

# Researching portfolio navigation

*How can I make sure the portfolio is easy to navigate?*



Date	:	26-09-2023
Version	:	1.1
Status	:	Definitive
Author	:	Luc Swinkels



## Version

Version	Date	Author(s)	Amendments	Status
0.1	18-09-2023	Luc Swinkels	First draft	Draft
1.0	18-09-2023	Luc Swinkels	First definitive version	Definitive
1.1	26-09-2023	Luc Swinkels	Added usability testing feedback	Definitive



## Table of contents

1. Context .....	4
2. Method .....	5
2.1 Peer review / A/B test? .....	5
2.2 Usability testing.....	5
3. Results .....	6
3.1 Peer review / A/B test .....	8
3.2 Usability testing.....	14
4. Conclusion.....	16



## 1. Context

The goal of this document is to help me build my portfolio by answering one of my sub questions:

*“How can I make sure the portfolio is easy to navigate?”*

This means I need to figure out which type of navigation is best fit for my users, and how I can test the best option.

## 2. Method

To answer this research question, I am going to use multiple research CMD methods to test my initial designs.

### 2.1 Peer review / A/B test?

To start, I will design wireframes and have different lay-outs that users can navigate through. I will be asking my peers to give me their feedback on which lay-outs and type of navigation they prefer for this project. Since I am interviewing my peers on different versions, this could be seen as either a peer review or an A/B test.

The goal for this method is to figure out which lay-out is the most popular among my target audience.

### 2.2 Usability testing

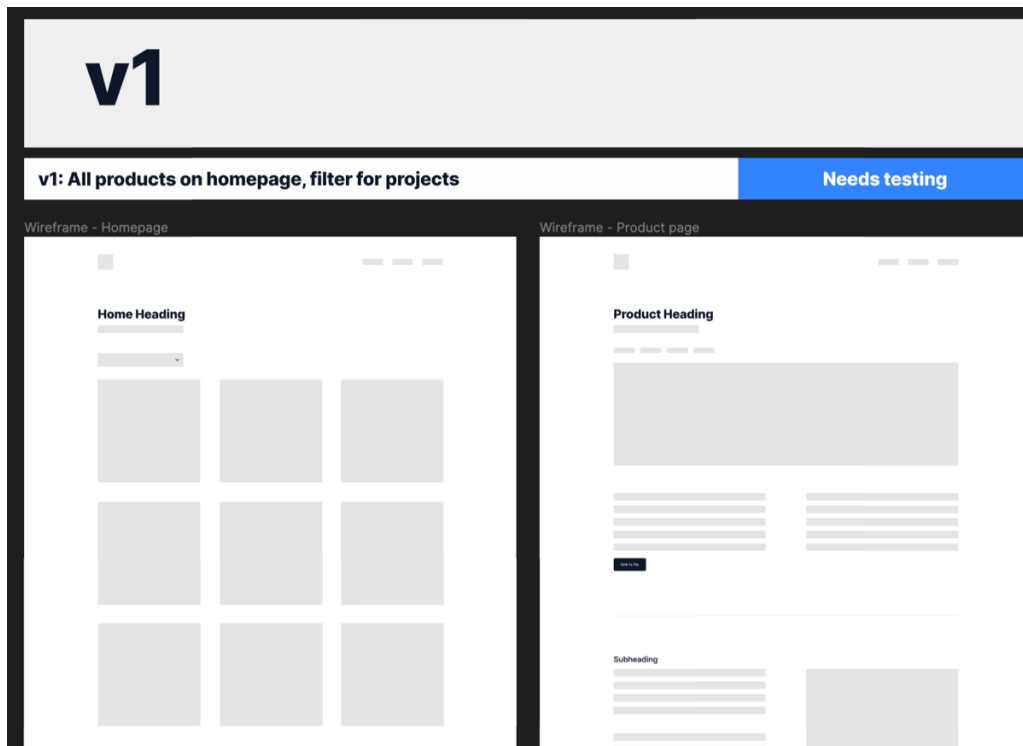
With the feedback from the peer reviews, I will pick a lay-out based on which lay-out was the best, and then make a UI design based on that wireframe. This UI design will be high-fidelity and serve as a new base for testing. The UI design will be iterated upon by performing usability tests and seeing where I can improve things like UX and navigation.

The goal for this method is to figure out what I can improve in the high-fidelity UI design by testing its UX. With the then finished UI design, I can start developing it into a high-fidelity app.

