

OWLNET (Student)

Usability Test 2014

Student Website Advancement Team



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Overview

This study is a compilation of the Owlnet Portal website. The Student Website Advancement Team (SWAT) has conducted a usability test on the website. Each participant was presented with ten objectives (Tasks) to complete on the site. This was to analyze and interpret the degree to which students could successfully navigate through Owlnet Portal website. With software and video recording devices we collected data about each test subject. We successfully tested 29 participants and reviewed the data. This presentation will showcase the tasks completed most successfully and those that participants struggled to complete.

Thank you!

Abby Baker, Director of Usability Testing
Wade Oestreich, Usability Staff Member
And our Entire Usability Staff!

Study Details

The Following are the parameters of the data collected.

Tasks

1. Please locate the link to access your current unofficial transcript.
2. Please find the registration page for Spring 2014.
3. Go to “All my Courses” page and locate the professor and room number for at least one of your classes.
4. Please find the “Check your Lead points” link and open the link.
5. Please find Student Employment and click on the link to locate the work study application.
6. Locate the financial aid portal and get access to the login screen.
7. Locate and open “pay my bill”, and check your account balance
8. Please locate the Add/Drop courses link for spring 2014.
9. Find and open the vehicle registration link.
10. Locate the tutoring tab.







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 6.27 clicks: Acceptable
- Above 6.27 clicks: Information is becoming long

Time on Task (Seconds)

- Below 55.2 seconds: Acceptable
- Above 55.2 seconds: User has slight disinterest
- 70 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**

This graph compares overall success of the task.

- Green = Completed
- Yellow = Completed with some difficulty
- Red = Failed to complete

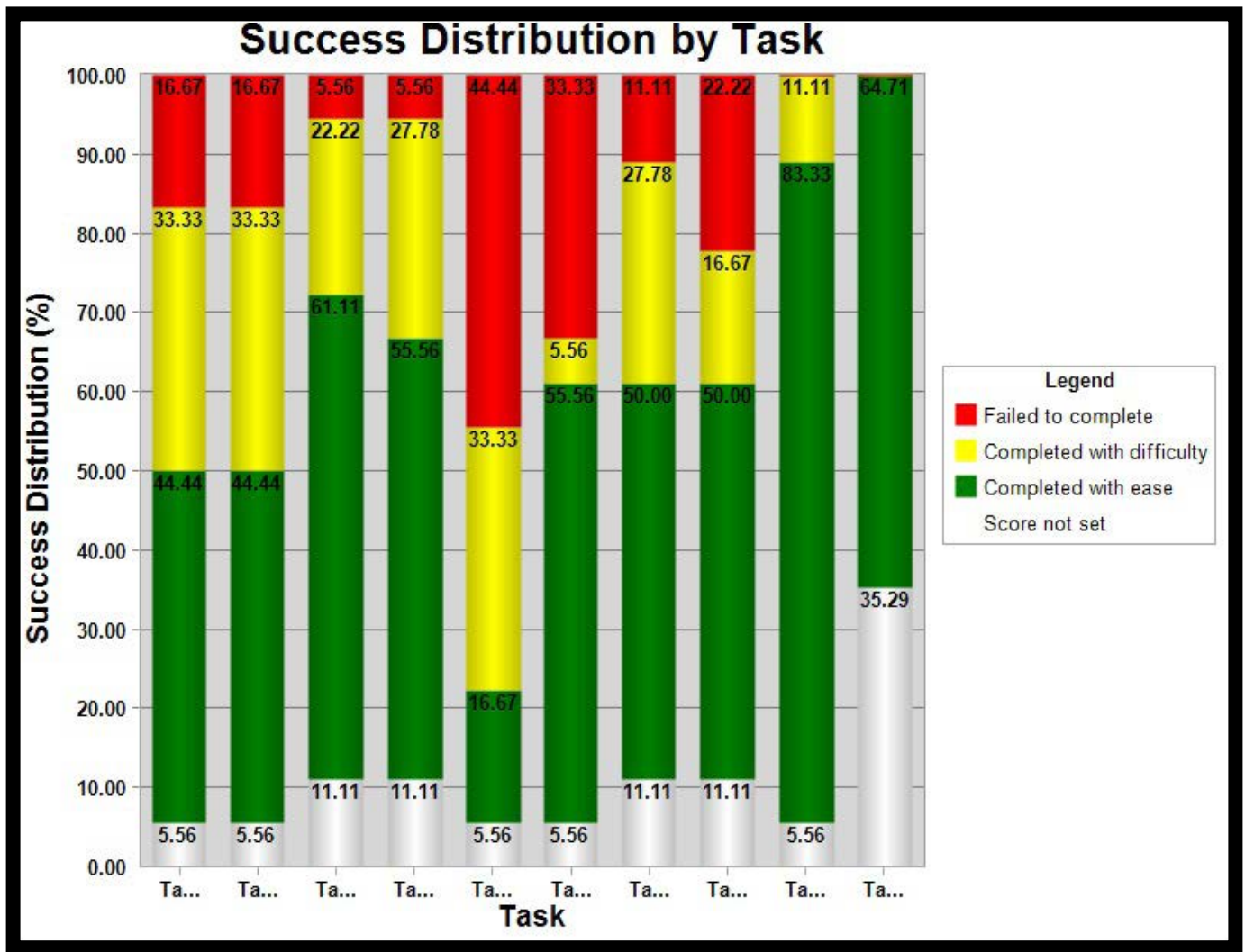
•**Mouse Clicks Graph**

This graph compares each mouse click for the duration of each task. The average mouse click per question was 6.27 clicks. Anything above this average was considered unsuccessful; anything below was considered successful.

