Usability Study

Date - 14 Oct 2014

Project Name Interactive Learning Portal

Study details

Aim of the Study

Understanding the Usability Road blocks (if any) in the application.

User Sample selection

Selection of Users is based on random database as real user doesn’t exist.

How many users?

13 Users with wide range of age group, different level of experience and professional backgrounds.

Mixture of male/female for roles of mentor and mentee.

Methods used for completing the Study

In-depth interview with the users followed by Observation method with Task rotation.

Output of the study

Presentation with Findings

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Aim of the Study

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- Aim of the study is to find out usability road blocks (if any) in the application.
- Usability experts did Heuristic Evaluation of the application and came out with few usability problems.
  Those problems became hypothesis for the study.
- Based on the Hypothesis, we decided to take usability labs for 4 major tasks in the application.

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User Sample selection

User Profile Selection Criteria

Good mix of male female.
46% Female and 54% Males.

Mentor and Mentee role were combination.
55% Mentor, 7% Mentee and 38% Both.

Experience range of User varies from the Trainee to Technical architect level in the Org.
38% Trainee & team members , 31% Team leader & Manager level and 31% Top level Management

Varied professional background like Software professional to Communication trainer.
61% Software developer, 23% Designer, 8% Manager, 8%Business developer

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Methods used for completing the Study

Methods used for completing the Study

- In depth interview along with the observation method is used for the study.
- Discussion guide which is base of the in depth interview, is used while taking the user interviews.
- The observations recorded on the reporting sheet and then in the excel sheet.
- Detailed analysis was done on the recorded observations.

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Usability Lab.

13 Usability Labs were conducted with Discussion guide as a tool.

In-depth interview and observation was the method.

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Usability Labs findings

Tasks and its output

Severity symbols

Task list

Tasks used in the Labs
Dashboard and it’s elements
Adding Skills to the Profile
Search Mentor/Group of your interest and try connecting
String and it’s elements

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Severity Symbols

Severity of the findings based on the number of users faced problem.

- High ↑
- Medium ↔
- Low ↓

You will find these symbols with callout in finding slides.

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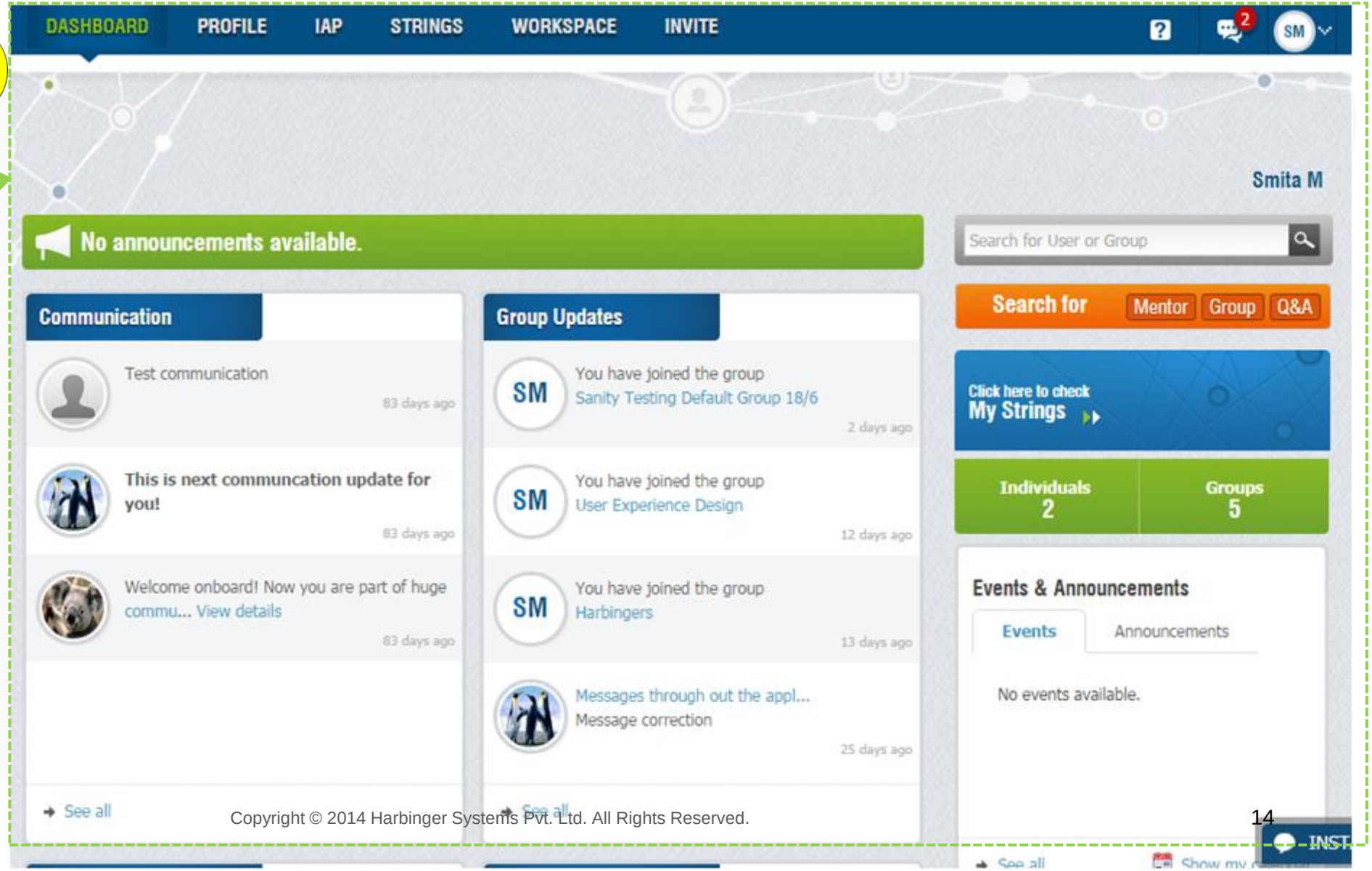
Dashboard and it’s elements

Description –

- User were asked to explore the Dashboard and its elements.
- While doing it, User was made to think aloud.
- We captured the verbatim. Next slide shows the results based on analysis.

Dashboard | Visual design

Overall Users were happy or neutral about the visual design. Few commented it as ‘simple, clean and straight forward’.



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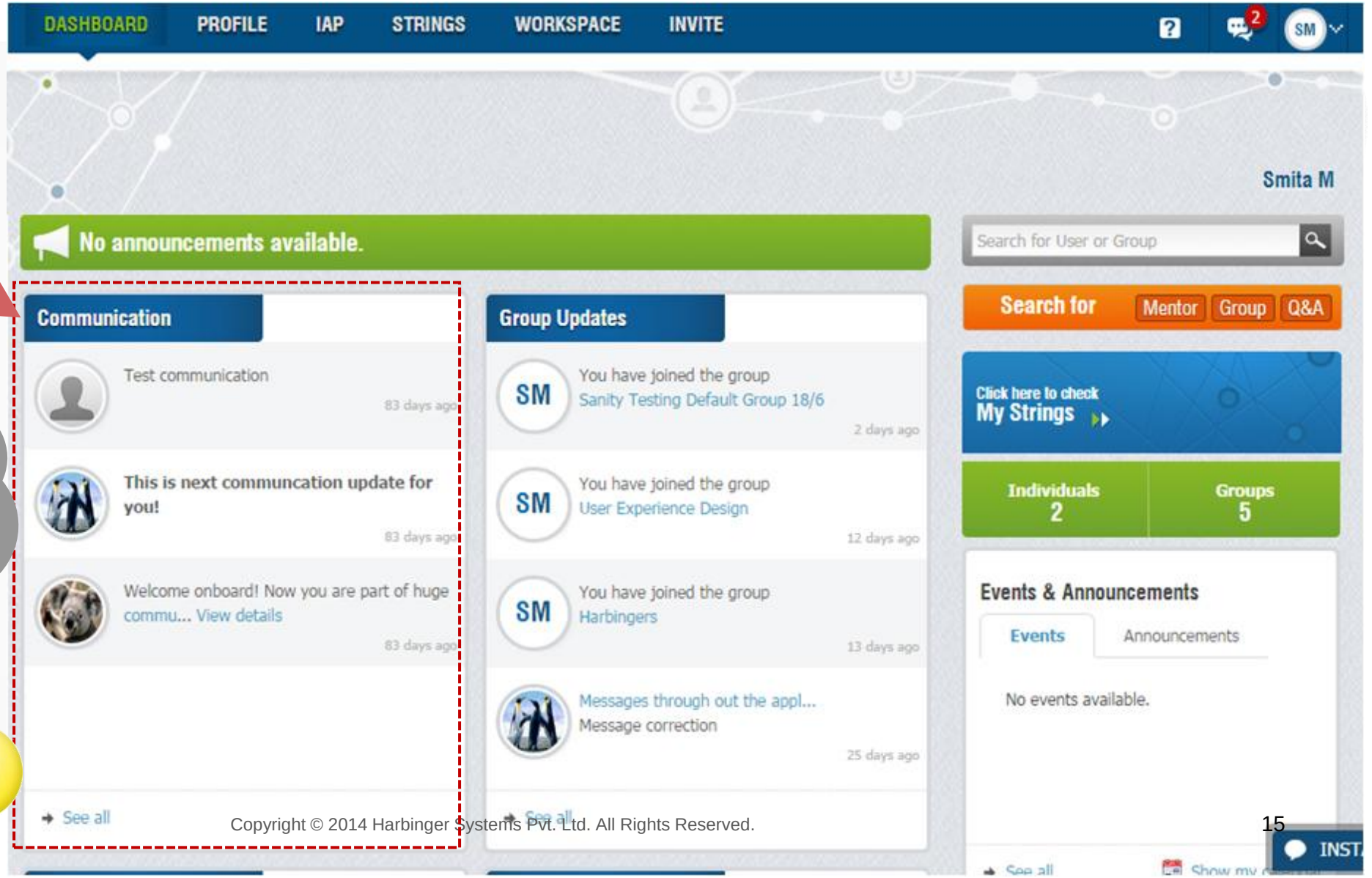
Dashboard | UX | Communication

Communication was not intuitive to most of the users. 50% of users failed to understand it.

Who is communicating with whom?
Is it same like announcements or notifications?



