

303 -- Intro to Web Publishing

Usability Analysis Based on User Field Testing

Due in Canvas: Tuesday, March 9, 1:58 p.m. -- Save as PDF

See Support Page in Canvas

Ensuring that web visitors get what they want from a web site is a fundamental web publishing objective. Largely, this is achieved through establishing a positive user experience, which means we need to understand our site visitors.

For this assignment, you will conduct two "field" usability tests for your assigned website, using pre-determined tasks. You will find two **reasonable** testers: People who reasonably fit the task scenario and who are willing to participate.

You'll conduct each test following the guidelines covered in class and following the tasks and usability test script provided.

This process will allow you to put yourself in your site visitor's shoes and learn how different people solve web-based tasks differently. Essentially, this is an assignment in building user empathy.

Use the format outlined below to organize your papers – everything in bold is a headline or sub-head that must be included in your paper and you must re-create the charts. See Canvas for a template for the Excel charts. Write professionally, in full sentences, using proper grammar and punctuation, including capitalizing proper names. Capitalize and **put in quotes the names of website sections**. See Canvas for grading rubric for this assignment.

Usability Test for SneakerBarDetroit.com *[This is your headline!]*

Test Preparation

Explain how you prepared to conduct the tests: You should explain that you've walked through each task yourself, and what happened when you did. Explain each task and each problem you might have encountered. Basically, you are conducting the test on yourself; first.

Choosing Participants

Tester Comparison Summary Chart

	Tester 1 Name	Tester 2 Name
Gender	Male	Female
Age	36	20
Hours browsing / week	50	30
Browsing habits	Just short descriptions here... Something like: Does a lot of work-related research online; Only buys products from Amazon and select other sites; Prefers to browse on his phone, not on computer.	Just short descriptions here... Something like: Does a lot of work-related research online; Only buys products from Amazon and select other sites; Prefers to browse on his phone, not on computer.
Other observations	Just short descriptions here...	Your detailed explanation will have the details...

[Continued...]

Reminder: Save your paper as PDF.

Tester 1 Details: [Tester 1 name here]

In this section of your paper, explain who your first tester is, and fully explain **why you think this person makes a reasonable tester**, using guidelines from class notes. You'll be including names, gender, age, their familiarity with the site content and/or similar sneakerhead sites, and your tester's internet usage habits, as covered in your testing script.

Environment for Tester 1

- **Location of test:** Explain where the test was conducted, and why that location was chosen, as covered in class. Try to conduct at least one test in person, if possible.
For remote testing, use Zoom screen share or lookback.io and follow guidelines covered in class.
- **Physical environment:** Describe lighting, distractions, all relevant information as covered in class.
- **Technical environment:** Describe computer type (desktop only, no mobile devices), connection type, browser, browser add-ons, and any other relevant technical details you observe.

Tester 2 Details: [Tester 2 name here]

[Repeat the above for Tester 2]

Test Results

Initial Site Thoughts

Following your script, you'll ask each participant to provide their initial site thoughts. In this section of your paper, cover the similarities and differences between the two testers in terms of their initial site thoughts.

Tester 1:

Tester 2:

Similarities and Differences:

Task 1: [Write out the task here.]

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction			
Success Rate			

Add 2 scores and divide by 2.

For satisfaction, use the 1-5 scale outlined in your script.

For success, use 100% for a completed task and 0% for an uncompleted task.

Tester 1 Task Completion Process

Provide an estimate of time spent on task (Remember: Do not give participants the impression that this is a speed test, it is not. Be discreet when checking time spent on tasks!) Provide a description of how the tester went about trying to complete the task: Identify scrolling patterns, navigation items that were clicked, specific words typed into search tool, etc. Be specific.

Tester 2 Task Completion Process

Cover the same information for Tester 2.

Biggest Problem

Explain what you believe to be the biggest problem related to this task. Explain why this is a problem for site visitors and for the site. You'll likely need to show a screenshot that indicates the area you're writing about.

Alignment to Heuristic: [State the name of the heuristic most relevant to your test results.]

Explain why that heuristic matches the biggest problem you observed by **describing the heuristic** and aligning that description to your observations.

Tasks 2, 3, 4: [Repeat the same format as above for each task.]

Final Site Thoughts

Cover the similarities and differences between the two testers, especially compare with Initial Site Thoughts.

Tester 1:

Tester 2:

Similarities and Differences:

[Continued...]

Recommendations to improve user experience

Single Problem Being Fixed

Identify the one “big” problem you’ll be fixing. It should be one of your “biggest” problems from above, so you don’t have to repeat the entire problem here, just explain which problem you’re fixing. (For example: “Task 2: Users unable to find...”)

Problem Improvement

FULLY explain how you will improve the problem. Begin your explanation with “Before / After” illustrations, using screenshots. Some problems may require a flowchart fix, where you indicate how to change or modify the steps required to complete the task. [Examples shown in class will help here.]

Be sure to fix something meaningful.
Make it delightful.
This is an important part of your paper: 25 points.

Reminder: Save your paper as PDF.

SneakerBarDetroit.com Usability Tasks

Initial Site Thoughts:

This comes from your script, after they load the site for the first time.

(Once they have spent 1-2 minutes at just the home page, move onto the Scenario.)

Scenario: *Read the entire scenario from the script.*

Task 1: You know that Air Jordans are popular so you want to learn more. Determine the most popular (not just the most recent) Air Jordans, according to Sneaker Bar Detroit and its visitors.

(Testers: Be sure your paper tracks specific actions your participants took, and then what your participants actually found.)

Task 2: Your favorite basketball player is Kareem Abdul-Jabbar. Determine whether or not Abdul-Jabbar has his own sneaker designs.

(Testers: Be sure your paper tracks the actions each user made to get to the answers, and then what each participant actually found as an answer.)

Task 3: You are a fan of the “Back to the Future” movies and you remember seeing a pair of self-lacing Nikes from one of the futuristic scenes. Find the name of those shoes and what the name means.

(Testers: Be sure your paper tracks not only the actions each user made to get to the answers, but also document the participants’ actual answers.)

Task 4: As you learn more about collectible sneakers, you continue to see and hear the name Tinker Hatfield. Determine who this is and find the most recent news about him.

(Testers: Be sure your paper tracks not only the actions each user made to get to the answers, but also document the participants’ actual answers.)

Final Site Thoughts: How do you feel about your browsing experience at SneakerBarDetroit.com?

(Testers: Be sure to use the scale from your script.)