



Organizing Your First Website Usability Test

Cornell Drupal Camp 2016 • #DrupalCampCU • @anthonydpaul

Why do we conduct
usability tests?

 usability test

 user test



1000



user focus = best practice

Our instinct is to imagine someone like ourselves.
Most of our users are nothing like us in any way.

via Eric Meyer's WC Northeast Ohio 2016 Keynote

<http://wordpress.tv/2016/06/24/eric-a-meyer-design-for-real-life/>

user focus = best practice

Who we test with defines who we care about.
i.e., Accessibility, real-world “Stress Cases”

via Eric Meyer’s WC Northeast Ohio 2016 Keynote

<http://wordpress.tv/2016/06/24/eric-a-meyer-design-for-real-life/>

why test

1. Validate our assumptions (debunk stereotypes)
2. Inform our design decisions (to debate the team)
3. Show success over time
4. Grow as a practitioner (e.g., hamburger icon)

But I'm not a researcher
Where do I start?

idfive

Anthony D Paul

Director of User Experience

@anthonydpaul

what you need

Project Goal

A reason to test, to be translated into research goals

Test Strategy

When to test and what type of test(s)

Prototype

Or, other artifact

Test Facility

Hardware, software, or physical space

Participants

Demographics, if relevant

Project Goal(s)

Why are we even working on this project?

goals come in all shapes and sizes

University

Prospects to easily find degree info

e-Store

Reduce shopping cart abandonment

Non-Profit

Drive donations

goals shouldn't be prescriptive

 Good

Allow visitors to quickly find specific degree program(s) of interest.

 Bad

List all degree options on the homepage.

ok to have multiple goals (but prioritize)

1. Communicate the school brand and a positive student experience.
2. Allow prospects to quickly determine if the school has their program(s) of interest.
3. Drive prospects toward contacting the school to inquire about a program and its cost.

Test Strategy

What tests should we run and when?

Project Constraints

+

Hairiest Problems (priorities)

=



Maximum Benefit



project constraints (type)

What's our test budget?

How many sets of tests can we run? (usually 8–12 ppl per)

Who's in charge of recruitment?

Do we have demographic requirements?

Are participants local?

focus on hairiest problems (when)

Too much content. (early)

Test info architecture or interactive menu concepts.

vs.

Brand perception is important. (late)

Test design concepts, photography, and copywriting.

testing options

Moderated vs. Unmoderated

In-person vs. Remote

Desktop vs. Mobile

Assistive Devices (accessibility)

Example Time
University

constraints

hairiest problems

1 test round (8–12 ppl)