•**Time on Task Graph**

This graph compared the time it took to complete the task from beginning to end. The average time on this task was 55.2 seconds. Any time above this average was considered unsuccessful; anything below was considered successful.

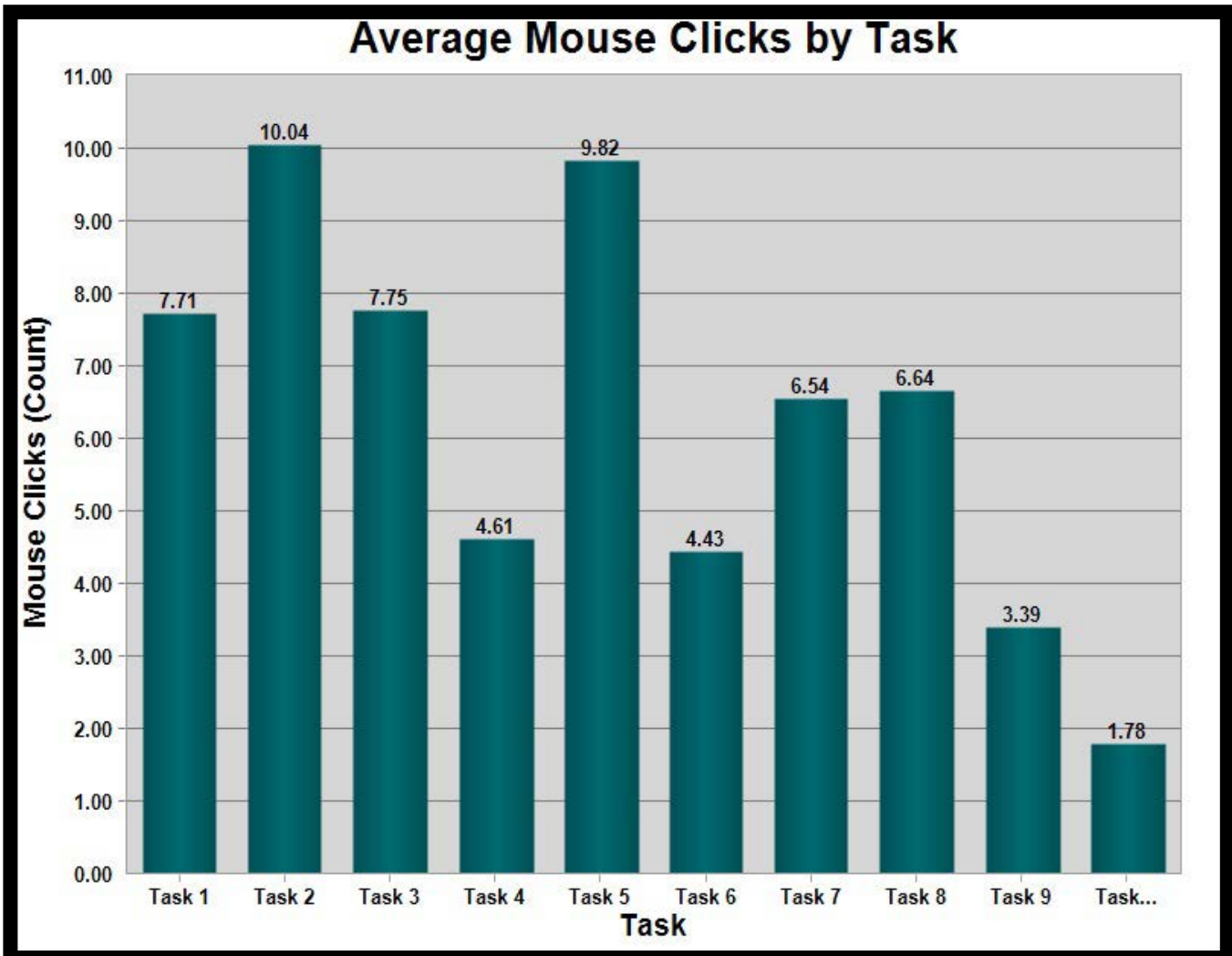
Success Distribution by Tasks



Task Key

1. Please locate the link to access your current unofficial transcript.
2. Please find the registration page for Spring 2014.
3. Go to "All my Courses" page and locate the professor and room number for at least one of your classes.
4. Please find the "Check your Lead points" link and open the link.
5. Please find Student Employment and click on the link to locate the work study application.
6. Locate the financial aid portal and get access to the login screen.
7. Locate and open "pay my bill", and check your account balance
8. Please locate the Add/Drop courses link for spring 2014.
9. Find and open the vehicle registration link.
10. Locate the tutoring tab.

