Dec 17, 2014

DUST

User Experience Assessment

IC

Introduction

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Goals

⊙ Identify current issues for navigating and finding relevant information.

⊙ Evaluate the look and feel of the website in relation to its main purpose.

⊙ Assess the clarity of language to its audience.

⊙ Determine next steps for improvement.

Methods

⊙ Expert review based on a 100+ point usability assessment framework on both desktop and mobile as of 12/4/2014.

⊙ Informal feedback from 3 novice users (age range 22-27 years).

Novice users found the website appealing but confusing

The website looks interesting but how do I play this game?

I signed up for the game but can't move forward.

The homepage is beautiful but I don't understand whats happening here!

Key Takeaway:
The site needs to provide a clear purpose, streamlined navigation and consistent interaction.
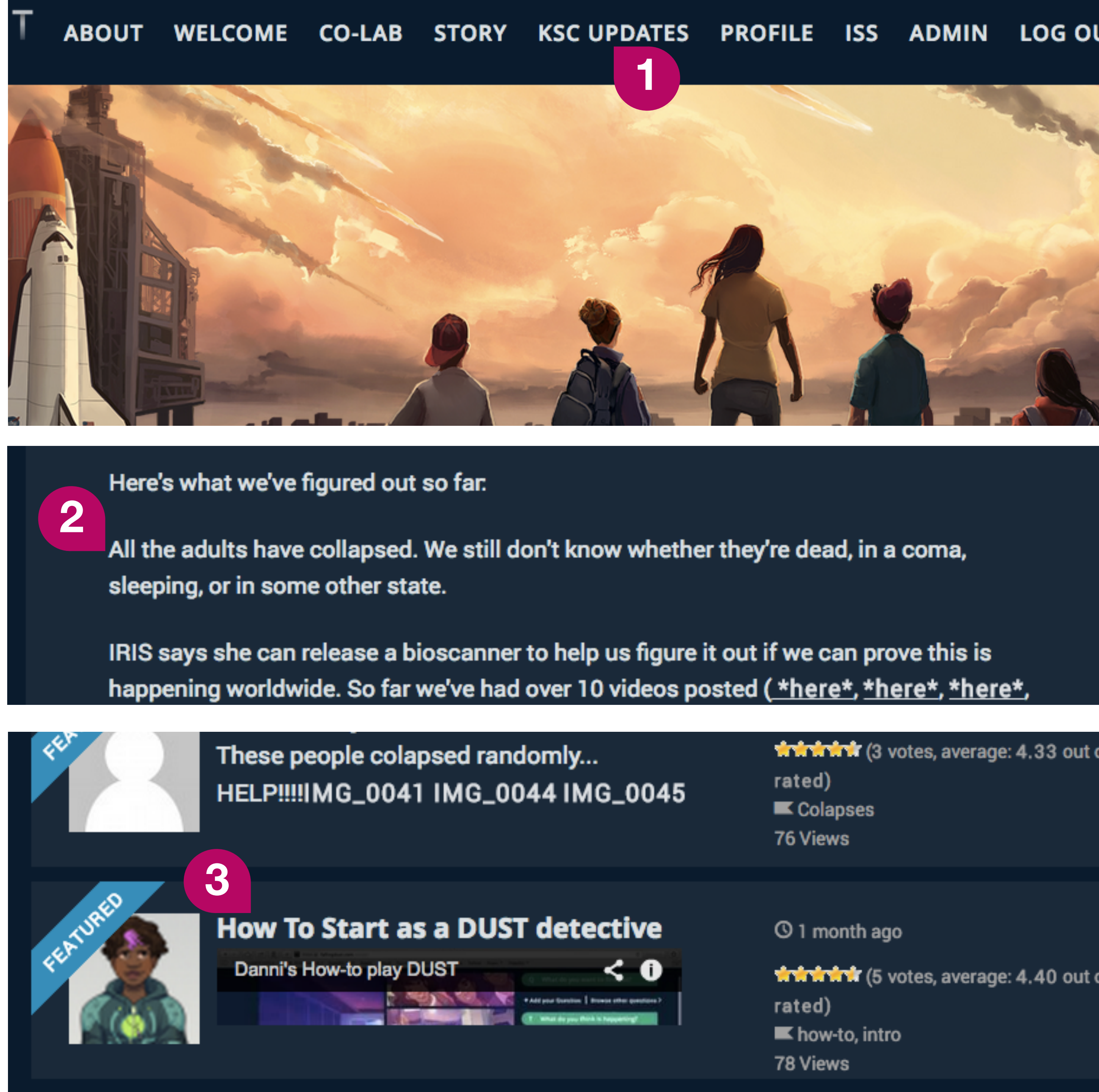
Purpose

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Purpose

The site does not communicate its core purpose through its content, messaging and features/functionality.
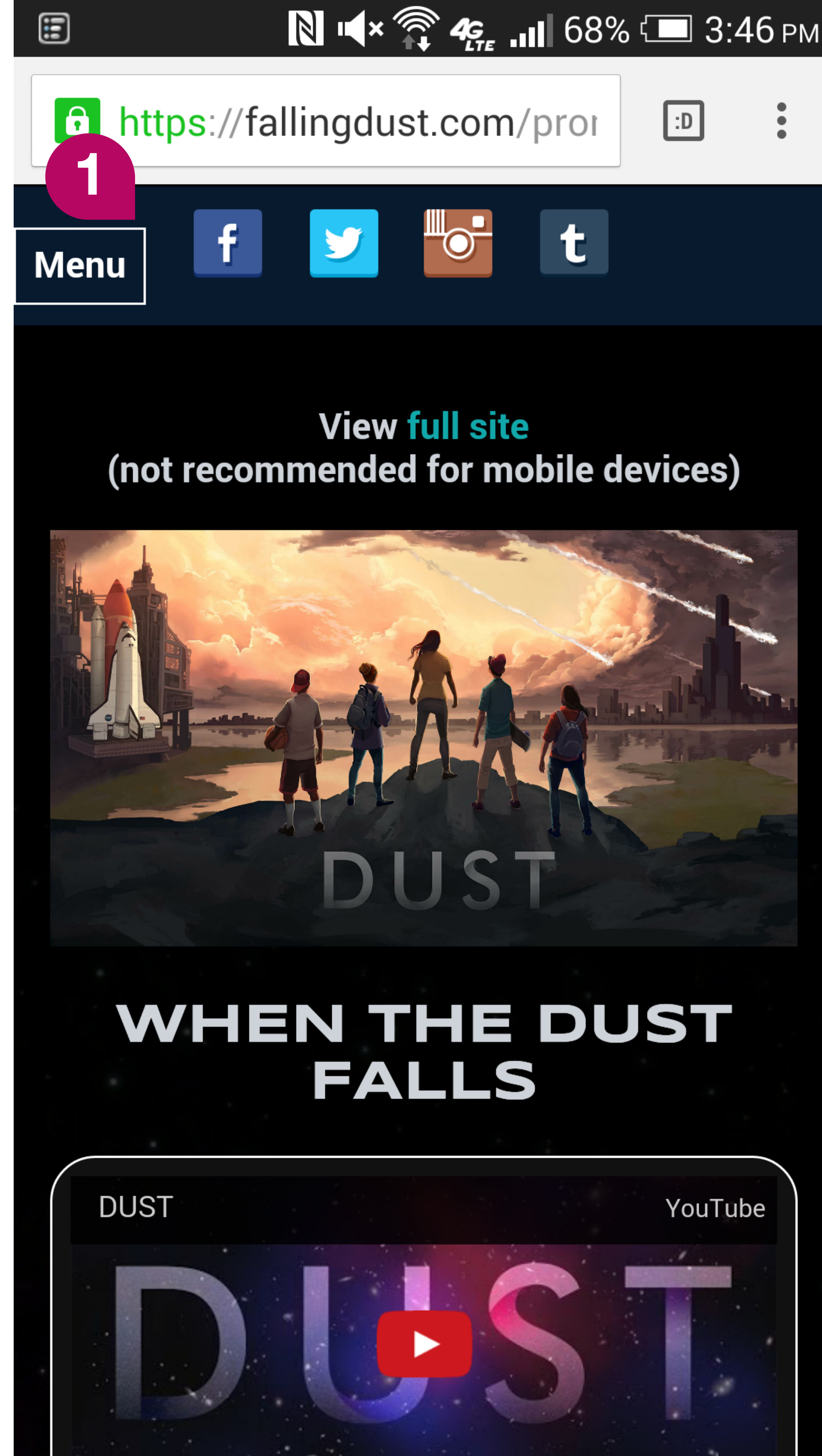
Goals are not well communicated