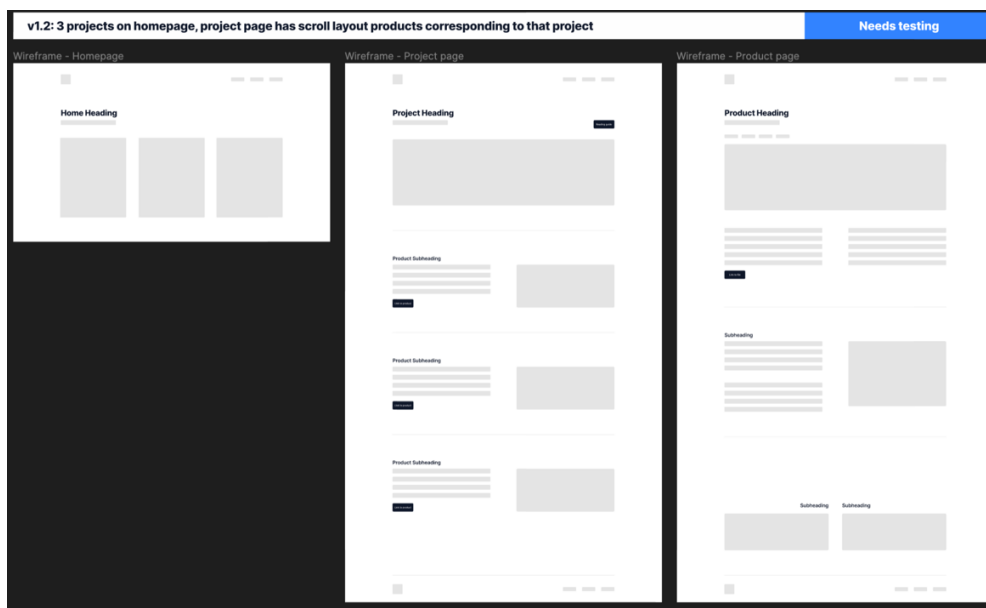
### 3. Results

The initial version of the wireframes for the lay-out/navigation of my portfolio will be based on an example shown by the teachers on day 1, which features a homepage with a grid lay-out of products for this semester. I made three iterations for version 1 that I wanted feedback on.

*V1.1 – all products shown on homepage, separate page for each product, filter button to filter products by their corresponding project on homepage*