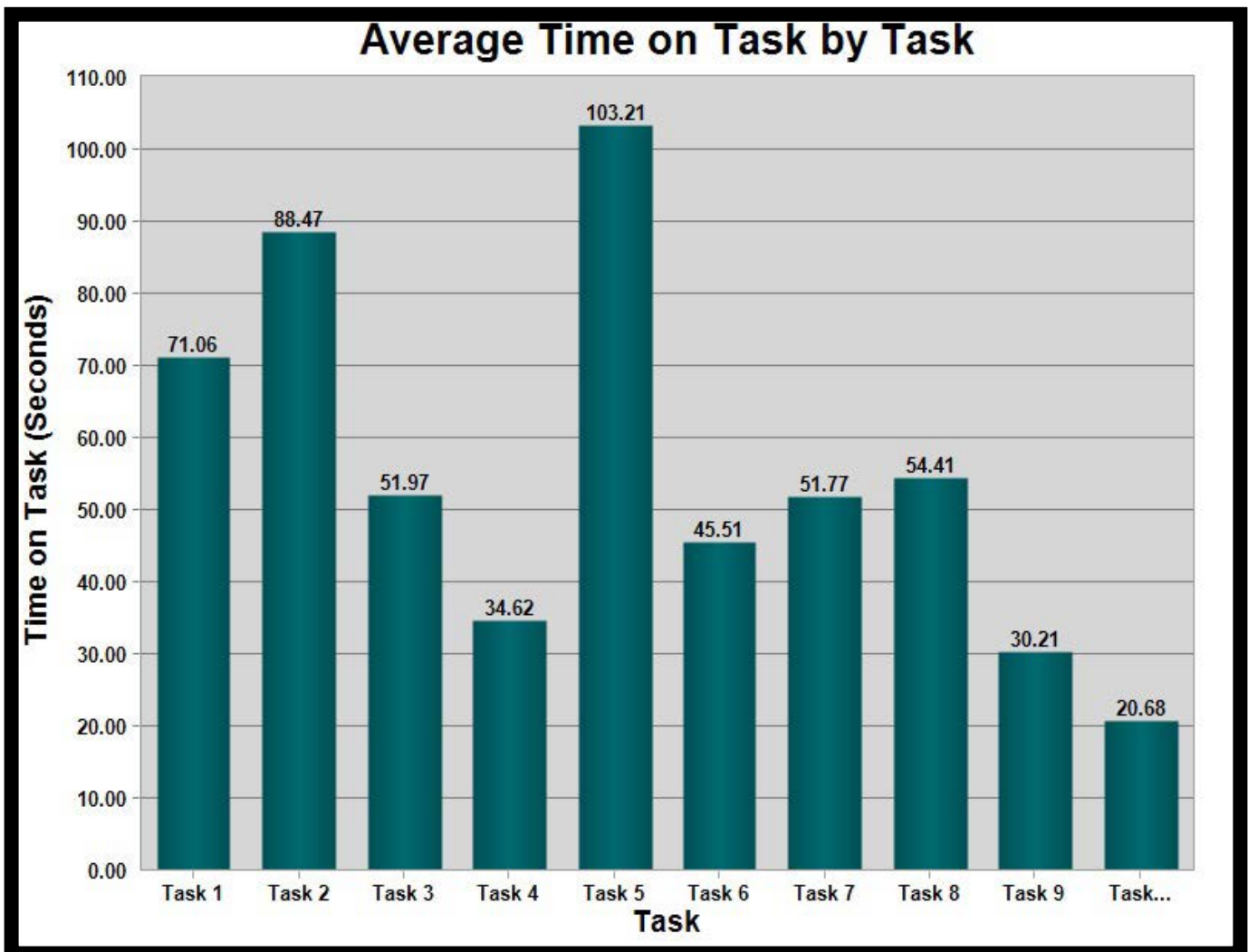
Average Mouse Clicks by Task



Task Key

1. Please locate the link to access your current unofficial transcript.
2. Please find the registration page for Spring 2014.
3. Go to "All my Courses" page and locate the professor and room number for at least one of your classes.
4. Please find the "Check your Lead points" link and open the link.
5. Please find Student Employment and click on the link to locate the work study application.
6. Locate the financial aid portal and get access to the login screen.
7. Locate and open "pay my bill", and check your account balance
8. Please locate the Add/Drop courses link for spring 2014.
9. Find and open the vehicle registration link.
10. Locate the tutoring tab.

Average Time on Tasks



Task Key

1. Please locate the link to access your current unofficial transcript.
2. Please find the registration page for Spring 2014.
3. Go to "All my Courses" page and locate the professor and room number for at least one of your classes.
4. Please find the "Check your Lead points" link and open the link.
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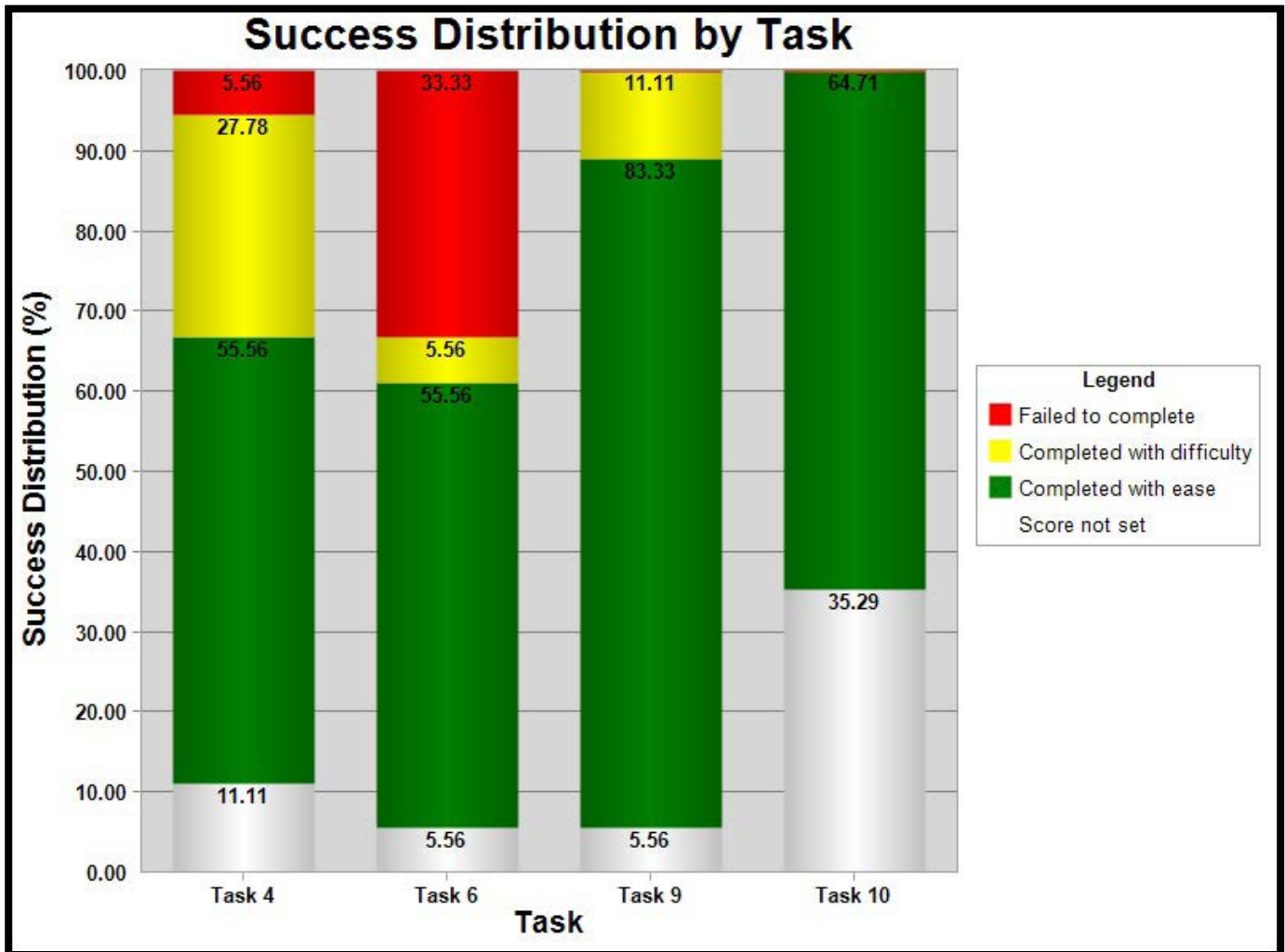
Successful Tasks

