# Redacted Extended Usability Testing: Full Case Study

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| Section 1 | Project Overview: Sessions 1-5 |
| Section 2 | Themes, Insights & Recommendations |
| Section 3 | Summary |

PREPARED BY: Zeila Hobson, UX Researcher

# Project Overview

Click Here to view the Research Plan
<u>Click Here</u> to view the Redacted Phase 1 Research Report
<u>Click Here</u> to view the Phase 2 Research Report.

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# 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.

**User Fatigue:** The phenomenon that a user quickly loses the interest on the recommended item if the same item has been presented to this user multiple times before.

**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: Sessions 1-5

## Why UXR?

Qualitative + quantitative data =

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

## What was done?

- Moderated usability testing (Sessions 1 & 5)

- Unmoderated usability testing (Sessions 2-4)

- In Depth Interviews

- System Usability Scale Surveys

- Analysis of qualitative and quantitative data

# Study Details: Sessions 1-5

## Research Questions

### Phase 1: Sessions 1-2

- Are users inherently understanding what is expected of them on the Take Redacted page?
- What pain points exist for users following the Redacted workflow?
- Is the video content meeting user desires and needs?
- What pain points exist when onboarding and navigating the entire UI?

### Phase 2: Sessions 3-5

- Phase 1 Research Questions
- How do users prefer to respond to each other?
- How many videos are users willing to do per week?
- What do users enjoy about the Redacted platform?

# Study Details: Sessions 1-5 Methodology

**Usability Test Workflow**

Scheduled testing and received <u>User Guide</u>

Onboarded via email

Observed and recorded completing study prompts
Moderated = recorded by moderator (1 & 5)
Unmoderated = recorded by user (2-4)

Engaged with a System Usability Scale Survey (SUS)

Sessions 1 & 5: In Depth Interviews in addition to SUS

Sessions 1-5 employed open-ended study prompts to encourage users to interact with the Redacted platform.

# Primary User Journey Assessed

**Sessions 1-5**

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

# 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

**All 11 users were retained from Session 1 to Session 5!**

# 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)
- Task completion rates

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

# Study Details: Session 1 Limitations

**Corrupted Recordings:** 3 of the 11 Zoom recordings failed to save during Session 1, resulting in re-recorded In Depth Interviews.

8 of the 22 user recordings from unmoderated testing were also unavailable for observation - users supplied qualitative feedback via self-led interviews to validate their survey responses for the missing screen-recordings.

# Study Details: Data Analysis

1. Interviews and interactions recorded

2. Transcribed, annotated, and tagged

3. Observations and themes isolated

4. Insights and recommendations



Tag Groups: Sessions 1-5

- Miscellaneous Feedback (44)
- Feature Requests (57)
- Redundancies (64)
- Navigation (72)
- User Engagement (111)
- Act Page Usability (100)

# Sessions 1-5: Themes
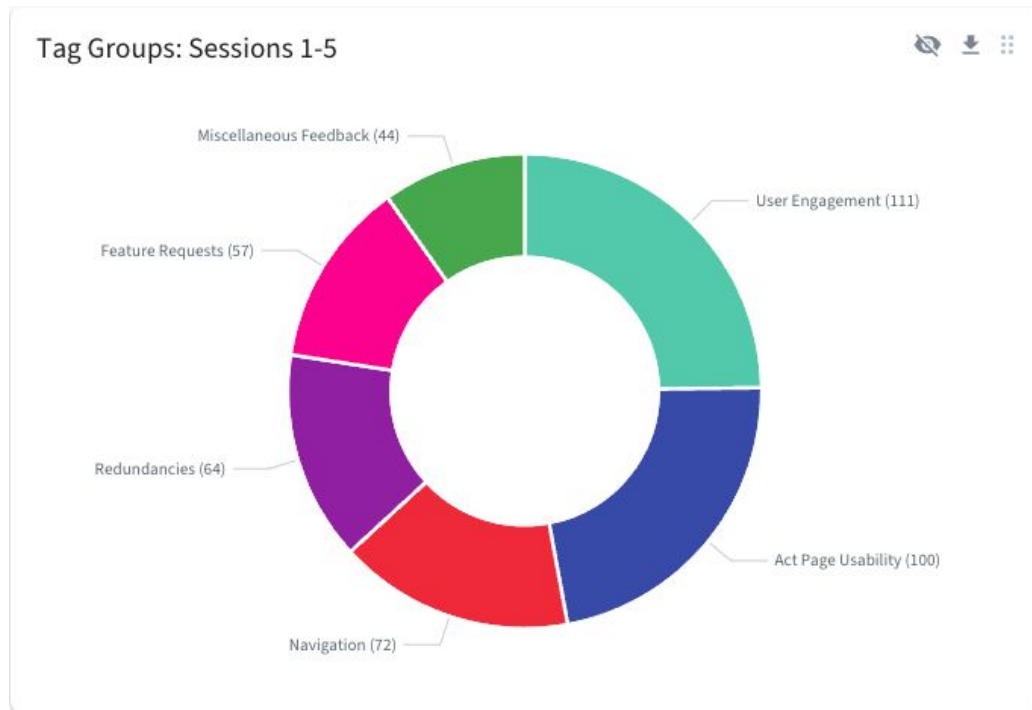
**Theme 1**
Navigating Redacted's user interface..

**Theme 2**
Engaging with Redacted's features..

**Theme 3**
Usability of the Redacted Page..

# Themes, Insights & Recommendations

Sessions 1-5

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

# Sessions 1-5: Prompt Completion



Average Task Completion Rate
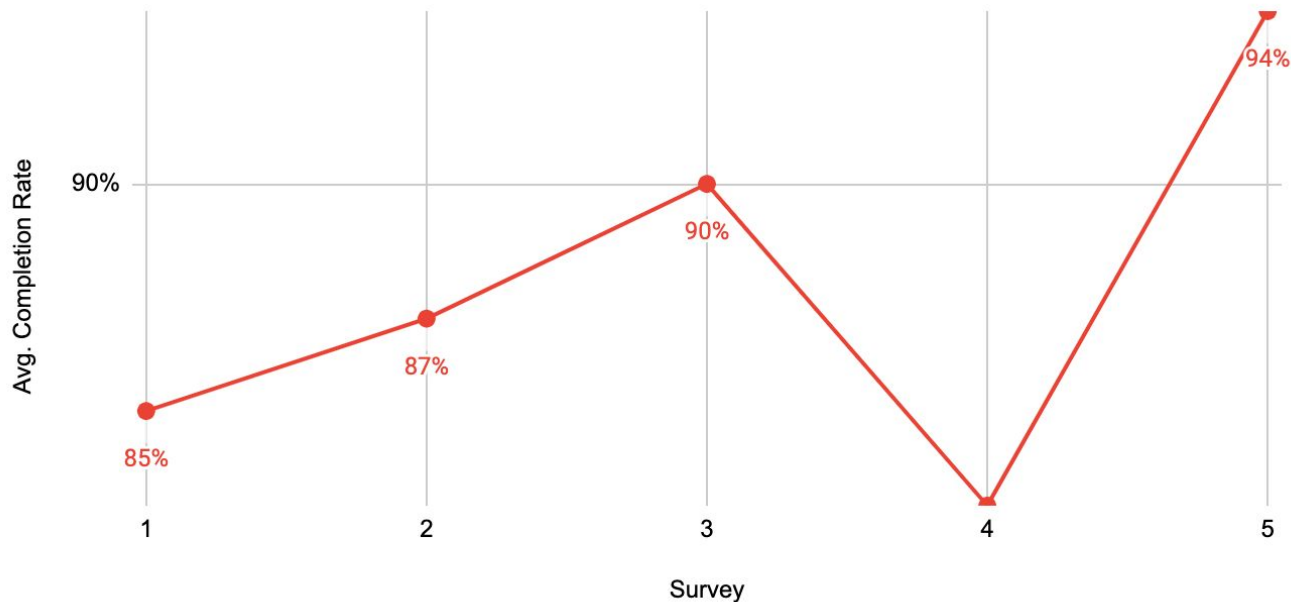
# Sessions 1-5: System Usability Scale Survey