1 Unfamiliar page names.

2 Status update post has no defined next steps.

3 The 'How to play' buried within a Co-Lab post.

Goals are not well communicated (mobile)

1 Unexplained purpose for menu and social media icons.

2 'Home' takes you back to the desktop version of the website.

Recommendations:

◉ Give familiar page names corresponding to their purpose.

◉ Define next steps (If its open ended, mention that).

◉ Place 'How to play' video on homepage.

◉ Change 'Menu' button to 'Share' with expandable social media list on mobile site.

◉ Send users to the homepage of mobile site when they click on 'Home'.

◉ Provide a quick way to post on Co-Lab on mobile site.

Purpose
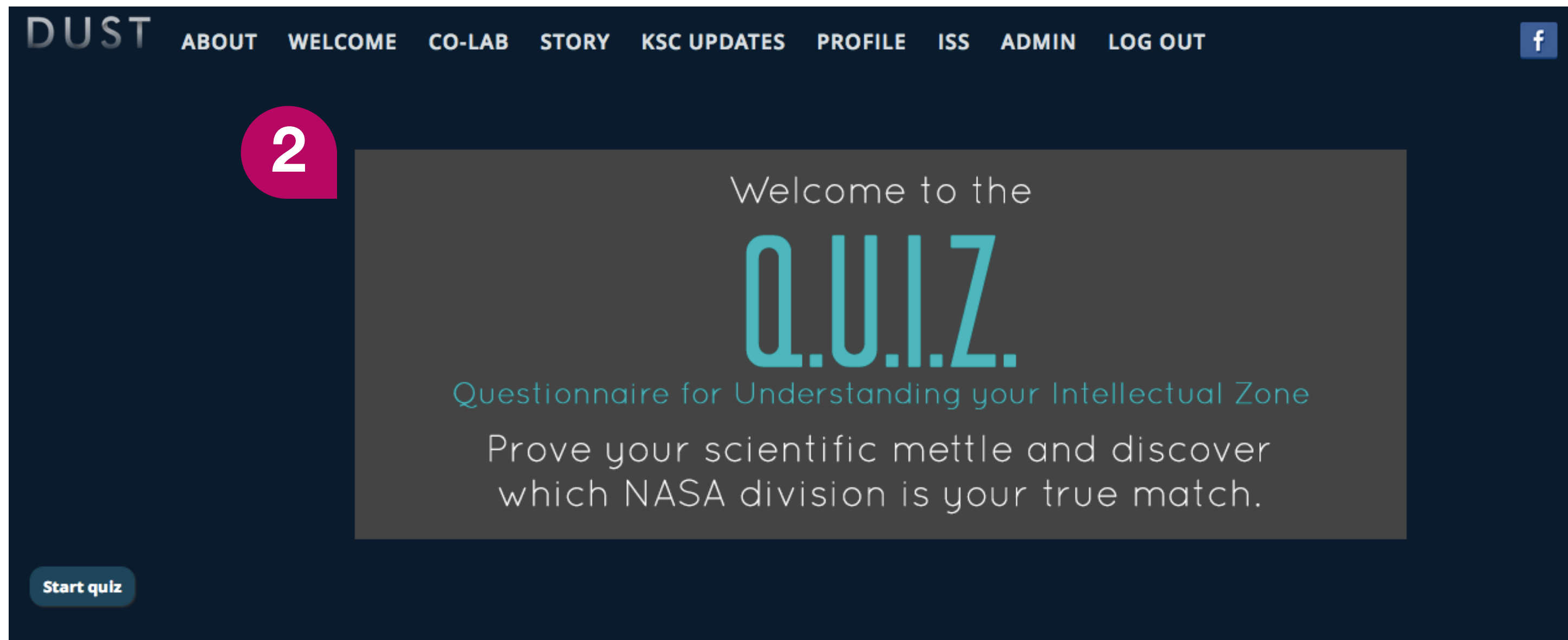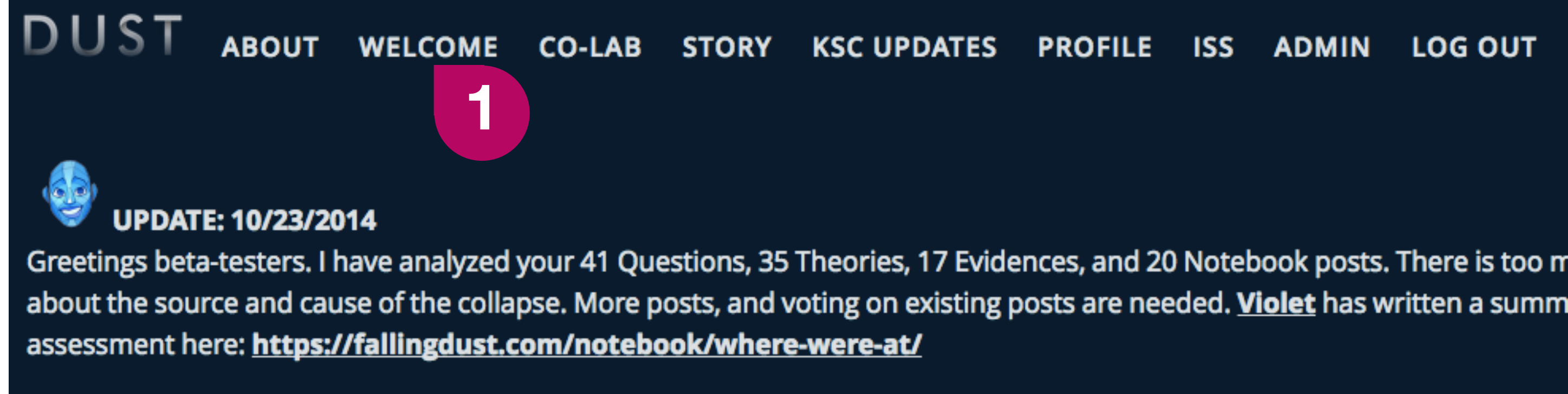
Navigation

