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Heuristic Evaluation

🟨 Halsel - Heuristic Evaluation

User Research

🔵 Halsel_User_Research

Persona Creation

📕 Halsel_User.Personas_230223.pdf

User Stories

As a newcomer, I want to find the Services page so I understand what kind of services they offer.
- Each services listed in alphabetical order
- Explanation of each service

As a newcomer, I want to find the About page so I understand what the company does.
- Brief description of the company

As a newcomer, I want to view the creative portfolio so I can determine the quality of work.
- Projects should be organized
- Thumbnail for each project
- Filter project by type
- Click to view project for each project
- Each project should have a brief explanation
- Actual example(s) of completed projects

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As an entrepreneur, I want to view the team page so I can see who I would be working with if I decided to hire them.
- List of team members
- Team members organized by title hierarchy
- Title for each team member
- Brief bio for each team member
- Photo of each team member

As an entrepreneur, I want to view the creative portfolio so I can determine the quality of work.
- Projects should be organized
- Thumbnail for each project
- Filter project by type
- Click to view project for each project
- Each project should have a brief explanation
- Actual example(s) of completed projects

As an entrepreneur, I want to easily find a phone number so I can set up a consultation.
- Contact link in navigation
- Contact information in the footer
- Direct number should be listed
- Name associated with number should be listed
- Email address should be listed
- Forum on contact page

As an entrepreneur, I want to filter projects by industry so I can quickly find specific projects.
- Projects should be easily organized
- Thumbnail for each project
- List of industries
- Click to view project for each project
- Actual example(s) of completed projects

As an entrepreneur, I want to connect via social media so I can stay up to date with news and activity.
- Social media links in footer
- Social media links on contact page
- Clickable logos for each social media account

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As a project manager, I want to view the creative portfolio so I can determine the quality of work.
- Projects should be organized
- Thumbnail for each project
- Filter project by type
- Click to view project for each project
- Each project should have a brief explanation
- Actual example(s) of completed projects

As a project manager, I want to view all the portfolios in one place so I can see the diversity of projects.
- List of each project category
- Projects should be organized
- Thumbnail for each project
- Filter project by type
- Filter project by industry

As a project manager, I want to view the clientele so I can determine the credibility of the company.
- Filter clients by industry
- Organize clients in alphabetical order
- Logo for each client
- Link to client's website

As a marketing manager, I want to view the creative portfolio so I can determine the quality of work.
- Projects should be organized
- Thumbnail for each project
- Filter project by industry
- Click to view project for each project
- Each project should have a brief explanation
- Actual example(s) of completed projects

As a marketing manager, I want to find the web portfolio so I can understand what kind of web services they offer.
- Projects should be organized
- Thumbnail for each project
- Filter project by type
- Click to view project for each project
- Actual example(s) of completed projects

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As a marketing manager, I want to find the website portfolio so I can determine the quality of work and experience.
- Projects should be organized
- Thumbnail for each project
- Filter project by industry
- Click to view project for each project
- Each project should have a brief explanation
- Actual example(s) of completed projects

Usability Testing Materials

Explanation

For the purpose of this testing, the user will have to find and navigate the creative portfolio. Zer0 to 5ive is a creative agency so it is vital that the user can easily and quickly find the portfolio as well as see examples of specific projects. During the heuristic evaluation and user research, an issue that has been identified is the navigation of the portfolio on desktop and mobile. This testing is to see if the user has the same experience on desktop and mobile. In addition, this test will also assess the preferred methods of communication for users and how easy it is to contact the company. During the user research, two participants communicated that the Contact Us button got lost and that they wished there were alternatives other than a forum. Lastly, the user will navigate to the Services page to learn more about the company and what they offer. It's important that the information given here is easy to understand. The test will also see if the user is able to see the portfolio(s) that correspond to each service.

