

SWAT Folder Usability Test

Student Website Advancement Team
Usability Test 2014



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Overview

This study is a compilation of the SWAT's Folder on Studata. The Student Website Advancement Team (SWAT) has conducted a usability test on the Folder. Each participant was presented with eight objectives (Tasks) to complete on the site. This was to analyze and interpret the degree to which students could successfully navigate through SWAT's Folder on Studata. With software and video recording devices we collected data about each test subject. We successfully tested 10 participants and reviewed the data. This presentation will showcase the tasks completed most successfully and those that participants struggled to complete.

Thank you!

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Study Details

The Following are the parameters of the data collected.

Tasks

1. Find the Word Press User name and password for the Kingdom of Callaway Supper Client Project.
2. Find the blank documentation form to fill out on a Client Project.
3. Find the Policies and Procedures Manual.
4. Find the Login and Password for Team Treehouse.
5. Find the pricing sheet for Usability Testing.
6. Find the minutes to the SWAT meetings.
7. Find the Word Press Tutorials.
8. Find the Prezi Login and Password.







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 15.95 clicks: Acceptable
- Above 15.95 clicks: Information is becoming hard to locate

Time on Task (Seconds)

- Below 53.74 seconds: Acceptable
- Above 53.74 seconds: User has slight disinterest
- 75 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.
 - Yellow = Completed
 - Teal = Completed with some difficulty
 - Blue = Failed to complete

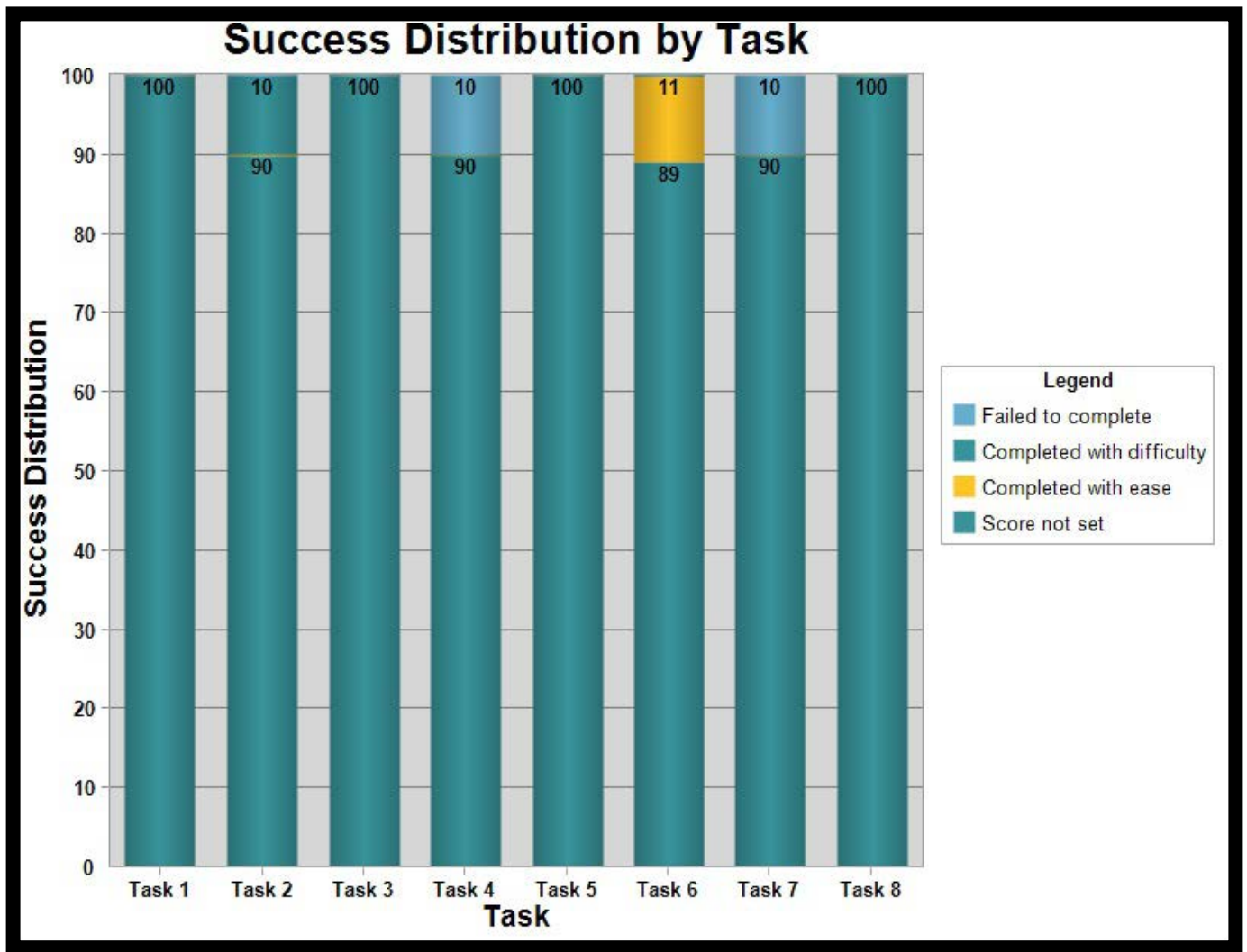
•**Mouse Clicks Graph**

o This graph compares each mouse click for the duration of each task. The average mouse click per question was 15.95 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 53.74 seconds. Any time above this average was considered unsuccessful; anything below was considered successful.

