Human computer interaction design

**Phase #5– Evaluation for SUrveypro, an online survey system**

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# **review - SurveyPro, an online survey system**

This project aims to develop SurveyPro, a cutting-edge online survey system that provides users with a flexible and user-friendly platform for developing and conducting surveys. SurveyPro will have a number of features, such as tools for creating surveys, a variety of survey templates, data analysis tools, user profiles, and an attractive and simple user interface.

By giving users easy-to-use survey development tools, SurveyPro will enable users to create surveys that are tailored to their individual research or data collection requirements. To support a wide range of survey themes and purposes, the platform will include a selection of customized survey templates.

SurveyPro will provide a competitive element to increase user engagement by encouraging users to investigate the survey data insights through comparison and analytics. Users will have the option of comparing their survey projects to those of other users, encouraging a sense of accomplishment and advancement.

Personalization will be a top priority for SurveyPro, allowing users to keep track of their preferences and survey history in a profile. This function will make survey management, modification, and data analysis simpler.

The visually appealing and user-friendly design of SurveyPro will enhance the user experience. Users will be drawn to the design and interface, which will make them want to stay on the platform for a long time.

In summary, the SurveyPro project aims to create a user-centric online survey system website with a variety of features, including intuitive survey creation, a variety of templates, data analysis tools, user engagement components, customized user profiles, and an appealing design. The project's main goal is to provide users with an enjoyable and useful experience that will motivate them to design and manage surveys successfully and acquire insightful information from their data gathering activities.

# **Challenges faced during development of the website**

The initial schedules for the project were not met on time, mostly due to minor website difficulties that needed to be fixed. The user experience is now smoother because we were able to properly address these problems.

There are now only a few survey styles and topics available on our platform. In order to give users a wider range of alternatives to meet their research objectives, we are committed to extending our collection of survey templates over time.

Keeping the integrity of survey responses is one of the difficulties that we encountered. By working with others or using other resources, users may try to alter the outcomes. In addition to adopting user validation procedures, we are continually looking into ways to improve the security and authenticity of survey results.

Although SurveyPro has accessibility capabilities, we realize that certain users could have trouble using a mouse or other pointing devices. To fix this, we are working hard to make keyboard navigation better and make sure that the platform can be completely accessible and handled using keyboard commands, offering a smooth experience for all users.

# **Usability goals**

Easy Navigation: SurveyPro should provide users with a simple and easy way to access the platform's many parts. Survey creation and management should be simple for users, minimizing misunderstanding and frustration.

Effectiveness: The usability The emphasis on effectiveness highlights SurveyPro's capacity to help users do their survey-related tasks effectively and precisely. It includes features like task completion, precision, and effectiveness.

User-Friendly Interface: SurveyPro strives to offer a user-friendly interface so that users can easily learn how to design surveys and use the platform.

# **User experience goals**

Engagement: Users should have a fun time using SurveyPro, which will encourage them to get involved in creating surveys and data analysis. The platform should fascinate users and encourage research.

User Satisfaction: In order to provide a great and fulfilling experience, SurveyPro was created with the requirements and expectations of its users in mind. Users should have positive interactions with the website and have their needs resolved efficiently.

Ease of Use: To reduce frustration and promote a pleasant user experience, the platform should be simple for users to understand and navigate.

Enjoyable Surveys: For SurveyPro, a pleasurable user experience is creating surveys that are interesting and enjoyable for both survey creators and responders. Surveys ought to have interesting but hard material, personalized interactions with tailored feedback, and the option to manage and preserve survey findings.

# **Goals for usability testing**

The following are the specific goals for SurveyPro's usability testing:

Effectiveness: Following the collection of responses, usability tests will evaluate SurveyPro's ability to deliver precise and timely survey findings. The testing will assess how easy and clear it is for users to get their survey results.

Easy Navigation: Usability testing will concentrate on making sure that SurveyPro is easy to use for all target users. It will evaluate if users can navigate the platform's various parts and access capabilities for creating surveys with ease.

Accessibility: Usability testing will confirm the website's accessibility features, which are designed to accommodate users with disabilities such as those who have visual, hearing, or motor impairments. The goal is to make sure that the platform is accessible and user-friendly for every potential user.