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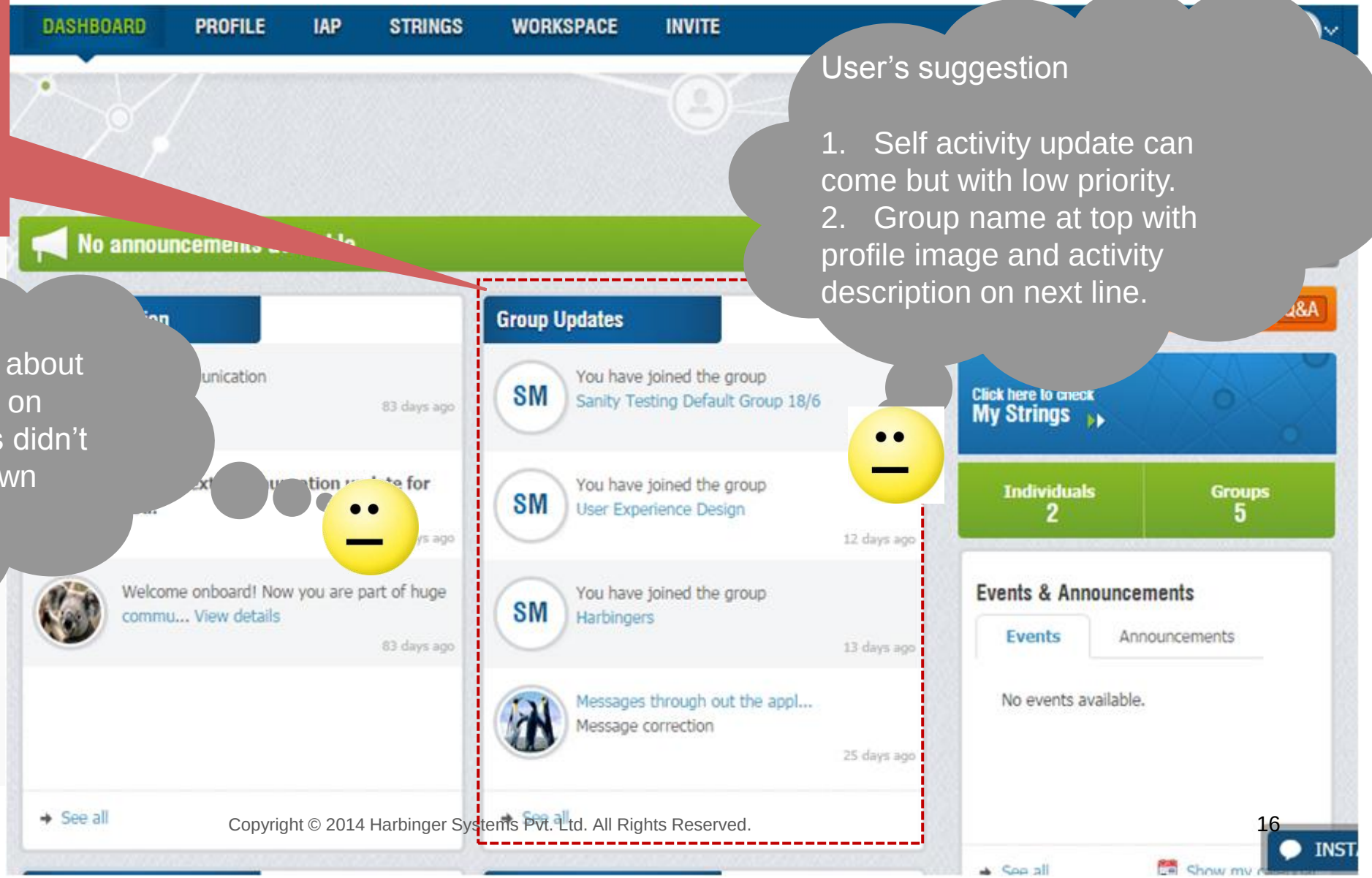
Dashboard | UX | Group Updates

Group update section was clear but the profile image displayed was confusing.

User's suggestion

1. Self activity update can come but with low priority.
2. Group name at top with profile image and activity description on next line.

User had mix opinion about having own update on dashboard. 50% users didn't want to see their own updates here.



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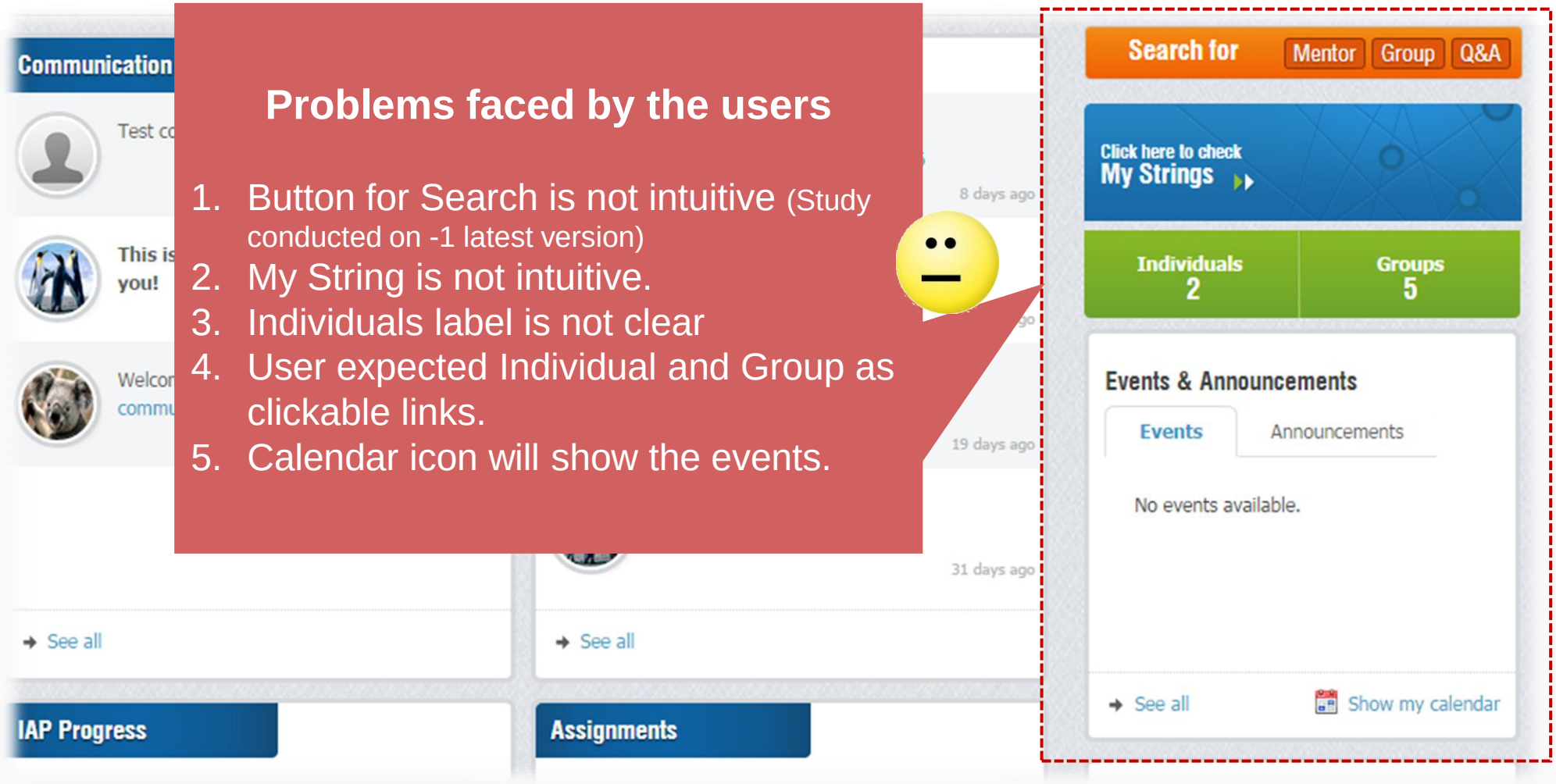
Dashboard | UX | Right side pane

Problems faced by the users

1. Button for Search is not intuitive (Study conducted on -1 latest version)
2. My String is not intuitive.
3. Individuals label is not clear
4. User expected Individual and Group as clickable links.
5. Calendar icon will show the events.



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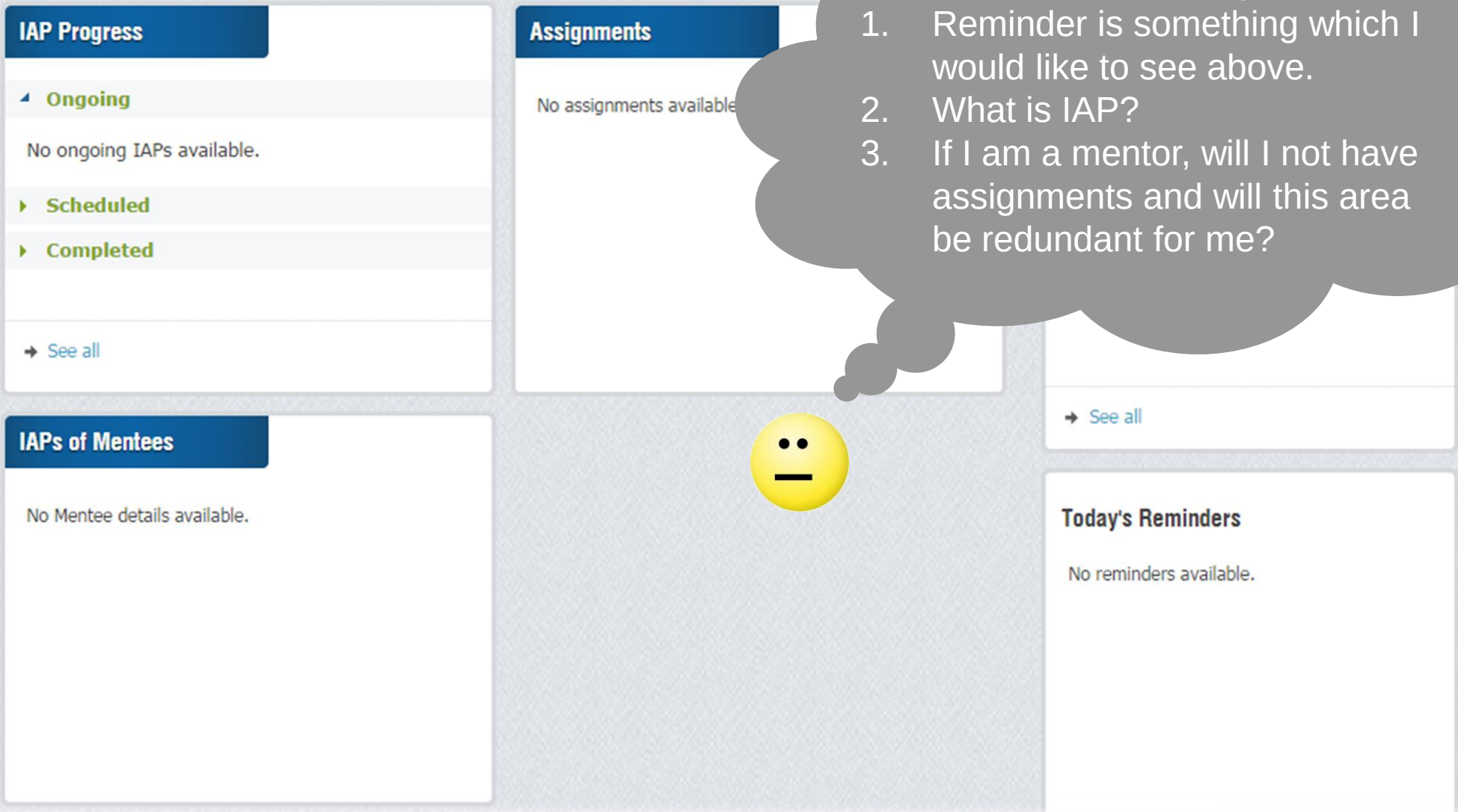
Dashboard | UX | Below fold



User verbatim and expectations.

1. Reminder is something which I would like to see above.
2. What is IAP?
3. If I am a mentor, will I not have assignments and will this area be redundant for me?

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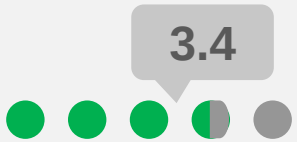
Dashboard related verbatim of users.

‘Mentoring’ is unstructured guiding, where the main focus is on understanding the mentee and their problem. It may happen that at a times mentee doesn’t know that he/she requires guidance. As a mentor my focus might be different to look at Dashboard, I may be interested in looking at my conversation with mentee rather than updates.

I am able to do the task but there was no excitement or any feel good factor. There can be more intuitive dashboard which will be interesting.

There is still scope of improvement in visual design.

Dashboard Rating

Task Used in Labs	Rating
Dashboard and it’s elements	

(User has rated the Dashboard section on overall user experience in terms of content their understanding, their expectations, actual interface behavior, intuitiveness of the elements.)

