



MC2

SITE TESTING REPORT

Office Administrator with Technology Internal Website

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Internal Client Project
15/01/2015
BCIT TWD08

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TESTING INFORMATION

Date of test: 09 - 01 - 2015
Date of report: 15 - 01 - 2015

Location of test:
BCIT Campus
555 Seymour St.
Room 370

Participants:
4 Students from OAT program

Prepared for: OAT Program,
Beata Kozma

Prepared by: MC2 design

EXECUTIVE SUMMARY

Prior to final presentation of the re-design of the BCIT OAT (Office Administrator With Technology) Website, MC2 has conducted a usability test to aid in the development process. The goal of the test was to discover potential problem with design and information architecture.

The test was performed in a classroom environment by a moderator and three recorders, using students from the current semester OAT class as participants as they are representative of real potential users of the site. Comments, reactions, and suggestions were recorded as they may be taken into consideration in making final changes to the website.

Four randomly selected students participated in the test. The duration of each session was between 20-30 minutes and students performed preplanned tasks based on a list. The purpose of these tests was to discover any key issues, prior to launching, so that necessary changes can be made.

In general, all participants had positive feedback on the design, colours and layout. They were able to find the schedule page quickly and find the information easily. Links to the Job pages were rated as highly useful by all students. We learned these are the most visited pages by our users.

Issues included students not making use of the short-cut link to current week schedule. The schedule widget on the homepage displaying real-time information was not used. Only until after identifying the features did the students have positive reactions and recognize the usefulness of them all. We learned the challenges of introducing new and unique features to a website that is already familiar with the users. It would have been most useful to ask users to take time to familiarize themselves with the website before performing tasks.

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Partner Designer

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TESTERS / PRE-SESSION QUESTIONS

name
gender
age group
favourite browser
most used page
experience with desktop/mobile devices
languages spoken
most frequent purpose of OAT website
other notes

naomi
female
30-39
chrome
english
schedule page
no mobil experience
cont. dance instructor

adel
female
40-49
chrome
english, spanish, french
schedule & jobs page
no mobile experience
part-time student

FOUR PARTICIPANTS

maya
female
30-39
chrome
english
schedule page

n/a
female
30-39
IE
english, tagalog
schedule & courses page
always on mobile

METHODOLOGY

Participants were introduced to and greeted by a group of testers that included a moderator and three recorders. The goal was to create as comfortable of an environment as possible so that the user could answer questions and perform tasks in the most natural manner. An opening introductory script was read aloud by the moderator to the participant, who was then given a pre-survey. The pre-survey helped to understand the users background and any additional information about their behaviours with websites. A list of predetermined tasks was performed (main test), followed by a post-survey about the experience.

Questions were not answered at this point nor was assistance provide; instead these would be recorded as potential problems and will be taken into consideration for final changes.

TASKS / RESULTS

Task 1:

Goal: Is the widget schedule visible/used?

Task: It's the morning before class and you want to find out what room you are in for today.

-   All users did not notice the widget schedule, but instead quickly went to the navigation bar > schedule page to find today's course. This told us they are familiar and used to going to the navigation bar to find out the schedule.
-    An additional note, this user commented on the highlighted day as a very positive feature.

Solution: Make the widget more visible. Before user testing, allow the user to become familiarized with the website prior to performing tasks.

Task 2:

Goal: Can they see/use the call to action buttons on the home page?

Task: The end of the course is near and you want to look at some potential job listings.

-  She did not notice call to action buttons but liked the RSS job feed and found it "extremely useful"
-  Uses the jobs page a lot, liked the design. Commented that she never uses recruitment Links but uses the jobs page a lot. Liked the RSS Feed a lot and laughed/smiled when discovering it.
-  Relied on the navigation bar to find jobs page and listings
-  Did not use call to action buttons. But instead used job's link in the navigation

Solution: Make the call to action buttons more visible. Create more whitespace around buttons to draw more attention to them. Before user testing, allow the user to become familiarized with the website prior to performing tasks.

TASKS / RESULTS

Task 3:

Goal: Can they find a specific student?

Task: You are finishing up your share of a group project. You have to email it to your other group members, their first names are Gem Zellers and Jon Matthews.

- Found “Gem Zellers” quickly and easily using the alphabetical sections. Likes the clean layout and emails included.
- Went to the footer link “myBCIT” to look for student names because they were recently taught how to do so by staff.
- Both relied on the navigation to find the students page and quickly found both names with ease.

Solution: None needed.

Task 4:

Goal: Are they able to find the recent week schedule information?

Task: It is Sunday afternoon, you are curious and want to take a look of this upcoming week’s schedule (week 7).