# **Typical tasks for users to perform**

During usability testing, we have discovered key actions that participants must complete on the SurveyPro platform in order to gather various sorts of data:

Creating a New Survey:

* It is up to the users to start the process of making a new survey.
* They will specify the survey's title, description, and intended audience.
* A variety of survey question styles, such as multiple-choices will be set up by participants.
* A time stamp will be kept on how long it took to create the entire survey.

Sharing a survey:

* Users will practice sharing surveys to respondents.
* They can decide to use email invitations, social media sharing, or creating a link to the poll as their sharing option.
* The amount of time needed to complete a share operation and any faults encountered will be recorded.

Taking Sample Survey:

* Users will access and complete a sample survey as if they were the respondents.
* They will respond to different kinds of questions.
* The amount of time needed to finish the sample survey will be noted.
* Any mistakes or problems that arise while doing the survey will be recorded.

Access the FAQs and Help:

* Users will try to visit the FAQs and help pages on the platform.
* It will be kept track of how frequently users consult the online help and FAQ sections.
* Any problems locating and utilizing these materials will be noted.

Change the user profile:

* Participants can change their name and email in their user profiles.
* Any faults discovered as well as the time it took to modify a profile will be noted.

# **Type of data to collect**

The information to be gathered during usability testing for SurveyPro is chosen with an emphasis on measurable and essential requirements. Each piece of data has a different use and helps in evaluating the performance and utility of the platform:

* We can evaluate how efficiently these actions are performed by counting the time it takes users to create, share, and finish surveys. It helps in determining if users can do tasks quickly and successfully.
* The number of errors that users make while completing various tasks can be counted and can reveal usability problems. It helps in locating areas of the platform where users can experience difficulties or confusion.
* We can better understand user involvement by keeping track of user session information like login frequency and session length. It gives information about how frequently users utilize the platform.
* The percentage of surveys that are actually completed provides insightful data regarding user dedication and satisfaction. It aids in evaluating how well the platform facilitates the development of surveys and data gathering.
* The platform can be customized to meet the needs of each individual user by gathering information about their preferences, such as preferred survey topics and customization options. It improves the user experience by offering individualized features and content.

# **Recording methods for usability testing and why we chose this method**

We have chosen two different recording techniques for SurveyPro usability testing, each offering a unique benefit:

Video Testing Methodology: Using video testing, we can see and examine how users of the SurveyPro platform behave, engage, and react in real time. Other evaluation techniques might not be as effective at capturing the engagement, dissatisfaction, and navigational techniques of users as this method does.

Video testing provides a visual record of participant interactions, ensuring the collection of trustworthy and correct data. It enables a thorough evaluation and analysis of user behaviour, providing a deeper comprehension of both usability issues and solutions.

The flexibility of video testing allows for the selection of testers from various geographical regions. This improves the diversity of our user base and guarantees that usability testing takes a wide range of user perspectives into account.

Offline Testing Methodology: By simulating a true user experience, offline usability testing reduces external factors that might influence participant interactions. With the use of this technique, we can spot potential problems that users can run into when using the platform, such as how it handles unusual inputs and errors.

We can evaluate SurveyPro's performance in real-world scenarios because evaluators may closely match them. It helps in identifying usability issues that can appear throughout a user's typical experience.

The effectiveness of the platform's handling of mistakes and unexpected user behaviour is assessed through offline testing. This is essential to making sure the system is reliable and user-friendly.

In addition, we've taken the initiative to enclose a link to a video of a usability tester working on the SurveyPro website. This film offers a visual picture of the testing process and user interactions, serving as a useful resource for stakeholders.

After testing the app, participants were prompted to complete these questions.

# **Questionnaire**

We appreciate your feedback regarding SurveyPro. After utilizing the site, would you kindly take a moment to respond to the following questions?

