



Redacted Extended Usability Testing: Phase 1

Section 1
Section 2
Section 3

Project Overview: Session 1
Themes, Insights & Recommendations
Summary



Project Overview: Session 1

[Click Here](#) to view the Redacted UXR 2 Research Plan

[Click Here](#) to view the Phase 1 Research Report

Password: Redactedphase1

Vocabulary

Perceptual Bandwidth: Psychology term for the schema created in a user's mind when they view the elements of a web page, determined by the type and number of sensory channels activated by the media.

Task Closure: The confirmation of the complete transmission of the intended information or message.

User Interface (UI): The means by which the user operates a web page or application.

Conversion Rate: The percentage of participants who successfully completed the desired action without difficulty. In this case, those actions are the study prompts.

Qualitative Data: Information not easily expressed using numbers.

Quantitative Data: Information that is easily expressed using numbers.

In-Depth Interview (IDI): a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation.

System Usability Scale Survey (SUS): a simple survey that provides a high-level score for the usability of a product.

Study Details: Micro-Study & Session 1

Why UXR?

Qualitative + quantitative data =

Intimate depiction of how effectively a digital solution meets user desires and needs.

What was done?

- Moderated usability testing
- In Depth Interviews
- System Usability Scale Surveys
- Analysis of qualitative and quantitative data

Study Details: Micro-Study & Session 1

Research Questions

Micro-Study

- Are users inherently understanding what is expected of them on the Take Redacted page?
- What pain points exist for users following the Redacted workflow?

Session 1

- Is the video content meeting user desires and needs?
- What pain points exist when onboarding and navigating the entire UI?

Primary User Journey Assessed

Micro-Study

Login → View Video → “Redacted” → “Redacted” → Filter Responses → Continue → Log Out

Session 1

Login → View Video → “Redacted” → “Redacted” → Continue → Activity Feed/Track Progress → Journal → Log Out

Study Details: Session 1 Methodology

Usability Test Workflow

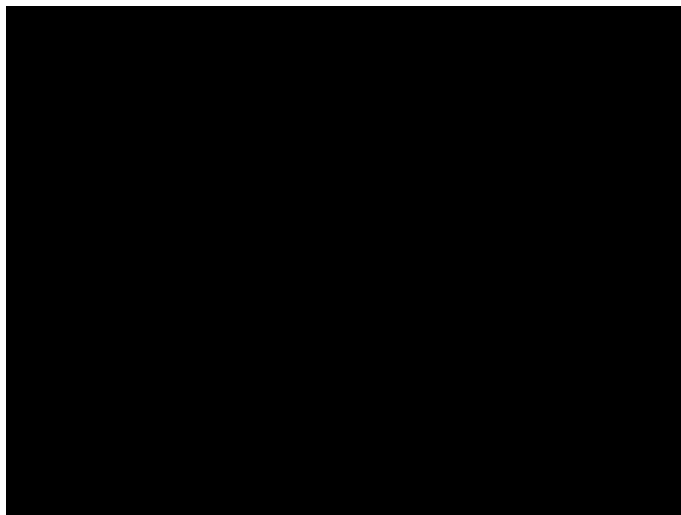
Scheduled testing and received [User Guide](#)

