Memo

Date: December 13, 2016
To: HuskyJobs
From: Nicole McGovern
      Peyton Foucht
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Subject: Recommendation Report for HuskyJobs

In this report detailing HuskyJobs Usability Test, we have tested the tasks desirable users would perform as mentioned in our proposal of October 11th, 2016. They are: login and find an internship, upload a resume and cover letter, find specific help, and RSVP for an info session.

These tasks were developed through a heuristic evaluation and secondary research. We reviewed the online job searching tool and came up with questions we would like users to answer. We sent out an initial background survey to recruit participants for several user studies. From there, we collected and analyzed our data, then wrote our report.

From our findings, we suggest that HuskyJobs enhances a few features which would allow ease of use for potential users. When logging onto the website, users were having difficulty distinguishing between current students and alumni due to multiple login options. We also found that once users had applied for an info session or uploaded a document, they were confused on whether they successfully completed this task due to the lack of confirmation. Another finding important to note was the finding help option. Users had trouble locating the help link, and didn't understand that help information was page dependent.

We recommend that HuskyJobs implement our suggested changes in order to improve usability and user experience.

If you have any further questions, comments, or concerns please contact us at (206) 555-3454 or email hcdestudents@uw.edu.

HuskyJobs Usability Report

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            December 13, 2016

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Executive Summary

We are a group of students from the University of Washington seeking to enhance the user experience of HuskyJobs through a series of usability testing.

HuskyJobs is an interactive system for recruiters to post information about opening positions and for students who intend to apply to jobs that are posted. We chose this project because students have voiced concerns for the site in the past and a poor HuskyJobs interface means students are missing out on internships or jobs that could have led to further opportunities in the future.

Our research consisted of us familiarizing ourselves with the website to accumulate questions we would like answered. From there we recruited potential user of this website as participants for several usability tests.

Our findings show that some features on the website weren't very intuitive. When logging onto the website, participants were having difficulty distinguishing between current students and alumni due to multiple login options. They were spending about 9.75 sec on average to log onto HuskyJobs. We found that once participants had applied for an info session or uploaded a document, 3 out of 5 participants were confused on whether they successfully completed this task due to the lack of confirmation. Finding help was another issue common among all participants. All 5 participants failed this task as they had trouble locating the help link and didn't understand that help information was page dependent.

On the basis of these conclusions, we recommend that HuskyJobs implement our suggested changes in order to improve usability and user experience.

Introduction

The Product

HuskyJobs is an interactive system for recruiters to post information about opening positions and for students or alumni to apply to jobs or internships that are posted. HuskyJobs generates revenue by requiring employers to pay to post their positions for 30 days. To incentivise employers to buy spots on the site, HuskyJobs aims to provide them with a great deal of exposure among qualified candidates. By improving usability and user experience, we will increase the return rate of users and overall popularity of the site. This will in turn bring more candidates and consequently more revenue. To do this, we will conduct a usability test to evaluate what is preventing users from using HuskyJobs more often to find and apply for jobs. The goals of this usability study are to focus on how users login, successfully upload a document, and navigate to specific pages.

The Company

University Washington is a leading research university with three campuses, a world-class academic medical center and extensive continuing education programs. The university supports higher education and helps prepare students for their academic careers. It supports over 45,000 students each year and offers expansive opportunities and resources for them to succeed.

Overview

Throughout this report we will describe the process for performing a usability test on HuskyJobs. We begin by reporting logistics of the test, such as participant criteria, study design, test environments, etc. We then discuss test preparation, details regarding each test session, and data compilation, summarization, and analysis. We conclude with results of the test followed by findings and design recommendations.

The Team

The team conducting the study consists of four students in the Human Centered Design & Engineering department - Nicole McGovern, Peyton Foucht, Leyla Ibrahim, and Meredith Yuhan Xie:

- Nicole is a junior at the University of Washington, and a second year in the HCDE department. She is focusing on Human-Computer Interaction, and is seeking a career in either User Research or User Experience.

- Peyton is a HCDE undergraduate senior at University of Washington. He is interested in qualitative research and hopes to work in user testing after graduating.
- Leyla is an undergraduate in the HCDE department at the University of Washington. She is a senior who is interested in User Experience/User Interface Design post graduation.
- Meredith is senior year HCDE undergraduate student at University of Washington. She is dedicated to be a product designer after graduating, and she is always open for talk.

Terminology

The following terms are used throughout this report, and definitions are given for the reader's clarification:

"Think-aloud" protocol: A technique used to collect qualitative data during the usability test. Users are asked to speak aloud in detail and explain their thought process while completing tasks.

Facilitator: Member of the usability team responsible for guiding the participant through the test.

Pilot Test: A "practice run" usability testing session used to find potential weaknesses of the test, such as software preparation, understandability of tasks, and so forth. This better prepares us for upcoming testing sessions.

Heuristic Evaluation: A thorough inspection of a user interface design, checking for usability. This helps find usability issues to focus on in the usability testing or design process.

Test Environment: The location and general surroundings of where the usability tests are completed.

Participant Criteria: Characteristics that are required of all participants to be included in the usability tests.

Audience Analysis: An overview of general characteristics and demographics of potential users.

Methods

As we developed the method details for our usability study, we attempted to base all details off of our overarching research question: What is preventing users from using HuskyJobs more often to find and apply for jobs? This question drove all aspects of our usability test.

Study Design

In order to test our targeted heuristics (see Appendix B), we created four tasks for users to complete. We asked participants to use think-aloud protocol while performing each task to collect qualitative data on their experience.

- Starting from HuskyJobs' landing page, login and navigate to the job search page.
- Starting from the home page, upload a resume and a cover letter to your profile.
- Starting from the home page, find the HuskyJobs' help information on searching for jobs.
- Starting from the home page, find and RSVP for a company's info session.

The following provides the scenarios given to participants and discusses the reasoning behind each task scenario.

Task 1: Starting from HuskyJobs' landing page, login and navigate to the job search page.

Scenario:

- You're currently a junior in the Computer Science department. Spring quarter is coming to a close and you're interested in finding an internship for the summer. Use Huskyjobs to find a software development internship at the D.E. Shaw Group

What it tests:

- Used to test the login system and if users can distinguish between current student login and alumni login.
- General navigation of the main menu.

Reasoning:

The primary goal of this task is to evaluate how users were responding to the current login screen. In our heuristic evaluation, we found that there were inconsistencies between the two login processes with current students using a

redirecting link to login and alumni using a username and password textbox. This task evaluates whether or not the current student login design is adequately communicated to the users.

Task 2: Starting from the home page, upload a resume and a cover letter to your profile.

Scenario:

- You've found a job that you are interested in. Upload your resume and cover letter so you can submit them to an employer.

What it tests:

- Clarity of difference between public profile and uploading a document.
- Navigation to upload documents page, as well as other shortcut routes to accomplish this task.

Reasoning:

We included this task to test the general usability of this site, as well as the overall aesthetic and minimalist design problem we discovered from our heuristic evaluations. Uploading documents is a critical step in successfully applying for a job, and we wanted to test participants on how easy and intuitive accomplishing this task would be. To assess the site-wide aesthetic and minimalist design problem, we felt the upload document page would be a strong testing point.

Task 3: Starting from the home page, find the HuskyJobs' help information on searching for jobs.

