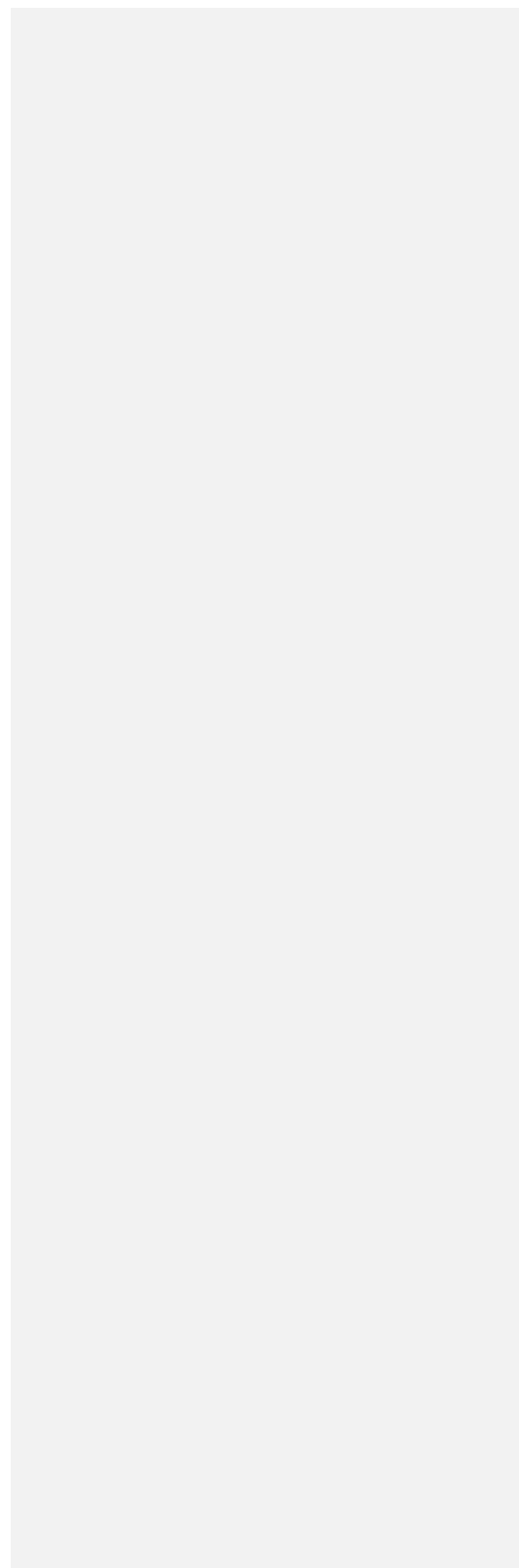


# Usability Study for nsbastdesign.com

Conducted by Ben Harker



## Participant Selection

Participants were selected as outlined in the usability plan. Individuals were professionals in their field, skilled in graphic design, and familiar with the Adobe Suite of design tools. All work with young designers, and are familiar with their skills and abilities.

## Pre Structured Case Outline

### Hypotheses

1. The user will understand the intended purpose of the site
2. The user will understand and remember who the portfolio is for
3. The user will find body text difficult to read
4. The user will become confused when clicking navigation buttons
5. The user can find information quickly
6. The user will find the design inviting

Tag	Evaluation
(+/-)IP	The user understands the intended purpose of the site
(+/-)WF	The user remembers who the portfolio is for
(+/-)DR	The user finds body text difficult to read
(+/-)VB	The user is confused when clicking "view" on the "Gallery Navigation Container" buttons
(+/-)FI	The user can find information quickly by using the navigation buttons
(+/-)AD	The user will find the design appealing, and feel comfortable viewing

## Study Data

A coversheet has been completed for each participant highlighting their background, and major takeaways. The coded notes from each participant follow the coversheet. For the audio recording, please see the files attached to the group discussion board.

## Participant 1

Gender: Female

Age: Early 50s

Profession: Graphic Designer

Overall: This participant had a very hard time navigating the site, and ended up spending most of her time scrolling. She did not realize that the icons on the top of the page were clickable on the edges.

