

Usability Evaluation Report

For the UXPA Minnesota website

<http://uxpamn.com>



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Table of Contents

Overview.....	2
Project Methodology and Participants.....	3
Usability Findings and Recommendations	
1-TASK 1: Sign up for the mailing list	4
2-TASK 2: Sign up for an event	7
3-TASK 3: Evaluating Membership	10
Conclusion.....	13

Overview

This report presents the findings and recommendations for the usability evaluation test of UXPA Minnesota website. UXPA MN is a community of user experience professionals in the Twin Cities. Website provides networking and learning opportunities to all experience levels and disciplines.

Test Goals

1. Assess barriers to membership and the levels of severity of those barriers.
2. Identify opportunities in the event sign-up flow that can make it more inviting and accessible.
3. Explore ways that the UXPA MN website can foster connection between members.

Project Methodology and Participants:

A total of 16 participants engaged in usability tests. All participants were familiar and comfortable with using the internet and most of them were UX designers.

The method for the study was “Usability Test”, tasks and scenarios were determined. 12 remote and 4 onsite testing sessions were conducted during 4 days, pilot sessions average time was 45 minutes and it was 20 minutes for onsite sessions.

Participants were asked to perform the “think aloud” method, they described what they think as they completed tasks. Data was collected by note-taking, screen, video and audio record. Team members conducted a session to synthesize data, report of findings and recommendations were done by each team member individually.

Materials: Usability Scripts for moderators and observers, recording device, timer, login credentials, computer with browser window open to google.com

Observers listened for: Pain points, positive responses, workflow, reactions to redundant screens, expectations.

Severity ranking and description

1- Minor:

User may experience insignificant time delays or mild frustration, but will be able to complete desired task

2- Moderate

User may experience noticeable delay or frustration, but will be able to complete the task with added effort.

3- Major

User will experience noticeable delay or frustration, may not be able to complete the task.

Usability findings and recommendations

TASK 1: Sign up for the mailing list

Scenario: Imagine that you've heard about UXPAMN through a friend and you've decided to sign up for their mailing list.

Findings:

Most of participants got confused to complete this task, they tried members button on the top bar (which shows users who already are members), then after giving it a try they came back to homepage, they were only browsing top of the page and didn't scroll down, then they tried login button (which is also for users who already are members). After at least 2 or 3 times unsuccessful attempts they tried to scroll down and read text and eventually they found the membership application link at the middle of the page. They looked frustrated and hesitant.

Quotes:

P#2: "I am so sorry, my brain doesn't work, there should have been a join button somewhere, but I can't find it!"

P#5: "I have no idea where to look" / "there are no accordion drop-downs" "(It's not in nav bar) so it must be hidden in the text somewhere".

P#10: "This doesn't look like a place I can become a member!"

3- Major

User will experience noticeable delay or frustration, may not be able to complete the task.



Image1-Sign up for mailing list-Pain points

Recommendations:

Results show that the information hierarchy of the website is not clear for users. They expect some terms like “members” or “log in” to be related to “sign up” task, so it is confusing for them to see other functions of these definitions. And also placement of buttons is not familiar for users, they mostly expect to see main tasks in a menu or in a bar respectively.

- Place a “register “ or ”Sign up” button in the top bar.
- Organize tasks based upon their priority.
- “Log in” button can be in the top bar to prevent confusion and follow consistency.

