

UG-ABILITY TEST

Name of UX Researcher []: Ryan Fernandez

Name of Test Subject: Anna Davis

Prior to Testing

You're going to conduct a usability test of everyone's favorite website: uga.edu.

- **Select a test subject:** Ideally your test subject should be a direct stakeholder (i.e.: someone who will actually use this product.) So, that could be a UGA student (current or perspective), alum, parent of a student, or someone interested in learning more about UGA. There are two rules: your test subject should not be a family member and cannot be someone from this class.
- **Update/test Zoom:** You may test in-person or over Zoom depending on your preference. Update and test your Zoom app to be sure there aren't any technical issues prior to testing.
- **Copy the Testing Documents:** Make a copy of this document (File > Make a Copy) and rename it "Lastname_UGAbility Test Script." Likewise, make a copy of the [Product Reaction Cards](#) and rename it "Lastname_PRC," and make a copy of the [System Usability Scale](#) and rename it "Lastname_SUS." To make a copy of a Google Doc go to: File → Make a Copy. **This is an essential step– do not skip it!**
- **Review Instructions:** Read over your copy of this document in its entirety before Zooming/meeting with your test subject and complete the usability tasks yourself so that you have a clear definition of success.
- **Make sure that you take adequate notes** and record your notes in the spaces provided below. If you need more room, feel free to add your notes to the Google doc in a way that will make sense to your instructor. You will be graded on the quality of the observations that you record.

Introduction + Gathering Consent

[This is your script to read aloud]

Hi, __Anna_____. My name is _RF_____, and I'm going to be walking you through this session today. Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to visit the UGA website to see whether it works as intended. The session should take about 20 minutes.

The first thing I want to make clear right away is that we're testing the website, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the website, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a

big help to us. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

With your permission, I'm going to record what happens on the screen and our conversation. The recording will only be used to help me figure out how to improve the website, and it won't be seen by anyone except me.

Any questions so far?

USABILITY QUESTIONS

[Start Recording]

Before we look at anything, I'd like to ask you just a few quick questions.

[Pre-Test Questions]

Question	Response
What's your age?	23
How are you affiliated with UGA?	Former Student
What does your typical day look like? Do you work, are you in school, that sort of thing.	Wake up, take my dogs for a walk. Come back and start studying for the Montessori test. Run errands after lunch, Come to your house and play Nanny.
How much time do you spend online each day?	iPhone says 3-4 hours
What kinds of websites do you use on a regular basis?	News, Pinterst, Insta, wherever else the web takes me.
Do you visit sites more on a laptop, desktop, tablet, or phone?	Mobile most of the time but during the early day its on a laptop

Have you visited UGA's website before? And if so, how often?	Yes. Not often but I have been there to look from time to time
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OK, great. Let's start looking at things. First, I'm going to ask you to navigate to www.uga.edu/ and share your screen with me.

Now, before you start doing anything, just look at the homepage and tell me what you make of it: what strikes you about it, what you think you can do with it, and what it's for. Just look around and do a little narrative. You can scroll if you want, but please don't "click" (or tap) on anything yet.

Make notes here about their initial observations:	They changed the layout since her last visit. The search bar and menu are much easier to find. Other than that it looks like UGA
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And again, as much as possible, it will help us if you can try to think out loud as you go along. I'm going to ask you to accomplish a series of tasks to the best of your abilities. Once you've completed a task, you can go back to the homepage. There is one caveat to these tasks: Please avoid using the search bar or a shortcut (like Command F) to find text. Not using the search or shortcuts will provide us with better quality data. Ready to get started?

[Researcher: Mark Task Success or Task Failure. Be aware that there are likely several ways to successfully find this information on the UGA website– one successful path has been included below. Record Observations]

Task Scenario	Success or Failure?	Observations
Task 1 • You recently adopted a new dog and you remember hearing that UGA has a Pet Health Center available for the community. What hours are they open?	<i>*Success: Select Community > Pet Health Center ></i> Success / Failure	Success. This was easy because I own furry creatures and I have had to go to the university vet before, so I knew where to look.