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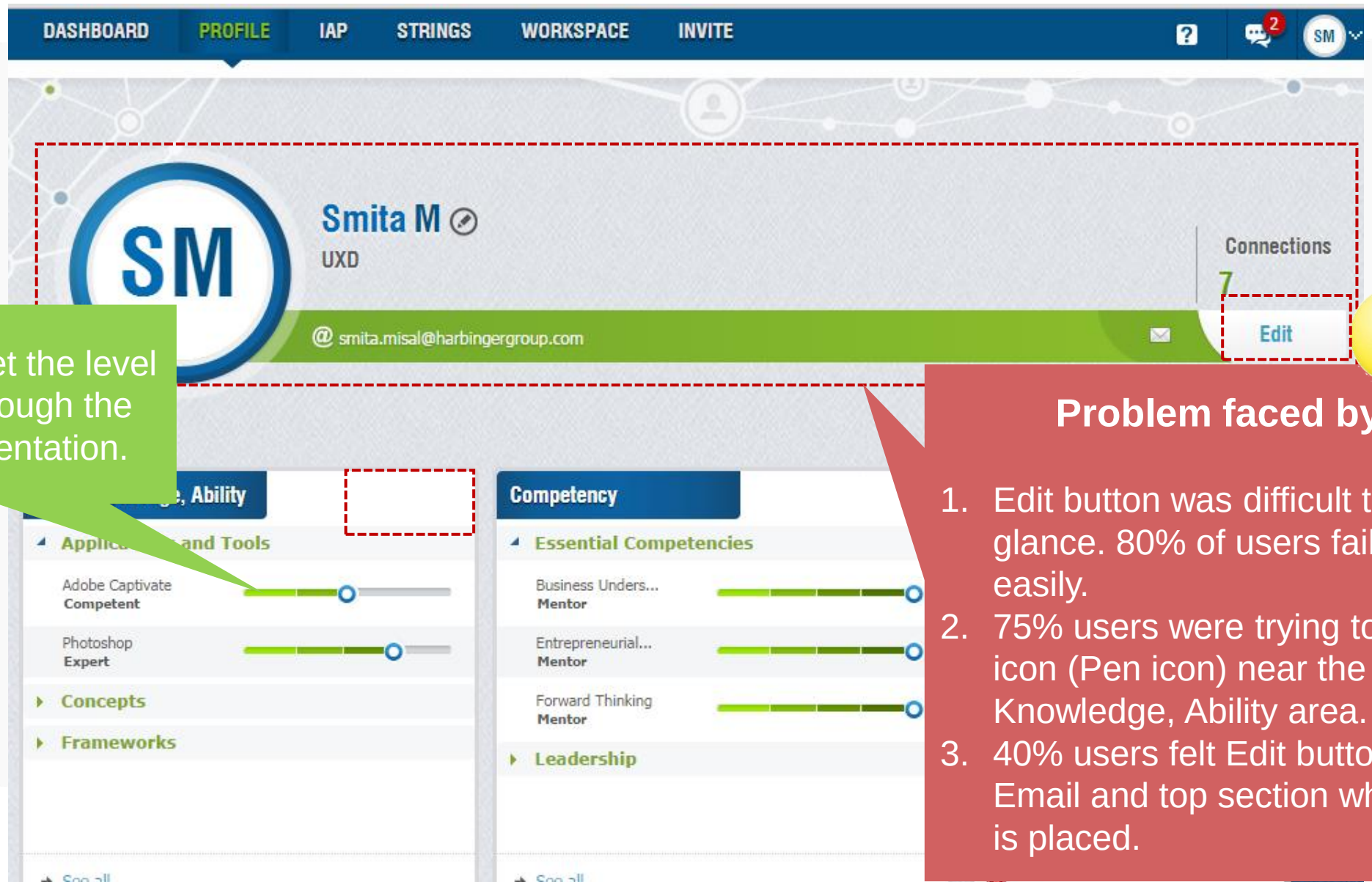
Profile - Adding Skills to Profile

Description –

- Users were asked to edit the profile.
- Add few skills in ‘Skills, Knowledge and Ability’ section
- Try adding Competency/Interest

Profile | Edit

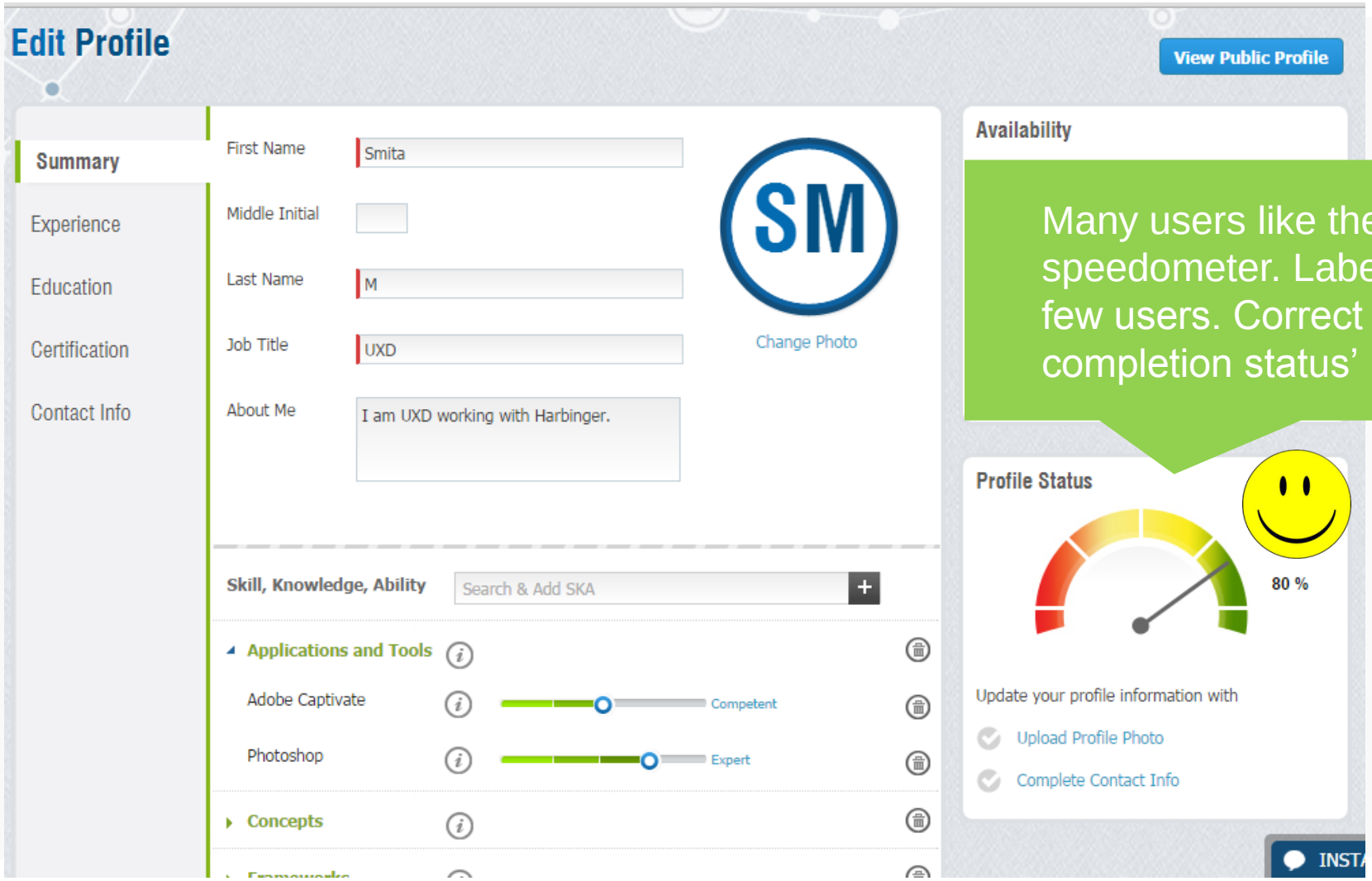


The slider to set the level is intuitive through the visual representation.

Problem faced by users

1. Edit button was difficult to find at first glance. 80% of users failed to find it easily.
2. 75% users were trying to find the edit icon (Pen icon) near the Skills, Knowledge, Ability area.
3. 40% users felt Edit button will edit only Email and top section where the button is placed.

Profile | Add Skill



Many users like the presentation of the speedometer. Label is little confusing for few users. Correct label can be ‘Profile completion status’

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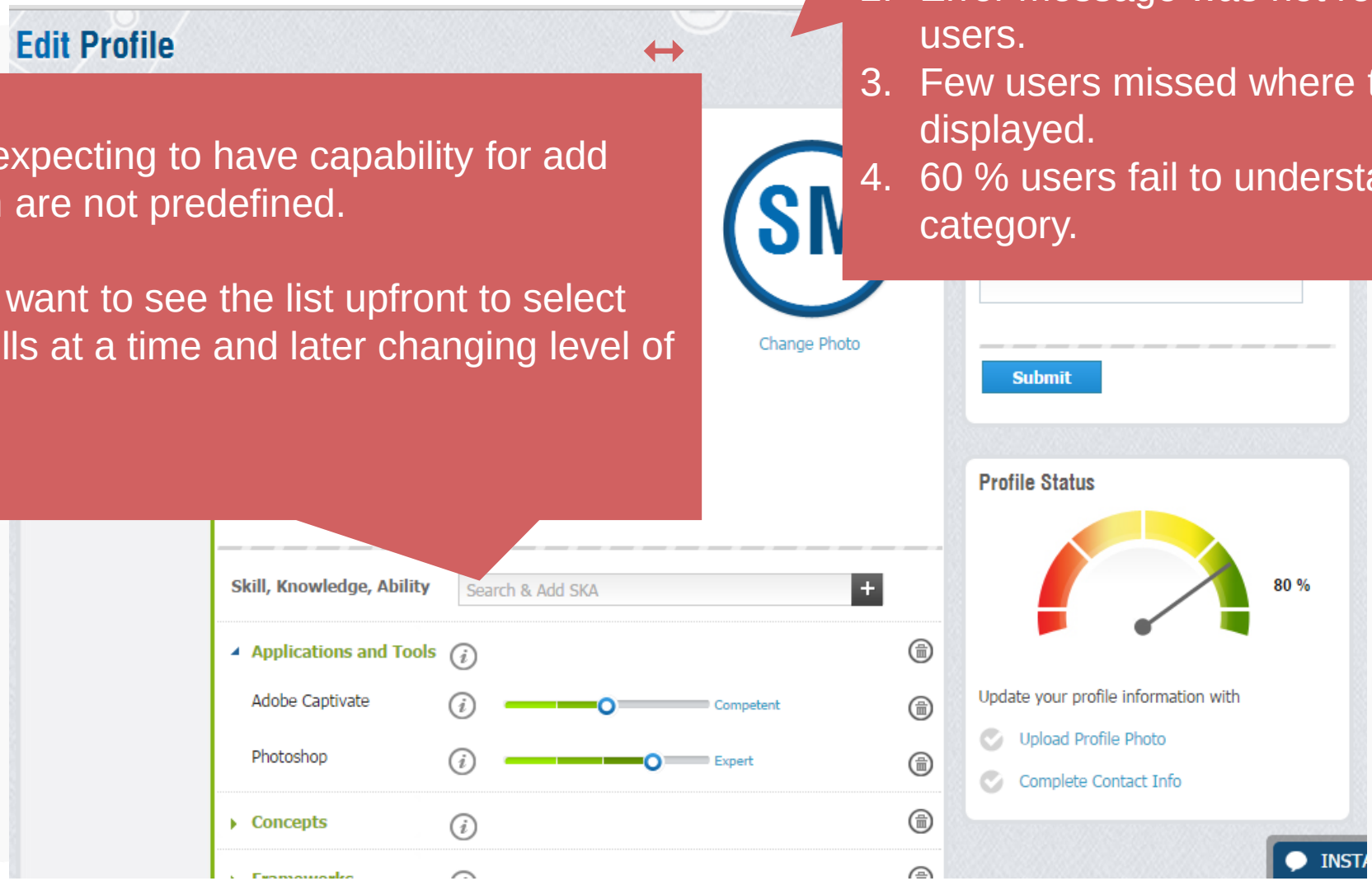
Profile | Add Skill

1. Users are expecting to have capability for add skills which are not predefined.

2. Few Users want to see the list upfront to select multiple skills at a time and later changing level of skills.

1. 30 % user were trying to click on + in the search bar to add the skills.
2. Error message was not readable to most of the users.
3. Few users missed where the added Skill is displayed.
4. 60 % users fail to understand category and sub-category.



