Andrew ID: bdominiq

Joined late (Missed 1 week)

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"A revised user research plan reflecting the role you will be taking a lead on for homework 4."

Objective:

The objective of our user research is to identify the distinct needs and preferences of potential students, particularly Francophone students, in order to enhance the user experience of the University of Cape Town's website. This research aims to gather insights through interviews and usability tests to inform the design and content strategy.

Reflection of the role I will be taking a lead on for homework 4:

In this user research, I will take the lead role in conducting usability testing for the University of Cape Town's website. My responsibilities will involve guiding participants as they navigate the website, observing their interactions, and recording their screen actions and verbal feedback. Through this process, I will be focusing on analyzing their navigation patterns, information-seeking behavior, and response to the website's design elements. By simulating real-world usage through task-based scenarios, I will gain valuable insights into the overall user experience of the website.

Usability Testing, keys I will focus on:

Usability tests with participants navigating through the University of Cape Town's website.

Observed participants' interactions with the website, focusing on:

Navigation patterns.

Information-seeking behavior.

Response to website layout and design elements.

Use task-based scenarios to simulate real-world usage and gauge user experience.

Record screen interactions and participant feedback for analysis.**"**