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.

Success Distribution	Mostly green
Mouse Clicks	Below Avg. (6.27 mouse clicks)
Time on Task	Below Avg. (55.2 seconds)

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

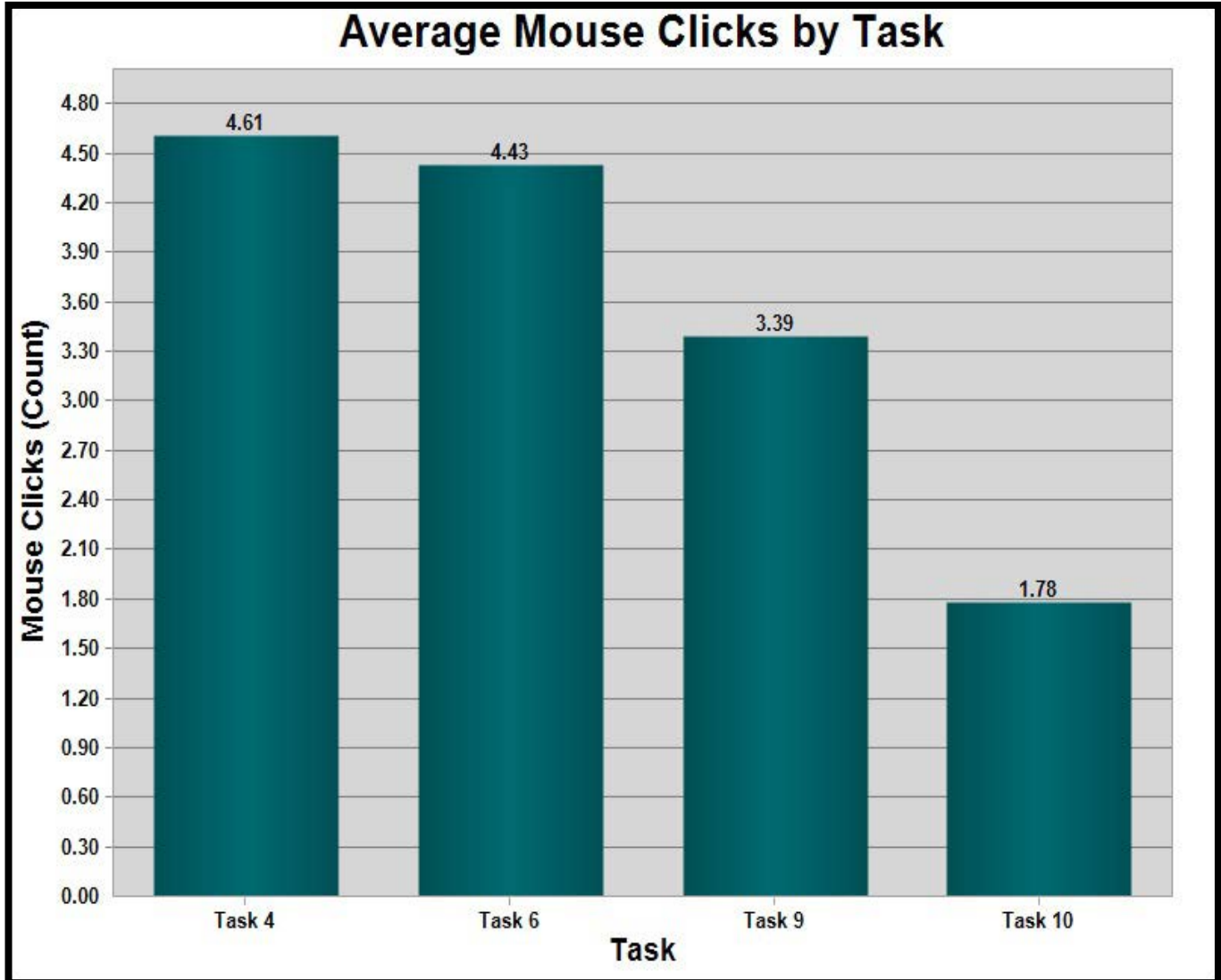
Success Distribution by Task



Task Key

4. Please find the “Check your Lead points” link and open the link.
6. Locate the financial aid portal and get access to the login screen.
9. Find and open the vehicle registration link.
10. Locate the tutoring tab.

