User Testing Research

...

Julia and Jordan

IDEO Methods

Julia's user testing methods were as follows:

Fly on the Wall, Guided Tour, Activity Analysis, Error Analysis, Narration, Survey, Be your customer, and Paper Prototyping.

Jordan's user testing methods were as follows:

Five whys, Narration, Flow analysis, Error analysis, A day in the life, Personal inventory, Predict next year's headlines, Be your customer

Test Subject #1

Davinci Virgin

Tested by Julia

Name: Karen

Age: 54

Relationship: Mother

Other: Photographer, not good with computers

Summary From Methods

- She stumbled a bit when on the page where you chose your major before you enter the program evaluation.
- She had trouble with figuring out what the titles and subtitles applied to, she implied that it could use hierarchical changes.
- She was very confused about the abbreviations, and the way that they are placed in the titles and subtitles. Which she was also confused about.
- She had many issues with terminology and inconsistencies.

Summary From Methods (cont.)

- She was very unsure when asked how many credits are needed for graduation.
- Some errors she identified were:
    - Not being able to separate sophomore, junior, and senior year requirements. Headings should be more clear.
    - Placement of information is a bit weird
    - Not easy to find what you need.

Overall Impression/Closing

- Karen had a had time with navigating the site as a whole, and digesting the information on the program evaluation page. She thought that Davinci is "Old school" and "Could be easier."

"I don't know which way is up anymore"

"I wouldn't have been able to figure that out without help"

"120, because that's the biggest number?"

Test Subject #2

Non - GD Student

Tested by Julia

Name: Vyctoria

Age: 22

Relationship: Classmate

Other: Ceramics major, Waitress, Angry transfer student

Summary From Methods

- No problem with login or finding the program evaluation
- As a massart student with several years of experience with davinci, there is no issue with the overall navigation, she is able to find where things are in a relatively short amount of time. Though much of the trouble comes with the hierarchy.
- She brought up that, as is, this site seems to be made for print. There is no added navigational elements that a website can benefit from.

Summary From Methods (cont.)

- Victoria is a transfer student, and many of her credits were brought into the system as different, random things. The incorrect dates were marked for the completion of many of these classes.
- She made a sketch of her thoughts, showing a more block-like system. Each year being in its own section, below those sections having electives and liberal arts. Primary information is separated and always visible. Each section is viewable by clicking.

Overall Impression/Closing

- As a transfer student, Vyctoria preferred davinci over her previous school's site. Though she had many issues with the way that da vinci worked.

"super lacking" (In reference to design of the site)

"There is no system"

"What does that even mean" (can apply to anything)

Test Subject #3

Researcher

Tested by Julia

Name: Jordan

Age: 20

Relationship: BFF

Other: Graphic designer, Music lover

___

Summary From Methods

- Since Jordan is a massart student, there was not much trouble at all navigating the site itself. Though as a Graphic Design student, he was very opinionated.
- Some vital information is very hidden, making important things hard to locate.
- The site is incredibly poorly designed. Hierarchy is all out of whack.
- The information is not clear, or easy to access.
- The navigational tabs are overall misleading, and could use a bit of updating.

Summary From Methods (cont.)

Researcher: Jordan

- When asked if the information was clear and easy to access, he responded with "Not even a little bit. It's neither clear nor easy to access"
- The "Student" "Faculty" "Employee" buttons being such primary information seems quite unnecessary. It just adds an extra step, when it seems more secondary. He stated many ways this could be solved.

Overall Impression/Closing

- Jordan didn't struggle much with finding necessary information, but did believe that there were better ways to organise the page. This could make accessing information quicker and easier.

"This is some of the worst design I've witnessed in the 21st century"

"Every single minor element is it's own page"

"It is stressful, it is sad. It is nerve-racking."

Test Subject #4

Researcher

Tested by Jordan

Name: Julia

Age: 20

Relationship: BFF

Other: Graphic designer, Cat enthusiast

____

Summary From Methods

Researcher: Julia

- Julia has a close relationship with animals

- She is a graphic designer and had A LOT to say about WebAdvisor

- She does a ton of homework and is very serious about her studies

- She values footy pajamas, her 3DS and her bed so she works that hard despite her desires

Summary From Methods (cont.)

- Typographic Hierarchy leads to unimportant information appearing prominent
  I.E. Name

- Categorical organization is out of whack

- The app flow worked for her, but she is familiar with it. Even still she had negative comments about it.

Overall Impression/Closing

- Julia's impression of DaVinci was not a good one. As a designer who works a lot but doesn't enjoy doing things, she values an interface that gets the job done easily. WebAdvisor did NOT deliver.

Quotes From Julia

- "DaVinci is a bad site and it's terribly inaccessible"

- "They should start with updating the color scheme"

Test Subject #5

Non - GD Student

Tested by Jordan

Name: Madeline

Age: 22

Relationship: Significant Other

Other: Industrial designer, Woodworker, experimental film photographer

———

Summary From Methods

- Madeline goes to school full time and works nights as a waitress. She values an interface that is easy to use in a crunch.

- She majors in Industrial Design and is not a tech wizard, but no stranger to an interface

- She values a mixture of costly items and items with sentimental associations

- In her experience with DaVinci it is a "Trial and Error" website

Summary From Methods (cont.)

- DaVinci accomplishes very important tasks that are crucial to the progress of our education

- There is no other alternative for DaVinci, so it has to work and it has to work well

- Madeline used to not know how to operate DaVinci and found it very confusing, but after a good deal of instruction and use she was able to make it work

- She was still misled into clicking a drop down menu she didn't need

Overall Impression/Closing

- The app is counterintuitive

- The main thing hurting it is that the wording is off and it's hard to tell what the navigational features signify

  Quotes from Madeline

- "The information is useful, but it's largely inaccessible"

Test Subject #6

Davinci Virgin

Tested by Jordan

Name: Valentin

Age: 22

Relationship: Roommate

Other: Business Management major,
Rap connoisseur, Husky owner/lover

___

Summary From Methods

- Valentin is my roommate and close friend who attends
  Fisher College for Business Management

- He is not an artist and is largely removed from life at Mass Art, but he was still
  able to recognize DaVinci as a student portal

- He values objects of monetary significance and thinks very practically about what
  he considers "important to him"

Summary From Methods (cont.)

- DaVinci is unappealing even to someone without a background in Graphic Design

- Words are confusing and repeated too often in the wrong ways

- He was confused by the home page and went to "Contact Us" after hearing about the program evaluation and assuming it had something to do with evaluating the website itself

Overall Impression/Closing

- If you don't know the location of a page, it's impossible to find

- At the core structure, the website can accomplish its goals, but it could be much more enticing and well organized to help you use it.

  Quotes from Valentin

- "They just throw links at you"

Our Impressions

One takeaway from each trial

- It takes a lot of time to find information, as it often gets lost.
- The site is overwhelming, and lacking in basic navigational elements.
- The site is hierarchically confusing.

- The site is unable to be navigated without previous knowledge or help
- The site comes with feelings of stress and anxiety
- The site is important and at its core has valuable info

Where We'll Start

Three things each

- Added navigational elements to easily skim through the information.
- Color scheme adjustments
- Fix navigation

- Clearly detail the main features of the app
- Organize a profile system detailing easily displayed, simple info
- Create a user friendly environment to reduce stress