

Washington Square Park Website Final Report

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Background

- Located in Greenwich Village, Washington Square Park is a 9.75 acre public park that is well known for its lively and cultural atmosphere.
- The park's main features are the fountain, numerous monuments and the Washington Square Arch which is a marble arch that sits at the entrance of the park.
- Website Link: <https://www.nycgovparks.org/parks/washington-square-park>



Jakob Nielsen's severity scale

- 0 = I don't agree that this is a usability problem at all
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 = Minor usability problem: fixing this should be given low priority
- 3 = Major usability problem: important to fix, so should be given high priority
- 4 = Usability catastrophe: imperative to fix this before product can be released

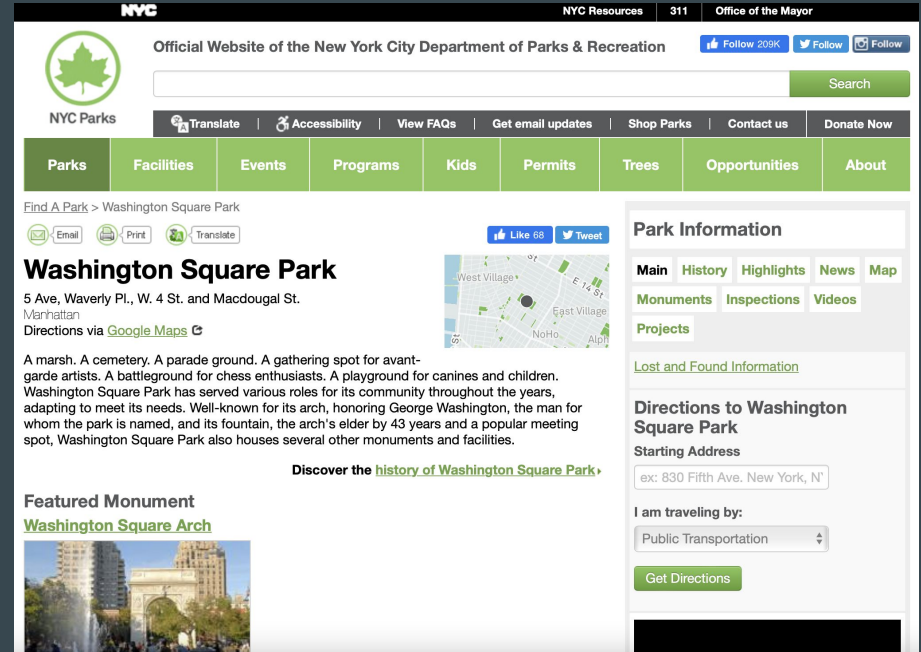
Heuristics

Homepage

Heuristic: Aesthetic and Minimalist Design

Severity scale rating: 3

The website's homepage contains too much information for one page. In addition, all of the information is provided at the top of the page while the entire bottom half is blank white space. Also, the panel on the right side of the site is too long and does not coincide with the rest of the information on the page.

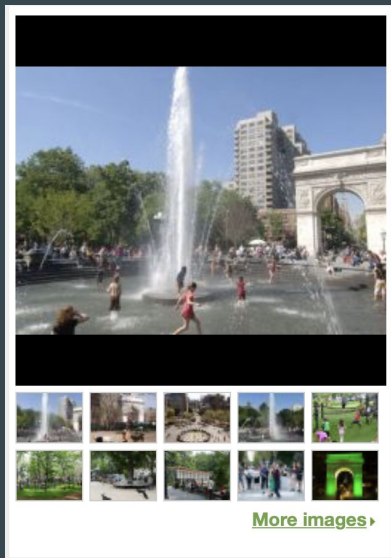


Images

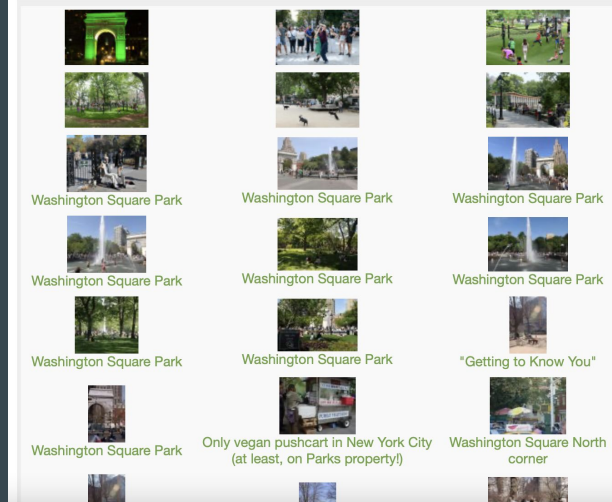
Heuristic: Consistency & Standard

Severity rating scale: 3

The images located in the right side panel are outdated and do not reflect the scenery of the park in modern day. In addition, the dates and labels for the pictures are not consistent and labeled incorrectly. Some of the images contain .jpg in the title and repeat across multiple images.