Data collected: +IP, +WF, +VB, +FI, -FI

Quotes:

1. "I know it looks like you can click on [the "view" buttons], but you can't. You have to remember the order"
2. "I learned that you can't click, so you just have to scroll"

## Participant 1 Notes

1. Please take 60 seconds to browse the page, and get familiar with it
  - <Struggling clicking the links, then Pinterest link takes her away from the site>
  - <Scrolls down, views CSS Zen garden>
  - <Gets the scrolling idea, scrolls through content>
  - <Sees buttons and starts clicking>
2. What is the intended purpose of the site?
  - "A portfolio site to show her skills"
3. Who is the site promoting?
  - "A girl by the name of, Bastian maybe Naomi?"
4. Can you tell me three of the authors areas of study?
  - "Web design and development"
  - "I saw Illustrator"
  - "CSS"
  - "Html"
  - "Design projects, so I guess web"
5. Can you tell me how to find information on gig posters?
  - "Right there, but you can't click here and do it, you have to scroll down, and then it looks like you can click next, but you can't click to it"
  - "I know it looks like you can click on it, but you can't. You have to remember the order"
  - "Yeah I just kept clicking"
  - <Scrolling>
6. Will you please try to view shapes composition?
  - "I learned that you can't click, so you just have to scroll"
  - <Pinterest plugin took her away from site, but she came back>
  - <learned that you have to scroll or hit next>
7. Can you tell me what a gig poster is?
  - "Hmm what a gig poster is"
  - <scrolling>
  - "Based on what she says" <reads from article>
8. Lastly, can you please navigate to the CSS Zen Garden?
  - <Scrolling again, is successful>
9. What were your impressions of the design?
  - "I thought that the icons at the top were buttons, but they actually weren't, they should be buttons"

Commented [HB1]: +VB

Commented [HB2]: +FI

Commented [HB3]: +IP

Commented [HB4]: +WF

Commented [HB5]: +IP

Commented [HB6]: +VB

Commented [HB7]: +VB

Commented [HB8]: -FI

## Participant 2

Gender: Male

Age: Early 40s

Profession: Graphic Designer

Overall: This user struggled to get much information from the site. He consistently scrolled past information. He also did not get a “concept” from the site.

Data collected: -IP, +WF, +DR, +VB, -FI, -AD

Quotes:

1. “Not specifically gig posters, I don’t know how to find that here”
2. “This might sound terrible, but I don’t care about this text”
3. “I don’t see the concept. Yeah, usually I see some sort of concept, or a brand... I don’t know”

## Participant 2

1. Please take 60 seconds to browse the page, and get familiar with it
  - <Struggling with hit region on circles>
  - <Hits home, taken back to home page>
2. What is the intended purpose of the site?
  - "I just looked at the Portfolio page, so I'm assuming that's what the site is for, to showcase skills"
3. Who is the site promoting?
  - "Naomi somebody?"
4. Can you tell me three of the authors areas of study?
  - "Web design"
  - "Graphic Design"
  - "I don't know"
5. Can you tell me how to find information on gig posters?
  - <Laughs, looking around, scrolls past, doesn't see the information>
  - "I'm assuming you have to scroll..."
  - "Not specifically gig posters"
  - "I don't know how to find that here"
6. Will you please try to view shapes composition?
  - <Struggles clicking, but gets there>
7. Can you tell me what a gig poster is?
  - "Assuming a poster for a show, that's not based on the site"
8. Lastly, can you please navigate to the CSS Zen Garden?
  - <Has scrolled back up, clicks there easily>
9. What were your impressions of the design?
  - "I don't see the concept"
  - "Yeah, usually I see some sort of concept, or a brand... I don't know"
  - "Also, something I did notice was that sometimes in some situations, like here <points to Typography Poster> the colors detract from work. In some ways the color seems to fight some of the artwork."
  - "This might sound terrible, but I don't care about this text" <gestures to the text explaining the individual portfolio graphics>

Commented [HB9]: +IP

Commented [HB10]: +WF

Commented [HB11]: -IP

Commented [HB12]: -IP

Commented [HB13]: +VB, -FI

Commented [HB14]: -IP

Commented [HB15]: -IP

Commented [HB16]: -AD

Commented [HB17]: +DR

### Participant 3

Gender: Female

Age: Late 40s

Profession: Recruiter involved with sorting through design portfolios

Overall: This user opened the portfolio in both Firefox and Internet Explorer, and the site did not display correctly in either. She also did not like the purple color.

Data collected: -IP, +WF, +DR, +VB, -FI, -AD

Quotes:

1. "Yeah the purple doesn't work, purple is my favorite color, and I would never put it with that"
2. "Now where's the backspace on here, or do we do that here?"