Participants not local

Automated recruitment

Use online system(s),

unmoderated

constraints

1 test round (8–12 ppl)
Participants not local
Automated recruitment

Use online system(s),
unmoderated

hairiest problems

Too much content;
hard to find things

Test early prototype,
perhaps wireframes

decision, for starters

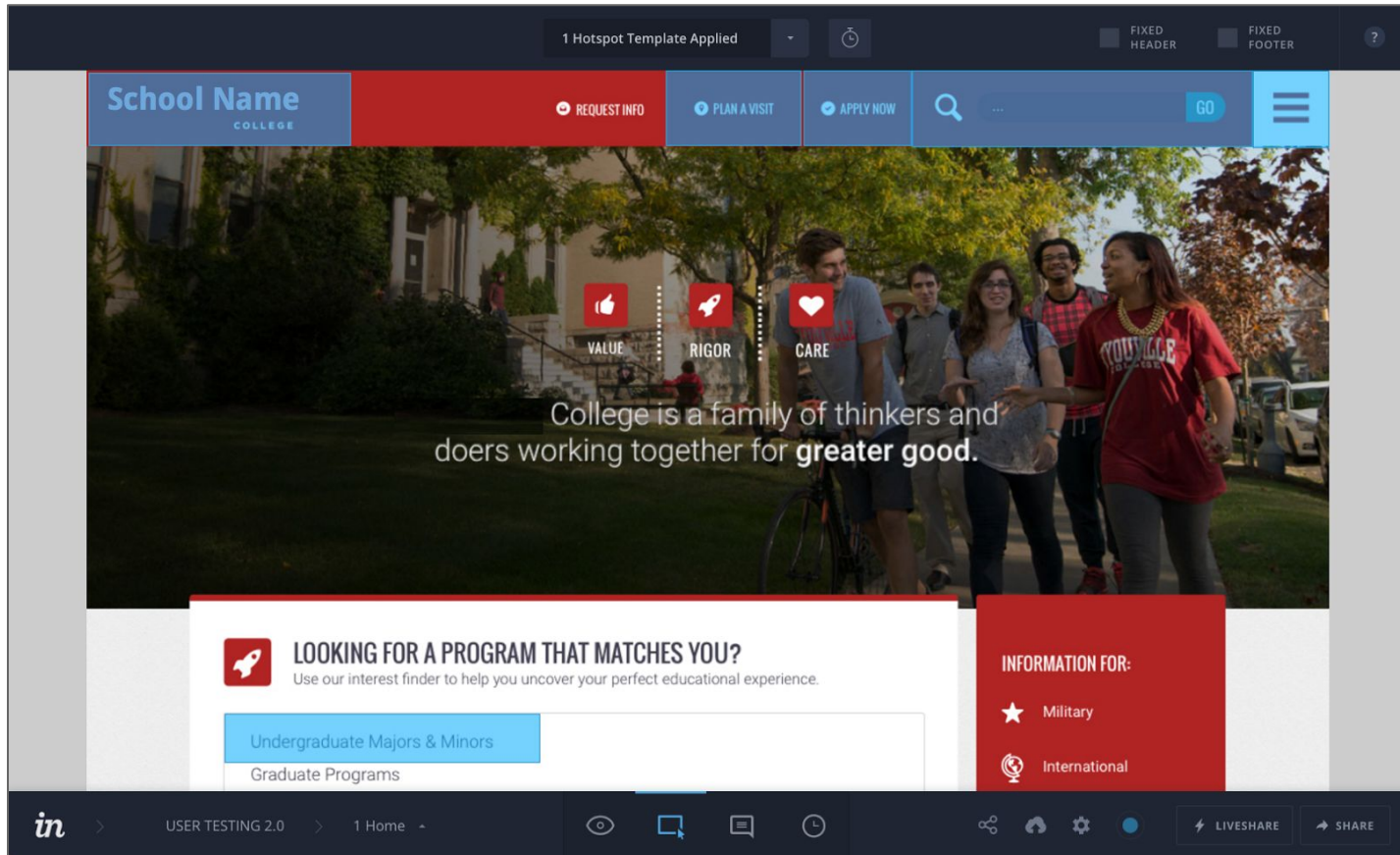
Use **TryMyUI** for recruitment, facilitation, and recording

Use online system(s),
unmoderated

Use **InVision** to assemble prototype with designs or wireframes

Test early prototype,
perhaps wireframes

InVisionApp.com



InVisionApp.com

School Name
COLLEGE

REQUEST INFO PLAN A VISIT APPLY NOW

GO

VALUE RIGOR CARE

College is a family of thinkers and doers working together for **greater good.**

LOOKING FOR A PROGRAM THAT MATCHES YOU?
Use our interest finder to help you uncover your perfect educational experience.

