

Usability Testing Materials & Write-up

Explanation Write-up

I categorised these into three main issues for the Circle the City website, summarising what I found out within my user research to conduct this usability test, heuristic evaluation, and accessibility audit. The reason each of these is an issue, in my mind at least: they are the most pressing challenges a user will face if trying to interact with this website. By covering these areas with a test, we can ensure the user view is amplifying website engagement on actual frontend usability and trust.

1. Navigation and User Flow:

During the heuristic evaluation, one of the major issues identified was that users struggled with navigating the website, particularly when trying to locate the donation and volunteer sign-up pages. The donation button is not always prominent, which could lead to frustration especially for users who visit the site with the primary goal of contributing financially. Similarly, the volunteer sign-up process was found to be less intuitive, requiring multiple steps that could discourage potential volunteers. This was further supported by the user research, where participants highlighted the importance of easy navigation, with 87.5% of respondents rating it as "very important. Testing the navigation is crucial because it directly influences user engagement and retention on the site. Without a seamless navigation experience, users are less likely to complete key tasks like donations or signing up to volunteer, which are central to the site's mission.

2. Content clarity and credibility:

The content audit revealed that some of the language used on the site, especially on the Outpatient Care and Respite Care pages, includes medical jargon that may be confusing to the general public. For example, terms like "ambulatory care" and "substance use intervention" might deter users who are unfamiliar with such terminology. Moreover, the user research indicated that users seek transparency and clear communication, particularly when considering donations. 50% of respondents expressed concern about understanding how their contributions are utilized. This underscores the need to test whether simplifying content improves user comprehension and trust in the site. By testing content clarity, we can ensure that users can easily grasp the services offered and feel more confident in their decision to donate or

volunteer.

3. Accessibility:

The accessibility audit uncovered several critical issues related to the site's compliance with accessibility standards, particularly regarding keyboard navigation and contrast ratios. Users with disabilities or those who rely on assistive technologies may find it challenging to interact with the site due to these shortcomings. Additionally, 50% of users indicated that they sometimes struggle with healthcare websites due to issues like small fonts and poor contrast. Given that 100% of respondents agreed on the importance of website accessibility, it's essential that we test and improve the site's accessibility features. This will not only make the website more inclusive but also ensure that all users can complete tasks like reading patient stories or making donations without barriers.

In summary, the issues of navigation, content clarity, and accessibility are critical to shaping the user experience on the Circle the City website. Testing these areas is essential to ensuring that users can seamlessly achieve their goals, whether they are donating, volunteering, or seeking information about services. By addressing these areas, we will significantly improve user satisfaction, engagement, and trust, all of which are vital to the site's mission of supporting healthcare for the homeless. These usability tests will offer key insights into enhancing the overall user journey and the functionality of the website.

Usability Test Plan Dashboard

USABILITY TEST PLAN DASHBOARD

AUTHOR		SITE URL		
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? The Circle the City website. The test will focus on navigation, content clarity, and accessibility, which are essential for users looking to donate, volunteer, or seek healthcare information. The experience goals are to improve user satisfaction and increase conversions, such as donations and sign-ups.	TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? The usability test aims to assess the following: - How intuitive the navigation is for users trying to find information on donations and services. - How clear and concise the content is, especially for first-time visitors seeking healthcare support or volunteer opportunities. - The effectiveness of the website's accessibility features for users with disabilities. Questions: - Can users easily navigate to key sections like donation pages and service descriptions? - Are the instructions and content easy to understand? - Are accessibility features such as screen readers or keyboard navigation functioning correctly?	PARTICIPANTS How many participants will be recruited? What are their key characteristics? 8-10 participants, including: - Potential donors, volunteers, and patients. - A mix of ages, experience levels, and abilities, with at least 3 participants requiring accessibility features.	TEST TASKS What are the test tasks? - Find and navigate to the donation page. - Read through service descriptions and locate specific information about healthcare services. - Test accessibility features, such as increasing text size, screen reader compatibility, and keyboard navigation.	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? - Test Moderator (Atul Kochath Anilkumar): Guides participants through the test, reads the script, and records observations. - Note Taker (Optional): Records observations on participant behaviors, comments, and time taken for tasks.
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? The goal is to increase engagement on the Circle the City website, which directly impacts donations and volunteer sign-ups. Testing will identify pain points, improve the user journey, and lead to a more inclusive experience for all users. If not tested, we risk a potential decrease in engagement and credibility.		EQUIPMENT What equipment is required? How will you record the data? - Zoom for remote sessions. - A shared Google document to record test results and observations. - Stopwatches for timing task completion.		LOCATION & DATES Where and when will the test take place? When and how will the results be shared? Remote usability testing sessions conducted via Zoom. Tests will be scheduled from October 20 to October 27, 2024. Results will be shared by November 3, 2024.
PROCEDURE What are the main steps in the test procedure? <pre> graph LR A[Introduction] --> B[Pre-Test Questionnaire] B --> C[Task 1: Navigate to the donation page.] C --> D[Task 2: Find and read service descriptions.] D --> E[Task 3: Test accessibility features (screen reader/keyboard navigation).] E --> F[Post-Test Questionnaire] </pre>				

