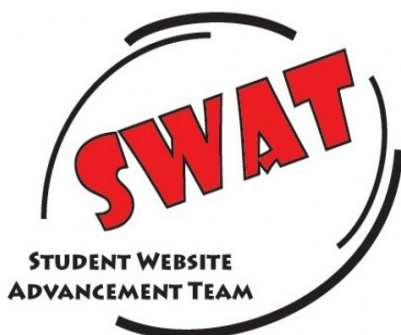


# Master's in Business Administration

MBA in 5 Program

Usability Test 2014



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## Overview

This study is a compilation of the MBA in 5 program's website. The Student Website Advancement Team (SWAT) has conducted a usability test on the website. Each participant was presented with seven objectives (Tasks) to complete on the site. This was to analyze and interpret the degree to which students could successfully navigate through William Woods University's MBA in 5 website. With software and video recording devices we collected data about each test subject. We successfully tested 16 participants and reviewed the data. This presentation will showcase the tasks completed most successfully and those that participants struggled to complete.

Thank you!

Tricia Jackson, Director of Usability Testing  
Abby Baker, Assistant Director of Usability Testing  
and our entire Usability Testing Staff

## Study Details

The Following are the parameters of the data collected.

### Tasks

1. Find the MBA in 5 Website.
2. What students are eligible for the MBA in 5 Program?
3. What are the advantages to the MBA in 5 program?
4. What are the differences between option one and option two in the MBA in 5?
5. Where can you find the list of emphasis classes for the MBA in 5 program?
6. What are some scholarship opportunities available with the MBA in 5 program?
7. Find the contact information for the William Woods University Graduate Program







## Markers and Parameters

The following are the markers and score parameters that were used to define the overall success of a task.

### Success Rate

- 0 – Completed with ease
- 1 – Completed with difficulty
- 2 – Failed to compete

### Marker definitions

-  Quote/Comment
-  Error
-  Participant needed help
-  Observation
-  Participant prompted
-  Video clip

### Marker Scores

- 1 – Minor
- 2 – Moderate
- 3 – Severe

### Mouse Clicks

- Below 4.8 clicks: Acceptable
- Above 4.8 clicks: Information is becoming long

### Time on Task (Seconds)

- Below 70.09 seconds: Acceptable
- Above 70.09 seconds: User has slight disinterest
- 100.08 seconds+: User is frustrated or does not know where the information is/  
User gives up or information is not easy to find

## Overall Task Comparison

The entire test was compared in three areas; overall success, time on task, and mouse clicks. Listed below are the definitions for these margins/graphs.

### •**Success Distribution Graph**

- o This graph compares overall success of the task.
  - Green = Completed
  - Yellow = Completed with some difficulty
  - Red = Failed to complete

