

# JON BENJAMIN PHOTOGRAPHY

## Jon Benjamin Photography Site Testing

CONDUCTED BY

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## Abstract

Jon Benjamin Photography is a portfolio site for the Vancouver based photographer, Jon Benjamin. The website is a business hub for the photographer, and showcases his work and the services he offers. Users of the site are able to view various portfolio and project galleries, examine his hireable services, and request quotes based on those services.

Abbey Reisle and Tevis Bateman (the designers) conducted site testing with a group of volunteer users at the British Columbia Institute of Technology (BCIT) Downtown Campus. The site testing was conducted on 24 inch Dell monitor in a Chrome browser, and on an iPhone 7 in a Safari browser.

The users who conducted the test were comprised of students from the Technical Web Design Program at BCIT. The test sessions were moderated by Tevis Bateman, and observed by Abbey Reisle, who recorded their interactions within the test site.

# Methodology

## INTRODUCTION

Users for testing were selected and provided by BCIT staff who selected students from the Technical Web Design program intake 15. Each testing session lasted between 15-25 minutes. During the test sessions the moderator (Tevis Bateman) explained the purpose of the test, and the tasks the users would be participating in. Each tester was required to complete a pre-test questionnaire, a series of website interaction tasks, and a post-test questionnaire. The users were given individual interaction tasks which were provided both verbally, and in written form. A copy of these tasks, and the pre and post-test questionnaires have been provided at the end of the this document.

# Methodology

## EVALUATION OF TASKS

Participants were asked to attempt the following eight tasks designed to test the usability of key parts of the Jon Benjamin Photography website. (See appendix for full list of tasks)

1. Explaining what they thought the website was about
2. Finding a way to contact the photographer for hiring
3. Finding information on a specific photographic service
4. Finding three optional add ons to a photographic service
5. Finding a client testimonial about a project
6. Finding a way to request a specific quote for an event
7. Find and open an image slideshow
8. Locate the client gallery

# Results

## QUANTITATIVE TASK COMPLETION RATES + TIMES

Task 1 was a question asked of the users. All of the users were able to easily identify the purpose of the website and the what they would be able use it for.

\*Some of the testers had difficulty understanding the questions; times reflect the point from whence they understood the task (sometimes clarification had to be added) to completion of the task. Except for task 6 which required filling out a form, times of 2:00 min reflect a failure to complete the task.

TASKS	User 01		User 02		User 03		User 04		Completion ease score (%)	Average time (min:sec)
	✓	🕒	✓	🕒	✓	🕒	✓	🕒		
2	3	0:30	3	0:24	3	0:35	3	0:10	100%	0:25
3	1	0:30	0	2:00	1	0:30	1	1:30	25%	1:08
4	2	0:25	3	0:02	0	2:00	3	0:30	67%	0:44
5	3	0:10	0	2:00	2	0:45	3	0:05	67%	0:45
6	3	2:00	3	2:30	3	2:00	2	1:40	92%	2:03
7	3	0:10	3	0:25	3	0:10	3	0:06	100%	0:13
8	3	0:05	1	0:25	2	0:25	3	0:01	75%	0:14

### Completion score legend

0 - not completed

1 - completed with difficulty

2 - completed with only minor issues

3 - easily completed

Approx. time to complete task 🕒

Completion Score ✓

# Results

## QUALITATIVE OBSERVATIONS OF ERRORS + POINT OF INTEREST

### TASK 3

Users 1, 2, and 4 did not realize that the "services offered" was clickable

### TASK 4

Users 1 and 4 easily identified the add-ons for the service. User 3 thought that the thematic bullet points would be the add-ons. User 2 initially went for the thematic bullet points but changed their mind after seeing the add-ons heading.

### TASK 6

Users found the form easy to fill out for the most part, though the choices between "request a Quote" and "contact" provided some confusion when they were unable to see the feedback of the form changing due to the size of the screen.

### TASK 7

All Users went straight to the x in the top right corner.

