Design Journey Part 3

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Section: 207

Part 1: Necessary Information

1. Please provide us your login username and password
(if your site has multiple login systems, please specify which username and password corresponded to which login system)
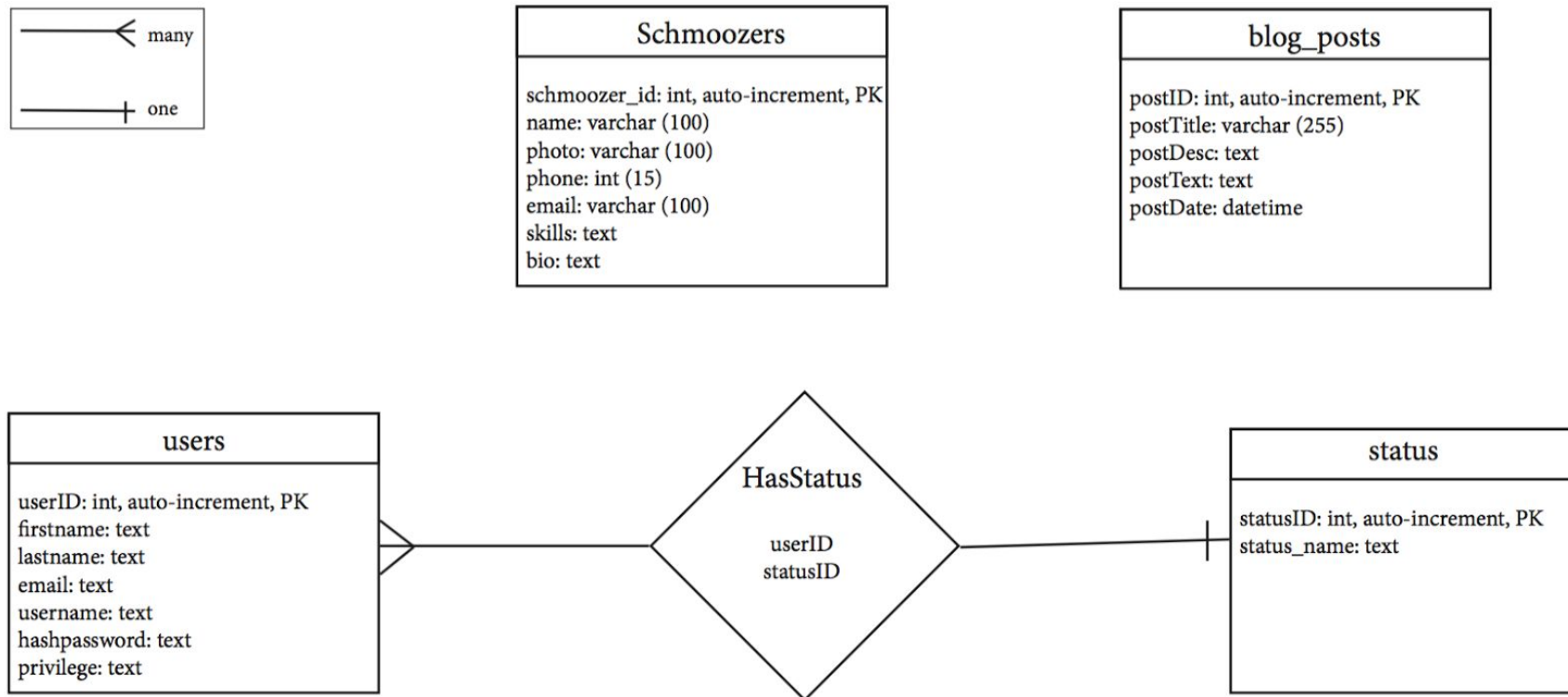
Username: admin

Password: schmooze

2. Please provide us your DB login username and password

Username: fp_anon

Password: schmooze

Part 2. Database Revision and Implementation

Include your physical ER diagram here and describe any changes you made based on feedback from the previous milestone. Also describe the physical ER diagram (tables, fields, keys, and relationship, please see lecture 17 slides 21).