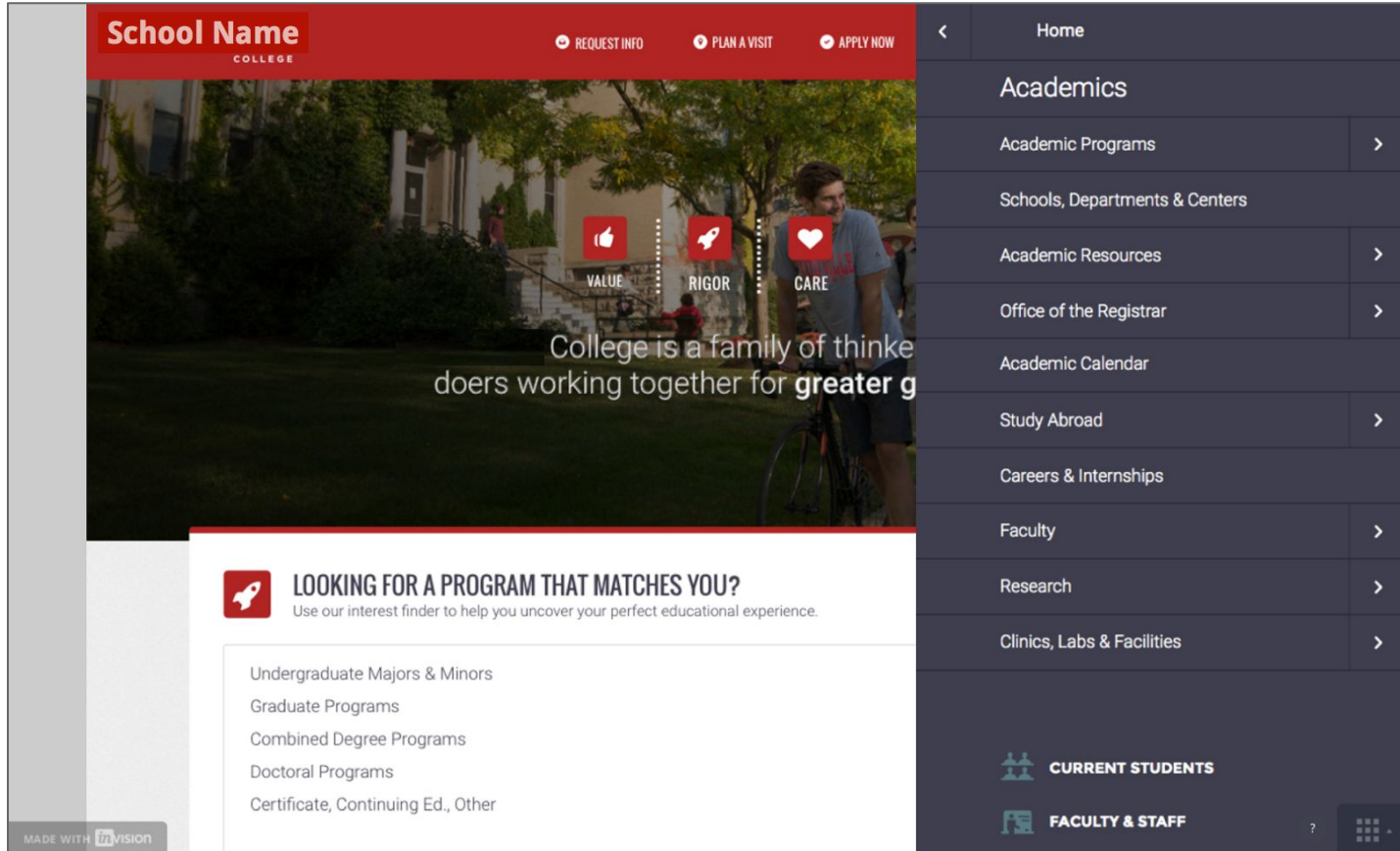
- Undergraduate Majors & Minors
- Graduate Programs
- Combined Degree Programs
- Doctoral Programs
- Certificate, Continuing Ed., Other

INFORMATION FOR:

- Military
- International
- Adult Learners
- Parents & Friends

MADE WITH InVISION

InVisionApp.com



Test Script

Project goals to user tasks

goals

1. Communicate the school brand and a positive student experience.
2. Allow prospects to quickly determine if the school has their program(s) of interest.
3. Drive prospects toward contacting the school to inquire about a program and its cost.

goals ~> research questions

1. Can users find the main menu?
2. Do users understand how the menu works?
3. Does the program finder behave as expected?
4. Can users find specific details about a program?

goals ~> research questions ~> tasks

1. Without clicking on anything, where would you expect to find information about a degree in nursing?
2. Find information about a nursing degree.
3. Return to the homepage. Use the program finder to find information about a degree in physics.

assemble script

Weave in multiple goals

+

Find preferences first,
then test tools

Test Script

College is a higher level education institution. Today, you'll be browsing this prototype as a prospective student learning more about our college and offerings, viewing pages someone choosing a school might view as part of their decision-making process.

