FINAL TESTING
Usability Testing

Based on user feedback, what improvements and iterations are necessary to refine the website further?

Question Reasoning

This question is for showing what I will be doing with the feedback I receive.

Method selection

    A. Lab: Usability Testing.

Method Reasoning

Usability Testing: I chose this method because it helps in detecting problems in the design and can help me with correcting the issues before I code it. Also, after doing the literature research about the different types of testing, I found out that the moderate usability testing iss the best for having many improvements.

Method Setup

Usability testing: I have created a set of steps to guide the users through the website to determine if it is navigable by observing their behaviour. I also created a follow-up questions to ask them to further clarify upon the design. The testers are among my target users and beyond because I believe that the more, the merrier. As for other testers, I chose them based on their major and availability. They are international business and marketing students from Fontys Venlo.

Results

I started the testing with Mr. Paul. I asked him to navigate throughout the website and try to test the functionality and give me feedback, but he outlined that the optimal and the usual way is to guide the user by asking him to do certain tasks. Therefore, I tried to do that. Following are the testing tasks and question.

Tasks

1. Go to the testimonials
2. Scroll back to top
3. Go to the contact page
4. Scroll back to the top
5. view the reading guide
6. Go back
7. View the projects
8. Go below, and discover what is there.
9. Open one project
10. Find the learning outcome of that project
11. Open one achievement of one of the learning outcomes
12. Scroll down to discover the content

Questions:

A. Was it easy to navigate through the website?
B. What do you think of the website colour?
C. What do you think of the PDF viewer?
D. Do you like the website?
E. Are you happy with the design?
F. Do you have any other feedback?

Answers

Participant		Answers
Teacher	Mr. Paul	A. The menu is not user-friendly, usually when you navigate to other pages it doesn't change. B. Yes, the colours are fine, nothing out of the ordinary. C. If PDF viewer, make sure it is working in all browsers and devises because I might use the iPad. **Follow-up question:** do you want to see the PDF of the text in the website? I prefer the text, but you should test it out. D. yes. E. Yes, because this is your last design? Yes it's good. **Other feedback:** - Switch between the reading guide and the projects. - Make it more ziyn. (the hero section of the main page with the 2d objects, something is not centred, and other things are small compared to other things which look bigger.) - When doing a testing, make sure to have a guide to take the suer through the website.

After fixing upon Mr. Paul feedback, I continued to do more testing:

Participant		Answers
Student	Thuraya Salim	Short intro: Thuraya Salim marketing student at Fontys University Venlo she worked on websites designing during her studies as a marketer. A. Yes. B. I like it. C. I prefer to see the text instead of a PDF viewer because this is what the website meant for on my opinion. D. yes, of cures, I like it. E. Yes, I liked the background a lot, it looks very interesting. F. the selected font was nice, the text were clear in all the pages and the colours suites the purpose of the website. One note is that as a viewer, I would prefer to see the PDF content on the website itself instead of opening a PDF file. Great job overall. **Other feedback:** - It is very smooth and easy to use. **Observation:** - It was hard for the user to scroll up all the way, would be good to add a scroll button. - Not all the links in the prototype work well. I need to fix that.

Continued to do more testing:

Participant		Answers
Teacher	Mr. Bardt	A. Yes, because you guided me through it. B. I don't like purple… C. I am not sure, what do I like about it? It's hard to say because I don't really see it. But if I told you that I don't like it, would you take my feedback into consideration, giving the time left for the submission? **Other feedback:** - The testing was very direct, next time try to make it different, like try to find what other people said about me other than saying go to the testimonials. - He was concern if I will be able to code it. - He gave a detailed feedback about the follow-up question, some question was that very general and I should specify them differently. - He told me to see how peer students did their portfolios. - He wanted to know why did I select a specific design choice, he said that he don't know, but that was because he wasn't aware of the process during the semester. - He pointed out a question about, what if you found the same no and yes for a question, how would you determine that. Which enlightened me.

I was welling to do the testing to Mr. Stan as well but after the feedback from Mr.Bardt I found out that my testing was lacking the foundation of a real testing. Additionally, Mr. Stan was present when the testing for Mr.Bradt was being conducted, therefore he was also able to advise on some things like it would be good if they can see the very brief of what we did on the portfolio or any other project instead of showing the PDF as a whole.

From that I was able to clarify what Mr. Paul said about the reading guide, as it is not supposed to be shown on the website, but the reading guide should direct to the website. I was doing vice versa.

Conclusion

From the feedback I have collected from both the teachers and the other students from different majors, I was able to understand that I need one navigation menu for all the website but not multiple for each page, that some users prefer to see the text instead of a PDF viewer, and that it would be good if I add a button that helps the users to scroll to the top of the website. That the reading guide is directing the user to the website, not the other way around. That it would be good if they can see the very brief of what we did on the portfolio or any other project instead of showing the PDF.

So what?

From the feedback, I decided to show the text instead of the PDF viewer. And will add some links to other documents there. That I will try to follow the trend of pastel but not necessary purple because it was not something outstanding but fine.