Combination of Presentation Styles:** Implementing a hybrid approach that combines the structured layout of Variant A with the visual elements of Variant B to cater to diverse user preferences.

These improvements aim to enhance user experience and ensure the prototype meets the needs of all users.

5. Transcripts

Prototype Usability Testing Transcript/ Daniel

Date: 04/06/2024

Total recording length: 00:10:23

Speaker 1: Daniel Krumov

Speaker 2: Ivayla Nekezova

Ivayla [00:00:01] Hello Daniel,

Thank you for participating in this user testing session. I'll guide you through my prototype to gather your feedback on its usability and functionality. Please follow the instructions carefully and share your thoughts and any issues you encounter.

Ivayla [00:00:12] So this is the Log In Page of my prototype. Could you enter your email and password, check the "Remember Me" box, and click the "Login" button? Also this is a prototype, so you cannot type but you can click on the box instead so it can be automatically written.

Daniel [00:00:14] And then Log In.

Ivayla [00:00:15] Yes.

Ivayla [00:00:20] So now you go through the onboarding process, could you proceed through the onboarding steps?

Ivayla [00:00:43] How did you find the onboarding process?

Ivayla [00:00:45] Was it clear?

Daniel [00:00:47] Yeah. As much as they gave me for, uh, someone that's not familiar.

Ivayla [00:00:54] Yeah. Yes. You're not familiar with my project that much in that stage.

Daniel [00:01:00] I probably need some more time to figure it out for myself. Because I usually skip all the steps.

Daniel [00:01:08] Yes. You should now see an overview of the connection between departments. Um, could you take a moment to look at the overall connection between the departments.

Daniel [00:01:21] Okay, this page.

Ivayla [00:01:34] Now you can hover over the marketing department. So what information do you see.

Daniel [00:01:52] I see all the relations. Like, I guess this is the flow of the marketing is connect to the academy. Then this is connected to the finance. Because probably it's a paid.

Ivayla [00:02:07] This is a case for a company which sells trainings.

Daniel [00:02:12] Yeah. And then, your finance should be accounted. And then on top, I guess, for each of these, uh, departments, let's say some key metrics, I would guess, based on the covers on the top.

Ivayla [00:02:25] Yes, correct. So you can now go click on the marketing department.

Daniel [00:02:40] Okay.

Ivayla [00:02:49] Can you explain what you see actually?

Daniel [00:02:51] Yeah. I would guess this is sub-department in the marketing department or something like this. And then each of these sub-department is connected to the previous departments that we saw.

Ivayla [00:03:03] Okay. Can you click on some metric. Of any metric. It's okay.

Daniel [00:03:11] So so it's what we saw in the previous.

Ivayla [00:03:15] A bit different because underneath in this I circle, you have the um, like insight. I generated insight based on the data gathered from like timestamp.

Daniel [00:03:32] So it's already calculated.

Ivayla [00:03:33] Now, can you go on the website traffic metric and can you click the pop up? So now here. Can you guess what you're seeing?

Daniel [00:03:54] Yeah, probably something with the website traffic. So how much revenue? So probably how many courses were sold via the website? This is probably the visits per month or something like this. Then, this is probably calculated comparing the last month's results and.

Ivayla [00:04:26] Underneath, what do you think about the employee impact projection and the project impact projection? It's a bubble chart. You can also click on the bubbles for more information.

Daniel [00:04:44] And this is per employee like employee one, employee two and point three. No.

Daniel [00:04:49] Does the employee contribution the E3? You can click on it. Is the employee engagement. This is like metrics that are.

Daniel [00:04:58] So if they all go up then all this will go up.

Ivayla [00:05:01] Well it's it's a projection. It's the thing is that the main idea of this project is for, um, employees in a company to make a better informed decisions based on like many factors, factors like the employee impact projection is based on what are the employee, what do they feel, how how they feel. And.

Ivayla [00:05:32] This is also taken into consideration when taking decisions. You can see that you can click on the first one the employee contribution they have. They put more effort. The impact is going up usually. And also this is based on increasing the content. Creation leads to higher website traffic okay. And this is also generated with I just calculating all of the factors okay.

Daniel [00:06:07] But then how if you're more efficient then the impact you.

Ivayla [00:06:10] Because they would feel more pressured or they work more than usual, it's a projection. It's just for taking into consideration. But you have more input, let's say. And also underneath you have the proposals which are again generated.

Daniel [00:06:37] Okay. So these are these are generated.