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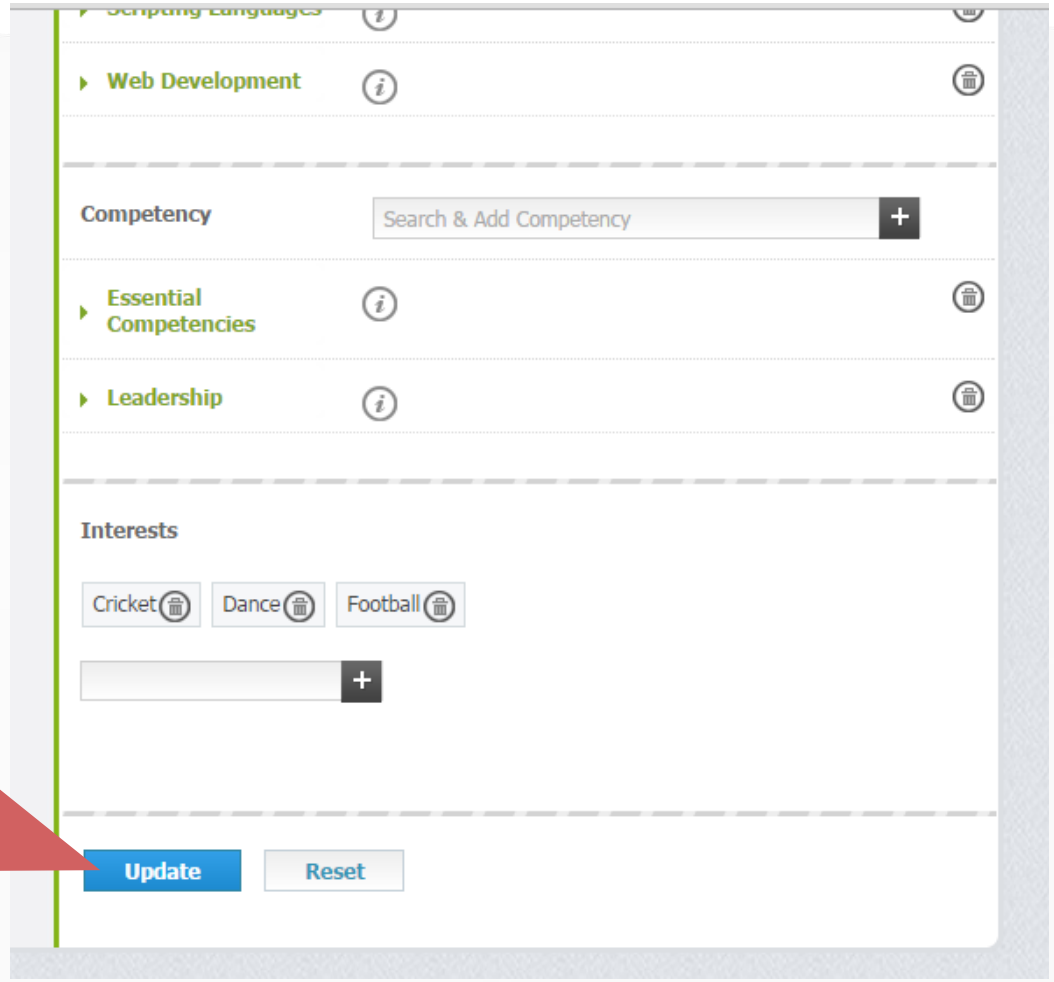
Profile | Update

1. 30% users expected that adding of new skills or changing level will get auto saved.
2. Most of the users did not like to scroll to get ‘Update button’. They wanted button to be on top.
3. There were mixed opinion of having explicit update button or auto save.



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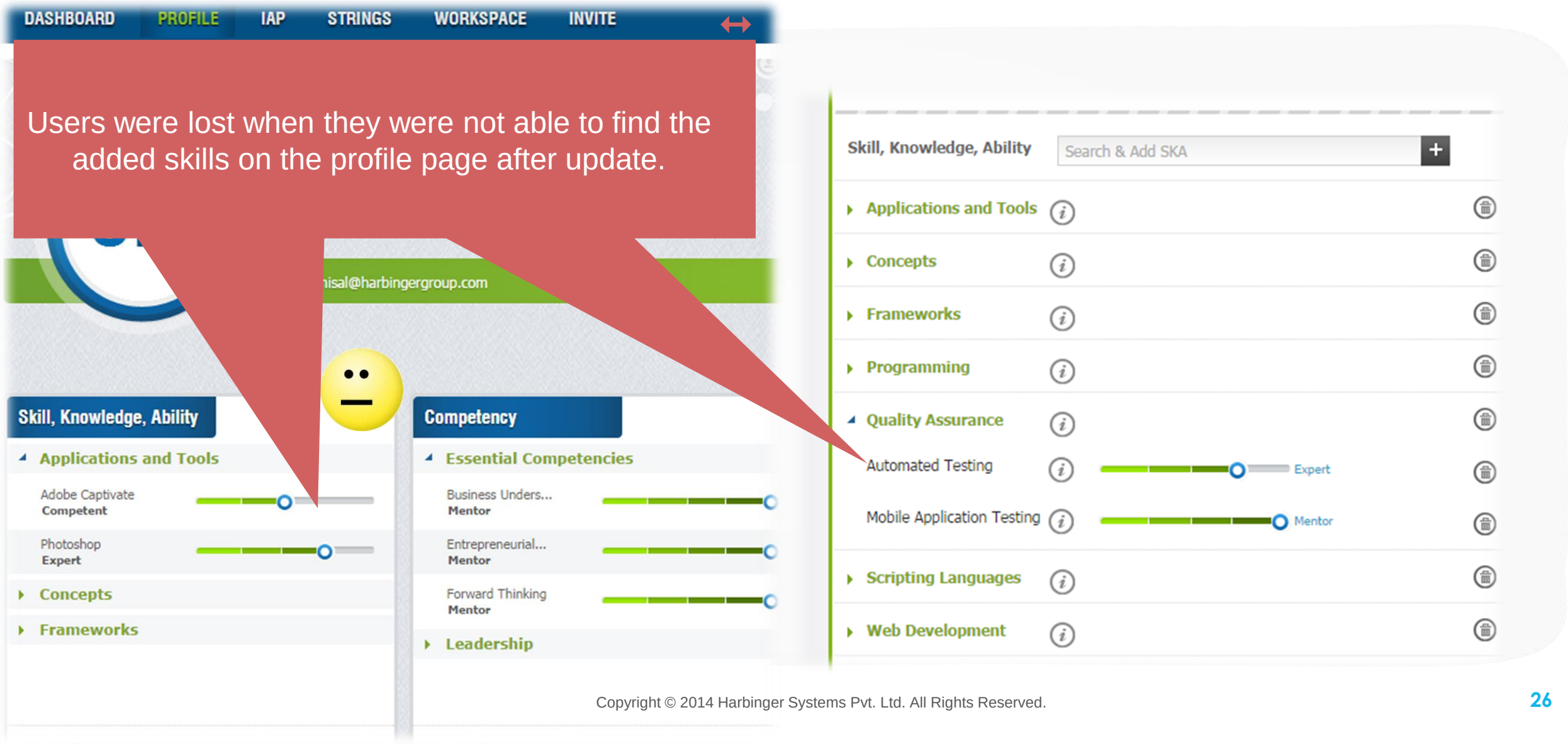
Profile | Add Skill



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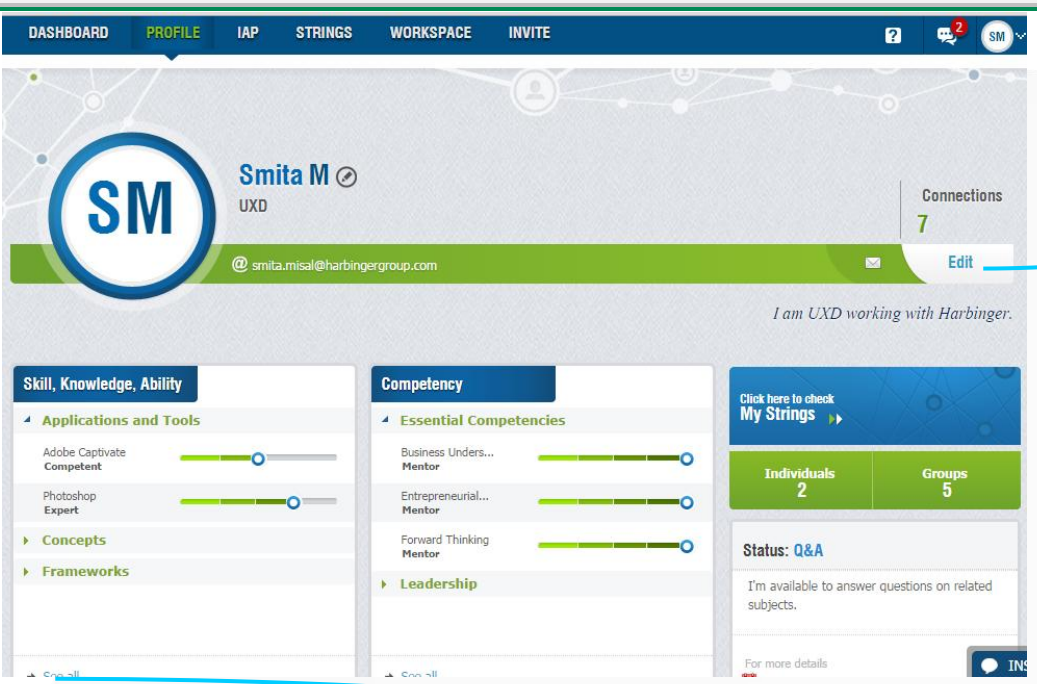
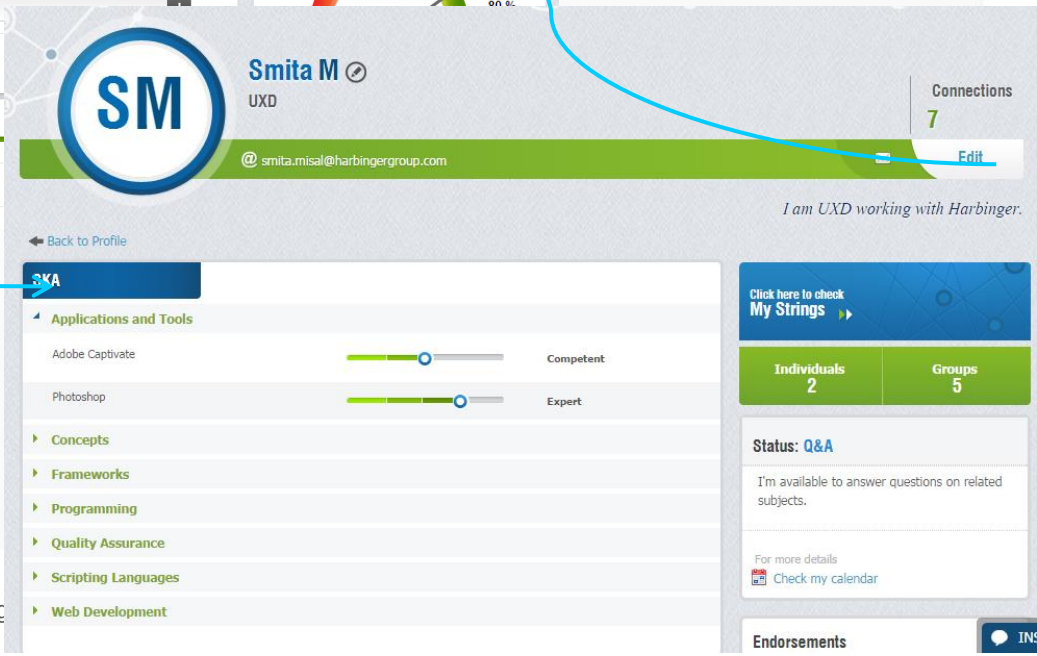
Profile |View, Edit, See All

Users were confused because of transitions from view profile to edit profile and see all. These 3 pages had different representation. 70% of the users were confused with what all sections appear after clicking on see all.