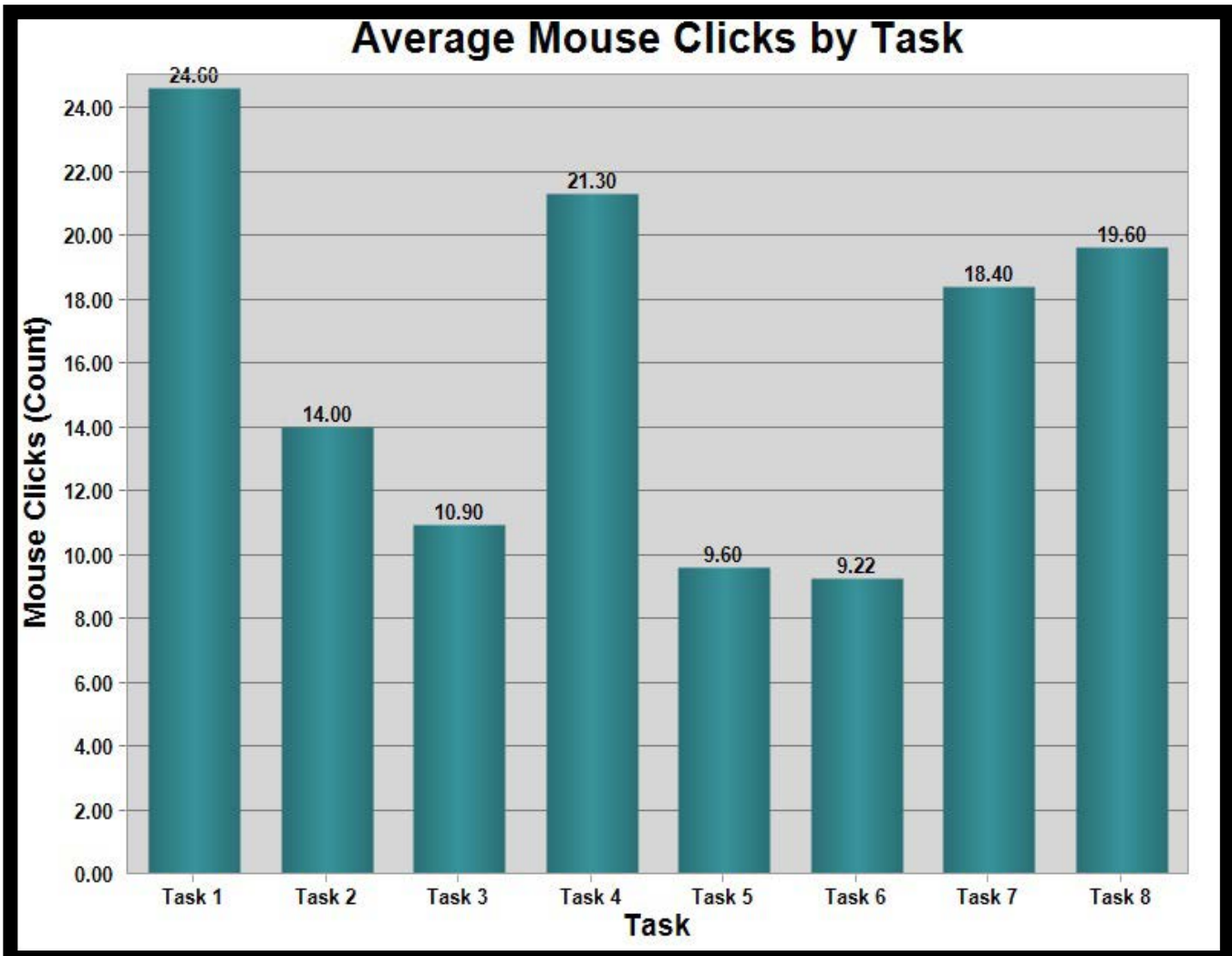
Success Distribution by Tasks



Task Key

1. Find the Word Press User name and password for the Kingdom of Callaway Supper Client Project.
2. Find the blank documentation form to fill out on a Client Project.
3. Find the Policies and Procedures Manual.
4. Find the Login and Password for Team Treehouse.
5. Find the pricing sheet for Usability Testing.
6. Find the minutes to the SWAT meetings.
7. Find the Word Press Tutorials.
8. Find the Prezi Login and Password.

