USABILITY TESTING
WEBSITE USER-FRIENDLY

Sub Question

What insights can be drawn from feedback collected and analysed from three selected websites that have different navigation structure?

Why

I asked this question to identify the best layout and the best navigation structure and what the target group prefers. I chose the usability testing method because I can collect a lot of feedback and opinions, which I believe is going to be very valuable.

How

Usability Testing: In an early stage of this project, I engaged peer students and teachers to review three selected websites, aiming to collect diverse feedback on interface, design, usability, and overall impression. I asked some to think aloud. At the end, all the testers were asked to write shortly what they think of each website if it was my portfolio.

What?

Based on the results of the research, sub question 1 (What are the latest web design trends of 2023?) I was able to decide some of the criteria of what is considered as a good website to be selected on the testing.

The goal of the portfolio is to serve as a showcase of my achievements in the semester as my goal to show the coding skills and abilities to learn and to secure a graduation internship for the final semester. The process of selecting the websites wasn't just about choosing them, but it was about finding platforms that resonated with my goals, design preferences, and coding capabilities. There is a full document about how did I select the website, you can find a linke below or view it from the portfolio.

Selected Website:

    A. Code Bucks:
- a. This website caught my attention due to its innovative design elements and enthusiasm for showcasing coding skills and layout of the home page, specially for the headings. It is true that the navigation posed challenges, affecting the overall user experience to me and to the others, but despite this, its uniqueness and coding-centric approach were aligned with my portfolio goals, intending to highlight technical skills.
- b. Link: https://react-portfolio-sigma.vercel.app/work

    B. Cali Castle: (website is in Chinese, please use the translator on the website)
- a. This website presented a clean layout and certain design elements that initially seemed promising. However, the website's formal design and functionality made it looked boring, but it served - in my opinion - the minimal requirements for the teachers. Despite these drawbacks, its attempt at structured layouts and specific pages like the blog page with my portfolio's goals, to show the research for example. Therefore, it was not a bad choice.
- b. Link: https://cali.so/projects

    C. React Portfolio : (React course)
- a. Among the choices, the React Portfolio stood out for its simplicity and potential to show coding skills effectively and most important, the 3D elements. The site is not built to showcase what is learned but to get a job, showing the history of the person's work, the languages he knows and a contact page with an impressive background and 3d element of an earth that is spinning slowly. Choosing this website as the layout will mean that there is a lot to do and fix, but I am ready for the challenge because it looks so good.
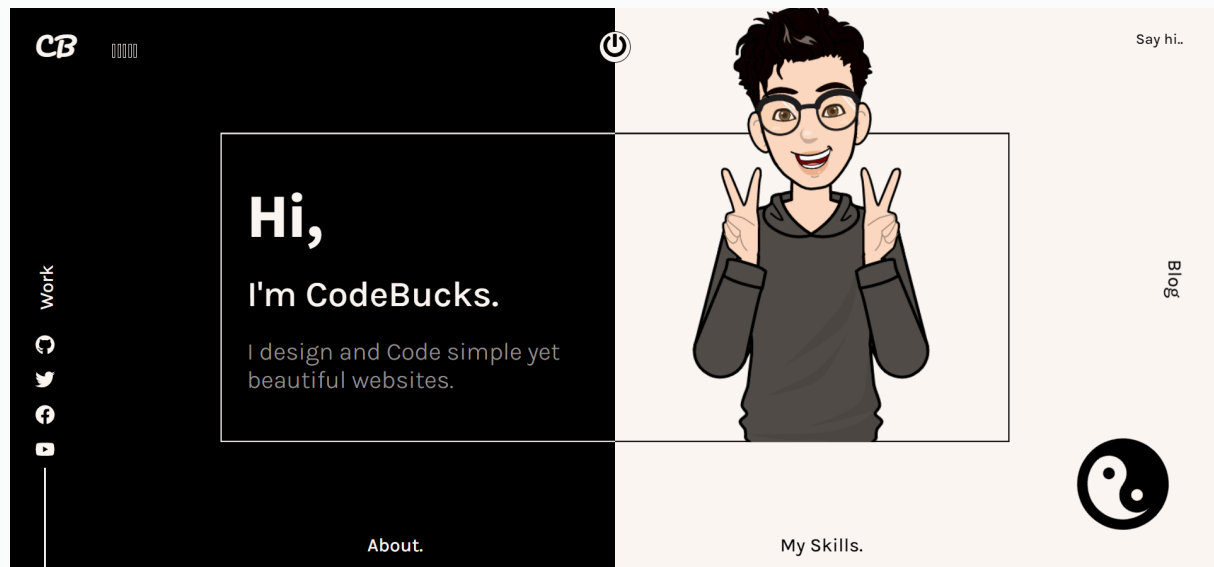- b. Link: https://project-portfolio-6i7c.vercel.app/