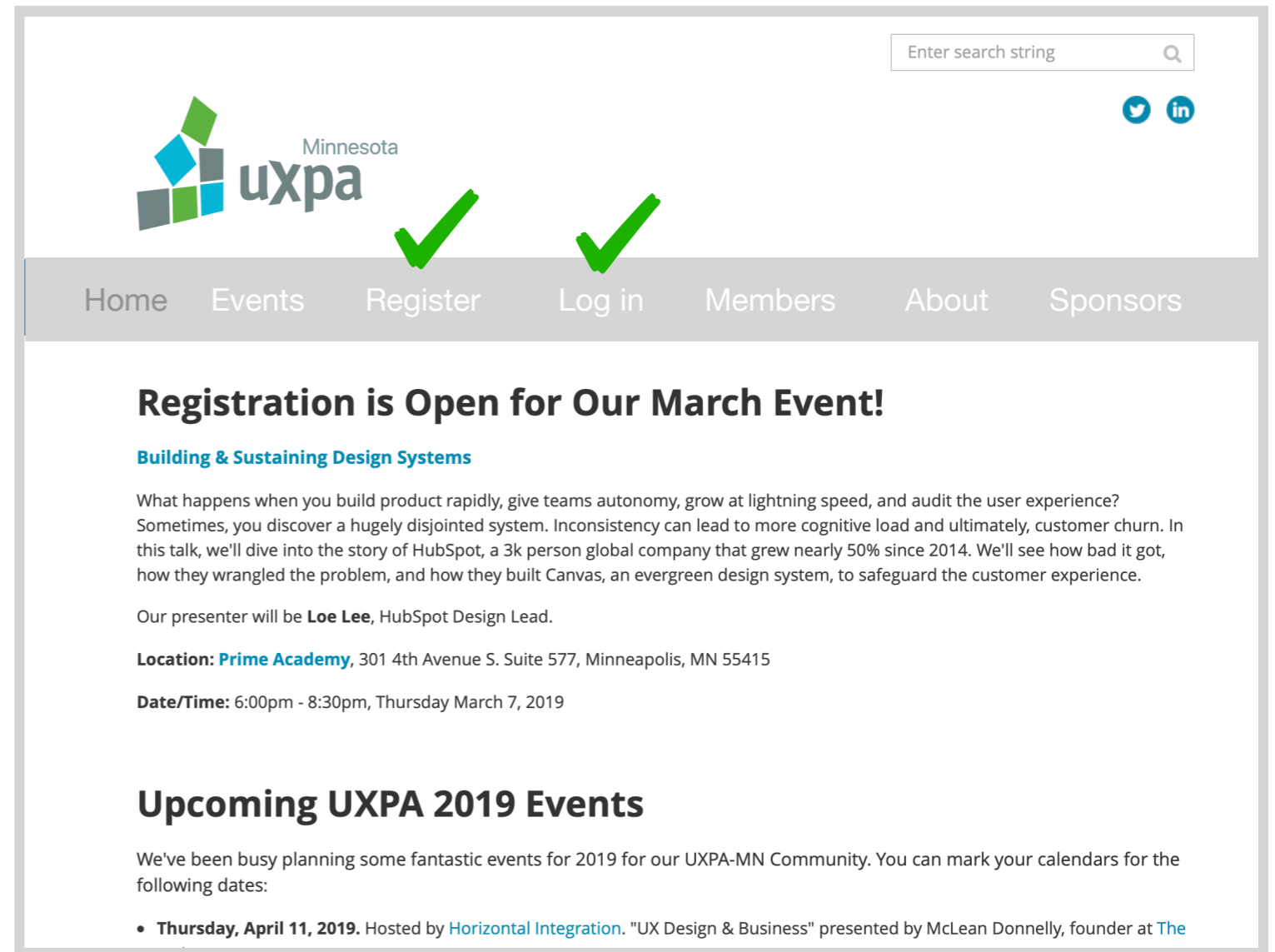


Image 2- Recommendations for sign up task

Usability findings and recommendations

TASK 2: Sign up for an event

Scenario: Ok, let's imagine you've decided you want to register for the next event. Walk me through how you would do that.

Findings:

Finding events button was easy for participants because focus of the website is on top bar and it stands out. When they went to the events page, they were a little bit confused by the hierarchy. They expected a list of upcoming events details but instead there was only the information of past events (they didn't pay attention to the upcoming events on the homepage). After they chose the only event available to register and completed the task, they were waiting for confirmation window, or a notice that an email has been sent to them which they didn't get.

Quotes:

P#4: "Oh look, I can see all these people right there" / (on Event page) "I would assume that I'd get an email (confirmation) so I'd like to get a confirmation that an email was sent, and get an email".

