

Festival of Books - Usability Test Findings

Objectives

- Redesign Emirates Airlines Festival of Literatures responsive website.
- Create a clean, accessible information architecture.
- Rebrand Emirates Airline Festival of Literature.

Test Subject

High-Fidelity wireframes

Methodology

Virtually, over zoom. Along with in-person tests.

Participants and Recruiting

3 participants, aged 27-50+

Procedure

1. Start by introducing participants to the product and test.
2. Make clear to participants that they are being observed. So notes will be taken throughout the test.
3. Make clear to participants they are not being tested, only the product.
4. My role is to observe and offer support if needed.
5. Make clear to participants that they are to complete two tasks. The goal being to determine how usable the product is.
6. There are limitations to this test experience as it is a working prototype.
7. It is important for the success of this test that you openly voice your thoughts as you're using the site. Any and all thoughts/frustrations are valuable.
8. You will have 10-20mins to complete these tasks presented to you within the prototype.
9. Again, there is no right or wrong answer.
10. Thank them for their time.

Tasks

1. Buying an event ticket
2. Finding an event on the author page, through the explore tab.

Usability Goals

- That users are able to complete tasks with minimal difficulty.
- That users are able to browse through the prototype seamlessly.

Completion Rate

100% completion is the goal. Each task will be loosely scaled from 1 to 3, 1 being easy, 2 being moderate and 3 being difficult.

Error-free Rate

Again, each task will be scaled from 1 to 3, with hopefully a 95% error free rate.

Usability Test Findings

I started the usability test with some assumptions about the overall navigation of the site. I then read out the test script, making clear the intentions of the usability test. Once the test began I made sure to allow users the chance to figure out certain features before I felt they needed any support. Most users were able to complete the tasks and offered their opinions while navigating the site. Each test lasted on average 12 mins.

(Users were asked to rate their experience from 1 to 3, one being easy, 3 being difficult)

User 1

27 years old, web developer

- Overall navigation - 1
- Completion rate - 1
- Error-free rate - 1

The Good:

- "The content feels resolved."
- The overall browsing experience is nice.

The Bad:

- Menu doesn't feel like a menu, maybe consider a button or underline indication.
- There's no weekend two button on the weekend one page.
- There's not enough paragraph padding.
- Weekend one and two in the drop down menu are not needed.
- Homepage highlighted text could be interactive.
- Book images don't feel resolved, maybe consider adding a filter to mute colours a bit or black and white.

User 2

55 years old, retired

- Overall navigation - 1
- Completion rate - 1
- Error-free rate - 2

The Good:

- "I like the details on the author's page."
- Smooth browsing.
- Easily navigated the weekend one page and event info tab.

The Bad:

- User was looking for more book options in the prototype.
- User mentioned wanting to explore events and book titles by author.
- "How do I buy a ticket?"

User 3

30 years old, grad student

- Overall navigation - 1
- Completion rate - 1
- Error-free rate - 1

The Good:

- "I like the layout of the site, and the way you dealt with the events."
- Intuitive browsing experience.
- User was eager to scroll through the explore tab feature.

The Bad:

- User suggested a change in explore tab colour choice, maybe something softer like the event page categories.
- Maybe add the email address form at the payment page.

Results

Overall, users showed ease at navigating the site, it felt simple and intuitive. Most users expressed wanting to explore more book titles, and events. Users seemed drawn to the explore tab feature throughout the site, and were eager to scroll through. A feature I wasn't sure users wouldn't understand or be drawn to. It was clear users enjoyed the information on the author/book page, something that would be interesting to expand and add to. Users were able to understand and perform tasks with very little instruction. I think in the future it would be helpful to develop certain prototype indicators, ie. a

hover button indication, so users wouldn't only rely on the prototype highlight action prompts. Overall, the navigation seemed intuitive.

High Priority Fixes:

- Add underline to each drop down menu item.
- Add a back button to each page.
- Add a 'weekend two' option on weekend one page.
- Increase paragraph and sentence padding.

Low Priority Fixes:

- Increase line thickness of breadcrumb nav bar.
- Add the title "summary" to the book page.
- Maybe add a blue filter over each book and sponsor.