



Usability Test Report

Company	Northwest Film Forum
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Introduction

The primary focus for the usability test project was to better understand how users visiting the Northwest Film Forum website accessed the information they were searching for and how to more effectively organize the information architecture, the organizational hierarchy of the website, in order to improve user experience. The primary methods we tested were what and how many steps the users needed to take in order to purchase tickets, sign up for a workshop, and find volunteer information. By conducting this usability test we were able to better understand which aspects of the current information architecture are successful and which aspects need to be reconsidered. The primary research questions posed at the beginning of this study were:

1. Is the information architecture intuitive?
2. Is it easy to find information and complete tasks?

The following report analyzes the results of the usability testing and concludes with our teams recommendations for changes to the NWFF website.

Participant Information

The participants selected for this usability test were class peers in the ITC 298 Usability Research Methods class at Seattle Central College. 50% of the participants were female, with an average age of 30, and 50% were male with an average age of 28. All participant received class credit for partaking in the study.

Information acquired through the pre-test questionnaire revealed that all but one participant considered themselves to be film lovers, however only 1 out of the 8 participants had previously visited the NWFF website. 2 out of the 8 report never using movie related websites throughout the year. 7 out of the 8 participants reported that they purchase tickets online less than once a month or never. All reported that they believed they have average or above ability to find information while searching the web.

Methods

The team conducted a total of eight participant testing sessions. Participants were given several task items and were asked to think aloud, explaining what their process was to find the specific information requested. The sessions were filmed using Google Hangouts.

The usability testing session consisted of the following components:

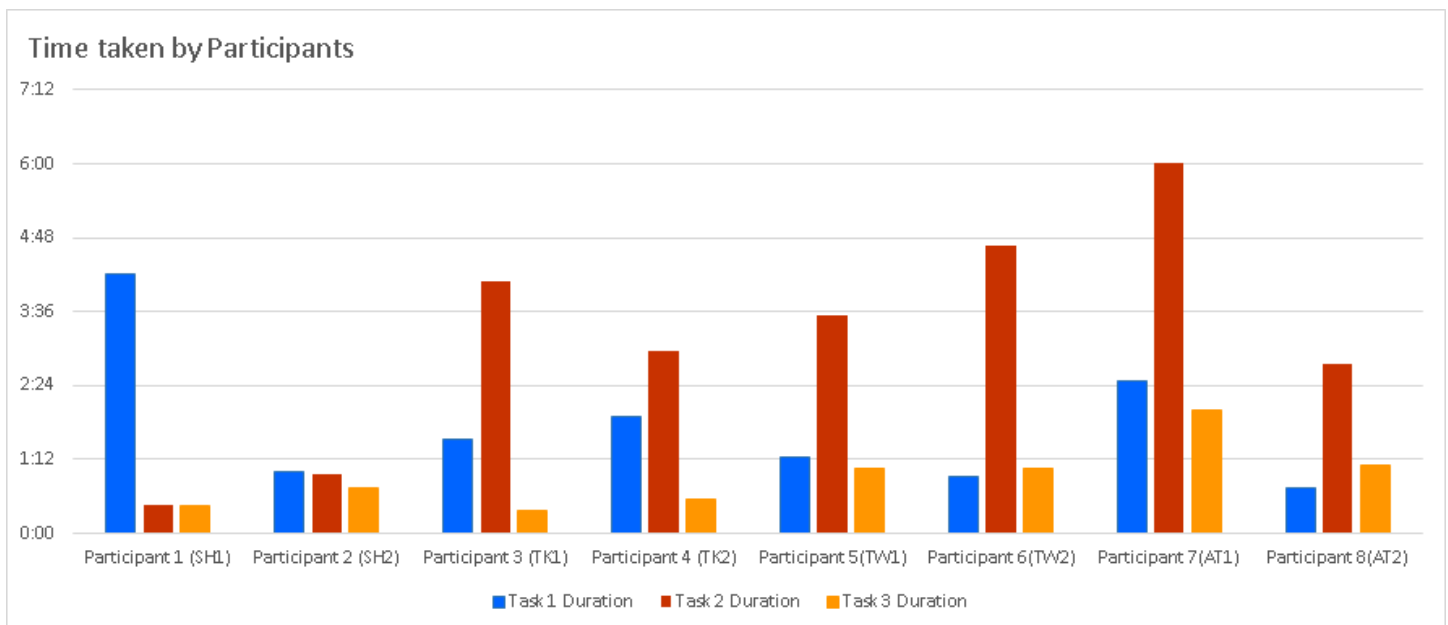
1. Moderator test script explaining the process
2. Participant greeting
3. Participants were asked to sign a consent form. Given participant consent, the following steps were taken:
4. Participants were given a pre-test questionnaire to complete
5. During the usability test, each participant was asked to attempt 3 tasks previously agreed on by the team. The participants were asked to speak through their thought process aloud while the moderators took notes. Each team member observed how much time the tasks took, what methods the participants used to accomplish the task, and whether or not the user was able to successfully execute and complete the task at hand.
6. When participants completed the usability test they were asked to complete a post-task questionnaire and interviewed about their thoughts on the process.