Test Plan Dashboard

📄 Halsel_Usability.Dashboard_230311.pdf

Consent Form

📄 Consent_Form.pdf

Pre-test Questionnaire

1. What is your age?
    a. 18-24
    b. 25-34
    c. 35 and older
2. How would you describe your gender?
    a. Male
    b. Female
    c. Non-Binary
    d. Prefer not to answer
3. What is your employment status?
    a. Full-time
    b. Part-time
    c. Student
    d. Unemployed
    e. Prefer not to answer
4. How often do you visit the website?
    a. Never visited
    b. Less than a week
    c. Once a week
    d. More than once a week
5. What industry do you work in?
    a. Healthcare
    b. Technology
    c. Marketing
    d. Finance
    e. Education
    f. Small Business
    g. Other
    h. Prefer not to answer
6. What is the highest level of education you have completed?
    a. High school
    b. College degree
    c. Masters degree and above
    d. Prefer not to answer
7. Where are you located?

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Scenarios/Tasks

Scenario #1: You are an entrepreneur looking to view Zer0 to 5ive's branding projects because you would like help with your branding.

> **Task #1:** Find Creative Portfolio
> **Task #2:** Locate only the Branding projects
> **Task #3:** Learn more about IMAGO project
> **Task #4:** Click in each project for more details

Scenario #2: You are a project manager wanting to talk to someone from the company to discuss services and prices. You don't like forums so you would rather just speak to someone directly.

> **Task #1:** Find Contact Us page
> **Task #2**: Find phone number for Santiago Pujadas
> **Task #3**: Connect with Zero to 5ive via Linkedin

Scenario #3: You are looking to start your own business and will be needing a creative agency to help with your start up. You want to find a company that can help create business cards and a website.

> **Task #1:** Find Services page
> **Task #2:** Find Creative services
> **Task #3**: Find project that involves business card
> **Task #4**: Find project that involves a website

Scenario #4: You are a newcomer and have never really checked out a creative agency before. You have your business and would like help to advertise your business using social media.

> **Task #1:** Find Blog page
> **Task #2:** Locate blog title, How to successfully utilize social media in your b2b marketing strategy
> **Task #3**: Click on blog to get read about the article

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Scenario #5: You are a business owner and are looking for an agency that is a jack of all trades. You want to see what services Zer0 to 5ive offers.

        Task #1: Find Services page

        Task #2: Click on each service to get more information

        Task #3: Click on Creative services

        Tasks #4: Locate Creative portfolio

Post-test Questionnaire

1. Based on your experience today, how would you rate the ease of use of the site and why?
   a. (1) Difficult
   b. (2) Somewhat difficult
   c. (3) Neither easy or difficult
   d. (4) Somewhat easy
   e. (5) Easy
2. What three adjectives would you use to describe the website?
3. What was the most difficult part of using the website and why?
4. What did you like most about the website?
5. What did you like least about the website or did you struggle with the most?
6. Rate of ease of navigating the site? Why?
   a. (1) Difficult
   b. (2) Somewhat difficult
   c. (3) Neither easy or difficult
   d. (4) Somewhat easy
   e. (5) Easy
7. What would your ideal state for the site look like?
8. Did the services 0to5 provided match your expectations?
   a. Yes
   b. Somewhat
   c. No

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Script

Hello! Welcome [participant name]. Thank you for meeting me today. My name is Laura.. Today, I will be conducting a usability test for a creative agency called Zer0 to 5ive. Zer0 to 5ive is located outside of Philadelphia and offers public relations, marketing, creative, and web services. They have clients nationally and internationally so having an online presence is important. Their website is to primarily showcase their portfolio and to have potential clients set up a consultation. The portfolio is the bread and butter of the website so for the user it should be rather easy to find. The site is to be modern and sleek while user friendly and engaging. While I am conducting the test, I will be observing your behavior and using the video to collect data. I will be the only one conducting this test and be assured that the video will not be used for any other purpose. A quick overview of what I will do today will be pre-interview questions just to gain an insight of what kind of people are using the website. Scenarios/tasks that I will ask you to do and I'll be observing you during this process. After that, I will ask post-test questions to get your thoughts about the website.