P#11: "I did notice that there's only one event... "

P#12: "Nice! I see there are 15 spaces left. I'm just seeing that now. But that's very important information."

2- Moderate

User may experience noticeable delay or frustration, but will be able to complete the task with added effort.

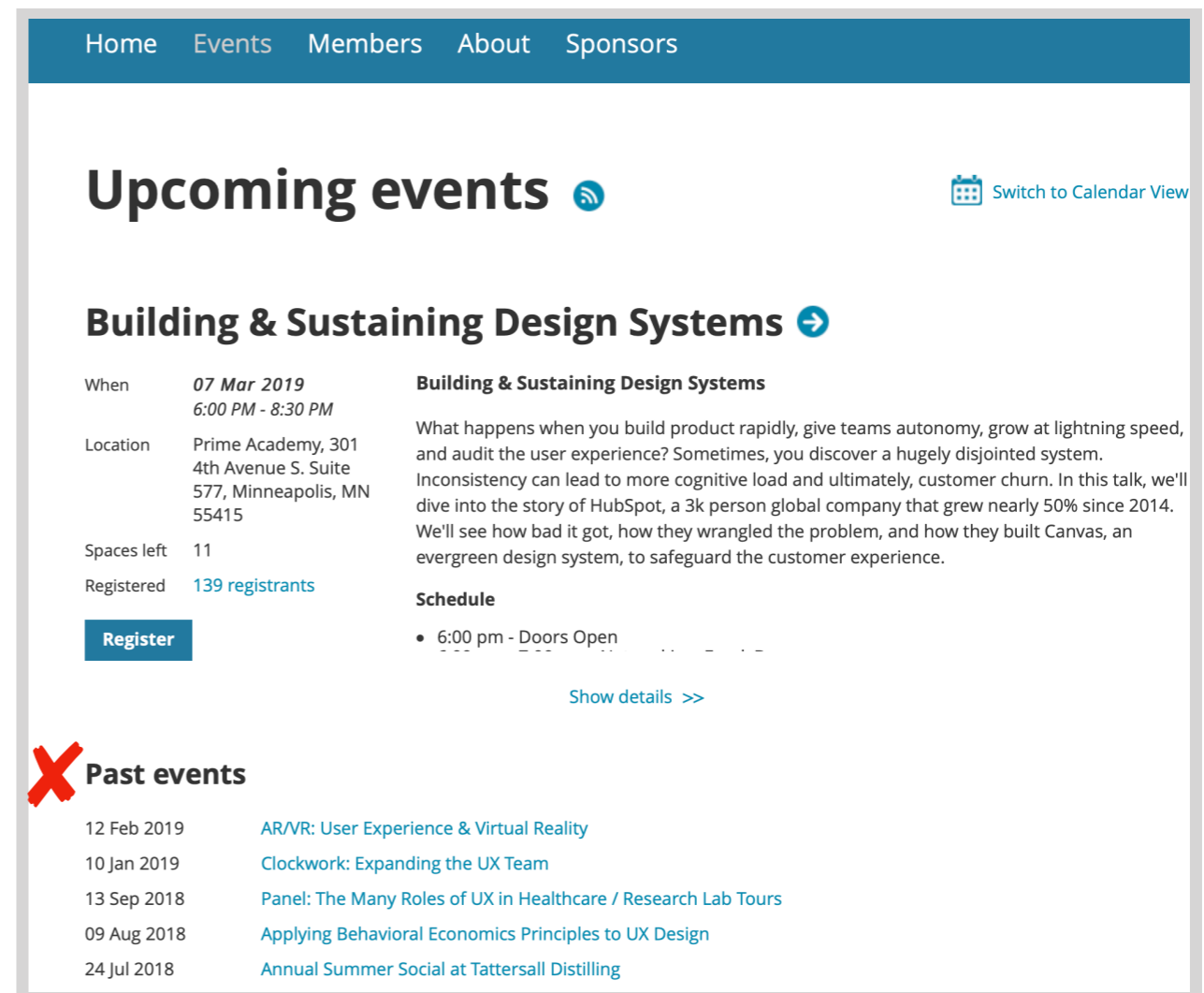


Image 3-Sign up for an event-Pain points

Recommendations:

Based on results, completing the task is relatively easy for users, but there are some issues; they need to know the value of upcoming events to decide for membership. There is an upcoming section in the homepage, but most of participants click on events button for registration so they expect to see all upcoming and past events on the events page.