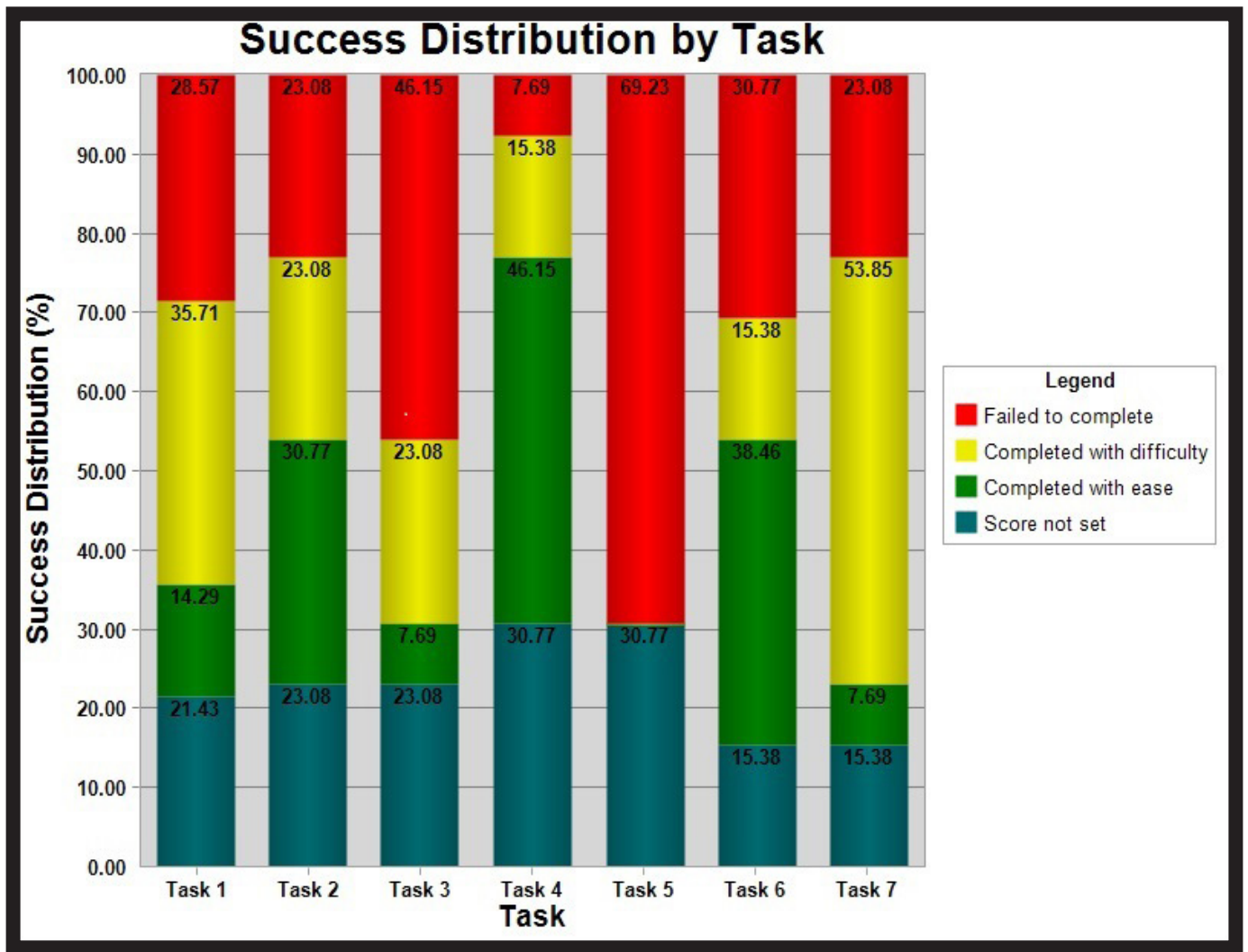
### •**Mouse Clicks Graph**

o This graph compares each mouse click for the duration of each task. The average mouse click per question was 4.8 clicks. Anything above this average was considered unsuccessful; anything below was considered successful.

### •**Time on Task Graph**

o This graph compared the time it took to complete the task from beginning to end. The average time on this task was 70.09 seconds. Any time above this average was considered unsuccessful; anything below was considered successful.

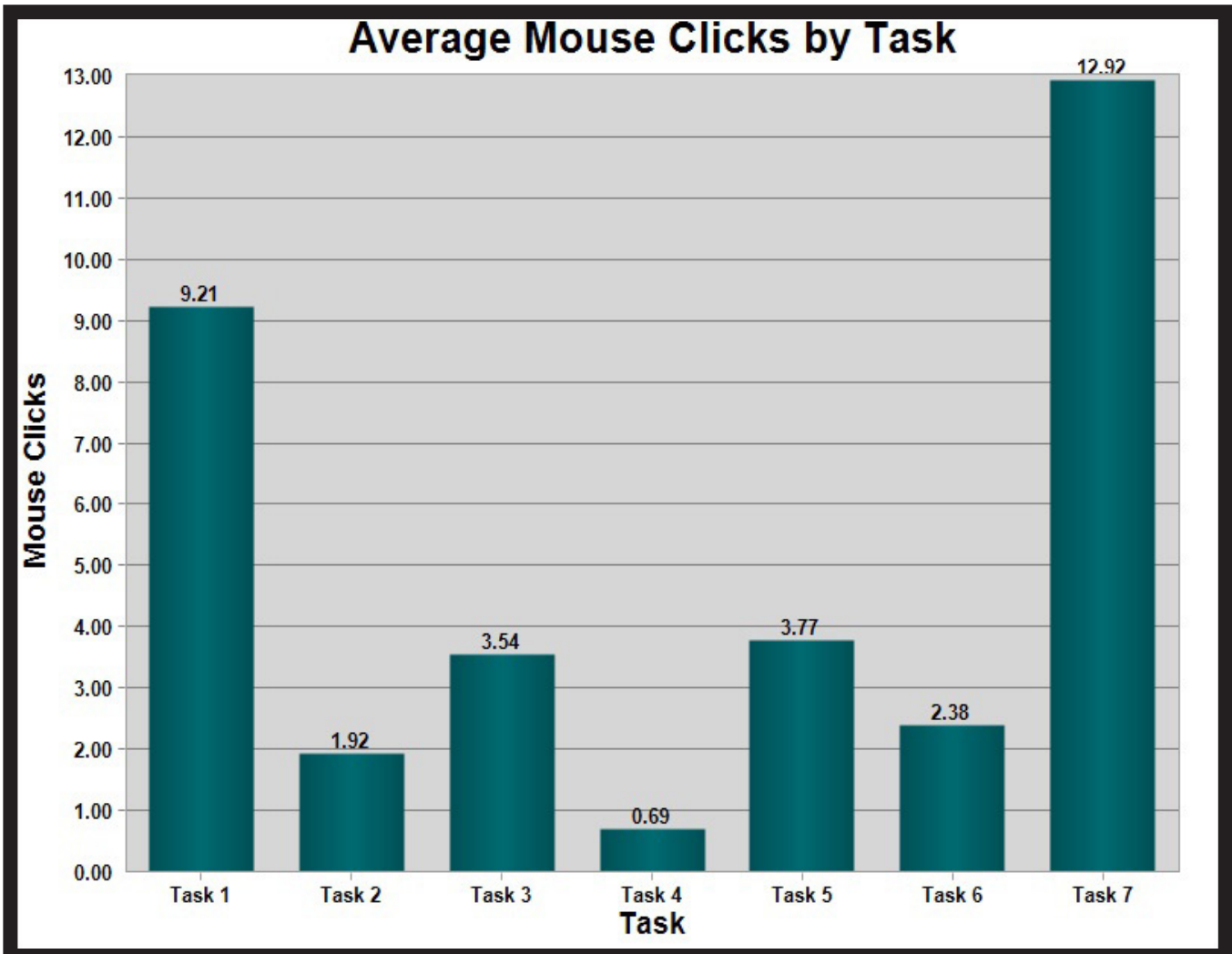
## Success Distribution by Tasks



### Task Key

1. Find the MBA in 5 Website.
2. What students are eligible for the MBA in 5 Program?
3. What are the advantages to the MBA in 5 program?
4. What are the differences between option one and option two in the MBA in 5?
5. Where can you find the list of emphasis classes for the MBA in 5 program?
6. What are some scholarship opportunities available with the MBA in 5 program?
7. Find the contact information for the William Woods University Graduate Program.

