

Usability Test 3

After making some changes to the High-Fidelity Prototype, our team conducted the third Usability Test to gather some additional feedback.

Tasks:

Users were given 4 tasks that they needed to accomplish and rate after the task completion:

- Task 1: Find more information about the STEM (science, technology, education & math) challenge.
- Task 2: Find the data index.
- Task 3: You would like to become a member, find out where and how to accomplish this.
- Task 4: You would also like to donate to the organization, please find and complete this.

Key findings:

- Users liked the Call-To-Action buttons.
- Users find the navigation clear and easy.
- All users accomplished the tasks quickly.

Here's the detailed breakdown of the Usability Test insights:

Observations: Overall user thoughts, actions and reaction while performing tasks on the website.

Rating: Navigation 1-5 (5 is being the easiest)

Would use the website: 1-5 (5 is being the most likely)

Recommendations: What needs to be improved / changed / added.

User	Observations	Rating
User 1	The website looks good. Wants to click on boxes and videos. Likes pink CTA buttons. Easy to navigate. Accomplished the tasks fast.	Navigation: 5 Usage: 5
User 2	"Definitely non-profit and science-driven". Was a little confused between company donations and individual giving. All tasks were easy to accomplish.	Navigation: 5 Usage: 5

User 3	The website is about education, data, innovation and advocacy. Likes the illustrations. Navigation is easy. All tasks were easy to accomplish.	Navigation: 5 Usage: 4
User 4	"Looks like a tech company". "Modern and green". Found the "Become a Member" form quickly but wasn't sure what to do with it.	Navigation: 5 Usage: 5
User 5	The website looks good. Wanted to click on the 4 boxes with IDEA. Really likes the illustrations and colors. The navigation is simple. All tasks were easy to accomplish.	Navigation: 5 Usage: 5

Recommendations:

- Make the difference between company donations and individual giving more clear so that it is easy to understand.
- Improve the "Become a Member" form: what information should the form have that you want to gather from the potential member?