When they accomplish a task they need to get a clear feedback.

- To put all upcoming and past events in the same page of events.
- Give a clear feedback of task completion.

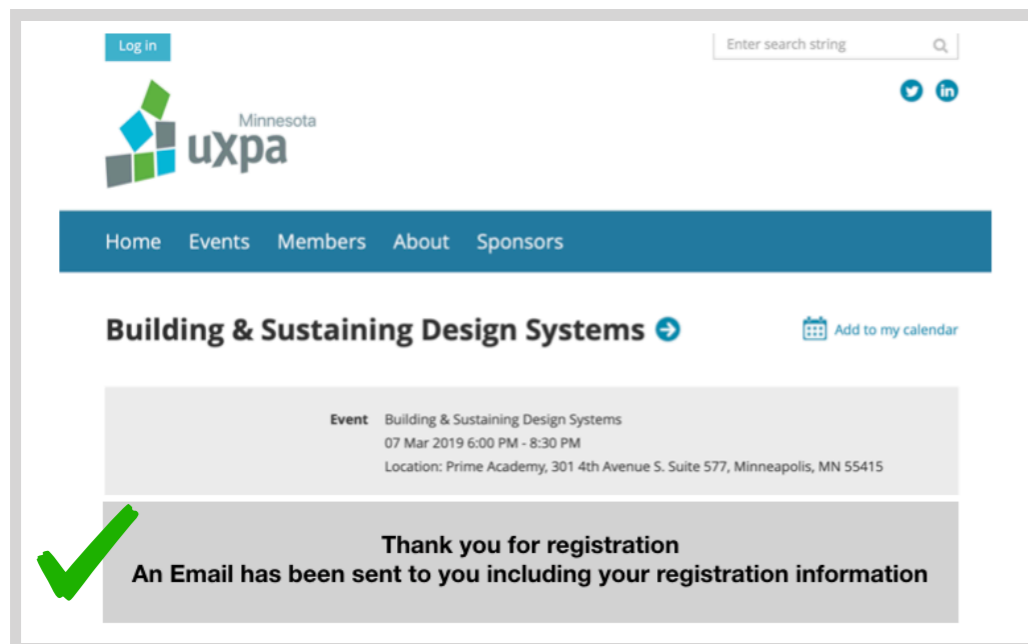


Image 4- A clear feedback after registration completion

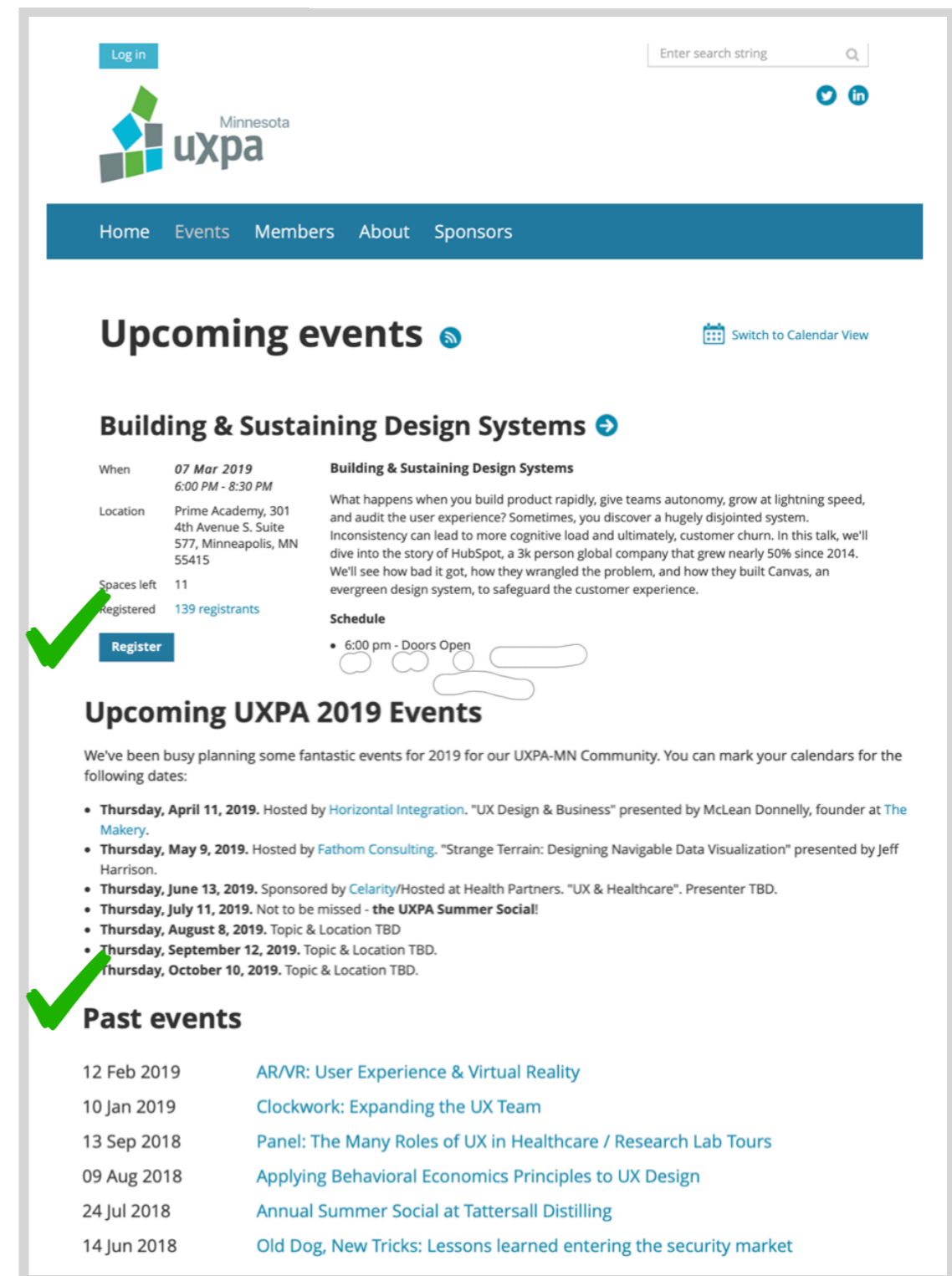


Image 5- To put upcoming and past events respectively in the same page

Usability findings and recommendations

TASK 3: Evaluating Membership

Ok, imagine you had a great time at the UXPAMN event. Let's use the site to decide if you are interested in becoming a member.

Findings:

Most of the participants couldn't find benefits of membership immediately, they wandered awhile, scrolled up and down the home page and then after going to "about us" and "members" a few times and coming back to home page, they found "Excellent benefit" link under "Join us" section. In the benefit link they expected to see more information than just financial benefits of information.

After logging in, they couldn't find the clear feedback that they are signed in, they couldn't see their name on top left side of the page.

Quotes:

P#1: "I can't see a clear explanation about offers".

P#2: "Um, actually I can't see any comprehensive explanation for membership benefits

P#16: "ok, what are these benefits?".

p#1: After registering: "Am I signed in now? Where is my profile?"

2- Moderate

User may experience noticeable delay or frustration, but will be able to complete the task with added effort.