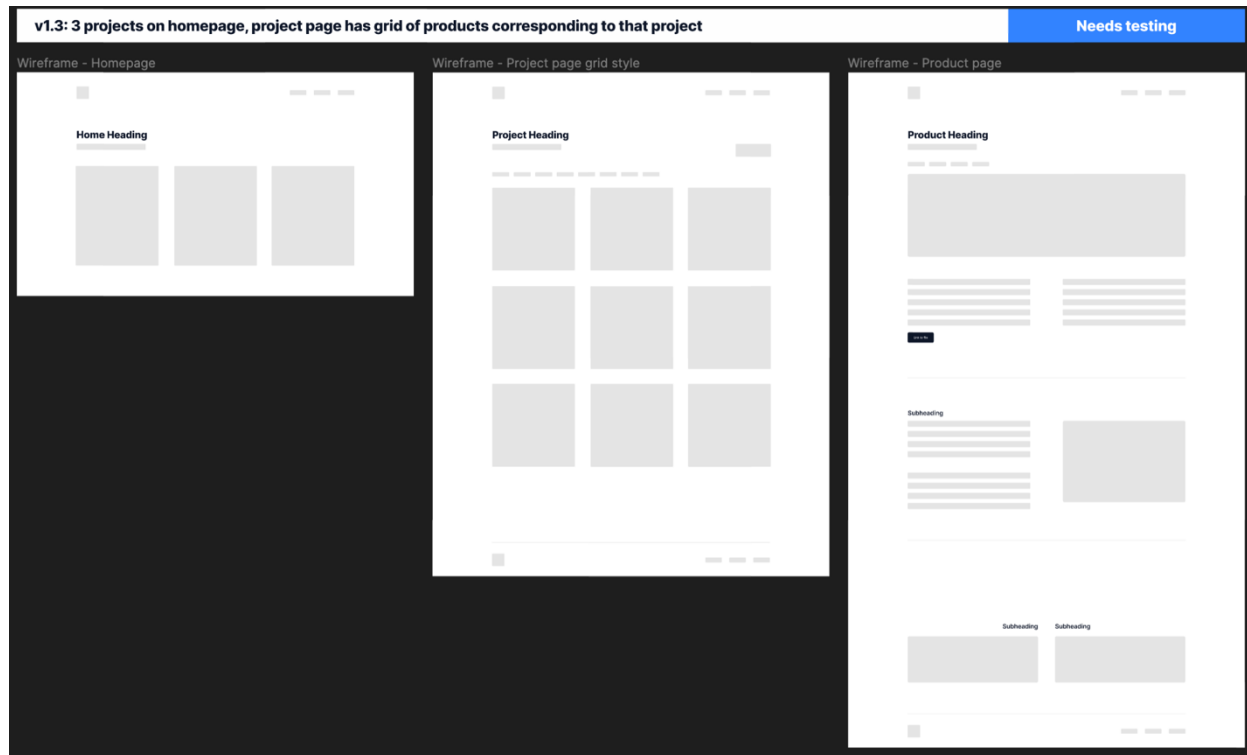


*V1.2 – 3 projects shown on homepage, separate page for each project, all products shown on project page in a top-to-bottom layout*





*V1.3 – 3 projects shown on homepage, separate page for each project, project page shows a grid of products corresponding to that project.*



### 3.1 Peer review / A/B test

I presented 4 peers with all 3 versions of my wireframes, let them navigate through each version and afterwards asked them the following questions:

- Which lay-out do you feel is easiest to navigate?
- Do you feel the need for a separate page for each project?
- Assuming the navbar is fixed on scroll, do you feel the need for breadcrumbs to navigate back?
- Do you feel the need for footer navigation?
- Do you feel like having a previous/next product link at the bottom of every product has added value?
- Do you feel like having a filter button to filter each product by learning outcome (this would work together with the project filter button) has added value?



### 3.1.1 Peer 1 – Media design student

#### **Which lay-out do you feel is easiest to navigate?**

V1.1 – all products shown on homepage, separate page for each product, filter button to filter products by their corresponding project on homepage.

#### **Do you feel the need for a separate page for each project?**

No, because with V1.1 you can already filter products based on a certain project.

#### **Assuming the navbar is fixed on scroll, do you feel the need for breadcrumbs to navigate back?**

No, because there are only “2” pages, breadcrumbs would only be needed if you maintain a structure with more.

#### **Do you feel the need for footer navigation?**

No, since you already have it in the (fixed) top navigation menu.

#### **Do you feel like having a previous/next product link at the bottom of every product has added value?**

Only if it relevant/close to the current product, or else you might end up at a random product.

#### **Do you feel like having a filter button to filter each product by learning outcome (this would work together with the project filter button) has added value?**

Yes, it would work together nicely.

### 3.1.2 Peer 2 – Media design student

**Which lay-out do you feel is easiest to navigate?**

V1.1 would be the easiest and quickest to navigate, but v1.2 provides some extra overview which could be nice.

**Do you feel the need for a separate page for each project?**

It helps with keeping an overview, but not needed.

**Assuming the navbar is fixed on scroll, do you feel the need for breadcrumbs to navigate back?**

Could be nice, however just an indication of which project the product belongs to could also work.

**Do you feel the need for footer navigation?**

No, since it's already possible with the top navigation menu.

**Do you feel like having a previous/next product link at the bottom of every product has added value?**

Yes, to stay in a certain

**Do you feel like having a filter button to filter each product by learning outcome (this would work together with the project filter button) has added value?**

Yes



### 3.1.3 Peer 3 – Media design student

#### **Which lay-out do you feel is easiest to navigate?**

V1.3, I like having a separate page for projects, but the grid lay-out for product is nice.

#### **Do you feel the need for a separate page for each project?**

Yes

#### **Assuming the navbar is fixed on scroll, do you feel the need for breadcrumbs to navigate back?**

Yes, mainly to go back to the corresponding project page.

#### **Do you feel the need for footer navigation?**

No, the top navigation menu is enough.

#### **Do you feel like having a previous/next product link at the bottom of every product has added value?**

Yes, to stay in a flow, else I might feel like “where should I go now?”

#### **Do you feel like having a filter button to filter each product by learning outcome (this would work together with the project filter button) has added value?**

Yes, on the project page this would help a lot.

3.1.4 Peer 4 – Media design student

**Which lay-out do you feel is easiest to navigate?**

V1.1 - it's the fastest way to see a product.

**Do you feel the need for a separate page for each project?**

I don't need it, I think filtering on the homepage is fine.

**Assuming the navbar is fixed on scroll, do you feel the need for breadcrumbs to navigate back?**

No, because there are only two pages

**Do you feel the need for footer navigation?**

No, the top navigational menu is enough.

**Do you feel like having a previous/next product link at the bottom of every product has added value?**

I don't mind it, but I don't need it.