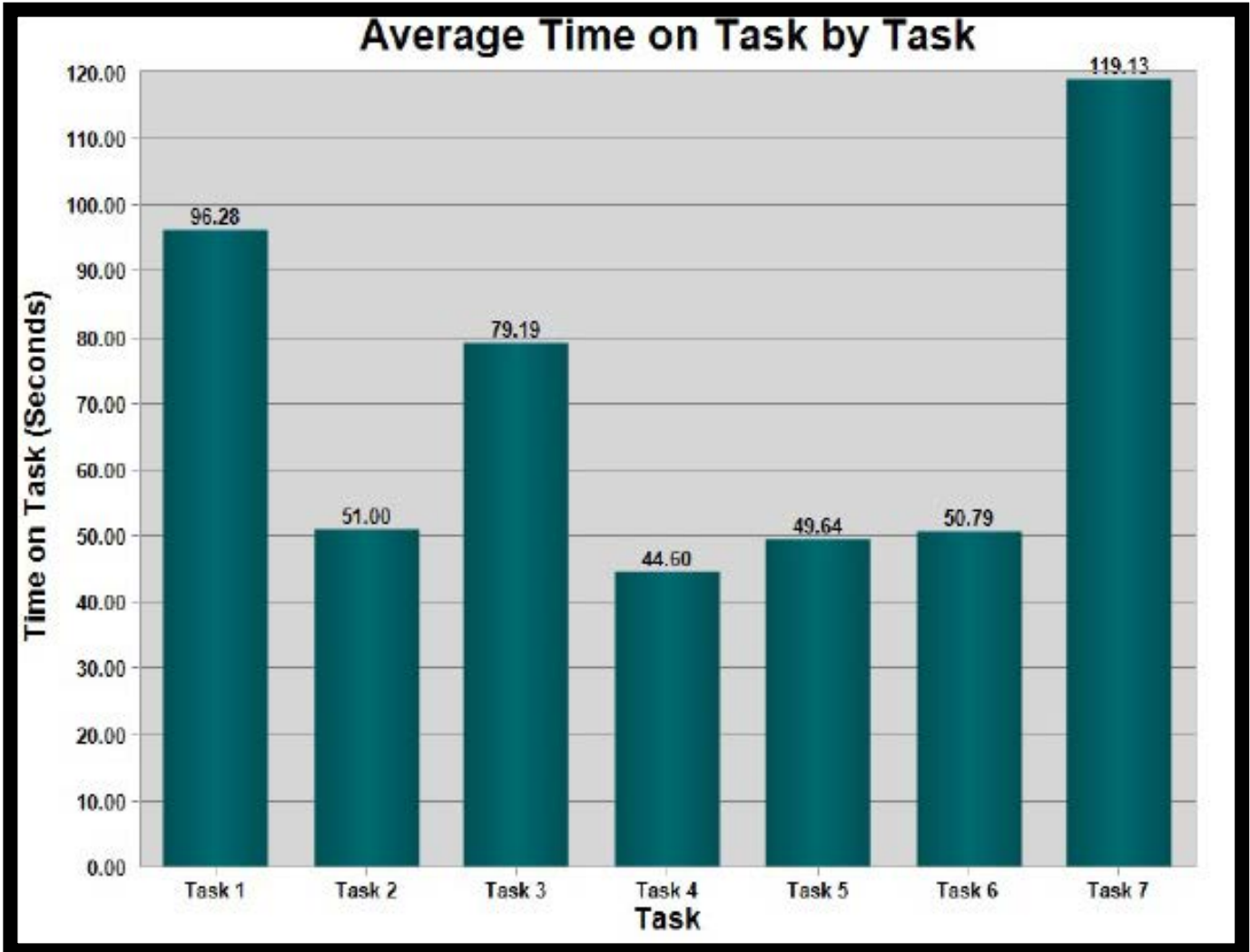
Average Mouse Clicks by Task



Task Key:

1. Find the Word Press User name and password for the Kingdom of Callaway Supper Client Project.
2. Find the blank documentation form to fill out on a Client Project.
3. Find the Policies and Procedures Manual.
4. Find the Login and Password for Team Treehouse.
5. Find the pricing sheet for Usability Testing.
6. Find the minutes to the SWAT meetings.
7. Find the Word Press Tutorials.

Average Time on Tasks



Task Key

1. Find the Word Press User name and password for the Kingdom of Callaway Supper Client Project.
2. Find the blank documentation form to fill out on a Client Project.
3. Find the Policies and Procedures Manual.
4. Find the Login and Password for Team Treehouse.
5. Find the pricing sheet for Usability Testing.
6. Find the minutes to the SWAT meetings.
7. Find the Word Press Tutorials.
8. Find the Prezi Login and Password.