## ~49

Average System
Usability Score for
Sessions 1-5

## 68

Average System
Usability Score
(Global)

| Grade: | | F | | | D | C | B | A |
|---|---|---|---|---|---|---|---|---|

SUS Score: 0  10  20  30  40  50  60  70  80  90  100

Source: MeasuringU

# Sessions 1-5: System Usability Scale Scores



System Usability Scale Scores

43.02%  46.82%  45.68%  60.23%  50.45%
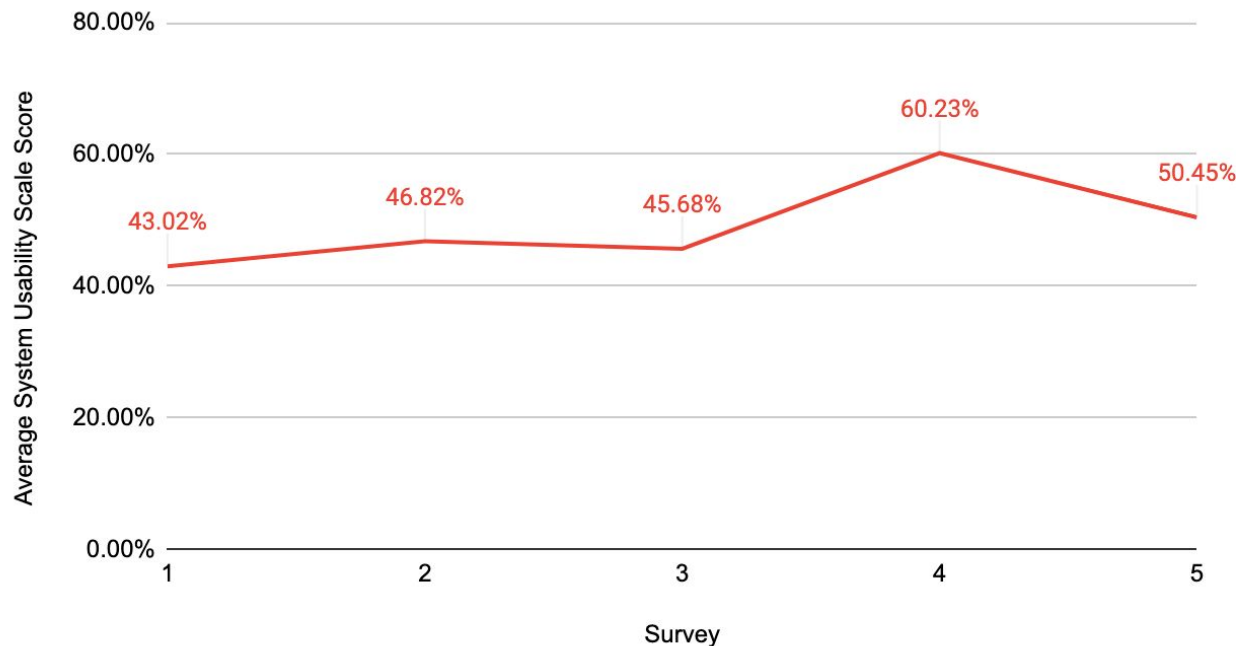
# Sessions 1-5: Prompt Completion vs SUS



Task Completion vs. System Usability Score
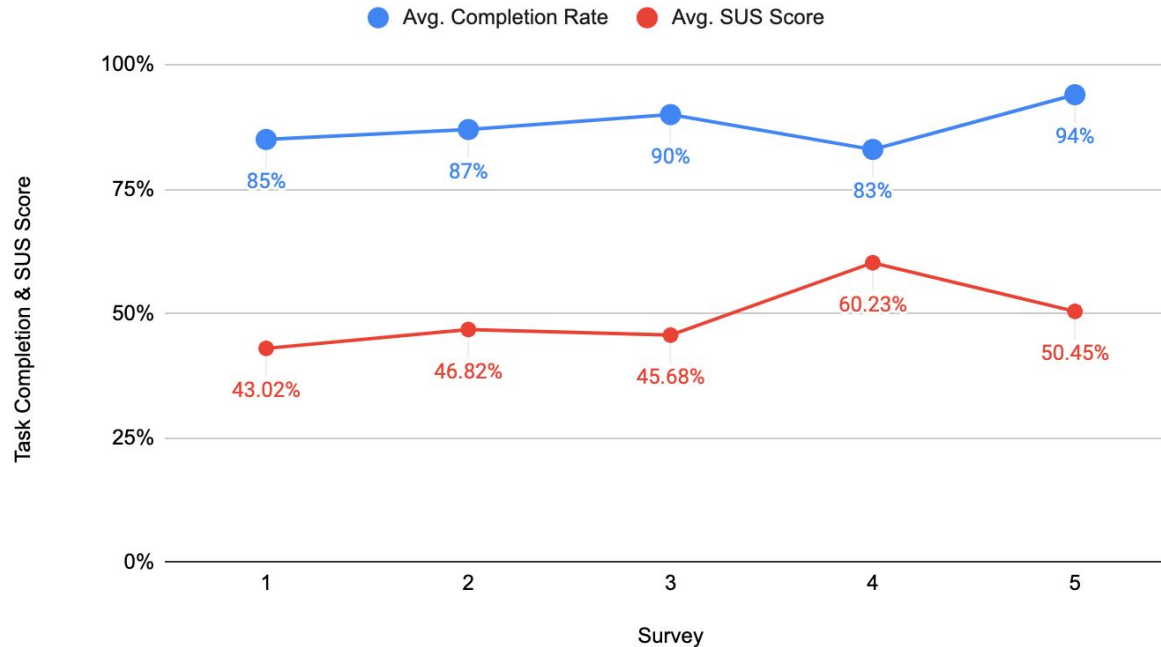
# What went well?

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.
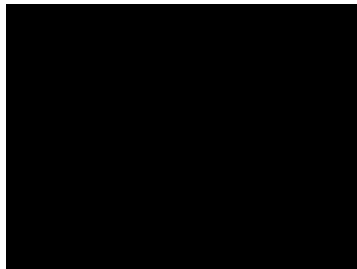


User A
Session 1
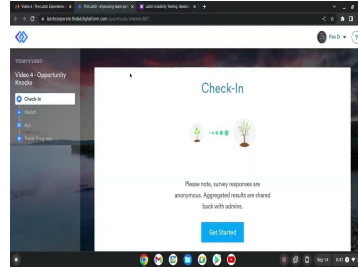


User F
Session 4
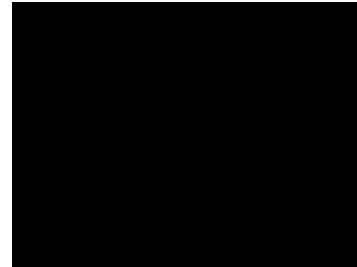


User D
Session 5
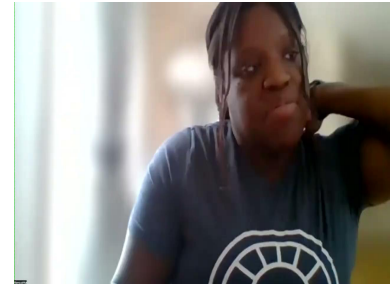


User B
Session 5

# Theme 1: Navigating Redacted..
## User Interface

**User Interface & Product Offering:**
- Users remained confident operating the platform from Session 1 to Session 5
- User reports of being stuck on certain pages persisted from Session 1 to Session 5.
- Users became more confused about the platform's concept over time.