<p>Task 2 • You're writing a report on college enrollment trends. What was UGA's total enrollment—undergraduate, graduate/professional students?</p>	<p><i>*Success: About > Facts & Figures > 40,118 students</i></p> <p>Success / Failure</p>	<p>Fail - I looked for a few minutes but without using the search bar it would have taken me a long time</p>
<p>Task 3 • Renting an apartment in Athens isn't cheap, and you want to see what employment opportunities are open to students on campus. Find a list of Graduate/Research/Students search postings.</p>	<p><i>*Success: Employment Opportunities > Careers at UGA > Visit UGA Jobs > Graduate/Research/Students</i></p> <p>Success / Failure</p>	<p>Success- I guessed correctly that it was on the faculty and staff tab</p>

Now I'm going to ask you to hold any thoughts or feedback you have until the end. I'm going to record your time for these next tasks. Remember, I'm testing the product, not you. Again, please do not use the search bar or a shortcut (like Command F) to find the answer.

[Start Timer After Reading Each Task. Observations can either be on what you view them doing, and/or on their feedback at the end of this section.]

Task Scenario	Task Time	Observations
<p>Task 4: Your roommate is trying to convince you to go on a cruise for Spring Break. When is Spring Break for the upcoming Spring semester?</p>	<p>2:35</p>	<p>I started in the student section and went through all of the tabs. Didn't find what I was looking for so I went to the faculty and staff and found the master calendar. It should be in the student section also</p>
<p>Task 5 • You applied to UGA Graduate School recently and want to check on the status of your application. Check your Graduate School application status.</p>	<p>3:00</p>	<p>I'm not sure where this was located. It should be in the student section, but it was not. I have never used the menu before because I am used to just using the tabs on the header. After using the menu I was able to find it</p>

<p>Task 6 • Your younger sibling wants to tour campus during the Fall, but it's a home game weekend. Check to see if the Visitor's Center is open during football weekends.</p>	<p>1:30</p>	<p>I used the newly found menu and I found the visit uga link. I clicked on visitors center. Scrolled through and found the hours at the bottom of the page</p>
<p>Task 7 • You and a friend (both UGA alumni) will be visiting Savannah and are interested in finding a Watch Party for the UGA football game on Saturday, November 26th. What is the name of the venue that will host the Watch Party?</p>	<p>30 seconds</p>	<p>Clicked alumni and cool. watch party was a major link. Clicked on that. Clicked on Savannah. Starland Yard is the location.</p>

[Post-Test Questions]

Great! Next, we're going to use Microsoft's Product Reaction cards to help capture your impression of the site. Please pick the five characteristics you feel best describe the UGA homepage, and tell me why you've picked each one.

[Open your copy of The Product Reaction Cards. If on Zoom, share the screen. Otherwise, show participants the sheet of paper with the Product Reaction Cards. Make sure to take notes about their choices and the reason why they selected the specific words. Once you've finished this test, return to the script below.]

Thanks! We're going to end the session with a System Usability Scale. Your honest answers to these 10 quick questions will help me better understand the usability of UGA's website.

[Open your copy of the System Usability Scale. If using Zoom, share the screen. If face-to-face, share the next sheet of paper. Instruct/or mark the box that corresponds to your participant's answer]

[Upon completion, ask your test subject if there is anything else they'd like to add or thoughts that they'd like to share.]

<p>Make notes here about their concluding thoughts or statements from your test subject.</p>	<p>If she was able to use the search bar she would have had a much easier experience. If UGA organized the overall webpage better she wouldnt need the search bar. If I wasnt standing there she would have secretly used the search.</p>
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[Thank the participant and end the session.]

ANALYSIS

The following questions pertain to your usability testing results.

1. Based on the results of your testing, what is the most critical recommended improvement that you would suggest for the UGA website? Organize. You shouldn't need a search bar to find most items
2. Suppose you repeated this usability test with 4 other participants, two of whom successfully completed the first three tasks. Calculate your new task success rates for each of the first three tasks. Record as percentages.

