

Usability Testing and Analysis Report



PALADINE

Executive Summary

The Paladine web app had usability testing conducted on April 18, 2018. We had six participants in the study. Each participant spent roughly 15 to 20 minutes going through the given tasks including the surveys they had to fill out after the test. Each test session was accompanied by two facilitators, one observing and taking notes while another was there to brief the participant and respond to any questions. Each test session was video recorded.

Primary purpose of this usability test was to determine if there was any confusing parts and strong points to the web apps usability. Secondary purpose was to determine preference for which menu navigation was stronger as well as any weaknesses in the color theme, animations or navigations.

Major findings

- Pop up menu was the majority preference instead of a top bar navigation
- Bottom navigation is necessary as participants intuitively used it after scrolling through a country
- Strong distaste for the pink color footer
- More animations as well as fixing the ones on the web app
- Submit forms need feedback

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Purpose of the study

As Paladine is still going through development, our main goal during the test was to assess where our app stands in terms of usability. It's important for us to see if the layout of our app is cohesive and makes sense to other users. We also wanted to see if our content was accurate, error-free, relevant, and easy to understand.

The goal of Paladine is to teach travellers about the different types of cultures and breakfast foods in Southeast Asia. By providing relevant content and a quiz, we hope that every user can walk away knowing that they've learned something new.

Participants

Our usability test involved a total of six participants, which were three males and three females between the ages of 18-25 years old. All users are post-secondary students currently studying in the Digital Design & Development program at BCIT. Our entire test process was conducted on Mac computers at BCIT, and the browser that was utilized was Google Chrome.

Method

Introduction

Every test session started out with an introduction that loosely followed a script. It was important for us to maintain eye contact and be engaged with our testers, as they may have started feeling disconnected if we were just reading off a script. We explained the purpose and process of our test plan, and the role of the tester and facilitators. It was emphasized that the facilitators were only there to answer questions if needed. Otherwise, we aimed not to interfere with the tester so that their experience could be as genuine as possible.

Test Plan

We provided each user a test plan which involved them navigating and interacting with our web app. We made sure to have one or two facilitators shadowing each session, so that we could efficiently document what each tester is doing. We also recorded every session on video, in case we missed any crucial points in our note taking.

Survey

Once they were finished with the test plan, we had them fill out a survey that informed us about their overall experience. The survey contained many specific questions about our web app, so that we could gain the proper feedback in order to move forward.

Findings and recommendations

Observations

- Participants confused about top of the page navigation
- Participants unsure of the web apps color theme
- Not enough quiz questions
- Trouble with animations (pointer cursor misplacements, slideshow not working properly)
- Bottom navigation was used often
- Bottom navigation had a different order compared to other nav bars in the web app
- One participant was not sure which country he had previously visited
- Participants clicked submit buttons
- One of the breakfast photos for Korea was not a breakfast food

Interpretation

- Having two types of navigation on the top of the page can confuse people
- As well as two different colors for the same footer on different pages
- Participants looking for more of a challenge instead of just three questions for the quiz
- Pointer cursor usually dictates that the item the cursor is on can be clicked that leads to page
- When participants finished scrolling through a page ending up at the bottom, there was a navigation bar in the footer that users tended to use instead of going back to the top or clicking on the fixed pop up menu
- However those who used both the top and bottom navigation were confused with the different order of links on both navigations
- When investing a lot of time reading through one country, one might forget which country they had already gone through when going back to the postcard page
- Participants who clicked submit on any forms were looking for some sort of feedback
- Participant had recognized one of the food picture to be an religious offering and not a type of breakfast.

Recommendations

- With the survey results, there was a majority preference on the pop up menu
- Fix order of navigation on the footer to match the menu
- The web app should stick to the style guide colors
- Raise the amount of questions on the quiz page
- Fix the cursor pointers
- Add feedback to form submits
- Add a feature that lets users know which country they have visited already

Discussion

What went well

Overall, our testers found that our web app was easy to read and navigate. We received positive feedback regarding our branding and content, and we hope to move forward with some of the suggestions they provided as well. The pop-up menu that we included in our test was well received, as opposed to the navigation bar. We intend to refine the pop-up menu as we move closer to completing our app.

What went wrong

After evaluating the results of our usability test, we noted many factors of our web app that can be improved.

We tested out 2 different menus, which included a pop-up menu and a traditional navigation bar. Testers found the navigation bar to be weak in comparison to the pop-up menu. In addition, the search bar did not function properly on the navigation bar.

We had image sliders on some pages, and they did not work properly. Testers spent lots of time clicking around on the image sliders trying to get it to work. The testers also expressed that most of the buttons and links were too small, making them slightly difficult to locate.

Some of the colors and fonts that were used on our web app felt inconsistent with the style guide we had originally planned out. Many testers expressed that the overall padding and margin layout could also be improved.

While most testers gave us positive feedback about our content, we received crucial feedback regarding our lack of focus on breakfast foods. We also had some comments about the lack of accuracy regarding some of our photos and facts.

Overall, we had a fantastic turnout and testing experience. We received a lot of valuable feedback regarding our web app, and we're happy that our participants had a great experience as well. We're pleased that we gained a new perspective from our testers. We learned a lot about how we can move forward with our web app, and we hope we can apply everything that we have learned from this testing experience.

Appendices (supporting documents)

Opening Script

“Hi there! Today we will be testing PALADINE, which is a web app that is put together by Lorenzo de Sequera, Patrick Moreno, and Angus Tsai.

Our main focus is to have you test our PALADINE web app, so we can gain feedback that can help us complete the development of our app. We will be taking notes as we go through the testing process. Please be assured that our notation is not focused on you as the tester, but on how we can improve PALADINE.

While you are testing, we encourage you to think out loud and describe what you’re trying to do as you browse the app. If you run into any issues or bugs, please let us know right away and we’ll guide you from there. Otherwise, please try to go through the test plan on your own.

If any you have any questions, thoughts or comments while testing our app, please feel free to communicate with us at any time.”

Tasks

- 1) Open the app
- 2) Explore the landing page and about page to learn about PALADINE
- 3) “You’re travelling to _____ and you wish to find more about the country’s breakfast options and culture.”
- 4) Read through all of the countries, and then take the quiz when you feel ready.

Survey Questions

- 1) Upon opening this app, do you know the purpose of Paladine?
- 2) Who do you think the target audience is?
- 3) What is your eye drawn to first?
- 4) On a scale from 1 to 10, how relevant does the content feel?
- 5) Do you see anything on the app that may be distracting or unrelated?
- 6) Do you know enough about the web app from reading the about section?
- 7) Please let us know your thoughts about the Taiwan page.
- 8) Please let us know your thoughts about the China page.
- 9) Please let us know your thoughts about the Korea page.
- 10) Please let us know your thoughts about the Philippines page.
- 11) Please let us know your thoughts about the Thailand page.
- 12) Please let us know your thoughts about the Japan page.
- 13) How do you feel about our app’s navigation?
- 14) We are testing 2 different types of app navigation. Which one do you prefer?
- 15) Are the questions on the quiz clear and easy to understand?
- 16) Please let us know if you have any further thoughts, comments, questions, and suggestions.