Onboarded via email

Observed and recorded completing study prompts

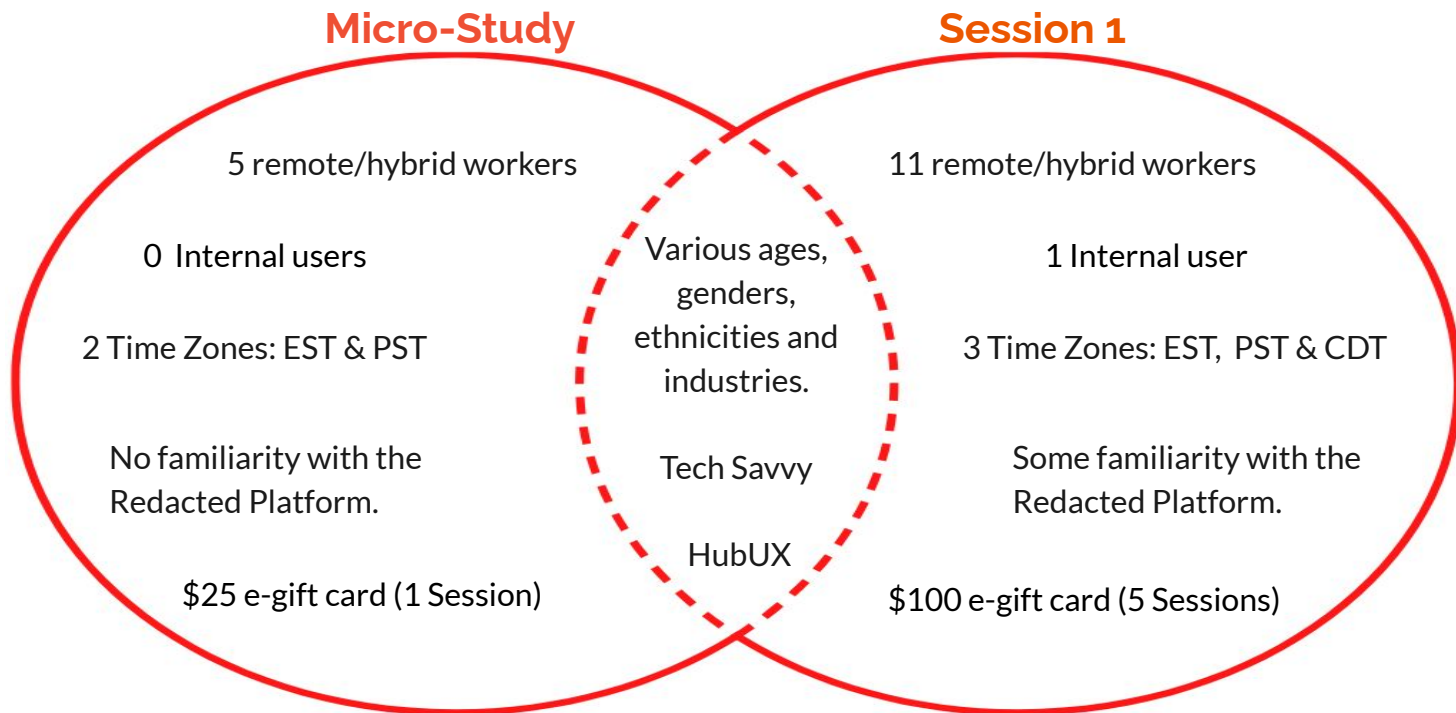
Engaged with both a Preliminary Interview, In-Depth Interview and a System Usability Scale Survey

Unlike the Micro-Study, Session 1 employed open-ended study prompts instead of direct task instructions



Redacted Micro-Study Scope Video

User Sample Comparison



Study Details: Session 1 Participants

11 Total Users

- 10 via HubUX
- 1 via internal survey

Race/Ethnicity

- Asian (2)
- Black or African American (2)
- Hispanic/Latino (2)
- White (2)

Gender

- 6 Men
- 5 Women

Study Details: Data Collected

Qualitative Data

- User feedback during prompt completion
- In Depth Interview responses
- Open-ended System Usability Scale Survey responses
- User click path observations & annotations

Quantitative Data

- System Usability Scale Survey responses (Likert Scale)
- Prompt completion (Conversion Rates)

Repeated measures questions were included in both the In-Depth Interview and System Usability Scale Survey to mitigate bias and ensure honest feedback.

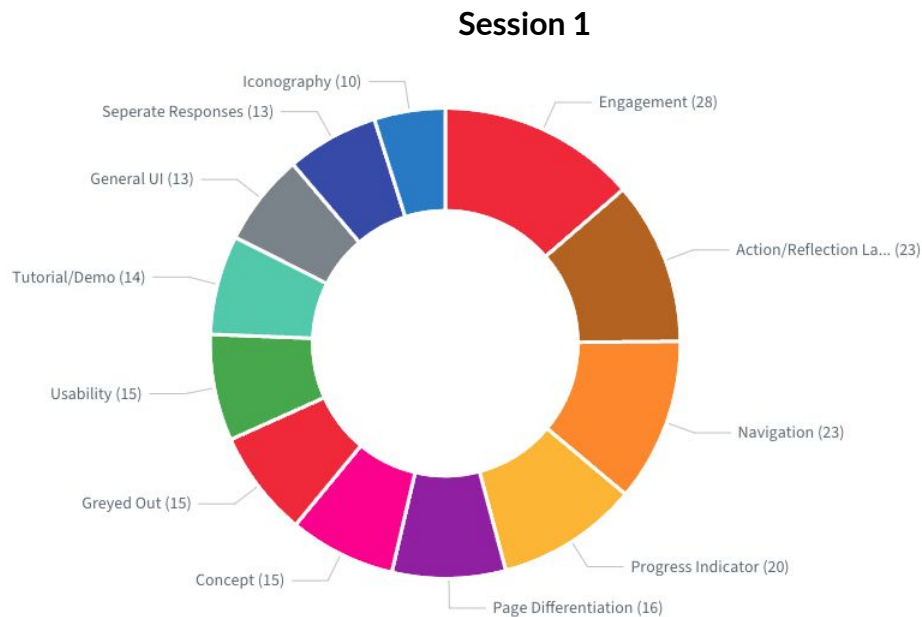
Study Details: Session 1 Limitations

Corrupted Recordings: 3 of the 11 Zoom recordings failed to save, resulting in re-recorded In Depth Interviews.