### TASK 8

All Users Clicked the Client Galleries button, but some were unsure on their choice and initially thought to look elsewhere.

# Results

## QUANTITATIVE POST-TEST QUESTIONNAIRE

Ratings from the Exit Questionnaire (completed after tasks)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Agreement %	Overall %
The Home Page Grabs my attention				2	2	100%	87.5%
The Home page makes me want to explore the site further				2	2	100%	87.5%
The purpose of the website was very clear				2	2	100%	87.5%
The website was easy to navigate			1	2	1	75%	75%
I was aware of my location on the website at all times			1	3		75%	62.5%
I would recommend this site to someone looking for a photographer				4		100%	75%
the contact and quote form was clear and easy to use	1		1	2		50%	50%

# Results

## QUALITATIVE POST-TEST QUESTIONNAIRE

We asked our users to highlight the best and worst points based on their experience. Some examples of the more common points made by the users are listed below.

The users also provided further detail on confusing interactions found on the site. Two users mentioned that they had trouble navigating around the site and locating specific content. The remaining two users both commented on the confusing nature of the contact form. Specifically, the buttons to select the contact/get a quote forms, and the hour and minute fields located within the fields

These areas of confusion were observed and reflected in the data gathered during our site testing. The data gathered in our tests found that most of the moments of navigational confusion occurred when viewing the site on mobile. Mobile seemed to have an adverse impact on the contact form, as users could not see the form changing when selecting either the contact or quote options.

The overall reception of the site seemed to be positive, with users generally commenting on the clean, professional look of the website. However, areas of confusion were expressed when navigating the site on mobile.



# Potential Improvements

## SECONDARY NAVIGATION

On the 3rd task, the majority of users were unable to figure out how to select a different service. Observations found that the menu that opens the services options did not look clickable. To improve this, a small arrow that toggles directions when clicked was added.

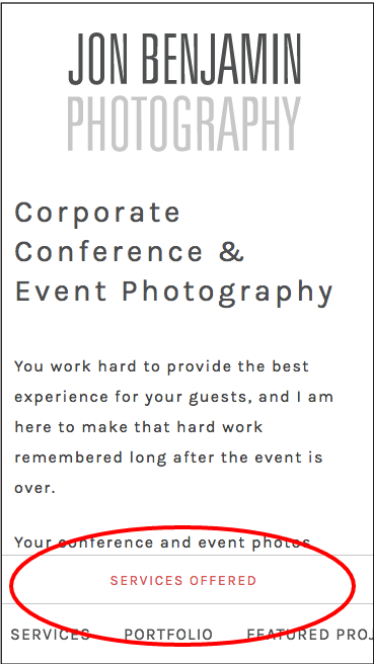


Figure 1 shows the navigation before

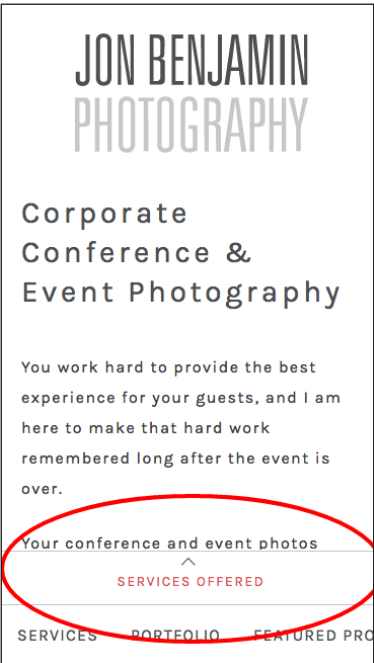
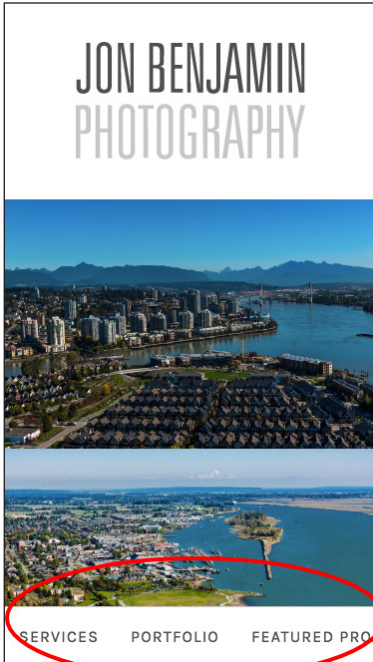