Logistics

Each session took place in a group testing room, several feet away from the other testing sessions. The participant were asked to sit at a desk with a computer while the test moderator sat to the side, observed, and took notes.

Results

We observed time taken by each participant to complete each task, represented in bar graph format below:



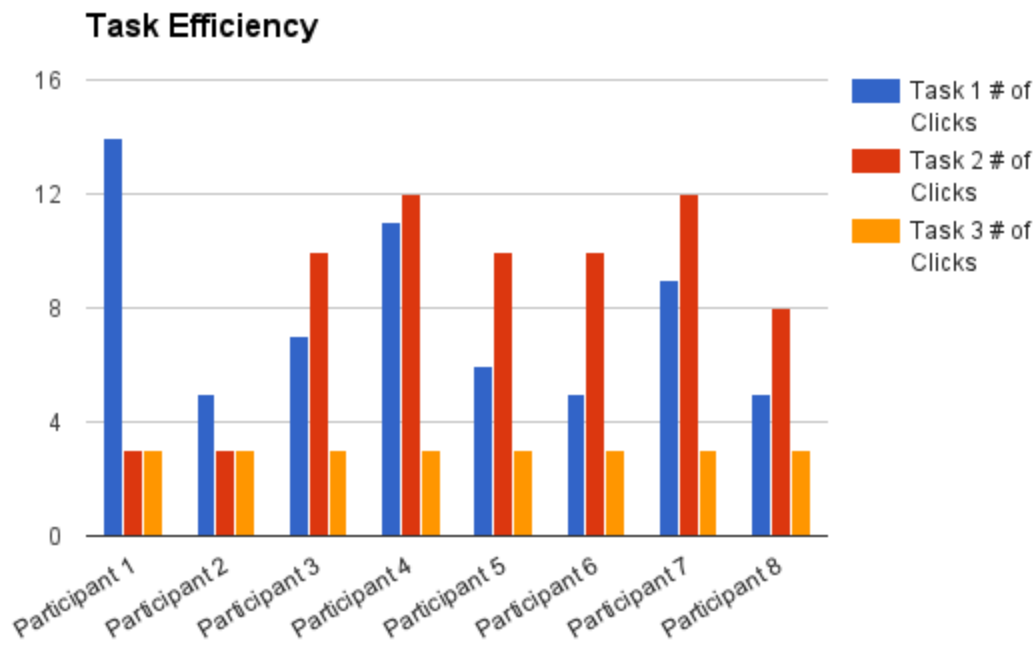
From this we concluded the average time taken by participants to complete each task:

Task 1 - 1:44

Task 2 - 3:10

Task 3 - 0:55

We measured Task Efficiency by comparing the minimum number of clicks required to complete a task to the number of clicks taken by the user to complete the task



Minimum number of clicks required:

Task 1 - 5

Task 2 - 8

Task 3 - 3

Average number of clicks required to complete task:

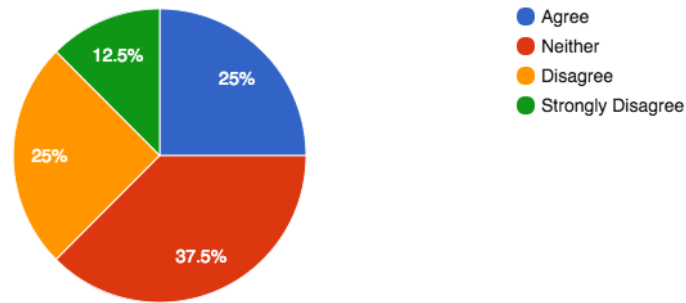
Task 1 - 7.75

Task 2 - 8.5

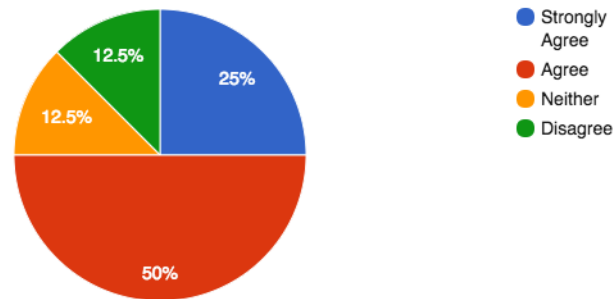
Task 3 - 3

From the post-test questionnaire we measured how participants reported they felt about the usability test and the tasks they were asked to complete. Below is a sample of responses to three questions on the post-test questionnaire that best represented the three main components of this test: functionality, information architecture and navigation, and aesthetics.

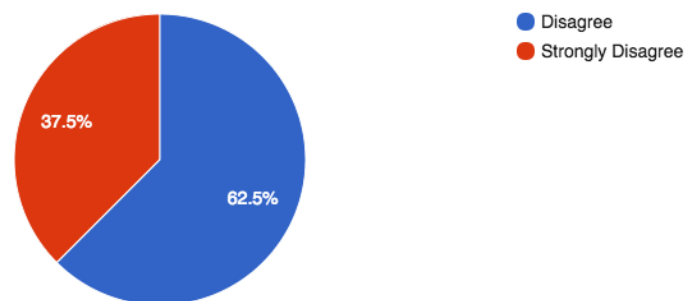
Overall, I am satisfied with the ease of completing tasks in this usability test.



I would have organized the website's information navigation differently.



The interface of the website is pleasant.



From the information gathered from the post-test questionnaire, represented in the graphs above, we found that 12.5% of participants **strongly disagreed** with the statement "Overall, I am satisfied with the ease of

completing tasks in this usability test” and another 25% **disagreed**. Only 25% of the participants **agreed** that they felt satisfied with the ease of completing tasks and 0% **strongly agreed**. 75% of participants reported that they would organize the information architecture differently. 100% of participants found the aesthetics of the website displeasing.

In addition to the quantitative data above the researchers gathered qualitative data on the participants’ experience via the post-test questionnaire, represented in the “Likes and Dislikes” table below, as well as general comments recorded by the moderators during the testing sessions, represented in the “General Comments” table.

Likes and Dislikes	
Liked Most: I found the following aspects of Northwest Film Forum website particularly already satisfying.	
Participants	Comments
Participant 1	"I like the color scheme."
Participant 2	No response
Participant 3	"Volunteer form was easy to find"
Participant 4	"I found stuff pretty easily, I guess that's good?"
Participant 5	"I liked having access to the calendar from the homepage"
Participant 5	"The minimal main navigation from the homepage is nice, but the links could be better organized"
Participant 5	"the general colors and background have a nice feel, they seem to go with the content"
Participant 6	"Calendar"
Participant 6	"Photos"
Participant 7	I was able to find and print the volunteer form no problem.
Participant 8	Having a calendar up front is nice.

Disliked Most: I found the following aspects of Northwest Film Forum website particularly need to be improved.	
Participants	Comments
Participant 1	" Not impressed with the organization of this website"
Participant 1	"Layout"
Participant 1	"Amount of content. Far too much stuff crammed on it."
Participant 1	"All I had to do is think like nothing is organized correctly."
Participant 2	"Need a "buy tickets" button or nav item"
Participant 2	"Small text difficult to read"

Participant 2	"Links need to be more clear, didn't like the separate navs"
Participant 3	"Workshops interaction - really long list, an the workshop I want isn't even there?? What is that."
Participant 3	"Finding a film for June 18th was harder than it needed to be - finding showtimes should be more obvious"
Participant 4	"Very cluttered, small font"
Participant 4	"Whole right half of the screen is unused"
Participant 4	"The form had way too many options. The options did not match up with the selections in 'workshops'"
Participant 5	"Task 2 was the most confusing, I found it difficult to find and sign up for the workshop"
Participant 5	"The homepage is cluttered and would be better if it were streamlined"
Participant 6	"Visual design, organization, typography"
Participant 6	"Registration form"
Participant 6	"Navigation"
Participant 7	There should be only very clear pathway to purchase tickets, bigger call to action
Participant 7	Homepage is too cluttered- my eyes are darting around everywhere.
Participant 7	Workshop titles should be alphabetised, Sub links to expand descriptions.
Participant 8	Class registration
Participant 8	Visibility of ticket purchase link
Participant 8	Color scheme is too dark