Scenario:

- You've uploaded your resume and you're wondering if any employers have viewed it. Find some information on HuskyJobs that will answer this question.

What it tests:

- The findability of the help information offered.
- Structure and organization of the help information (offering different help information depending on the page accessed).

Reasoning:

We found that the help and documentation heuristic of HuskyJobs was very unsatisfactory. Users could not access help unless they checked for a submenu under their profile. This task tests whether users find the current location of help

is intuitive and easily accessible. Additionally, we wanted to test whether or not it was clear to users that the help page offered different information depending on what page they clicked on help from.

Task 4: Starting from the Home page, already logged in, find an employer-led event.

Scenario:

- You've heard your friends talking about a company, Washington Society of CPAS and you want to learn more about it. Find an event that will connect you to this company and sign up for it.

What it tests:

- The findability of employer-led info sessions and events.
- Navigation to info sessions

Reasoning:

We found employer-led events may be difficult to find because of ambiguity in the wording of information sessions and search listings. Search listings suggests that you can search for info sessions and events, which is not the case. Search listings only provides current job openings and internships and this task evaluates whether or not users would understand this.

Participants

Audience Analysis

We analyzed the sites purpose and functionality in order to get a better understanding of the target users. We decided to narrow the scope of our study to focus specifically on those who are applying for jobs, as opposed to the recruiters or employers posting them. Only current University of Washington students and alumni have access to HuskyJobs. We came to believe that a typical user uses the site sporadically. They may not use the site for months, but when searching for a job they may visit the site multiple times a day.

Participant Criteria

Because we are focusing this usability test on several specific features on HuskyJobs, we created participant criteria that would allow us to best evaluate these areas. We

decided to recruit five participants who are all current University of Washington students and have never applied to a job using HuskyJobs.

We conducted 5 usability sessions where all of our participants were college students who currently attend the University of Washington. They were all female and between the ages of 17 - 20. 2 participants had never used any job searching tools, and 3 participants had used LinkedIn. Refer to Appendix C for full survey. Recruitment was conducted through posting the survey on Facebook student pages and randomly asking students in various campus buildings to participate. Each candidate fit our required criteria to conduct the study, some were familiar with the site while others had never logged on before.

Test Environment

We conducted all of our usability tests in one of two test locations. The first location was in the University of Washington Sigma Kappa sorority house library, a quiet and isolated space that we were able to reserve. As a number of our participants were members of the UW Greek Community, this location was both convenient and accessible. The second location was the Louis Stokes Alliance for Minority Participation (LSAMP) Student Center, located in Mary Gates Hall. One of our team members had after hours access to this building, which provided a quiet space for testing in a very central location on campus.

Our Process

Procedures

Prior to each session, we printed out the forms required to complete the usability study. For each test, the participant needed to fill out a consent form, post-task questionnaires, and a post-test questionnaire.

We arrived at the testing sites 10 minutes before the appointment to set up our equipment and the testing environment. We first arranged chairs in a way that would allow our facilitator and note takers to be where we wanted them in relation to the participant. Once this was completed, we started setting up the testing computer.

We made sure to open an incognito window for each session to ensure that there would be no misleading saved information the participant might run into during the test. We navigated to the HuskyJobs login screen to confirm that our web browser did not "auto-fill" a username and password anywhere, and left the browser on this screen for the participant. We next opened our testing software, Quicktime Media Player, but did not start recording until after the participant signed the consent form. Lastly, we set the

consent form on the table next to the computer along with a pen. When the participant arrived, we greeted them and asked them to take a seat in front on the testing computer, then began our session.

Developed Research Questions

After analyzing HuskyJobs' target users and key tasks required to successfully accomplish using the website, we developed the following overarching research question that would guide our usability study: What is preventing users from using HuskyJobs more often to find and apply for jobs?

In order to address this problem, we came up with several more focused usability questions. These questions would allow us to better understand the different components that influence the overall usability of the site. They are as follows:

- Do users understand the different application processes such as applying through HuskyJobs vs. being redirected to an external site?
- Is uploading documents to your profile efficient, easy, and effective?
- Can users find answers to their questions in the help easily?
- Are users confident that they're submitting the correct documents when applying to specific jobs?
- Is the login interface intuitive?
- Can users easily navigate through different tools after logging in?
- How do users feel about the info sessions RSVP process?

Recruitment

In order to recruit participants for our study, we created a survey on Google forms that would allow us to find participants that met our criteria. We included an incentive of a $10 Starbucks gift card that was written in the survey introduction. We primarily used Facebook to distribute this survey. Each team member posted in various UW related Facebook groups which allowed us to gather a large pool of potential participants. We thanked the users that completed our survey but did not fit our criteria and removed them from our pool of potential participants. We then emailed seven respondents to schedule testing sessions, hoping to hear back from at least five. After receiving five participant confirmations, we closed our survey.

One participant's data had to be excluded due to language and communication barriers. This led to us recruiting one more participant through a less formal process. After conducting the unused testing session, one team member found a participant by asking

nearby random students. This team member verbally went through the testing survey to make sure the student fit our criteria, and informed the student of our offered incentive.

Pilot Test

In order to prepare for our usability tests, we conducted a single pilot to get a sense of how the test would go. The purpose of the pilot was to see if we overlooked any matters that may disrupt our tests with actual participants. It also allowed us to evaluate how users would interpret our tasks in the context of a testing environment. After conducting the pilot session, we realized that some portions of the wording of tasks were unclear. This allowed us to improve our scenarios and collect more accurate data.

Test Sessions

Each participant arrived at the testing environment for their scheduled session on time. We greeted and then instructed the participant to take a seat at the testing computer. We briefly explained the purpose of the test, reiterating what was stated on the survey. The facilitator then read from a script to ensure that all participants were receiving the same information. In this, we explained how the study would work, asked them to use think aloud protocol, informed them that we would be recording from their session, and other related details. We then asked them to sign a consent form before we moved any further with the test. Once signed, we explained to them how they would complete each task given a scenario.

As the participants walked through each task, one notetaker concentrated on their actions on the site while the other focused on the participant's think aloud protocol. After they completed each task, we had a short post-task questionnaire for them to complete before moving on. Once all tasks were completed, team members had the opportunity to ask additional questions to clarify any unique observations. After the test, participants were asked to complete a questionnaire detailing their overall experience and thoughts on HuskyJobs. We thanked them for their time, asked if they had any questions, and provided them with their Starbucks giftcard. The team then debriefed and collected all notes on a Google Drive document.

Data Collected

Over the course of these sessions, we collected both qualitative and quantitative data. We collected qualitative data by asking the user to follow "think-aloud" protocol, as well as our team members taking notes on how the participant went through each task. After each task was completed, our team members may have asked additional questions

depending on observed behaviors and activity during the task. Our quantitative data was collected using the Likert scale on our post-task and post-test questionnaires. Below is an example of the format of our post-task and post-test questionnaires. For further documentation, see Appendix C.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The task was easy to complete.					
Navigation for this task was intuitive.					

Table 1. Post Task questionnaire Format

Results

Data Compilation

The team compiled the data collected from each usability study in a Google Doc. We grouped all data by participant and then by task. The team went through each task and summarized the participant's process while completing the scenario. This included pages they accessed, icons they viewed, steps they took to complete the tasks, and any other relevant information. Quotes and questionnaire responses were placed under the task they were relevant to. We then had a data set for each participant that we could use later for data analysis.