Navigation

The site does not allow users to move easily through the website in a task-oriented manner.
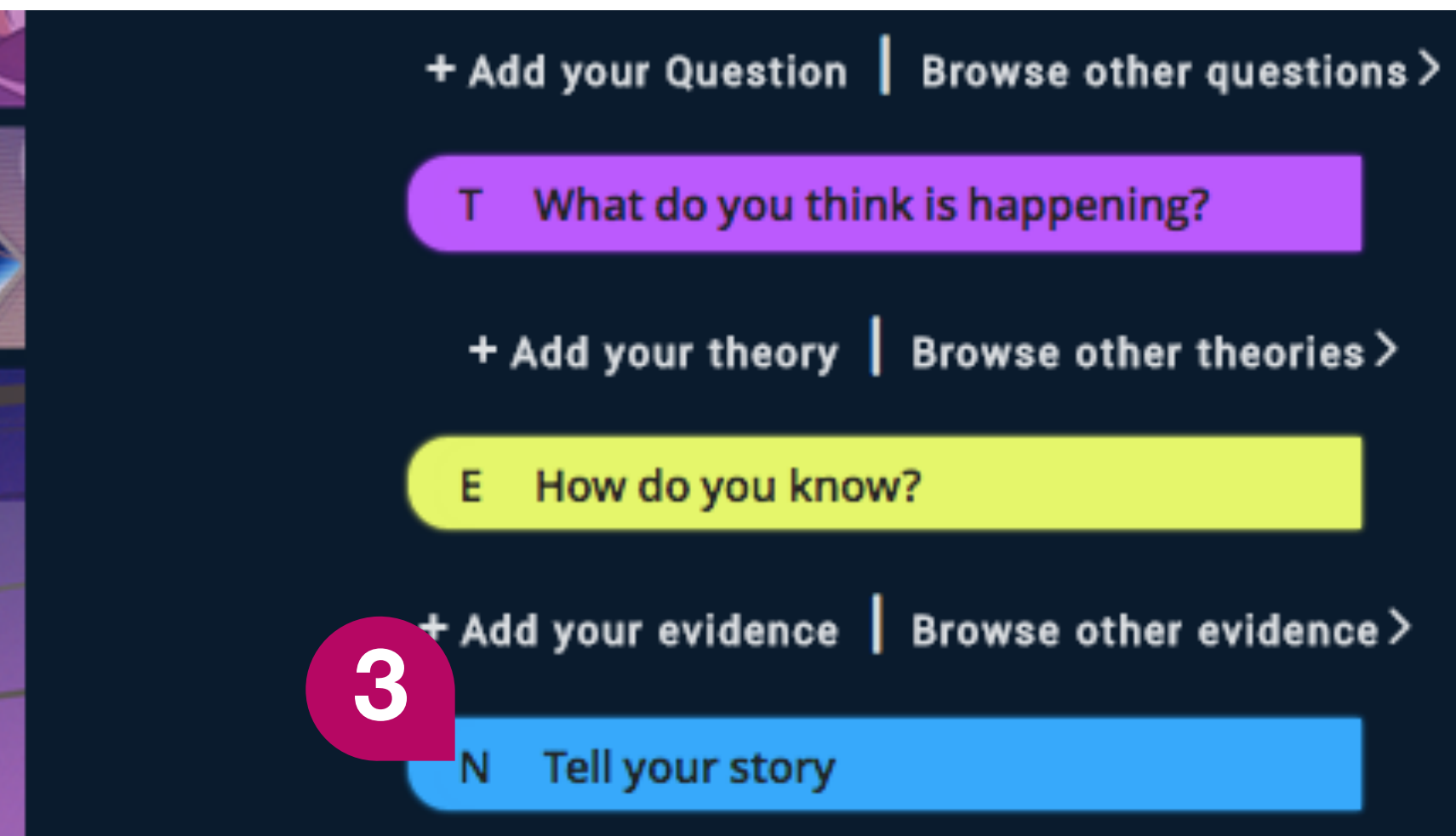
Site navigation is unclear

