EXTERNAL CLIENT INTERFACE USABILITY ANALYSIS
(Team Project) – Due December 16

PROJECT SUMMARY

This semester we will be working with the Partnership in Education, Duquesne University. To complete this project, you will work in teams with each team performing interface usability analysis for the client. The project will be due at the end of the semester. I am trying to arrange for the clients to visit the class so you can present your results. I will give you ample notice if there is going to be a presentation.

At the end of this activity, you will produce the following:

1) **Findings Report** – A professionally prepared document that provides the client useful information about site usability, user perceptions of the site, and design recommendations. Your findings are based on the observations you make during user testing and from reviewing recordings of test sessions. Your grade is based primarily on how thoroughly you analyze the recordings, report relevant findings, and make design recommendations based on the data/evidence you collect. The report consists of:
   a) a title page
   b) executive summary
   c) methods
   d) performance results
   e) user satisfaction results
   f) conclusions and recommendation

2) Video highlights of user tests (on CD/DVD) to support proposed recommendations. Professional labels. Prepared video in a format that client can view.

3) If the client is available, a presentation to the client. A 10-15 minutes presentation to client with all group members presenting a portion part of the presentation.

4) Prototype - a redesign of the interface or interface elements based on your findings. The prototype must illustrate your proposed redesign.
INTERFACE USABILITY TEAM ASSIGNMENTS

TEAM 1
Justin Schuler | Hermanus Kluever (Team Leads)
Bradlee Cherep
Timothy Miller

TEAM 2
Kirsty Butchart | Sandor Csontos | Sara Mattis (Team Leads)

TEAM 3
Olivia Arbogast | Benjamin Brode (Team Leads)
Joseph Oliveri
Kevin Cox

TEAM 4
Yasmeen Barnouti | John Sheldon (Team Leads)
Matthew Day

TEAM 5
Bojia Zhang | Justin Fanzo (Team Leads)
Stephanie Confer
Anthony DelSardo

HOW TO CONDUCT THE USABILITY STUDIES

During usability tests, there are typically two people in the room; an evaluator and a user/participant. In this exercise, the evaluator will ask the user/participant to perform specific tasks (provided by client) while he/she observes the user.

For this project, each team evaluates the Reg Med (Regenerative Medicine) website. Teams conduct at least 6 usability tests with 6 different users/participants – you ask 6 people (from the target demographic) to use the site, while you observe them. Each team needs to recruit participants (from the target demographic) who will serve as users, one user for each of the 6 usability tests.

Teams should conduct the tests in the following manner:
   a) The evaluator and first participant meet in room 204b or 204c.
   b) Introduce participant to test environment and read a prepared script (provided).
   c) Start Morae recording
   d) Before providing the user with a set of tasks let him/her go through the site freely in an effort to uncover unmet needs. Ask participants to think aloud.
   e) Next, ask participant to perform tasks (client provided) while thinking aloud.
Monitor the Morae recording closely.

f) After participant performs all tasks, ask him/her to browse the site freely and, while thinking aloud, discuss interface features such as colors, text, images, layout, etc. that he/she likes and dislikes.

g) Ask participant to complete a satisfaction survey (provided) for the site.

h) Save (and descriptively label) all files of the recording session in a distinct location on the testing computer.

If needed, review the following information about user testing:

- Usability Testing
  http://www.usabilityfirst.com/usability-methods/usability-testing/

- What to do if you’re the facilitator and What to do if you’re observing
  http://sensible.com/downloads/DMMTchapter10_for_personal_use_only.pdf

- Rocket Surgery Made Easy by Steve Krug: Usability Demo | Video
MEASURES | DATA YOU WILL COLLECT

First, remember before asking users to complete the task given to us by the client, let them go through the site in an effort to uncover unmet needs and establish some context. Second, the client gave us specific questions or tasks that we need to study while examining the interface. Make sure the data you collect answer those questions/tasks. Third, for each usability test, use Morae to record the following (the Morae Recorder creates an .RDG file. To open that file you must use the Morae Manager and import the .RDG file into the Manager):