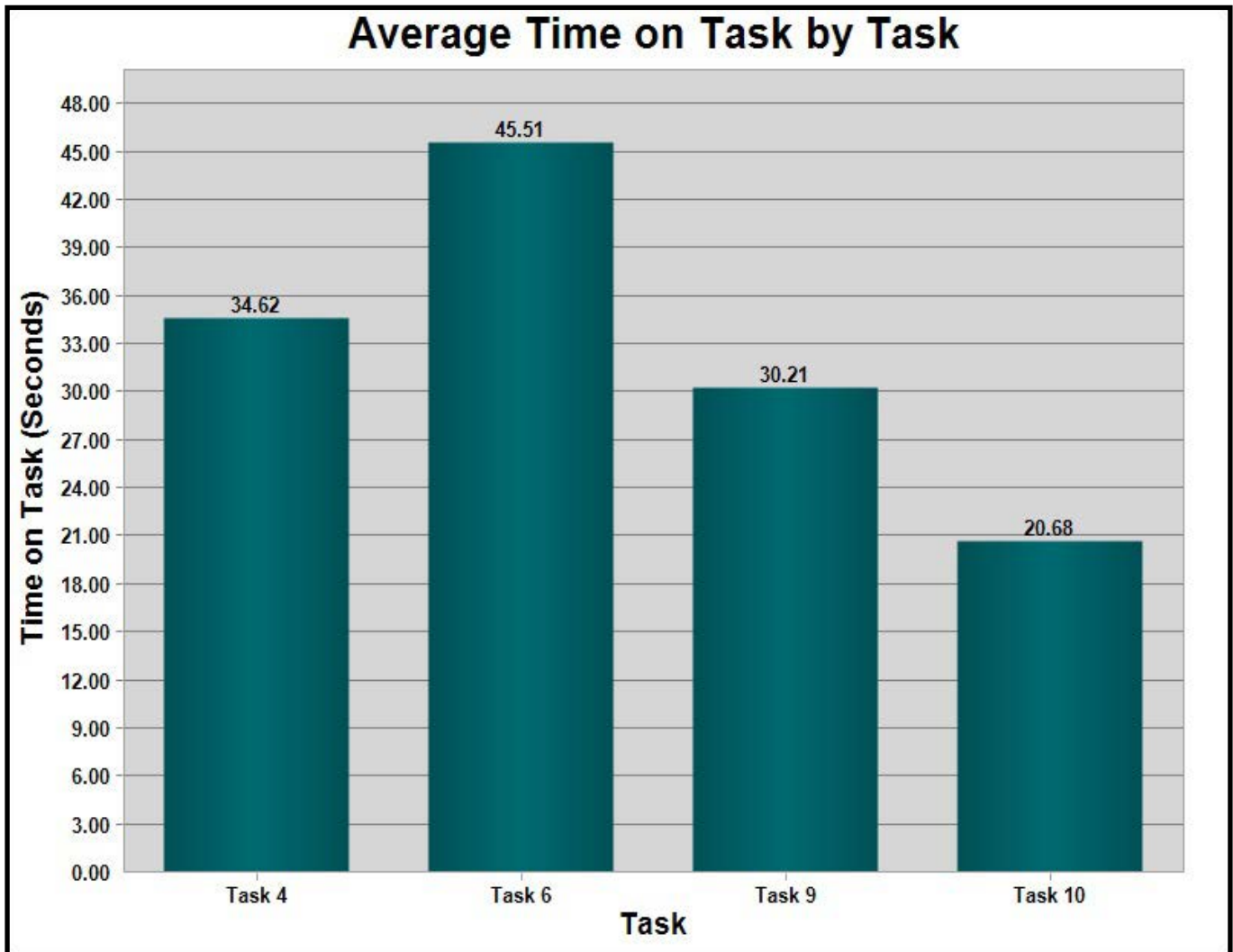
Average Mouse Clicks by Task



Task Key

4. Please find the "Check your Lead points" link and open the link.
6. Locate the financial aid portal and get access to the login screen.
9. Find and open the vehicle registration link.
10. Locate the tutoring tab.

Average Time on Task by Task



Task Key

4. Please find the "Check your Lead points" link and open the link.
6. Locate the financial aid portal and get access to the login screen.
9. Find and open the vehicle registration link.
10. Locate the tutoring tab.