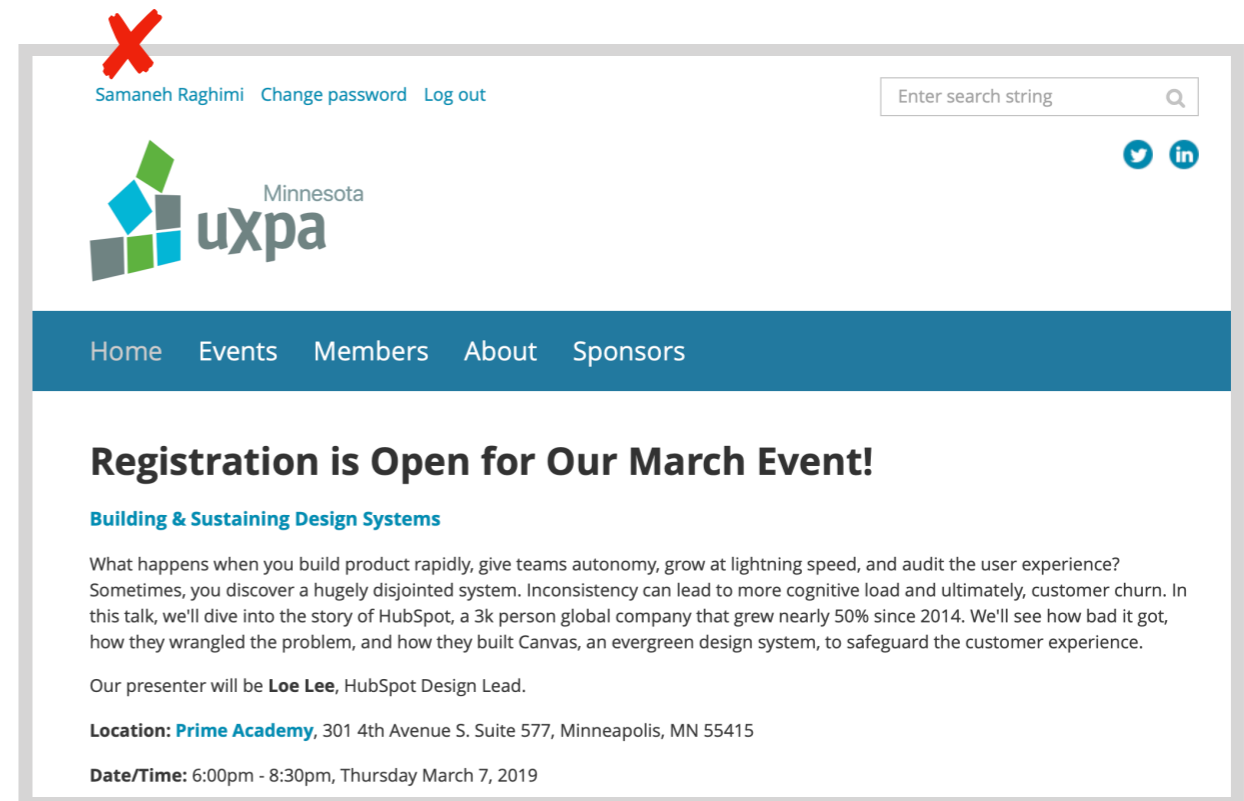


Image 6- Since there is no clear feedback, user is not sure if sign in task is done

