

UKM INDONESIA

# USABILITY TESTING 1

---

03 OCTOBER 2019 / 3 PERSONA

## ATTENDEES

IPAN (UKM OWNER), KEISHA (STUDENT), MEYRITHA (CSR)

## EXECUTIVE SUMMARY

### Usability Factor

1. User Friendly.
2. Clarity.
3. Article Recommendation.
4. Lacin.

### Age Range

- Age range 20-50 tahun.

100%

Thought the UI is User Centric

66%

Doesn't need help browsing the web

33%

Thought the Article Recommendation isn't needed

33%

Thought the languages in the lacin are too high-levelled

## NOTES

- **Too many texts on Landing Page.** This bores the younger audience as they usually have a shorter attention span compared to older audiences.
- **Registrasi Usaha Page doesn't have back button.** This irks some users, as they have to manually press "back" on their browser or device.
- **UI and UX should be more centered to help audiences with limited digital knowledge.** With the older audience already having a hard time understanding all the information in the website, they also have a hard time navigating through the website.
  - The older audience can't browse the web without the help of a younger audience who understands the web.
  - The languages found on the website uses high-levelled language that some of the users may not understand.

## SPECIAL NOTES (UKM Owner)

- The testers on the 1st persona (ukm owner), will have a wide variety of education backgrounds. We might sometimes find some UKM Owners that never or don't have the ability to use gadgets or website at all. And some of them is also a bit illiterate. In this case, we cannot fully implement the standard Usability Testing on them. We would like to create more like a presentation or guidance of example or some sort.
- This happens on our tester yesterday that we cannot take the usual UT. Instead, we explain and ask them for their opinion regarding on the design and user interface.

## SPECIAL NOTES (CSR)

- From a CSR point of view, helping UKMs is about educating the UKM owners, help nurturing their businesses, until they can finally grow their business themselves and finally stand on their own feet without backings from corporate.
- By showing inanimate objects on the front page, most CSR would turn their gaze elsewhere rather than look at the page, partly due to the websites not showing how to nurture UKM owners. The main focus should be the UKM owners, not their products.

## NEXT TESTING AGENDA

Get at least 4 more interviewees for each persona so we can make a more detailed approach of this observation.