Ivayla [00:06:39] Yes. That's the the idea behind it. And yeah the person can also set if they want to try the proposal and open like the status or start the progress or close it. And also here you have the PIP and EIP which is this one. And they're calculated based on again. Yeah. So can you now go to the marketing department. From the breadcrumbs.

Ivayla [00:07:12] Yes. Now, can you click on the Website management process?

Daniel [00:07:20] Yes.

Ivayla [00:07:21] So here you have like a visualisation of a normal chart that is kind of doing. Do you think this feature is needed here useful or do you think can be removed or is a good addition?

Daniel [00:07:40] Yeah, I'm not sure, uh, how this product will be used in addition to the other ones because, uh, have they're incorporated together then maybe it's nice to have it to see. Yeah. What's going on on your website. But otherwise if you have your, uh, um, Google Analytics, uh, dashboard and then this one, maybe it's a bit redundant, but I'm not sure. Maybe you want also see it here because you don't want to change the. Yeah the yeah the dashboard. So maybe it has a two sides to the coin.

Ivayla [00:08:11] Yes. I'm just asking for your opinion because it's just another feature that can be I mean yes. It's not. It's related to the main purpose, but it's like something that, like you said, you can just check in Google Analytics.

Daniel [00:08:27] Yeah, but yeah, I think it's not bad to have it just in case someone wants to, uh, check real quick. What's, uh. Yeah, maybe there is some correlation between these metrics and the other stuff.

Ivayla [00:08:40] So because these metrics are also taken into consideration when the is calculating everything. So that's that was the your journey through my. I have like four follow up questions. How was your overall experience in navigation through the prototype?

Daniel [00:08:59] Yeah, I think it was clear for the most part, sometimes when it would take me a while to figure out that I can click all these buttons and see different stuff. Yeah. And, uh, yeah. The only thing confusing maybe was the. I'm not sure what it. Uh, yeah, this. But maybe it makes sense to someone that understands that, uh, chat doesn't just make much of a sense for me, but otherwise, I think it's a clear flow and, uh, a nice prototype. Okay.

Ivayla [00:09:31] Were there any parts that were confusing or difficult except the projections?

Daniel [00:09:39] Uh, not necessarily. I would say it's pretty straightforward for someone that has a bit of a knowledge how to operate with softwares.

Ivayla [00:09:48] Do you have any suggestions for improvements? Um.

Daniel [00:09:56] Yeah, maybe have also a bad button somewhere because maybe not many people will. Uh, for example, uh, check this and say, okay, I can go back this way. Yeah. You're right. So maybe somewhere a back button will be nice because also, yeah. For example, I press here, I go there, but then if I go back I go to this, which is not work from where I came. So maybe it's a bit confusing to someone.

Ivayla [00:10:21] That's fair point. Thank you. Thank you for your time and participation.

Daniel [00:10:26] No problem.

Prototype Usability Testing Transcript/ Eva

Date: 04/06/2024

Total recording length: 00:06:05

Speaker 1: Eva Evgenieva

Speaker 2: Ivayla Nekezova

Ivayla [00:00]
Hello, Eva, thank you for participating in this testing session. I'll guide you through my prototype to gather your feedback on its usability functionality. So could you enter your email and password check the remember me box and then click the Login button.

Ivayla [00:32]
So yes, okay, now can you go to the onboarding?

Eva [00:40]
Yes.

Ivayla [00:53]
How did you find the onboarding process? Was it clear and helpful?

Eva [00:58]
Yes, it was clear, I was able to see what they have to do in the app. So I think it was informative enough.

Ivayla [01:09]
Okay, now you should see the overview of the connection between the departments. Could you take a moment to look at the overall connection?

Ivayla [01:23]
This is the overview. What information do you see when you hover over the marketing communication?

Eva [01:41]
So I can see the connection, from marketing, to Academy to finance to the Account Management departments and that the website traffic is connected with winners satisfaction score, conversion rate and membership retention rate. I can see the website traffic, the satisfaction score, conversion rate and retention rate in percentages to gather more information.

Ivayla [02:20]
Okay, then, can you go to the overview again? And can you click on the marketing department?

Eva [02:31]
Yes.

Ivayla [02:32]
Okay. What do you see here?

Eva [02:34]
So here? I see the different, like departments from marketing, content creation, website management and birthdays, and that they're connected with different departments than marketing.

Ivayla [03:01]
Can you click on the metric within the like any metric?

Eva [03:07]
Yes. I can see that. It dropped down 10% from last month. And I can see more information about it. Yes,

Ivayla [03:20]
This is the AI generated insight based on that. So do you find this informative or useful feature

Eva [03:29]
I think this would be really useful.

Ivayla [03:36]
Can you now click the website traffic metric. Now can you click the pop up?