Data Analysis

We went through each participant's data to view possible paint points they encountered with HuskyJobs, we analyzed the data by usability issue. This was done by searching through the previously compiled data detailing how they completed the task, qualitative data we collected through think aloud protocol, and quantitative data from our post task and post-test questionnaires. We walked through each task that the participant went through and looked for possible pain points. We looked for actions and quotes where the participant may have been confused, frustrated, or dissatisfied. Using affinity analysis techniques, we identified core pain points. Once a potential pain point was found, we compiled all data that was relevant, such as user statements, actions, and questionnaire responses that further described the issue.

Once we had done that for each session, we looked for connecting pain points among each participant. If multiple users expressed confusion or frustration when looking for the help page, we grouped it together representing a common issue. The final groupings of these pain points represented the major problems users encountered through the site and was supported by actions, quotes, or questionnaire responses.

Task Results

In this section, we present the results of our research. For each task we conducted, we present the most important and relevant data acquired.

Task 1: Login and navigate to the job search page.

Before starting this task, we told participants to begin their think aloud protocol after logging into HuskyJobs. This allowed us to collect quantitative data on the time spent looking for the current student login link without think aloud protocol affecting this measure. The longest amount of time spent before finding the correct link was 3 minutes and 7 seconds, while the shortest was 4 seconds. Excluding the outlier case, the average time spent finding the current student login link was 9.75 seconds ([12, 15, 8, 4] / 4).

2 out of the 5 participants interacted with the alumni login boxes. One participant started typing in the alumni username box, before stopping and clicking on the current student login link. The other participant attempted to login as an alumni three times. After the third failed attempt, she spent 15 seconds reading the login screen text before clicking on the current students login link.

Once users had logged in, 4 out of the 5 participants used the search listings tab on the main menu to search for the directed internship. Of these 4 participants, only 1 of them read through any of the text in the large blue box at the top of the screen outlined in red in Figure 1. All other participants immediately scrolled past the box without reading it.
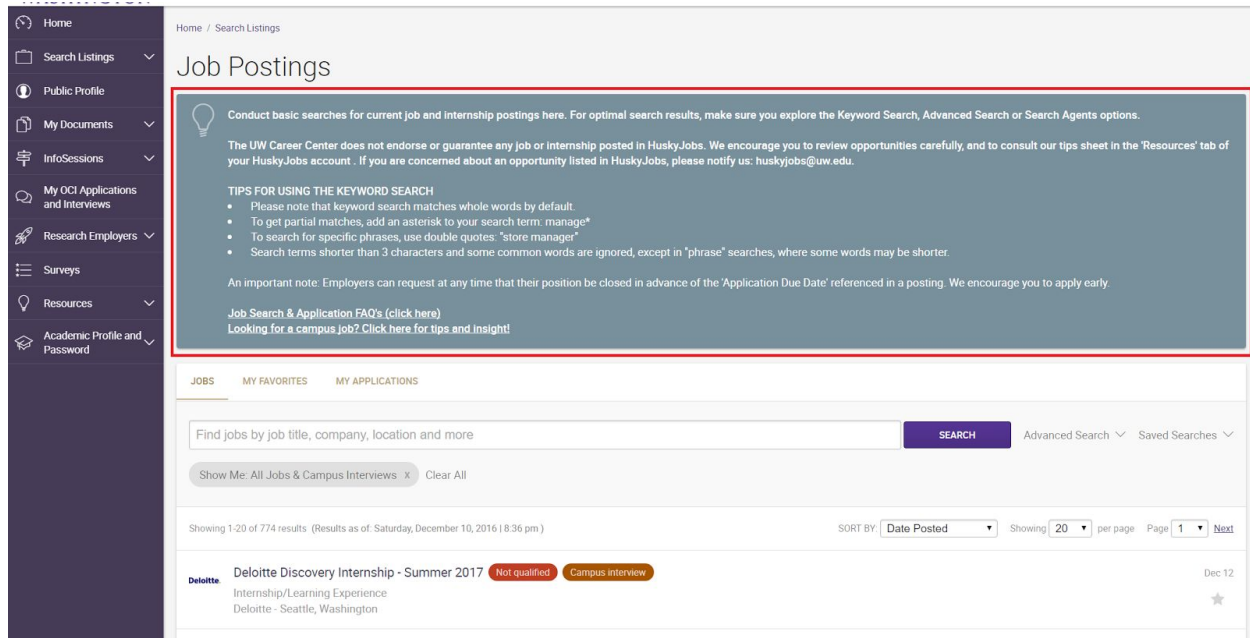
Figure 1. Image of large blue box

Task 2: Upload a resume and a cover letter to your profile.

3 of 5 participants interacted with the large blue box of text on the My Documents page. Upon seeing the box, one participant said they found it "alarming" and "did not want to read it" while another participant simply said "Do I really want to read all of these?.." before skimming through the content. The 2 participants who did not interact with the blue box simply scrolled past it without acknowledging or reading it.

2 of the 5 participants expressed verbally that they expected to be able to upload two documents at once. After selecting a file to upload, one participant did not submit immediately. They stated "can I choose another file at once? I think it says only one at a time, I would have preferred multiple files at once" before clicking the submit button. While selecting the document to upload, one user tried selecting multiple files and explained how she thought she could upload them at the same time.

2 of the 5 participants also expected some form of confirmation following the document upload. After submitting the document, one of the participants was confused on whether or not it went through and scrolled down back down to see that her resume was actually uploaded. The other participant stated "expected some kind of confirmation that her file was uploaded."

Task 3 - **Find HuskyJobs' help information on searching for jobs.**

We found that 5 out of 5 participants failed to complete this task. All participants eventually found a help page, but were unable to find the desired content. The graph below illustrates locations that the participants went to before correctly finding the help link.
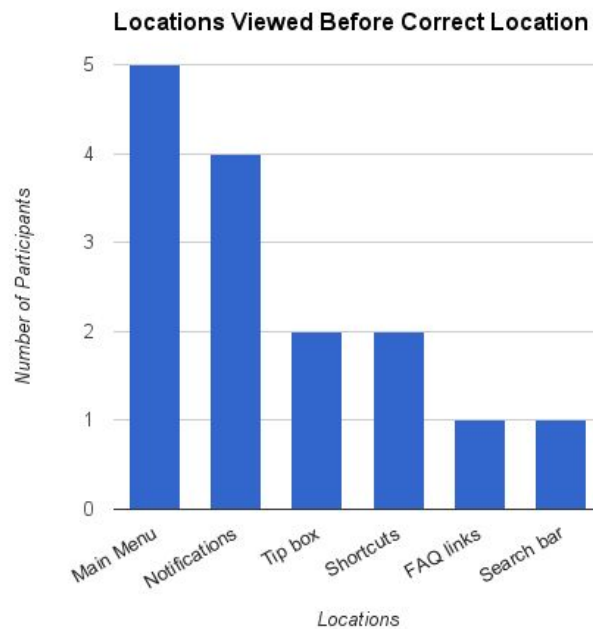

Figure 2. Graph of locations viewed before correct location

All participants viewed at least one incorrect location before correctly navigating to the help link. 4 of the 5 participants checked the main menu first, while the other participant used the search bar located in the menu header.