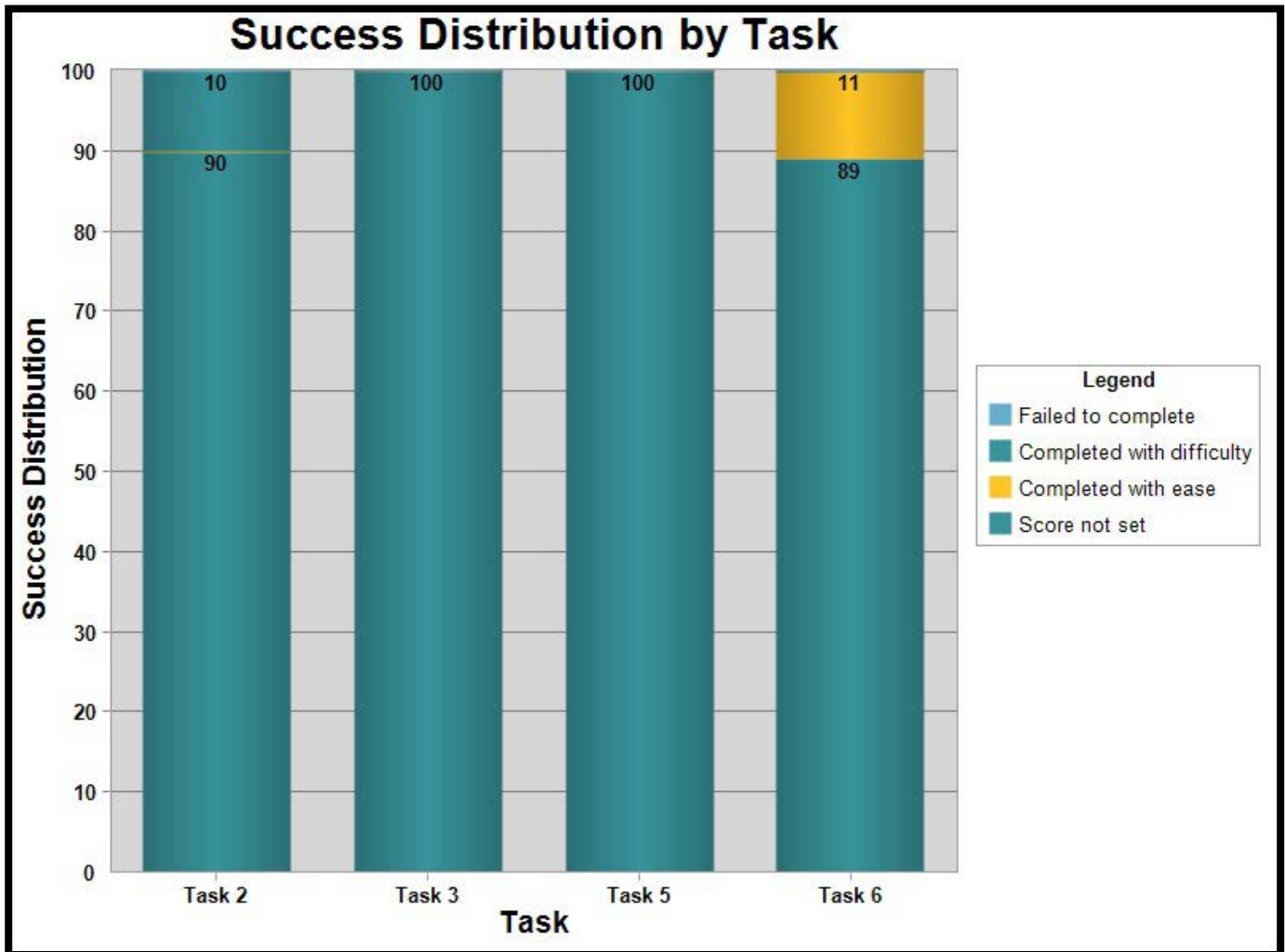
Successful Tasks

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 Yellow
Mouse Clicks	Below Avg. (15.95mouse clicks)
Time on Task	Below Avg. (53.74 seconds)