Washington Square Park

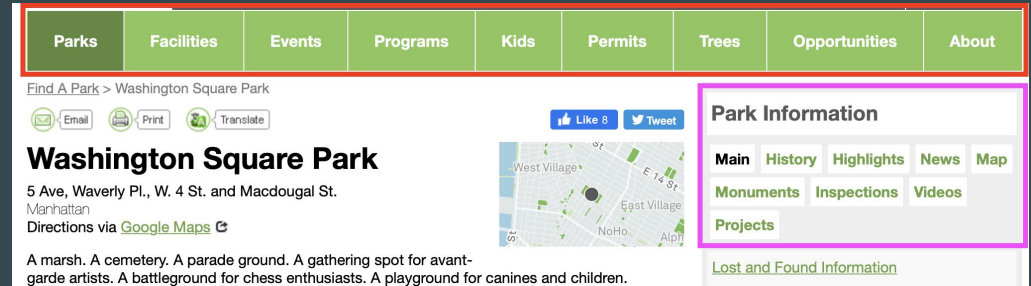


Navigation Menus

Heuristics: Error Prevention, Aesthetic & Minimalist Design, User Control & Freedom

Severity scale rating: 3

The main navigation on this site is a menu for NYC parks as a whole. Clicking on one of these menu items takes the user off of the Washington Square Park site. The internal navigation menu is located off to the right side, and not very prominent.

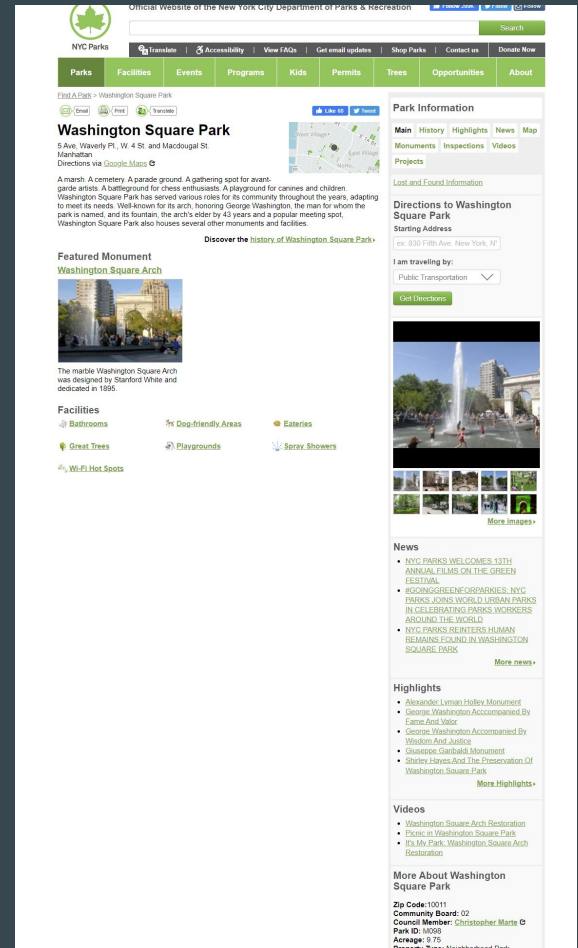
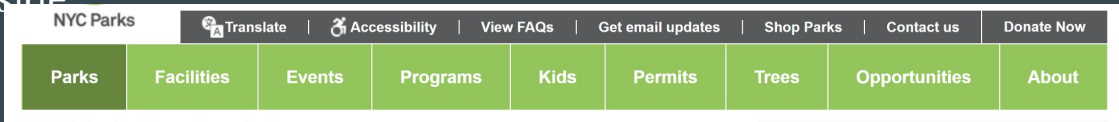


Website Format

Heuristics: Consistency & Standards

Severity scale rating: 4

The format of this website does not resemble standard layouts of other websites. The menu panel is on the right side of the screen instead of the left and continues all the way to the bottom with a large amount of blank space next to it. There are also two menus present at the top, while the site's menu is located off to the side.