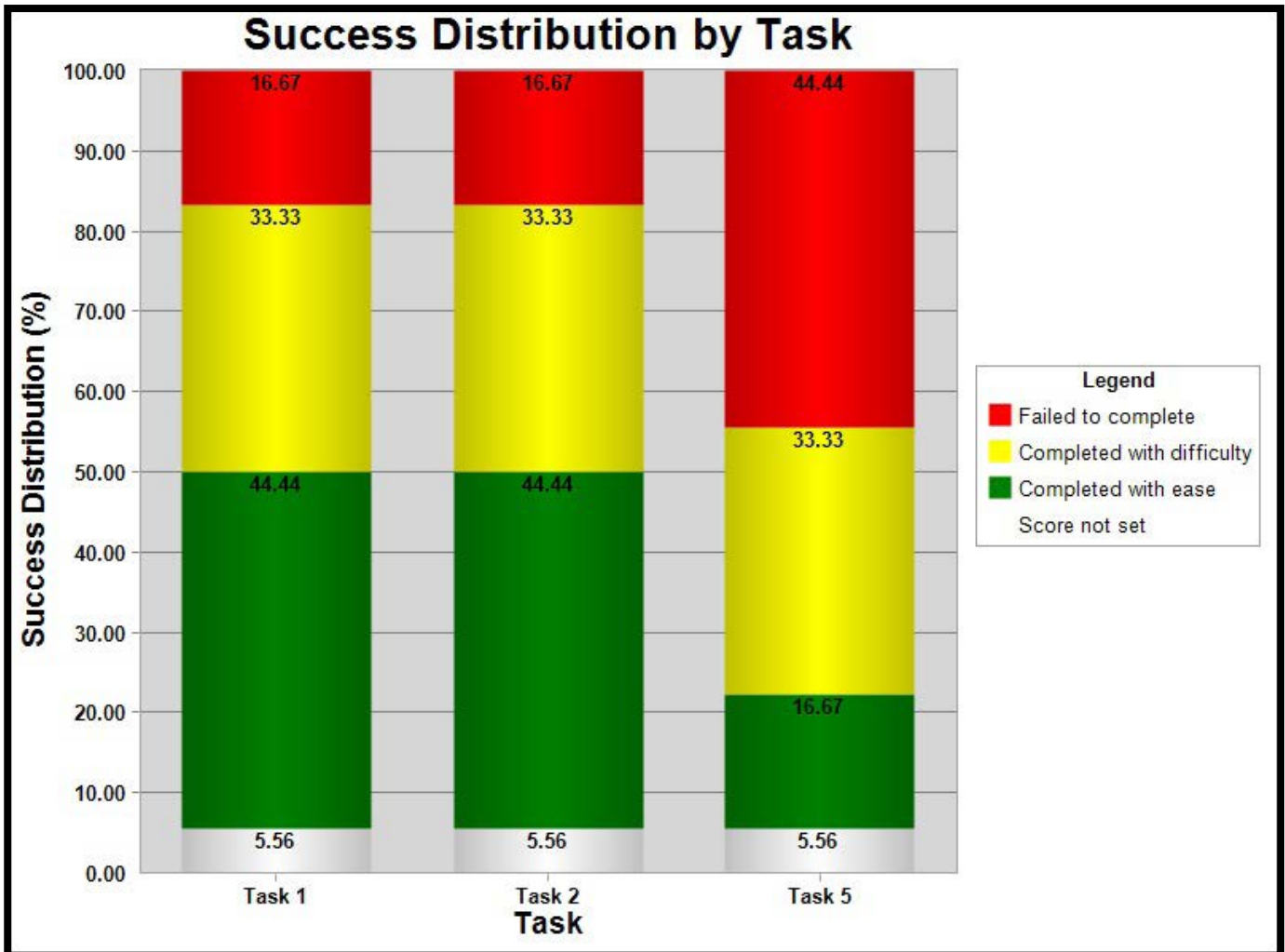
Unsuccessful Tasks

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. (6.27 mouse clicks)
Time on Task	Above Avg. (55.2 seconds)