## Average Mouse Clicks by Task

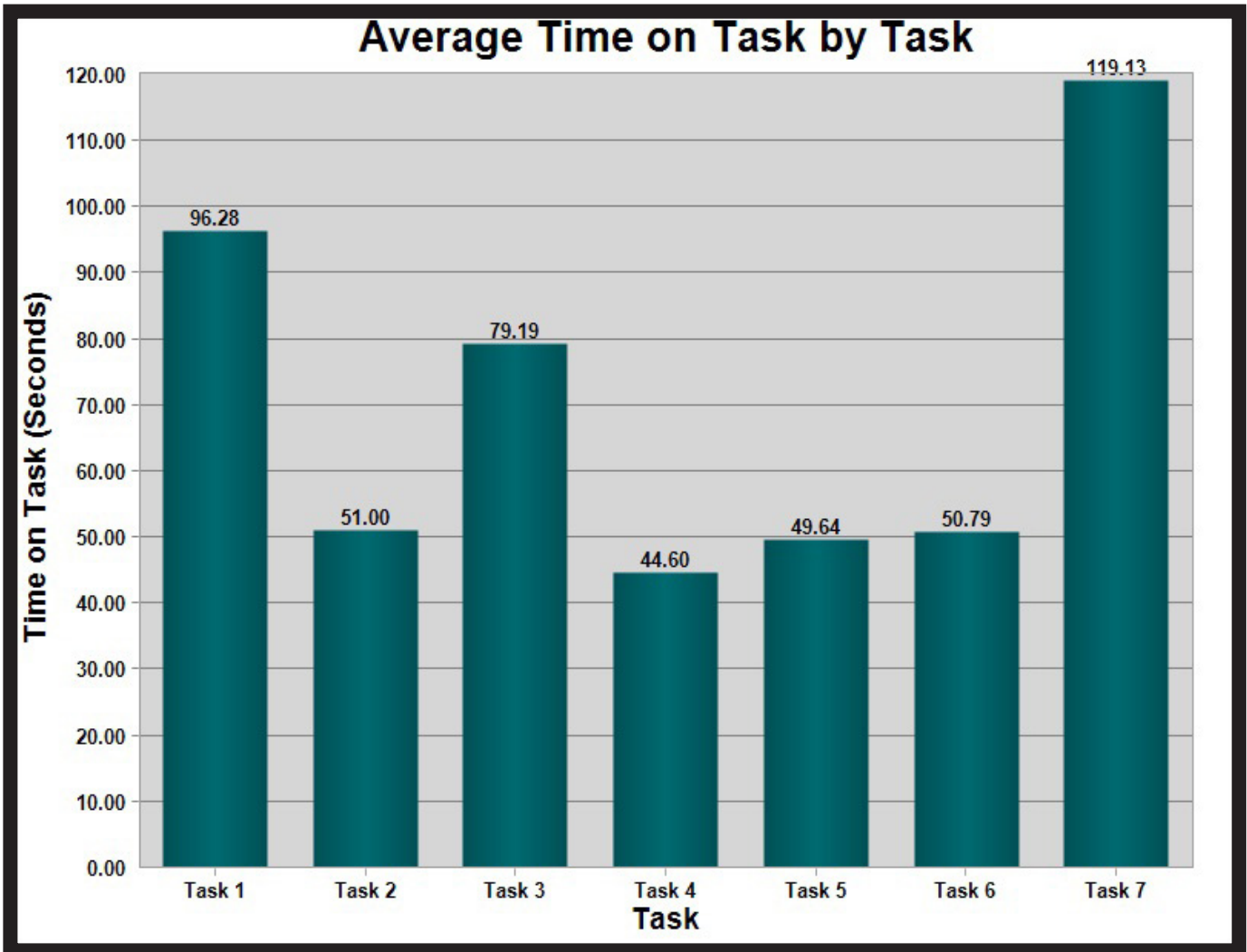


### Task Key:

1. Find the MBA in 5 Website.
2. What students are eligible for the MBA in 5 Program?
3. What are the advantages to the MBA in 5 program?
4. What are the differences between option one and option two in the MBA in 5?
5. Where can you find the list of emphasis classes for the MBA in 5 program?
6. What are some scholarship opportunities available with the MBA in 5 program?
7. Find the contact information for the William Woods University Graduate Program.



## Average Time on Tasks



### Task Key

1. Find the MBA in 5 Website.
2. What students are eligible for the MBA in 5 Program?
3. What are the advantages to the MBA in 5 program?
4. What are the differences between option one and option two in the MBA in 5?
5. Where can you find the list of emphasis classes for the MBA in 5 program?
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7. Find the contact information for the William Woods University Graduate Program.