Following this task, we asked participants to complete a Likert-based questionnaire using the following statements:

- This task was easy to complete
- Navigation for this task was intuitive

The scale ranged from strongly disagree to strongly agree. We assigned a 5 point range to this scale, with 1 representing strongly disagree and 5 representing strongly agree. All 5 participants said they strongly disagreed that the task was easy to complete. 4 participants strongly disagreed that the task was intuitive while one participant said they agreed. On average, participants found that the intuitiveness of navigation for this task was 1.6 , or in between strongly disagree and disagree.

Additionally, we found that 4 out of 5 participants verbally expressed dissatisfaction or frustration regarding the task. Several of the participant's statements are as follows:

- "I mean, put the help in a really clean spot, and if you want to stay this way, it needs to say this is not ALL of the help, you can get more, click this link" (P1)
- "Help isn't specific to me, so why is under my name?" (P2)
- "Now I'm frustrated." (P3)
- "Why do I have to click on my name to see the help menu?" (P4)

Task 4: Already logged in, find and RSVP for an employer-led event.

4 out of 5 participants were unclear if they had RSVP'd after they had successfully done so. Two participants expressed this verbally, saying "I think I RSVP'd?.." and "I think I'm finished [with the task]?.. I don't like that it didn't say you RSVP'd." The other two participants RSVP'd but then returned to info session page and checked where the "RSVP" had previously been for confirmation. Once they saw the "cancel RSVP" button they were confident that they had completed the task

We found that 3 out of 5 participants believed that info sessions would be listed or connected to company profiles. These participants attempted to look for the info session by finding the employer's page. 2 of these participants did this by navigating to the employer directory while the other participant searched for the company using the home page's search bar. After arriving at the employer profile, they realized they could not actually get to the event. 1 participant said "this page has information about [the info session], but is not an event" and began looking through the menus for other options.

2 out of 5 participants tried finding the info session under the "search listings" page, not realizing that search listings only pertains to jobs and internships.

After users finished the task, we gave the participants the post-task questionnaire. We received the following responses to "The task was easy to complete," and "Navigation for this task was intuitive.":
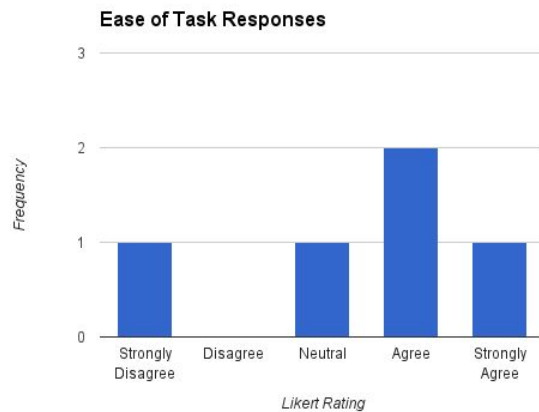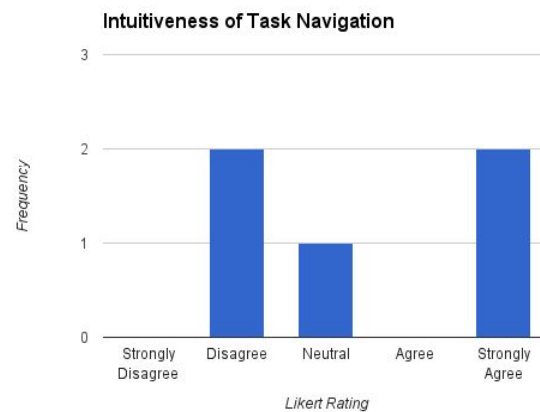
Figure 3. Image of Task Ease

Figure 4. Image of Task Navigation

It should be noted that participant 5 stated they felt like they only gave their responses (strongly agree to both) because they had "clicked on [the info sessions page] in previous tasks of the test." By assigning the same 5 digit value to the Likert scale we discussed in task 3, we get an average of 3.4 ([1+4+3+4+5] / 5) for easy participants felt completing the task was, and 3.0 if we exclude participant 5 from our data set. For how intuitive navigation was, we get an average of 3.2 ([2+5+2+2+5] / 5) and 2.75 if we exclude participant 5.

Findings and Recommendations

In this section, we present our findings and recommendations based off our observations and analysis. For each observation, we included a level of severity and scope to demonstrate the priority of the issue. Refer to Appendix A for further information regarding severity and scope.

Lack of Confirmation

Severity: Level 3

Scope: Robust

Findings

One recurrent issue among HuskyJobs was the system not giving user's confirmation on actions they performed. While RSVP'ing for an info session, 4 out of 5 participants

had confusion whether or not they had successfully RSVP'd (after correctly doing so). After they had RSVP'd, HuskyJobs takes the user to the general info sessions page. Two participants voiced their confusion by saying "I think I RSVP'd?.." and "I think I'm finished [with the task]... I don't like that it didn't say you RSVP'd." There is no visual feedback or confirmation suggesting that it went through. 2 of the 4 participants had to navigate back to the info session to check for confirmation themselves.

The blue boxes of text (see figure below) found on various HuskyJobs pages also contributed to confirmation confusion. After submitting a document, the page reloads and the first thing the user sees is a large blue box with a vast amount of text. 3 out of 5 users interacted with the blue box believing that it pertained to them actually uploading the document (which it does not). All 3 participants were unsure if the blue box of text acted as a confirmation of uploading their documents and were put off by the quantity of text offered, "Do I really want to read all of these?.." Another user expressed how she "expected some kind of confirmation that her file was uploaded" after realizing the blue boxes were unrelated to the document upload process.
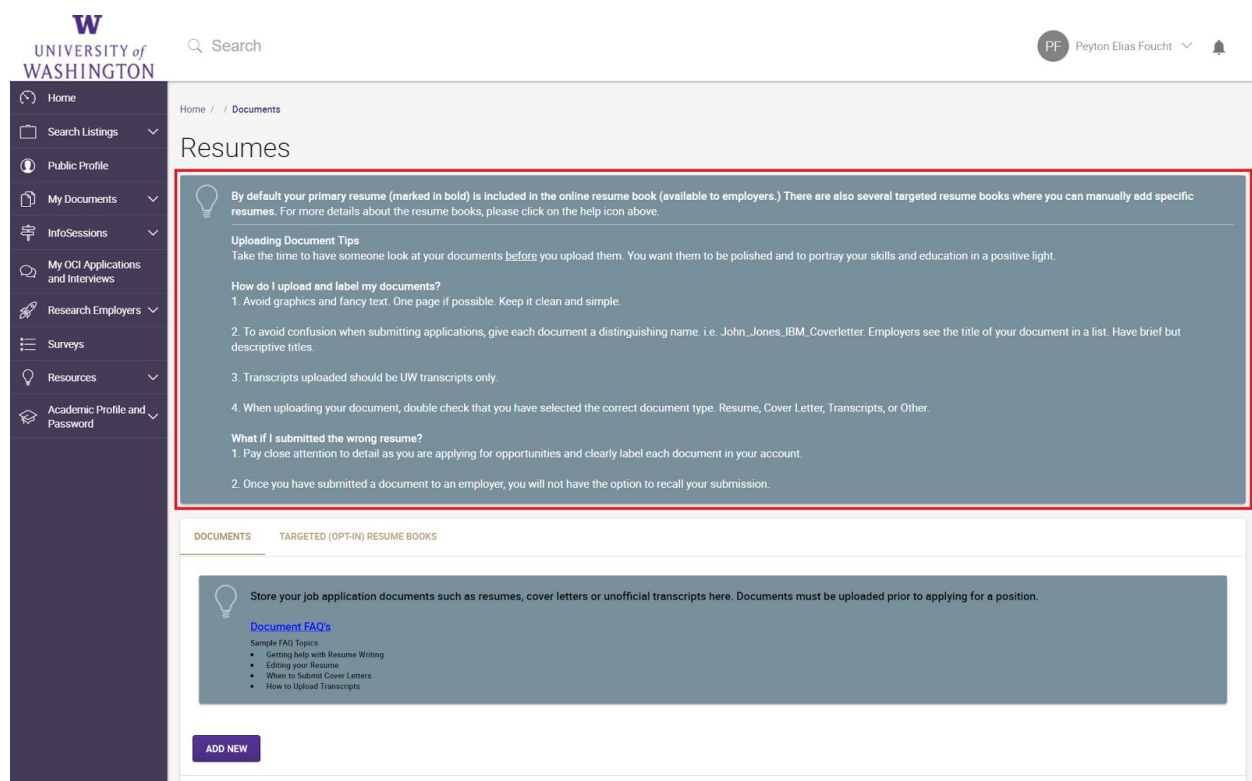

