

User Goals:

- Observe and determine first impressions of the portfolio website
- Evaluate ease of use
- Evaluate ease of finding desired information and navigating within the website
 - o Viewing examples of completed projects
 - o Learning more about the UX designer
 - o Downloading the CV/resume
 - o Contacting the UX designer through their preferred method of contact
- Identify any errors and opportunities for improvement within the website

Target User Criteria:

Age: 20-50

Technical Experience: Intermediate – should be able to navigate websites with simple functions

Device Use: desktop, mobile, or tablet

Occupation: Any

Participants:

- 5 participants
- Varying levels of technical knowledge
- Recruited from personal network

Testing Sessions

- 15 -20 minutes
- In-person testing and remote testing
- Recording software: Loom (in-person) and Zoom (remote)
- Includes:
 - Introduction
 - Background Questions
 - Scenarios
 - Open Questions

Evaluation Metrics:

Nielsen's Severity Rating Scale for Usability Problems

Script:

Hi ____, my name's Sarah, and I'm a UX designer. Before we get started, I'd like to give you an overview of what we'll be doing today.

We are testing the latest version of our website and its overall usability. I want to remind you that only the website is being tested and not you. You can't do or say anything wrong.

Before we look at the website, I'll ask you a few background questions. After that, we'll look at the current version of the website and complete a few tasks. At the end, I'll ask a few follow-up questions. If you have any questions, ask them at any time. Your honest feedback will help me to improve the website.

With your permission, the session will be recorded. The recording will help me identify what areas of the website need to be improved and won't be used for any other purpose. Is that okay with you?

Great. Do you have any questions so far? If you have any questions, feel free to ask them at any time. Before we get started, I wanted to remind you to "talk out loud" through your thoughts and choices so I can have better insight into what works and what doesn't.

Okay – let's get started.

[start recording]

Background Questions:

1. Which age range represents your current age?

- 21 – 25
- 26 – 30
- 31 – 35
- 36 – 40
- More than 40 years

2. What is your current occupation?

3. Which digital devices do you use and how often do you use them? (i.e. phone, tablet, desktop, laptop)

4. What kind of tasks do you do on your [device name(s)]?

5. On desktop/laptop, which browser do you currently use?

Tasks

Starting Situation:

For these tasks, I want you to imagine that you're a hiring manager who came across this portfolio and is interested in learning more about the designer. You're expanding your UX team and are looking for designers with front end web developing skills. You came across this website and want to get a sense of the designer's style and personality.

Note: pass/fail

Task 1: You've opened up the portfolio website. What are your first impressions of the website?

Follow up: What are your thoughts on the layout of the page?

Color choices?

Task 2: As you browse the home page, you'd like to learn more about the Ad Astra App project. Where would find this? What was the app about?

note: time (in seconds) to navigate to Ad Astra Page page ____ seconds

Task 3: If you wanted to learn more about her and her skills, where would you click?

note: time (in seconds) to navigate to page ____ seconds

Task 4: You're interested in seeing her work experience and education in greater detail. Download her resume.

note: time (in seconds) to navigate to page ____ seconds

Task 5: You notice she has a LinkedIn and want to view her profile. Where would you find this?

note: time (in seconds) to navigate to page ____ seconds

Task 6: After viewing her projects and resume, you'd like to reach out to her. Send her an email.

note: time (in seconds) to navigate to page ____ seconds

Open Questions

Thank you for completing those tasks. I have just a few more questions for you, and then we'll be done with the session.

- Now that you've seen the whole website, what is your overall impression of the site? Was there anything you really liked or disliked?
- Is there anything you would have changed?
- Do you feel anything is missing from the website?
- Do you have any other questions or feedback for me?

Awesome. Thank you so much for your time and feedback.