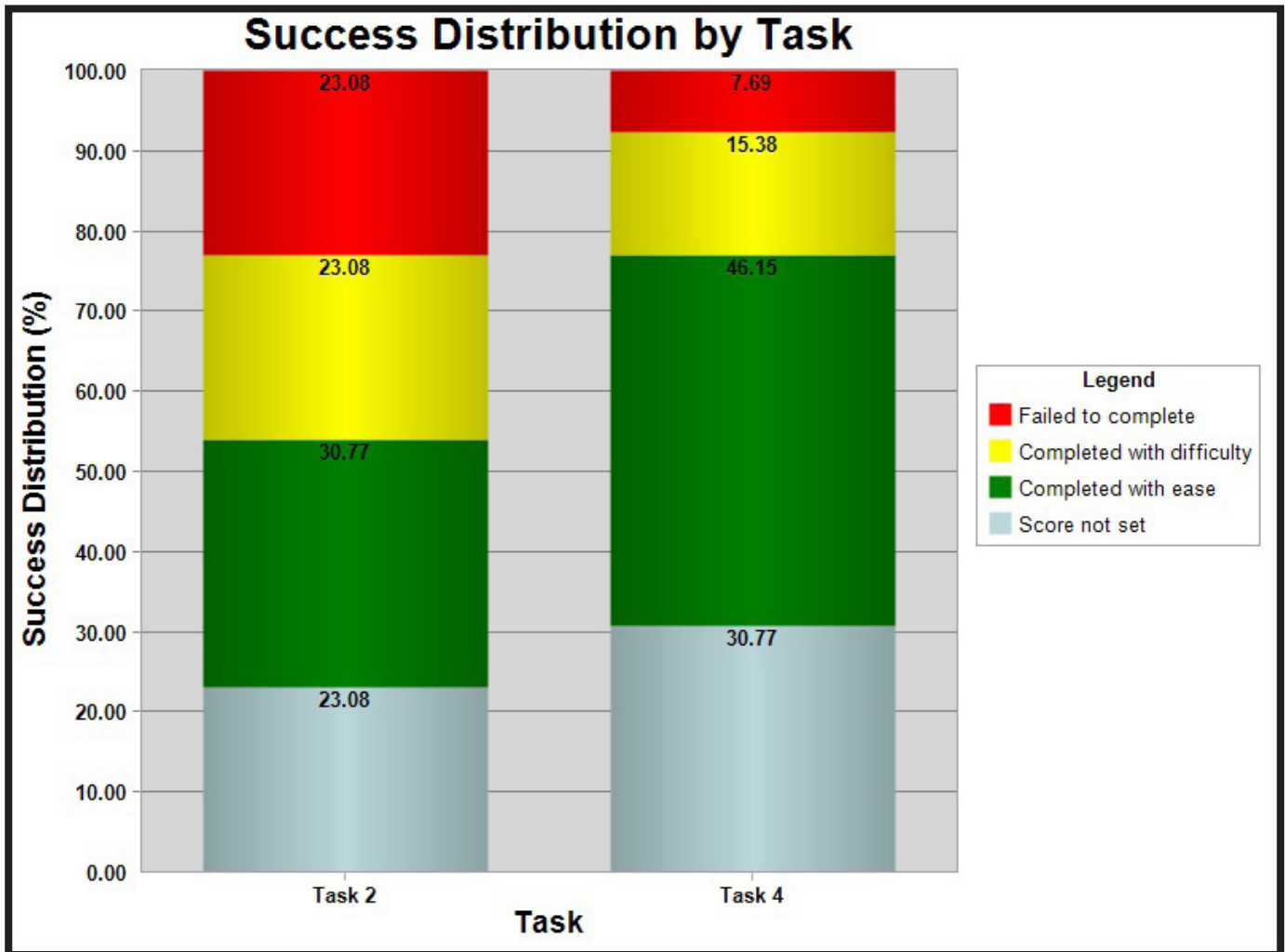
## Successful Tasks

These tasks were considered to be easy to complete to test subjects from the indicators of: Overall Success Distribution, Time on task, Mouse clicks, and Success of Task completion. All of these have been predefined by SWAT and measured equally. Below is listed the criteria for a successful task.

<b>Success Distribution</b>	<b>Mostly green</b>
<b>Mouse Clicks</b>	<b>Below Avg. (4.8 mouse clicks)</b>
<b>Time on Task</b>	<b>Below Avg. (70.09 seconds)</b>