Task 1: 25% If you don't own a pet you wouldn't need this resource and might overlook it but if 2 of 4 people completed the task the success rate would be 50%

Task 2: 25% Assuming 1 of the 4 needed to check enrollment. My old friends def. would not be looking for task 2. But if 2 of 4 people completed the task the success rate would be 50%

Task 3: 50%. Im pretty sure in this housing market at least 50% of participants would be renters

3. Which five Product Reaction Cards did your participant select, and why? What recommendations do you have based on that selection?

Busy, Frustrating, hard to use, overwhelming, time consuming. Well, had she been able to use the search, the results would have been much better, so because of that limitation, her words are skewed. The easiest solution is to organize the webpage better.

4. Document 3 usability findings:
 - 1 Anytime you click on the UGA arch logo you should go back to home. You have to click on the university of georgia word above the logo.
 2. The header is not consistent across all screens. The student section has not been updated as of this test.
 3. They could really use a virtual campus tour

5. Create an additional task for users to complete in further usability testing.

Find the New Media Institute webpage. Alert someone to the wrong/old web address being shown on the Grady webpage

ABOUT THIS GROUP

New Media Institute |  

 <http://www.mynmi.net/>

6. What future testing and analysis would you recommend?

We could always test how long it takes people to get agitated and want to quit looking for something. If i wasnt nearby Anna probably would have quit a lot earlier on most subjects

7. Calculate your System Usability Scale score. In a sentence or two, explain that score using your own words. What does it mean?

I think the scale we had was missing a step? I personally would calculate where 1=1 and 5=5. No need to do crazy math and when you have 150 survey to tabulate you need to keep it simple and fast.

The following questions use **hypothetical data and situations**. They are not related to the UGA website.

8. The following numbers are **time on task** results in seconds: 11, 17, 15, 13, 20. Summarize the results into one number.

(11,13),15,(17,20)

minimum = 11, Q1 = 12, median = 15, Q3 = 18.5, and maximum = 20.

9. You conduct a usability test on a prototype. Five out of nine users successfully completed a particular task. Calculate the confidence intervals at the 95% confidence level.

Adjusted Wald = Low .266 - High .811- Best estimate .54

10. What's the advantages of card sorting? When would an UX researcher rely on this method?

Card sorting is easy; there aren't many methods as basic as giving someone a deck of cards and asking them to arrange them in a certain order.

Card sorting is quick, and you may repeat the practice as much as necessary to collect all the data you require.

Card sorting puts the focus squarely on the user; the more information we can collect from our consumers, as opposed to relying on assumptions or other forms of research, the better. Your product's success or failure rests in the hands of its users, therefore incorporating their feedback during the design process is crucial.

11. What should you consider when selecting a sample for usability testing?

You must consider your objectives, available resources, and data analysis strategy in order to choose the appropriate sample size for your usability test.

12. What is the Magic Number 5 Theory? What does it say, and what are your thoughts on it?

Considering that the probability of an error being encountered by a user during testing is 31%, testing an interface with just 5 users will reveal 85% of the issues that exist inside it.

Apple should test their products on more than 5 people, in my opinion. There was no reason why we needed an Antenna Gate, butterfly keyboards, or the removal of the mag safe.

ASSESSMENT

This project is evaluated out of 100 points.

Each of the analysis questions is worth five points (60 points total); full credit will be awarded for thoughtful, well-structured responses supported by clear evidence (i.e. specific metrics, data, quotes) from your testing. The hypothetical questions do not need to be supported by evidence from your testing, but should be clear and well-reasoned explanations that demonstrate your understanding of class content.

Your recorded notes and observations will make up the remaining 40 points; full credit will be awarded for detailed observations that capture the test subjects actions and "think aloud" comments.

PROJECT RUBRIC

95 - 100 Points	Killed it / crushed it / etc. Truly exceptional work. Exceeded expectations.
85 - 94 Points	Solid work! You did a good job and should feel good.
75 - 84 Points	Not bad. A bit rough/weak in some key areas, but all the essentials are there
74 or Fewer Points	Oof. You did... something. But barely.