Scheduling: Due to a bug in the platform, 4 of the 11 users onboarded before their moderated Session 1.

Study Details: Data Analysis

1. Interviews and interactions recorded
2. Transcribed, annotated, and tagged
3. Observations and themes isolated
4. Insights and recommendations



Session 1: Themes

Theme 1

General navigation & usability

Theme 2

Perceived redundancies in design and/or content

Theme 3

Tutorial and/or Product Demo Request

Theme 4

Redacted Page user interface & usability



Session 1: Themes, Insights & Recommendations

PREPARED BY: Zeila Hobson, UX Researcher

User Personas

Manager

- Product/Project Managers
- Recruiters
- Delegate tasks
- Cross-functional teams
- Engaged with study

Worker Bee

- Entry-level
- Non-administrative
- Receive Tasks
- Engaged with study

Slacker

- Independent contractor
- Non-administrative
- Not engaged with study

Prompt Completion: Session 1

Prompt completion was reported by the moderator..

| Prompts | |
|-------------------------------|-------------------------------|
| | Open the link sent via email. |
| | "Check In" |
| | "Watch" |
| Validates Micro-Study Results | Act: "Redacted" |
| | Act: "Redacted" |
| | "Continue" |
| New | Activity Feed/Track Progress |
| | Journal |

Complete = user intuitively completed task.

Complete with Difficulty = user needed assistance, noticeably hesitated or guessed to complete the task.

→ ~45% of users Completed with Difficulty.

→ ~55% of users Completed with Difficulty or did not Complete the task.

→ ~27% of users Completed with Difficulty or did not Complete the task.

Session 1: System Usability Scale Survey

Prompt completion was reported by the moderator..

~43

Session 1 System
Usability Score

68

Average System
Usability Score

Grade:

F

D

C

B

A

SUS Score:

0 10 20 30 40 50 60 70 80 90 100

Source: MeasuringU

What went well?

Based on the theme that the majority of users agree that Redacted's features are accessible, self explanatory and able to be learned quickly, an insight is that the UI is generally perceived as intuitive and user-friendly.

"I think it's a great a great platform to exchange ideas." - User E

"It's so easy to use and very relevant." -User F

Theme 1: Navigation & Usability

9/11 agreed that Redacted's features are cohesive, well integrated and easy to navigate

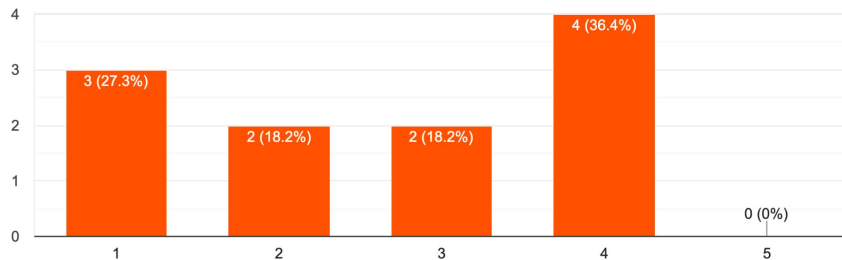
6/11 users did not disagree that they got stuck on certain pages of the platform

5/11 users expressed distaste for or the desire to change the design of one or more of the icons used throughout the platform

Theme 1: Navigation & Usability

I got stuck on certain pages or features of the [REDACTED] platform.

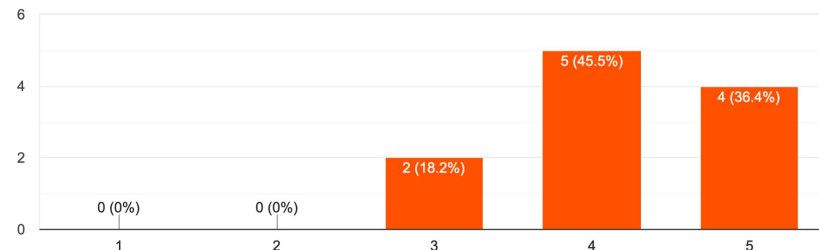
11 responses



1 = Strongly Disagree, 5 = Strongly Agree

I found the various features of [REDACTED] were well integrated, cohesive and easy to navigate.