20 % of users suggested, they don't mind scrolling like linkedin to see all sections together along with edit.

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Profile Rating

Task Used in Labs	Rating
Profile - Adding Skills to Profile	

(User has rated the Adding skill task on overall user experience in terms of their understanding, their expectations, actual interface behavior, intuitiveness of the elements and easy of the task)

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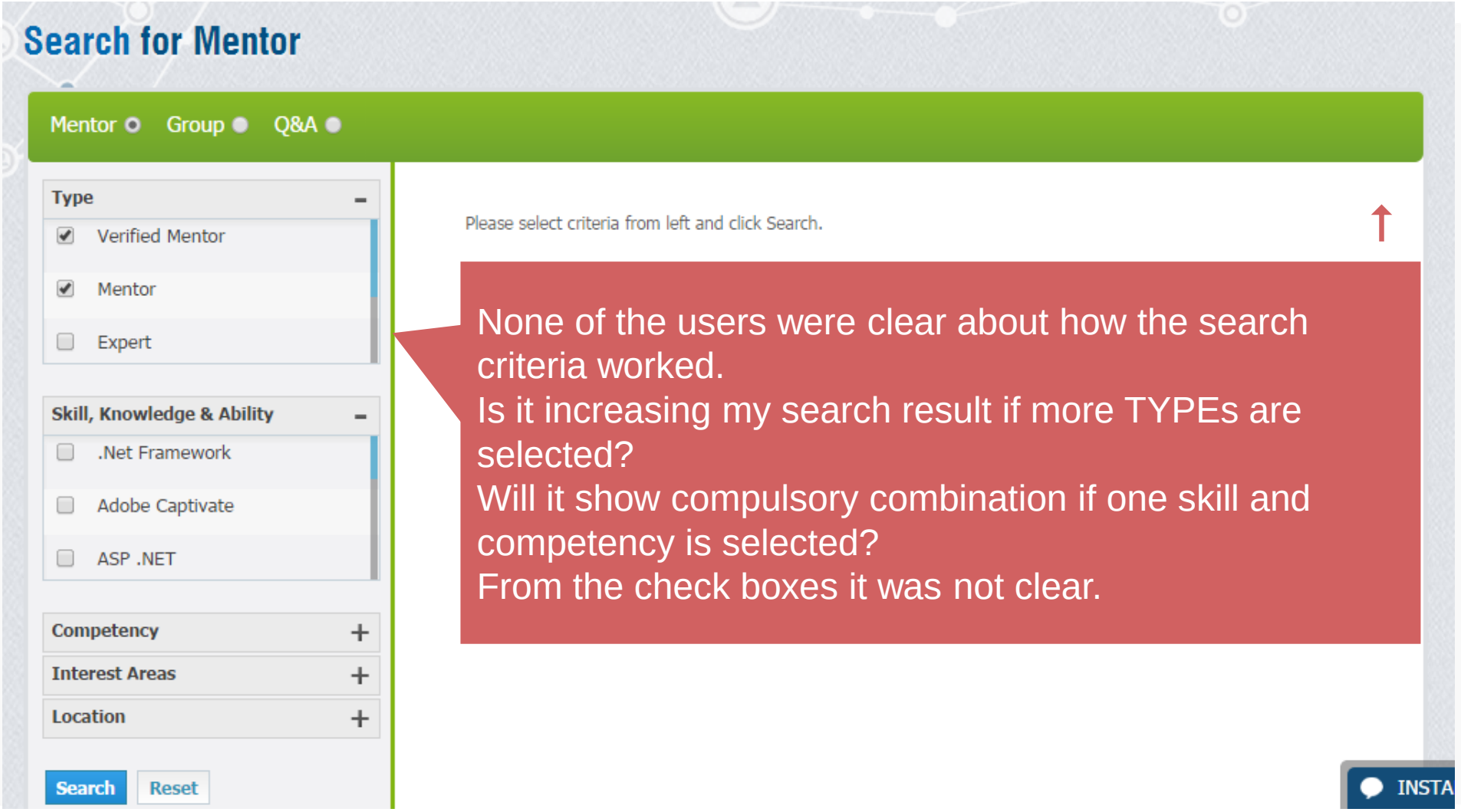
Search – Search a Mentor/Group of your interest and try connecting

Description-

1. Users were asked to search the Mentor of their interest
2. Connect to the Mentor after checking his/her profile
3. Search for Group and try be come part of it

Search | Mentor of your interest



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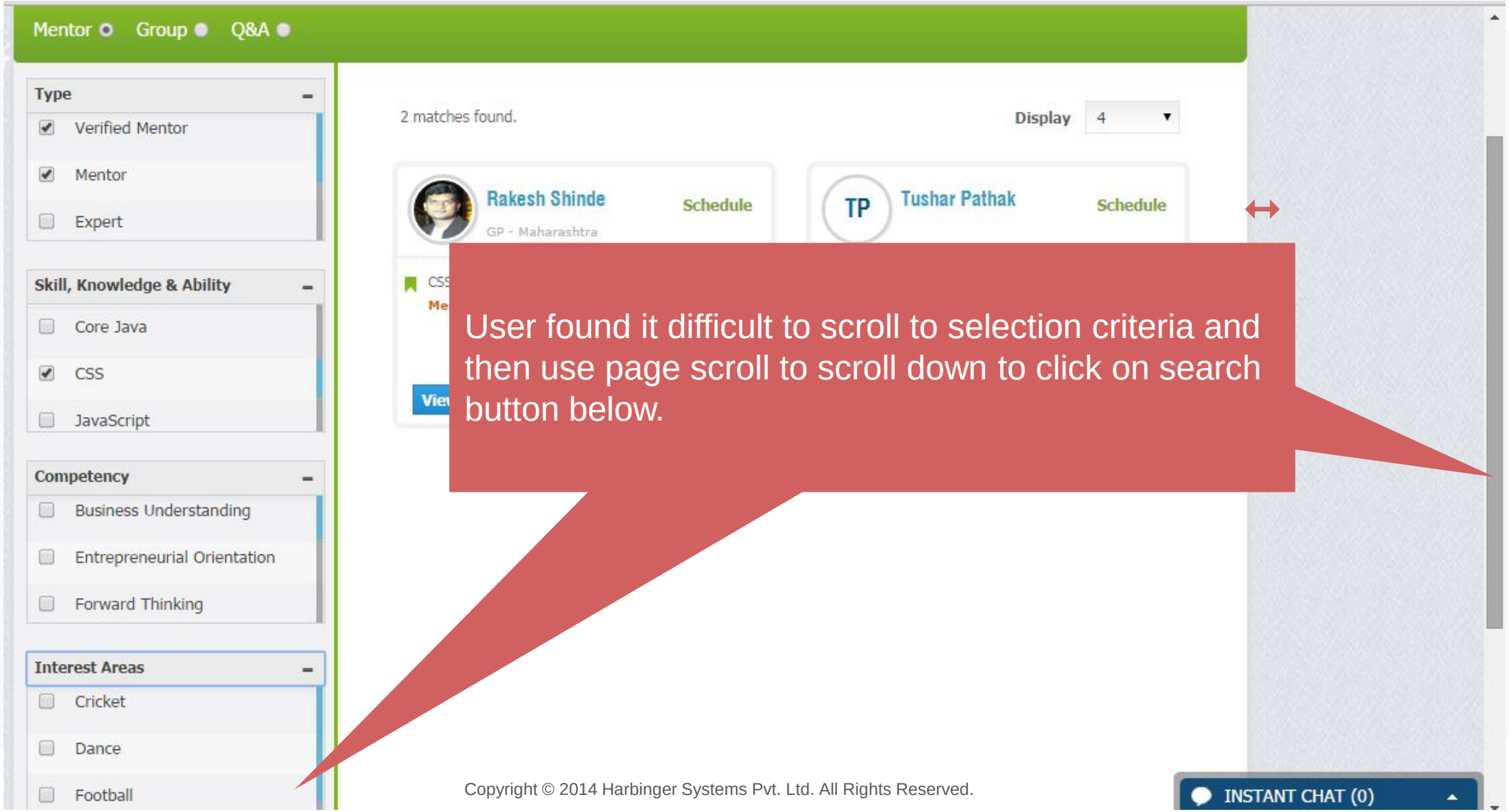
Search | Mentor of your interest



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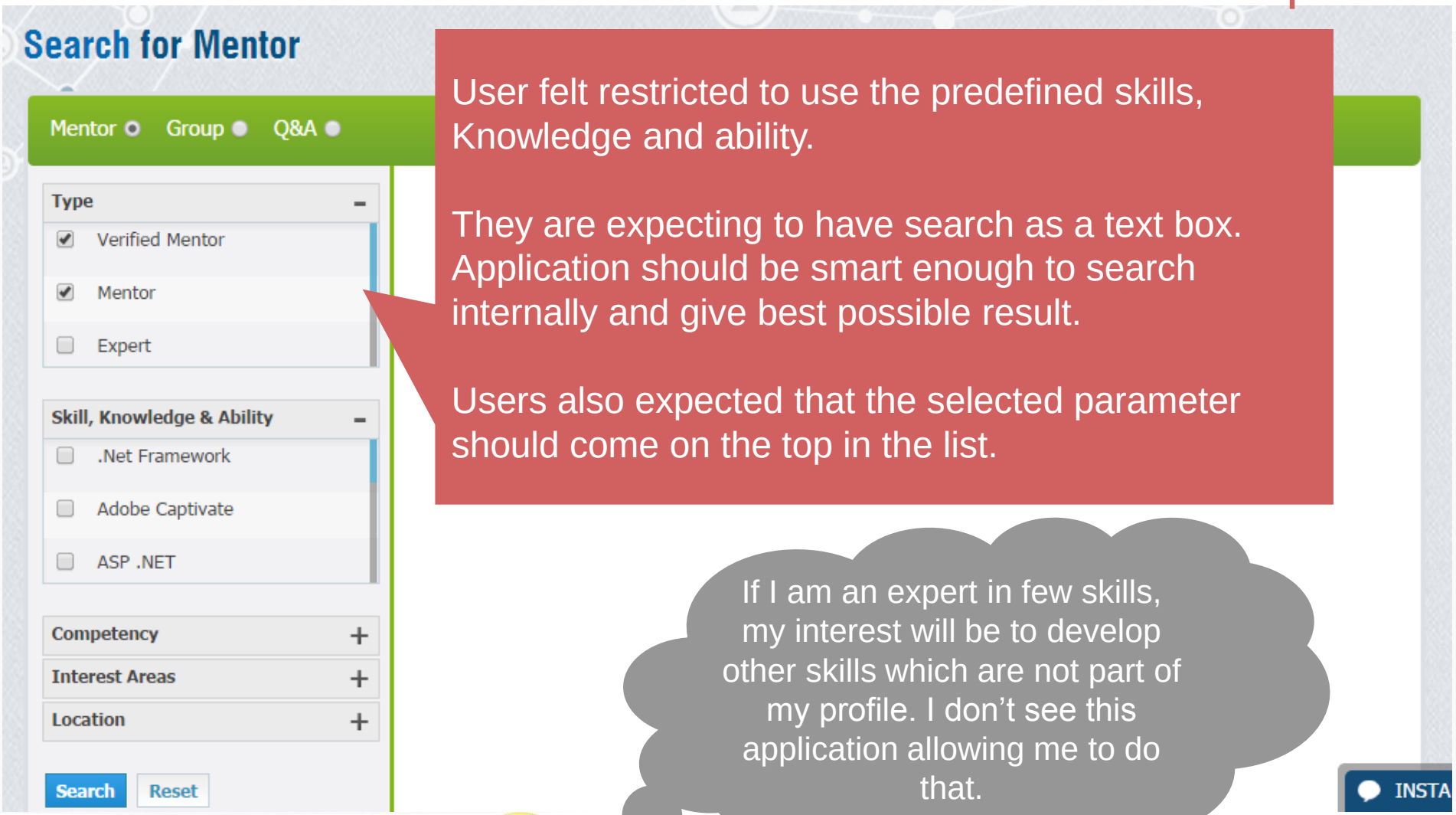
Search | Mentor of your interest



User felt restricted to use the predefined skills, Knowledge and ability.