1 Main menu doesn't indicate current page (Welcome).

2 Third level pages are disconnected from the main navigation.
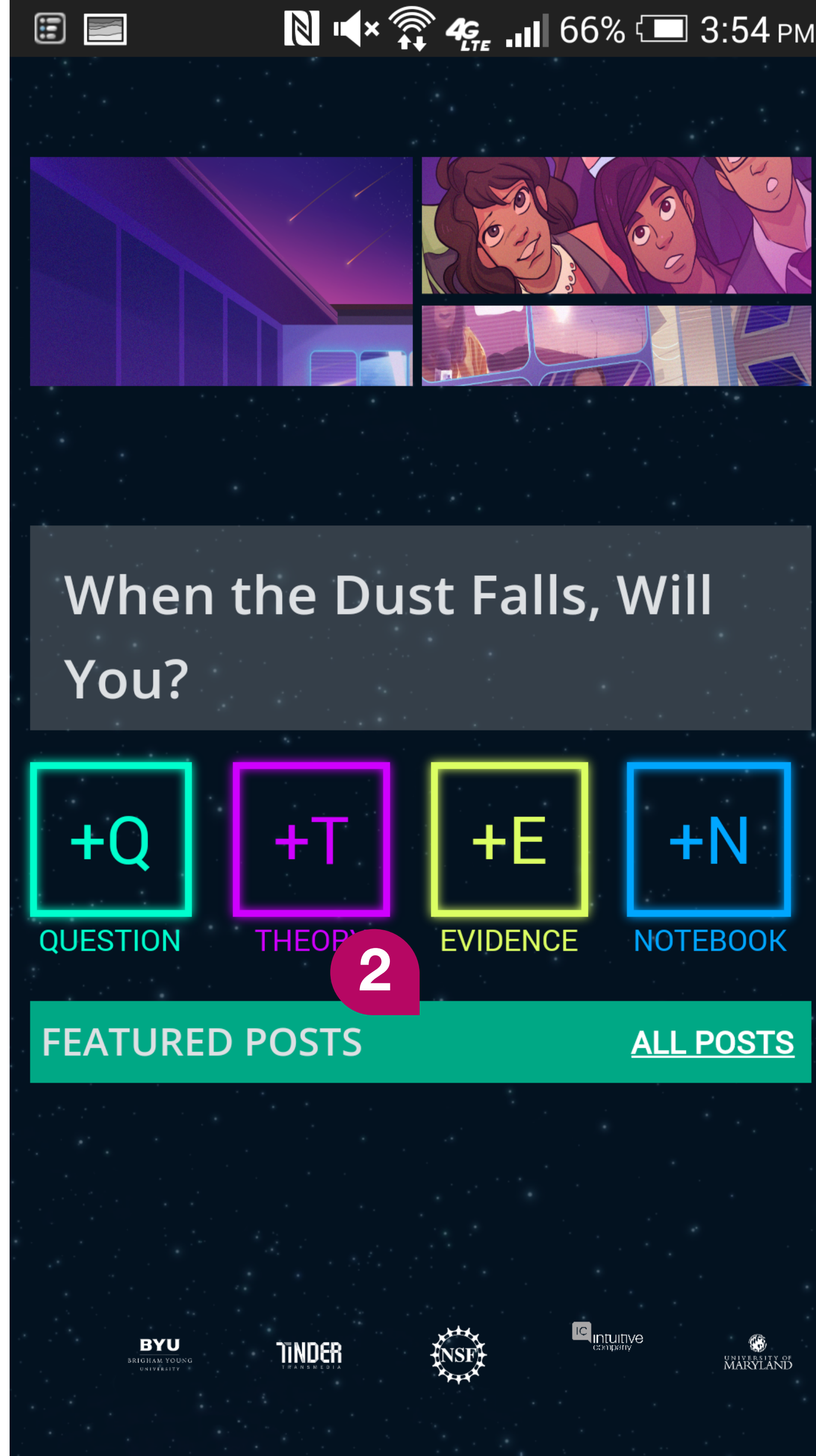
3 Main menu changes upon registration.

Many icons aren't explained

1   Page filter symbols are not explained.

2   QTEN becomes QTEC for a few posts without any description.

3   Letter N doesn't correspond to 'Tell your story'.

Many icons aren't explained (mobile)

1 Page filter symbols are not explained