Where possible, we've included the pages we anticipate you'll need to click through to arrive at each destination page, but note this is not a complete website and many of the links outside of the prescribed tasks may not work. If you expect a specific non-working link to take you to the requested content, vocalise that feedback.

ID	Task	Expected
	Desktop	
1	Without clicking on any links yet, scroll around the page to become familiar with what is there. What are some of the things you are able to do on this page? Are there things you would expect to do on a page or site like this that you don't see on this home page?	Able to: Learn about, get news, contact
2	If you wanted to learn more about an undergraduate major in nursing, where would you expect to do that? Look for information about an undergraduate major in nursing.	Predicted paths: <ul style="list-style-type: none">● Interest Finder > Program Detail Page● Main Menu > Academics > Interest Finder > Program Detail Page● Main Menu > Academics > Schools > Nursing (school) > Program Detail Page● Main Menu > Academics > Academic Programs > Program Detail Page
3	If you wanted to apply to this nursing program, where would you expect to do that?	Predicted paths: <ul style="list-style-type: none">● Apply Now (CTA)

pilot test

Pilot test with a friend to get a sense of timing

Test Script

College is a higher level education institution. Today, you'll be browsing this prototype as a prospective student learning more about our college and offerings, viewing pages someone choosing a school might view as part of their decision-making process.

Where possible, we've included the pages we anticipate you'll need to click through to arrive at each destination page, but note this is not a complete website and many of the links outside of the prescribed tasks may not work. If you expect a specific non-working link to take you to the requested content, vocalise that feedback.

ID	Task	Expected
	Desktop	
1	<p>Without clicking on any links yet, scroll around the page to become familiar with what is there.</p> <p>What are some of the things you are able to do on this page?</p> <p>Are there things you would expect to do on a page or site like this that you don't see on this home page?</p>	<p>Able to: Learn about, get news, contact</p>
2	<p>If you wanted to learn more about an undergraduate major in nursing, where would you expect to do that?</p> <p>Look for information about an undergraduate major in nursing.</p>	<p>Predicted paths:</p> <ul style="list-style-type: none">● Interest Finder > Program Detail Page● Main Menu > Academics > Interest Finder > Program Detail Page● Main Menu > Academics > Schools > Nursing (school) > Program Detail Page● Main Menu > Academics > Academic Programs > Program Detail Page
3	<p>If you wanted to apply to this nursing program, where would you expect to do that?</p>	<p>Predicted paths:</p> <ul style="list-style-type: none">● Apply Now (CTA)

Setup

Web applications

Scenario and tasks

Title

Tester platform

Site type

Website Address

[Check URL](#) (this will open the address in a blank window)

Scenario

Tasks

NOTE: Each unindented line is presented as a separate task. Indented lines are shown with task above them. The test is limited to 20 minutes total recording time.

- This is the first example task.
- The second task asks the user to login. The login info is indented on the next lines so they are shown with this task:
 login: foo
 password: bar
- The third task is on an unindented line again.
- Be sure to use the preview button just below to see how these tasks are presented to the tester.

preview (you can preview how testers actually see your tasks)

Perform an impression test?
[\(What's this?\)](#)

- Yes, start the test with an impression test.
 No thanks, no impression test needed.

Only new users

- Ok to use testers who have done my other tests.
 Don't allow testers who have done other tests for me.

Survey Questions

preview (you can preview how testers actually see your tasks)

Perform an impression test?

[\(What's this?\)](#)

- Yes, start the test with an impression test.
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Survey Questions

Survey questions

What was the worst thing about your experience?