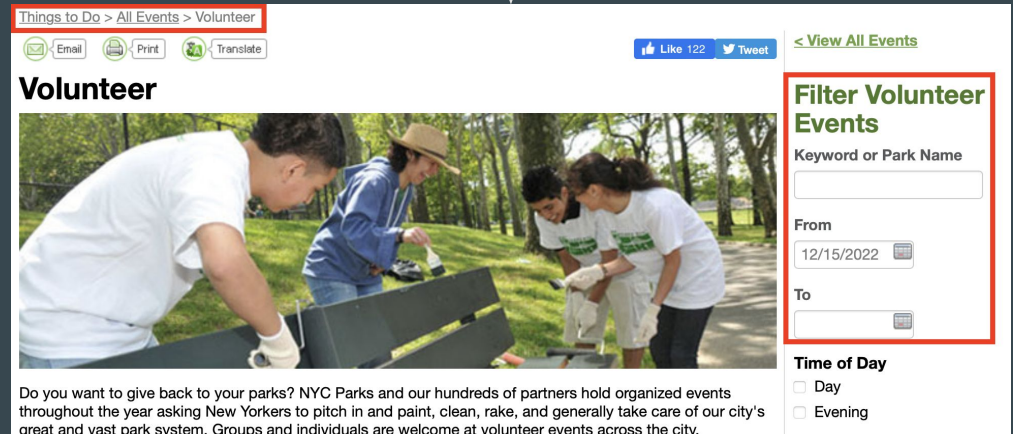
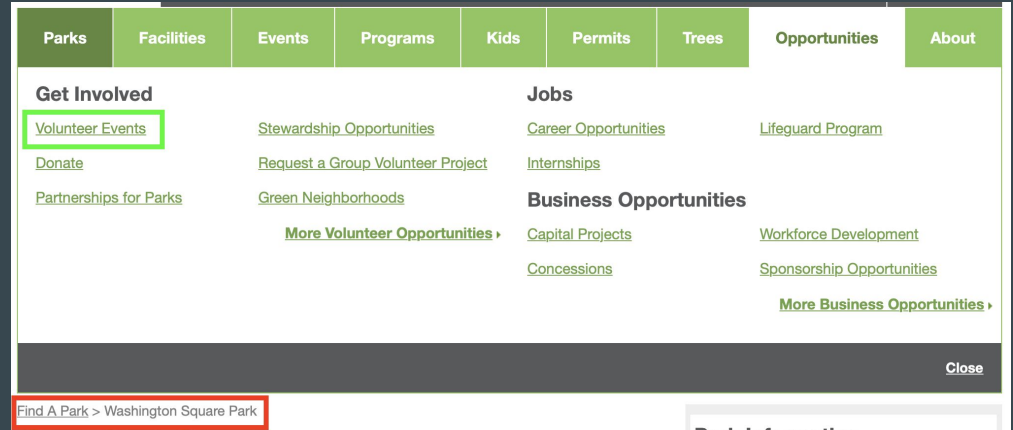


Breadcrumbs

Heuristics: Error Prevention & User Control & Freedom

Severity scale rating: 4

When navigating the main navigation, the user gets taken out of the Washington Square Park site. In this example, the breadcrumbs do not reflect where the user was previously and they cannot get back to the WSP homepage.

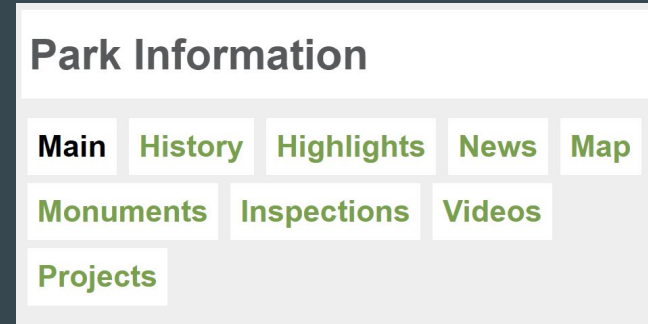


Contrast Issues

Heuristics: Aesthetic & Minimalist Design & Recognition Rather than Recall

Severity scale rating: 2

The use of the light green color on a white background is prominent throughout the site. It's difficult to locate where you are on the site and what you are viewing because the information is not categorized by a distinct color. It's as if all of the information blends into one another



Iconography

Heuristics: Recognition Rather than Recall & Match between System and the Real World

Severity scale rating: 4

The site utilizes various icons to represent the facilities and contact information of the park. However, the images used are very poorly perceivable due to them being too small and are not universal icons that other applications use. In addition, some of the icons look outdated.

[Find A Park](#) > Washington Square Park



Email



Print



Translate

Facilities



[Bathrooms](#)



[Dog-friendly Areas](#)



[Eateries](#)



[Great Trees](#)



[Playgrounds](#)



[Spray Showers](#)



[Wi-Fi Hot Spots](#)

Was this information helpful?

Heuristics: Help and Documentation

Severity scale rating: 0

The site offers users a place to provide feedback and directly asks if parts of the site are useful. This allows you to see how people are interacting with the content and what can be done to improve it.

Was this information helpful?

Yes

No

Test Plan

Executive Summary

- Moderated usability tests was conducted .
- The purpose of this test was to test and validate the usability of current user interface.
- 8 user testing participants were recruited.
- The majority of participants understood how to use the website and completed the given tasks.

GOALS

- Identify bugs & issues
- To be able to prioritise action items
- Determine the user satisfaction with the website
- Finding possible improvements in the website

Methodology

- Conducted the moderated tests online/ remotely .
- Connected with participants through social media.
- Some participants were family members, and some friends .