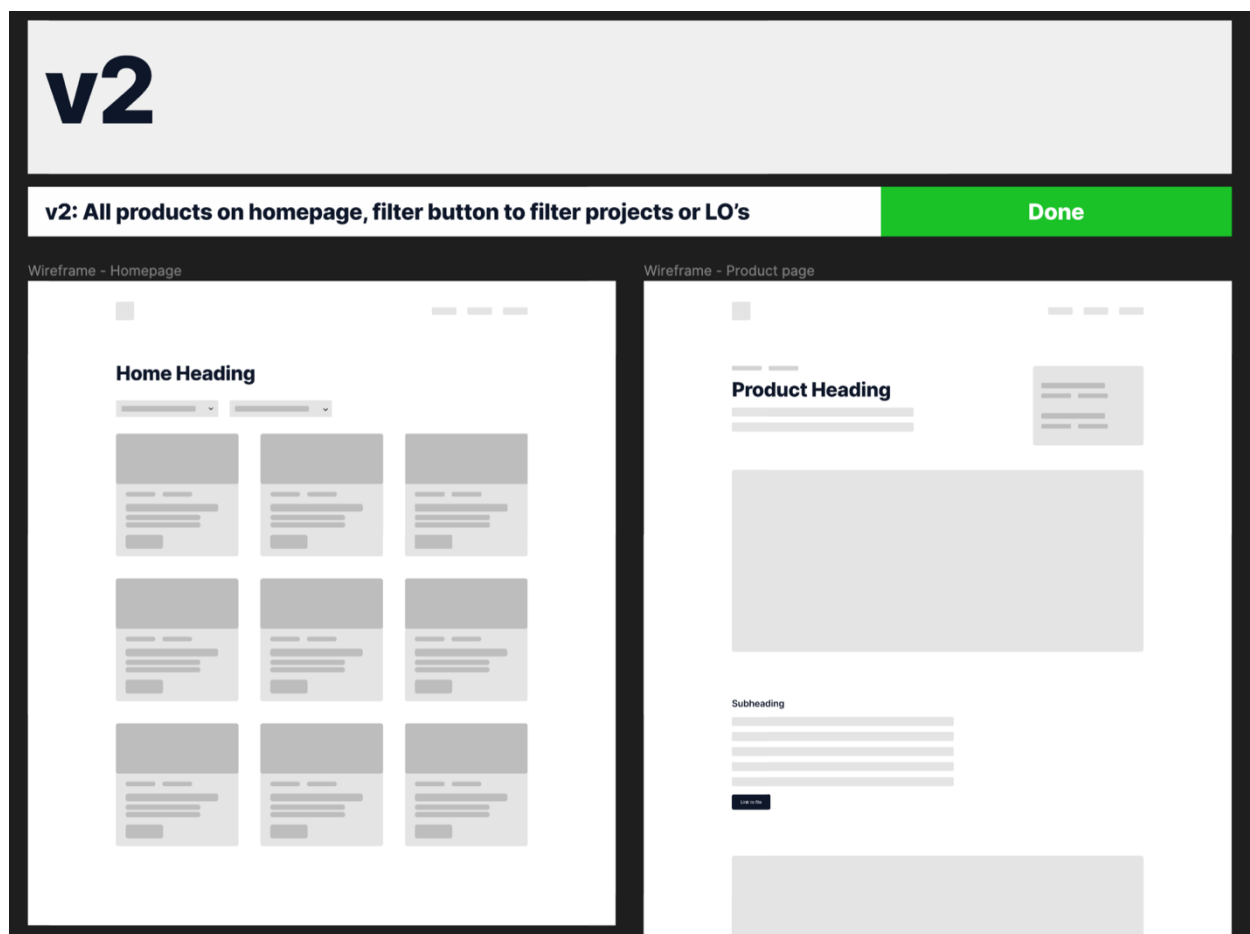
**Do you feel like having a filter button to filter each product by learning outcome (this would work together with the project filter button) has added value?**

Yes, this would be really usefull.

### 3.1.5 Changes based on feedback

With this feedback, I was able to make version 2 with the following changes:

- Picked version 1.1 (all products on homepage, filter with select button)
  - o Most of the test subjects thought version 1.1 was the best, including myself, however it was not unanimous.
- Added a filter button for learning outcomes
  - o Every test subject mentioned it would be nice to be able to filter on learning outcomes and not just projects.
- Removed footer
  - o Every test subject mentioned that the top navigation bar was enough, so there was no need for the footer to have navigation aswell.
- Removed previous/next product (revisiting this later as some peers did like it)
  - o For now, I need to figure out how I am going to technologically implement this and make sure the previous/next product is going to be relevant to the current product page.