**\*\*Successful tasks must meet all 3 of these margins**

## Success Distribution by Task

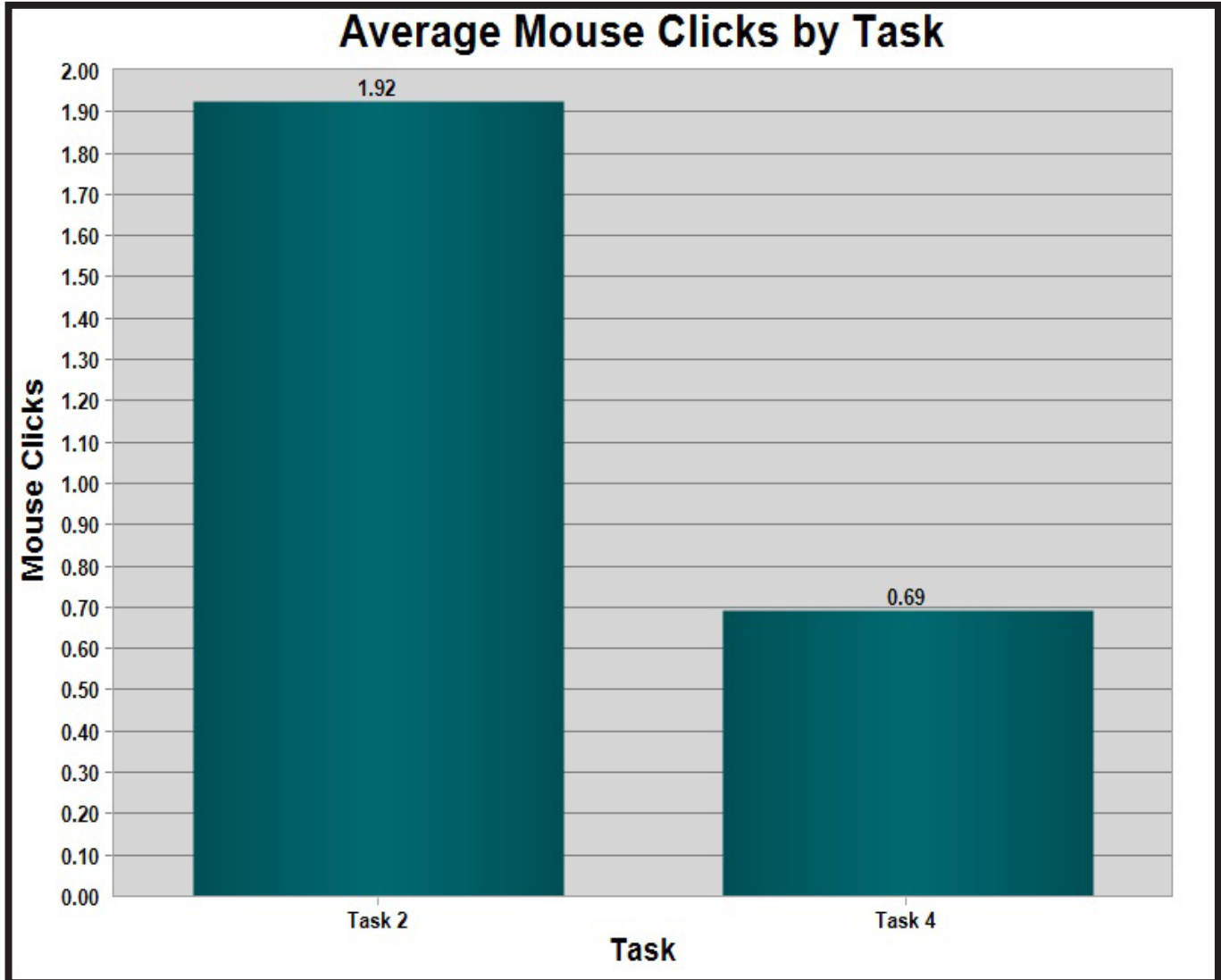


### Task Key

Task 2: What students are eligible for the MBA in 5 Program?

Task 4: What are the differences between option one and option two in the MBA in 5?