The testing results:

Participant Name	Participant Role	Code Bucks	Cali Castle	React Portfolio
Hajer Al Kindi	Student	I liked the design	Too formal, simple, and nothing unique	Overall, I liked the simple and neat design. I would write more information about myself in the beginning (just a short description)
Megin van Herk	Student	I hate it, its too confusing, there are directions or familiar navigation options. Everytime I click on something it opens another tab. This makes me want to leave the website.	Nice hover animations, the login is a bit weird for a portfolio, I would prefer anonymous comments as the reactions you can add.	Maybe indicator that there is a 3d thing, or already move it. Maybe make the text bigger, or less. No external links pls.
Negin Bokaeiolmousavi	Student	The icons are confusing (power off button-playing music icon looked like hamburger menu) the scroll chain is well designed and gives feedback to the user.	The information architecture is good I can find information- The picture are not well selected because they are not personalized - I liked the emojis next to the blog- some pages are not necessary for example message wall.	I liked this one the best. It is minimal design and I can easily fine information. I like the micro animation.The time line helps alot with navigation

Participant Name	Participant Role	Code Bucks	Cali Castle	React Portfolio
Kim Oppers	Student	I think the website is a bit messy. There is a lot going on but I think the idea is very original. The navigation is confusing for me because I don't know where to click on. Where is the navigation?? Left, right?? It's confusing for me but I like the music and animations.	I really like this website. The 'blog' page has a nice overview with pictures. The homepage is clean, and I know how to navigate. It's a clean website.	I really like the website. I like the animations for the cards and 3d model. Very interactive.
Presiyan Penev	Student	Interesting way to structure the menu, I like that it is a bit more unique. Definitely original way to represent their portfolio	Better than the first website I saw, very well organized and clean, I like how images are organized and it is easy to navigate throughout the website. I really liked the testimonial page and that every page had a clear call-to-action button	The thematic is fitting in my opinion together with the colors, the animations I found really cool. The 3d animation was cool as well, but didn't know it was moveable in the beginning, think of a way to indicate that it's interactable, overall it's a really nice looking and easy to follow portfolio