Figure 5. Resume Blue Box Confirmation

Recommendations

Users need a clear indication that their action has been successfully received by HuskyJobs. To provide this, we suggest using using pop-up windows informing the user that their document has been submitted or their RSVP for an info session was received. We also recommend keeping users on the same page that they were on while performing the task. Redirecting users to the info session search page after RSVP'ing for a specific event was a source of confusion. Providing dialogue boxes that clearly indicate confirmation of actions and maintaining user page location are two recommendations that we believe addresses HuskyJobs current issues surrounding system confirmation.

Logging In

Severity: Level 4

Scope: Robust

Findings

While all users were able to complete the task and successfully login, there were still issues present regarding how current students log into HuskyJobs. Participants spent on average 9.75 seconds looking at the login screen before finding the current students login link. This is a substantial amount of time just figuring out how to login. This may be attributed to inconsistencies with how current students login versus how alumni login. Current students must click a link to be redirected to MyUW to sign in, while alumni use traditional username and password login boxes to sign in.

2 of 5 participants interacted with these alumni login boxes. 1 participant (whose time spent logging in was omitted from the average) logged in using the alumni section three times. After the third attempt, they looked through the login page for 15 seconds before finding the current students link. In the post-test interview, they explained they "had trouble with the login part... There was a link, why does this link exist, make it bigger!" The other participant clicked on the alumni section and began typing before stopping themselves and clicking the correct current student link.

Recommendations

We suggest that HuskyJobs use a consistent design among current students and alumni so users aren't drawn to one over the other. Using the same styled login boxes

for current students would avoid drawing the the user's attention to the alumni section. Consistency of login boxes would also put more of a focus on the headers above them ("Current UW Students" vs. "UW Alumni) so that users would be more inclined to notice two distinct logins and use the correct one.

Additionally, the login page could greatly benefit from improving the information hierarchy design. Using more space between sections, larger fonts for headers, and contrasting colors would all be ways to improve hierarchy and better direct users to relevant sections.

Finding Help

Severity: Level 1

Scope: Minor

Findings

When participants were asked to locate help information on how employers viewed their profile, 5 out of 5 participants failed the task. There were two main factors we identified that influenced this failure: users found it difficult to find the help link and users were unclear that help content was dependent on the page they were currently on.

Participants did not expect the help link to be listed under their name. 4 out of the 5 participants first checked the main menu to find the help. Once they did not find it there, many of them explored shortcuts links, notifications, FAQ links, etc. until eventually finding it listed under their name. Only 2 of the 5 users noticed the tip box on the bottom right of the home page telling the user where they can find help (see figure 6). Both of these participants tried clicking this box of text (which opens an email dialogue box) before looking to the top right of the page. They both then checked the notifications icon before clicking their name and finding help, which indicates that the tip box is not clear enough in directing users to help. Additionally, 4 out of the 5 participants strongly disagreeing that the navigation for finding help was intuitive. One participant questioned why the help link was under their name, saying "[the help page] isn't specific to me, so why is it under my name?" These results strongly suggest that finding help is difficult for users and not placed in an ideal location that they would expect.
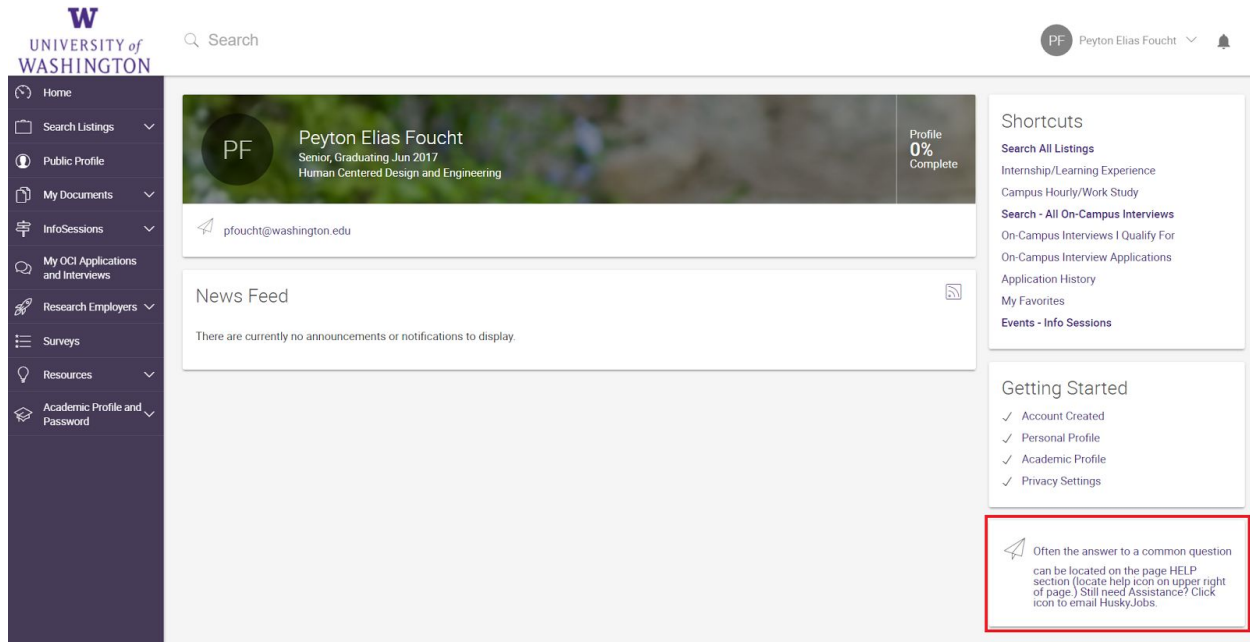
Figure 6. Help Tip Box

The other component contributing to finding help issues is how HuskyJobs offers different help content depending on what page the user is accessing it on. Despite 5 out of 5 users eventually finding the help link, 0 of them were able to complete the task of finding employer related information. This was because they did not realize there was additional help information other than what was displayed by a help page they accessed from the home page. The figure below shows how the help content differs from page to page.