2 Featured post list is not visible on the landing page of Co-Lab

Recommendations:

◉ Indicate currently selected page in main menu.

◉ Provide labels to icons and tool tips to explain those labels. For example: How does a theory differ from evidence?

◉ Make connections to third level pages clear and visible.

◉ Make featured post list accessible on mobile site.

Navigation

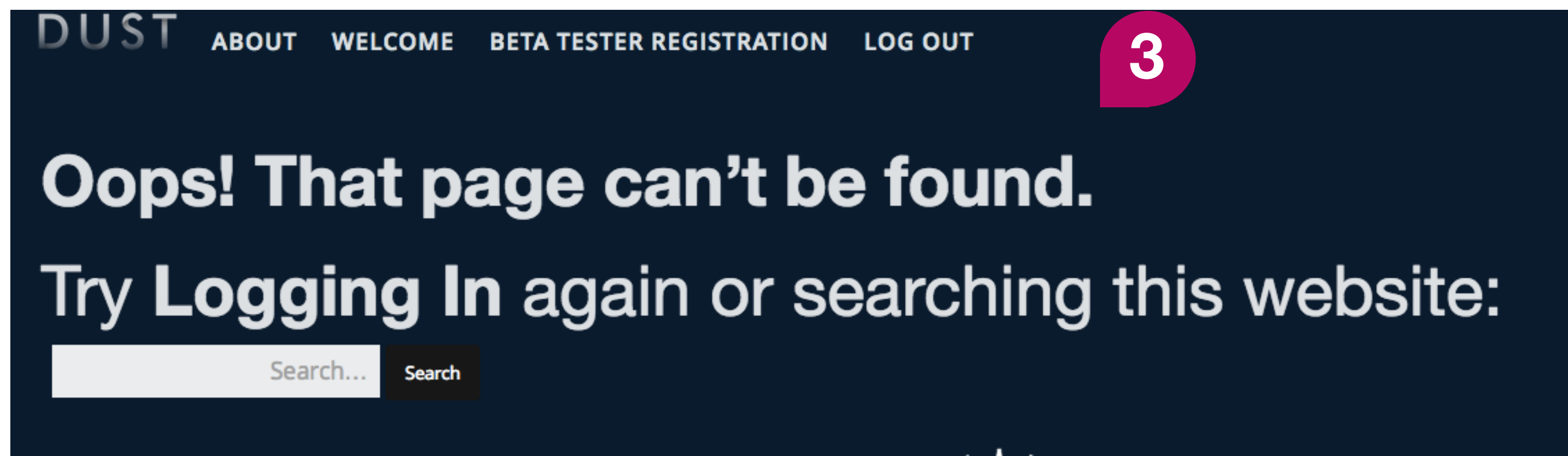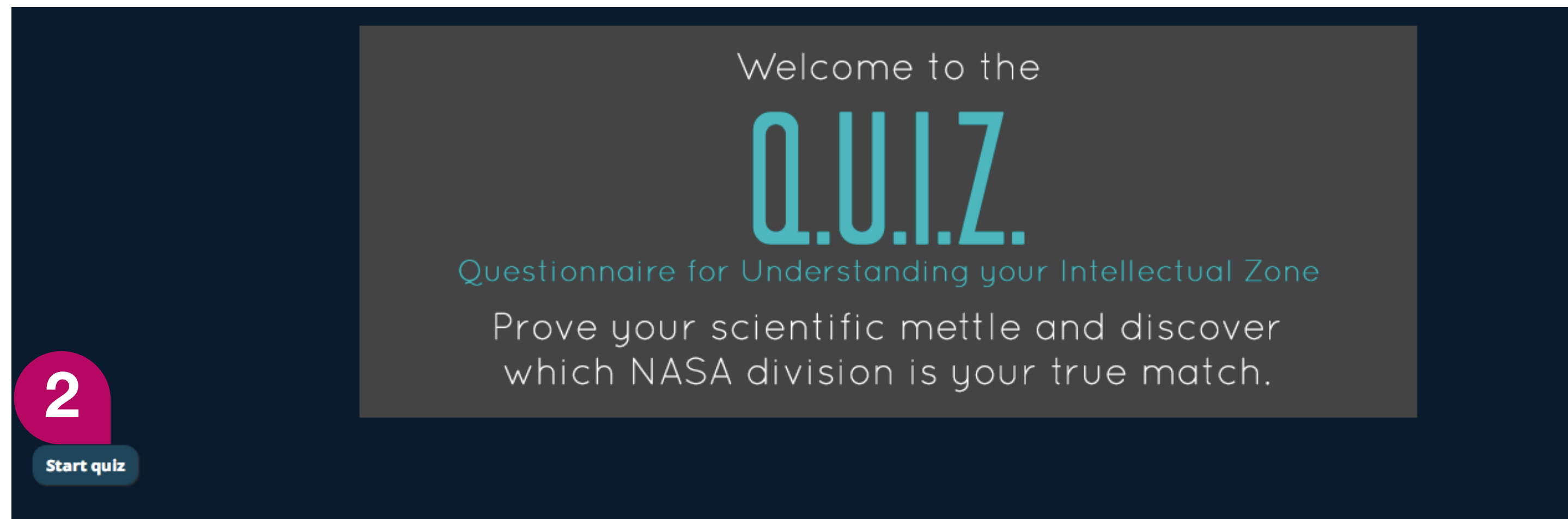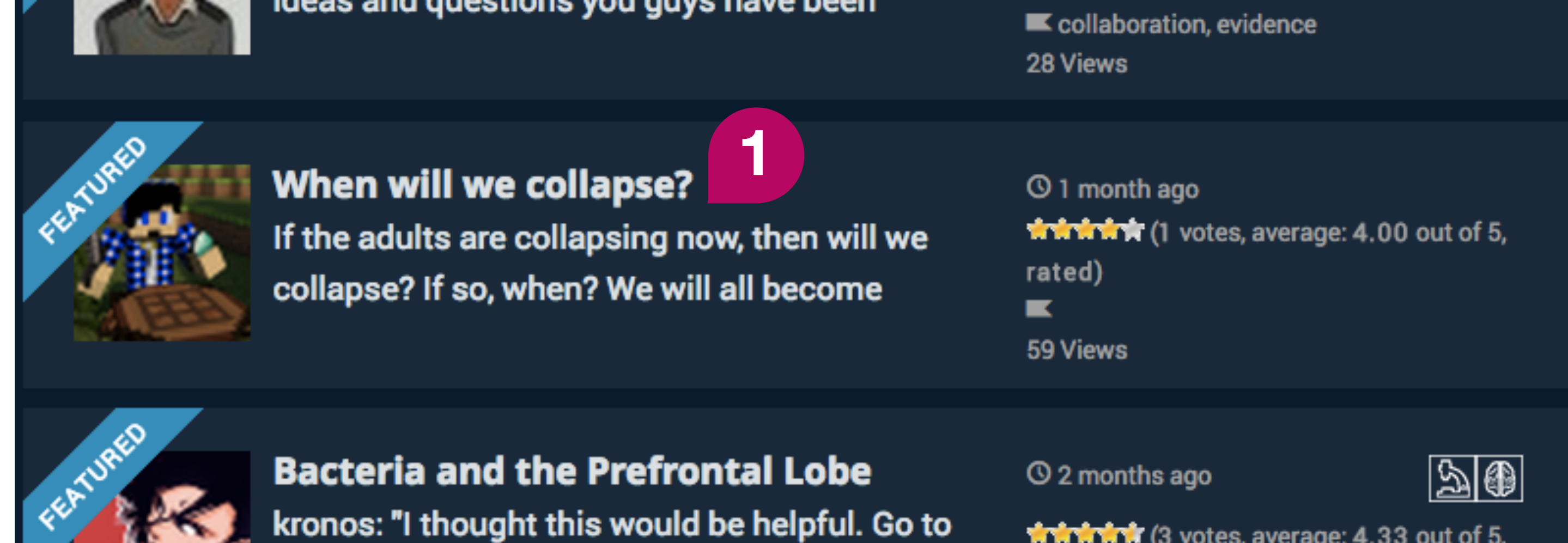# Interaction

