Report Template: Usability Test [Short/ Informal]

Date of Report: [16/6/ 2022]
Date of Test: [16/6/2022]
Location of Test: [Eindhoven, Noord Brabant]

Prepared for: [Lin Yuzhong]
Phone Number: [XXX-XXX-XXXX]
Email: [name@address.gov]

Prepared by: [Visa Denied]
Phone Number: [XXX-XXX-XXX]
Email: [name@address.gov]

Executive Summary

The main goal of the user study was to receive feedback on possible issues with the DEHAZE website and suggestions on how to fix them. The participants in the study were given the goals of finding information about the singer and the different ways they can reach this goal. There were a total of six users that partook in the tests. All of them managed to complete their given task which leads to a 100% task completion rate. There were four different test methods conducted and they all reached the same conclusion when it came to the feedback. The reason why all users managed to complete the task falls on the simple website structure which makes it hard for the user to get sidetracked. In this report the reader will become more familiar with the types of tests that the team conducted and their duration, as well as the types of feedback received form the users.

Methodology

Who we tested
We conducted six user tests on the DEHAZE website using various testing methods. The male to female ratio of users being 5:1.

Audience Type

User Profile 1	2
User Profile 2	2
User Profile 3	2
TOTAL (participants)	**6**

Age

18-25	6
26-39	0
40-59	0
60-74	0
TOTAL (participants)	**6**

Gender

Women	2
Men	4
TOTAL (participants)	**6**

What participants did

There were four types of testing conducted. We made two "Think Out Loud" tests which both took around one minute. During these tests the users were given goals to either find singer or producer information. There were also two "5 second" tests conducted during which the participants were given 5 seconds to scroll around the website and to tell us what they remembered or if there was something on the website that caught their attention, they both took around 30 seconds. There was also one "guerilla" test which also pretty short, where we just went to a random person and asked them if they were fine with testing our website. The sixth and last test conducted was a remote test since all the previous ones were taken with all of the test users boing on location with us. All of the participants managed to complete the given tasks.

What data we collected

After the tests were done the task completion rate was 100% due to the simplicity of the site. We collected important data and suggestions on what to fix (navbar legibility, contact placement). We received verbal feedback from all of the participants and all of the mentioned the problems with the navbar. There were some mentions of the contact page placement, but aforementioned one remains the biggest issue. All of the users completed their tasks quickly, because of the scrollable format of the website. Some of the participants gave us feedback after the testing that after clicking the buttons, because they instantly lead to the section it felt like they were being redirected to a new page, which is not the case. So they recommended to us that we indicate somehow you move to that position without changing the page.

Major findings and recommendations

- **List major issues** – The biggest issue that most of the test participants mentioned was the navbar. Its legibility in particular. Because of the background lights and the navbar text being white it was hard to read. Another mentioned issue was the that jumping to a section gives the illusion of the page changing.

- **Identify solutions** – There are two solutions to this problem. They are either to make the background darker or to change the font color of the navbar. The second issue can be fixed by giving indication of movement.

Detailed findings and recommendations

Introductory Questions & Tasks

NOTE: List the question followed by the summaries of responses. If you ask participants to define their expectations for a set of labels, it may be useful to put them in a table so they can be compared. Following are two examples.

Sample 1. Summary of introductory questions

Sample Questions	Sample Responses
Can you find information about the artist?	Yes, I scrolled down and I found an artist button and I clicked on it and info appeared.
Say the first things that pop in your head while scrolling in the website.	I liked the mixture of colors. .
What do you think is the main audience when you look in the website?	It gives the vibe of targeting a fairly young audience.

Scenario 1 – Five Seconds

We are wanting to change out our hero box and the first impressions of the site. We want to know what the first things people remember when looking at our site. Where would you look first?

Number of participants	2
Percent successful	100%

Sample Findings	Sample Recommendations
We found out that people quickly spotted some legibility issues with the navbar text. At the time of testing the music section was left out of the website and people focus their attention on the pitch-black section.	Make a change to the navbar so the text is legible. Fill in the gaps so there is no section missing.

Scenario 2 – Talk Out Loud

We wanted to improve our design and UX. What are people thinking about while using our site? How are people using our site and what do people find first?

Number of participants	3
Percent successful	100%

Sample Findings	Sample Recommendations
The ticket section seems to leave a lasting impression on the testers. There was also mention of the navbar and its legibility. We received feedback regarding the positioning of the contact page.	Make a change to the navbar so the text is legible. Make positional adjustments to the contact page. Center the video in the main section.

Scenario 3 – Guerilla Testing

We are trying to improve our UXD, we need to make user interaction improvements. We needed to test random users of websites to find what works and what doesn't in our website.

Number of participants	1
Percent successful	100%

Sample Findings	Sample Recommendations
The user mentioned changing the color of the navbar.	Necessary changes to be made on the navbar for better text visibility.

Exit Questions/User Impressions

NOTE: It may be useful to put responses in a table, especially if you want to list all participant responses rather than an overall summary. Following are two examples.

Sample 1. Summary of user impressions

Sample Questions	Sample Responses
While scrolling through the website what catches your attention?	When I opened the website the first section that appeared was visually pleasing.
What do you think about the tickets and popups?	I like the idea for the most part, only the "X" at the top left needs adjustment.
How do you feel about the color scheme of the website?	The purple fits well with black, thus creating a moodier atmosphere.
What did you like best about the site?	1)The main section with the logo and the video. 2) The tickets section looks nice.

Sample 2. User impressions by participant

Participant No.	Like best?	Like least?	Improvements
1	Main section	Contact	General placement
2	Tickets section	Navbar	Legibility
3	Pop ups	Contact	Font changes
4	Main section	Navbar	Legibility
5	Color scheme	Contact	Text placement
6	Tickets section	Navbar	Text color changes

User Test Videos

Here we include the link to the playlist of all the videos form the user study:
https://www.youtube.com/watch?v=Tu-Du2pOG9Y&list=PLD_0YRio44jihoaPYbSLwjTTjOEZmiroA