Figure 7. Help Navigation from Home

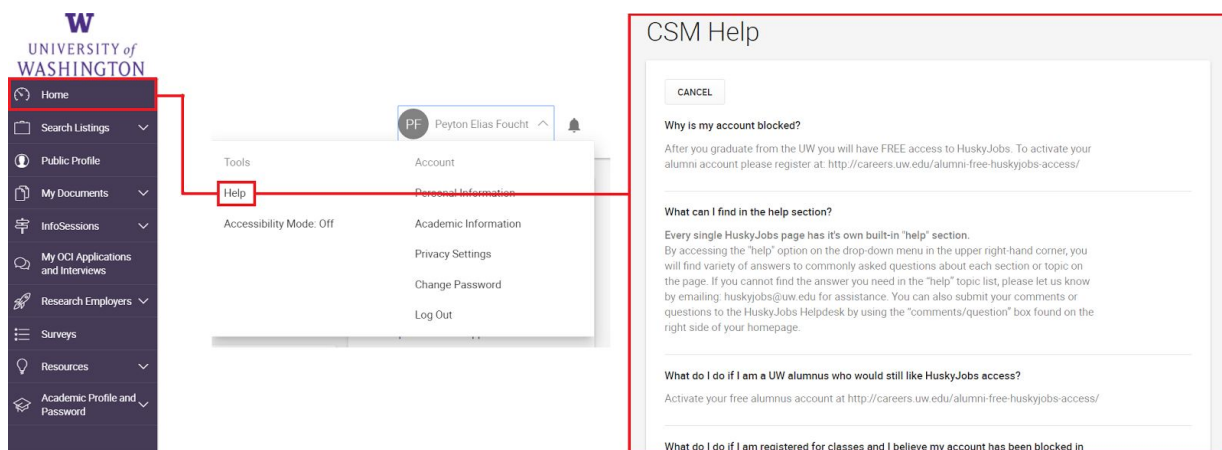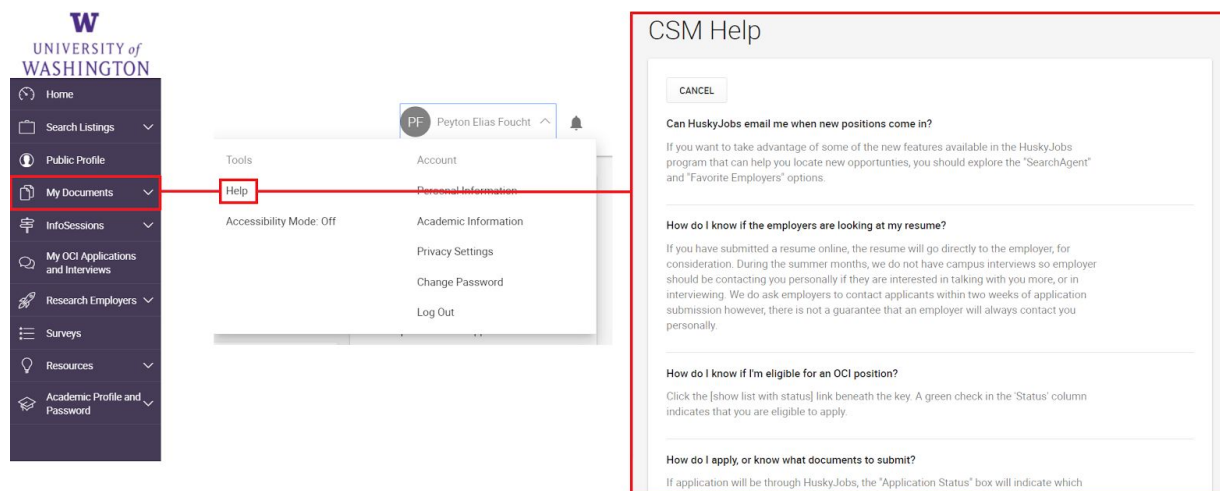*Figure 8. Help Navigation from My Documents*

The help pages do not visually inform the user there is additional help available. Once they had checked the content of a single help page, did not return to it because they did not expect it to change. After failing the task, one participant expressed how she was "super frustrated" and stated "you guys have to change this" after we explained how the help pages work. Page dependent help information and unintuitive findability of the help link are major issues users may have when trying to find help on HuskyJobs.

Recommendations

There are two improvements that could be made that we believe would greatly improve the finding help process: Moving the help link and implementing a help menu.

Moving the help link from under the user's profile to the main menu would make it much more apparent and easier to find. Since the majority of users (4 out of 5) first checked the main menu for help, this would be the most intuitive location to place it. Placing help on the menu and giving it an icon would further improve its findability as users would be able to look for a universal symbol to get help. The figure below offers one way of moving the help link to the menu.
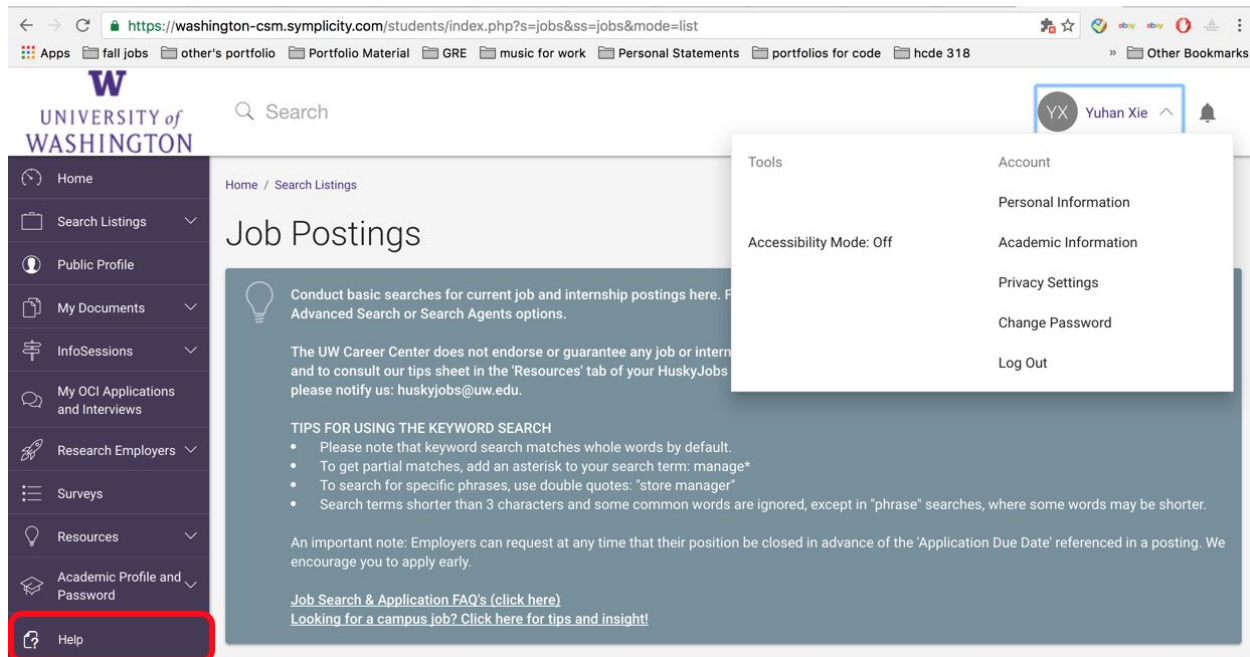
Figure 9. Recommended Help Location

Implementing a help menu on help pages would address the issue of users not understanding or realizing there is additional help information. Using a menu to separate help information by category would allow the user to see the types of help information offered and allow them to easily access it without having to navigate through various HuskyJobs pages. The menu could be done in many ways, but as long as it is clear and simple for the user to get to find other help content, we believe it will improve the help page's usability.