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Consent form:

This is a link to the usability consent form:

Atul Kochath Anilkumar usability-consent-form-adult.docx

Pre-Test Questionnaire:

Q1. What is your age?

- A. 18-25
B. 26-35
C. 36-45
D. 46-55
E. 55+

Q2. What is your gender?

- A. Male
- B. Female

- C. Non-binary/Other
- D. Prefer not to say

Q3. What is educational background?

- A. High School
- B. Some College
- C. Bachelor's Degree
- D. Master's Degree
- E. Doctoral Degree

Q4. What is your occupation? [Text Field]

Q5. Which city in Arizona are you located?

- A. Phoenix
- B. Mesa
- C. Tempe
- D. Other (Please Specify)

Q6. How often do you visit healthcare-related or non-profit websites?

- A. Frequently (Weekly)
- B. Occasionally (Monthly)
- C. Rarely (Once a year or less)

Q7. What do you usually look for when visiting a non-profit healthcare website?

- A. Information about services
- B. Opportunities to donate
- C. Volunteer information
- D. Other (Please Specify)

Q8. Have you ever donated or volunteered through a healthcare or non-profit website before?

- A. Yes
- B. No

Q9. When you visit a healthcare or non-profit website, what is most important to you? (Select up to two)

- A. Ease of navigation
- B. Clear, readable content
- C. Mobile accessibility

- D. Access to success stories/testimonials
- E. Detailed information about services
- F. Donation and volunteer options

Q10. How do you prefer to access websites?

- A. Desktop
- B. Mobile device
- C. Tablet
- D. Other

Q11. What is your primary goal when visiting the Circle the City website today?

- A. Make a donation
- B. Find information on services
- C. Learn more about volunteer opportunities
- D. Explore healthcare resources for yourself or someone else
- E. Other (Please Specify)

Q12. What is the most important action you hope to accomplish on this site?

- A. Completing a donation
- B. Signing up to volunteer
- C. Understanding services offered
- D. Contacting Circle the City for help or inquiries

Q13. What do you expect from the Circle the City website?

- A. Simple, straightforward navigation
- B. Clear donation and volunteer opportunities
- C. Easy-to-read content
- D. Proper accessibility features for users with disabilities

Q14. How would you describe the ideal healthcare or non-profit website in terms of design and functionality? [Text Field]

Scenarios/Tasks

Scenario 1: Donating to Circle the City

User Story: As a frequent donor, I want to easily find and complete the donation process, so I can contribute to the cause without hassle.

Task 1: Navigate to the donation page from the homepage.

- Acceptance Criteria: The user should be able to locate the donation page in three clicks or less, either through a direct link, top navigation bar, or prominent call-to-action button.

Task 2: Complete the donation process, ensuring all fields are filled in and the transaction is successful.

- Acceptance Criteria: The user should be able to easily fill in personal details, select an amount, and complete payment without confusion or delays. The task is considered complete once the donation confirmation page is displayed.

Task 3: Download or receive a receipt for the donation via email.

- Acceptance Criteria: The user should be able to receive a confirmation email with a receipt of the donation within five minutes after completing the transaction.

Scenario 2: Finding Volunteer Opportunities

User Story: As someone interested in volunteering, I want to find specific volunteer opportunities and sign up for one that suits my schedule.

Task 1: Locate the volunteer page and browse available opportunities.

- Acceptance Criteria: The user should find the volunteer page and be able to navigate through available opportunities without being overwhelmed by cluttered or irrelevant information.

Task 2: Sign up for a volunteer opportunity, selecting a date and time.

- Acceptance Criteria: The user should be able to select a volunteer opportunity and input their availability without encountering error messages or forms that are hard to use. A confirmation should be displayed at the end.

Task 3: Receive confirmation of the volunteer sign-up.

- Acceptance Criteria: The user should receive a confirmation message on the site as well as a follow-up email, ensuring their registration for the volunteer opportunity.