They are expecting to have search as a text box. Application should be smart enough to search internally and give best possible result.

Users also expected that the selected parameter should come on the top in the list.

If I am an expert in few skills, my interest will be to develop other skills which are not part of my profile. I don't see this application allowing me to do that.

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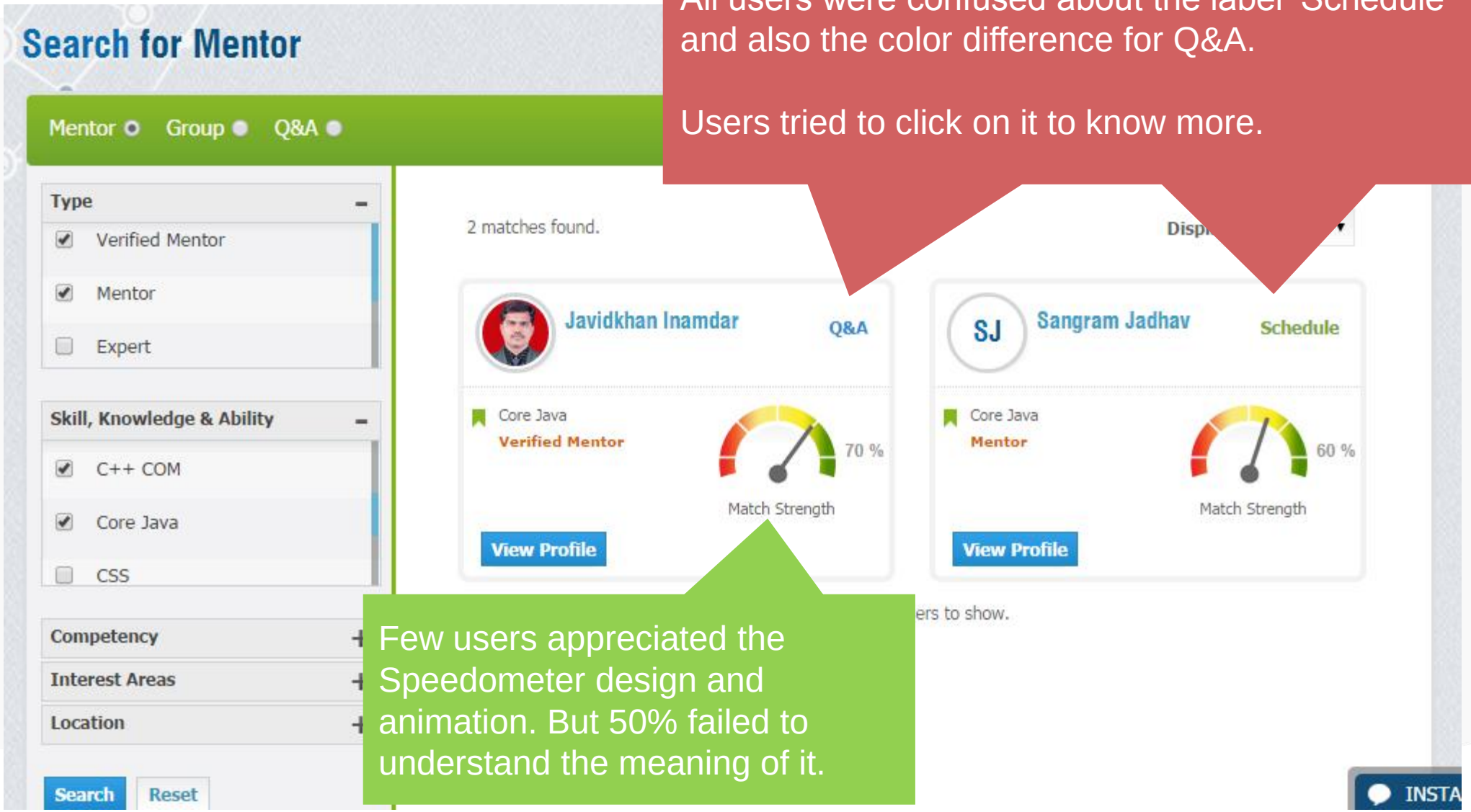
Search | Mentor of your interest

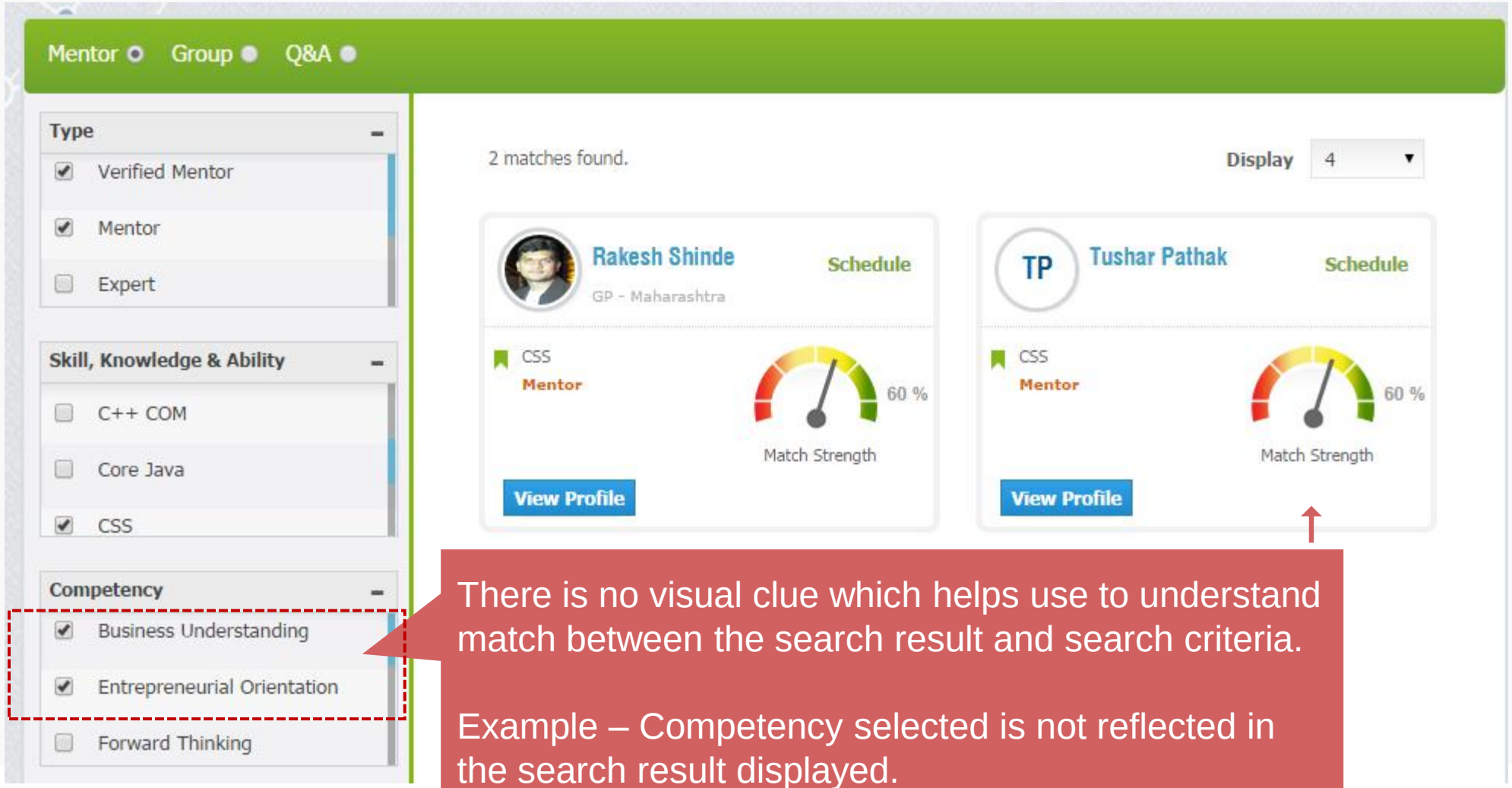
All users were confused about the label ‘Schedule’ and also the color difference for Q&A.

Users tried to click on it to know more.



Few users appreciated the Speedometer design and animation. But 50% failed to understand the meaning of it.

Search | Mentor of your interest



There is no visual clue which helps use to understand match between the search result and search criteria.

Example – Competency selected is not reflected in the search result displayed.

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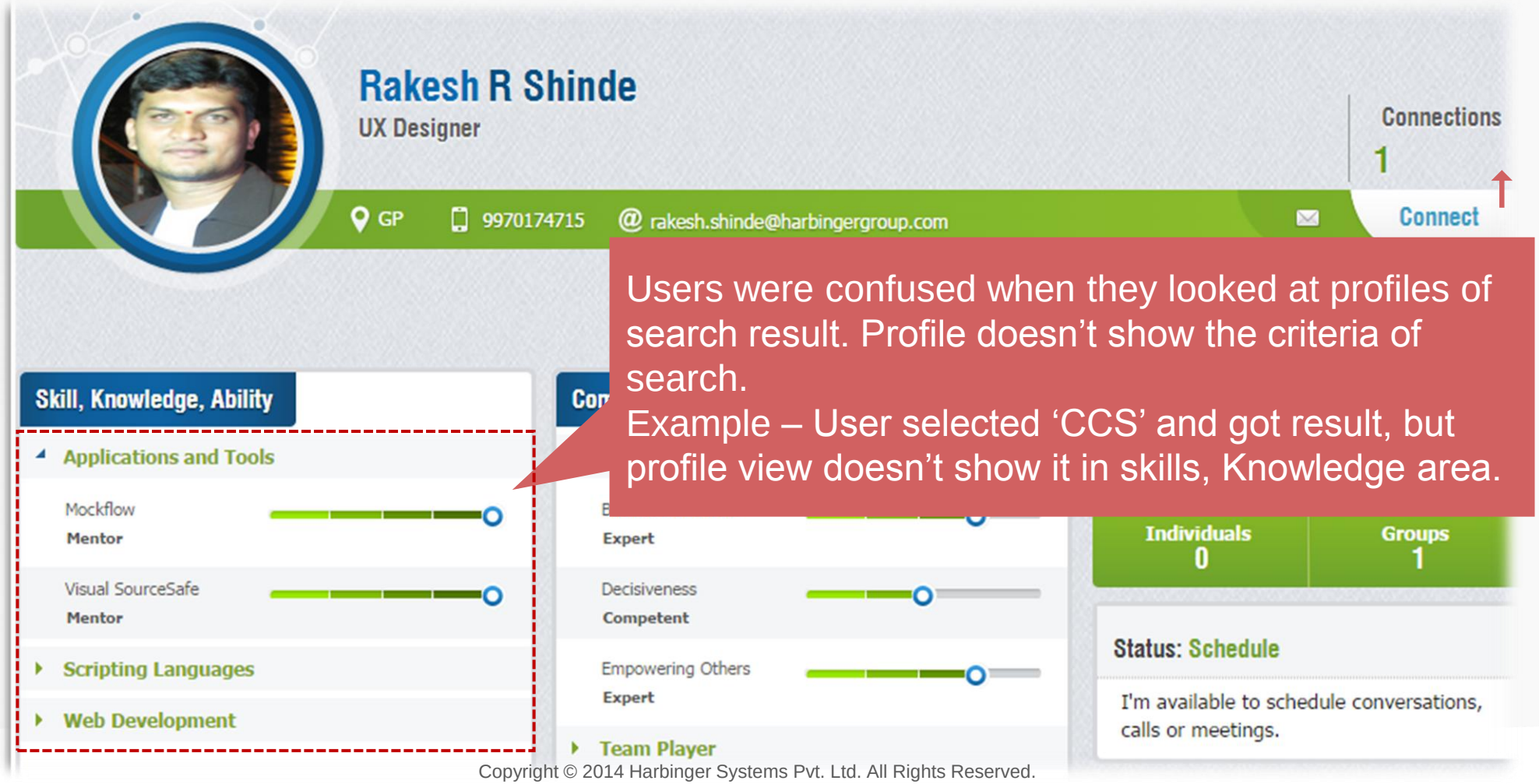
Search | Mentor of your interest