Participants

Our pool of 8 testers consisted of adults between the ages of 24 - 67. The majority of the testers were female. Professionally , our testers came from a variety of career backgrounds. Our testers identified as follows:

Anil Male, 25 Data Analyst	Shanta Female, 50's Treasurer	Jenna Female, 26 Librarian	Joe Male, 67 Retired Police Officer
Naren Female, 23 Student	Parita Female, 23 Student	Artima Female, 25 Filmmaker	Sandy Female, 24 Student

Script

Introduction

Hello, my name is y/n, and I am going to walk you through today's session. Today you will be participating in a usability test for park website . The purpose of this usability test is to evaluate a City Park website. The session will not test you or your ability rather than the session will test the site and the area that needs to improve.

This session will take about 30 minutes. Please let me know if you are okay with that?

Please feel free to provide any feedback you may have and ask questions if you are unsure of anything. As you're completing each task , please think out loud . Tell us your thought process and what you're thinking as you're navigating through the website.

Do I have your permission to record this call? Do you have any questions for me at this time?

Ok let's get started.

Pre Test Questions

Before we take a look at the website, I'd like to hear a little bit about you

Personal Questions:

- What is your age?
- What is your occupation?
- What does your day to day job look like?

Study Questions:

- How often do you go to a park? Why do you go to the park? (just to walk, workout, etc.)
- Do you attend free events at the park?
- Have you ever used the NYC parks website?
- Do you use your phone or computer to search for parks?
- Have you ever used any website to explore parks around NYC?

Screen Sharing

Ok great. Now we can start the task completion part of our session.

The first thing I'd like you to do is share your screen. Next I'd like you to visit the link I sent you earlier today.

To start, please look at this page and tell me what you see? What are your first impressions?

Task Completion

Thanks. Next I am going to ask you to respond to some scenarios.

Scenario 1: Homepage and Information Search

- Please show me how you would navigate to a page with information about the Washington Square Arch. Once you land on that page, navigate back to the Washington Square Park homepage.

Scenario 2: Search bar

- You are trying to find more information about the Giuseppe Garibaldi monument. Please show me how you would search up information about the monument using the Search bar at the top of the page.

Scenario 3: Map

- You want to take your dog for a walk in Washington Square Park. Please show me how you would go about looking where the “dog-friendly areas” are.

In-Test Question (after completing each task)

- Was there anything that was hard or frustrating while completing the given task/scenario?
- Did any features stand out to you, good or bad?

Post-test Questions

- From 0-10, how much would you rate for the interface? Is it easy to use?
- If you could change one thing about the website, what would it be and why?
- How likely are you to refer this website? Why or why not

Usability Tests

Anil, 25 | Data Analyst

Pre Test questions

Personal Questions:

- What is your age?
 - 25
- What is your occupation?
 - Data analyst
- What does your day to day job look like?
 - I wake up, shower, eat breakfast and then get on my laptop and begin working. I work from home so it's easy for me. Usually, I get off at around 5 or 6 depending on how much stuff I have to do and then eat dinner and relax.
- Do you have a stable internet connection?
 - Yes
- Do you have a laptop ?
 - Yes
- Are you comfortable with recording your screen on your laptop?
 - Yes

Study Questions

- How often do you go to a park? Why do you go to the park? (just to walk, workout, etc.)
 - Mostly during the summer, probably like 2 or three times a week
 - Goes to the park to play baseball, to exercise
- Do you attend free events at the park?
 - No
- Have you ever used the NYC parks website?
 - No
- Do you use your phone or computer to search for parks?
 - No, it's in my backyard I don't have to
- Have you ever used any website to explore parks around NYC?
 - Central park

Anil, 25 | Data Analyst

Task 1

Please show me how you would navigate to a page with information about the Washington Square Arch. Once you land on that page, navigate back to the Washington Square Park homepage.

- Just clicked on the homepage that says Washington Square Arch and it showed up
- Would not have used the search bar to look up arch would have just googled it and it would have probably redirected me to the same page on the park page
- Uses NYC parks logo to try and go back to Washington Square Park page
- Used back button to go back to homepage
- Realizes that the WSP page is under the NYC park page

Task 2

You are trying to find more information about the Giuseppe Garibaldi monument. Please show me how you would search up information about the monument using the Search bar at the top of the page.

- Wants to google the monument
- Did not have a hard time finding the monument
- The bottom information about the monument should be at the top when you search it up.

Anil, 25 | Data Analyst

Task 3

You want to take your dog for a walk in Washington Square Park. Please show me how you would go about looking where the “dog-friendly areas” are.

- Clicked on dog friendly areas on homepage
- There's no map but it shows address
- Is looking for a map that highlights the area
- It tells you where to go
- Didn't think the map was clickable on homepage
- Thinks map should be bigger so that he knows to interact with it
- The dog area on the map disappears as you zoom in

Anil, 25 | Data Analyst

In - test Questionnaire

Do you like the interface? Is it easy to use ?