## Average Mouse Clicks by Task

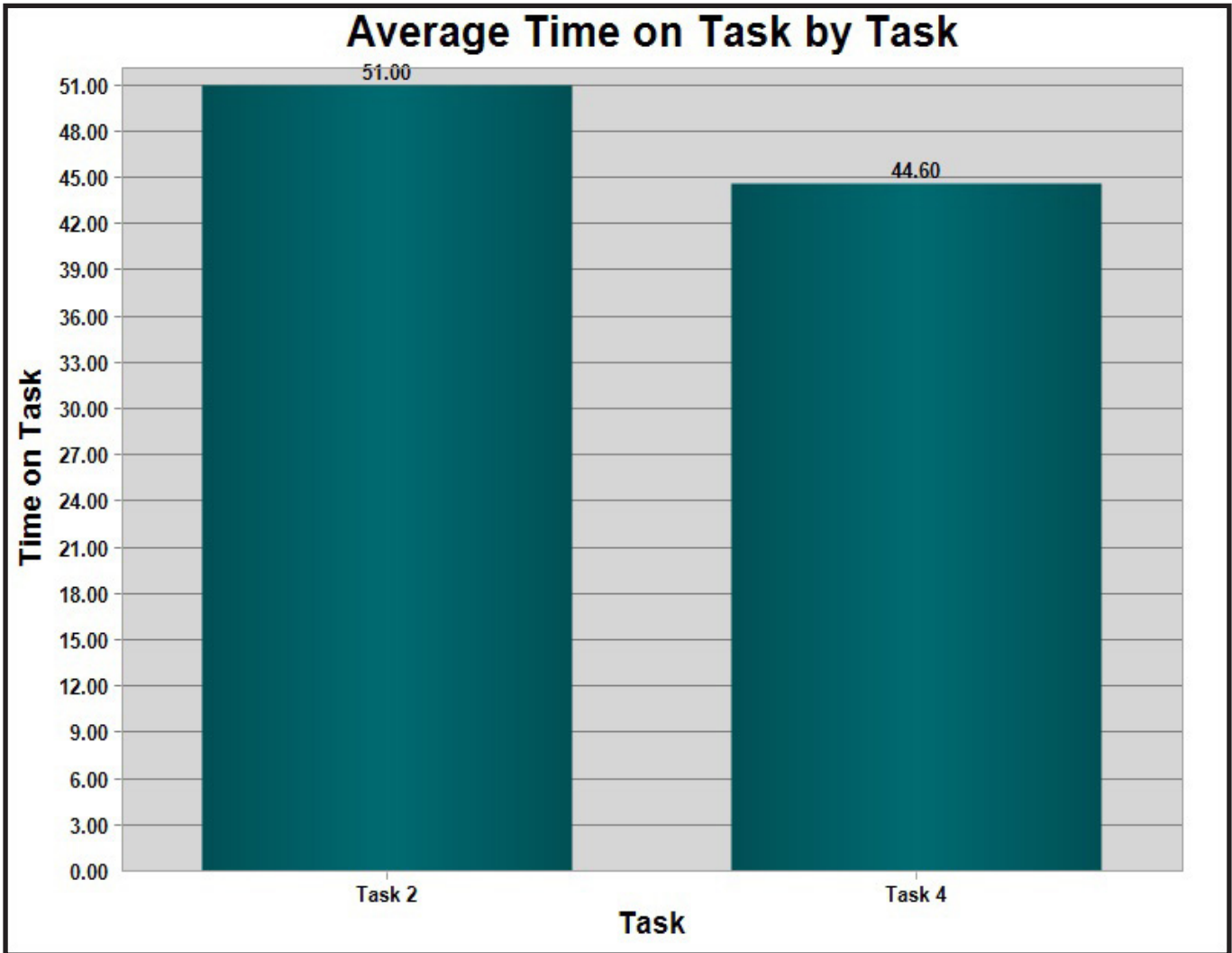


### Task Key

Task 2: What students are eligible for the MBA in 5 Program?

Task 4: What are the differences between option one and option two in the MBA in 5?

## Average Time on Task by Task



### Task Key

Task 2: What students are eligible for the MBA in 5 Program?

Task 4: What are the differences between option one and option two in the MBA in 5?

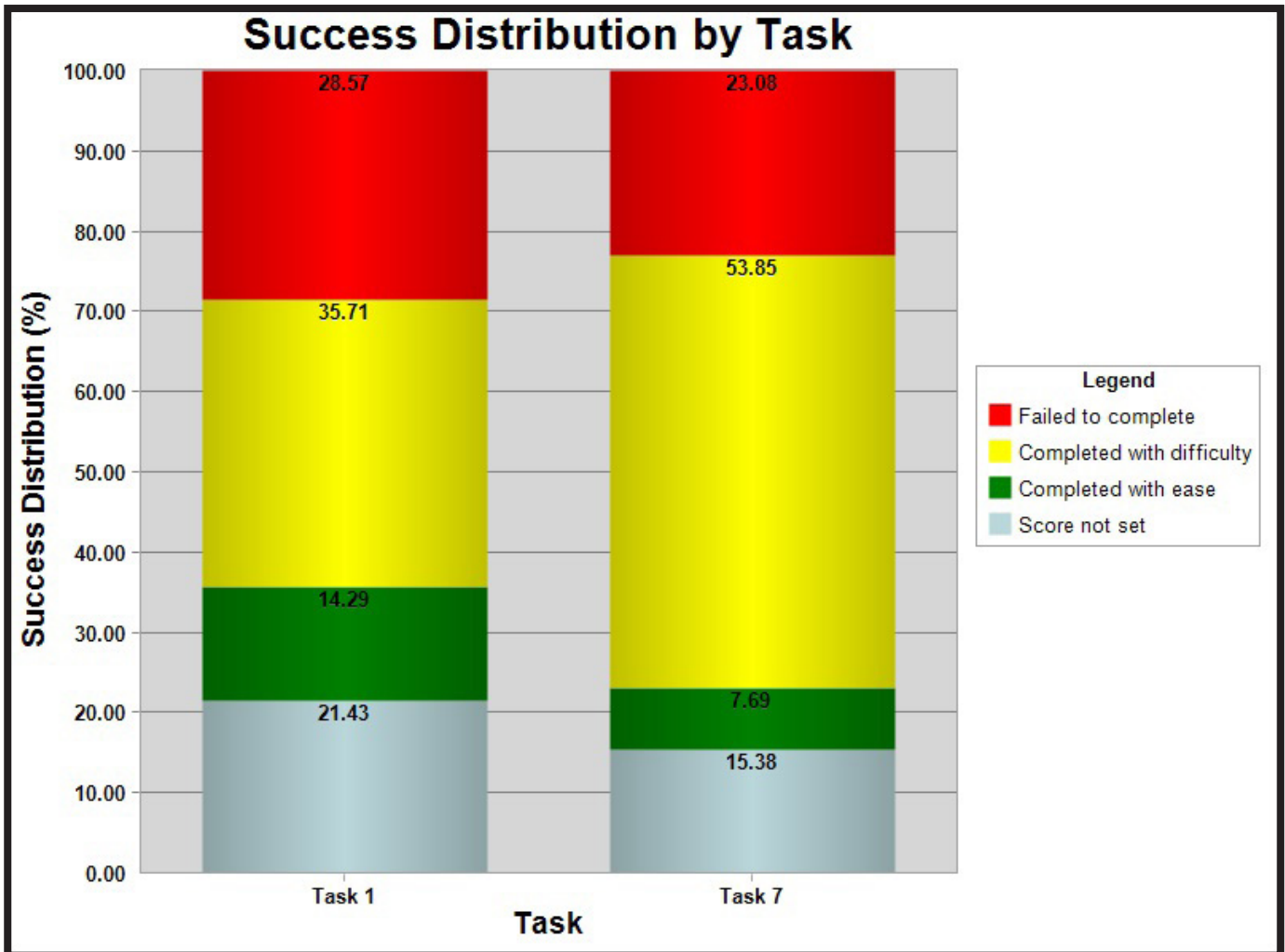
## Unsuccessful Tasks

These tasks were considered to be a challenge to complete to test subjects from the indicators of: Overall Success Distribution, Time on task, Mouse clicks, and Success of Task completion. All of these have been predefined by SWAT and measured equally. Below is listed the criteria for an unsuccessful task.