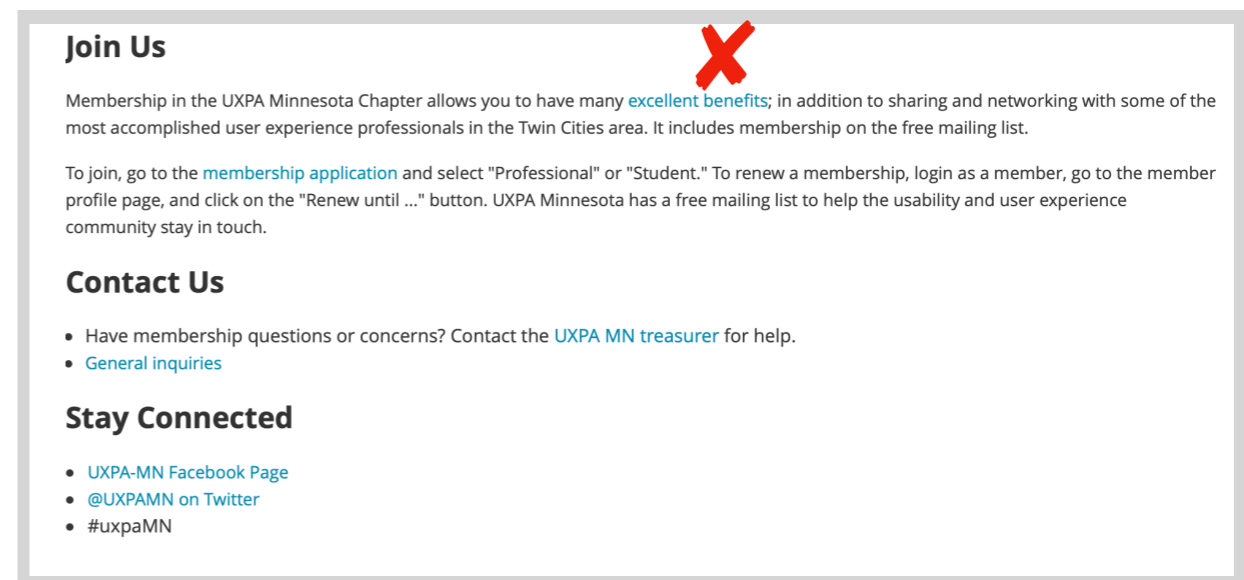


Image 7- Membership benefits is not well defined for user

Recommendations:

Since one of the definite value of the UXPAMN is to improve UX community networking, it is important to show benefits and encourage Users to be members and attend events, so to get membership benefits information should be straightforward.

Another issue is that users need to get feedback as they sign in.

- Change the placement of benefit information from link to a heading.
- Provide a clear feedback for users who sign in.