Legend:
- ——< many
- ——+ one

Schmoozers

schmoozer_id: int, auto-increment, PK
name: varchar (100)
photo: varchar (100)
phone: int (15)
email: varchar (100)
skills: text
bio: text

blog_posts

postID: int, auto-increment, PK
postTitle: varchar (255)
postDesc: text
postText: text
postDate: datetime

users

userID: int, auto-increment, PK
firstname: text
lastname: text
email: text
username: text
hashpassword: text
privilege: text

HasStatus

userID
statusID

status

statusID: int, auto-increment, PK
status_name: text

We added a table for the blog to store the information for each post. There is a many-to-one relationship between users and their status: the status give them different abilities within the site, like the ability to create a blog post, post comments, or edit the site if they are an admin. We also still have the Schmoozers database to store information about the employees of the business, but this table and the blog_posts table have no relation to the other tables.

Part 3: Testing Protocol

How are you going to choose users?
How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

       Our target audience is most likely older people in the Ithaca/Tompkins County Area. Specifically, the website is intended for people who own or work for a business, and who want to hire our client for business-related services. Our client has given us a list of names of her friends that have agreed to test the site. We will meet up with them at the client's house and conduct the testing there. Since they are her friends, no form of compensation will be necessary.

What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name/id	Task description	Task goal/what's being tested/expected outcomes
First impression	Ask the user to look at the site for 5 seconds and describe the purpose of the business.	Want to see whether the purpose of the business on the site comes across, since it could potentially be a confusing concept at first.
Find the resume	Ask the user to find the resume of the founder of the business.	Testing whether the user can easily find where the information about the founder is located; they should click on the "About" tab and predict that the resume will be on that page.
Navigate the blog	Ask the user to choose a specific blog post and look at its details.	Test that the user can find the blog quickly and easily, and that they understand that they can open individual posts for more.
Find a networking employee	Tell the user to imagine that they are looking for someone to hire for a networking event. Ask them to find employees of the company who might be good for the job.	Test that the user can easily find more information about the company: in this case, the list of employees (called "Schmoozers.") The user should be able to find this information under "More" and then look through their skills to find ones who are good at networking.
Email the owner	Ask the user to go through the process of hiring the company. (When they reach submit, either stop them from actually submitting it or have them just send a message saying "this is a test.")	Test whether the user intuitively clicks on "Contact" when intending to hire the company, and whether they can easily fill out the contact form without confusion. The user should click "Contact" and submit a form with their business request.

What's your script?

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

Welcome:
"Thank you for taking the time to test out our site! We just want to remind you that this test is for us, to see how well our site comes across to users visiting it for the first time; it's not to test how good you are at figuring it out."
"We are going to ask you to visit the site and do a few tasks so that we can find out if there are ways to make these tasks easier or to improve the site in other ways. It would be very helpful to us if you could think out loud as much as possible while you are using the website. For example, if you're feeling confused, or you have a positive reaction, or any other thoughts, we would like you to say them out loud as we go. Do you have any questions before we start?"

Tasks:
"Now we are going to open the website, which is for a business called Queen of Schmooze. The first thing we would like you to do is look at the site for about 5 seconds or so and then tell us what you think the nature or purpose of Queen of Schmooze is."
"Next, we would like you to find the business founder's resume. The actual resume file is not uploaded to the website yet, but we would like you to look for where you think it will be."
"Next, we would like you to find a blog post and see how much of it you can read."
"Next, imagine that you are looking for someone to hire for a networking event. Please find an employee of the company who might be good for the job."
"Finally, please hire the company for your networking event. Our client knows that we are in the process of testing, so don't worry, but if you would like, we can tell you went to stop before you actually send any information to anyone."

We will remind them to think out loud by asking them prompting questions if they are silent for a long time. We will give up on a task if the user becomes stuck for longer than 60-90 seconds, although we may give hints if appropriate to the task.

