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CDM 590 Usability Testing

Pairs Final Report

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Introduction

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Research objectives or goals:

The objectives of this usability test are to determine if the eagleseyegraphics.com website is persuasive and professional enough to attract customers and convince them to trust the company and actually look up the contact page to call or write to start business with them. Also this test will look to decide if this website is comparable to, or better than other companies' websites with similar business.

Tasks and Scenarios:

First, we will be testing the website layout to determine if the site is having a friendly and welcoming interface that is easy enough for users to navigate and it leaves the desired impact on them. In order to do that the tester will be monitored to see what pages the users visited the most and how did they deal with the home page and the navigation bar, and after that the testers will be asked to rate their experience.

Second, we will test to see if the company portfolio and work was convincing and attracting to users by taking screenshots from the website and compare it to other websites that work in the same business field by asking the user to pick his favorite one in term of its presentation in order to determine if the website comparable to, or better than other companies's websites with similar business.

Metrics:

This usability test will be divided into two different tasks: The first task: The users will be monitored to see how did they react with the home page, how many times someone hit the contact button, and how their overall experience navigating through the website. Then we will ask them to record their response on how satisfied they are, and does the website content was appealing to them as customers. The second task: We will collect the users' preferences from the screenshots, pictures to see how successful this site comparing to similar one in the same business field. I will also collect any additional information provided by the teasers regarding the design elements and improving suggesting.

Methodology

User profile:

To make the best benefit of this usability test four to five people will be tested. These testers will be recruited from professional adults who own their own businesses or who are decision makers in a small to mid sized business located in Michigan.

Testing procedure and environment:

The tests will run In a computer lab every tester will have the ability to pick their own internet browser.

Timing:

The Test is expected to take between 25 -35 minutes for each testing subject divided into 15 to 20 minutes for the first task and 10 to 15 minutes for task two.

Executive Summary

This report describes the usability test that's done on eagleseyegraphics.com during the Fall of 2014. The test was designed to determine if this website is convincing and persuasive to attract new customers. Also this test compares this website to other sites that work in similar business field.

Testing was performed at a computer lab on five people all adults . Three of them owned their own businesses, and the last one were in top position as a decision maker mid sized business, and they all located in Michigan.

The users gone through two different tasks, and based on their results the users like the company work over the other local companies, however they think that this website should provide more examples and content regarding to it is serviced. Users had trouble with the website design and almost all of them suggested to change the website color to brighter one. Some blank pages and broken links made the website less professional and not persuasive enough to the users.

Findings

Navigating the website:

The first thing the testers were asked to do is to navigate and look through the website. Most of the users focused on the company's "portfolio" page, and the "services" page. On the "services" page all users showed a lot of confusing on the gray boxes trying to click on them. In this task the users seemed comfortable navigating the website having no problems with the navigation bar, or the website structures.

Users First Impressions of eagleseyegraphics.com:

Users where overall satisfied about the website organization, however most of them complained about the website design regarding to its color and graphics. One user stated that,"-the design- was not enough to grab my attention."

The overall experience rating:

Two users gave the website 3 out of 5 expressing their main complaint in the website lacking of pictures, and visual appealing. The other two users agreed with them on the main point, but they gave the site different rates.

Hiring eagleseyegraphics.com:

Two users chose to hire eagleseyegraphics.com only for small business and with the absence of other companies offers. The other two seemed not sure about it asks to improve the website design to be more interesting and persuasive.

Compare with other websites:

Most users picked the company's work because it is more professional and has a better organized than the others, although on a page with so many texts and contents as the "about us" page the users prefer another company's work because they though it has better organization and content such as links than the Eagleseyegraphics.
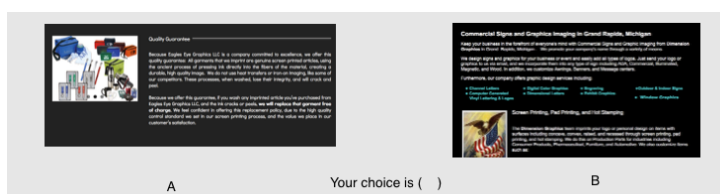
Additional recommendations from users:

The users suggested that the website should get rid of the blank page it has such as the "blog" page. And also add brighter colors to the site design.

Conclusion and Recommendation

Most of the users loved the company portfolio and work pictures. I recommend that you provide more examples and give them a larger space as you developing additional content to the website.

Regarding to change my first recommendation will be improving your services pages by converting the gray boxes to hybrid buttons that lead to more examples of work.

The next major change I recommend is to choose different colors for the website. Most of the users liked the company's logo try to pick colors that match better with it to create more welcoming interface and leave the users with recognizable and elicited positive feelings.

 Finally, try to avoid blank pages or empty links. users were confused and uncomfortable with misleading pages. These pages such as the blog page made the users less interested in the website, and as a result less interested in hiring the company.

Appendix

Moderator's Guide

Hello,

Thank you for participating in today's test. My name is Hanan, and I am an international student studying in the graduate program at SVSU in Communications and Digital Media. I am currently taking a course in Usability Testing and this project is part of it. We are going to take a look at a website called eagleseyegraphics.com and I will be using your input to make recommendations to our client.

This test is very easy is not graded so you cannot fail, and there is no correct answers. I will give you two tasks to complete and questions to answer on the computer. Your feedback is vey important so I encourage you to answer this test as honest as you can, and please feel free to express your opinions and emotions about the site we will visit.

To be clear, This session is not recorded; however I will be taking notes on everything you do and say so I can get accrued results.

Let's start.

User (1) :

Task One:

The first thing this user did was scanning the homepage. He took some time reading the first paragraph. The user did not try to click on the links from the homepage or seemed interested to see the Facebook page link, then he went back up to the navigation bar and hover on each category then click on the "services" page "printing service". In the "printing service" page the user looked confuse trying to click on the gray boxes then he clicked on the printing service word in the top of the page which opened the picture for him. The user got back to the printing page using the back arrow and lean back on his chair and asked for the next task.

1- Users's first impressions:

- The site is too dark.
- The logo is good.
- The site needs more information and pictures.

2- Experience rating:

The user gave the site 2 of 5 saying that the site did not make him interested in the company work, and their is not a lot of depth to the sit.

3-Hiring eagleseyegraphics.com:

"Do not think so, first they need to work more on improving their advertising site."

Task Two:

- The user chose picture the website picture because he thought it has more visual content than the other.
- The user also picked the website picture B because he thought it has original works.
- The user also picked the website picture A because it has better presentation and more harmony than the other one.
- The user chose picture A which is a picture from different website working in the same field as our tested company because he loved the color on it more than our website picture.
- The user picked picture B which is also a picture from different website working in the same field as our tested company because he thought it has a better content than the other one and has useful links.

Additional Questions:

1-Comments or suggestions to regarding to the site design:
The site should be improved by adding more links and better connecters to the pages, also choosing a brighter color could make it more interesting, and catchy.

2- General comment:
The user did not have any additional comments.

User (2):

Task One:

This user spent long time on the homepage clicking each button and reading through the texts, then she hovered on the navigation bar to check the categories. The user visited each page taking quick over look of them. In the "services" pages the user tried to click on the gray boxes. On the contact page the user clicked on the name box and typed one litter and checket the answers of how did you get to our site.

1- Users's first impressions:

- The blog page is empty.
- No clients were listed.
- No direct links to the company works.

2- Experience rating:

The user gave the site 3 out of 5 because she thinks the site could be improved and add more picture of their previous work, also improve the website organization.

3-Hiring eagleseyegraphics.com:

"I don't know" the user was disappointed for not finding enough links and picture to the company previous work.

Task Two:

- The user chose picture A the company picture because she believes it is more attractive than the other one, but she wish if those pictures was active buttons that leads to more content .
- The user chose picture B another company picture because she think it is more colourful and interesting than the other one.
- The user chose picture A the company picture because it looked more professional to her.
- The user chose picture B the company picture because the other picture has too much color.
- The user chose Picture B the other company picture because she think it has better content and organization.

Additional Questions:

1-Comments or suggestions to regarding to the site design:
The overall site is good, but "not very detailed." they should add more content to the pages.

2- General comment:
 User liked the logo.

User (3):

Task One:

The user took a quick glance to the homepage then move directly to the "portfolio" page, and spent some time looking to the pictures and opened two of them, then he clicked on the "services" pages. The user did the same as the others trying to click on the gray boxes. The user also visited "about us" "showroom" page skim it very fast then leave the mouse and asked to be moved to the next task.

1- Users's first impressions:

- Logo is difficult to read (possibly because of the text color).

- Would like to see more color variation on the site.

- "Companies portfolio page Seems good"

2- Experience rating:

 The user gave the site 4 out of 5 because he thinks the site is overall satisfying, however the "services" pages could be improved by adding more picture to connect the content.

3-Hiring eagleseyegraphics.com:

"Yes I would for a small business."

Task Two:

- The user chose Picture A the company picture because it is more interesting than the other one.
- The user picked Picture B the company picture because it has an authentic work.
- The user picked Picture A the company picture because it is more professional than the other.
- The user chose picture B the company picture because the color match better and the page lookes more professional than the other.
- The user chose B the other company picture because it has a better design than the other.

Additional Questions:

1-Comments or suggestions to regarding to the site design:
"Would like to see more colors."

2- General comment: The user did not have any additional comments.

User (4):

Task One:

This user spend some time reading through the website homepage and he clicked on "design for your own T-shir"t skim it very quick and returning back to the homepage by clicking on the logo. The user go over the website pages one by one. on the "services" pages the user did the same thing as the others trying to click on the gray boxes.

1- Users's first impressions:

- "Site seemed OK, the navigation bar was simply organised, and easy to go through."
- The site is overall accepted but " was not enough to grab my attention."

2- Experience rating:
 The user gave the site 3 out of 5 because he think the site is overall satisfying, however the site has some blank pages and could add more picture and links.

3-Hiring eagleseyegraphics.com:

"Yes If I could not get another company."

Task Two:

- The user chose picture A the company picture because it has a better design than the other one.
- The user chose picture B the company picture because it looks creative and original than the other one.
- The user picked picture A the company picture because of the same reason than the previous one.
- The user picked picture B the company picture because it has better colouring and design than the other one.
- The user picked picture B the other company picture because it has more elegant and interesting design than the other one.

Additional Questions:

1-Comments or suggestions to regarding to the site design:
The homepage needs more details, and no enough examples of the company works.

2- General comment: Did not like the blank page in the "blog". page

Screen Captures

A

Your choice is (   )

B

A

Your choice is (   )

B