- Too much white space, the news and videos on right side shouldn't be there it should be somewhere else
- You have to scroll down to see everything
- If you were looking for the map you could just click on the map which would be Google map but it redirects you to another page which is bad because it should be your map
- When I click on bathrooms it just says where it is in text but it doesn't show you on maps
- If i want to go to playground it doesn't show you on a map but it tells u
- He wants to see a map
- The descriptions of the park is bad on the homepage

Anil, 25 | Data Analyst

Post Test Questionnaire

Overall, what's your experience been with the website

- I would just google everything
- If I had to use the site the info is there but its not displayed well
- There should be a map

If you could change one thing about the website , what would it be ? Why?

- I would make everything easier to find and make a map
- It needs to be displayed better

How likely are you to refer to this website? Why or why not

- I wouldn't I would just google

Shanta, in her 50's | Treasurer

Pre Test Questions

Personal Questions;

- What is your age?
 - In her 50's
- What is your occupation?
 - Treasurer
- What does your day to day job look like?
 - Day starts around 5am, shower, eat then start work by 8;30- 9. I finish till 5-6 depending when people stop sending the stuff to do. Eat dinner shower and then relax
- Do you have a stable internet connection?
 - Yes
- Do you have a laptop ?
 - Yes
- Are you comfortable with recording your screen on your laptop?
 - Yes

Study Questions

How often do you go to a park? Why do you go to the park? (just to walk, workout, etc.)

- During the summer it's like 4 times a week, it's a lot. In the winter not as much.
- I go to walk and get exercise

Do you attend free events at the park?

- If something is going on when I'm there though I'll watch

Have you ever used the NYC parks website?

- No

Do you use your phone or computer to search for parks?

- No

Have you ever used any website to explore parks around NYC?

- No

Shanta, in her 50's | Treasurer

Task 1

Please show me how you would navigate to a page with information about the Washington Square Arch. Once you land on that page, navigate back to the Washington Square Park homepage.

- Clicks link on homepage did not have to search it up
- Clicks on parks tab menu, back to monuments
- Clicks on Main in park information

Task 2:

You are trying to find more information about the Giuseppe Garibaldi monument. Please show me how you would search up information about the monument using the Search bar at the top of the page.

- Looks for auto correct
- Types name and searches
- Clicks on historical signs listing NYC
- Takes her to alphabetized list and then clicks on his name
- Does not scroll all the way to the bottom just the top

Shanta, in her 50's | Treasurer

Task 3:

You want to take your dog for a walk in Washington Square Park. Please show me how you would go about looking where the “dog-friendly areas” are.

- Clicks on dog friendly areas on home page
- Read about it but wants a map
- Tries to click on dog icon on map

Shanta, in her 50's | Treasurer

In Test Questionnaire

Do you like the interface? Is it easy to use?

- Yeah it gives you information and shows you where the bathroom and different parts of the park is

Shanta, in her 50's | Treasurer

Post Test Questionnaire

Overall, what's your experience been with the website

- It's pretty easy to navigate

If you could change one thing about the website, what would it be ? Why?

- Change the color from green it's kind of pale it needs stronger colors to pull the eyes

How likely are you to refer this website? Why or why not

- Yeah I'll go back to it
- It needs more apps and needs to be more strengthened, needs a mobile app to download so it's easier to use
- Needs to be more eye catching

Jenna, 26 | Librarian

Jenna is a 26 year old librarian. Her day job consists of running programs for the Children's section of the library, doing storytime with the kids, as well as general upkeep of the library. She works at two different libraries.

Study Questions:

1. How often do you go to a park? Why do you go to the park? (just to walk, workout, etc.)
 - a. Not so often, but I live on Long Island and if I go to a park it would be Eisenhower Park here.
2. Do you attend free events at the park?
 - a. Generally no
3. Have you ever used the nyc parks website?
 - a. I have not
4. Do you use your phone or computer to search for parks?
 - a. I would use my phone most likely
5. Have you ever used any website to explore parks around NYC?
 - a. No

Jenna, 26 | Librarian

Task 1 | Please show me how you would navigate to a page with information about the Washington Square Arch. Once you land on that page, navigate back to the Washington Square Park homepage.

- Navigate to a page with info on the Washington Square Arch
 - She clicks through the main navigation multiple times, looking for a link that might take her to the correct page, then decides to use the search function
 - She searches for “the arch”, clicks on the first link that pops up and lands on the correct page.
- Navigate back to the WSP homepage
 - Clicks on NYC Parks logo, realizes it is not the correct homepage
 - Goes back to the search bar and types “Washington Square Park”. Clicks on the first link that shows up and lands on the correct page

Total time taken: 3’11”

Jenna, 26 | Librarian

Task 2 | You are trying to find more information about the Giuseppe Garibaldi monument. Please show me how you would search up information about the monument using the Search bar at the top of the page.

- Navigate to a page with info on the Giuseppe Garibaldi Monument
 - Jenna searches the word “garibaldi” and clicks on the first link. This takes her to the correct page
- Navigate back to the WSP homepage
 - Jenna goes back to the search bar and types “washington square park”. Clicks the first link and lands on the homepage

Total time taken: 40”

Jenna, 26 | Librarian

Task 3 | You want to take your dog for a walk in Washington Square Park. Please show me how you would go about looking where the “dog-friendly areas” are.