11 responses



Theme 1: Navigation & Usability

"I think it's very user friendly, but at the same time, lots of mistakes can slip by the platform.. I found myself second questioning myself a lot." -User D

"I'm a frequent user of technology and I didn't find it that great of an experience yet.." -User C

Theme 2: Page & Content Redundancies

5/11 users were unable to note any meaningful differences in the purpose or design of the *Track Progress* and *Journal* pages

6/11 users did not agree that each web page in the Redacted platform has an obvious purpose

6/11 users verbally expressed a desire to customize aspects of the platform

8/11 users did not agree that they would not change any aspect of the Redacted platform

Theme 2: Page & Content Redundancies

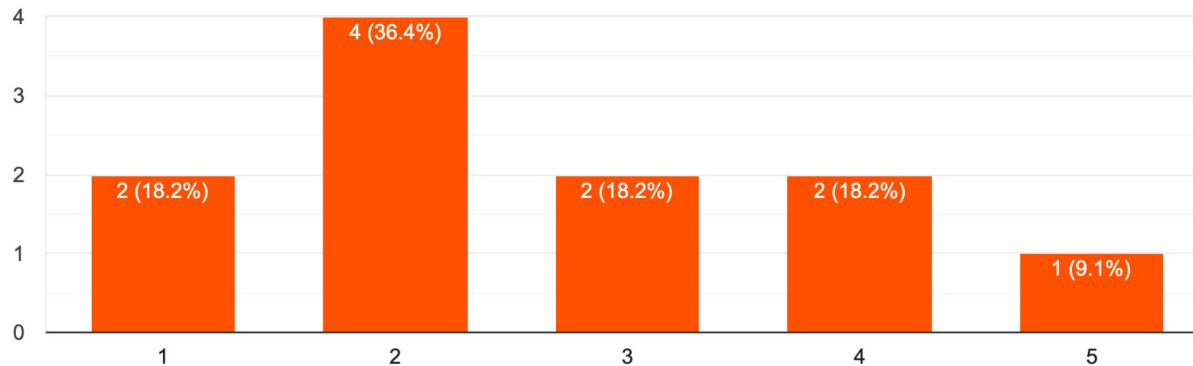
"I think the more flexibility there is..
the more valuable it will be." -User D

"I found lots of features to be
unnecessary at times" -User J

Theme 2: Page & Content Redundancies

If it were up to me, I would not change any aspect of the REZA Platform.

11 responses



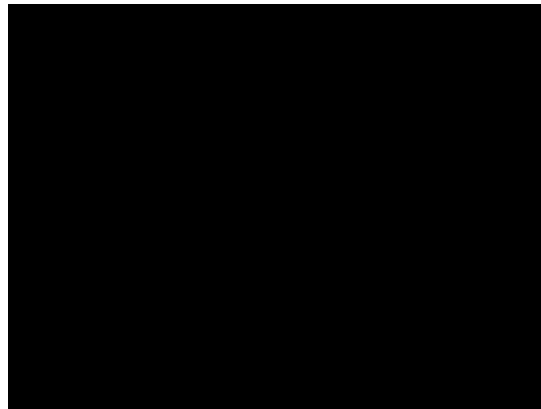
1 = Strongly Disagree, 5 = Strongly Agree

Insight: Users' desire optimization of the UI and general usability

Based on the themes that users struggled to navigate the web pages beyond the Redacted Page, often failed to differentiate web pages and expressed a desire to customize the content of the campaign for their remote teams, an insight is: the general user interface and usability of the platform should be revisited and optimized, specifically the iconography and the utility of the “Track Progress” and “Journal” Pages.



User C



User I

Recommendations: Optimize UI & General Usability

Thank You!

Check-in Complete! **1**



Fantastic!
You've completed today's Video! **1**



I think it's important to have a company culture that encourages a balance between work and family life. **3**



Recommendations:

1. **Progress Indication:** Add additional confirmation messages like this one, specifically to the Redacted Page, to provide the user with task closure when they post a response and/or add a task tracker for each module.
2. **Combine the Track Progress & Journal pages** and increase the visibility of the iconography; revisiting the icons employed for the "Track Progress" and "Journal" pages is also recommended.
3. **Increase the apparent customizability of the product features**, namely the Check In Questions, Video Content and Redacted Prompts.