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

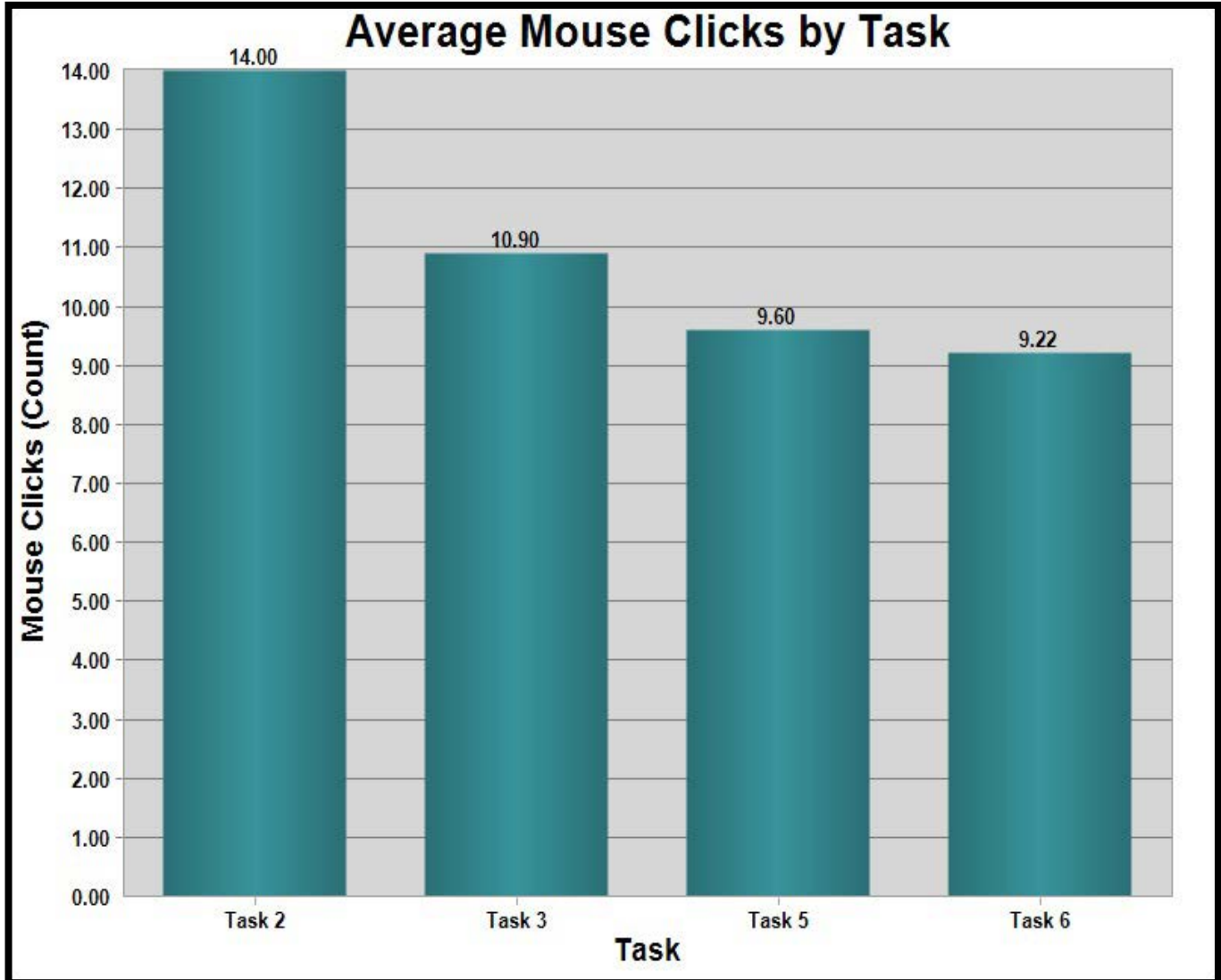
Success Distribution by Task



Task Key

- Task:
2. Find the blank documentation form to fill out on a Client Project.
 3. Find the Policies and Procedures Manual.
 5. Find the pricing sheet for Usability Testing.
 6. Find the minutes to the SWAT meetings.

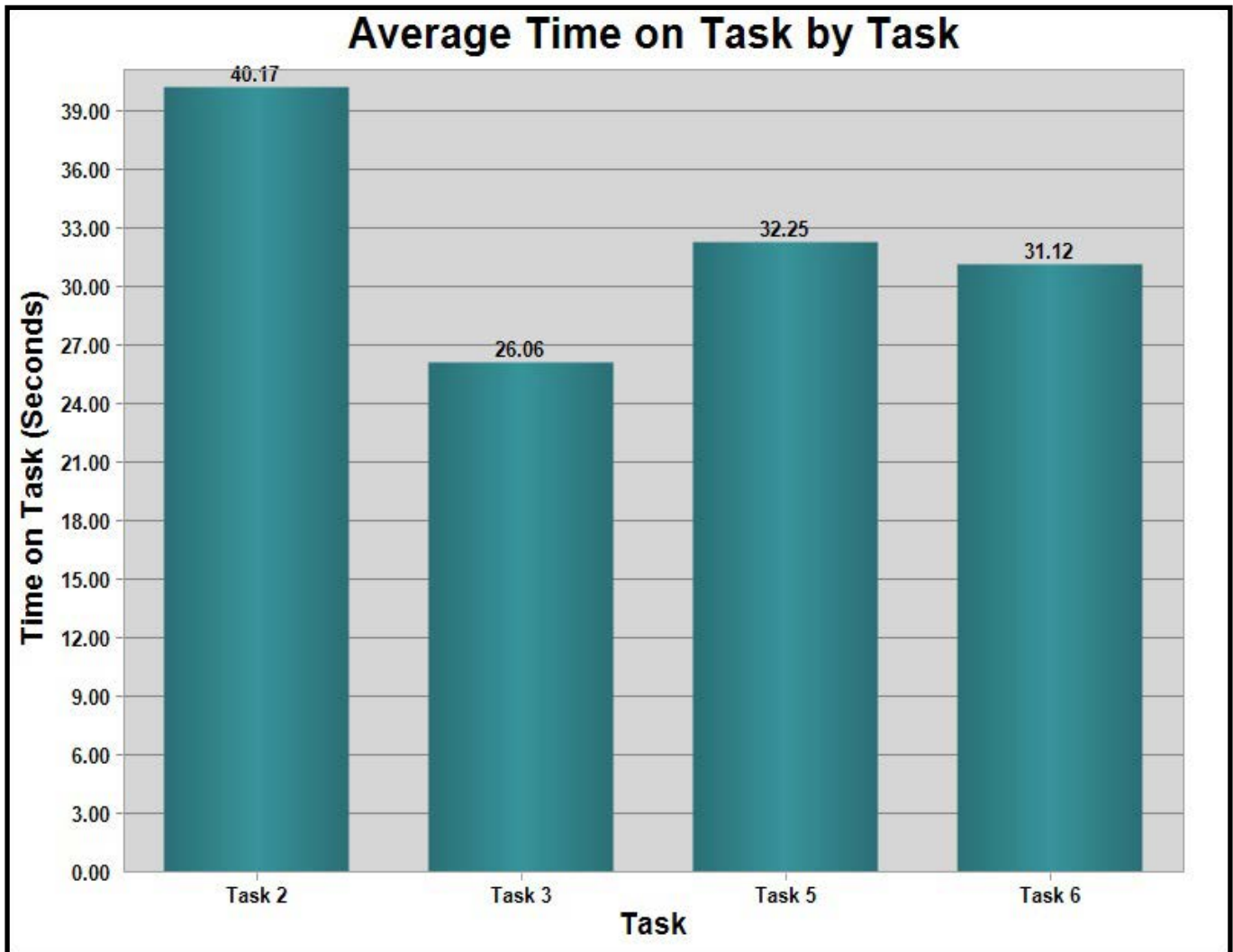
Average Mouse Clicks by Task



Task Key

- Task:
2. Find the blank documentation form to fill out on a Client Project.
 3. Find the Policies and Procedures Manual.
 5. Find the pricing sheet for Usability Testing.
 6. Find the minutes to the SWAT meetings.