General Comments	
Participants	Comments
Participant 1	No comments.
Participant 2	"Need buy tickets button or nav / buy tickets area in general."
Participant 2	"Difficult to find tickets."
Participant 2	"Text so small it's hard to read."
Participant 3	"Sort of OK? I don't know film lingo, I wish the site had kept that in mind"
Participant 3	"Wish it were more intuitive to users unfamiliar with the film world"
Participant 3	"Ew. Background on home page is awful and doesn't even span browser width. Colors are... ow - too much red"
Participant 3	"There's a lot going on; I'm a picture person" in reference to the homepage.
Participant 3	"I honestly probably wouldn't have even gotten this far if I couldn't have found [my program] really quick on the list" in reference to the workshop sign-up
Participant 4	"Okay, right off the bat I think it's strange that this whole side of the screen isn't used up"
Participant 4	"I kind of wish these were alphabetized" in reference to the workshop sign-up

	form
Participant 4	It's also really cluttered it seems like there's way too much information in small fonts" <- also about homepage
Participant 5	"The information architecture wasn't a big problem for the tasks required, but still may need some reorganization"
Participant 5	"Task 2 (workshop) was particularly difficult to navigate. The workshop lists were extremely tough to search through!"
Participant 5	"The home and inner pages are cluttered and can be difficult to read. I think they should be streamlined"
Participant 5	"There's a lot of stuff on this page" - commenting on Workshops page.
Participant 5	"I don't know why it's asking me this because I already clicked on the class i registered for, so now I have to go through this and find it again. Feels kind of crazy." - on filling out the workshop sign up form.
Participant 5	"I didn't see it in the list as it was written before." - on choosing 'Beginning Final Cut Pro' instead of 'Intro to Final Cut Pro X'.
Participant 5	"It's kind of weird that they don't have you put in your payment information before signing up." - on using the workshop registration form.
Participant 6	"top and side nav don't echo each other, inconsistent which place to look for things"
Participant 6	"Type too small, hard to read. Weird layout"
Participant 6	"It's kind of small though, I just happened to see these were workshops here" - in reference to the list of workshops in Task 2 on the Workshops page.
Participant 6	"Hmmm this is not easy to find" - searching for the Final Cut Pro X workshop in the signup form.
Participant 7	Sidebar repeats info from main nav.
Participant 7	Problems with news sidebar takes one to a different place than main nav news
Participant 7	Logo is ok- white keylines- bleeh! Design doesn't solve problems.
Participant 7	"The search bar does not work." " Looking list of films."
Participant 7	"Lot of information on workshop page to read."
Participant 8	Finding a ticket section was confusing.
Participant 8	Registering for a workshop was confusing.
Participant 8	The website feels to dark overall, it's hard to tell sections apart.

Findings

In our quest to answer our initial research questions, “is the information architecture intuitive?” and “ is it easy to find information and complete tasks?” We found that these questions can be broken down into three main problem areas:

1. Information Architecture & Navigation
2. Functionality
3. Aesthetics

In evaluating the specific problems in each problem area we created a severity scale to determine how “severe” each problem is:

Severity Scale

1. Cosmetic – 1
2. Serious – 2
3. Disastrous – 3

Next, we determined if the issues is a global issue - affecting all pages - or a local issue affecting - only a single page, or handful of pages

Finally we came up with a difficult rating - how difficult is it to fix the problem?

Complexity Scale

1. Simple fix – 1
2. Moderately difficult – 2
3. Very difficult fix – 3

From the observed data, we summarized the main problems into statements and made specific recommendations for how to fix these problems. These problems and recommendations are supported by specific participant information, reported below.