Theme 3: Demo/Tutorial Request

7/11 participants verbally indicated that a demo or tutorial would improve their experience

6/11 users did not disagree that they need a tutorial or assistance in order to operate
Redacted

5/11 participants expressed surprise that a product demonstration was not included

Theme 3: Demo/Tutorial Request

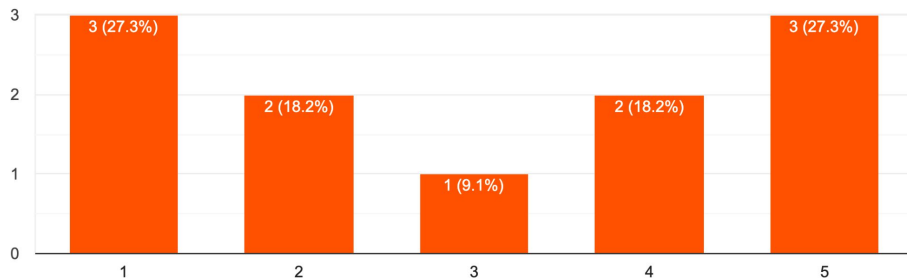
“Yeah, well it was intuitive, but again, you don't know what you don't know until you watch the tutorial.” -User E

“I think that I would need a tutorial. Yeah, definitely.” - User C

Theme 3: Demo/Tutorial Request

I think that I would need a tutorial or assistance in order to properly use [redacted].

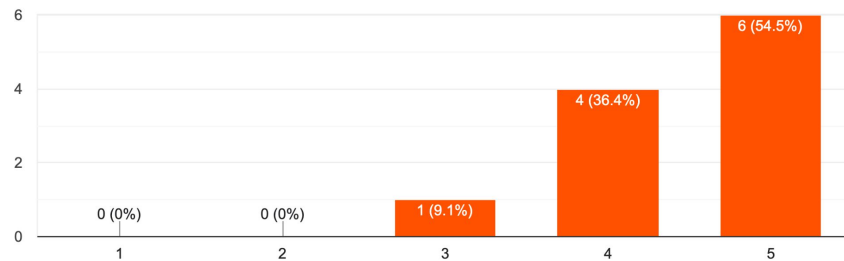
11 responses



1 = Strongly Disagree, 5 = Strongly Agree

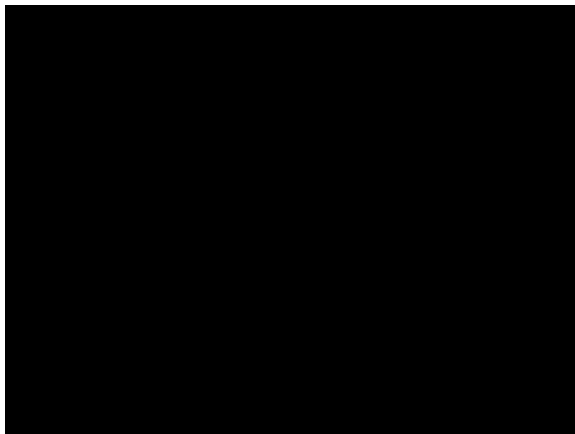
I would imagine that most people would learn to use [redacted] very quickly.

11 responses



Insight: Users need a tutorial or demonstration

Based on the theme that the majority of participants requested a comprehensive demo/tutorial, an insight is: the initial video is not substantial enough to introduce the product features and primary user journey, a product demonstration or embedded tutorial is needed.

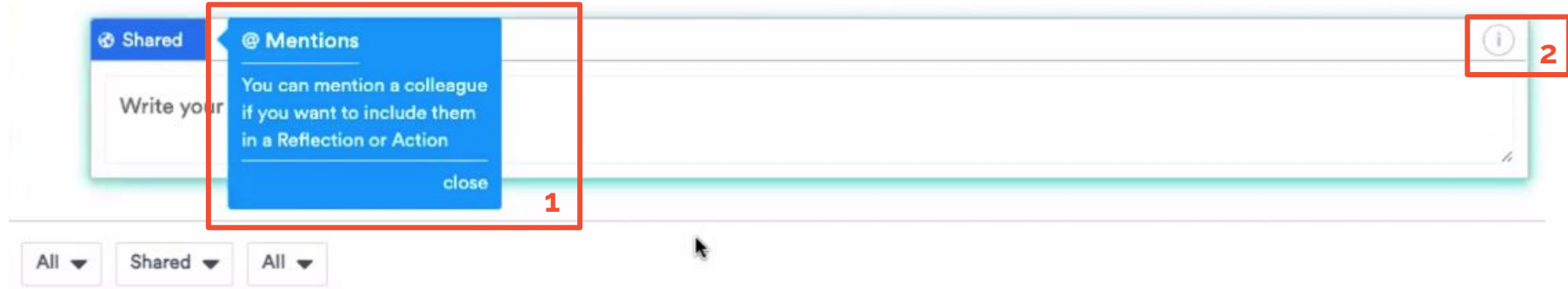


User J



User H

Recommendations: Tutorial or Demonstration



Recommendations:

1. **Produce a video** that is solely a tutorial outlining the product purpose and features or **add more tutorial flags** like the one outlined above. Combine the tutorial with Video 1 or embed more flags on the Redacted Page to mitigate concept confusion and fulfill the users' desire for a comprehensive tutorial/demonstration.
2. Embed **informational blurbs** on each page to provide context about the product features and/or instructions for interacting with that feature. The "Community Guidelines" blurb is a great example.