Interaction

The site and its features don't behave consistently and help users accomplish their goals.
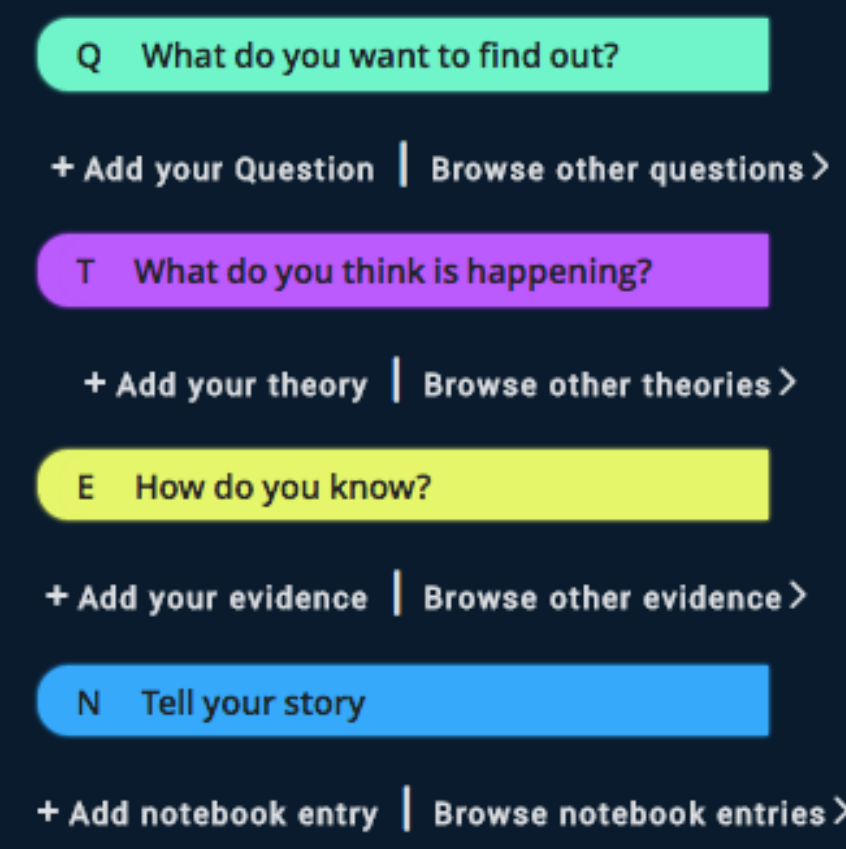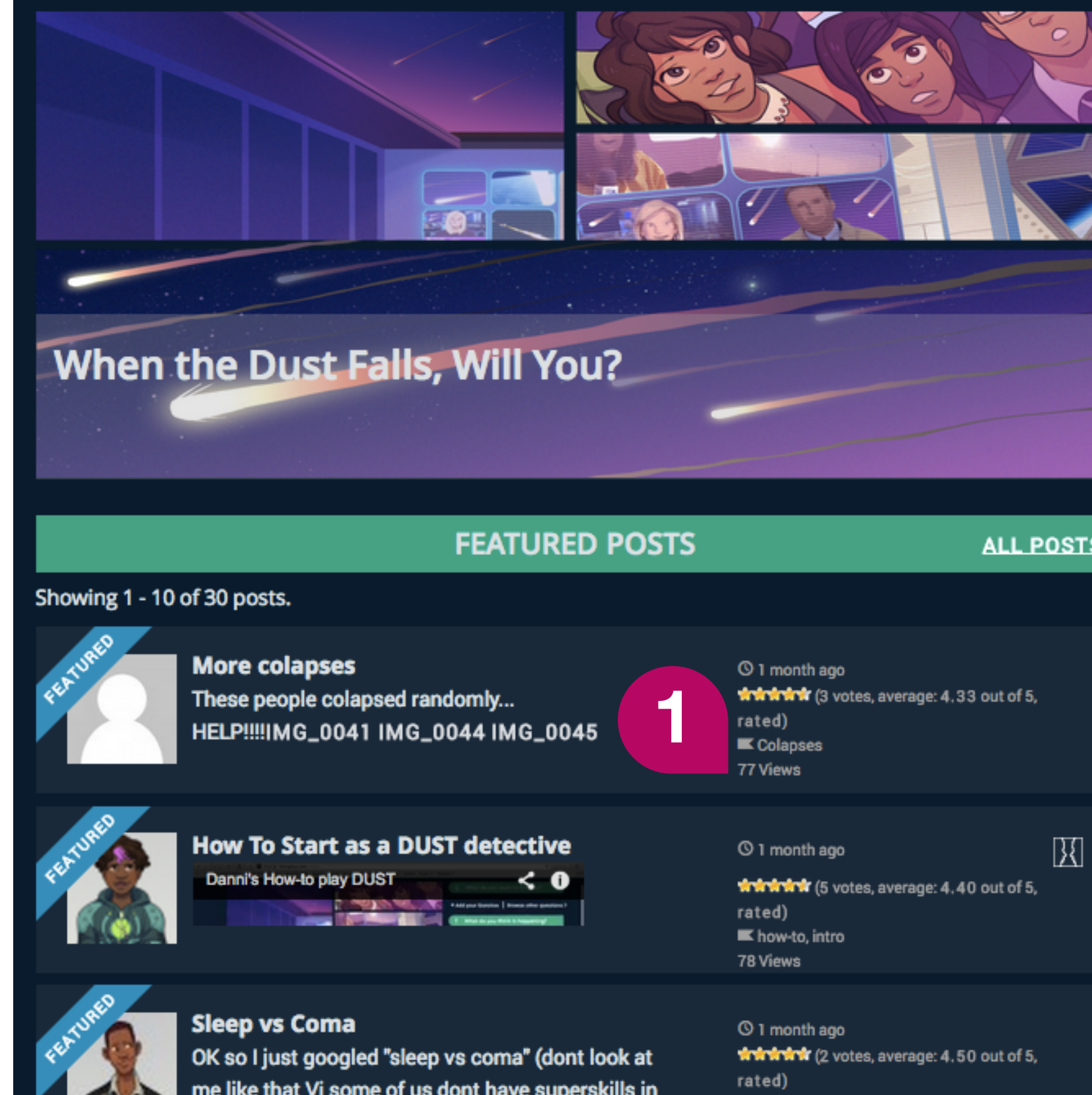
Calls to actions are difficult to identify

1 Clickable areas are small and hidden.

2 'Start Quiz' call to action is separated from the banner itself.