**Participant Information:**

Name:

Age Group:

* Under 18 years
* 18-35 years
* 35+ years

Gender:

* Female
* Male
* Others

**Qualitative Questions:**

1. What would you say about the way you use the SurveyPro website?

Answer:

1. While using the website, did you feel like any particular details were missing?

Answer:

1. What one component of the website would you change or improve, and why?

Answer:

1. Please comment on how you feel the SurveyPro website looks and feels overall.

Answer:

**Quantitative Questions:**

1. I am aware of what SurveyPro does:

* Agree
* Strongly Agree
* Disagree
* Strongly Disagree

1. I am familiar with SurveyPro:

* Agree
* Disagree
* Strongly Agree
* Strongly Disagree

1. The dashboard's interface is simple and intuitive.

* Agree
* Strongly Disagree
* Strongly Agree
* Disagree

1. Using SurveyPro, you can create surveys:

* Agree
* Disagree
* Strongly Agree
* Strongly Disagree

1. I like SurveyPro's aesthetic appeal:

* Agree
* Disagree
* Strongly Disagree
* Strongly Agree

1. How would you rank SurveyPro's overall interface design out of 4?

* 1
* 2
* 3
* 4

1. I had no issues navigating SurveyPro.

* Agree
* Disagree
* Strongly Agree
* Strongly Disagree

1. How would you rate your entire SurveyPro experience?

* Agree
* Strongly Agree
* Disagree
* Strongly disagree

# **Informed consent form**

Participant Informed Consent Form

“Organization name” | “Department Name”

“Name” is conducting usability testing research titled "SurveyPro Usability Testing," and I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, thus acknowledge and confirm my informed consent to participate in it.

I am aware that the objective of this study is to evaluate the SurveyPro online survey platform. I will participate by clicking on a link to the SurveyPro website, browsing the platform, and answering questions. My contribution will probably take between ten and fifteen minutes.

I understand that all information I give to this study will be kept private, and that no reports or findings will reveal who I am.

I am aware of my freedom to refuse to answer any particular questions and to leave the study at any time without consequences.

I am aware that my participation in this study has no effect on my grades or other academic matters, and that no participation grade will be affected by my responses.

I am aware that taking part in this study involves some risks, and I have been informed of the potential dangers. I am also aware that I have the choice to express any concerns or discomforts I may have with any element of this study.

I attest that I am at least 18 years old, the legal minimum age to take part in this study.

I willingly accept to take part in the "SurveyPro Usability Testing" project by signing below, and I attest that I have received a copy of this informed consent form.

The Principal Researcher(s), “Supervisor name”, can be reached at “Supervisor name” for any questions or requests for information about the findings of the study.

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Full Name (Printed): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

THIS PROJECT WAS APPROVED BY “Supervisor name ”of “Organization Name”.

# **Pilot Study**

We carried out a pilot study with five friends to make sure that the effectiveness and precision of our usability test for SurveyPro were guaranteed. This pilot study's main objective was to find and fix any potential flaws or mistakes in the way we conduct usability testing.

To begin with, we conducted interviews with our friends and ourselves to learn more about how the usability test was interpreted. This internal input enabled us to improve the clarity and length of the questions in our questionnaire and interview set.

For a specific gathering to discuss the usability test, we invited our other friends. This quick method of gathering feedback allowed us to make the necessary changes to our questionnaire. We had to rewrite certain questions because we noticed that they were a little unclear.

The preference for starting with simpler questions and presenting background information before conducting the interview was one of the helpful tips we picked up from our pals. These modifications were swiftly implemented into our usability test strategy. In order to ensure their comfort and objective input, we made sure to reassure our friends that their participation in the pilot study would not affect their participation in the main study.

We extensively monitored how participants used the SurveyPro platform and its different capabilities during the pilot study. We saw patterns in user behaviour, such as spots where they tended to spend too much time or elements that confused them. We were able to identify user experience problem areas thanks to our careful observation, which will help us focus our efforts while designing and organizing the website.

As a result, the pilot study for SurveyPro's usability testing was an essential step in refining our strategy and making sure that the user experience is smooth. Our team and friends' comments and insights were crucial in helping us refine the usability test for the pilot study.

# **Direct Observation**

We used direct observation techniques during the SurveyPro usability testing to learn more about the users' experiences. Due to the fact that our testing was done in-person, videotaping nonverbal indicators including facial expressions, body language, and voice tone was crucial to figuring out the participants' feelings and responses.