What other aspects of the experience could be improved?

What did you like about the website?

What other comments do you have for the owner of the website?

Single Ease Question

- I do not want my SEQ task rating.
 I want SEQ task rating with my test.

Testers

Firefox File Edit View History Bookmarks Yahoo! Tools Window Help

18 Admissions x +

https://projects.invisionapp.com/share/SJ439144B#/screens/99594888

School Name COLLEGE

Home >

ADMISSIONS

REQUIS

- About >
- Academics >
- Admissions >
- Campus Life >
- Athletics >
- Alumni >

CURRENT STUDENTS

FACULTY & STAFF

GIVE

CASI LIBRARY

DIRECTORY MOODLE

FINAID ONLINE STACI

GIVE WEBMAIL

HELP DESK

VISIT US

MADE WITH INVISION

Done recording

5 Seconds to W...
Live Test

Test Instructions

Your Frame of Mind

College is a higher level education institution. Today, you'll be browsing this prototype as a prospective student learning more about our college and offerings, viewing pages someone choosing a school might view as part of their decision-making process.

Perform these Tasks:

Task 13 of 14

Use the main menu icon in the upper-right to browse back to the Admissions information page. Did this menu behave as expected? Explain.

Prev Task Next Task

How easy was this task?

1 2 3 4 5 6 7

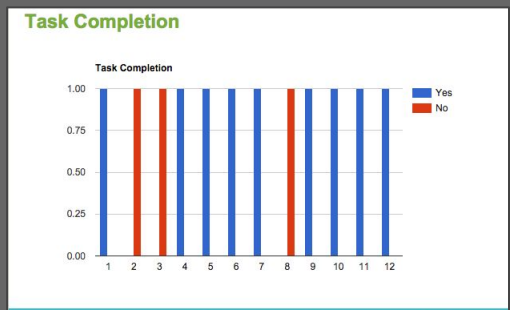
Very Difficult Very Easy

Could you complete this task?

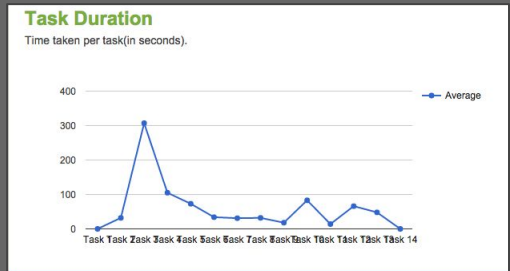
NO YES

Note:

You must finish this test within 20 minutes!



Task 1 : Without clicking on any links yet, scroll around the page to become familiar with who. What are some of the things you are able to do on this page? Are there things you would expect a page or site like this that you don't see on this home page?



Task 1: Read the frame of mind scenario out loud.



Task 1 : Without clicking on any links yet, scroll around the page to become familiar with who. What are some of the things you are able to do on this page? Are there things you would expect a page or site like this that you don't see on this home page?