1) Date and start time of user test.
2) Total time of each user’s test session.
3) List of unmet needs or problems encountered when users browsed freely.
4) Time to complete each task.
5) Number of clicks performed during each task.
6) Success rate of each task or percentage of task completed successfully.
   Nielsen (2006, p. 23) defines success rate by the percentage of progress users made in completing their tasks. While this is a rough measure, it can be useful because it gives information about how successful users were in the interface. For each task, record each user’s success. Give credit for partially completed tasks. You will need to estimate the extent to which the user completed a task. If, for example, the user completes a task, then the success rate is 100%. However, when he completes only one-half of the task (based on your estimate), then the success rate is 50%.
7) Number of errors made while performing each task.
8) Number of complaints, negative facial or verbal expressions, or regressive behaviors.
9) Number of tasks abandoned (the user gave up trying).

In addition, record the following across all user tests:
10) Average time of all user tests sessions.
11) Total success rate for all users for all tasks.
12) General observations.
13) User comments.

Satisfaction survey
14) Compile participant survey questions results.
TEAM MEMBER ROLES

*Instructions for team coordinators:*

a) Coordinate the group (set meeting times, ensure tests are performed and results are analyzed, and presented to client, etc.).

b) Conduct the usability tests. He/she orients users to the test sessions, reads the testing script (I will provide a script), present the tasks, ensures that the software is functioning and all sessions are recorded and saved to the computer. The evaluator sits with users throughout the test sessions.

c) Administer accessibility question/tasks

d) Administer satisfaction survey (I will provide a survey).

e) Analyze and present results (user test and survey) to client. After all tests are complete, the evaluator should work with teams members to review the data obtained with Morae and the survey, analyze them, prepare video highlights of the sessions, and prepare a presentation and report to be given to the client.

*Instructions for users/participants:*

a) Perform the tasks provided by the evaluator. Clients have provided tasks that the evaluators will ask users to perform.

b) Assist in recruiting participants and making observations. After a user completes a test session, he/she should assist the evaluator make observations about other sessions.

*How to Observe When a Team Member is a User.* Team members should NOT view any of the user test sessions prior to their session. Each team has at least two users (user A, user B). The evaluator should conduct the first test session with no additional observers. After the evaluator concludes the test session of user A, user A may observe user B’s session. When the evaluator concludes user B’s session, users A and B may observe the next user session.
WHAT TO INCLUDE IN THE FINDINGS REPORT

1) **Title page.** This page includes the following information:
   - Web Site Interface Usability Evaluation Report
   - Client Name
   - Evaluation dates
   - Date report submitted to client
   - Prepared by

2) **Executive summary.** The executive summary summaries the major findings of the evaluation and recommendations.

3) **Methods.** The methods section presents a summary of how you performed the test sessions.

4) **Performance results.** You must first respond to any questions that the clients presented in their task listing. Next, present the results you collected from the following measures:
   - Total time of each user’s test session.
   - Time to complete each task.
   - List of unmet needs or problems encountered when users browsed freely.
   - Number of clicks performed during each task.
   - Success rate of each task.
   - Number of errors made while performing each task.
   - Number of complaints, negative facial or verbal expressions, or regressive behaviors.
   - Number of tasks abandoned (the user gave up trying).
   - Average time of all user tests sessions
   - Overall estimate of success rate for all users.
   The performance results section should also provide a compilation of observations made by observers about each task as well as any reactions/comments users had about the site. *The team should discuss the results and their implications for the design and usability of the site.*

5) **Satisfaction survey** – results from satisfaction survey

6) **Conclusion and Recommendations.** This section presents your conclusions and recommendations to improve the site design. This information should be based on the data/evidence you collected. It should clearly illustrate all your design recommendations.