Finding Events

Severity: Level 4

Scope: Minor

Findings

When given a scenario to find a specific info session, 3 out of the 5 participants believed that the info sessions would be connected to the employer's profile. 2 of these participants found the employer profile by navigating to the employer directory, while the last participant used the home page search bar. Once the 3 participants found the employer's profile page, they all explored the tabs (such as overview and available

positions) looking for the info session, with one participant stating "there should be a clear link that says 'events' on this page." After not finding any way to access or RSVP to the info session, 2 of the participants then found the info session link on the menu and successfully located the info session event. The 3rd and 4th participants used the search listings page to search for the event, unclear that search listings only pertained to jobs and internships.

When asked how intuitive participants thought the navigation for finding an info session was, the average response was a 2.75. This is just outside neutral and leans towards disagreeing with its intuitiveness.

Recommendations

When asked to sign up for an event, several of the participants first attempted to find the event by using the "Search listings" or the employer's page, as opposed to under the info sessions tab. There are two improvements that could be made to address this confusion: listing the info sessions under employer profiles and removing word choice ambiguity of "search listings."

In addition to listing events under the info session tab, connecting events to employer profiles would give users another path for accessing this information. As of now, the employer profile pages list an overview of the company, with several sections for industry, positions, and other relevant information. By creating a section for events, users could find info sessions where participants most often expected to see them. This would not only respond to participant wants, but also create greater awareness for existing events.

We also found that the "search listings" label did not effectively communicate what the user could and could not find. Several participants felt that events could also fall under the term "listings." Since search listings only gives the user job and internship results, and not info sessions, this wording was very ambiguous. To address this problem, we propose a more specific label that leaves no room for misinterpretation. For instance, "Search Jobs & Internships" would more clearly inform the user of intended results.

Conclusion

HuskyJobs is an excellent resource for both students and alumni, and by incorporating the results of this usability study, it has the potential to be an even more valuable resource. We recommend that HuskyJobs implement our suggested changes to improve the usability and user experience of the website's design. Based on our findings and recommendations, this could be accomplished by redesigning the login page, providing clear confirmation after uploading documents and RSVP'ing to events, changing the findability and structure of the help section, removing the ambiguity from "search listings," and connecting events to employer profiles.

Appendix A: Units of Measure

Below are descriptions of several units of measure we used throughout the usability test to communicate the priority of an issue.

Severity Ratings

Severity 1: An issue that blocks a substantial number of players from continuing the game. E.g., Players are unable to start a game. Nearly impossible task during the initial experience.

Severity 2: An issue that blocks a substantial number of players from making use of an important feature or accomplishing an important task. E.g., Unclear solution. Undiscoverable feature.

Severity 3: An issue that hinders some users from accomplishing a task or goal. E.g., Inconsistent or misleading text. Players don't understand a non-essential aspect of the game. Delays.

Severity 4: An issue that causes some users to become mildly frustrated or express minor complaints about a game element. E.g., Suggested Feature. Minor or infrequent complaint.

Measuring Scope

Throughout the study, our team used scope to articulate how common running into a certain problem was for users. Scope is often a subjective assessment, and our team created definitions for two levels of scope that we would use for our study. These levels are definitions are as follows:

Robust: The robust level of scope was used for when an issue we discovered affected all HuskyJobs users.

Minor: The minor level of scope was used for when an issue we discovered only affected a small number of HuskyJobs users. This meant that the issue did not surround something that was required for users to "successfully" use HuskyJobs.

Appendix B: Heuristic Evaluation

To better understand HuskyJobs and its usability experience, we conducted a heuristic evaluation based on Jakob Nielsen's 10 Usability Heuristics. The heuristics we found most prominent were aesthetic and minimalist design, consistency and standards, help and documentation, and help user recognize, diagnose and recover from errors.

1) **Aesthetic and Minimalist Design**

   One recurring problem that we found throughout each page was the "aesthetic and minimalist design" heuristic. Each page was cluttered with text that may not be relevant to the user and causes the page to look cluttered and unprofessional. Font styles, colors, and sizes are poorly chosen and do not put enough emphasis on important pieces of information.

2) **Consistency and Standards**

   Another major issue we found with HuskyJobs' interface had to do with its consistency. The login page has two separate logins for current students and alumni, but each process is different. Alumni login uses input boxes while current students have a short link that redirects them to the MyUW to log in page. This causes the user to skip over the current students section and attempt to log in as an alumn. Other pages inconsistently used icons and text that were confusing and inaccurate, such as using a rocket ship icon to refer to research opportunities or using both "label" and "name" to refer to document titles.

3) **Help and Documentation**

   There was very little help and documentation offered to users. Pages would often make reference to "? Help" icons that were difficult to find and not where described. There were several "tips" sections that offered some assistance, but they were lengthy and offered little information for users who were having trouble navigating or using the site. Particularly on the uploading a document page, there was little feedback when users encountered errors in the upload process. It did not notify them why it had failed or even that it had failed.

4) **Help User Recognize, Diagnose and Recover from Errors**

   We also noticed that if a user inputs content in the the wrong format, there isn't much assistance on how to recognize and diagnose the error. Through the login page, if a current student were to attempt to sign in through the alumni's login, it would say that there was an error, but give no explanation of why. If this instance occurred more than once, the user would eventually be told that "they have

attempted and failed to login multiple times, and may be a robot." This was also the issue when uploading a document in an incorrect format - there wasn't an error message, yet the document wouldn't upload.

Following our review of HuskyJobs, there were a few areas that we wanted to focus on for our usability testing. We wanted to test how to improve the overall minimalist aesthetic of the site while maintaining functionality. The help and documentations heuristic is another area that was a problem on various pages. Testing to figure out what information users would find most valuable would allow us to redesign the help section and give us an understanding of what users are having trouble Navigating. We also want to focus on how current UW students are logging in and if this is an easy process. Our heuristic evaluations proved the login page to be the section with the most failed heuristics, and we would like to understand if many other students find this page problematic.

Appendix C: Usability Test Kit

Pre-screening Background Questionnaires

[Note: This will be posted on various Facebook group pages. We will create a Google form as an online survey tool.]

We are a group of students from the Human Centered Design & Engineering (HCDE) department at University of Washington seeking participants for a usability study for HuskyJobs. The study will roughly take 40 minutes to complete and you will receive a $10 Starbucks gift card.

If you are interested in participating, please fill out the following survey so that we can see if you would be a good fit for our study. If you are, we will contact you via email to follow up.