We systematically documented nonverbal signals from participants as they engaged in various activities and interacted with the SurveyPro platform. Using this strategy, we were able to understand not only what they were saying, but also how they really felt about the app.

The majority of the participants, according to our observations, were able to move around the platform very well. Nevertheless, there were times when some test-takers showed signs of bewilderment during particular test phases. Despite these difficult times, the majority of players showed fortitude and succeeded in finishing all tasks within the program.

We were able to identify sections of the SurveyPro website that may need to be improved in order to improve user comprehension and overall usability thanks to the crucial real-time input we received from this direct observation technique.

# **Satisfaction Questions**

In order to assess users' opinions on SurveyPro during our usability testing, we asked them a set of satisfaction questions about their overall experience. These are the questions we asked:

How satisfied were you with SurveyPro's services in general?

How satisfied are you with the selection of survey questions offered on SurveyPro?

How satisfied are you with SurveyPro's features, such reporting and analytics?

How satisfied are you with SurveyPro's layout and design?

How satisfied are you with the feedback that you got after finishing a SurveyPro survey?

# **Visualized results**

User responses were categorized into the following categories along the x-axis: extremely satisfied, satisfied, neutral, dissatisfied, and very dissatisfied when we presented these questions to users using a horizontal stacked bar chart. The distribution of "Satisfied" and "Very satisfied" responds indicates that SurveyPro is typically living up to user expectations and delivering a satisfying experience.

However, the fact that some respondents fell into the "Neutral" category suggests that there may be some potential areas for improvement. Further investigation of these feedbacks is necessary in order identify particular problems or difficulties that might improve the user experience in next updates.

A graph of different colored bars

Description automatically generated

# **Data Analysis of every question**

Most users thought SurveyPro was fun to use and easy to navigate. Following are some suggestions for improvement and constructive criticism:

* Using the search field in the navigation bar to improve visibility and functionality.
* Keeping the font style the same throughout the website to boost professionalism.
* Introducing a flagging function for questions that enables users to go back and review them.
* Increasing user ease by including a dropdown menu for choosing survey topics on the navigation bar.
* Giving survey participants advance notice of the amount of questions and duration to enable better planning.
* For better user-friendliness, the "Create" button has been positioned at the end in the middleof the field.
* Margin changes should be made to the "Admin Dashboard” page to improve reading and aesthetics.
* To improve website security and user experience, a way to hide tabs for users who aren't logged in should be implemented.

These observations will help us make improvements to SurveyPro that are specifically tailored to user needs and expectations.

# **needed Improvements for future development**

We have identified a list of crucial areas for future development in SurveyPro based on user input and insights from usability testing:

* Once a survey is finished, users will be able to access a "Share" option. By allowing users to share their survey experiences and findings with others, this feature will encourage interpersonal interaction and engagement. We hope to increase user engagement and satisfaction by enabling users to compare their survey experiences on a personal level.
* We will modify the user interface to enhance the user experience. In particular, we will alter the border's width and colour to improve the visibility of attempted questions. Users will now be able to identify more easily the questions they have already provided answers to, which will clear up if any confusion.
* We will give users thorough instructions and guidelines before we begin a survey. Users will be made aware of this information via a pop-up window or alert dialogue box, ensuring that they are prepared for the survey. A smoother user experience will result from clear instructions.
* We will increase the variety and complexity of survey topics in order to sustain user interest and engagement. Users complained that some themes were extremely straightforward or repetitious. We hope to improve the survey experience by adding more difficult and interesting questions that cater to a wide range of interests and ability levels.
* We'll introduce a feature that lets users choose the difficulty level of challenge for surveys before they begin. Through this personalization, surveys will be tailored to each user's skill level, decreasing frustration and boosting motivation to complete the survey. Additionally, it will create a customized user experience based on personal choices.

These upgrades are essential to our dedication to offering a user-friendly, captivating, and adaptable survey platform. By focusing on these crucial areas, we want to improve SurveyPro's overall usability and user satisfaction in subsequent development iterations.

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