Theme 4: Redacted Page Design

11/11 users verbally expressed uncertainty or confusion about the primary user journey at least once.

5/11 users were observed having difficulty completing the “Redacted” prompt.

6/11 users were observed having difficulty completing the “Redacted” prompt or did not complete the prompt at all.

0/11 users manually separated the responses using the Filter Menus.

Theme 4: Redacted Page Design

6/11 users verbally expressed that the greying effect applied to the inactive prompt box contributed to their inability to notice the prompt box

4/11 users verbally indicated or were observed as misinterpreting the relationship between the "Take Redacted" Button and the Text Box

Theme 4: Redacted Page Design

"I've usually filled out one or the other. I never filled out both [Redacted]." - User G

"Once you have clarity [the user journey] is intuitive."
-User F

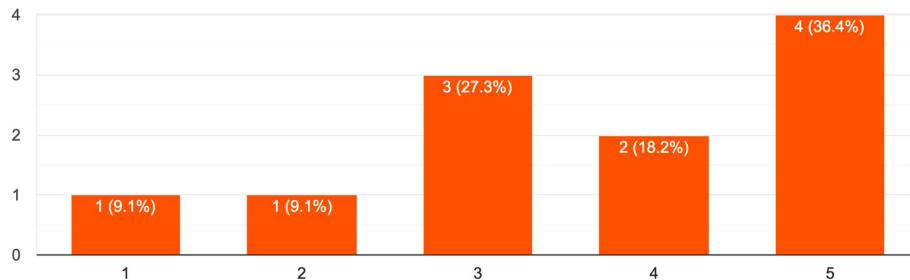
"I hadn't even noticed [Redacted] until you brought it up." -User I

"I'm not sure why that [Take Redacted] button is there. I feel like you should just be able to type." -User B

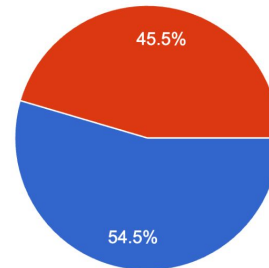
Theme 4: Redacted Page Design

I thought the [REDACTED] and [REDACTED] sections were self-explanatory.

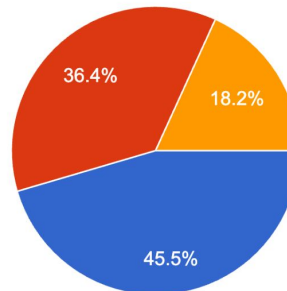
11 responses



1 = Strongly Disagree, 5 = Strongly Agree



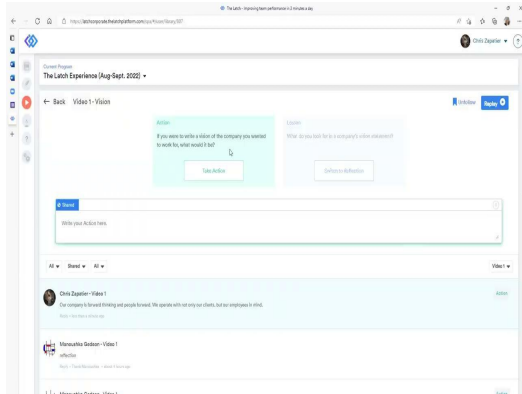
- I posted an [REDACTED] Response.
- I posted an [REDACTED] Response with difficulty and/or assistance.
- I did not post an [REDACTED] Response.



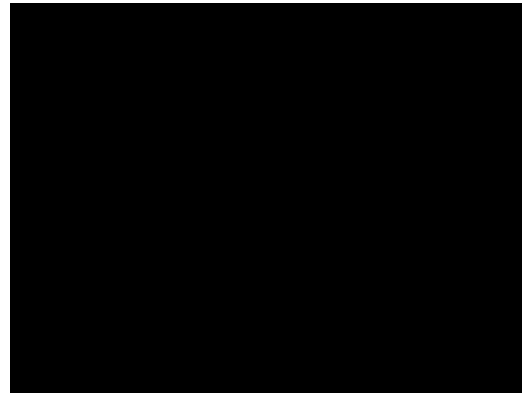
- I posted a [REDACTED] response.
- I posted a [REDACTED] response with difficulty and/or assistance.
- I did not post a [REDACTED] response.