- “The first thing that came to mind was “Facilities”. She clicks on the Facilities tab in the main nav.
 - She clicks “Dog Runs” under the “facilities” tab in the main navigation
- She scrolls down the “Dog Runs” page and reads the information on the page out loud.
- She finds the “Locations” header and clicks on the Manhattan tab
- Then she scrolls back up to the search bar to search for “washington square park”. Clicks the first link and goes back to the homepage to reset
- She scrolls down a bit and finds the “dog friendly areas” link, then clicks on it to land on the correct page

Total time taken: 4’3”

Jenna, 26 | Librarian

Post test questions

1. After going through these three scenarios, how would you rate the ease of navigating this website from 0-10? 0 being extremely difficult, and 10 being extremely easy to use.
 - a. I would say it's a 7, pretty easy to navigate.
2. If you could change one thing about the website, what would it be and why?
 - a. I would like to see these dropdown menus (main navigation) running vertically down the side, but honestly I'm not sure I would like that either. As it is, I don't like how that looks
3. How likely are you to refer this website to someone you know? Why or why not?
 - a. I would refer this website. Even with a few roadblocks it was easy enough for me to navigate, especially if you don't know the area

Joe, 67 | Retired Police Officer

Joe is a married, 67 year old father of two. He worked as a police officer for 37 years and is now retired. He still works a few days a week as an investigator but most day's he's enjoying his retirement.

Study Questions:

1. How often do you go to a park? Why do you go to the park? (just to walk, workout, etc.)
 - a. We don't really go to parks often anymore, but we take a lot of walks around our neighborhood
2. Do you attend free events at the park?
 - a. Actually yes, every once in a while there will be a free concert near our house. My wife and I would go to those with some friends.
3. Have you ever used the nyc parks website?
 - a. I don't believe so, no
4. Do you use your phone or computer to search for parks?
 - a. I would use my computer, I hate these damn phones
5. Have you ever used any website to explore parks around NYC?
 - a. Not that I can recall

Joe, 67 | Retired Police Officer

Task 1 | Please show me how you would navigate to a page with information about the Washington Square Arch. Once you land on that page, navigate back to the Washington Square Park homepage.

- Navigate to a page with info on the Washington Square Arch
 - Joe scrolls down the page a bit looking over everything, then finds the label “Monuments” and clicks on it
 - He scrolls down and finds the Washington Square Arch link and clicks it, landing on the correct page.
- Navigate back to the WSP homepage
 - Clicks on NYC Parks logo, and realizes he’s not on the WSP homepage
 - He then clicks the back button in his browser 3 times and gets back to the homepage

Total time taken: 3’42”

Joe, 67 | Retired Police Officer

Task 2 | You are trying to find more information about the Giuseppe Garibaldi monument. Please show me how you would search up information about the monument using the Search bar at the top of the page.

- Navigate to a page with info on the Giuseppe Garibaldi Monument
 - “Oh I just saw his name when I was looking for the Washington Square Arch.”
 - Joe does what he did on the previous task and clicks on the “Monuments” link
 - He scrolls down the page and finds the Giuseppe Garibaldi Monument link and clicks, then lands on the correct page.
- Navigate back to the WSP homepage
 - “Well I thought the logo would take me back but last time that wasn’t the case.”
 - Joe clicks the back button in his browser twice and gets back to the homepage

Total time taken: 30”

Joe, 67 | Retired Police Officer

Task 3 | You want to take your dog for a walk in Washington Square Park. Please show me how you would go about looking where the “dog-friendly areas” are.

- Joe clicks on the small map on the homepage
- He lands on the Park Map page. Notices the map reacts as he tried scrolling down the page
- Tries clicking on the dog icon on the map a few times
- Then he scrolls down the page further and notices the label for “dog friendly areas” in the right side panel, then clicks on it and lands on the correct page.

Total time taken: 2'15”

Joe, 67 | Retired Police Officer

Post test questions

1. After going through these three scenarios, how would you rate the ease of navigating this website from 0-10? 0 being extremely difficult, and 10 being extremely easy to use.
 - a. I'd go with an 8. It's a little quirky but nothing was particularly hard to find.
2. If you could change one thing about the website, what would it be and why?
 - a. I don't really know much about colors and design, but I find the light green color everywhere a bit too much. This site generally feels familiar to me, I feel like I've seen websites that have this kind of "older" look
3. How likely are you to refer this website to someone you know? Why or why not?
 - a. I would refer it to someone if they absolutely need information about Washington Square Park, like the monuments for instance. But overall this website seems out of date, I'm not really sure why someone would need to use this unless they're looking for very specific information

Naren Khatwani 23 | Student

Pre Test questions

Personal Questions:

- What is your age?
 - 23
- What is your occupation?
 - Full time student and a graduate assistant researcher.
- What does your day to day job look like?
 - Work from home research.
- Do you have a stable internet connection?
 - Yes
- Do you have a laptop ?
 - Yes
- Are you comfortable with recording your screen on your laptop?
 - Yes

Study Questions

- How often do you go to a park? Why do you go to the park? (just to walk, workout, etc.)
 - Once or twice a month.
 - To walk.
 - To take pictures.
- Do you attend free events at the park?
 - Sometimes.
- Have you ever used the nyc parks website?
 - Sometimes.
- Do you use your phone or computer to search for parks?
 - Yes i use both.
- Have you ever used any website to explore parks around NYC?
 - Central park.