Problem		Recommendations	
No obvious way to buy tickets from the homepage		Create a prominent “Buy Tickets” button that will take users to a list of showtime to choose from. This would streamline the ticket buying process considerably. As the website currently stands, users have several options for reaching the “Buy Tickets” link for a showtime, and those navigational paths are not very straightforward..	
Participants Supporting the Find	Scope	Severity	Complexity
P2, P7, P8	Local	2	2
Direct Quotes			
P2: "Need a 'buy tickets' button or nav item" P7: There should be only very clear pathway to purchase tickets, bigger call to action P8: Finding a ticket section was confusing			

Problem		Recommendations	
Lack of readability/ ability to find information due to three main issues: <ol style="list-style-type: none"> 1. Font size & line height 2. Too much content 3. Unorganized list content 		Font size and line height should be revised for readability (make both larger). Also consider changing font weight to improve readability. The amount of content on each page should be evaluated and condensed to declutter each page. List content should be categorized and organized in a logical way for users to digest information.	
Participants Supporting the Find	Scope	Severity	Complexity
P1, P2, P4, P5, P7	Global	2	1
Direct Quotes			
P1: "Amount of content. Far too much stuff crammed on it." "All I had to do is think like nothing is organized correctly." P2: "Small text difficult to read" "Links need to be more clear, didn't like the separate navs" P4: "Very cluttered, small font" P5: "The homepage is cluttered and would be better if it were streamlined" P6: "Type too small, hard to read. Weird layout" P7: Homepage is too cluttered- my eyes are darting around everywhere.			

Problem		Recommendations	
The site is visually unappealing due to three main issues: <ol style="list-style-type: none"> 1. Color scheme 2. Background images 3. Dead space on right of screen (at 1920 x 1080px resolution) 		The site should be evaluated for color scheme to select a color palette that appeals to more users and use images that are relevant to the site's content. The site should also be updated to be responsive for both smaller screens (mobile and tablet views) and large desktop screens to improve aesthetics and user experience.	
Participants Supporting the Find	Scope	Severity	Complexity
P3, P4, P7, P8	Global	1	2
Direct Quotes			
P3: "Ew. Background on home page is awful and doesn't even span browser width. Colors are... ow - too much red" P4: "Okay, right off the bat I think it's strange that this whole side of the screen isn't used up" in reference to the homepage. P7: "Logo is ok- white keylines- bleeh! Design doesn't solve problems." P8: "The website feels too dark overall, it's hard to tell sections apart."			

Recommendations for Three Key Areas

1. Information Architecture & Navigation

The biggest navigation issue for users was the lack of a straightforward path to purchase movie tickets. We believe this could easily be solved by creating a “Buy Tickets” button clearly displayed on the homepage to avoid confusion. While there are multiple paths that users can follow in order to purchase tickets, streamlining this process from the homepage would vastly improve the user experience. Additionally, our test participants noted how the left navigation bar and the main navigation did not match, which made navigating through the website confusing.

2. Functionality

Creating a “Buy Tickets” button would improve the functionality of the homepage considerably. Most of our test participants noted that they wished there was an easier way to purchase movie tickets from the homepage.

3. Aesthetics

Many participants complained that it was difficult to read content on the website because the font size was too small and the amount of content on each page was overwhelming. Making the font size larger and increasing the line height would improve the readability of the website overall. Additionally, condensing the amount of content on each page and re-organizing listed content (such as the list of workshops) would also improve the overall aesthetics of the website.

Conclusion

Is the NWFF website information architecture intuitive and is it easy to find information and complete tasks? 75% of the participants said they would have organized the information architecture differently. However through the process of watching these test, it was surprising that even with some of the initially perceived aesthetic and functionality issues, two out of the three tests were accomplished with little to no problem. Fortunately of the three main problems we addressed in this study (Information Architecture & Navigation, Functionality, and Aesthetics), none of them rated disastrous on the severity or very difficult to fix on the complexity scale. The changes recommended for the navigation and functionality, as well as the aesthetics, are issues that should be address, but the changes are not overly complex.

One of the key features of this navigation change would be the addition of a “Buy Tickets” button to the site. Aesthetics of this page also play a large part in how usable or unusable the site currently is. Most participants agreed that there was too much content, text size and line heights were unreadable and need to be addressed. By better organizing content, making it more readable, the site would be improved greatly. Updating the design, reorganizing links and content, and adding “Buy Tickets” functionality to the main navigation would be the recommended updates to the NWFF website.