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

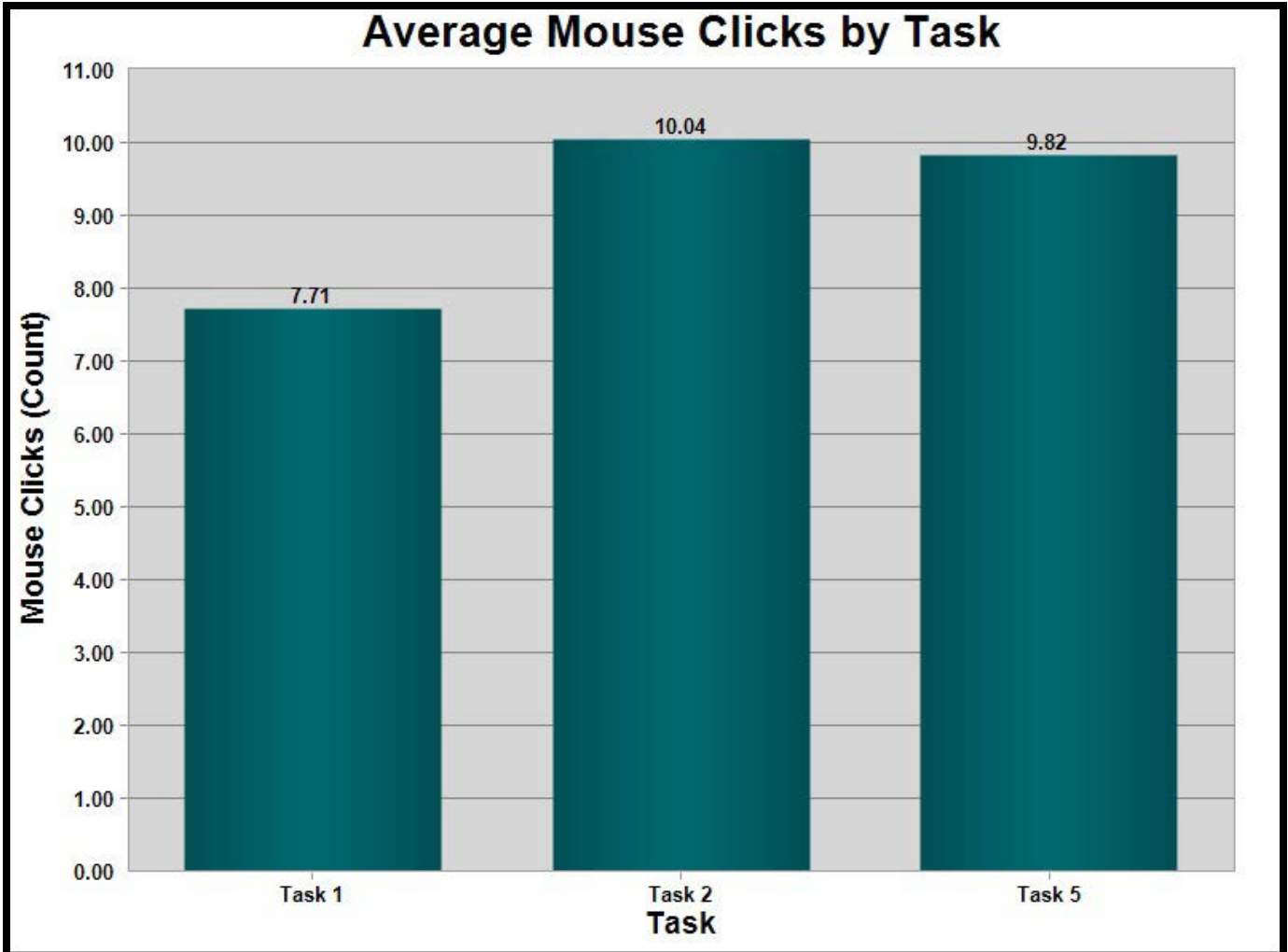
Success Distribution by Task



Task Key

1. Please locate the link to access your current unofficial transcript.
2. Please find the registration page for Spring 2014.
5. Please find Student Employment and click on the link to locate the work study application.

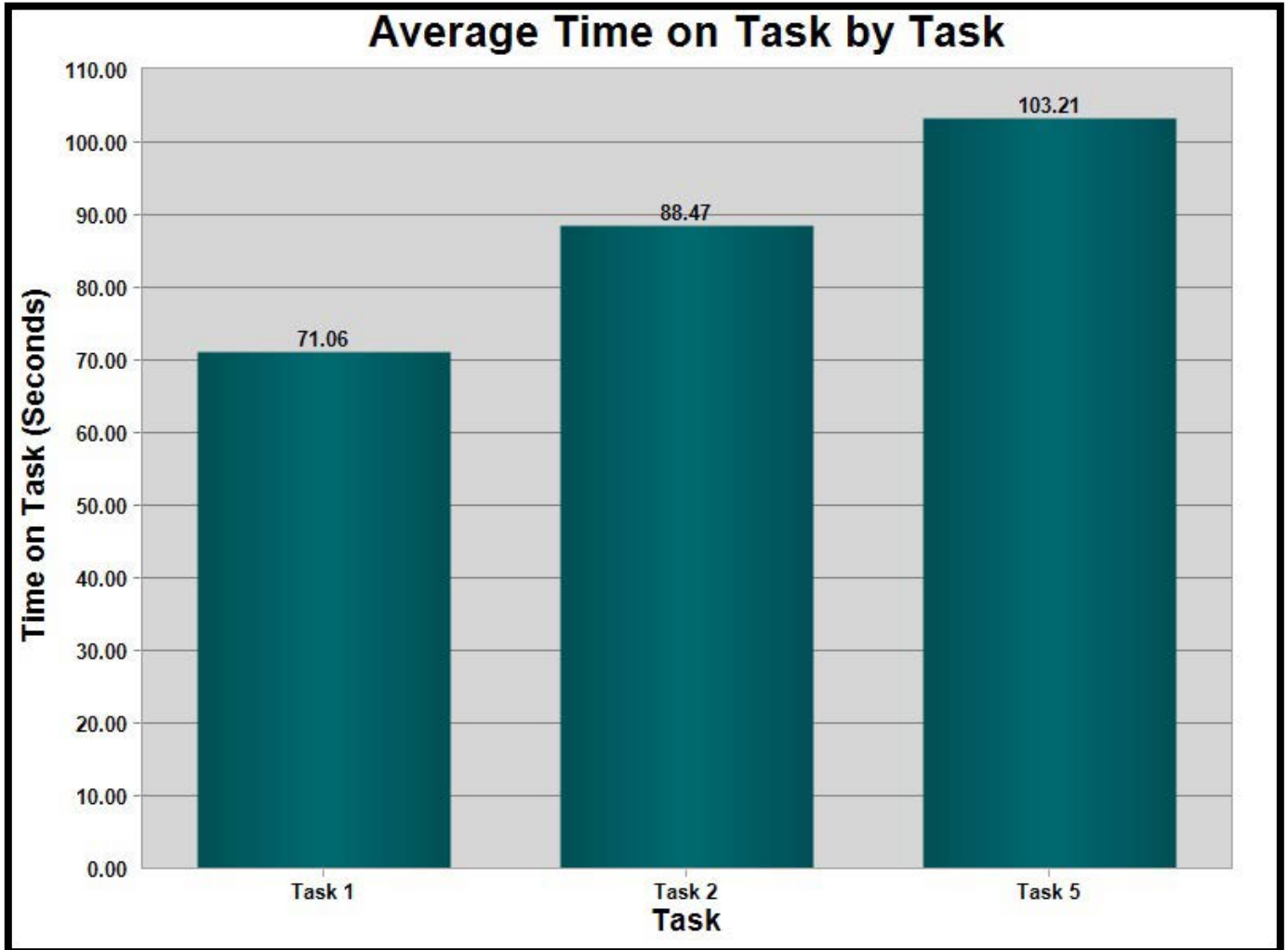
Average Mouse Clicks by Task



Task Key

1. Please locate the link to access your current unofficial transcript.
2. Please find the registration page for Spring 2014.
5. Please find Student Employment and click on the link to locate the work study application.