### 3.2 Usability testing

To test the usability of the UI design, I decided to turn the wireframes into actual designs and built it into a prototype. To fully emulate a true experience, I decided to code a prototype of the design instead of making a clickable prototype in Figma, because I feel like emulating “clickable” things like dropdowns would be better in a real, coded web prototype which would improve my results.

The main thing I wanted to test was the navigation, filtering, and general UX. Therefore, I asked my users to perform a series of tasks on the coded prototype:

- Find the specific product “Portfolio C4 model”, which belongs to the individual project and the learning outcome software design, then navigate to this product.
- From a product page, navigate back to the home page.

Afterwards, I would look at heatmaps, how they found the product (by scrolling or filtering), and what method they used to navigate back to the homepage. I would also ask them an open question about the filtering and navigational methods, to see if they had any feedback on improving it like so:

- If you used the filter buttons to find the "Portfolio C4 model" product, do you see any possible improvements on this filtering system?
- How easy was it for you to find a product and navigate to it? (1 being very easy, 10 being hard)
- How easy was it for you to navigate back to the homepage? (1 being very easy, 10 being hard)


















To perform these tests, I will be using the prototype tool Maze, and connecting my prototype in the form of a live website to it. Maze allows me to set tasks for users to complete on this prototype, and provide useful info with things like click heatmaps, how long it took users to complete a task, and how many misclicks they had.

#### 3.2.1 Maze results

The Maze prototype was tested by 8\* testers, who are all either graduated media design students, or active media design students.

##### Navigating to a product

I wanted to see if it was logical to users that they could use the filters to filter through the products. While most users used the filter buttons, some users also simply scrolled down to find the product. There was one anomaly who forgot to end their task (making it look like an indirect success), but every user was directly able to find the correct product in a fair amount of time, meaning the navigation is smooth and user friendly.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES	TESTER'S PATH
192288360	-	• Direct	23.94s	3	1	 
192293666	-	• Direct	14.07s	1	1	 
168851859	-	• Unfinished	59.13s	6	3	  
192301863	-	• Direct	21.58s	1	1	 
191875453	-	• Direct	27.73s	0	0	 
141849373	-	• Direct	8.97s	1	1	 
192327448	-	• Direct	15.89s	1	1	 
192428385	-	• Direct	9.12s	1	1	 

When asked about the filter system, most users mentioned that it was easy to use and had no feedback. Some users preferred to have the learning outcomes sorted by their learning outcome number, instead of alphabetically.

"I did not use it because i was curious how all the projects where wrote down and when I scrolled down I found the c4 model"
Tester #141849373 · September 25th 2023, 12:47:42 pm
"idk if it was in alfabetical order but maybe put the numbers from the learning outcomes there as well"
Tester #192301863 · September 25th 2023, 12:14:38 pm
"Filter system does not need further improvement."
Tester #168851859 · September 25th 2023, 11:51:57 am
"I used the filter button. I don't have feedback for that part."
Tester #192293666 · September 25th 2023, 11:15:44 am

### Navigating back to homepage

I wanted to see if it was logical to users that they could use the logo in the navbar to navigate back to the homepage. Since all users quickly and intuitively used the logo to go back to the homepage (the one anomaly being a user who forgot to end their task – this user also used the logo to navigate), I can safely say this way of navigating is user friendly.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES	TESTER'S PATH
192288360	-	• Direct	7.10s	1	1	
192293666	-	• Direct	1.76s	0	0	
168851859	-	• Direct	4.21s	0	0	
192301863	-	• Direct	0.39s	0	0	
191875453	-	• Direct	0.12s	0	0	
141849373	-	• Indirect	25.66s	5	2	
192327448	-	• Direct	0.12s	0	0	
192428385	-	• Direct	0.12s	0	0	

### Changes based on feedback

The changes I will be making to the design based on the feedback I got from these tests are:

- Adding the respective number to each learning outcome, and sorting them by number
- Making the whole product card clickable instead of just the button

The rest of the feedback and Maze analytics indicate that there are no necessary changes to the main way of navigation.

## 4. Conclusion

In conclusion, I was able to make my portfolio easily to navigate by verifying my wireframes and designs using A/B testing for the lay-out, and usability tests for general UX and navigation.

From my maze usability tests, I found out that filtering products on a homepage is a good, user-friendly way of filtering content, and I found out that people recognize a logo in the menu bar as a proper way of navigating to the homepage.

Combining all of my previous research and usability tests made for a user friendly way of navigation through my portfolio, as indicated by the success rate and speed of which users could perform navigational tasks.

With these changes, I was able to come up with a final design:

