


Usability Test Results

*By
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for UCD Group Awesome
Alumni Site Prototypes*

Tested Prototypes

<http://grovej.myrpi.org/UCD/index.html>

 **Rensselaer** Welcome, please register! [Register](#) [Log In](#)

RPI Alumni Association

Non members:
[View public alumni site](#)

Become a Member!
[Learn why membership matters](#)

Login

Remember me [Sign in](#)

Register


[Continue](#)


Test Method

- Participants were given a main task to complete - Register for an Event
- They were asked to “Think Aloud”
- Test facilitators logged their comments and videotaped the sessions
- Qualitative and Quantitative data was gathered and a SUS score was calculated

Personas That We Tested

- Andy Average
- Ned the Nerd
- Chum the Alum
- Louie the Legacy
- Geoff Seber

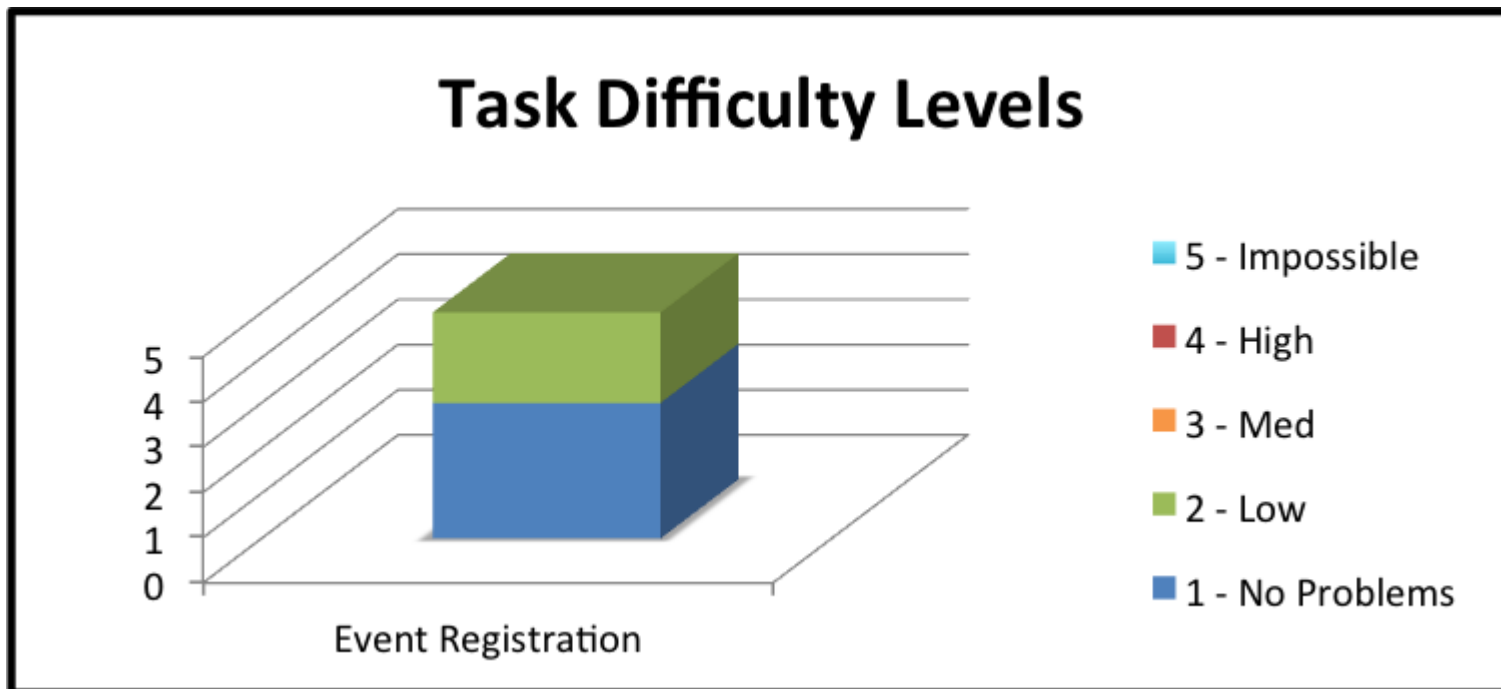
<p>Ned the Nerd</p>  <p>Computer Geek Extraordinaire</p>	<p>Ned the Nerd Age: X'1A' Hometown: Boston, MA RPI Connection: Graduated from RPI with a CS degree. He realizes the need for graduate study and thinks RPI might be the place to do it. Technical Experience: He currently works as a computer diagnostic programmer. He has lots of experience! This guy can program in binary Personal characteristics: serious; very focused; highly technical and mathematical; no sense of humor to speak of; favorite color: that blue color that's on the screen when you first go to install a new program Interests: Outside of work? Are you serious.</p>
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<p>Louie the Legacy</p>  <p>Son of Two RPI Alums</p>	<p>Louie the Legacy Age: 21 Hometown: NYC RPI Connection: Both of Louie's parents are proud RPI alums (him: Electrical Engineering; her: Mechanical Engineering) It has always been assumed that Louie would go to RPI. He had the grades, test scores, and aptitude, and did go to RPI, but . . . Technical Experience: Fairly strong; he uses and understands Personal characteristics: maybe on the low side of social interaction; tends to whine Interests: Things you would expect from a 21 year old whiney male in NYC.</p>
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Task Difficulty Ratings