Please read and sign this consent form, which states that you give us permission to videotape. [Administer consent form.]

During the testing, please let me know if you have any questions and if you aren't sure of something, just let me know.

Let's get started.

We will start with signing the consent form. [participant signs]

Thank you.

Now I will start with the pre-test questions. There are seven questions, each are multiple choice.

1. What is your age?
    a. 18-24
    b. 25-34
    c. 35 and older

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2. How would you describe your gender?
    a. Male
    b. Female
    c. Non-Binary
    d. Prefer not to answer
3. What is your employment status?
    a. Full-time
    b. Part-time
    c. Student
    d. Unemployed
    e. Prefer not to answer
4. How often do you visit the website?
    a. Never visited
    b. Less than a week
    c. Once a week
    d. More than once a week
5. What industry do you work in?
    a. Healthcare
    b. Technology
    c. Marketing
    d. Finance
    e. Education
    f. Small Business
    g. Other
    h. Prefer not to answer
6. What is the highest level of education you have completed?
    a. High school
    b. College degree
    c. Masters degree and above
    d. Prefer not to answer
7. Where are you located?

Great, thank you for answering the questions. Now onto the scenarios and tasks. I'm going to describe a scenario and then I would like for you to follow these tasks.

Scenario #1: You are an entrepreneur looking to view Zer0 to 5ive's branding projects because you would like help with your branding.

Task #1: Find Creative Portfolio

Task #2: Locate only the Branding projects

Task #3: Learn more about IMAGO project

Task #4: Click in each project for more details

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Scenario #2: You are a project manager wanting to talk to someone from the company to discuss services and prices. You don't like forums so you would rather just speak to someone directly.

       Task #1: Find Contact Us page

       Task #2: Find phone number for Santiago Pujadas

       Task #3: Connect with Zero to 5ive via Linkedin

Scenario #3: You are looking to start your own business and will be needing a creative agency to help with your start up. You want to find a company that can help create business cards and a website.

       Task #1: Find Services page

       Task #2: Find Creative services

       Task #3: Find project that involves business card

       Task #4: Find project that involves a website

Scenario #4: You are a newcomer and have never really checked out a creative agency before. You have your business and would like help to advertise your business using social media.

       Task #1: Find Blog page

       Task #2: Locate blog title, How to successfully utilize social media in your b2b marketing strategy

       Task #3: Click on blog to get read about the article

Scenario #5: You are a business owner and are looking for an agency that is a jack of all trades. You want to see what services Zer0 to 5ive offers.

       Task #1: Find Services page

       Task #2: Click on each service to get more information

       Task #3: Click on Creative services

       Tasks #4: Locate Creative portfolio

That's it for the scenario and task section! Thank you! I will wrap this up with post-test questions. Please answer them to the best of your ability.

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1. Based on your experience today, how would you rate the ease of use of the site and why?
   a. (1) Difficult
   b. (2) Somewhat difficult
   c. (3) Neither easy or difficult
   d. (4) Somewhat easy
   e. (5) Easy
2. What three adjectives would you use to describe the website?
3. What was the most difficult part of using the website and why?
4. What did you like most about the website?
5. What did you like least about the website or did you struggle with the most?
6. Rate of ease of navigating the site? Why?
   a. (1) Difficult
   b. (2) Somewhat difficult
   c. (3) Neither easy or difficult
   d. (4) Somewhat easy
   e. (5) Easy
7. What would your ideal state for the site look like?
8. Did the services 0to5 provided match your expectations?
   a. Yes
   b. Somewhat
   c. No

I want to thank you again for your time today. Do you have any questions, comments, or concerns?

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Observation Sheet: User 1: J.F.

TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Find Creative Portfolio	nav > work > creative portfolio	nav > work > creative portfolio	3 seconds	"That was easy"	netural	
Locate only the Branding projects	Nav > work > creative portfolio > branding filter	creative portfolio > branding filter	2 second			
Learn more about IMAGO project	nav >work > creative portfolio > branding filter > IMAGO	creative portfolio > branding filter > IMAGO	2 seconds			
Find Contact Us page	aux nav > Contact Us	aux nav > Contact Us	2 seconds			
Find phone number for Santiago Pujadas	Contact Us > Santiago Pujadas phone number	Contact Us > Santiago Pujadas phone number	3 seconds		Little confusion	
Connect with Zero to 5ive via Linkedin	aux nav > Contact Us > footer	Contact Us > footer > Linkedin	4 seconds	"Hmm"	Head tilt	Scrolled up and down in a lost way
Find Services page	nav > services	nav > services	2 seconds	"Am I on the services page?"		
Find Creative services	services > creative services	services > creative services	4 seconds			Scrolled down and read each tile until finding the creative services
Once on creative portfolio,	nav > services > creative services > creative portfolio	Nav > work > creative portfolio > print	1 minutes 11 seconds	"This is getting frustrating" "What the heck,	Frowning Eyes squinting	

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TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
search for a project that involves business cards				why is this so hard to find"	Face closer to screen Frustration	
Once on creative portfolio, search for a project that involves a website	Creative portfolio > web filter > any of the client	Creative portfolio > web filter > Xeeva	4 seconds	"Thank god, this was easier"		
Find Blog page	nav > blog	nav > blog	2 seconds			
Locate blog title, How to successfully utilize social media in your b2b marketing strategy	blog > How to successfully utilize social media in your b2b marketing strategy	blog > How to successfully utilize social media in your b2b marketing strategy	11 seconds	"There should be a search bar or something"	annoyance	Had to scroll to each post
Find Services page	nav > services	nav > services	2 seconds			
Click on each service to get more information	services > creative > [strategy], [PR & Social Media], [Web], [Brand & Creative], [Lead Gen]	services > strategy, services > PR & Social Media, services > Web, services > Brand & Creative, services > Lead Gen	1 minute 32 seconds	"I wish I didn't have to click back to click on the different services"	Sigh of annoyance every time she clicked back	
Click on Creative services	nav > services > brand + creative	nav > services > brand + creative	2 seconds			
Locate Creative portfolio	services > brand & creative	services > brand & creative	3 seconds			

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Observation Sheet: User 2: S.P.

TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Find Creative Portfolio	nav > work > creative portfolio	Homepage > brand + creative > view our portfolio	7 seconds		netural	
Locate only the Branding projects	Nav > work > creative portfolio > branding filter	creative portfolio > branding filter	2 second		netural	
Learn more about IMAGO project	nav >work > creative portfolio > branding filter > IMAGO	creative portfolio > branding filter > IMAGO	2 seconds		netural	
Find Contact Us page	aux nav > Contact Us	aux nav > Contact Us	3 seconds		netural	
Find phone number for Santiago Pujadas	Contact Us > Santiago Pujadas phone number	Contact Us > Santiago Pujadas phone number	1 second		netural	
Connect with Zero to 5ive via Linkedin	aux nav > Contact Us > footer	Contact Us > footer > Linkedin	26 seconds	"Do you want me to go on my Linkedin page or find it on here?" Me: On the website "Oh I didn't even know you could do that on here"	confused	Wasn't really sure where to go at first, scrolled up and went through nav hover links
Find Services page	nav > services	nav > services	4 seconds			
Find Creative services	services > brand + creative	services > brand + creative	3 seconds			

