

## Usability Test 2

Our next step was to test the redesigned concept and receive users' feedback on that.

### Usability testing script:

Hello, thank you for coming in to test our prototype. We appreciate your time. We are going to have 4 tasks for you to complete on this prototype, remember we are testing the prototype not you. We ask that you be vocal in your decisions while completing the tasks, and we will ask you to rate the difficulty of the tasks on a scale of 1 to 5 once you complete them.

Take 30 seconds to get accustomed to the homepage.

What is your first impression of this app/site/screen (or What do you think this app/site/screen is all about)?

Is there anything that you would like to tap/click on?

Is there anything that you notice, or that stands out to you?

### 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 takeaways:**

- Users understand what the website is about.
- Users can accomplish the tasks quickly.
- Users can find the information they need quickly and without any bumps.

### Usability Test 2 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	Recommendation
<b>User 1</b>	<p>The website is professional.</p> <p>Wants to click on the big boxes with IDEA on the home page and on the “Learn More” button.</p> <p>Accomplished all the tasks fast.</p> <p>Some clicks don’t work.</p>	<p>Navigation: 5</p> <p>Usage: 5</p>	<p>Make sure that prototype works correctly.</p> <p>Make boxes with IDEA clickable.</p>
<b>User 2</b>	<p>There’s a lot of information on the website.</p> <p>Loved the illustrations on the home page.</p> <p>Wanted to click on the “Education programs”.</p> <p>Accomplished all the tasks fast.</p> <p>Navigation bar is clean and easy to use.</p> <p>Too many “about” pages everywhere.</p>	<p>Navigation: 5</p> <p>Usage: 5</p>	<p>Structure all the “abouts” in one place and make sure they are relevant to the information displayed on the page.</p>
<b>User 3</b>	<p>The website is about data collection, education and technology.</p> <p>Wanted to click on boxes with IDEA and on “Learn more” buttons.</p> <p>Stands out: images, numbers that show impact.</p> <p>Accomplished all the tasks fast, but with one task (to “Become a Member”) wanted to click on the button down on the page.</p>	<p>Navigation: 5</p> <p>Usage: 3</p>	<p>Make boxes with IDEA clickable.</p> <p>Make the “Become a Member” button clickable when users scroll down a bit.</p>
<b>User 4</b>	<p>Website provides a lot of information and it is clear what ISTC does.</p> <p>Wanted to click on the hero image (main picture) on the home page.</p>	<p>Navigation: 5</p> <p>Usage: 5</p>	<p>None</p>

	<p>Accomplished all the tasks fast.</p> <p>Navigation bar is easy to use and it's possible to learn all the information quickly.</p>		
<b>User 5</b>	<p>Everything makes sense to him.</p> <p>Understands what they do.</p> <p>Wants to click on boxes with data, education and etc.</p> <p>Likes buttons, thinks they are very clear and usable.</p> <p>Accomplished the tasks fast, but wanted to check the IDEA boxes first.</p> <p>Navigation felt intuitive.</p>	<p>Navigation: 5</p> <p>Usage: 4</p>	<p>Make boxes with IDEA clickable.</p>