- Participants were asked to rate the task difficulty while using the prototype
 - 1 - No Problem.
 - 2 - Low - minor difficulty or mistake
 - 3 - Medium - more than one difficulty.
 - 4 - High - difficulties and at least one major mistake.
 - 5 - Impossible - major difficulties or errors, they gave up, or unknowingly chose the wrong solution.

Task Difficulty Ratings

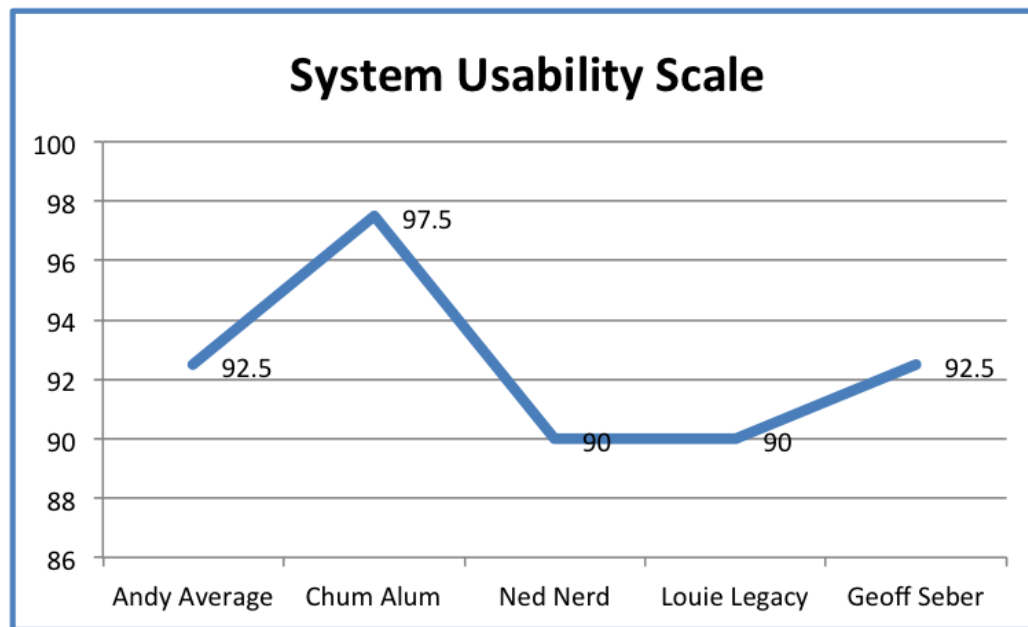


SUS - System Usability Scale

- Participants' perceived usability of the system
- Series of ten questions about how they feel
- Answers ranged from (1 - Strongly Disagree) to (5 - Strongly Agree) on a Likert scale
- Data is interpreted to a percentile ranking
- 68th percentile and above is a success

SUS - System Usability Scale

Chum the Alum was the most satisfied with our engagement-heavy prototype featuring Events & News



Major Findings - Successes

- Participants quickly registered and logged in
- Registration was easy to complete
- Interface was smooth, intuitive
- Site functionality and structure is current with industry
 - UI code via Twitter Bootstrap
- Participants quickly found an Event and registered
- Task completion < 2 minutes

Major Findings - Difficulties

- Tabs font size too small
 - tabs with white background not easily noticed
- Filter Events using a text search function
 - Not just geographic filter
- Edit Profile link not understood
- Design should match RPI aesthetics
- Lorem ipsum text was confusing

What We Have Learned

- Conceptual design matches industry standard for social media
 - registration and login are fine
- Participants want to be engaged by filling out their registration profile
 - major, clubs, athletics, graduation year, greek
- Filter News and Events based on a search text form field
- Participants liked the interactions and navigation
- Styling was not appealing
- Clickable interface elements (tabs) were confusing or not noticed
 - Gray was not distinct enough
- Reduce Lorem ipsum

How We Will Modify Our Prototypes as a Result

- Add a search to Events and News
- Add more color and affordance to banner, tabs, links
- Use real Events and News titles to our sample list
- Include an “Edit Profile” link and tooltip in banner

Conclusion

- We have verified that our social media conceptual design is the correct path to follow
- We will include more flexible search functionalities and easily editable user profiles
- Our design will encourage Rensselaer to be more actively engaged with the Alumni website
- They will register, log in, view news and join events
- Ultimately, alumni will attend more events and network more proactively
- Result will be more engaged and satisfied alumni

Questions and Comments?