Insight: Users need task closure on the Redacted Page

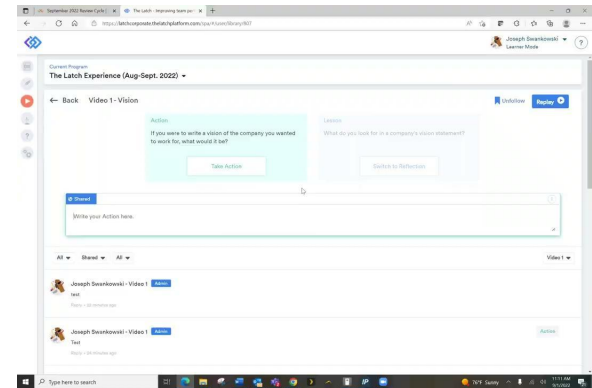
Based on the theme that the “Take Redacted” user flow was initially unclear to the majority of users, an insight is: the UI lacks task closure due to the lack of visual/audible interactivity and the minimal use of color.



User C

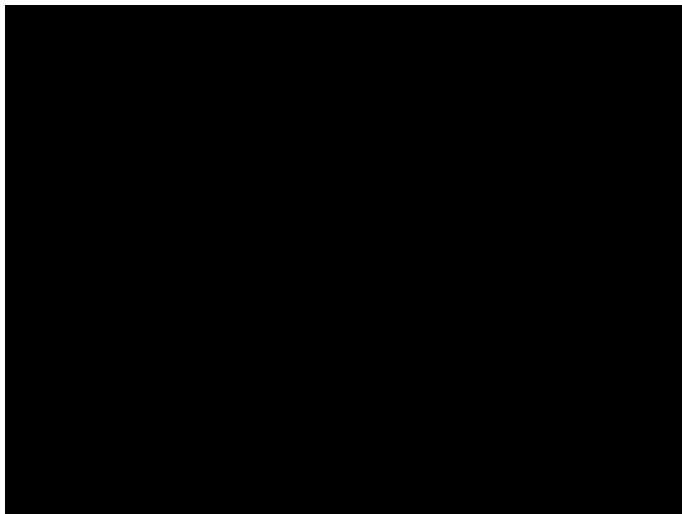


User D

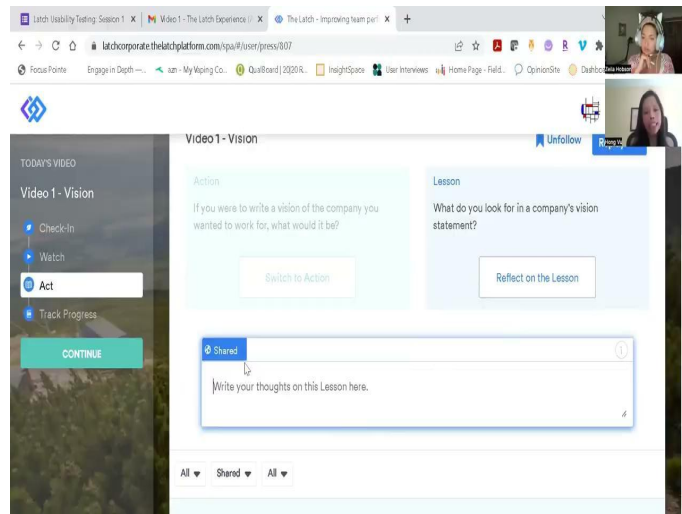


User G

Insight: Users need task closure on the Redacted Page

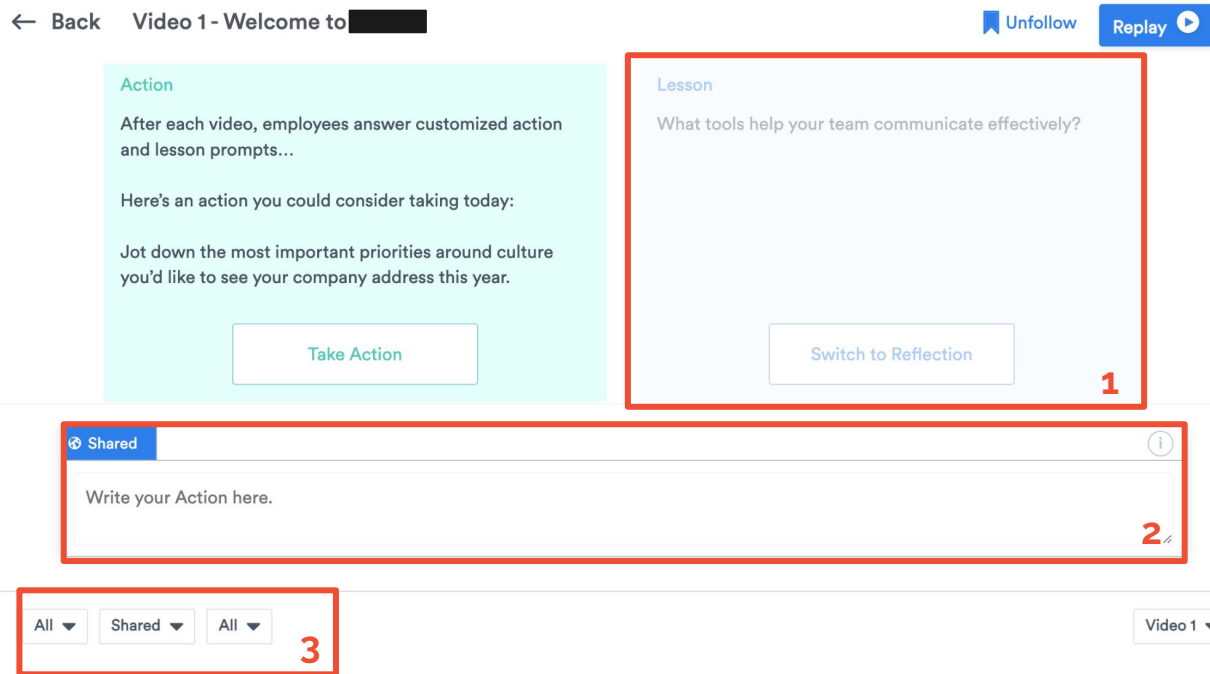


User B



User E

Recommendation: Redacted Page UI Optimization



Add more interactive elements (visual and/or audible cues) to the Redacted page to better accommodate the perceptual bandwidth of users by facilitating task closure.

This can be achieved by updating the color scheme and adding audible/visual cues:

1. Eliminate “greying” effect: users misinterpret the color as the box lacking interactivity.
2. Program the text box to appear after the relevant button is selected in addition to highlighting the box.
3. Add color to the filter buttons to draw users’ attention.



Summary

Session 1

Theme 1

General navigation & usability of user interface

Theme 2

Perceived redundancies in design and/or content

Theme 3

Tutorial and/or Product Demo Request

Theme 4

Redacted page design

Micro-Study

Theme 1

Concept confusion

Theme 2

Demo/tutorial request

Theme 3

Navigating user interface

Theme 4

Redacted page design

In short:

Users consider certain aspects of the platform redundant.

- a. Combine the "Journal" and "Track Progress" pages
- b. Advertise and/or facilitate customization of the campaign content for admins