**Web Page Redundancies:**

- Users noted that the the Track Progress, Journal and Activity Feed are conceptually similar.
- The Track Progress icon routed users to the Journal Page

# Theme 1: Navigating Redacted..
## User Interface
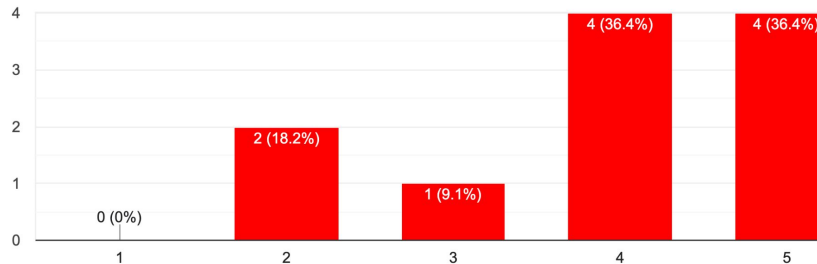
Survey 1

Survey 5

I felt very confident using the ▮ platform.
11 responses
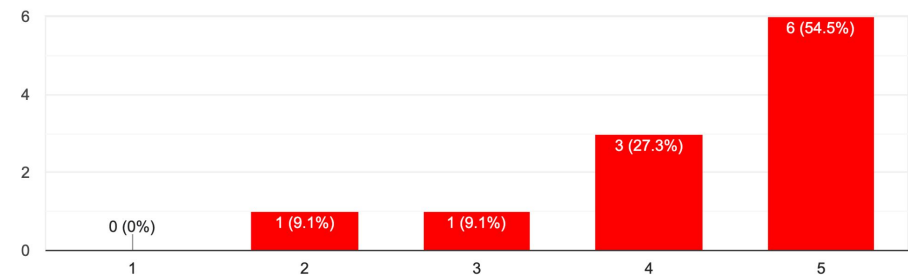


I felt very confident using the ▮ platform.
11 responses



1 = Strongly Disagree, 5 = Strongly Agree
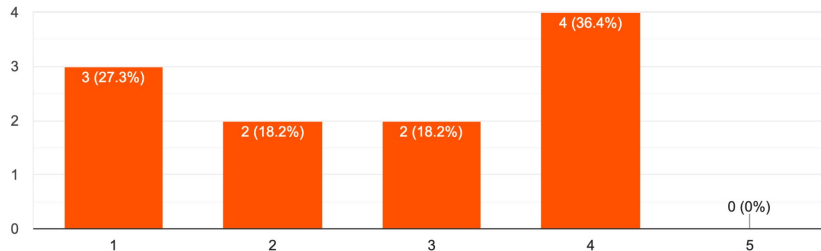
# Theme 1: Navigating Redacted..
## User Interface

Survey 1

Survey 5

I got stuck on certain pages or features of the ▮ platform.
11 responses

I got stuck on certain pages or features of the ▮ platform.
11 responses



1 = Strongly Disagree, 5 = Strongly Agree
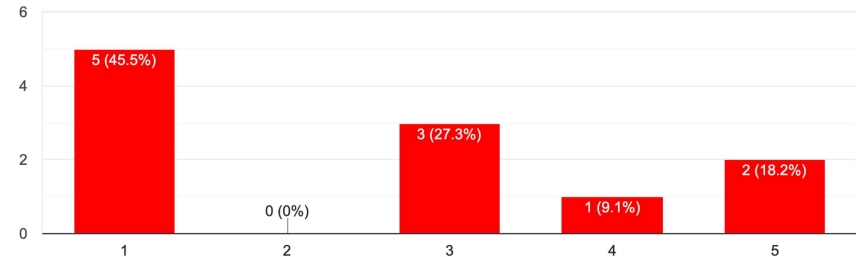
# Theme 1: Navigating Redacted..
## User Interface



User D
Session 1

User I
Session 2
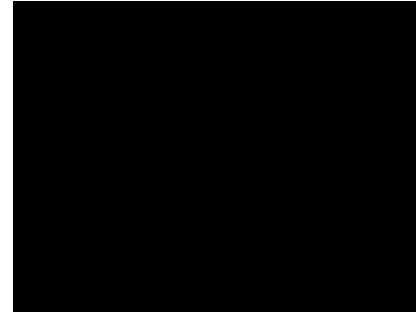
User G
Session 5
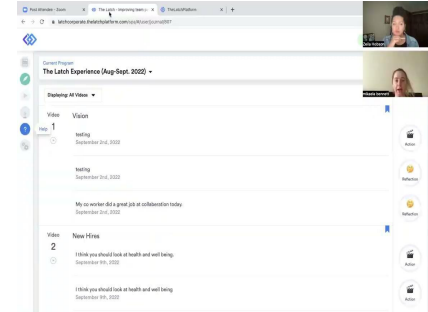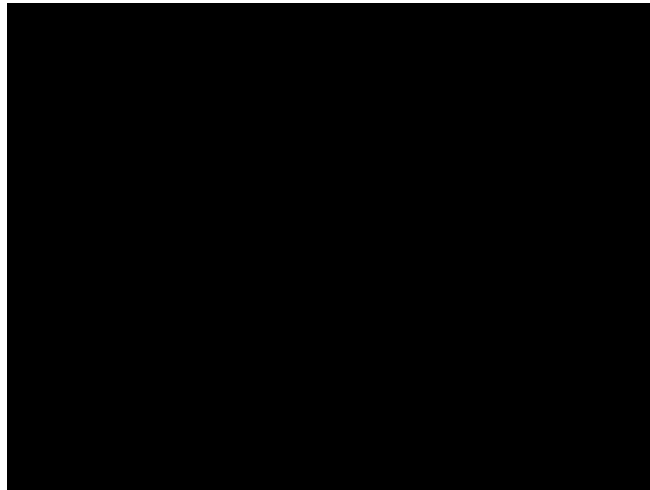
User J
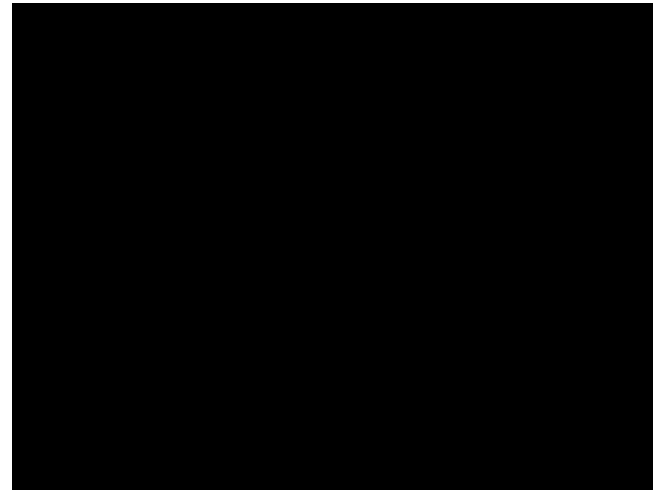Session 5

# Theme 1: Navigating Redacted..
## Product Offering
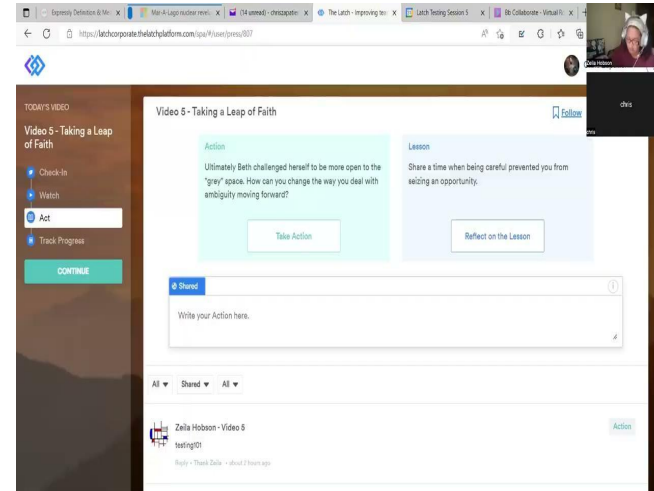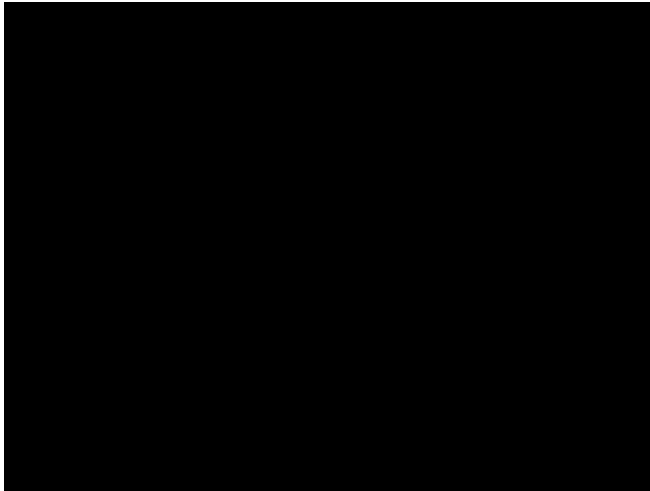