Scenario 3: Learning About Services

User Story: As a visitor seeking services for a homeless person, I want to quickly access clear, comprehensive information about available healthcare services.

Task 1: Navigate to the "Services" section from the homepage.

- Acceptance Criteria: The user should be able to find the "Services" page within three clicks or less, using either the top navigation bar or a visible link on the homepage.

Task 2: Find and read detailed information about healthcare services.

- Acceptance Criteria: The user should find easy-to-read descriptions of healthcare services, including eligibility criteria, locations, and hours. No page should be cluttered or confusing.

Task 3: Contact Circle the City for more information or service inquiries.

- Acceptance Criteria: The user should be able to locate the contact page, fill out a form, or call the organization for more information about services.

Scenario 4: Exploring Success Stories

User Story: As a potential donor, I want to read stories of past successful cases to understand the impact of Circle the City's work.

Task 1: Locate the "Success Stories" or "Patient Testimonials" section from the homepage.

- Acceptance Criteria: The user should be able to find the page highlighting patient stories or testimonials in three clicks or less and without relying on external search bars.

Task 2: Browse and read at least two success stories.

- Acceptance Criteria: The user should be able to browse success stories without encountering navigation issues, broken links, or difficulty loading content. The stories should be presented clearly and be easy to read.

Task 3: Share a success story on social media.

- Acceptance Criteria: The user should be able to share a success story on social media through a clear sharing button without encountering broken links or technical issues.

Post-test Questionnaire

Q1. How easy or difficult was it to complete the tasks on the Circle the City website?

- A. Very easy
- B. Easy
- C. Neutral
- D. Difficult
- E. Very difficult

Q2. Please rate the overall usability of the website.

- A. Excellent
- B. Good
- C. Average
- D. Below Average
- E. Poor

Q3. Did you find it easy to navigate through the website?

- A. Yes
- B. No
- C. Somewhat

Q4. Were you able to find the information you were looking for without any confusion?

- A. Yes
- B. No
- C. Somewhat

Q5. Did you encounter any difficulties in finding key features like donation options or volunteer sign-ups?

- A. Yes
- B. No
- C. Somewhat

Q6. Was the information on the site clear and easy to understand?

- A. Yes
- B. No
- C. Somewhat

Q7. How would you rate the readability of the content on the site (e.g., font size, color contrast, clarity)?

- A. Excellent
- B. Good
- C. Average
- D. Below Average
- E. Poor

Q8. Did the website meet your expectations in terms of providing relevant and useful content?

- A. Yes
- B. No
- C. Somewhat

Q9 How would you rate the mobile-friendliness of the website?

- A. Excellent
- B. Good
- C. Average
- D. Below Average
- E. Poor

Q10. Was the website accessible to users with disabilities (e.g., keyboard navigation, screen-reader compatibility)?

- A. Yes
- B. No
- C. Somewhat

Q11. Did the website's design (layout, colors, fonts) enhance or hinder your experience?

- A. Enhanced
- B. Hindered
- C. Neutral

Q12. Were you able to easily complete your primary goal (donating, signing up to volunteer, etc.)?

- A. Yes
- B. No
- C. Somewhat

Q13. Were there any points where you got stuck or needed assistance? If yes, please describe.

[Text Field]

Q14. How satisfied are you with the process of making a donation or signing up to volunteer?

- A. Very satisfied
- B. Satisfied
- C. Neutral
- D. Unsatisfied
- E. Very unsatisfied

Q15. What do you think could be improved about the Circle the City website?

[Text Field]

Q16. Would you recommend this website to others? Why or why not?

[Text Field]

Q17. Any additional comments or feedback?

[Text Field]

Script

"Hello, my name is Atul Kochath Anilkumar, and I'll be guiding you through today's usability test for the Circle the City website. Thank you for participating! Your feedback is incredibly valuable, and it will help us improve the site to ensure it meets the needs of all our visitors.

Today, you'll be asked to perform several tasks on the Circle the City website while sharing your thoughts and experiences out loud as you go through them. Remember, we're not testing you; we're testing the website, so there are no right or wrong answers.

Feel free to ask questions, and if you run into any difficulties, just let me know."

"Before we begin, I'll ask you to complete a short pre-test questionnaire to gather some background information. Once that's done, I'll describe each scenario, and you'll complete the related tasks on the website.

Once the tasks are complete, there will be a short post-test questionnaire. Finally, I'll collect your overall thoughts and impressions.

Do you have any questions before we start?"

Observation Sheet

This is the link to the observation sheet:

[Observation Sheet - Circle the City](#)