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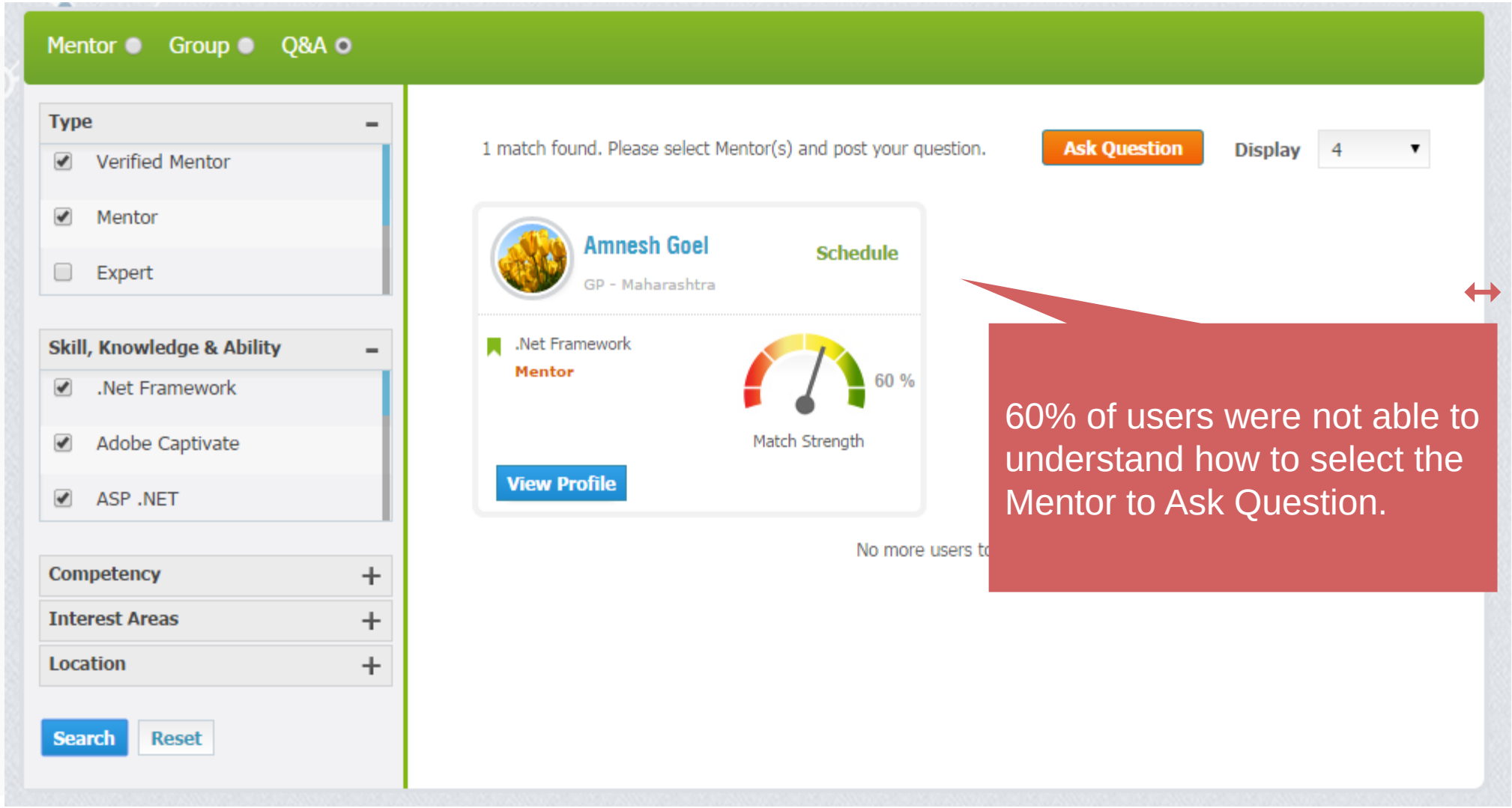
Search | Mentor of your interest



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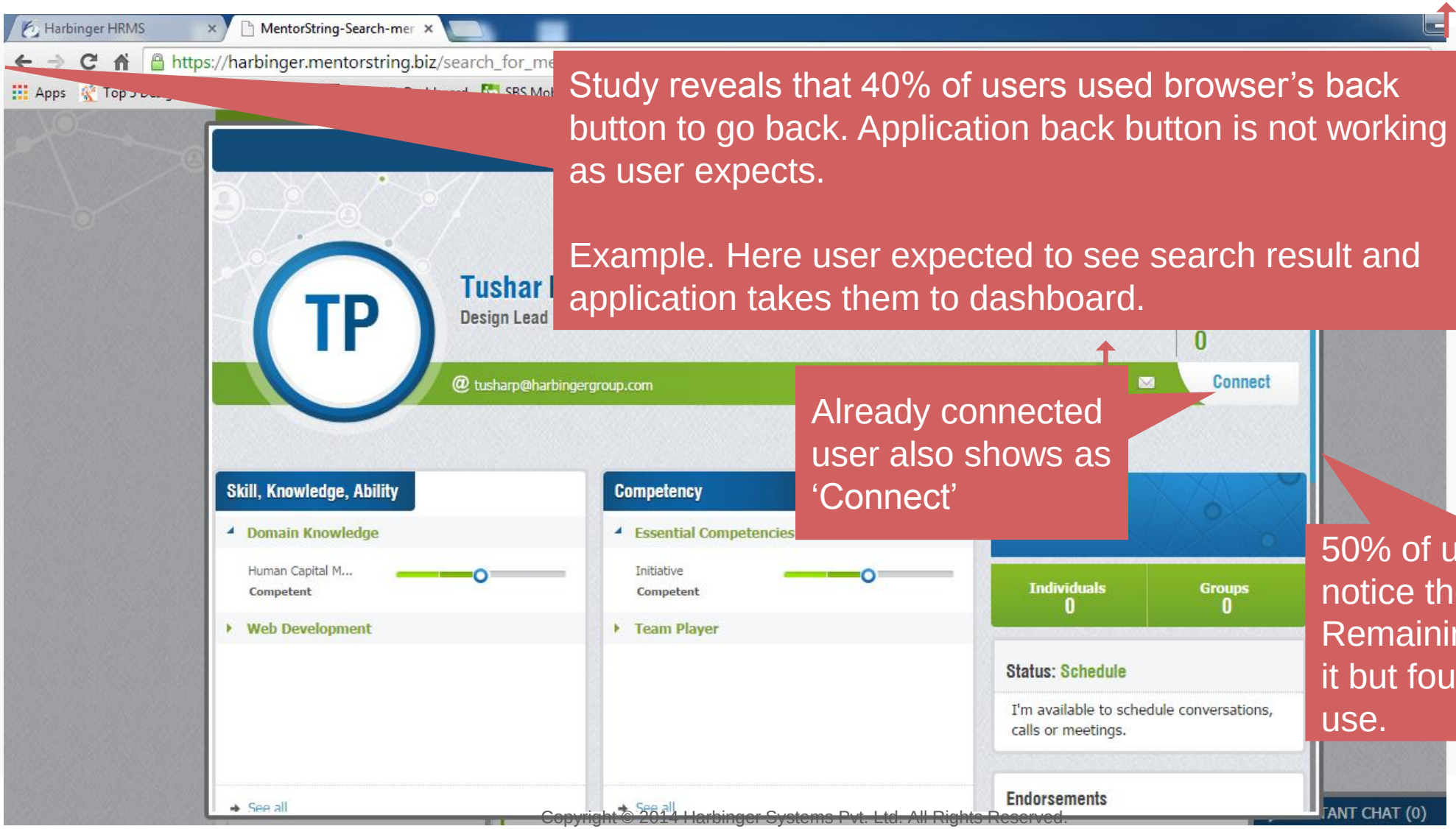
Search | Mentor of your interest



Study reveals that 40% of users used browser's back button to go back. Application back button is not working as user expects.

Example. Here user expected to see search result and application takes them to dashboard.

Already connected user also shows as 'Connect'

50% of users failed to notice the scroll. Remaining 50% found it but found difficult to use.

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Search Rating

Task Used in Labs	Rating
Search - Search Mentor/Group of your interest and try connecting	

(User has rated the searching task on overall user experience in terms of their understanding, their expectations, actual interface behavior, intuitiveness of the elements and easy of the task)

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String and it’s elements

Description

1. User were asked to click on String and think a loud.
2. Explore more on String and try to understand elements of String.

String and its element| UX

None of the users were able to understand the size difference of circles.

None of the users were able to understand the circle color difference (blue, green and gray)

None of the users tried double clicking on any of the element. After probing few user shared that they don't expect double click on web.

80% users didn't notice the pagination. After probing also they were not able to understand how pagination is prioritized to show it.

60% users want to see it in different representation of string where pagination will not come/will get handled in a different way.

60% users were happy to look at the visual design and representation of connections in string view.

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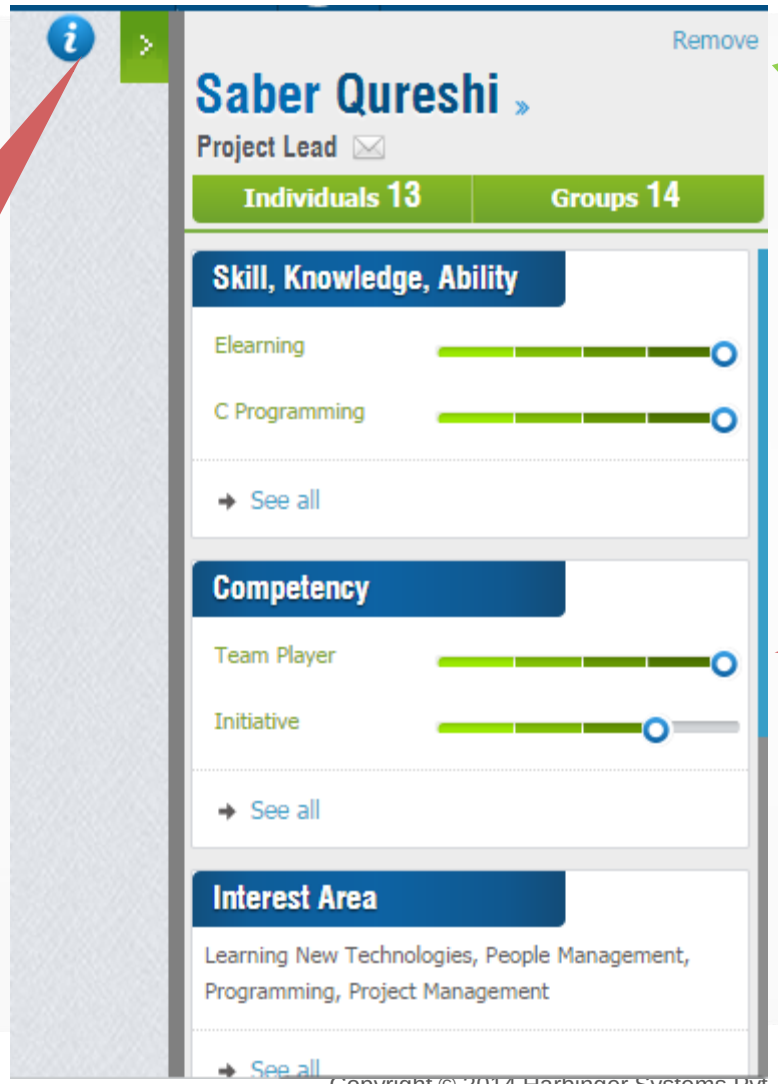
String and its element| UX

90% users missed on ‘i’ icon which gives help to click and double click.