Users desire a comprehensive product demonstration and increased task closure.

- a. Tutorial Video/Product Demonstration
- b. Integrate an apparent task tracker/progress indicator

Users' desires and needs aren't fully met by the Redacted page:

- a. Add more task closure confirmation cues or messages
- b. Eliminate the initial greying effect on the inactive prompt box
- c. Animate and/or color active buttons, such as the Filter Menus
- d. Visibly connecting the prompts to the text box with visual cues that are more apparent than the highlighting





Let's chat! What questions do you have?

References

Redacted UXR 2 **Research Plan**

Redacted Micro-Study **Case Study & Research Report**

Balsamiq Wireframing Academy. (n.d.). **Designing for Action: Best Practices for Effective Buttons.**

Interaction Design Foundation. (n.d.). **"What are gestalt principles?"**. The Interaction Design Foundation.

Jeff Sauro, P. D. (2018, September 19). **5 Ways to Interpret a SUS Score**. MeasuringU.

Jisoo Ahn, Jeong-Min Park, Won-Ho Lee, Ghee-Young Noh,

Website interactivity and processing: Menu customization and sense of agency are keys to better interaction design, International Journal of Human-Computer Studies, Volume 147, 2021.

Sundar, S. Shyam & Xu, Qian & Bellur, Saraswathi. (2010). **Designing interactivity in media interfaces: A communications perspective**. Proceedings of the Conference on Human Factors in Computing Systems. 4. 2247-2256. 10.1145/1753326.1753666.

Sundar, S. Shyam. (2012). **Social psychology of interactivity in human-website interaction**. Oxford Handbook of Internet Psychology. 10.1093/oxfordhb/9780199561803.013.0007.

Task Closure Theory