- Quickly navigated to the schedule page. Paused to think of the date, then scrolled down to find the week schedule.
- Used the navigation bar to find schedule page then scrolled down to find the date.
- Quickly headed to the navigation bar to find out the schedule and scrolled down the page to find the date.
- Used the “Check the Schedule” button to go to schedule page. Tapped on “Go to This Week” button to find out the week schedule. She was pleased with how easy and fast it was to find information.

MOBILE TEST

Solution: Changing the positioning and colour/design of the “Go to This Week” button.

TASKS / RESULTS

Task 6:

Goal: Can they find the extras? (health plan and student handbook)

Task: You over heard a classmate talking about the 'extras' that you can get through BCIT, so you plan to take advantage of this and schedule a dentists appointment. You want to find out what your dental plan covers.

-   Two users found the benefits page easily. They had no issues looking for the PDF file that outlines the dental plan
-  This user had a lot of issues finding the link, because she kept going to the footer and wanting to use the myBCIT link. She eventually found it using the navigation bar.
- MOBILE TEST**  Used the menu icon to find the benefits page quickly.

Solution: None needed.

Task 7:

Goal: How long does it take to find a course?

Task: You are worried about what the Work Term (OATP 3000 – 24 Credits) entails and would like to see the description.

-   All users were able to find the courses page easily.
- 
-  By now, this user was familiar with the links and navigation instead of going to the footer (myBCIT link) which she said she was recently taught to do.

Solution: None needed.

TASKS / RESULTS

Task 8:

Goal: How do they find the Program Coordinator?

Task: You're planning a doctor's appointment next week and you have to contact your program coordinator to email your teacher and inform them that you will be missing that day.

-   Both easily found their way to the contact page to find the coordinator information.
-  Navigated to the footer myBCIT link to search for the coordinator. She admitted she is not even familiar with the current OAT site and uses myBCIT for everything other than schedule.
- MOBILE TEST**  Used the mobile menu to quickly find the contact page, and necessary information.

Solution: Possibly make the footer bar less noticeable (less gradient) to not attract the eye too much or users that are not familiar with navigation bars. Otherwise, no general solution needed.

Task 9:

Goal: Is the footer being used?

Task: You are on the OAT website but now you need to check your grades/e-mail. Go to myBCIT.

-    Used the footer link from the main page.
-  Footer link was not used.

Solution: None needed.

POST-SURVEY / FEEDBACK

What were your initial thoughts of the overall design of the website?

 The colours and design are much better than the current one.

  The clear layout of the schedule.

 The navigation is very clear. The colours used

What feature did you find the most useful?

 The navigation bar is the most useful. It is very clear and nicely designed.

  The clear layout of the schedule.

 The navigation is very clear. The colours used are good.

What feature did you find the least useful?

 The click to action buttons, since they were not noticed

  

Did you notice any links (i.e. link to myBCIT) at the bottom of all the pages?

  All users noticed the links on the bottom of the page with no issues.
Mostly the myBCIT link which they found useful.

 

POST-SURVEY / FEEDBACK

Did you have any challenges when completing a task? If yes, please explain.

-  No problems when completing tasks assigned
-   The clear layout of the schedule.
-  The navigation is very clear. The colours used

Is there any feature(s) you'd like to see or anything missing?

-  The OAT Program name could be larger
-    No comments, did not notice anything missing.

How do you feel about the color/ design?

-  The colours are nice and subtle. Likes the combinations. Suggests a light orange background.
-  Too much grey, add more soft white colours and BCIT colours.
-  Colours are good. Liked the combinations.
-  Prefers over the current website colours. Looks more like BCIT website.

FINDINGS / RECOMMENDATIONS

After reflecting on the feedback and challenges the users had, we make note, for future reference, to allow users to take a few minutes to become familiar with the new website. Performing tasks prior to this may result in users performing tasks how they “currently” would and disregarding “new” features.

Users were not utilizing the Schedule Widget at the top of the page.
Solution: Make the widget more noticeable. Move the widget to the main banner section for tablet size (not enough space on header).

One user kept using the footer links, navigating to the myBCIT link.
Solution: For any user that is not experienced with websites in general, we will want to make the navigation bar the most noticeable. Get rid of the highlighted gradient, and make it a flat color. It will make it less of a focal point than the main navigation.

Call to action buttons were not be utilized to their full potential on desktop only. On mobile it was very effective.
Solution: Make the links more clickable. Create more “white space” around them so that it draws more attention.

Problem: Shortcut to current week on schedule is not used on the desktop site but gets used on the mobile version.
Solution: Centered it. Gave it a more prominent colour.