Followup:
"What did you like most about your experience with the site?"
"What parts of the website were the most confusing or negative in another way?"
"What other questions do you still have after this experience?"
"What changes would you like to see in this website?"

Part 4: Testing Note
You should have at least 2 testing users.

User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?
The user is a local community member who is friends with the owner of the company, and has worked in business in the past for a number of years.

2. How does this user represent your target audience/client's needs?
This user has been in the position of a potential client of our website: someone who needs to hire someone for assistance in a business setting. Also, because they know a bit about our client, they can tell us whether they think the impression the website gives is accurate.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First impression	The user felt that the look and feel of the site reminded them of the personality of the owner, and they could tell what the purpose was.	Continue to refine the styling.
Find the resume	The user hesitated, but then did click the "About" tab.	We should change the name of this tab to "About the Owner" or something more clear like that.
Navigate the blog	The user quickly navigated to the blog. The also quickly realized they could click on the post name or "Read more," although they were uncertain if there was a difference.	We should consider whether having the names be clickable is more useful or just confusing when "read more" does the same thing.
Find a networking employee	The user did not know where to go for this, and eventually figured it out by process of elimination.	The name "More" is too vague, so we shouldn't have anything under that. We plan to rename or remove this from the nav bar.
Email the owner	The user hesitated before clicking "Contact" because they thought this tab might just provide contact information, not a way to actually contact the owner. Once they clicked on the Contact page, they felt that they were in the right place.	We may need to change the name in the nav bar to something more clear like "Contact Us" or "Hire Us."

3. Other notes from this user that will be useful to think about when redesigning.

This user would like the site to be a bit more fun and interactive.

User 2

1. Who is your user, e.g., where do they come from, what is their background, etc.?
This user is an adult who has worked to create two different startup businesses. They have never heard of our client or this website.

2. How does this user represent your target audience/client's needs?
The user has been in a position in which they might need the assistance of our client, and they are also someone using the website not having heard anything at all about it, so they will demonstrate a fresh impression.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First impression	The user understands the general idea of the business, but does not feel completely certain about its exact purpose.	We need to continue to add shortened catchphrases in headings and things along those lines in order to clearly convey the less-than-straightforward premise of the company.
Find the resume	The user clicked on the "About" tab but said out loud that they were not sure whether they were doing the right thing.	We need a clearer label than "About."
Navigate the blog	The user did not experience any problems with this task.	
Find a networking employee	The user did not know what to do for this task.	We are considering whether the employee (schmoozers) database should be available to all users, or maybe just admins for employee tracking purposes, since users seem to find the idea confusing and it may not be necessary.
Email the owner	The user clicked on "Contact,' but then wondered if filling out that form was the right way to hire the company.	We should put in some kind of message clarifying what they can do with the contact form.

3. Other notes from this user that will be useful to think about when redesigning.
The user had a few more questions about the business itself that can be answered with clearer, more concise language on the website.

Testing Summary and Iteration

What did you learn? About your users? About your site? About yourselves?

We learned that a site can make sense to the developers because we thought of it and have become so familiar with it, but looking at it for the first time as a user is a completely different experience. We learned that it is a bigger deal then we thought to have a user not get something on the first try; we really want them to be able to do everything easily on the first try.

What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes?

We have not implemented these changes yet, but we plan to:
1. **Rename some of the tabs in the nav bar. This is an appropriate change because the current ones are too vague and cause the users to feel hesitant.**
2. **Add some more clarity and descriptions on some of the pages. These descriptions will reassure customers that they are in the right place and are using the site correctly.**
3. **Continue to make the site more aesthetically appealing, fun, and interactive. This is appropriate because it is consistent with both customer feedback and the desire of the client.**

If you make any changes to the testing protocol for round 2, tell us what they are here.

We will have the users test login functionality and creating an account next time, and we might remove the "find a good networker" task.

Part 5: Additional Comments/Questions

If you have additional info/comments/questions about testing or the state of the project, you can put them here. However, you might get better responses in office hours at this point in the semester.