3 Error message doesn't specify what to do next (also a problem on mobile).
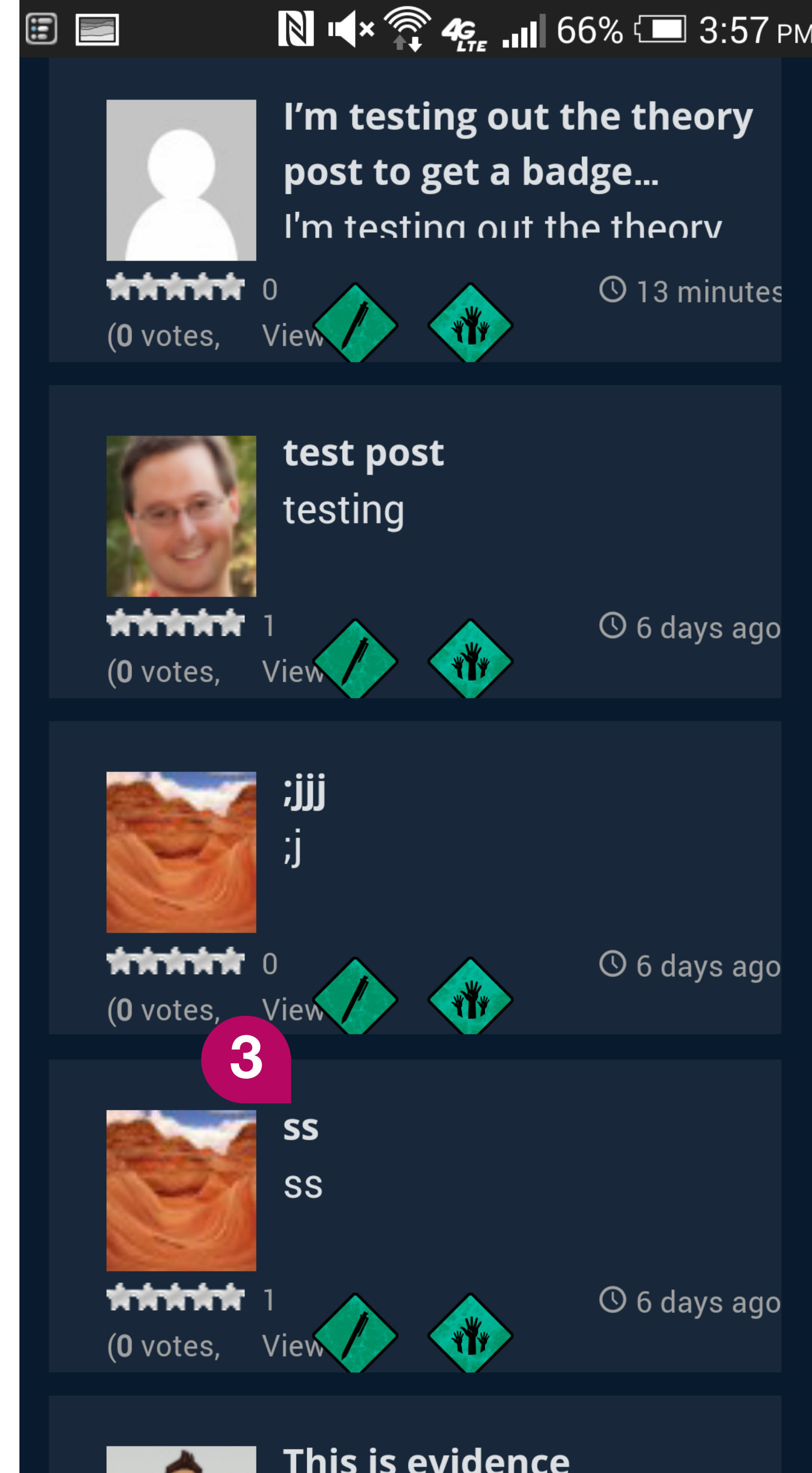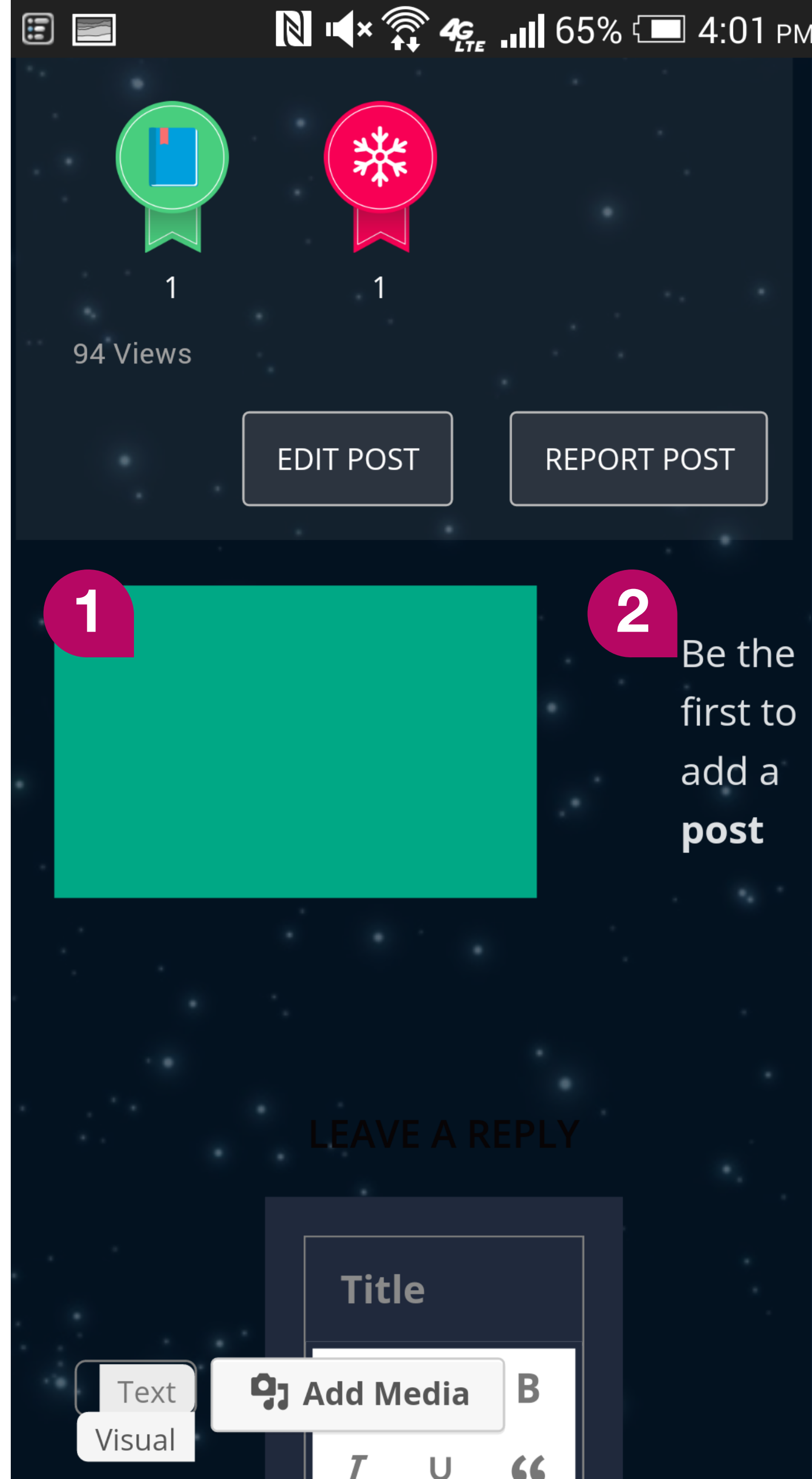
Inconsistent visual design

1 Prop icons visible in the all posts list and not in the featured posts list.

2 Two voting systems in place ('Starring' and 'Give props for') which might confuse users.

Calls to actions are difficult to identify (mobile)

1 Green button area has no apparent function.

2 'Be the first..' looks actionable, but does not add a post.

3 Clickable areas are too small for mobile interactions.

Inconsistent visual design (mobile)