Success Distribution	Lots of Red
Mouse Clicks	Above Avg. (4.8 mouse clicks)
Time on Task	Above Avg. (70.09 seconds)

**\*\*Unsuccessful tasks must meet 2 or more of these margins**

## Success Distribution by Task

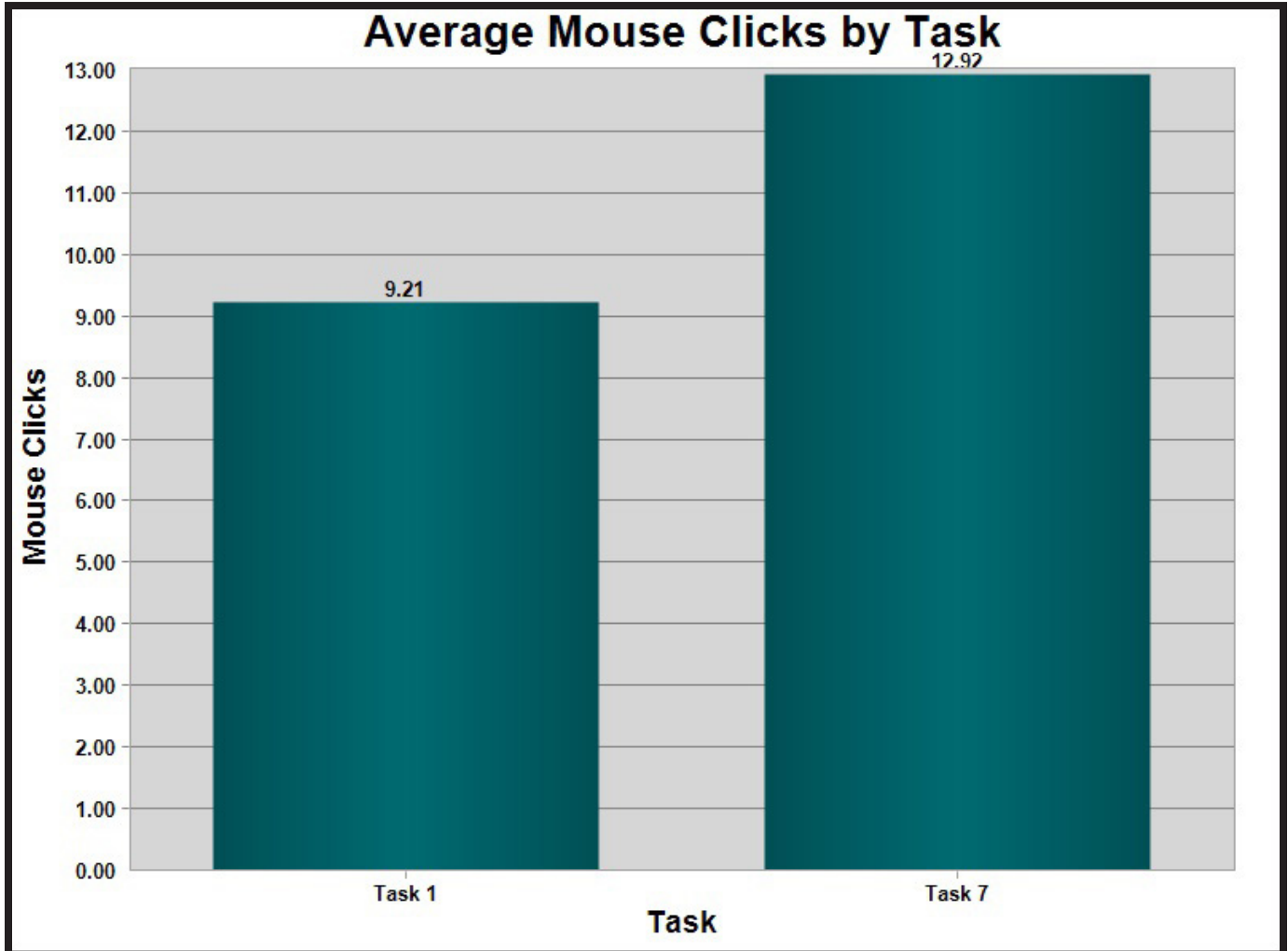


### Task Key

Task 1: Find the MBA in 5 Website

Task 7: Find the contact information for the William Woods University graduate program