User K
Session 5

# Theme 1: Navigating Redacted..
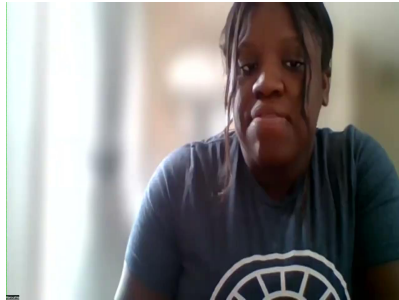## Product Offering



User G
Session 1



User C
Session 5
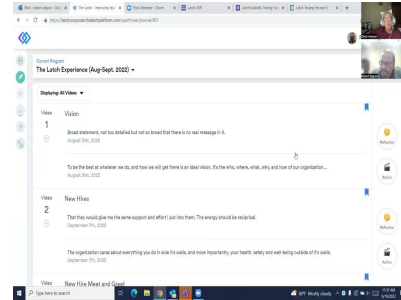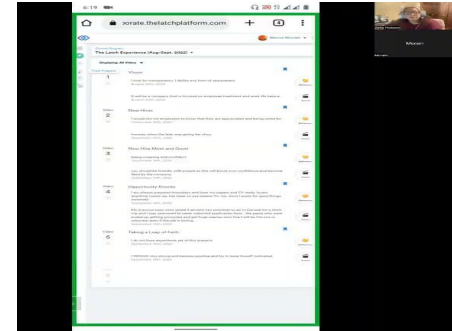
# Theme 1: Navigating Redacted..
## Web Page Redundancy
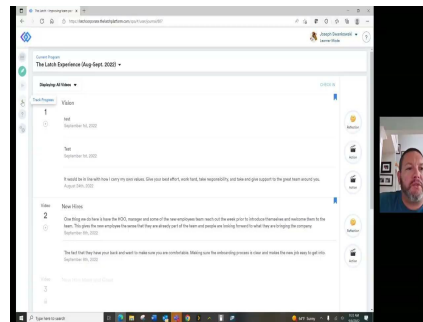


User I
Session 1

User B
Session 5
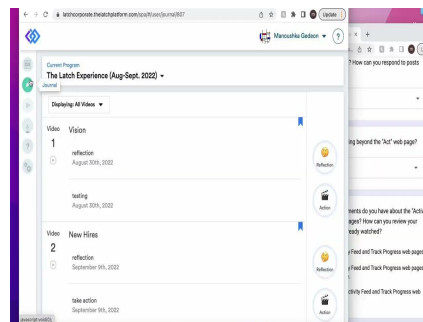
User D
Session 5

User A
Session 5

# Theme 1: Navigating Redacted..
## Web Page Redundancy





User G, Session 2



User B, Session 3

# Theme 2: Engaging with Redacted's features

**Growth Buddies**

- Some users were unclear about the feature's efficacy and/or purpose.

**Responding to Peers**

- Users prefer to respond to their peers' posts with text or emoji reactions.
- Users' motivation to respond to their peers may decrease over time.

**Video Delivery Cadence**

- Users indicated that they prefer to receive one video per week.
- Some users would accept two videos per week, one at the beginning and one at the end.
- Some users did not appreciate that future videos are withheld.

**Content Redundancies**

- Users are eager to customize campaign content and integrate other platforms.

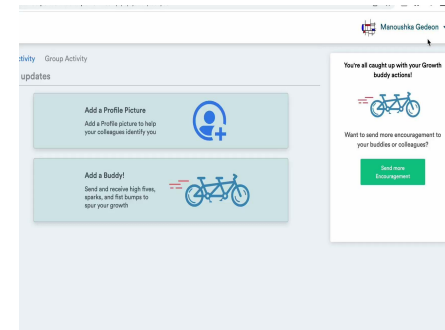# Theme 2: Engaging with Redacted's features..
## Growth Buddies
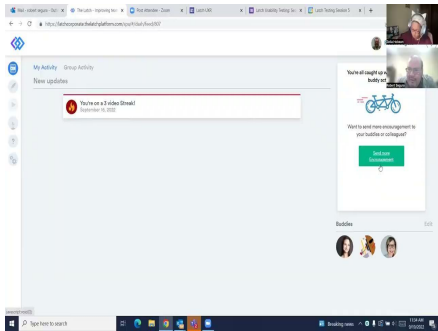


| User D | User I | User C | User B |
|--------|--------|--------|--------|
| Session 5 | Session 2 | Session 3 | Session 2 |

~63% of users observably engaged with the *Growth Buddies* feature presented to them during Session 2.
Most users who acknowledged and engaged with the feature were unclear about its purpose and efficacy.

# Theme 2: Engaging with Redacted's features..
## Responding to Peers



If ▮▮▮▮ were adopted by my employer, I would not respond to posts made by my team members.

1 = Strongly Disagree
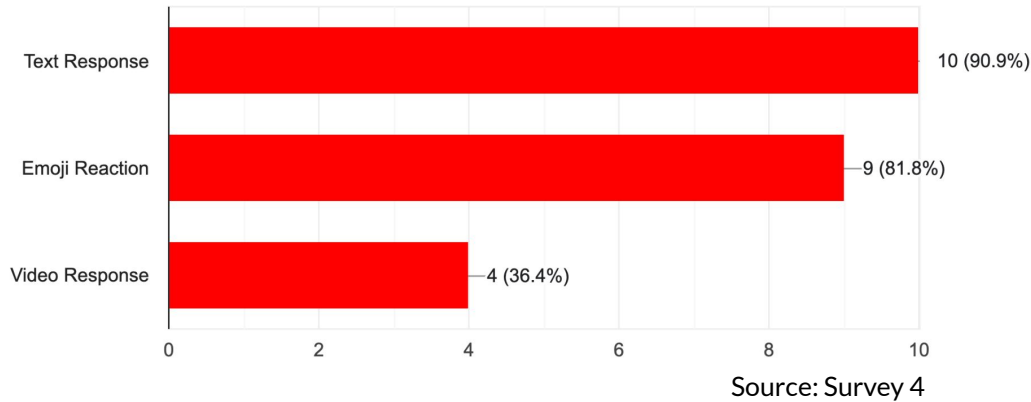5 = Strongly Agree

Source: Survey 4
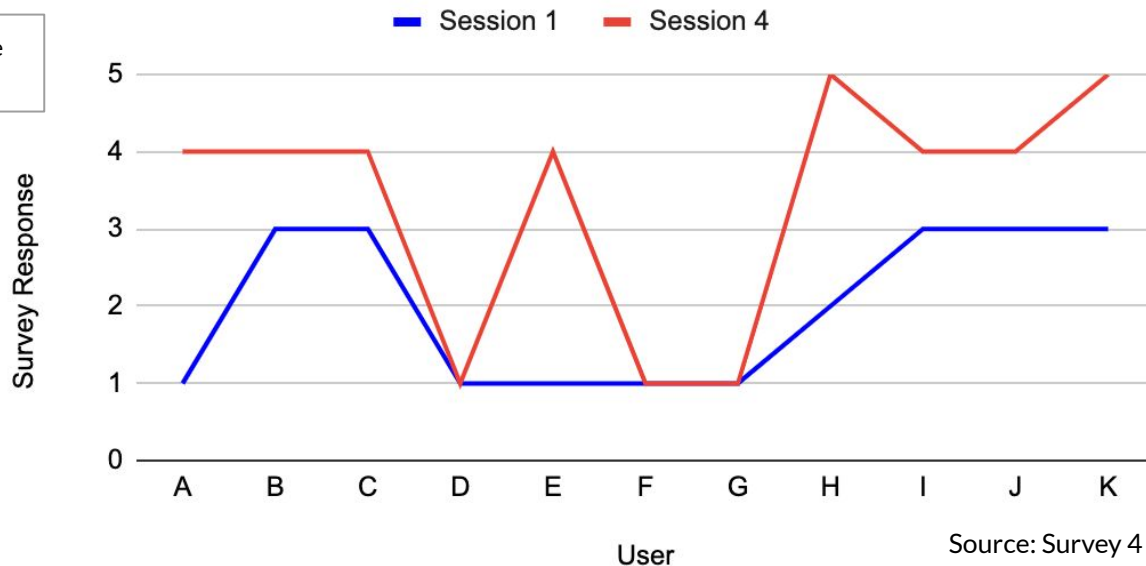
# Theme 2: Engaging with Redacted's features..
## Responding to Peers