Average Time on Task by Task



Task Key

1. Please locate the link to access your current unofficial transcript.
2. Please find the registration page for Spring 2014.
5. Please find Student Employment and click on the link to locate the work study application.

Participant Feedback

Demographic Results:

1. **What can be put on the homepage of Owlnet to make it more useful to you?**
 - A. Nothing (6)
 - B. Tucker dining hall tab
 - C. Include a way to find the teacher emails, and not just by being in classes with them
 - D. Class cancellation link/info
 - E. Student email access
 - F. Each student's photo on their logged on home page
 - G. Not really sure what the blurb on the top of the homepage has to do with anything
 - H. General instructions
 - I. Not sure
 - J. Easier access to add/drop courses and schedules for the year
 - K. Access lead points (2)
 - L. Billing Statements, grades, email
 - M. Lead calendar
 - N. Learning House
 - O. Easier way to find pay periods and making academics easier to get to
 - P. More specific tabs under financial aid and billing
 - Q. Listing of courses currently enrolled in rather than the side tab
 - R. Sometimes too many links
 - S. Important dates about school closings possibly lead events on a small calendar would help because I always use Owlnet, having the lead calendar on Owlnet would make things much easier
 - T. Link to current unofficial transcript

2. **How often do you use Owlnet?**
 - A. Every day (20)
 - B. Two or three times a day (6)
 - C. Three or four times a week (3)

3. **Do you often get frustrated when using Owlnet? If so Explain please.**
 - A. No (17)
 - B. To check grades or upcoming assignments
 - C. At the beginning yes, now that I've been using the site for a while it is not so bad.
 - D. Sure, I hate that when I click academics on the side bar, it doesn't take me to the same place as academics on the top bar
 - E. Not often unless I have to do something I don't normally and can't find what I need
 - F. Normally don't get frustrated with Owlnet very often unless I'm looking for my grades or GPA
 - G. Occasionally when menu's and links change
 - H. Sometimes when things are updated or moved around
 - I. Occasionally, not consistently. Academics and students tabs can be confusing
 - J. I used to, but the new updated Owlnet is lowering my frustration
 - K. Yes, because you have to search for important things and sometimes there are multiple

links to get to the same place

L. No, If I can't find something, I ask around for others help

4. Into what age group do you fall?

A. 17-24 (28)

B. 33-40 (1)

5. How long have you been using Owlnet?

A. Less than 1 year(8)

B. 1-3 years (13)

C. 3 plus years (8)

6. Are you a Faculty, or a student

A. Student (29)

7. What level of student are you?

A. Undergrad (29)

Participant Feedback

1) What was the most difficult task?

- Finding the application for student employment/work study (8)
- Looking for the tabs that I only use once or twice a year, such as the add/drop courses & Unofficial transcript. (8)
- Course Registration (3)
- Finding Class Room #'s
- Finding the financial aid link and using Cashnet/Pay my bill (6)
- Account Balances
- Finding LEAD on Owlnet
- Tutor (2)

2) What improvements could be made?

- Making it easier to find LEAD Point (2)
- Have more Obvious Links/most used links (4)
- Registration is confusing (2)
- Make date of add/drop final dates more apparent.
- Maybe broken into smaller categories instead of everything financial under the same tab. (7)
- Clarifying what links and having a search bar (3)
- When you look at your full schedule having the class location/number shown as well
- I don't know much about the Financial Aid Portal (2)
- Make it easier to communicate with your teacher and to see your grades. (2)
- Change personal Owlnet to your own theme
- More information on Tutoring Tab
- Work Study Application more apparent (2)
- Have ample staff in corresponding offices when I cannot find info on website
- Financial Portal needs better navigation – easier to find links and documents
- Search Bar to help navigate Owlnet
- None (3)

3) What do you like about Owlnet?

- Overall it's fairly easy to operate & find what you need. (6)
- Specific Links
- Easy to find my courses
- The Class options & links, really like collaboration (2)
- It is very well organized for the amount of information it holds (9)
- Checking almost everything in Owlnet so you can show your parents and help at your class mates with something
- How easy it is to check grades (4)
- Easy to see unofficial transcripts
- Quick links on the side (2)
- Like "My Pages" Tab
- Updated Course Layout – easier to access the class roster and forums

Participant Feedback

4) Is there any information you could not find on OwlNet?

Could not find link to Student Employment/work study. (8)

Just Room numbers for classes

Financial Aid Link (2)

Registering for spring 2014 (2)

Vehicle Registration

Pay My Bill Link (4)

Unofficial Transcript location (2)

LEAD

No (15)

5) Any other comments, concerns, suggestions, please place below

No (25)

Feels like it needs to be organized or if it were possible to have helpful tips somewhere on the site.

Took me some time to find things.

Interesting way to learn

Having a helpful hints tab or more information somewhere on how to navigate the Financial Aid Portal

Adding the LEAD Calendar to a more usable location like the student tab or maybe on the Homepage

SWAT Feedback

Participants had an extremely hard time finding:

Work study application

Navigating the Registration tab/unofficial transcript

Participants suggested:

More obvious link names

Easier navigation of the Financial aid tab

More specific smaller categories under this tab in particular for links

The logo for the payment of any bills on campus was very hard for students to find because it looks more like an advertisement rather than a link.

Participants suggested to make a helpful hints section for students to be able to find any hints, or instructions on finding information on Owlnet.

Participants also suggested integrating the LEAD calendar onto Owlnet either on the Home Page, or elsewhere on the site.