Usability Test Results

	A	G	H	I	J	K	L	M
1	user	t3 - review home	t4 - undergrad admissions	t5 - tuition	t6 - nursing program	t7 - apply now	t8 - school	t9 - visit
2	user1 (104073)	noticed menu button right away; feels there is room for courses and other about info in the main nave bar; don't see contact info in header	looked at interest finder first, but opted to use main menu; no issue finding admissions info > freshmen in main menu and with sidebar quick links	failed; scrolled down to look first, then went to main menu rather than using quick links; didn't notice quick links; thought it would be under admissions but didn't see it	success; used main menu to academics then interest finder	used cta	success; used main menu, academics; switched to main menu, admissions; back to academics, used interest finder; thought program page was school of nursing home page; then used main menu nursing logo to find home page	used main menu to go to homepage; looked in main menu again; then used header cta
3	user2 (104075)	stats feel arbitrary "out of place" of questionable trustworthiness; 12-1 student ratio, for what? undergrad? grad?; all numbers feel inflated, bogus	failed but thought completed; went to apply now	failed; found menu, went to admissions, then tried academics, didn't see submenu tree; tried search next; maybe request info; "fairly confused"; didn't see it in quick links; didn't use main menu trees	for nursing used main menu, academics; used interest finder; no problem	easily used apply now cta on same page	to go from dyc, to go to homepage for school of nursing went home, used interest finder again; changed mind went to academics in menu; scrolled down to school; scored lower for confusing because felt like he should have been able to do 8 while doing 6 and 7	easily found visit cta; went back to home and used header link
4	user3 (104080)	may want to look for a directory of staff; to contact someone who reached out; might also expect student directory; see some stories about what students have done with these degrees; want features, social to be higher on the page	failed; not seeing main menu; looking around page for something for students	failed; wanted to click on \$17k stat for money info; didn't see links to financial aid; didn't see main menu	sort of failed; went to interest finder right away; "that all makes perfect sense"; used it with no problem but didn't click on nursing degree; found financial info on apply now page after the task; "register doesn't mean anything in an application context"	easy but had content they didn't realize was there	failed; went back to home, didn't find any breakdown of academic schools or programs; interest finder doesn't tell me where to get to department page	easy to find but a lot of content is hiding in page that don't make sense
	user4 (104085)	focus on stats first	expected front and center;	was on admissions page and	success; looked in	looked around page and	looked in main menu,	used plan a visit shortcut



failed but thought completed; went to apply now

	A	AD	AE	AF	AG	AH
1	user	12 - t14 score	What was the worst thing about your experience?	What other aspects of the experience could be improved?	How does this web site compare to other school sites you have seen?	Please provide any additional thoughts on the overall experience, content organization, ease of use, etc.
2	user1 (104073)	7	I was unable to find the Tuition fee and I explored all the pages to find it. I was unable to find it which was frustrating.	The main menu bar can be changed. Instead of displaying all the menu options when Clicked on a menu button, All the menu options can be provided on the homepage.	Most of the other school websites have all the courses in the same page and the one thing that is good on this website is that there is a specific home page for each course which is really helpful.	Overall, The experience was good. The content organization is also good but the ease of use can be improved by making more menu options available on the homepage to facilitate easy navigation.
3	user2 (104075)	7	The navigation became confusing. Especially when I was on the school of nursing homepage and wanted to navigate back.	I think that the continuity between pages needs to be improved. I also think that the navigation is not congruent from page to page, both in the menu and on the pages themselves.	The site feels a bit clunky compared to other sites. I realize that it is a prototype and will be tightened up as time move forward, but some elements seemed out of place. For example, the icons and infographic on the homepage did not seem to belong. Also the navigation was confusing at times.	The site seemed pretty good, but with some small navigation and content changes could be amazing.
4	user3 (104080)	6	I didn't like that many of the sections that I thought would be visible on the front page were hidden in the menu button on the top right. That feels like a mobile site instead of a normal web site. There was plenty of space on the main page to include things like "Academics" and "Admissions" as their own, visible links.	Some of the secondary pages include information that repeats what is on the front page, such as when you click "Academics" and the find-a-program tool shows up again at the top. Secondary pages should focus on the new information they are providing rather than repeating what was on the front page.	It's less interesting on the front page than other schools, which usually include lots of photos and feature stories about big events happening at the school or with its alumni. What are some successful alumni doing? What big events are coming up at the school? What achievements are the faculty having lately? What initiatives is the college undertaking? You want to show a sense of forward movement and progress and growth on the front page.	The secondary page for find-a-program is very small for a normal web site. Again, it feels like it is optimized for mobile browsing.
	user4 (104085)	7	No Response	No Response	No Response	No Response

extra credit

Use **TreeJack** for quantitative IA testing (\$150 USD for 1 survey)