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TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Once on creative portfolio, search for a project that involves business cards	services > brand & creative > creative portfolio	services > brand & creative > creative portfolio > print filter > branding filter > all filter > xeeva > work > creative > print filter > IMAGO	1 minute 18 seconds	"I'm assuming it would be print" [clicks on print filter] "Is there a search function?" "I feel like I'm doing a really bad job here"	Starts frowning with a mixture of laughter	Using find tool and uses "cards" as a search filter…nothing comes up Hovers over each tile to read their descriptions
Once on creative portfolio, search for a project that involves a website	Creative portfolio > web filter > any of the client	creative portfolio > web filter > Xeeva	7 seconds			
Find Blog page	nav > blog	nav > blog	3 seconds			
Locate blog title, How to successfully utilize social media in your b2b marketing strategy	blog > How to successfully utilize social media in your b2b marketing strategy	blog > How to successfully utilize social media in your b2b marketing strategy	5 seconds			Uses find tool to find post
Find Services page	nav > services > creative	nav > services > creative	2 seconds			
Click on each service to get more information	services > creative > [strategy], [PR & Social Media], [Web], [Brand & Creative], [Lead Gen]	services > strategy, services > PR & Social Media, services > Web, services > Brand & Creative, services > Lead Gen	54 seconds			Right clicks on each tile to open in new tab Hates reading
Click on Creative services	nav > services > creative	nav > services > creative	2 seconds			

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TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Locate Creative portfolio	services > brand & creative > view our portfolio	services > brand & creative > view our portfolio	5 seconds			

Observation Sheet: User 3: S.W.

TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Find Creative Portfolio	nav > work > creative portfolio	nav > work > creative portfolio	3 seconds			
Locate only the Branding projects	Nav > work > creative portfolio > branding filter	creative portfolio > branding filter	2 seconds	"Right there"		
Learn more about IMAGO project	nav >work > creative portfolio > branding filter > IMAGO	creative portfolio > branding filter > IMAGO	2 seconds	"There it is!"		
Find Contact Us page	aux nav > Contact Us	aux nav > Contact Us	2 seconds			
Find phone number for Santiago Pujadas	Contact Us > Santiago Pujadas phone number	Contact Us > About > Leadership > Contact Us	46 seconds	"Who's Santiago?" "I'm supposed to find his phone number? Is this a trick question?"	Laughing	
Connect with Zero to 5ive via Linkedin	aux nav > Contact Us > footer	Contact Us > footer	4 seconds			

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TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Find Services page	nav > services	nav > services	2 seconds			
Find Creative services	services > brand + creative	Nav > services > creative	6 seconds			
Once on creative portfolio, search for a project that involves business cards	services > brand & creative > view our portfolio	services > brand & creative > view our portfolio > print filter > web filter > branding filter > services > brand + creative > view our portfolio > print > IMAGO	2 minutes 4 seconds	"This is going to be confusing" "I don't know where to look for that!" "How do I know…" "I can't tell if it's still loading or not" "I would think these would be hot links" (once she found the business cards_ "GEEEEEZ"	Shrugs Frowning Biting nails	On branding + creative page, felt like the bulleted list at the bottom should be hot links to the actual portfolio
Once on creative portfolio, search for a project that involves a website	Creative portfolio > web filter > any of the client	Creative portfolio > web filter > CMU AI	9 seconds	"That one was easy"		
Find Blog page	nav > blog	nav > blog	2 seconds	"Okay, right there"		
Locate blog title, How to successfully utilize social media in your	blog > How to successfully utilize social media in your b2b marketing strategy	blog > How to successfully utilize social media in your b2b marketing strategy	9 seconds	"There you go"		

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TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
b2b marketing strategy						
Find Services page	nav > services > creative	nav > services > creative	2 seconds			
Click on each service to get more information	services > [strategy], [PR & Social Media], [Web], [Brand & Creative], [Lead Gen]	services > [strategy], [PR & Social Media], [Web], [Brand & Creative], [Lead Gen]	2 minutes 1 second	"I feel like these lists should be hot links to an example of what they have done"

"I want to see them but they aren't highlighting" | | |
| Click on Creative services | nav > services > creative | nav > services > creative | 3 seconds | | | |
| Locate Creative portfolio | services > brand & creative > view our portfolio | services > creative > view our portfolio | 4 seconds | | | |

Observation Sheet: User 4: K.T.

TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Find Creative Portfolio	nav > work > creative portfolio	nav > work > creative portfolio	15 seconds			
Locate only the Branding projects	Nav > work > creative portfolio > branding filter	creative portfolio > branding filter	3 seconds			
Learn more about IMAGO project	nav > work > creative portfolio	creative portfolio >	3 seconds	"Pretty simple"		

TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
	> branding filter > IMAGO	branding filter > IMAGO				
Find Contact Us page	aux nav > Contact Us	aux nav > Contact Us	2 seconds			
Find phone number for Santiago Pujadas	Contact Us > Santiago Pujadas phone number	Contact Us > Santiago Pujadas phone number	6 seconds	"Oh right there!"		
Connect with Zero to 5ive via Linkedin	aux nav > Contact Us > footer	Contact Us > footer	4 seconds			
Find Services page	nav > services	nav > services	3 seconds			
Find Creative services	services > brand + creative	services > brand + creative	2 seconds			
Once on creative portfolio, search for a project that involves business cards	services > brand & creative > view our portfolio	services > brand & creative > view our portfolio > print filter > branding filter > Finxact > Back to portfolio > services > creative > view our portfolio > Greenphire > back to portfolio > Stat3	6 minutes 32 seconds	"Hmm interesting" "So I'm looking for printing...or branding" "Okaaay, I haven't been able to find one" "Hope I'm not the only one that got stuck with this" "I'm going BACK to the portfolio. I understand that business cards are typically printed" "I'm going to go	Confused Sighs Starts laughing	Hovered over each tile to read description

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TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
				into each one. This is crazy" "That was frustrating"		
Once on creative portfolio, search for a project that involves a website	Creative portfolio > web filter > any of the client	Creative portfolio > web filter > Xeeva	8 seconds	"Wow, that was much easier"		
Find Blog page	nav > blog	nav > blog	2 seconds			
Locate blog title, How to successfully utilize social media in your b2b marketing strategy	blog > How to successfully utilize social media in your b2b marketing strategy	blog > How to successfully utilize social media in your b2b marketing strategy	14 seconds	"Is there a search?" "Ah, there is no search.		Went up to the top to see if there was a search bar
Find Services page	nav > services > creative	nav > services > creative	2 seconds			
Click on each service to get more information	services > [strategy], [PR & Social Media], [Web], [Brand & Creative], [Lead Gen]	services > [strategy], [PR & Social Media], [Web], [Brand & Creative], [Lead Gen]	1 minute 4 seconds	"I don't like having to go back" "Yeah, it seems pretty disjointed" "I'm confused as to why there are certain downloads and articles that were included on these pages. I don't know it's just a bit confusing"		

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TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Click on Creative services	nav > services > creative	nav > services > creative	2 seconds			
Locate Creative portfolio	services > brand & creative > view our portfolio	services > brand & creative > view our portfolio	4 seconds			

Observation Sheet: **User 4: L.G.**

TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Find Creative Portfolio	nav > work > creative portfolio	Homepage > view our work > nav > work > creative portfolio	38 seconds	"View our work…I assume it's there"		
Locate only the Branding projects	Nav > work > creative portfolio > branding filter	creative portfolio > branding filter	2 seconds			
Learn more about IMAGO project	nav > work > creative portfolio > branding filter > IMAGO	creative portfolio > branding filter > IMAGO	4 seconds			
Find Contact Us page	aux nav > Contact Us	nav > services > aux > Contact Us	6 seconds			
Find phone number for Santiago Pujadas	Contact Us > Santiago Pujadas phone number	Contact Us > Santiago Pujadas phone number	2 seconds	"There it is"		