Problem: One in three students left the site, to myBCIT, to find contact information (students and/or faculty).
Solution: Improve wording of task.

APPENDIX I

Opening Moderator Script

My name is {_____} and I will be working with you as we run through this OAT website.

**** Introduce the other people in the room as observers

{_____}, {_____} and {_____} are part of our team. They will be watching what we do today.

I would like to start by thanking you for coming out and helping us test our site. As I just said, we will be testing the site, not you. There is no right or wrong answer, so please tell us what you really think. Don't worry, you will not hurt ours feelings

.

The purpose of this test is to see how real users of the website will interact and react to the website that we have created. You are here because you are currently in the OAT program and we need real, potential users to test the website; therefore, you are the perfect candidate! Our role today is to be a silent, impartial, observers. We will be watching and taking notes. Unfortunately, we will not be interacting or answering questions that are related to the website that you will be viewing today. The last thing I will ask of you is that you think aloud. That will help us determine what the user (you) are thinking as you navigate our website. Do you have any questions? If not then let's begin!

APPENDIX II

1. It's the morning before class and you want to find out what class you have today.
2. The end of the course is nearing and you want to look at some potential job listings.
3. You are finishing up your share of a group project. You have to email it to your other group members, their first names are Gem Zellers and Jon Matthews.
4. It is Sunday afternoon, you are curious and want to take a look of this upcoming week's schedule.
5. You are studying for the Microsoft exam and what to learn more about the certificate.
6. You over heard a classmate talking about the 'extras' that you can get through BCIT. You're planning on making a dental appointment and want to find out what the plan covers.
7. You are worried about what the Work Term (OATP 3000 – 24 Credits) entails and would like to see the description.
8. You're planning a doctor's appointment next week and you have to contact your program coordinator to email your teacher and inform them that you will be missing that day.
9. You are on the OAT website but now you need to check your grades/email. Go to myBCIT.

APPENDIX III

Questions for the Tasks:

1. Task: It's the morning before class and you want to find out what room you are in for today.

Question: Is the widget schedule visible/used?

2. Task: The end of the course is near and you want to look at some potential job listings.

Question: Can they see/use the call to action buttons on the home page?

3. Task: You are finishing up your share of a group project. You have to email it to your other group members, their first names are Gem Zellers and Jon Matthews.

Question: Can they find a specific student?

4. Task: It is Sunday afternoon, you are curious and want to take a look of this upcoming week's schedule (week 7).

Question: Are they able to find the recent week schedule information?

5. Task: You are studying for the Microsoft exam and what to learn more about the certificate.

Question: Can they find the certification cite and find the Microsoft Office Test link?

6. Task: You over heard a classmate talking about the 'extras' that you can get through BCIT.

Question: Can they find the extras? (health plan and student handbook)

APPENDIX III: continued

7. Task: You are worried about what the Work Term (OATP 3000 – 24 Credits) entails and would like to see the description.

Question: How long does it take to find a course?

8. Task: You're planning a doctor's appointment next week and you have to contact your program coordinator to email your teacher and inform them that you will be missing that day.

Question: How do they find the Program Coordinator?

9. Task: You are on the OAT website but now you need to check your grades/email. Go to myBCIT.

Question: Is the footer being used?

APPENDIX IV

Pre-Survey

1. How often do you use the OAT site?

2. Which browser(s) do you normally use?

3. What is your age range?

- a. Under 20
- b. 20-29
- c. 30-39
- d. 40-45
- e. Over 45

4. Do you speak any other languages other than English? If yes, please list.

- a. No
- b. Yes – Speak/Read/Write:

c. Yes – Speak/Listen Only:

d. Yes – Listen Only:

5. How did you learn about the OAT program at BCIT?

6. What are your favorite sites?

APPENDIX IV: continued

7. For what purpose do you most often use the OAT website?
-
8. On which device are you most likely to use to visit the OAT site:
- a. Desktop/Laptop/Macbook
 - b. Tablet (i.e. iPad)
 - c. Smart Phone
9. Circle the page(s) you use most often on the OAT website:
- a. Schedule
 - b. Students
 - c. Courses
 - d. Contact
 - e. Resources – Certification
 - f. Resources – Jobs
 - g. Resources – Benefits

APPENDIX V: POST-SURVEY

1. What were your initial thoughts on the overall design of the website?

2. What feature did you find the most useful? Why?

3. Did you notice any links (i.e. link to myBCIT) at the bottom of all pages?

- a. Yes
- b. No

4. What feature did you find the most useful? Why?

5. What feature did you find the least useful? Why?

6. Did you have any challenges when completing a task? If yes, please explain.

TESTING INFORMATION

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