I would like to respond videos or to team member's posts via: (select all that apply)
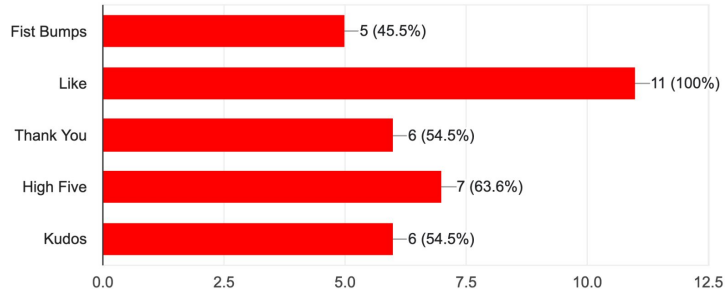
11 responses

| | |
|---|---|
| Text Response | 10 (90.9%) |
| Emoji Reaction | 9 (81.8%) |
| Video Response | 4 (36.4%) |

Source: Survey 4

User D
Session 5

# Theme 2: Engaging with Redacted's features..
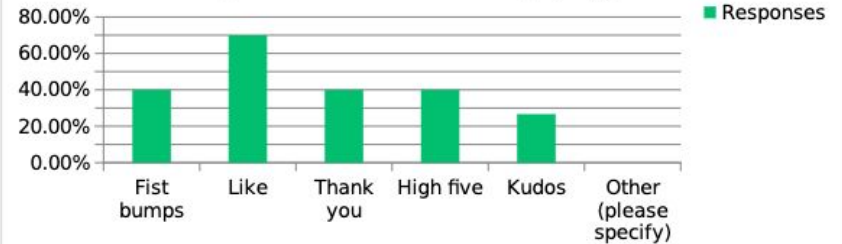## Responding to Peers

Survey 4

Internal Survey



If you were to react to another person's action or reflection on Latch, which of the following would you use most often? (select all that apply)

11 responses

Fist Bumps — 5 (45.5%)
Like — 11 (100%)
Thank You — 6 (54.5%)
High Five — 7 (63.6%)
Kudos — 6 (54.5%)



If you were to react to another person's action or reflection on ▇▇▇, which of the following would you use most often? (mark all that apply)
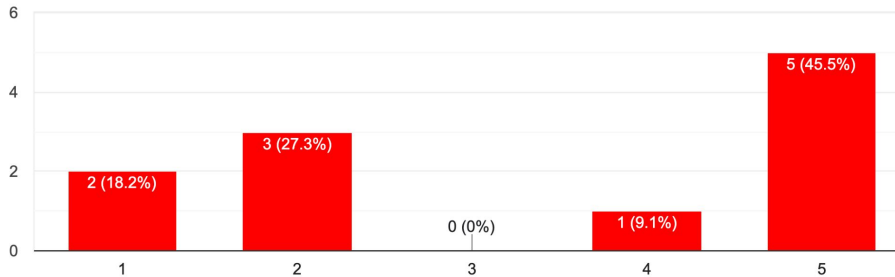
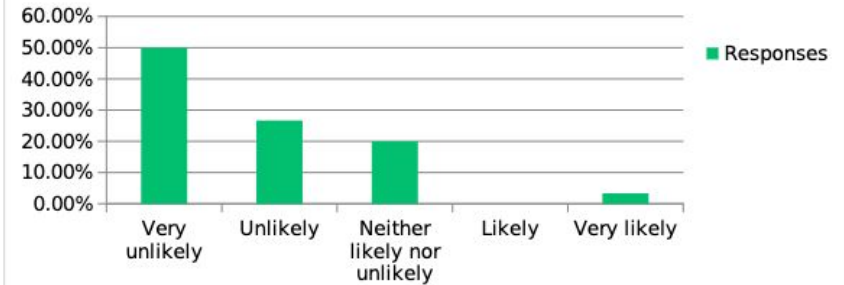# Theme 2: Engaging with Redacted's features..
## Responding to Peers

Survey 4

Internal Survey

I wish I could respond to assigned videos and/or team member's responses with a video of my own.

11 responses
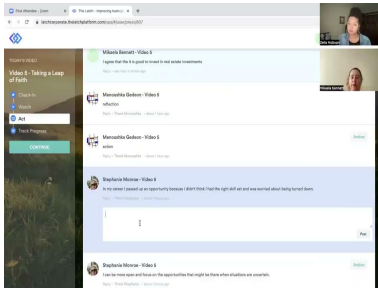


How likely would you be to upload a video instead of entering text that you could share as an action or reflection?
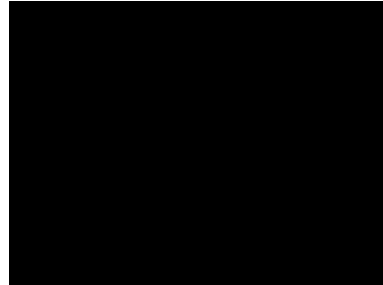
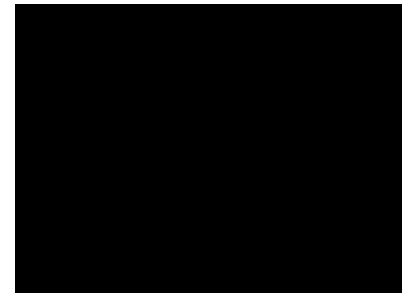# Theme 2: Engaging with Redacted's features..
## Responding to Peers



User J
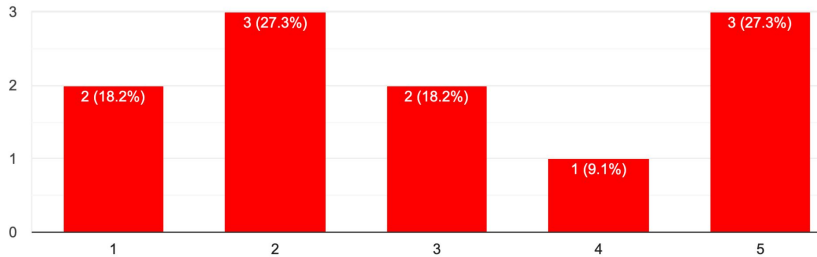Session 5



User B
Session 3



User A
Session 5



User G
Session 5

# Theme 2: Engaging with Redacted's features..
## Video Delivery Cadence

If ███ was adopted by my employer, I would prefer to watch and engage with more than one video every week.
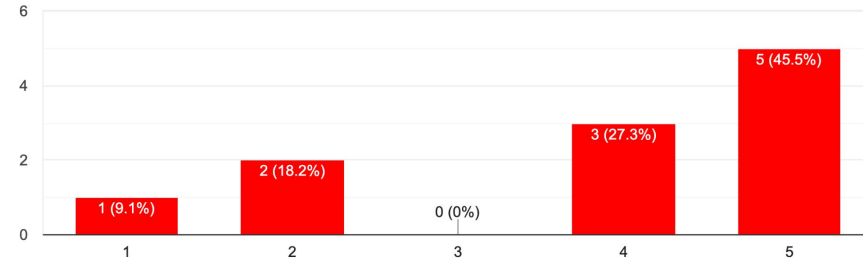
11 responses



Source: Survey 4

I imagine most people would prefer to be assigned one video every week.