[Using Google forms]

1) Are you a current student at the University of Washington?
    a) Yes [Required]
    b) No

2) Do you use online job searching tools?
    a) Yes
    b) No
    c) I don't know

3) If yes, what online job-searching websites have you used?
    ● LinkedIn
    ● Glassdoor
    ● Monster
    ● SimplyHired
    ● Indeed
    ● HuskyJobs
    ● Other_____

4) If HuskyJobs is selected, have you used it for applying for a job?
    a) Yes

b) No [Required]
c) I don't know

Please Indicate what times you are available from the following days:

Sunday, November 20th.
- 12:00 - 1:00 PM
- 1:30 - 2:00 PM
- 2:30 - 3:00 PM
- 3:30 - 4:00 PM
- 4:30 - 5:00 PM
- 5:30 - 6:00 PM
- 6:30 - 7:00 PM

Wednesday, November 23rd.
- 9:00 - 10:00 PM
- 10:30 - 11:00 PM
- 11:30 - 12:00 PM
- 12:30 - 1:00 PM
- 1:30 - 2:00 PM
- 2:30 - 3:00 PM
- 3:30 - 4:00 PM
- 4:30 - 5:00 PM
- 5:30 - 6:00 PM
- 6:30 - 7:00 PM
- 7:30 - 8:00 PM

Friday, November 26th.
- 9:00 - 10:00 PM
- 10:30 - 11:00 PM
- 11:30 - 12:00 PM
- 12:30 - 1:00 PM
- 1:30 - 2:00 PM
- 2:30 - 3:00 PM
- 3:30 - 4:00 PM
- 4:30 - 5:00 PM
- 5:30 - 6:00 PM
- 6:30 - 7:00 PM
- 7:30 - 8:00 PM

Name: *

_____

Gender: *

_____

Age: *

_____

Email: *

_____

[If potential candidate does not fit our qualification criteria:]

Thank you so much for taking the time to take this background questionnaire. Unfortunately, we are looking for candidates that have very specific qualifications, some of which you do not meet. Thank you again for your time and willingness to support our research.

W HUMAN CENTERED DESIGN & ENGINEERING

UNIVERSITY *of* WASHINGTON

Participant #:

Consent Form

I agree to participate in the study conducted by the UW HuskyJobs Usability Test Group at the University of Washington, Human Centered Design and Engineering Department.

I understand that photographs and/or recordings will be made of my session. I grant this HCDE 417 research group permission to use these recordings for further review and observation later on.

I will be asked to perform certain tasks on a computer, and I will be interviewed regarding the tasks I've performed. All information and recordings will remain strictly confidential. Participation in this study is voluntary, and I have the ability to withdraw consent to the experiment and stop participation at any time. At no point will my name or any other identification be used.

Below is my signature indicating that I have read and understood the information on this form and that any questions I might have about the session have been answered.

_____
Printed name

_____
Signature

_____
Date

Introductory Script

Thank you again for coming in. We really appreciate you taking the time to help us conduct our study. I will be walking you through this session. Today's test is going to take between 30 and 40 minutes. (Facilitator 2) is here to help accurately record the session, as well as take notes. Before we begin, I am going to read you a script to ensure my instructions are the same for all participants.

Our objective today is to observe you using the University of Washington online job searching software, HuskyJobs. Please keep in mind that we aren't testing you, we are evaluating the software. None of us are affiliated with HuskyJobs, and we're conducting this study to find the strengths and weaknesses of the site's current design.

We would like you to try to think aloud while you're working. By thinking aloud, we mean that you explain your thought process while trying to complete each task. For example, if we asked you how many windows are in your house, a possible response could be, "Well, I walk in the front door and there is one window on my left and one on my right. Then I walk through the kitchen, and there are four windows above the sink…" This is the level of depth that we're looking for. Tell us whatever is going through your mind, being as honest as possible. You can't do anything wrong here and any problems you encounter reflects back on the site's design.

If you have any questions as we go along, please feel free to ask. We may not be able to answer everything, as we are looking to observe how people use HuskyJobs independently. However, if you still have any questions once the test is completed, I will answer them for you. If for any reason you need to take a break, let us know and we can pause the test.

You may have noticed that we are using a usability test tool here to record your session. The tool will record you and your computer screen, as well as anything you say. We will also be observing you and taking notes as you go.

Before we begin, we ask you to look over and sign this consent form.

[Consent form signed]

Thank you. Do you have any questions so far?

I will now explain how the session will work.

- I will read you a scenario that we would like you to keep in mind as you complete the tasks. You will also be provided a written version of the scenario to refer back to at any time.
- You will complete the task to the best of your ability. After each task, we will ask you several questions regarding your experience.
- Once all tasks have been completed, you will be asked to give feedback on the website through an online questionnaire.
- Before we finish, we may have some clarifying questions to ask you based on our observations.

Do you have any questions before we begin?

Pre-Test Questionnaire

1) Have you ever used HuskyJobs before?
2) If no, why haven't you used it?
3) What other tools do you use for job searching?

Task Scenarios

We designed our task list in a way that is not counter-balanced. Participants are expected to complete one task them move on to the next. They are not organized in any particular order.

Task 1	
Scenario (starting from HuskyJobs site landing page, not logged in)	You're currently a junior in the Computer Science department. Spring quarter is coming to a close and you're interested in finding an internship for the summer. Use Huskyjobs to find a software development internship at the D.E. Shaw Group.
Task 2	
Scenario (starting from Home page, already logged in)	You've now found an internship that you would like to apply for and need to submit documents to apply. Upload a resume and cover letter to HuskyJobs so you can submit them to the employer.
Task 3	
Scenario (starting from the Home page)	You've uploaded your resume and you're wondering if any employers have viewed it. Find some information on HuskyJobs that will answer this question.
Task 4	
Scenario (Starting from the Home page, already logged in)	You've heard your friends talking about a company, Washington Society of CPAS and you want to learn more about it. Find an event that will connect you to this

		company and sign up for it.

Post-task questionnaire

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The task was easy to complete.					
Navigation for this task was intuitive.					

Post-test Questionnaires

1. If you had the chance to talk to the developers of HuskyJobs, what positive and/or negative feedback would you give them?
2. Would you use HuskyJobs again based off this experience? Why or why not?
3. Take a look at the icon, what do you think about it? Do you feel it resonates the information?
4. We plan on asking follow-up questions based on what is said during the think out loud process.

Please indicate your level of agree/disagreement with each of the following statements.

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
My experience using HuskyJobs today was positive.					
I think most people would figure out how to login quickly.					
Figuring out how to upload documents was					

easy.					
I feel confident in navigating to the pages I need.					
Help information was easy to find and intuitive.					
I feel that the content is organized in a way that makes sense.					
The site's layout is visually pleasing.					
It was easy to interpret the icons.					
It was easy for me to perform the tasks.					

Data-logging / note-taking forms

Task Description	Start Time	End Time	Task completed?
Find Job Listings			
Upload Documents			
Find Help Information			
Find Information Session			

Task Description	Participant Comments	Observer comments
Find Job Listings		
Upload Documents		
Find Help Information		
Find Information Session		

Appendix D: Post-Test Questionnaire Responses

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
My experience using HuskyJobs today was positive.		1	1	3	
I think most people would figure out how to login quickly.		1	2	1	1
Figuring out how to upload documents was easy.			1	4	
I feel confident in navigating to the pages I need.	1	2	1	1	
Help information was easy to find and intuitive.	3	2			
I feel that the content is organized in a way that makes sense.		1	3	1	
The site's layout is visually pleasing.	1		1	3	
It was easy to interpret the icons.			3	1	1
It was easy for me to perform the tasks.		2		3	