Figure 2 illustrates the alterations that were implemented

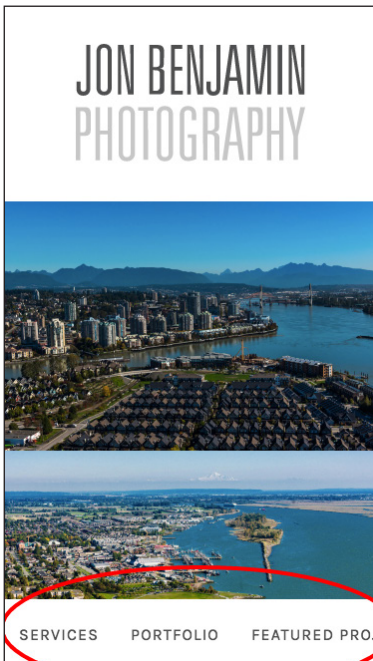
# Potential Improvements

## PRIMARY NAVIGATION

While going through the different tasks, the users, in general, were having difficulty with the scroll of the primary navigation due to its size. To make this easier to use, we increased the height of the navigation by 17%.



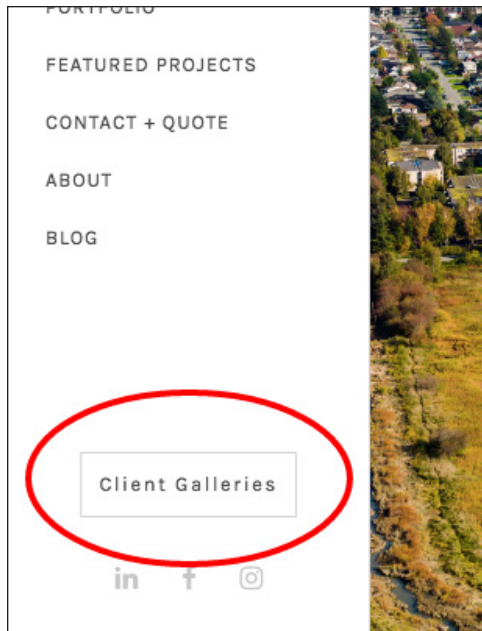
**Figure 1** shows the navigation before



**Figure 2** illustrates the alterations that were implemented

# Potential Improvements

## CLIENT GALLERIES BUTTON

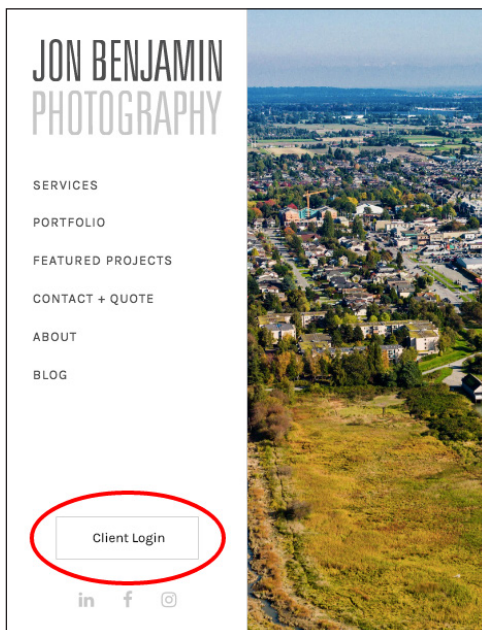


**Figure 1** shows the navigation before

Users were confused a little by the wording of the Client Galleries button located in the footer of the site. The Client Galleries button links to a third-party site that is used for hosting photos for Jon Benjamin's clients.