11 responses



Source: Survey 4

# Theme 2: Engaging with Redacted's features..
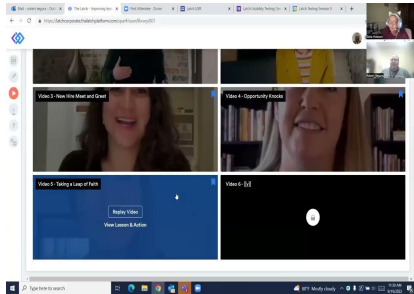## Video Delivery Cadence



User D
Session 5



User K
Session 3



User H
Session 5



User G
Session 5

# Theme 2: Engaging with Redacted's features..
## Video Delivery Cadence

Survey 1
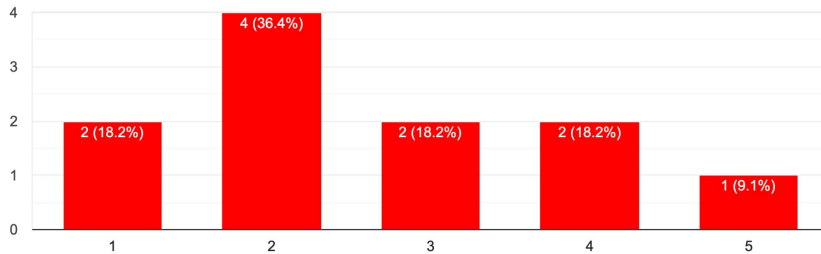
Survey 5

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



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

# Theme 2: Engaging with Redacted's features..
## Content Redundancies



User K, Session 1



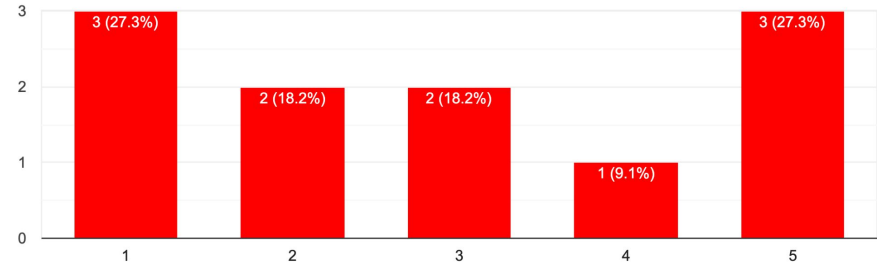User H, Session 1
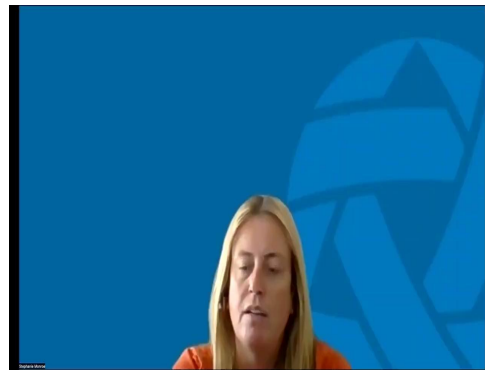


User C, Session 5



User I, Session 1



User E
Session 1

# Insight: Users' desire integrations and interface optimizations to remain engaged over time

Based on Themes 1 & 2 (users continued to have difficulty fulfilling the primary user journey, 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 utility of the "Track Progress," "Journal" and "Activity Feed" Pages. Integrations, increased customizability of content and updated iconography should also be explored.



User K, Session 1



User C, Session 1

# Recommendations: Allow integrations, expand customization and implement task tracking to mitigate user fatigue



**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**

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.
4. **Apply product integrations,** such as with Slack or Google Drive.

# Theme 3: Usability of the Redacted  Page..

**Redacted Task Completion:**

- New users are not experiencing task closure throughout the primary user journey
- Users' desire for a progress indicator doesn't necessarily dissipate over time

**Redacted Language**

- User perceptions of the language employed on the Redacted Page were evenly split.
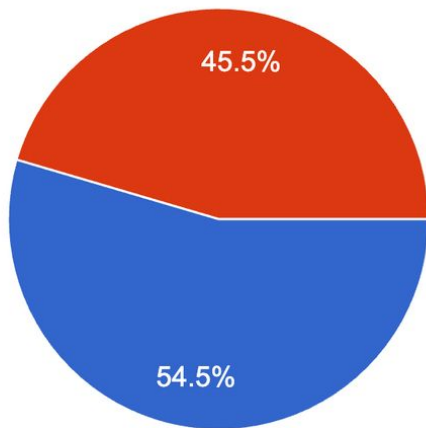- Some users perceived the language as a pain point and while others enjoyed the copy.

**Response Separation**

- Users generally perceived no separation between the responses beyond the *Redacted* label
- Users made no effort to manually separate the responses.
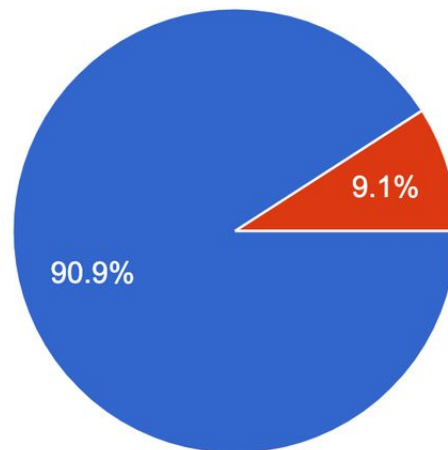
# Theme 3: Usability of the Redacted  Page..

## Redacted Task Completion

Survey 1

Survey 5

- 🔵 I posted an ▮▮▮▮ Response.
- 🔴 I posted an ▮▮▮▮ Response with difficulty and/or assistance.
- 🟠 I did not post an ▮▮▮▮ Response.

45.5%

54.5%

90.9%

9.1%

Prompt 4: "Take Redacted "
Response

# Theme 3: Usability of the Redacted Page..

## Redacted Task Completion



- ● I posted an ▮▮▮▮ Response.
- ● I posted an ▮▮▮▮ Response with difficulty and/or assistance.
- ● I did not post an ▮▮▮▮ Response.

Survey 1

Survey 5

36.4%
18.2%
45.5%

90.9%
9.1%
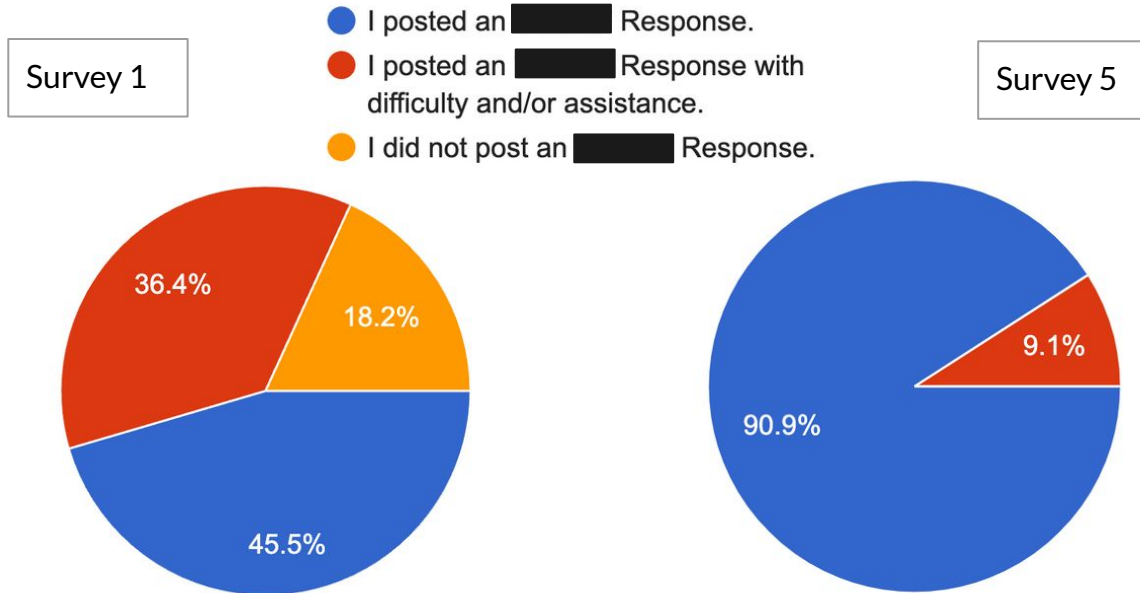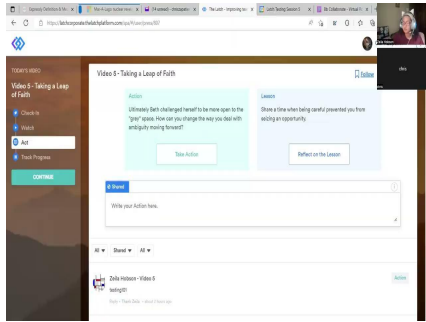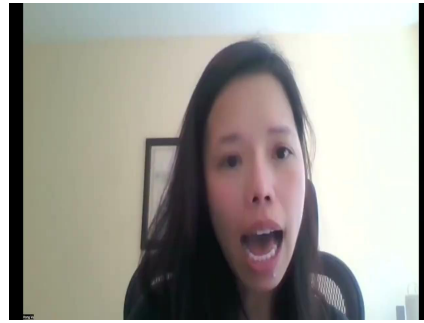
Prompt 5: "Redacted /Lesson" Response
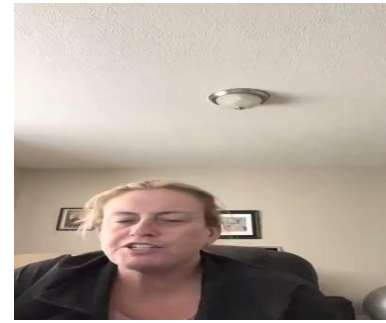
43

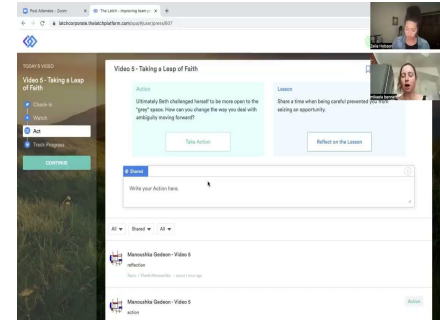# Theme 3: Usability of the Redacted Page..

