1:1 Usability Test with Design and Usability Subject Matter Expert

Tracey Thompson

Tracey is a designer and usability subject matter expert. I interviewed Tracey in person to get her impressions and feedback about the InVision clickable prototype for the ADPQ Prototype A for the State of California Agile Vender Pool RFI.

Despite the short timeframe for the project, we wanted to make sure we still prioritized user testing to support our "Build, Measure, Learn" working philosophy. We asked Tracey, our colleague, to review the clickable prototype and evaluate the design thus far. We consider her a usability subject matter expert and consider her feedback valuable for future iterations, had more time permitted.

Goals

Overview

The team has created a design concept which they believe addresses key State Agency Requester jobs, pains, and gains related to finding and ordering hardware/software/services.

We will gather qualitative data by conducting a live facilitated usability test via screen share and in person interviews with individuals who match our Requester persona and subject matter experts. The subject will have access to a clickable InVision prototype.

Learning Goals

Validate that home page's value proposition is apparent to a new visitor.
Our hypothesis is that a requester will be able to see answers to two key needs within the experience:
- "I want a hardware recommendation from CDT"
- "I want to explore and compare options"

When given specific goals, Requester can quickly find relevant IT hardware/software/services.
- Order Flow: "Can you please order a CDT-recommended desktop?"
- Comparing options: "Can you please show me how you would find all options for Performance Desktops?"

Takeaways

From a usability standpoint:
- Overall, site clean and organized. Tracey completed the two tasks prompted with ease and little confusion or annoyance. She found the proposed site to be intuitive and easy to navigate.
- Homepage: "View all" option unclear and confusing.
- Product details page made sense, no edits requested or confusion reported.
- For consideration: Consider different flows to introduce "Additional Options" - considered showing on product detail page instead of adding whole page to flow. Non urgent issue.

Script

Thanks for taking the time to meet! How's your week been so far?

My team is constantly trying to improve the CDT product, and getting your candid feedback is a really important part of that.

I try to keep these sessions pretty informal, and it's my goal to respect your time--keeping our conversation under the scheduled 30 minutes. I'm here to learn from you today. I'll ask a lot of questions, but I'm not testing you. There are no right or wrong answers.

During our time together, please think aloud. I'd love to hear a running commentary on what you're doing. Tell me what you're trying to do and how you think you can do it. If you get confused or don't understand something, please tell me. If you see things you like, tell me that too.

Your frank feedback is most helpful, please don't hold back.

I'm going to share an website link, but only *small portions* of the experience are interactive. You can click anywhere on the screen to see blue highlights around what's clickable. Since this is a test, you can do whatever you'd like, there's no need to worry about changing or breaking anything. (*share direct link: https://invis.io/9PAIRI84H*)

Do you have any questions before we begin?

Tasks

Show the Home Page
- **Can you tell me what you think this site at first glance?**
  - Signin
    - Pretty minimal

- - - I see government related info at the footer, so it's the logo that I'd expect to see and the number I'd need to call. I see I need to sign in and there are ways to get help if I have forgotten my signin info.
      - Top header feels slightly un-branded but does not make me suspicious of the site's credibility, etc.
    - Home page logged in
      - Has a lot of familiar web shopping elements visible up front
      - The H1 intro immediately catches my attention that there are top options to pick from. I see the Account and Cart options clearly.
      - "Popular configurations:" most users will have their needs addressed up front in the pop config section
      - I like all the white space so that I can focus on just a few things at a time. Traditional government sites tent to punch you with all the options up front, so I like the limitations to the few most common options
      - Not completely clear if there are more than the top two options in the everyday computing section, for example. Is there a way to see all?
        - "Great for travel" section: is there really just one option? Are there more?
      - Site map at bottom is nice, I like this at the bottom as opposed to the top nav. If i didn't find what I want, the footer would help guide.
      - I like the consistency of labels to see what product you are looking at.

Order Flow experience

- **Can you please order a CDT-recommended laptop?**
  - Usability test
    - Clicked first laptop in everyday computing because this seems fine and good enough for me
    - At product detail
      - Straight forward
      - Name, costs, some features
      - I see I can add to my cart
      - The "Product Detail" h1 surprises me, but is not confusing
      - Add to cart
      - "Oh! I have things I can add"
      - I see the thing I asked for, I see upgrades and option
      - Continue
      - Place order
      - Alright, I see my order… thank you message makes sense, helpful that I can check the status of my order
      - Clicked on Account link within green alert
      - Done

Comparing Hardware Options

- **Can you please show me how you would find all options for Performance Desktops?**
  - OK, here we go
  - I'd expect to click something under powerhouse users
  - So I'll go to nav instead, seems like there's a language disconnect for me since "powerhouse" and "performance" are similar when scanning site.
  - Click "performance" and expect blue checkmark auto populated within side filter
  - I see filters and sort, nice
  - I like the "Sort by" set to price
  - Add to cart is quick , which is great if these hardware options don't change much
  - Add to cart, quick
  - Done

Based on our discussion today, what's on your mind?

- At this point, i like how straightforward it is
- It's not busy, not much extra clutter
- I can see each option clearly
- Dislike: I'm not clear how to get into all the options for example to everyday computing. I want to know if there are more options
- The additional options… i wonder if people want to know they're available at the product detail level, or if it's available at the add additional options level
- Like that product detail page is concise
- I think it looks pretty great. I've done a lot of bureaucratic work for a large institution and know how hard it is.

Close

Thanks so much, this has been incredibly helpful.

[*Highlight one or two specific points from the session*]

Your input is really valuable for me and the team as we think about the next steps for these ideas. I really appreciate your taking the time, and for answering all of my questions. Thanks again!