TESTING DESIGN ITERATIONS

A RE-DESIGN OF THE FPDC WEBSITE

Charu Ahuja  |  04/20/2005
First Iteration

Screen/Page Design Standards

The first iteration of design has screens from the various pages of the current website with just a brief description of the body of text in most cases. These pages have been relabeled and re-categorized on the basis of the requirements analysis and contextual analysis conducted. The aim of this test is to determine whether navigation is intuitive. A more detailed prototype should be tested once feedback is received on navigation and labeling issues.

Design Guide

- **Body Font Face**: Arial 10
- **Body Font Color**: #000000
- **Page Header Font Face**: Arial 18
- **Page Header Font Color**: #000000
- **Page Sub Header Font Face**: Arial 12
- **Page Sub Header Font Color**: #000000
- **Link Font Color – Active**: #009999
- **Link Font Color – Visited**: #99CC00
- **Main Menu Items**: 5 items total. Middle of page for home page. Aligned to top for sub pages.
- **Sub Navigation**: 20% of page width max.
- **Footer**: Standard center aligned to body text.
- **Logo**: fpdc logo on top right. KSU logo on home page top left.

Prototype of Interface

Two Layers Deep:
Testing Results

Demographics
Sample Group Size: 6 people

Sex:
- Female: 50%
- Male: 50%

Occupation:
- Professor: 17%
- Assistant Professor: 33%
- Associate Professor: 33%
- Lecturer: 17%

Technographics
Internet Usage per Week:
- Made a Website:
  - Yes: 50%
  - No: 50%
- Visited fpdc site before:
  - Yes: 17%
  - No: 83%
**Key Task Analysis**

**Where is the fpdc located?**

Most common task path: Studio & Resources -> Facilities

All users were able to complete this task successfully. The original model separated the Center Information from the Resources. It is clear that users are responding well to the merging of the two menu items.

**How many learning communities does the fpdc have this year?**

Most common task path: Education & Research -> Faculty Learning Communities

Most users were able to complete this task successfully. The task failure noticed in this case may be due to the labeling of Faculty Learning Communities. There was confusion as to whether Faculty Learning Communities are the same as Learning Communities. Since these learning communities are in fact available to Graduate students and professional people, it is suggested that the word Faculty be removed from the name.

**What are some of the workshops provided by fpdc?**

Most common task path: Professional Development -> Workshops & Presentations

All users were able to complete this task with ease. This section is labeled clearly.

**What equipment is available for loan to faculty?**

Most common task path: Studio & Resources -> Equipment

All users were able to complete this task with ease. This section is labeled clearly.

**Design Changes**

After testing a two-layer deep prototype, the design should be evolved to include another layer. Through the first level of testing it can be determined the main menu items Professional Development, Studio & Resources and Education & Research are intuitive to the user. A design change for the next iteration is the re-labeling of Faculty Learning Communities to Learning Communities.
Second Iteration

Screen/Page Design Standards

The second iteration of design has screens from the first design with a third layer of depth added to it. The Faculty Learning Communities label was renamed to Learning Communities. The aim of this test is to determine whether sub-navigation is intuitive. A more detailed prototype with complete text, search functionality and page design should be tested once navigation and labeling issues have been resolved.

Revised Design Guide

- Body Font Face: Arial 10
- Body Font Color: #000000
- Page Header Font Face: Arial 18
- Page Header Font Color: #000000
- Page Sub Header Font Face: Arial 12
- Page Sub Header Font Color: #000000
- Sub Section Header Font Face: Arial 12, Bold
- Sub Section Header Font Color: #009999
- Link Font Color – Active: #009999
- Link Font Color – Visited: #99CC00
- Main Menu Items: 5 Items total. Middle of page for home page. Aligned to top for sub pages.
- Sub Navigation: 20% of page width max.
- Footer: Standard center aligned to body text.
- Logo: fpdc logo on top right. KSU logo on home page top left.
Prototype of Interface

Three Layers Deep:
Testing Results

Demographics
Sample Group Size: 6 people

Sex:
- Female: 50%
- Male: 50%

Occupation:
- Assistant Professor: 33%
- Associate Professor: 33%
- Systems Engineer: 17%
- Public Relations: 17%
- Associate Professor: 33%

Technographics
Internet Usage per Week:

- Made a Website:
  - Yes: 33%
  - No: 67%

- Visited fpdc site before:
  - Yes: 67%
  - No: 33%
Key Task Analysis

Where is the fpdc located?
Most common task path: Studio & Resources
All users were able to complete this task successfully. In this iteration of design, the Studio & Resources main page contained a blurb, the address and contact information. Users were quite pleased to be able to locate this within one click.

How many learning communities does the fpdc have this year?
Most common task path: Education & Research -> Learning Communities
Users were able to locate this information with ease. The change from Faculty Learning Communities to Learning Communities faired much better in this testing.

Can you find some information on the Portraits of Practice workshop series?
First task path: Professional Development -> Workshops & Presentations -> Portraits of Practice
Second task path: Education & Research -> Professional Development -> Workshops & Presentations -> Portraits of Practice

The two variations in task pathways show that there was some confusion about the two section labels Professional Development and Education & Research. The original label for Education & Research was Learning, Teaching & Research. The revision was made due to the length of this heading causing confusion for users.

In this case, the users who had difficulty distinguishing between the two labels were not faculty members. Testing of these two sections during the first iteration of design was 100% successful. In this design iteration all faculty users tested responded well to this distinction. It is recommended that intensive testing be carried out on elements in both these sections using more members from the faculty user group.

What does the Great Starts Learning Community focus on?
Most common task path: Education & Research -> Learning Communities -> GreatStarts.

Although users were able to successfully locate this information, it was a little difficult to find the link to GreatStarts.

What equipment is available for loan to faculty?
As with the first round of testing, this was extremely easy for users to find.
Design Changes

Through the key tasks conducted in the two testing phases, it can be determined that the first three Main Menu items: Professional Development, Studio & Resources and Education & Resources have successful labels. Through the Plus/Minus/Interesting technique, some users commented on the University Events and Calendar items. It is not clear what the differences between the two are. Based on this, the renaming of Calendar to fpdc Calendar is proposed. This may create a clearer distinction and follow the 2 name labeling of most Main Menu items.

Other comments made were in regards to link font colors. It is difficult to read the links both active and visited. A recommendation is made for a color change.
Appendix

Usability Tests
Usability Test 1
Faculty Professional Development Center

General Questions

Sex:

1. What is your occupation?

2. How many hours per week do you use the internet?

3. What kinds of things do you use it for?

4. Do you have any favorite sites? Why?

5. Have you ever made a website?

6. Have you ever been to the fpdc site before?

Key Tasks

1. Where is the fpdc located?

2. How many learning communities does the fpdc have this year?

3. What are some of the workshops provided by fpdc?

4. What equipment is available for loan to faculty?
1. After having used this site, have you found any plus points?

2. Any drawbacks?

3. Any interesting things that you spotted on the way?
Usability Test 2

Faculty Professional Development Center

**General Questions**

Sex:

1. What is your occupation?
2. How many hours per week do you use the internet?
3. What kinds of things do you use it for?
4. Do you have any favorite sites? Why?
5. Have you ever made a website?
6. Have you ever been to the fpdc site before?

**Key Tasks**

1. Where is the fpdc located?
2. How many learning communities does the fpdc have this year?
3. Can you find some information on the Portraits of Practice workshop series?
4. What does the Great Starts Learning Community focus on?
5. What equipment is available for loan to faculty?
PMI

1. After having used this site, have you found any plus points?

2. Any drawbacks?

3. Any interesting things that you spotted on the way?