



**POLITECNICO  
DI MILANO**

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Hypermedia & Web Application Project

USABILITY REPORT

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## 1. ABSTRACT

How user testers reacted to my website? Did they achieved all the tasks in a reasonable time?

With this document, I answer to all these questions, analysing how much the application is usable, comprehensible and clear.

The first two parts consist of usage scenarios describing common situation of usage of the website.

To collect the information, I selected among my friends, some testing users, of different ages, computer skills and interests.

Finally, I evaluated the results, using the given heuristics and commenting the feedbacks with Explanation and advice to improve the website.

## 2. DESIGN AND EXECUTION

The evaluation of the website is done by choosing different testing users.

The scenarios I thought about are:

- 1) a person who is interested in some events in Varazze
- 2) a person interested into music who wants to know how to improve his skills and is looking for seminars or events to attend to
- 3) a performer who wants to exhibit in the festival

In the following table, I collect the testing users

ID	AGE	SEX	PROFESSION
1	56	M	employee
2	21	M	student
3	35	F	artist

I asked my friends to visit my website without time pressure, during a calm moment.

### 2.1 TASKS

I assigned them a list of task:

- Register and then login into the website, clicking on “remember password” button
- Looking for an event filtering the event’s types
- Add some events to cart

- Look for seminars and find out how to reach Varazze
- Read the faqs and ask to attend to an event as a performer

I gave users a form to fill in order to give me some information for the report.

### 3 FORM AND RESULTS

#### USABILITY FORM FOR VARAZZERS FESTIVAL WEBSITE

Answer the questions with a number in a range from 1 to 10, where 1 is “not at all” and 10 stands for “perfect”.

USER ID:

AGE:

PROFESSION:

SCENARIO:

TASK	DESCRIPTION	SUCCESS	HELP	TIME(SEC)
1				
2				
3				
4				
5				

I also asked them if they liked the design of the website, how good was the navigability and if the contents were useful.

The table below shows the qualitative results instead:

TESTER	FIRST QUESTION	SECOND QUESTION	THIRD QUESTION
1	9	6	10
2	10	9	10

3	8	8	8
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I collected the quantitative results from the tests in the following table:

<b>TASK</b>	<b>USER ID</b>	<b>SUCCESS</b>	<b>TIME</b>	<b>HELP</b>
1	1	Yes	90	No
	2	Yes	45	No
	3	Yes	60	No
2	1	Yes	50	Yes
	2	Yes	30	No
	3	Yes	35	No
3	1	Yes	30	No
	2	Yes	20	No
	3	yes	25	No
4	1	No	-	-
	2	Yes	30	No
	3	Yes	40	No
5	1	No	-	Yes
	2	No	-	Yes
	3	No	-	Yes

#### 4 ANALYSIS

Almost all the tasks had no problems. The user n 1 found out some difficulties to filter the events in the Events' page , but finally after some time he could do it.

The last task is the worst: I didn't implemented the possibility to register to an event as a professional or an artist, and people can't actually use the Contact Me form to send messages, so none of them could end the last task.

The younger tester was also the faster one, and it can be due to his skills using networks, computer and social. Their profession didn't affect the results.

The quantitative and the qualitative tables are not inconsistent: the older users had some difficulties in end all the tasks, but he liked the website design and he found it useful.

The younger user was happy to go all over the website and he found it useful and easy to navigate.




## Filter events ▾



Type ☒ Music ☒ Artistic ☒ Sport ☒ Theatre ☒ Health





1 task 2




HOMEEVENTSPERFORMERS






**Little Chefs Lab**  
26.02.2020 Ristorante "Varagine"  
Price per item: \$25.00  
Total price: \$100  
Remove all from cart 

+  
4  
-




**L'indifferenza**  
16.01.2020 Molo dei Marinai d'Italia, Varazze  
Price per item: \$30.00  
Total price: \$30  
Remove all from cart 

+  
1  
-

### Summary

Subtotal	130\$
Promo	0\$
<b>Total</b>	<b>130\$</b>

CHECKOUT






2 task 3

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silviaferrariswebsite.herokuapp.com

First Name


Name

Last Name





Lastname

Email

E-mail



SUBMIT

< >    

3 task 5- from smartphone. No possibility to contact me or perform an event

## 5 DOMAIN LEVEL HEURISTICS

A subset of the used heuristics is relative to the overall website usage.

These are presented here. In the following sections (relative to speci\_c pages), some explanatory examples of these, in the case of issues, are given.

Metrics:

\_ NA (Not Applicable): the heuristics cannot be applied in this page.

\_ 0: The heuristic is severely violated

\_ 1: The heuristic is partially violated

\_ 2: The heuristic is satisfied

EURISTIC	SCORE	NOTES
Landmark	2	Landmarks are ok and useful
Link Consistency	2	Links of similar topics are often displayed in different ways, using some standard patterns and in a consistent way
Orientation (Topic)	0	Inside a topic, usually, the content is well divided and reachable by structural links in the page
Orientation (Group)	1	Almost all the pages display the current position in the website
Orientation Clues (Transition)	1	Transition pages are usually incorporated in topic's pages.



Visual Identity	2	Colors and images are consistent among the pages
Chromatic code consistency	2	Everything is ok with chromatic
Background Contrast	1	Sometimes it's difficult to read contents
Font Size	2	Nothing to say
Font Color	2	Nothing to say
Font Type	2	Nothing to say
Anchor Identity	1	Every link is clickable, but some buttons don't work