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TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Connect with Zero to 5ive via Linkedin	aux nav > Contact Us > footer	Contact Us > footer	3 seconds			
Find Services page	nav > services	nav > services	2 seconds			
Find Creative services	services > brand + creative	Nav > services > creative	3 seconds			
Once on creative portfolio, search for a project that involves business cards	services > brand & creative > view our portfolio	services > brand & creative > view our portfolio > nav > services > creative > nav > work > creative portfolio > print filter > nav > services > creative > award > work > creative > branding filter > all > Carisma	8 minute 21 seconds	"Uh oh I'm failing" "Did I miss it?" "Would it be print?" "The thing is I don't like to read" "Is there a freaking search?" "I give up. I don't know"	Pouts Gets closer to screen	
Once on creative portfolio, search for a project that involves a website	Creative portfolio > web filter > any of the client	Creative portfolio > web filter > Xeeva	7 seconds			
Find Blog page	nav > blog	nav > blog	3 seconds			
Locate blog title, How to successfully utilize social media in your b2b marketing strategy	blog > How to successfully utilize social media in your b2b marketing strategy	blog > How to successfully utilize social media in your b2b marketing strategy	8 seconds			

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TASK	PATH	ACTUAL PATH TAKEN	TASK TIMES	OUT LOUD COMMENTS	FACIAL EXPRESSIONS	ADDITIONAL COMMENTS
Find Services page	nav > services	nav > services	2 seconds			
Click on each service to get more information	services > [strategy], [PR & Social Media], [Web], [Brand & Creative], [Lead Gen]	services > [strategy], [PR & Social Media], [Web], [Brand & Creative], [Lead Gen]	52 seconds			
Click on Creative services	nav > services > brand + creative	nav > services > creative	4 seconds			
Locate Creative portfolio	services > brand & creative > view our portfolio	Work > creative portfolio	2 seconds			

Usability Testing Data

📗 Halsel_GIT542_Usability_Spreadsheet

Prototypes

Draft - https://xd.adobe.com/view/e3d8a10d-dcc1-4493-94cd-074fe33f2a9d-b68b/

High Fidelity - https://xd.adobe.com/view/e3d8a10d-dcc1-4493-94cd-074fe33f2a9d-b68b/

Note: You can click on most buttons to go to the corresponding page. Click away! :)

Homepage:

The homepage design and content slightly changed. During the user research and usability testing, it was observed that the imagery for the main banner was confusing for users. Zer0 to 5ive is primarily a marketing and creative agency however the imagery

that was used previously did not convey that. In addition, during the heuristic evaluation, the links below the main banner were not obvious links so icons and hover states were added. Lastly, the call to action in the hero was changed from "View Our Work" to "Creative Portfolio" because users thought that "View Our Work" would lead to the creative portfolio however it did not thus confusing the user.

Also, globally, the text color was darkened as it was found during the heuristic search that it was not ADA compliant.

Creative Portfolio:
The creative portfolio is the bread and butter for Zer0 to 5ive. During the usability testing there was a major blocking issue that was discovered when multiple users had to complete a certain task. It was noticed that when looking for a specific project, it was not an easy task for all users. For one, there was no search function so if the user wanted to look up a specific project they had to scroll through each project. Second, not all clients showed up under each filter. If the user was scrolling through each project, some of the clients did not show up when back on the creative portfolio page. This was a major issue as it confused the user and created inconsistencies.

Creative Portfolio - Project Sample (Finxact/Greenphire):
Found during the user ability testing, there was redundancy in the client name and frustration for the user to have to constantly scroll down to see mock up projects. This was solved by placing the name as the subhead in the main banner, using the logo for the main header and placing mock ups next to the copy. Also, removing the "Client Name" that was in the original design. Previously, the mock ups started underneath the copy but now it is next to the copy and underneath as well. This change would help the user to see the mock ups without having to scroll and to make it obvious that there were examples. Buttons were also added allowing the user to know what the next client is.

Contact:
There was not much change to the contact page. During the usability testing, users easily glanced over the contact information so icons were added to make the information more visually appealing.

Services:
During the usability testing, 2 users mentioned that the pathway/journey of the links confused the user. In order to solve this, the services page now has hot links underneath each category allowing the users to click on these links instead of going through each page. It's supposed to act like a mini sitemap.

Laura Halsel
URL: https://0to5.com/

Usability Recommendations

🟨 Halsel - Usability Recommendations