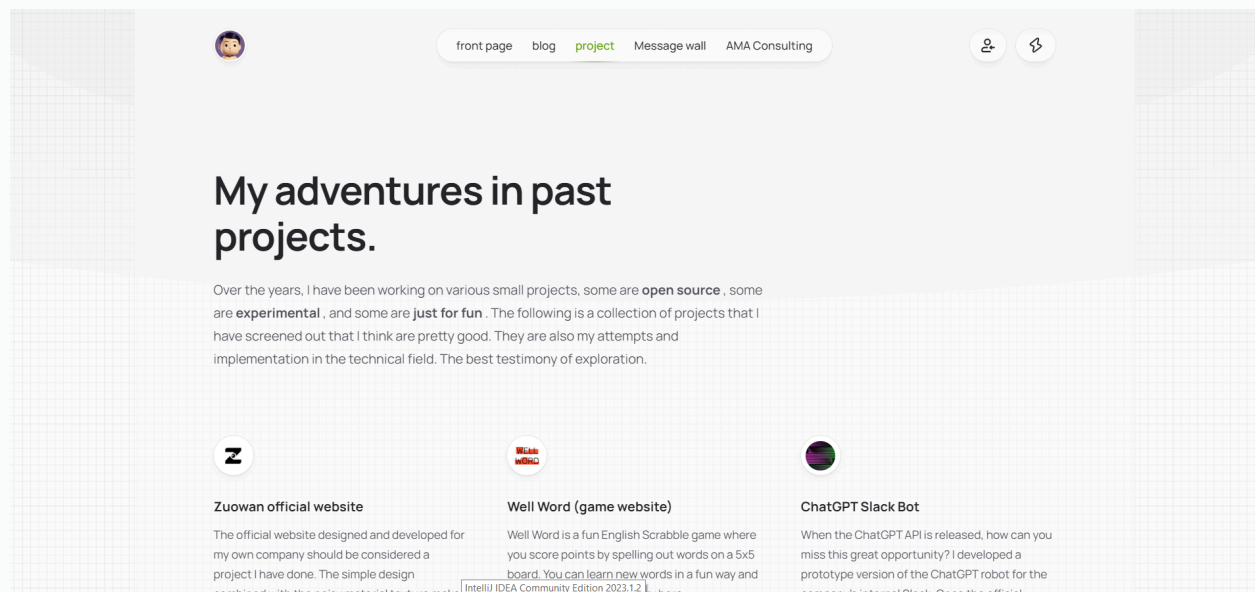| Participant Name	Participant Role	Code Bucks	Cali Castle	React Portfolio
Stan Oers	Teacher	I've got a couple of small bugs. That is not a nice start for a front-end developer. Overall experience is all over the place. Though the soundbar was the menu. However! Although this website is imo technical and design wise super messy. I do see his enthusiasm about code and animations. And I like that. I would hire him for an internship to see if he would grow technically towards a junior.	Design feels outdated. Although there is cohesion. In terms of him as an app developer it makes sense. It is very structured. You can easily find his projects and his code is hosted on github. His code on github is clean. Good validation, structure is a bit meh. Junior/Medior backend/app/plug-in developer?	Love the 3D! I would say maybe try to integrate it more with the website. E.G. I would not have the laptop on the hero. But animate the lines in the background instead. I would swap the timeline with the projects since it is more relevant. Also put your contact information in the hero (above fold). Plenty of times potential clients will go to your website just because they forgot your email. Or they saw the website closed it and after talking about it with other people decide to send you an email. The ending with the contact is really cool.