Our user testing revealed that even though all users eventually clicked the Client Galleries button, some were unsure on their choice and initially thought to look elsewhere. One user also commented in the post-test questionnaire that they found the wording of the current Client Galleries button a little confusing.

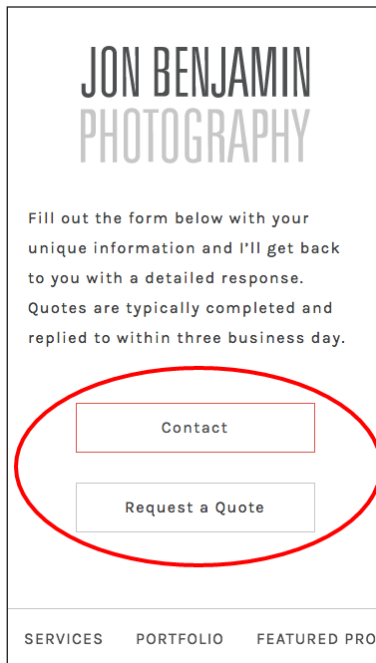
Going forward an easy solution for this problem is to change the wording on the button. The same user mentioned above also suggested changing the wording on the button to Client Log-in. Using this wording would help differentiate it from the other galleries (portfolio, featured projects) included on the site going forward.



**Figure 2** illustrates the alterations that were implemented

# Potential Improvements

## FORM SELECTION



JON BENJAMIN  
PHOTOGRAPHY

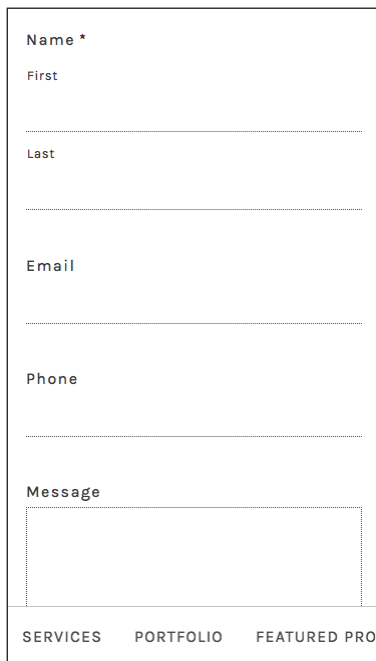
Fill out the form below with your unique information and I'll get back to you with a detailed response. Quotes are typically completed and replied to within three business day.

Contact

Request a Quote

SERVICES PORTFOLIO FEATURED PRO.

**Figure 1** shows the navigation before



Name \*

First

Last

Email

Phone

Message

SERVICES PORTFOLIO FEATURED PRO.

**Figure 2** illustrates the alterations that were implemented

Our user testing data and post-test feedback indicated that users found the form easy to fill out for the most part, however, the choices between "Request a Quote" and "Contact" provided some confusion when they were unable to see the feedback of the form changing due to the size of the screen.

The role of the "Contact" and "Request a Quote" buttons are used to filter the contact form fields. The "Request a Quote" button reveals a number of specific fields to gather targeted information from the client. Currently, the buttons change color to show which form is selected, however on a smaller screen there is no indication that a change has taken place on the form below.

A potential fix for this problem would be to add a more tactile response to indicate when the buttons are clicked. An easy way to achieve this would be to add an auto scroll to the top of the form whenever a button is clicked on the mobile site. This should give the users the feedback necessary to show that their action has been registered.

## Conclusion

Overall the participants liked the look and simplicity of the website. Improvements to the navigation have been added due to the results of this experiment.