## Average Mouse Clicks by Task



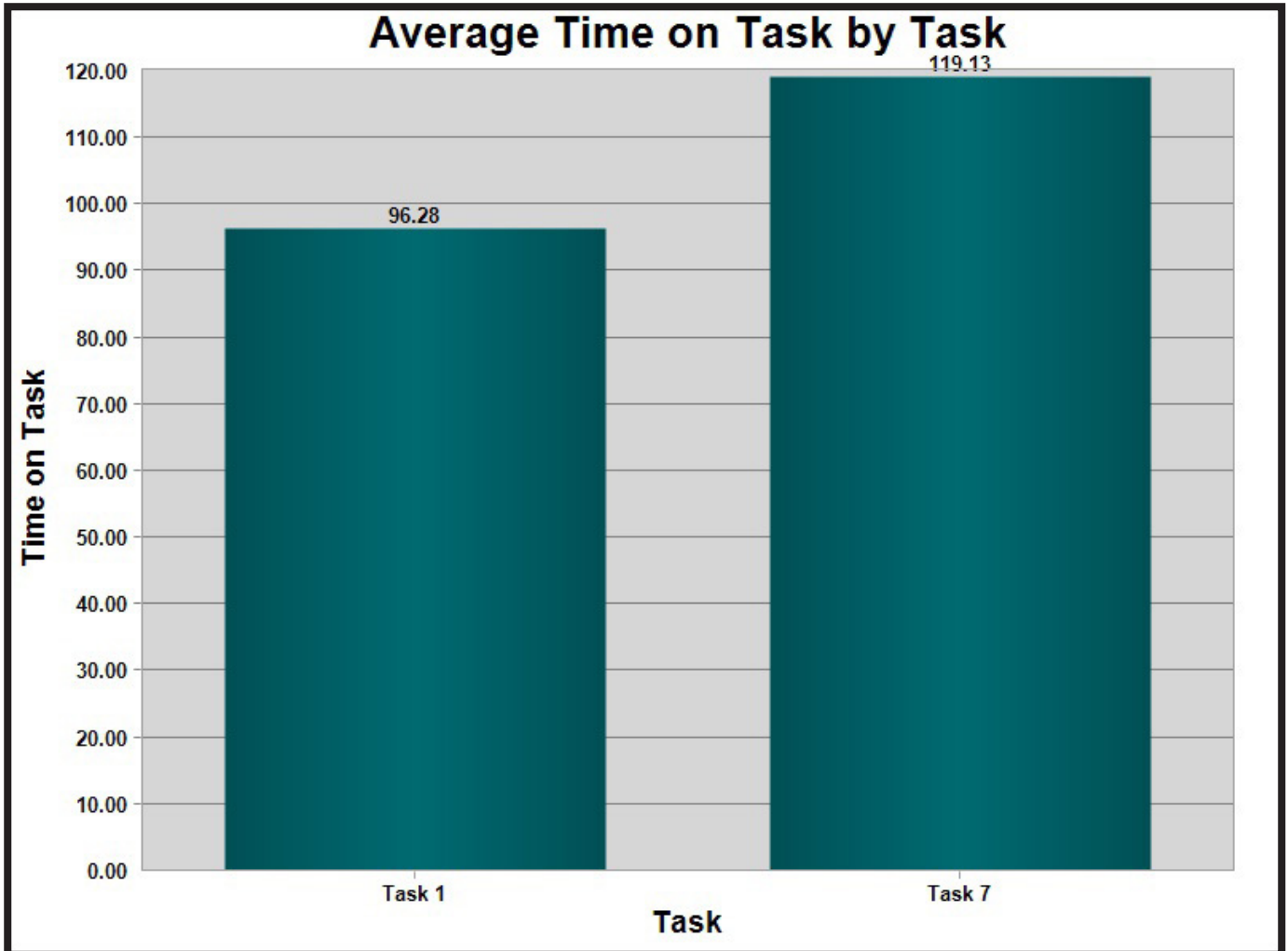
### Task Key

Task 1: Find the MBA in 5 Website

Task 7: Find the contact information for the William Woods University graduate program



## Average Time on Task by Task



### Task Key

Task 1: Find the MBA in 5 Website

Task 7: Find the contact information for the William Woods University graduate program

## Participant Feedback

### 1. What did you like about this website?

- The degree programs all had required courses listed and were all on the same website
- Detailed information
- Simple color scheme that is consistent to the WWU site
- The layout of the site
- A lot of information
- Informative for prospective students
- Had the majority of the information that was asked
- Liked the different options from different links
- Not a whole lot, it was hard to find things easily
- Nothing
- Balanced, and the fonts were easy to read
- Nothing, it was hard to use
- It was easy to get to the MBA in 5 information

### 2. What did you dislike about this website?

- The MBA in 5 website was really hard to find as well as the contact information for the graduate college
- It was confusing at times to find things
- Not easy to navigate, and leads in circles when looking for specific information.
- Difficult to find contact information
- Challenging for unfamiliar students of the WWU website, it takes too much searching
- The site was difficult to understand
- Really had to search for information

### 3. What would you change about this website?

- Better access to the MBA in 5 website
- Have the information more organized
- clearer site map
- Reduce amount of links to make navigation easier and include all information in one place
- One person believed the site had the information needed.
- Have a page/website where all information is linked out into one place
- Make the names and locations more specific
- Change the navigation to find important info
- Make specific tab that takes to MBA in 5

### 4. What information is missing or would you like to see?

- Nothing is missing, but information could be placed better
- More information should be given because a lot of it is vague
- Information needs to be organized better
- The information seems scattered around throughout the site and loses people easily
- Include a hyperlink that leads to the contact page (more directly)
- Department contact information
- The advantages, and scholarship information was not on or linked off the page

- Clearer advantages to the program
- Information on other MBA's other than just business should be present
- Needs to be made easier to find
- Information was lacking
- Some contact information and class schedules only accessible through owlnet which outsiders to the school aren't familiar with and can't use
- More about classes

5. Any suggestions, comments, or improvements?

- would help not having two different links that link to the same information
- Reorganize the info and try to make it more user friendly
- There are a lot of different links that get confusing
- Tabs on the side bar related to page you clicked on
- none
- Have a link with more info on the MBA in 5
- More Simplicity!!!!
- Sort out contacts for departments and department chairs
- Make the information more easily accessible
- Make it easier to navigate
- put more of the correct information in words that students can actually understand.

## SWAT Feedback

- Add pictures of DECA students, from inside the classrooms
- Make an easier navigation from the William Woods University's "Home" page
- Start the information off more general, given that most demographic are current students
- Under "How the MBA in 5 Works", have a link to a "requirements" page
- Include information so that all grades interested in the program know whether they are acceptable to enter the program...i.e: if sophomores are curious about the program are they too late to become an MBA in 5 Student?
- Put information about MBA in 5 Students and the campus's GA positions. MBA in 5 students can't be eligible for those positions