Eva [03:41]
Yes. Okay.

Ivayla [03:46]
What do you see here?

Eva [03:51]
I see more information regarding website traffic, and the impact on employee and the project. I see proposals and if they're done or in progress or closed, I can see the task, the department the protests and some description. I can see the KPIs again. And

Ivayla [04:22]
You can also click on the bubble chart.

Eva [04:26]
So this is the employee contribution, which is again there are some metrics and some information inside.

Ivayla [04:35]
Can you go to the marketing communication again? Yes, using the breadcrumbs. So can you click on the website management process? Yes. Now what do you see on this page?

Eva [04:58]
I see again, can API's

Eva [05:04]
Projection of the users projects.

Ivayla [05:10]
Do you find this useful?

Eva [05:40] Yes, I think so even though I'm not the person from website management.

Ivayla [06:04] Thank you for your time and participation.

Prototype Usability Testing Transcript/ Stela

Eva [06:05] No problem.

Date: 06/06/2024

Speaker 1: Stela Gencheva

Speaker 2: Ivayla Nekezova

Ivayla: After you navigated to my prototype I have a couple of follow -up questions, The first one is how was your overall experience?

Stela: Overall it was good, I have only one remark that the formatting of the actual department and the metrics underneath is the same, it would be okay It would be better to make a bigger difference between the highlights. Well it is highlighted right now but the font is the same, only a bit bigger and bolded. But yeah, you could make it more remarkable that it is the department.

Ivayla: Agree, were there any parts that were confusing or difficult to use?

Stela: No, it's actually pretty easy going, I don't know, everything is put together in a way that it's clear for the person that's using it

Ivayla: Okay, do you have any suggestions for improvement except the highlighting of the name of the department?
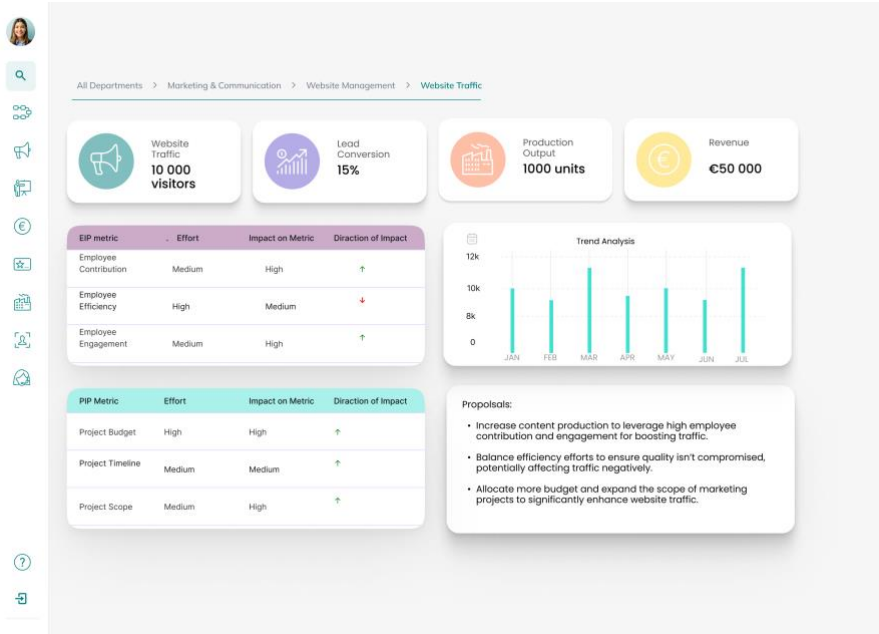
Stela: Nope, as I'm going through it everything seems pretty much okay, all the metrics are easy to read and everything