Naren Khatwani 23 | Student

Task 1 | Please show me how you would navigate to a page with information about the Washington Square Arch. Once you land on that page, navigate back to the Washington Square Park homepage.

- Initially opens a new window to search. Then was asked to find it from the website itself.
- Clicks the option of Washington Square Arch on the page itself.
- To go back to the home page, he clicked the back button of the window.

Task 2 | You are trying to find more information about the Giuseppe Garibaldi monument. Please show me how you would search up information about the monument using the Search bar at the top of the page.

- Easily found information on the monument through the search bar.
- To go back to the home page, he clicked the back button of the window.

Task 3 | You want to take your dog for a walk in Washington Square Park. Please show me how you would information on “dog friendly areas” in WSP.

- First clicked on the ‘parks’ drop down menu on the homepage.
- Didn’t find it there, then went into permits.
- Then struggled for a bit and went into the facilities drop down bar and found the Dog runs page.

Naren Khatwani 23 | Student

Post Test questions:

- Was there anything that was hard or frustrating while completing the given task/scenario?
 - Yes, I found the last task frustrating because I had to go through a lot of options for a simple task.
- Any features looked out/ stand out?
 - The search feature stands out.
- From 0-10, how much would you rate for the interface? Is it easy to use?
 - 7.5. Yes was easy to use.
- If you could change one thing about the website , what would it be and why?
 - Make it more responsive add more visuals and pictures as per the page. Its a website of a park, it has to be more visually appealing.
- On a scale of 1-10 (1 being not likely and 10 being very likely) how likely are you to refer this website? Why or why not?
 - 7

Parita Satani 23 | Student

Pre Test questions

Personal Questions:

- What is your age?
 - 23
- What is your occupation?
 - Full time student.
- What does your day to day job look like?
 - At School.
- Do you have a stable internet connection?
 - Yes
- Do you have a laptop ?
 - Yes
- Are you comfortable with recording your screen on your laptop?
 - Yes

Study Questions

- How often do you go to a park? Why do you go to the park? (just to walk, workout, etc.)
 - Once in two months.
 - For a walk in nature.
- Do you attend free events at the park?
 - No.
- Have you ever used the nyc parks website?
 - No.
- Do you use your phone or computer to search for parks?
 - Phone.
- Have you ever used any website to explore parks around NYC?
 - No.

Parita Satani 23 | Student

Task 1 | Please show me how you would navigate to a page with information about the Washington Square Arch. Once you land on that page, navigate back to the Washington Square Park homepage.

- Scrolled down once then found it on the same page and clicked on it.
- Clicked the back button of the window to go back to the homepage.

Task 2 | You are trying to find more information about the Giuseppe Garibaldi monument. Please show me how you would search up information about the monument using the Search bar at the top of the page.

- Easily found information on the monument through the search bar.
- To go back to the home page, he clicked the back button of the window.

Task 3 | You want to take your dog for a walk in Washington Square Park. Please show me how you would get information on “dog friendly areas” in WSP.

- Searches for dog friendly areas on the search bar of washington square park website.
- Then completes the task.

Parita Satani 23 | Student

Post Test questions

- Was there anything that was hard or frustrating while completing the given task/scenario?
 - No.
- Any features looked out/ stand out?
 - The bifurcation of the different subtopics on the homepage with their drop down menus.
- From 0-10, how much would you rate for the interface? Is it easy to use?
 - 4. A little confusing.
- If you could change one thing about the website , what would it be and why?
 - The look, color and theme. Make it more user friendly as it is too congested on each page.
- How likely are you to refer this website? Why or why not?
 - Not likely. Would use it as a last resort.

Artima 25 | Filmmaker

Pre Test questions

Personal Questions:

- What is your age?
 - 25
- What is your occupation?
 - Filmmaker
- What does your day to day job look like?
 - Mostly busy with writing and editing
- Do you have a stable internet connection?
 - Yes
- Do you have a laptop ?
 - Yes
- Are you comfortable with recording your screen on your laptop?
 - Yes

Study Questions

- How often do you go to a park? Why do you go to the park? (just to walk, workout, etc.)
 - Every week
 - Take pictures
- Do you attend free events at the park?
 - No.
- Have you ever used the nyc parks website?
 - No.
- Do you use your phone or computer to search for parks?
 - Phone, google maps
- Have you ever used any website to explore parks around NYC?
 - No.