1 Visual clutter makes replying to a post difficult.

2 Writable area is very small compared to the screen size.

3 Icons overlap and obscure text in the 'All Post' list.
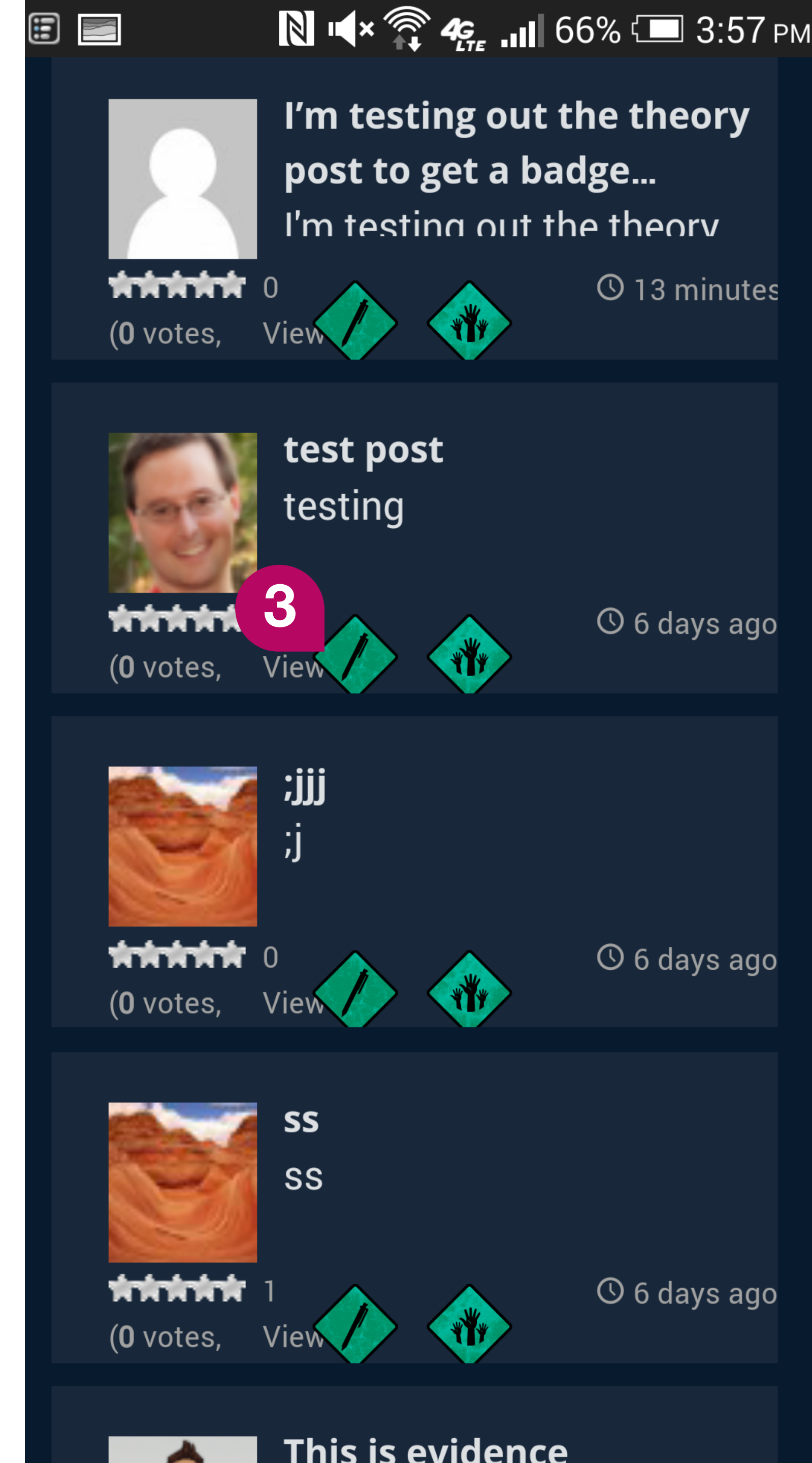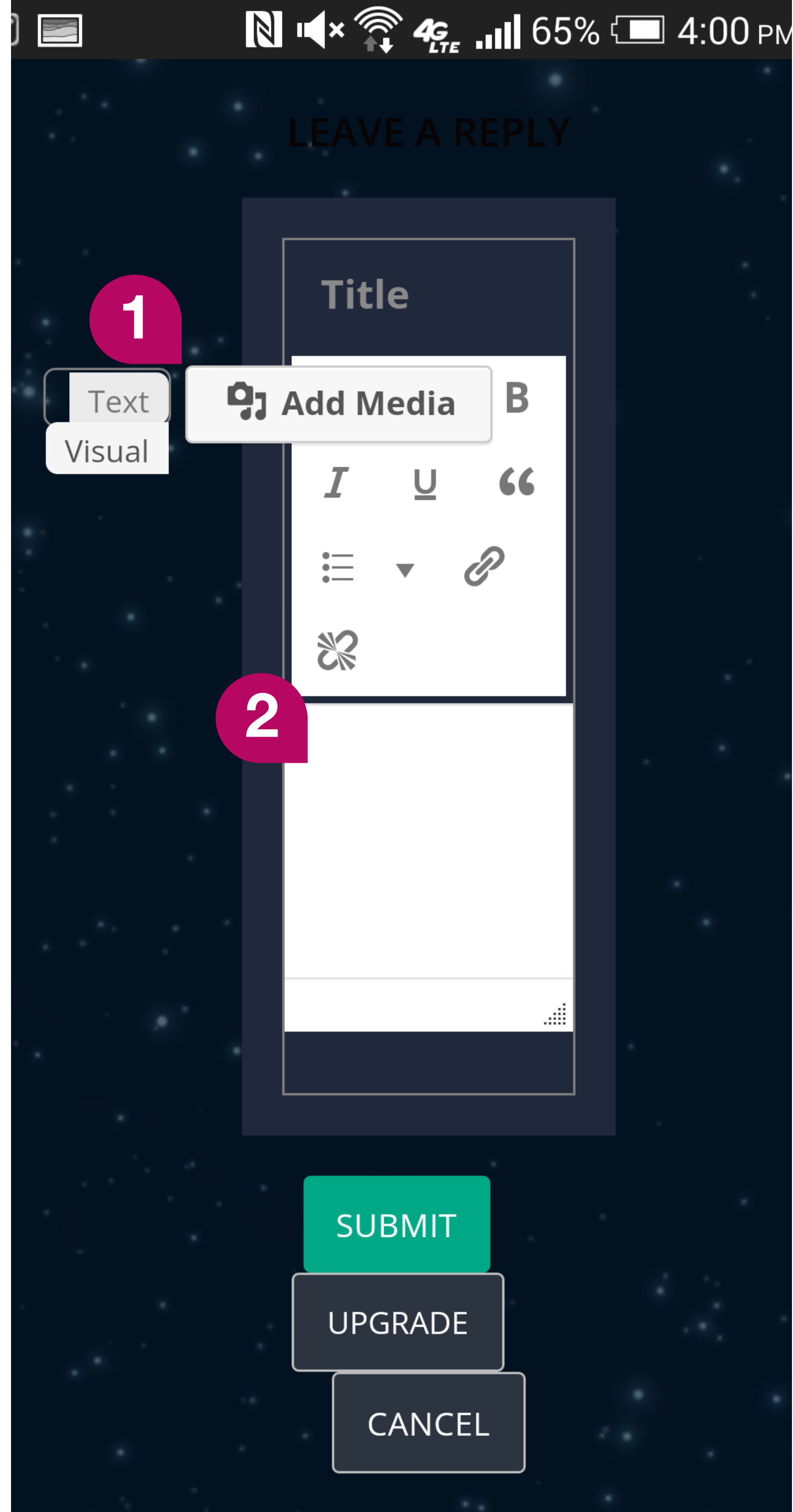
Recommendations:

⊙ Make the entire post area clickable.

⊙ Make calls for actions more visible and connected to the content.

⊙ Develop friendly error messages that tells users what to do next.

⊙ Keep a consistent page style and explain the purpose of two voting systems.

⊙ Reduce visual clutter and increase the writing area for replying to a post on mobile site.

Interaction

Overall:
The current Co-Lab site is moving in the right direction but needs a stronger framework to support its users

When the Dust Falls, Will You?

FEATURED POSTS   ALL POSTS

Showing 1 - 10 of 30 posts.

FEATURED   More colapses   ⏱ 2 months ago

Next Steps

- ⊙ Address tactical recommendations like, indicate currently selected page in main menu, provide labels to icons, etc., from this report.

- ⊙ Take a step back and create a clear information architecture that organizes and streamlines the content/features.

Thank You!

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