Appendices

APPENDIX I  
PRE-TEST QUESTIONS

JON BENJAMIN PHOTOGRAPHY

Jon Benjamin Pre-Test Questionnaire

Thank you for taking the time to assist us with our site testing. Please take your time and fill out the questions below.

Rate your level of interest in photography (1-10)

	1	2	3	4	5	6	7	8	9	10	
No Interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Professional Photographer

Have you ever hired someone for a service? (example: cleaning, repair, design, photography etc.)

☐ Yes

☐ No

Have you ever been involved in the hiring process of a photographer?

☐ Yes

☐ No

What information would be most important to you when looking to hire a photographer? (please order from 1 to 5, 1 being the most important)

	1	2	3	4	5
Services they Provide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contact Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Examples of Previous Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviews of their work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate you knowledge of photography (1-10)

	1	2	3	4	5	6	7	8	9	10	
Never taken a photo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strong technical knowledge of photography

# Appendices

## APPENDIX I PRE-TEST QUESTIONS

Roughly how many hours do you spend online?

- ☐ Less than 30 minutes
- ☐ 30 minutes to 1 hour
- ☐ 1 - 3 hours
- ☐ More than 3 hours

Of those hours, what percentage is spent on a tablet or mobile phone?

- ☐ 0 - 25%
- ☐ 25% - 50%
- ☐ 50% - 75%
- ☐ 75% - 100%

Do you ever share content that you find on online on some form of social media?

Choose ▼

What age range do you fall into?

- ☐ Less than 21
- ☐ 21 - 30
- ☐ 30 - 40
- ☐ 40 - 50

SUBMIT

# Appendices

## APPENDIX II GOALS + TASKS

Goals	Task
Find out user overall impression of the site and whether they can tell it's for a photography service	Please tell me what you think the website is about, and what you can do on this site.
Explore where users go on the site to find where to hire the photographer	You are interested in hiring Jon Benjamin to be your photographer. How would you go about hiring him?
See if tabbed navigation between services is clear	You need some aerial photos taken, please find a page on the site that provides information on this.
Determine if the users understand the purpose of the bulleted lists on the services descriptions	While you are on this page, please list three additional services that the photographer could optionally include.
Determine if the quotes on the featured projects are clear that that is what they are	Please find a testimonial about a project from a former client.
Explore how easy the request a quote form is for users to fill out	Image you are organizing a conference on Cancer treatments and you would like to hire a photographer for the event. Please request a quote for the event that includes the following information. <ul style="list-style-type: none"><li>• Start Date: July 15th</li><li>• Hours per day: 9 - 3pm</li><li>• Add the appropriate services for the event</li></ul>
Determine if the x on the photo enlargement is enough indication of where users need to click to close a photo	Please find a photo on the site and view it larger. Please return to the previous page.
Test the wording of the client galleries button for ambiguity	You were provided with a username and password to view photos of your recent event that was photographed by Jon Benjamin. How would you view these photos?



# Appendices

## APPENDIX III POST-TEST QUESTIONS

# JON BENJAMIN PHOTOGRAPHY

### Jon Benjamin Exit Questionnaire

Thank you for taking the time to assist us with our site testing. Please fill out the questions below as best you can. your feedback is appreciated!

What was your overall impression of Jon Benjamin Photography?

Your answer

List 3 things that you liked best about the site.

Your answer

List 3 things that you liked least about the site.

Your answer

Is there anything that you feel is missing on this site?

Your answer

If you were to describe this website to a colleague in a sentence or 2, what would you say?

Your answer

Were there any interactions on the site that left you confused? If so, what were they?

Your answer

# Appendices

## APPENDIX III POST-TEST QUESTIONS

	Strongly disagree	disagree	neutral	agree	strongly agree
The Home Page grabs my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Home page makes me want to explore the site further	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The purpose of the website was very clear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The website was easy to navigate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was aware of my location on the website at all times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this site to someone looking for a photographer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
the contact and quote form was clear and easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any other final comments or questions?

Your answer

SUBMIT

Never submit passwords through Google Forms.