## Redacted Language



User K, Session 5


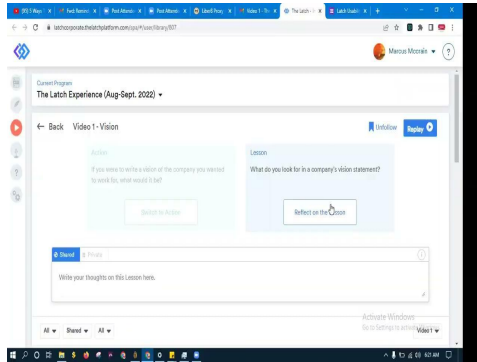
User E, Session 1



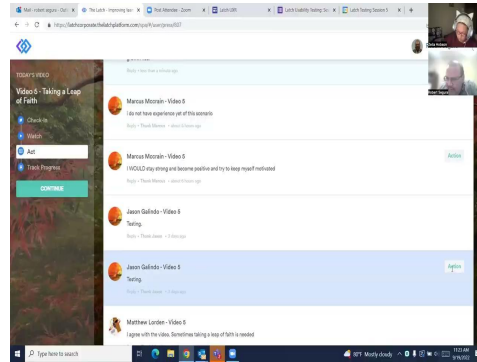User C, Session 3



User J, Session 5

- 5 of the 11 users (~45%) saw little to no distinction between the *Redacted Responses* prompts.
- 4 of the 11 users did describe a clear distinction between Redacted s and Redacted s.

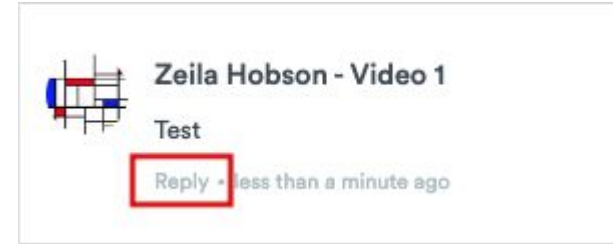# Theme 3: Usability of the Redacted Page..
## Response Separation


User A, Session 1


User D, Session 5



- 8/11 users failed to note the "Reply" link throughout testing.

- 0/11 users interacted with the "Reply" link.

# Insight: Users need task closure on the Redacted  Page

Based on Theme 3  ( the "Take Redacted " user flow was initially unclear to the majority of users and the majority of users failed to notice the "Reply" link below peer responses and/or interact with the filter menus) an insight is: the UI lacks task closure due to the lack of visual/audible interactivity and the minimal use of color.
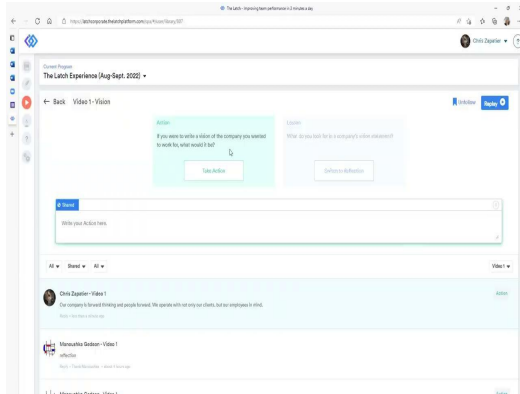


User C, Session 1
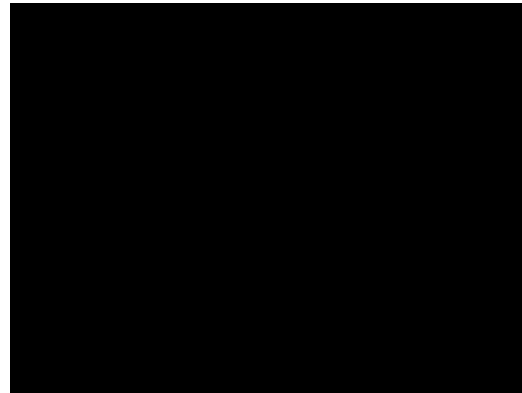


User D, Session 1



User G, Session 1

# Insight: Users need a tutorial/demo and a progress indicator to facilitate task closure and task completion for users
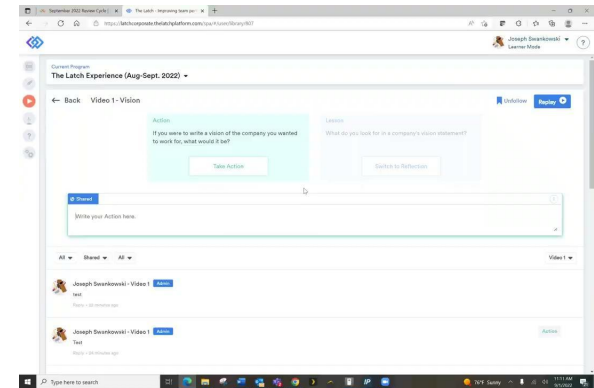
I think that I would need a tutorial or assistance in order to properly use Latch.



Based on the theme that the majority of participants requested a comprehensive demo/tutorial and a progress indicator throughout testing, 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 and live task tracker are needed.
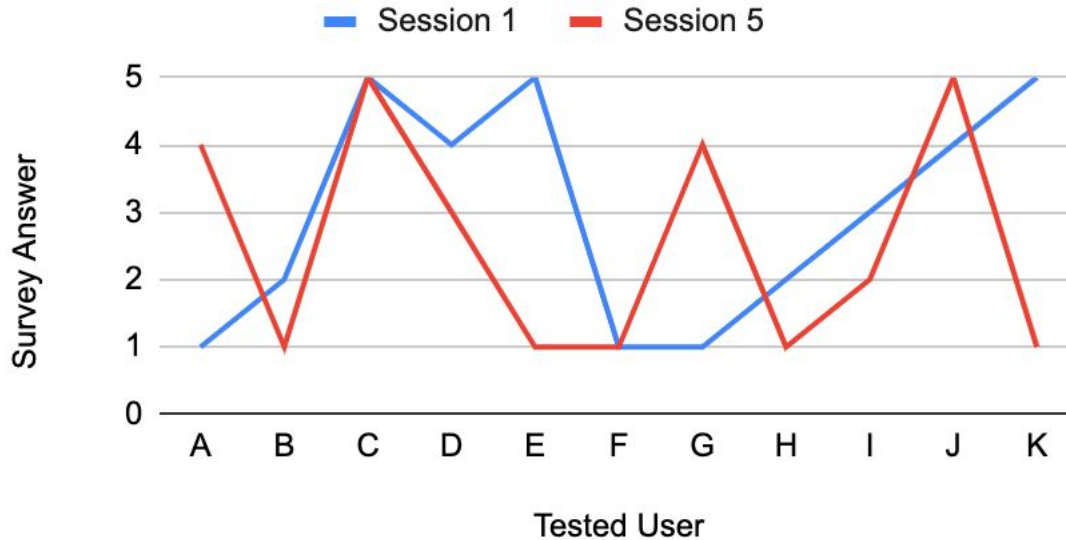
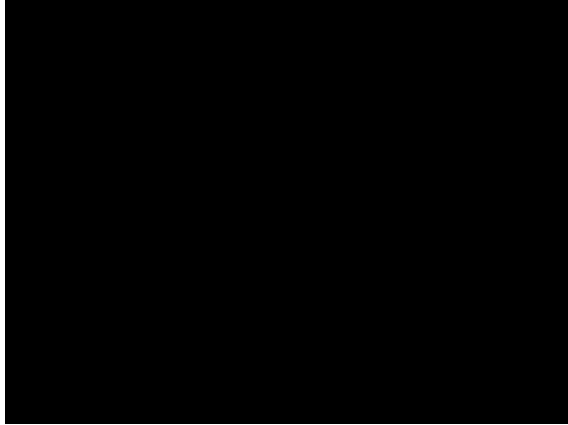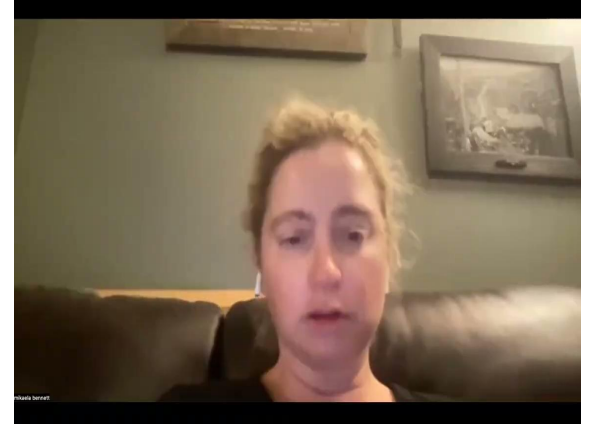**Insight: Users need a tutorial/demo and a progress indicator to facilitate task closure and task completion for users**