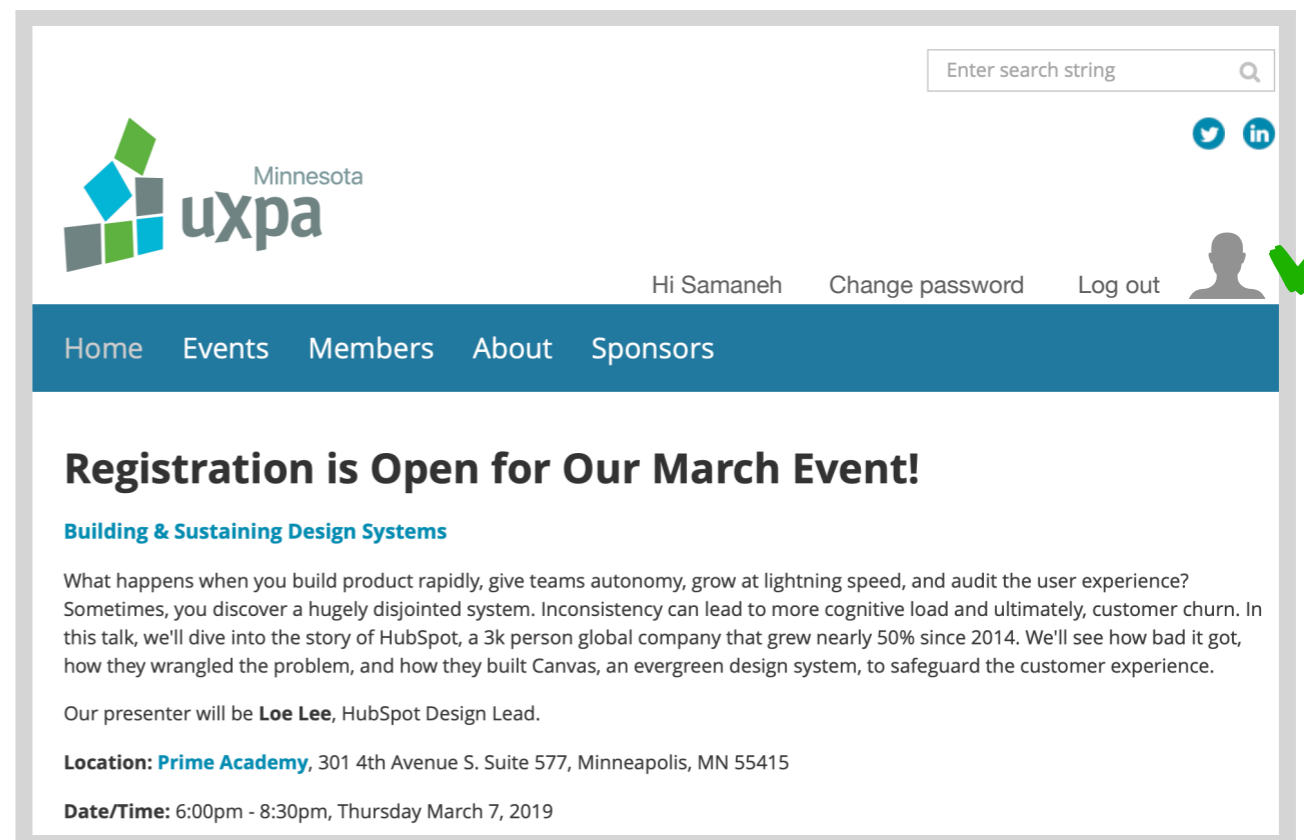


Image 8-Change placement of user profile to keep consistency

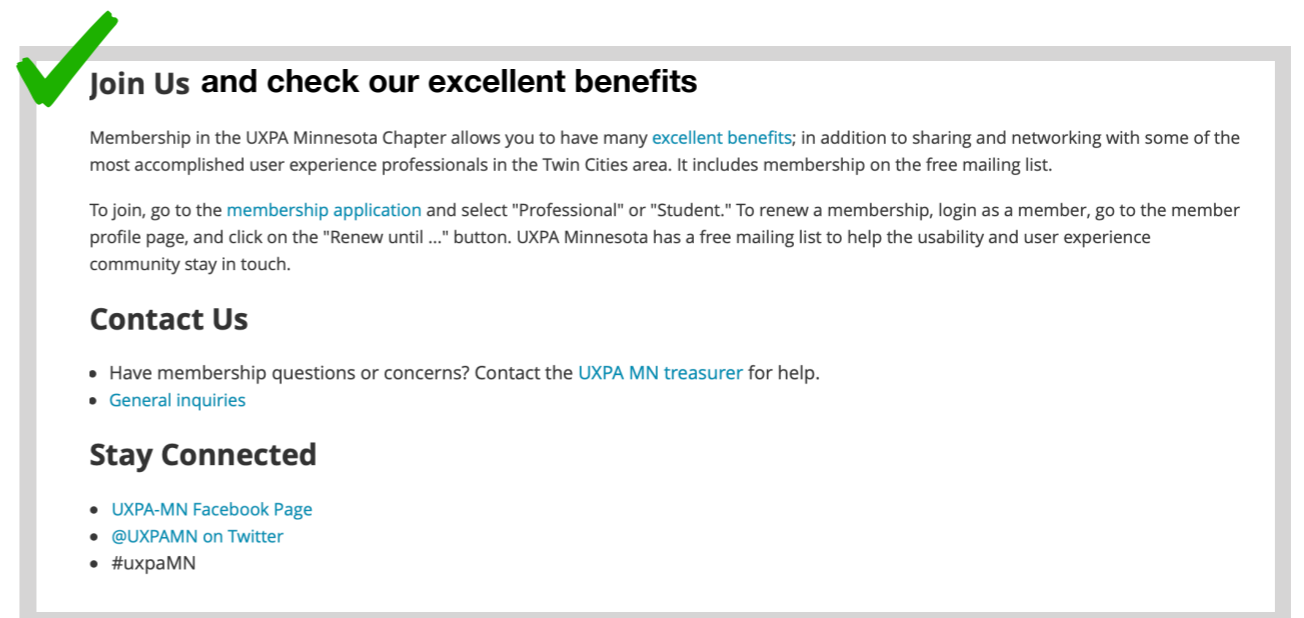


Image 9- Show benefits clearly

Conclusion:

The usability test showed many pain points on the website, but the overall information architecture of the website was clear to most users. With the recommendations applied, the website has the potential to be a great resource for information and networking for user experience designers in the Twin Cities.