Use online system(s), unmoderated

Use a local library's **assistive computer lab**


Test a late code prototype in QA process

optimalworkshop.com/treejack

The screenshot displays the Treejack interface within the Optimal Workshop application. The top navigation bar includes the Optimal Workshop logo and several menu items: Treejack, OptimalSort, Chalkmark, Questions, and Reframer. The main content area is titled "Plants" and features a sub-navigation menu with options: Settings, Tree (which is currently selected), Tasks, Messages, Questionnaire, Appearance, and Recruit. Below the navigation, the "Tree" section is visible, containing a list of plant categories. At the top of this section are controls for "Expand all" and "Collapse all", along with buttons for "Bulk import", "Export", and "Delete tree". The tree structure is as follows:

- Home
 - Trees
 - Oak
 - Pine
 - Shrubbery
 - Rose
 - Produce
 - Lettuce
 - Watermelon
 - Squash
 - Carrots

optimalworkshop.com/treejack

OPTIMAL WORKSHOP

[Treejack](#) [OptimalSort](#) [Chalkmark](#) [Questions](#) [Reframer](#)

Plants

[Settings](#) [Tree](#) [Tasks](#) [Messages](#) [Questionnaire](#) [Appearance](#) [Recruit](#)

Tasks

1

Where would you expect to find a tasty snack that grows in the soil?

[Correct answers](#)


2

Where would you expect to find a Christmas tree?


[Correct answers](#)

[+ Add task](#)

optimalworkshop.com/treejack

OPTIMAL WORKSHOP

[Treejack](#) [OptimalSort](#) [Chalkmark](#) [Questions](#) [Reframer](#)

 **Plants**




[Settings](#) [Tree](#) [Tasks](#) [Messages](#) [Questionnaire](#) [Appearance](#) [Recruit](#)

Your survey address

Use this link to share a preview of your survey with colleagues or team members before launch.


No participant data will be collected until it is launched.

[Edit URL](#) [Get QR code](#) [Create Intercept Snippet](#)

Quick and easy targeted recruitment

We can source participants for your survey depending on your requirements and budget. Configure your targeting options and we'll take care of the rest! [Learn more](#)



optimalworkshop.com/treejack

Task 1 of 2

[Skip this task](#)

Where would you expect to find a Christmas tree?

▼ Home

Trees

Shrubbery

Produce

optimalworkshop.com/treejack

Task 1 of 2

[Skip this task](#)

Where would you expect to find a Christmas tree?

Home

Shrubbery

Rose

I'd find it here

optimalworkshop.com/treejack



Edit

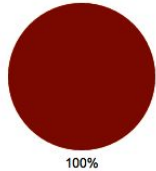
Overview Analysis Downloads Sharing

Participants Task Results First Click Paths Destinations

Task by Task Statistics

1. Where would you expect to find a tasty snack that grows in the soil?

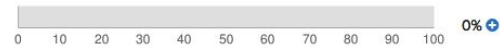
No correct answer(s) set



Success	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%
Fail	Direct	2	2	100%	100%
	Indirect	0	0	0%	0%
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%

View the Pletree

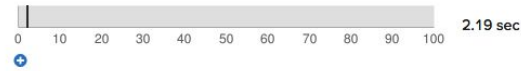
Success



Directness




Time Taken



3
OVERALL

optimalworkshop.com/treejack

 **Plants** Edit

Overview **Analysis** Downloads Sharing



Participants Task Results First Click **Paths** Destinations

Participant Paths ⓘ

Task 1 Filter: Direct Success Indirect Success Direct Failure Indirect Failure Direct Skip Indirect Skip

1. Where would you expect to find a tasty snack that grows in the soil?

No correct answer(s) set

SUCCESS	PARTICIPANT	PATH
	1	> Shrubbery > Rose
	2	> Produce > Carrots

dclibrary.org/services/accessibility





Closing

Why do we conduct usability tests?

The price of light is less
than the cost of darkness.

Arthur C. Nielsen, Market Researcher



Thank you

InVision

<http://invisionapp.com>

TryMyUI

<http://trymyui.com>

TreeJack

<http://optimalworkshop.com/treejack>

(my talks and blog)

<http://adp.rocks> or <http://⚡❄️.ws> or <http://🍕🐭.ws>

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