User E, Session 1



User H, Session 1



User J, Session 1

48

# Recommendations: Tutorial or Demonstration
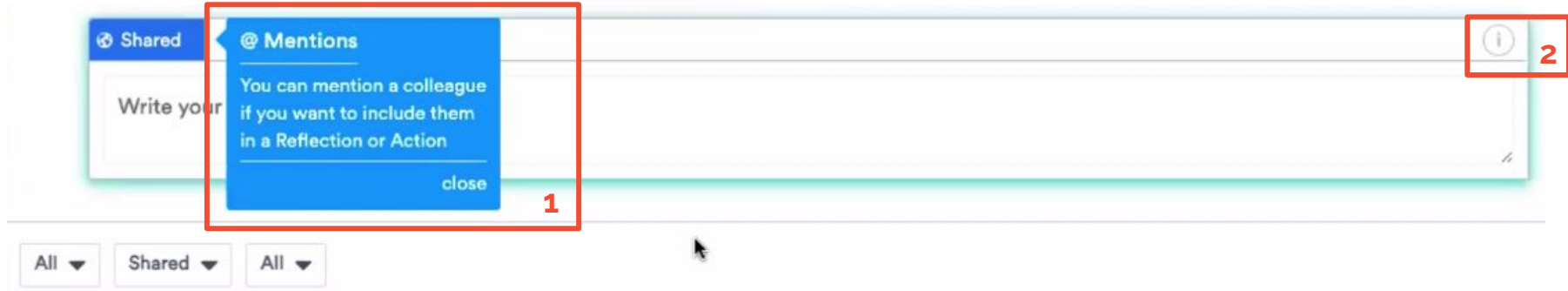


1. **Produce a video or demo** that is solely a tutorial outlining the product purpose and features or **add more tutorial flags** like the one outlined above. Combine the tutorial with Video 1 or embed more flags on the Redacted Page to mitigate concept confusion and fulfill the users' desire for a 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.

# Recommendation: Redacted Page UI Optimization
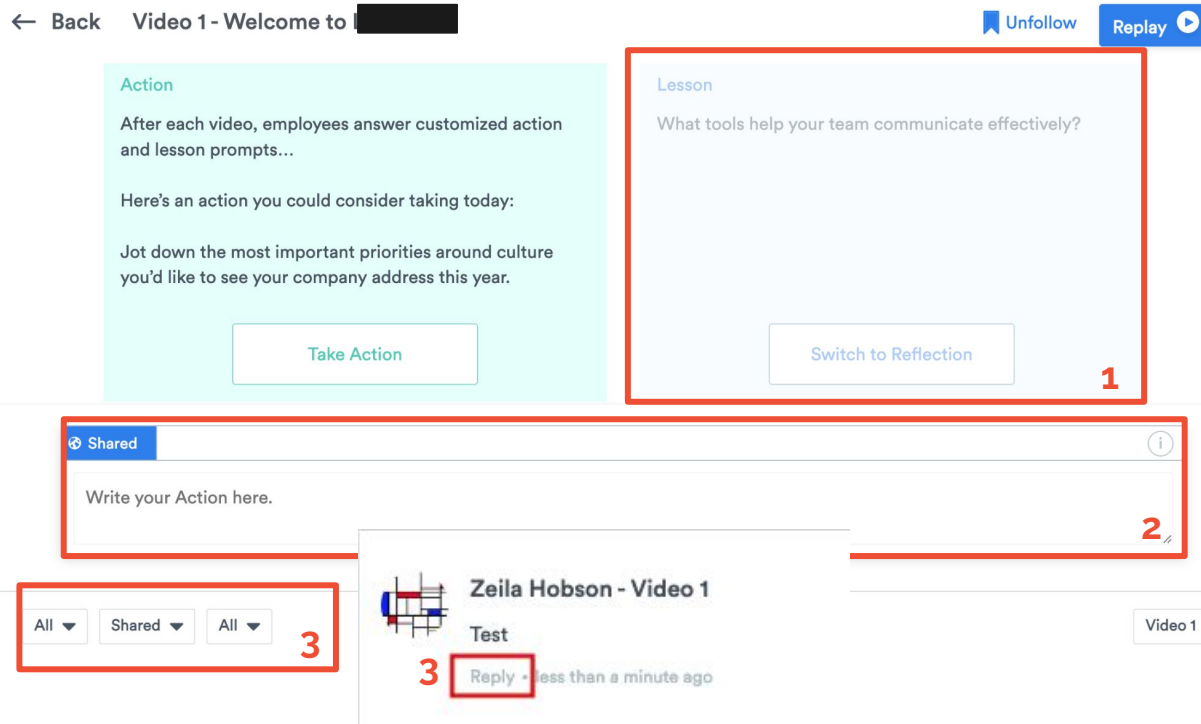


Add more interactive elements (visual and/or audible cues) to the Redacted page to better accommodate the perceptual bandwidth of users by facilitating task closure.

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 and "Reply" link** to draw users' attention.

# Recommendation: Redacted Page UI Optimization



1. **Update the copy for Action & Lession prompts or allow users to create their own prompts** to avoid user fatigue caused by repetitive and/or ambiguous language.
2. **Closed Captions:** integrate closed captioning into the video player to increase accessibility.

# Summary

# In short:

**Users consider certain aspects of the platform redundant and develop user fatigue over time.**
    a.    Combine the "Journal," "Track Progress" and "Activity Feed" pages
    b.    Advertise and/or facilitate customization of the campaign content for admins, including video content, prompts and "Check In" questions.

**Users desire a comprehensive product demonstration and increased task closure.**
    a.    Tutorial Video/Product Demonstration to clarify concept and product features
    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 and "Reply" link
    d.    Visibly connect the prompts to the text box with apparent visual cues.
    e.    Update copy for the Redacted prompts and/or allow users to create their own prompts.
    f.    Integrate closed captioning for video player.

Overall, users like the platform and understand its general purpose!

# Future Area of Study: Mobile Version

User H participated via the mobile app and ran into obstacles that the other users did not, including:

1.  Confusion as to how to post his Redacted Responses because the iconography is unclear.
2.  Being automatically re-routed to the Activity Feed after viewing a video.

Because the user interface of the Redacted Platform's mobile version doesn't facilitate the completion of the primary user journey, its design should be studied and iterated upon to improve the user experience.
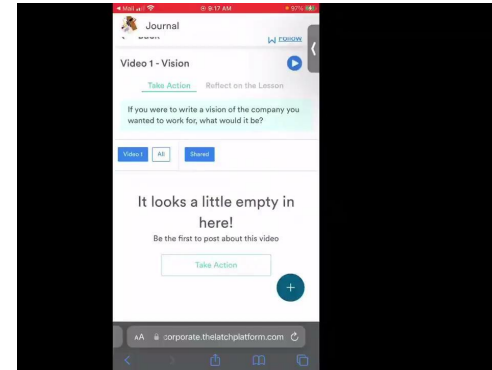


User H
Session 1
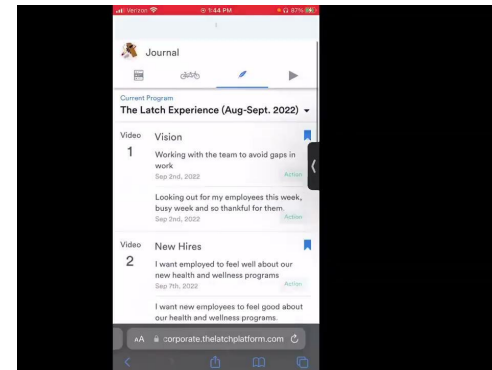


User H
Session 5

# Let's chat! What questions do you have?

# References

Redacted Phase 1 UX Research Report

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Task Closure Theory