Idea of having short information on click is appreciated by users.

Scroll was not noticeable and once noticed was difficult to scroll.

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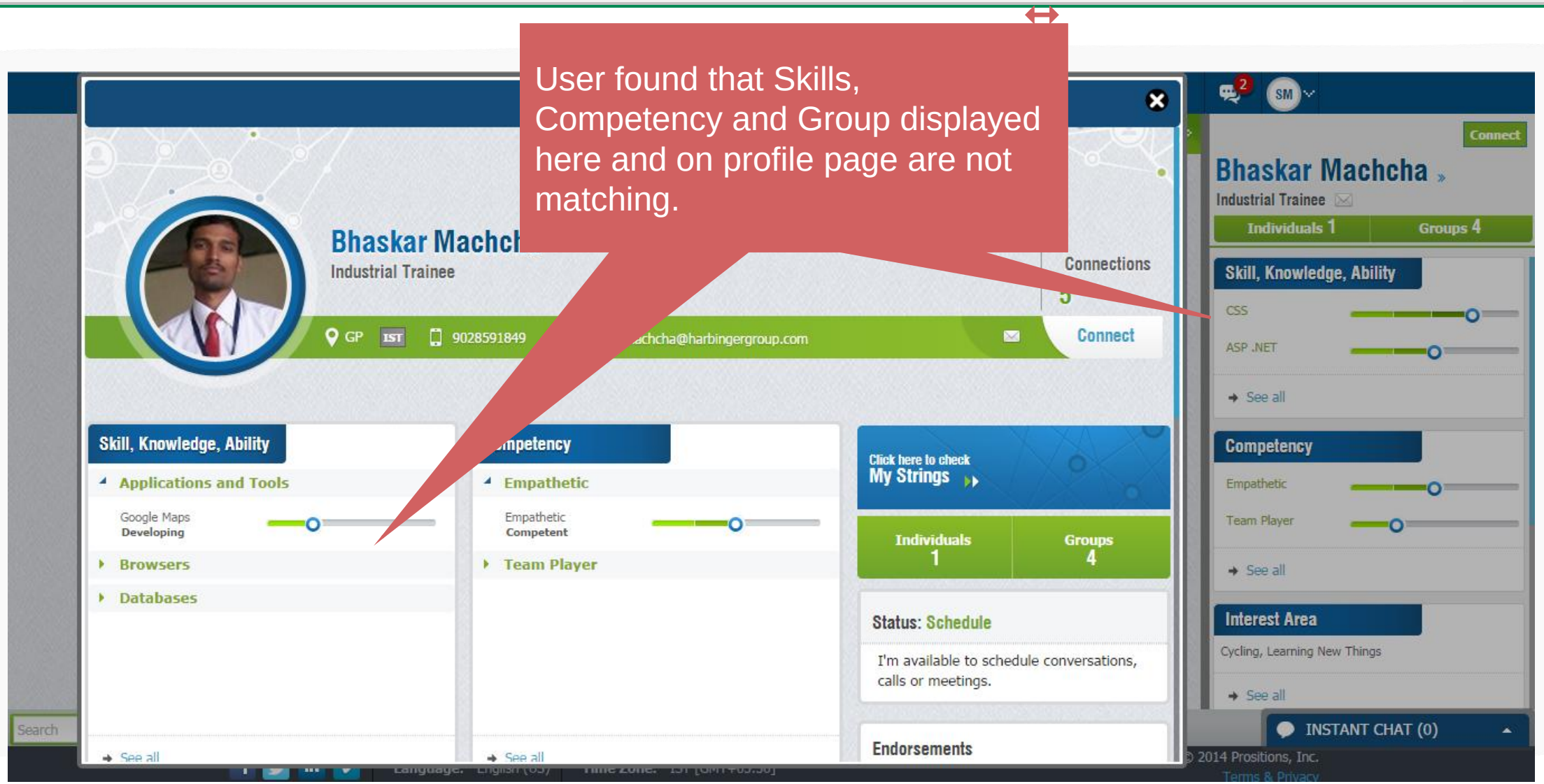
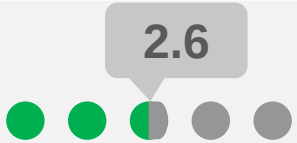
String and its element| UX



String Rating

Task Used in Labs	Rating
String and it's elements	

(User has rated the String section on overall user experience in terms of content their understanding, their expectations, actual interface behavior, intuitiveness of the elements.)

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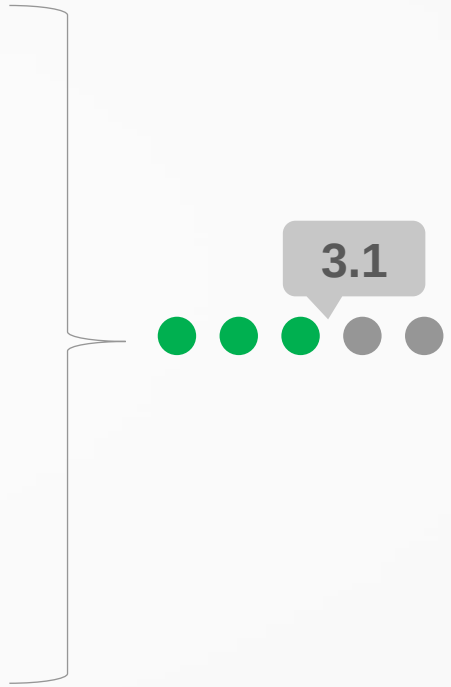
Task list

Task Used in Labs	Rating
Dashboard and it's elements	3.4
Adding Skills to Profile	3.2
Search Mentor/Group of your interest and try connecting	3.2
String and it's elements	2.6



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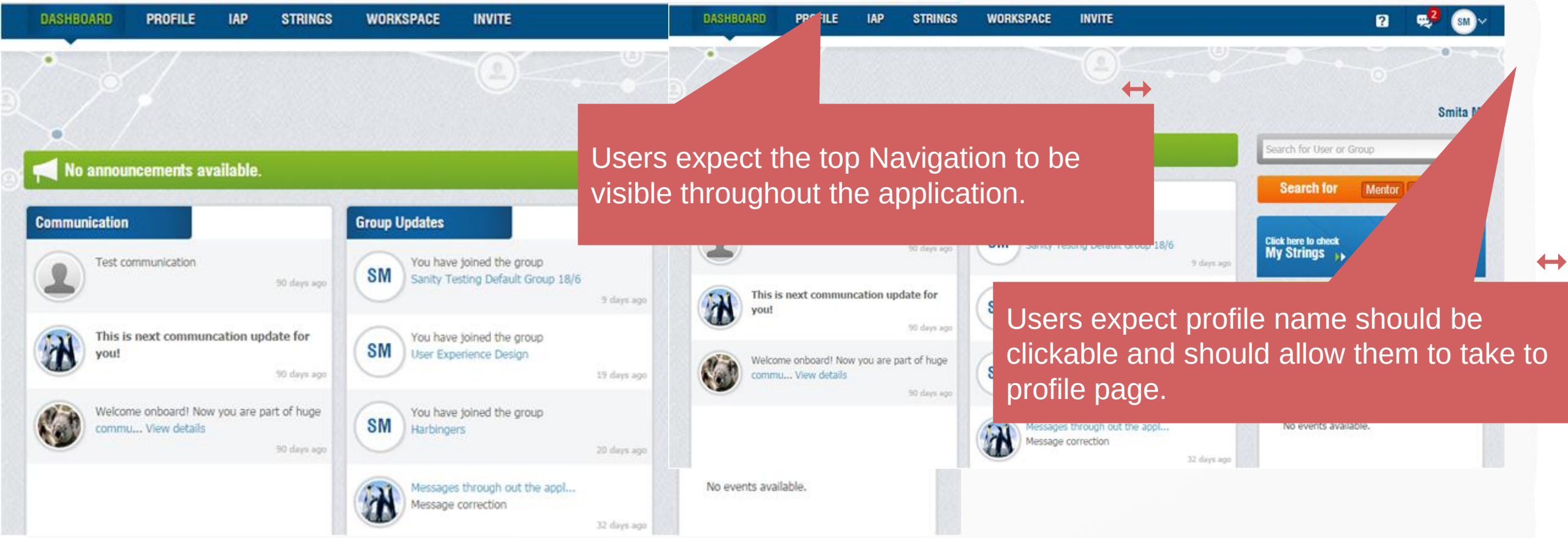
Other findings

Dashboard



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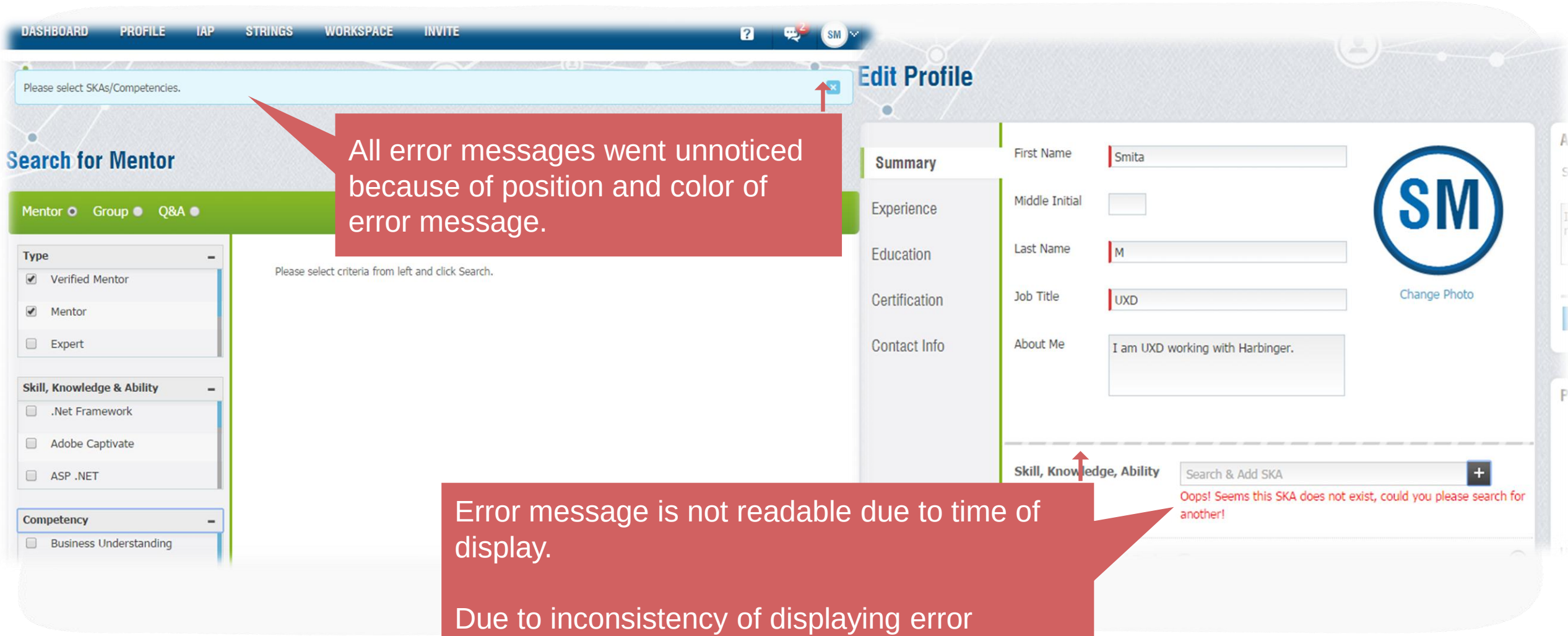
Error messages



Thank You