## Participant 3

1. Please take 60 seconds to browse the page, and get familiar with it
  - <Gets button on second click>
  - <Scrolling to see other stuff>
  - <Takes a minute – glyphs>
2. What is the intended purpose of the site?
3. <laughs>
  - “I would say it’s a gallery of what she did do or what she can do”
  - “A gallery of work”
4. Who is the site promoting?
  - “Somebody named Naomi someone?”
5. Can you tell me three of the authors areas of study?
  - “No”
  - “Did I get to that part; did I even look at it?”
6. Can you tell me how to find information on gig posters?
  - “Now where’s the backspace on here, or do we do that here?”
  - “I don’t know how to do that”
  - <Thinks again, scrolls into view>
7. Will you please try to view shapes composition?
  - “Shapes? Or stripes? Oh is that one of the things?”
  - <Scrolling, scrolling, scrolling>
  - <Passes it the first time, then gets it on the way back>
8. Can you tell me what a gig poster is?
  - “A gig poster is an advertisement for an event”
  - <prompted to find it on the site>
  - <Scrolling, gets there>
  - “The first line? I guess I haven’t read anything”
  - <Buttons never used>
9. Lastly, can you please navigate to the CSS Zen Garden?
  - <Clicks the gallery button>
10. What were your impressions of the design?
  - “This color here <Pointing at the purple> doesn’t go with the other colors”
  - “Yeah the purple doesn’t work, purple is my favorite color, and I would never put it with that” <pointing to the magenta at the left>

Commented [HB18]: +IP

Commented [HB19]: +WF

Commented [HB20]: -IP

Commented [HB21]: -IP

Commented [HB22]: -FI

Commented [HB23]: -FI

Commented [HB24]: +VB

Commented [HB25]: +DR

Commented [HB26]: -AD



## Report

The data observed and summarized on the coversheets has been collected in the following table with the applicable recommendations.

Observation	Participants (See covers)	Applicable Codes	Recommendation
<b>Portfolio buttons are ineffective, as users could not click on them</b>	1, 2, 3	+VB	The “view” portion of the gallery navigation buttons should also be clickable. This will allow the user to click the entire gallery icon button.
<b>Navigation buttons caused confusion</b>	1, 2, 3	-FI	Make the entire circle for the “next”, “previous”, and “gallery” buttons clickable, not just the text. This will allow the user to click the entire circle.
<b>Background colors distracted from the designs, and sometimes clashed</b>	2, 3	-AD	Make the background a more subtle color that won’t conflict with the portfolio items.
<b>Body copy is not inviting</b>	2, 3	-AD, +DR	Make the author information left aligned, or shorten the information there. Shorten the explanations of individual pieces, and break it up with headings to make the content easier to read.
<b>There are too many subjects for the user to remember specifics</b>	2, 3	-IP	Reduce the amount of items on display, focusing on one or two skills in each area

GRADING

	Exceptional 100%	Good 90%	Acceptable 70%	Developing 50%	Missing 0%
Participants 20%	"Compelling" evidence supports that all the participants are members of the target audience	Every participant nicely matched the participant selection criteria	One or two notes about the participants indicates they are members of the target audience	One can infer from the notes that the participants were members of the target audience	No mention of how the participants matched the persona
Notes 30%	Notes record completely every event that occurred during the study	Notes paint a complete picture of what occurred during the study	Notes record what occurred	Notes present but lacking any detail	Notes missing
Qualitative Data Analysis 20%	Observations are insightful and illuminating	Mastery of the qualitative data analysis techniques were demonstrated	There is at least one type of qualitative data analysis applied to the data	Analysis inconsistent, lacking any detail, off topic, or applied incorrectly	There is no qualitative analysis presented in the report
Recommendations 20%	Recommendations are highly likely to address every usability issue found and improve the product	Every recommendation is likely to address the issues found to some degree	Recommendations are consistent with the observations	At least one recommendation betrays a lack of understanding of the user, the design, or the principles	Recommendations are missing
Objectivity and Tact 10%	Everything about the report is accurate and paints things in a positive light	Objectivity and tact maintained in the study and in the report		One instance of subjectivity or loss of tact exist	Lack of objectivity or tact severely tarnish the value of the report

In addition to the above criteria, a penalty will be added for write-ups that suffer from usability issues: grammar or spelling errors, overly verbose, poor formatting choice, difficulty finding important information, etc.