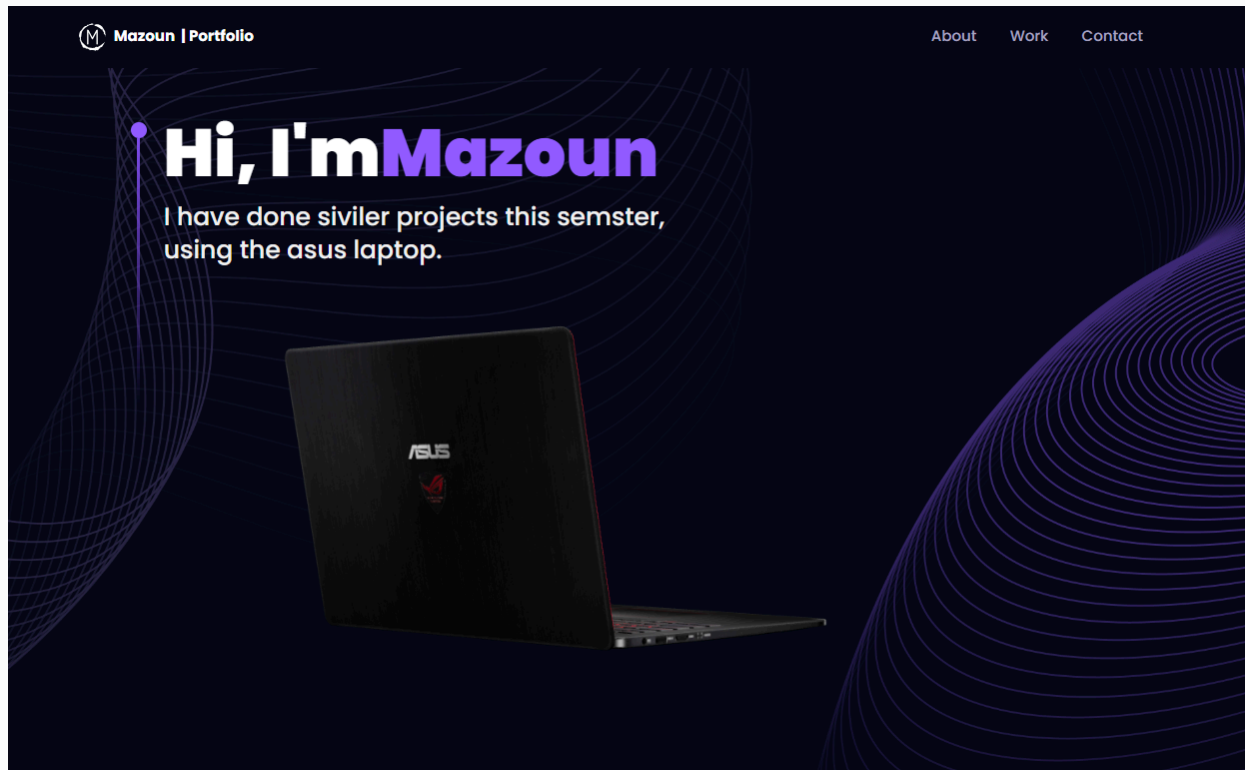| Participant Name	Participant Role	Code Bucks	Cali Castle	React Portfolio
Paul Reekers	Teacher	The horizontal scrolling is weird, there is no clear understanding why it needs to do that. Social media icons on the left disappears into the white background. Power button in the middle with a green hover is weird and not clear why its there. The menu structure is all over the place. He wants to show his skills, but now it's too much of all the different elements.	Design is a bit simple, not that special or outstanding. The projects could use more information/image. First tile (zolplay) is a broken link. The hover effect makes the text unreadable.	I get errors Access to script at 'file:///src/main.jsx' from origin 'null' has been blocked by CORS policy: Cross origin requests are only supported for protocol schemes: http, isolated-app, brave, https, chrome-untrusted, data, chrome-extension, chrome. main.jsx:1 Failed to load resource: net::ERR_FAILED /logo.svg:1 Failed to load resource: net::ERR_FILE_NOT_FOUND

Code Bucks:

As can be seen from the above image, the navigation menu is all around. It is unique, but that dosnt mean it is good. When doing the testing, I was observing the users, most of them did not know that there are 5 menu elements. And from the testing results, a user said it is messy.

Cali Castle:

This website, on the other hand, showed a better navigation menu, at the top and in the centre. Most users agreed that it is well-structured and better than the Code Bucks. However, some users said it is simple and easy, I would say this is a very user-friendly website, because users did not find it difficult to navigate through it.

React Portfolio :

This website, is a one-pager website, which means that it is not complicated, that users can easily navigate throughout. As can be seen from the testing, none of the users real find any difficulties regarding the navigation.

So What?

Analysing the feedback from participants and teachers, it is evident that each portfolio website had its strengths and weaknesses. However, this is not the main point. What I am looking with this testing is the friendlies of the websites in the matter of navigation and layout. To conclude the results, the Code Bucks is not user-friendly, its navigation menu is messy, everywhere in the screen, its pages show different coding skills but doesn't rely focus on what the users really know and used to. Why would the user scroll to the right on the project page, there is nothing that illustrate that.

As for the Cali Castle, the design is boring and simple, but it is user-friendly because the results shoes that it was easy to find everything. And finally, for the React Portfolio, the one-pager, it is also user-friendly because everything is on one page. However, the question is as follows, if both the Cali Castle and the React Portfolio are friendly, which one should I peak? And why?

In light of this feedback, I have decided to choose the React course layout and navigation menu, this is because not only it is user-friendly, but the users had more positive feedback about the 3D objects and the theme, so it is the one standing out.

Appendix

📄 4. Website Selection Process

https://docs.google.com/document/d/1dfIlomdspR247-yNeWpDNtS-KoNrkyKlcfy3R20E1wk/edit?usp=sharing