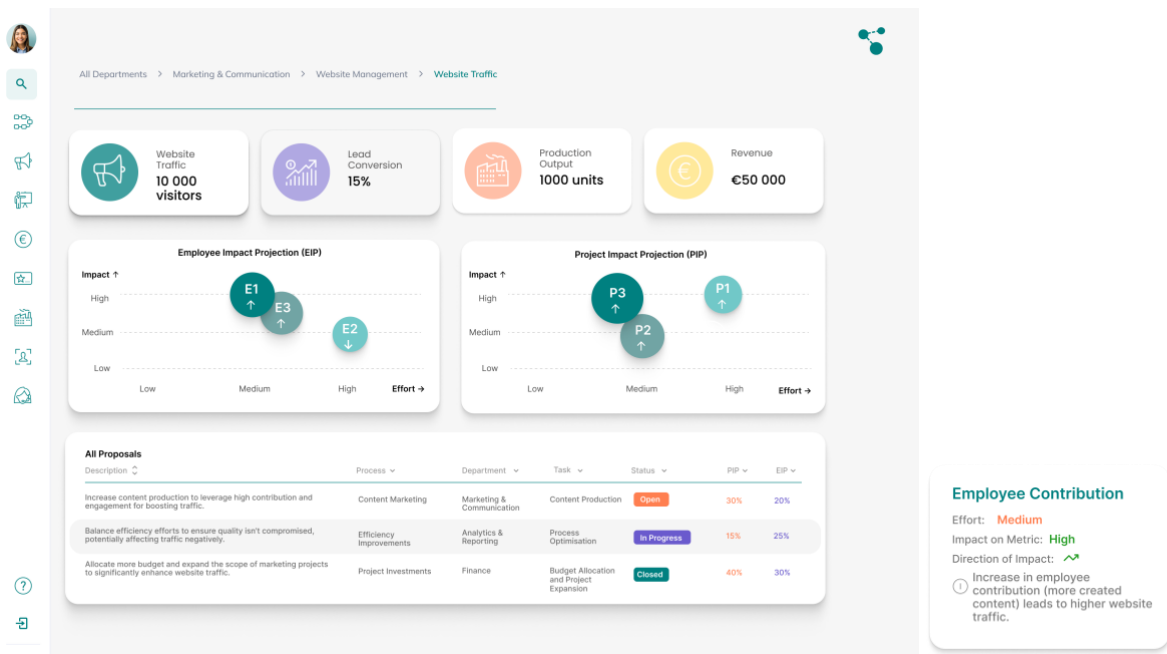Ivayla: Okay, thank you for your time

Stela: No problem

AB TESTING

Variant A:

Variant B:

Responses:

Which variant do you find more visually appealing and why?

Eva: "I find Variant A more appealing because it is structured and straightforward."

Stela: "I prefer Variant B because the bubble chart and proposal table make it easier to understand the data."

Kristian: "I prefer Variant B. The visual elements make the data easier to interpret at a glance."

Which variant presents the information more clearly and why?

Eva: "Variant A is clearer because the data is organised in a table."

Stela: "Variant B is clearer due to the bubble chart."

Kristian: "Variant B, the charts and visual elements help."

Which variant makes it easier to understand the metrics and their impact?

Eva: "Variant A, because the metrics are detailed and straightforward."

Stela: "Variant B, because the bubble chart visually explains the impact."

Kristian: "Variant B, the visual representation makes it easier to understand the metrics and their implications."

Which variant provides more useful insights into employee and project metrics?

Eva: "Variant A, as it breaks down metrics by employee and project clearly."

Stela: "Variant B, as the proposals table helps in understanding insights better."

Kristian: "Variant B, the proposals and visual data provide a clearer picture of the metrics."

Do you prefer the tabular presentation of Variant A or the chart-based presentation of Variant B?

Eva: "I prefer the tabular presentation of Variant A."

Stela: "I prefer the chart-based presentation of Variant B."

Kristian: "I prefer the chart-based presentation of Variant B, it's more interactive."

Conclusion

Based on the responses from Eva, Stela, and Kristian, we can draw several conclusions about the preferences and effectiveness of the two variants:

Overall Layout: Preferences are divided. Eva prefers the structured and straightforward layout of Variant A, while Stela and Kristian find the visual elements of Variant B more appealing and easier to interpret.

Clarity of Information: Eva finds Variant A clearer due to its tabular format. However, Stela and Kristian believe that Variant B's visual aids, such as the bubble chart, enhance clarity.

Ease of Understanding Metrics: Eva again favors Variant A for its straightforward presentation of metrics. On the other hand, Stela and Kristian feel that the bubble chart in Variant B makes understanding the metrics and their impact easier.

Usefulness of Employee and Project Metrics: Eva prefers the clear breakdown of metrics by employee and project in Variant A. Stela and Kristian, however, appreciate the actionable insights provided by the proposals table in Variant B.

Preference for Data Presentation Style: Eva prefers the tabular presentation style of Variant A, while Stela and Kristian lean towards the chart-based presentation of Variant B, citing it as more interactive and user-friendly.

Recommendation

Considering the mixed preferences, it is clear that both variants have strengths. However, the visual aids and interactive elements in Variant B seem to have a slight edge in terms of understanding for most participants. To create a more universally appealing design, combining the structured approach of Variant A with the visual elements of Variant B could be the optimal solution. This hybrid approach would cater to users who prefer detailed tabular data while also engaging those who benefit from visual representations.