Artima, 25 Filmmaker

Task 1 | Please show me how you would navigate to a page with information about the Washington Square Arch. Once you land on that page, navigate back to the Washington Square Park homepage.

- clicked on the Washington Square Arch
- scrolled down to the map and clicked the direction, which took to the google map
- Explored park pictures a bit
- Time taken- 1m 57sec

Task 2 | You are trying to find more information about the Giuseppe Garibaldi monument. Please show me how you would search up information about the monument using the Search bar at the top of the page.

- Was confused initially to click the link
- Scrolled down to explore, if there are any other link
- Completed the task
- Time taken- 1m 4sec

Task 3 | You want to take your dog for a walk in Washington Square Park. Please show me how you would get information on “dog friendly areas” in WSP.

- Searches for dog friendly areas on the search bar
- Gave her bunch of options of parks around New york that are dog friendly
- Went back and searched for Washington square park dog friendly
- Clicked the first link
- Time taken 2m 48sec

Artima 25 | Filmmaker

Post Test questions

- Was there anything that was hard or frustrating while completing the given task/scenario?
 - No.
- Any features looked out/ stand out?
 - Less text at the homepage
- From 0-10, how much would you rate for the interface? Is it easy to use?
 - 4.5
- If you could change one thing about the website , what would it be and why?
 - Too many information , makes confusing, nice if it is brief
- How likely are you to refer this website? Why or why not?
 - Not really, only if it is necessary

Sandy 24 | Student

Pre Test questions

Personal Questions:

- What is your age?
 - 24
- What is your occupation?
 - Student
- What does your day to day job look like?
 - Go to class, work on assignments, have part time job
- Do you have a stable internet connection?
 - Yes
- Do you have a laptop ?
 - Yes
- Are you comfortable with recording your screen on your laptop?
 - Yes

Study Questions

- How often do you go to a park? Why do you go to the park?
 - Usually go during weekend
 - Just walk around, sightseeing
- Do you attend free events at the park?
 - No.
- Have you ever used the nyc parks website?
 - No.
- Do you use your phone or computer to search for parks?
 - Phone, google maps
- Have you ever used any website to explore parks around NYC?
 - No.

Sandy, 24 Student

Task 1 | Please show me how you would navigate to a page with information about the Washington Square Arch. Once you land on that page, navigate back to the Washington Square Park homepage.

- clicked on the Washington Square Arch
- Explored park information/details section
- Completed the task
- Time taken- 1m 48sec

Task 2 | You are trying to find more information about the Giuseppe Garibaldi monument. Please show me how you would search up information about the monument using the Search bar at the top of the page.

- Search for Giuseppe
- Navigated to the WSP homepage smoothly
- Completed the task
- Time taken- 1m 4

Task 3 | You want to take your dog for a walk in Washington Square Park. Please show me how you would go about looking where the “dog-friendly areas” are.

- Searched for WSP
- Scrolled down to the facilities section
- Clicked on the dog- friendly area
- But gave her other multiple location
- Clicked on the WSP location again
- Completed task
- Time taken 2m 38sec

Sandy 24 | Student

Post Test questions

- Was there anything that was hard or frustrating while completing the given task/scenario?
 - No.
- Any features looked out/ stand out?
 - Like the green theme, represents the park color, color consistent is good
- From 0-10, how much would you rate for the interface? Is it easy to use?
 - 7, because it's easy to find thing
- If you could change one thing about the website , what would it be and why?
 - The website is text heavy, would be nice if it is brief and straight to the points
- How likely are you to refer this website? Why or why not?
 - Yes , i would, it's nice to know which park is dog friendly and have certain facilities, which I was unaware of.

Results

Results Summarized

Overall, all 8 of our users were able to successfully complete each task rather quickly. We found that even though our expert review showed the site needs some major improvements, it's still a usable site when it comes to a new user navigating it. Below we have some of our most prominent positive, and negative findings.

Positive Findings:

- Some liked the use of color green, goes with the park theme
- Easy to navigate/complete the tasks

More Findings:

- Text heavy
- No suggestions while using the search bar
- Hesitate to recommend the website
- Overall outdated design
- Instead of using this site, some participants would rather just use google
- Not sure what is clickable on the site
- Not visually appealing
- Needs a map

Recommendations

Recommendations

Based on our initial expert review and the 8 usability tests we ran, we suggest the following updates for the Washington Square Park website:

- Separate Washington Square Park site from NYC Park website
- Make the Washington Square Park navigation menu much more prominent
 - Users get taken off of the site often and too easily
- Have a dedicated Washington Square Park “home” button
- Update imagery, incorporate updated imagery throughout the site to break up walls of text
- Use better signposting for clickable buttons and links
- Update iconography
- Breadcrumbs are consistent throughout the site; make sure the breadcrumbs are accurate when users navigate the site
- Include “suggestions” in the search bar

Thank you