Average Time on Task by Task



Task Key

- Task:
2. Find the blank documentation form to fill out on a Client Project.
 3. Find the Policies and Procedures Manual.
 5. Find the pricing sheet for Usability Testing.
 6. Find the minutes to the SWAT meetings.

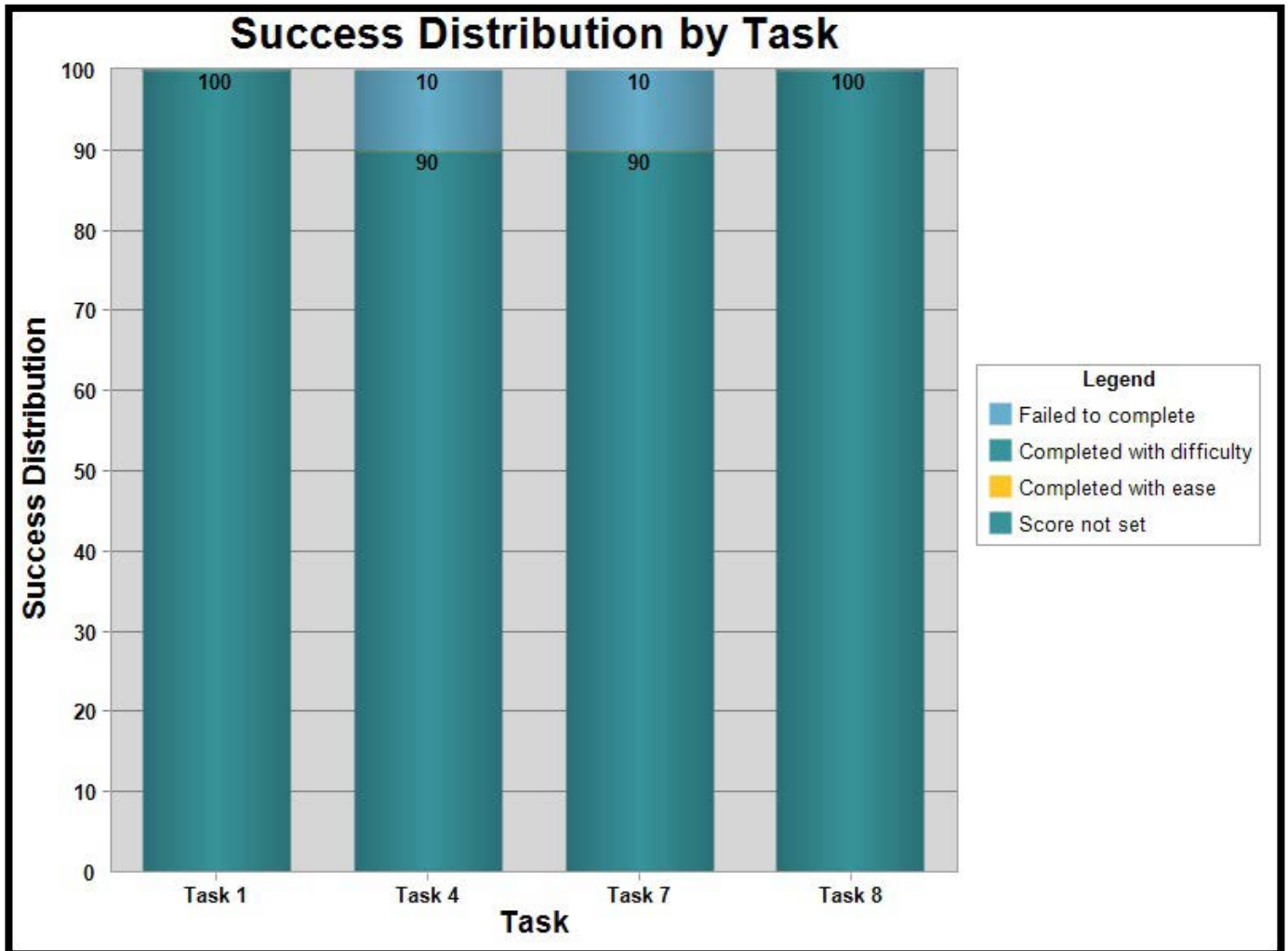
Unsuccessful Tasks

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 Blue
Mouse Clicks	Above Avg. (15.95+ mouse clicks)
Time on Task	Above Avg. (53.74+ seconds)

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

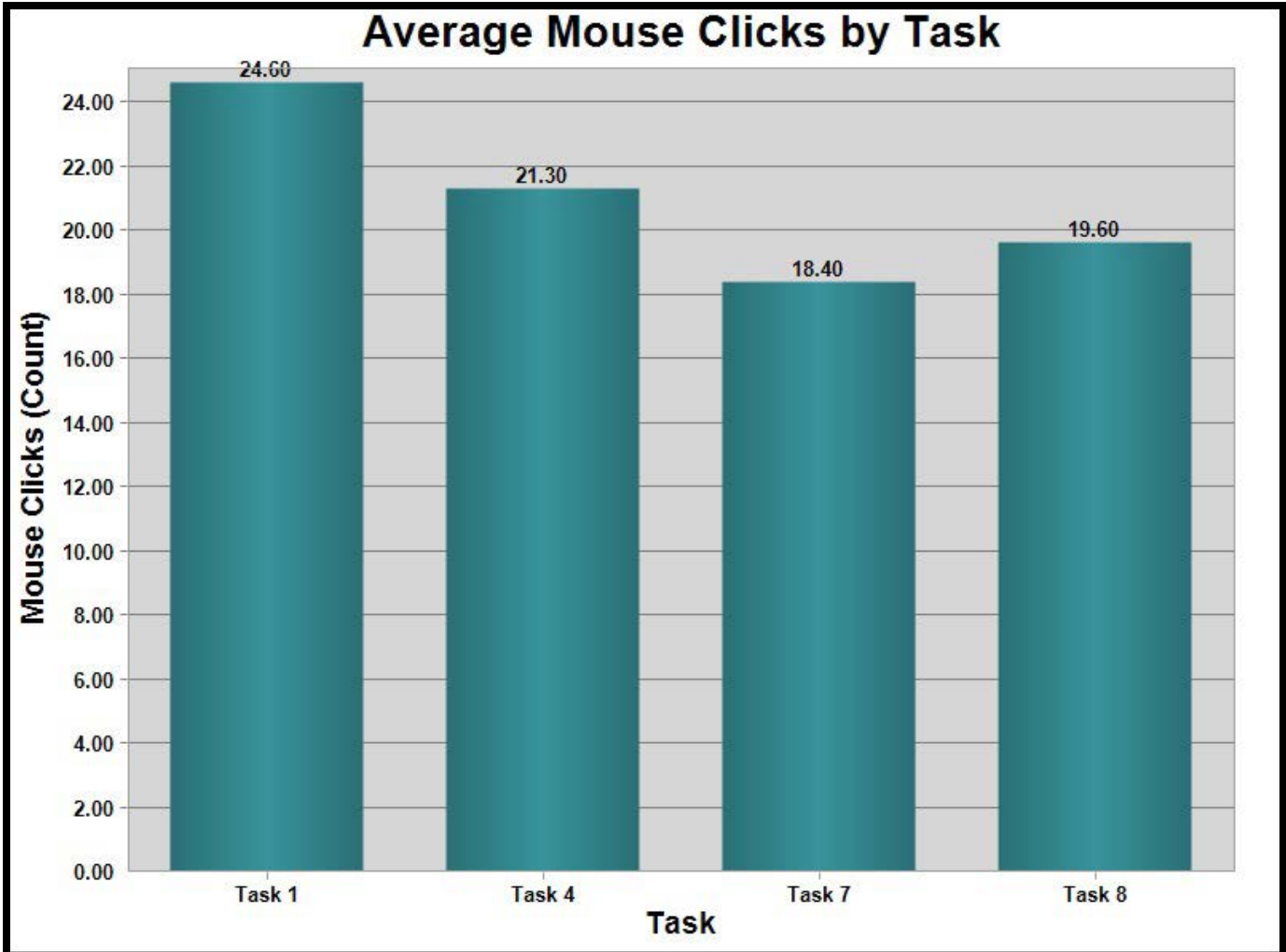
Success Distribution by Task



Task Key

- Task:
1. Find the Word Press User name and password for the Kingdom of Callaway Supper Client Project.
 4. Find the Login and Password for Team Treehouse.
 7. Find the Word Press Tutorials.
 8. Find the Prezi Login and Password.

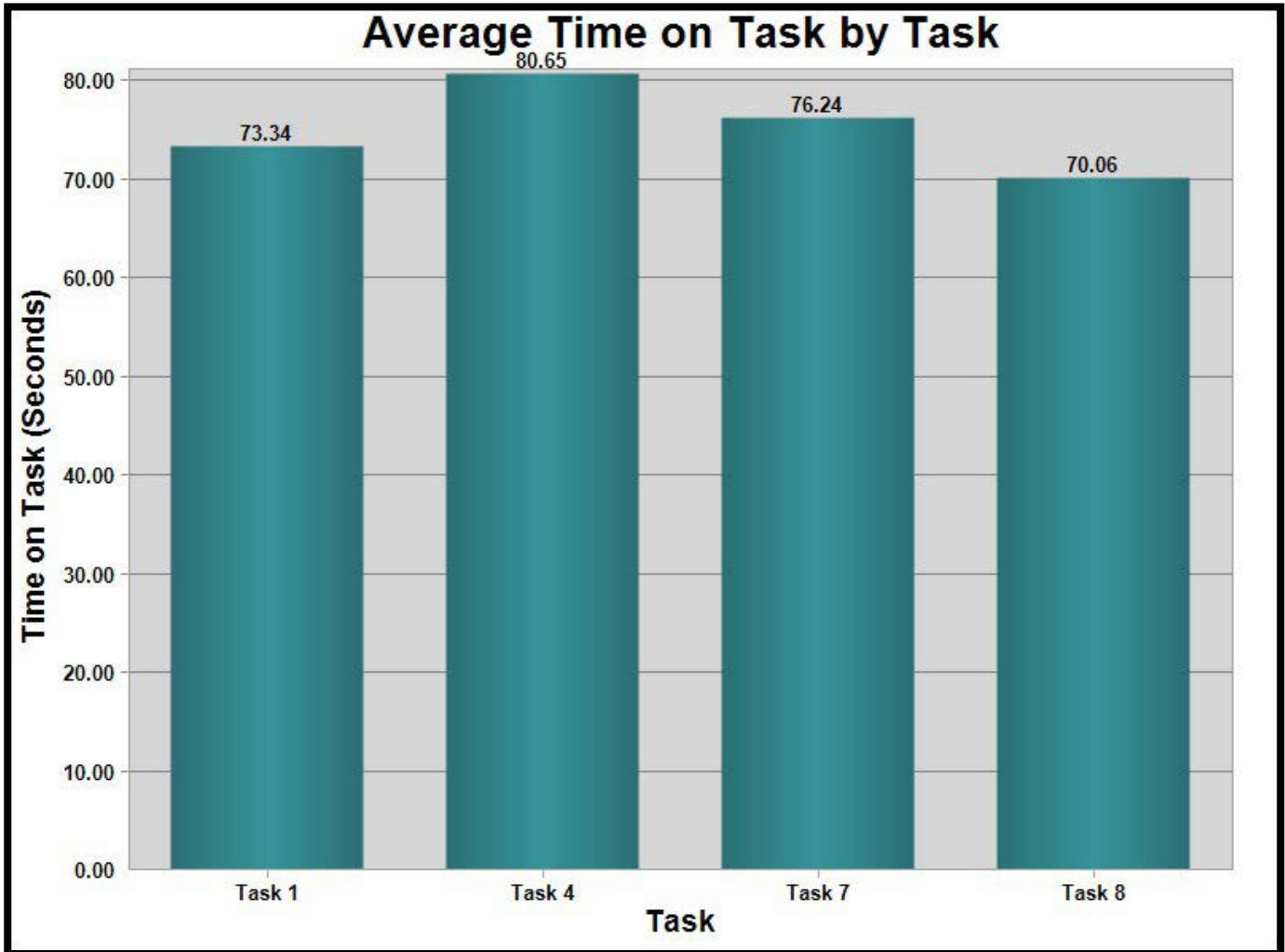
Average Mouse Clicks by Task



Task Key

- Task:
1. Find the Word Press User name and password for the Kingdom of Callaway Supper Client Project.
 4. Find the Login and Password for Team Treehouse.
 7. Find the Word Press Tutorials.
 8. Find the Prezi Login and Password.

Average Time on Task by Task



Task Key

- Task:
1. Find the Word Press User name and password for the Kingdom of Callaway Supper Client Project.
 4. Find the Login and Password for Team Treehouse.
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Participant Feedback

1. **What did you like about the setup of the SWAT Layer?**
 - a. **Easy to access information on it**
 - b. **Easy to navigate if you have worked with it before**
 - c. **Information dealing with clients were easy to find and well organized**
 - d. **Hasn't changed much from last year which helped**
 - e. **Was organized and detailed so you knew what was in each folder**
 - f. **Folder organization was good, however content organization was not the best**

2. **What did you dislike about the setup of the SWAT Layer?**
 - a. **Some things weren't in the correct location (2)**
 - b. **Some tasks were in places that weren't my original thoughts**
 - c. **Passwords and usernames were very difficult to find (3)**
 - d. **Too much stuff**

3. **What parts of the SWAT Layer would you change?**
 - a. **Better content organization (2)**
 - b. **Clearer labeling within main folders**
 - c. **Word document containing usernames and passwords rather than having to access OneNote (2)**
 - d. **Making sure all needed info is in the swat folders and in correct locations (2)**

4. **Do you feel that all of the information is easily accessible? If not, which tasks?**
 - a. **Yes (3)**
 - b. **Prezi login information was extremely difficult (2)**
 - c. **For the most part, but the information for swat was quite difficult**
 - d. **Mostly yes, but the passwords need to be easier to find**

5. **Would you try and get this information on your own before you asked someone else?**
 - a. **Yes (4)**
 - b. **Yes, but if I couldn't find it then I'd ask (2)**
 - c. **Yes, but It might be a struggle**

SWAT Feedback

The participants felt as though the folder was easily accessible, and initially organized. They felt that because the folder had not changed much from what they are used to that the information was easy to access.

The participants felt as though the initial organization of the folder was good, finding actual content was not easily accessible. Clients advised that some content was in the wrong place. Passwords and usernames were very difficult to find, and there were too many folders and content in them to really navigate and find things efficiently.

Participants advised that better content management could make navigation easier. Clear labels that logically correspond to accessing information would be better. Over all content and folder management would benefit the SWAT team as well, and having a Word Document for the usernames and passwords was more desired instead of OneNote.

Most participants did not have difficulty, but some indicated that the Prezi login information was hard to find, followed by actually locating information for Swat, and then finding usernames and passwords.

Most of the participants advised that they would try and find the information before they asked, and indicated if then did not ask, it could be a struggle.