

# 

User Experience Assessment

www.intuitivecompany.com



#### Goals & Methods

Assessment Criteria

Findings & Recommendations

Next Steps

### Introduction



- 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.



- 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).

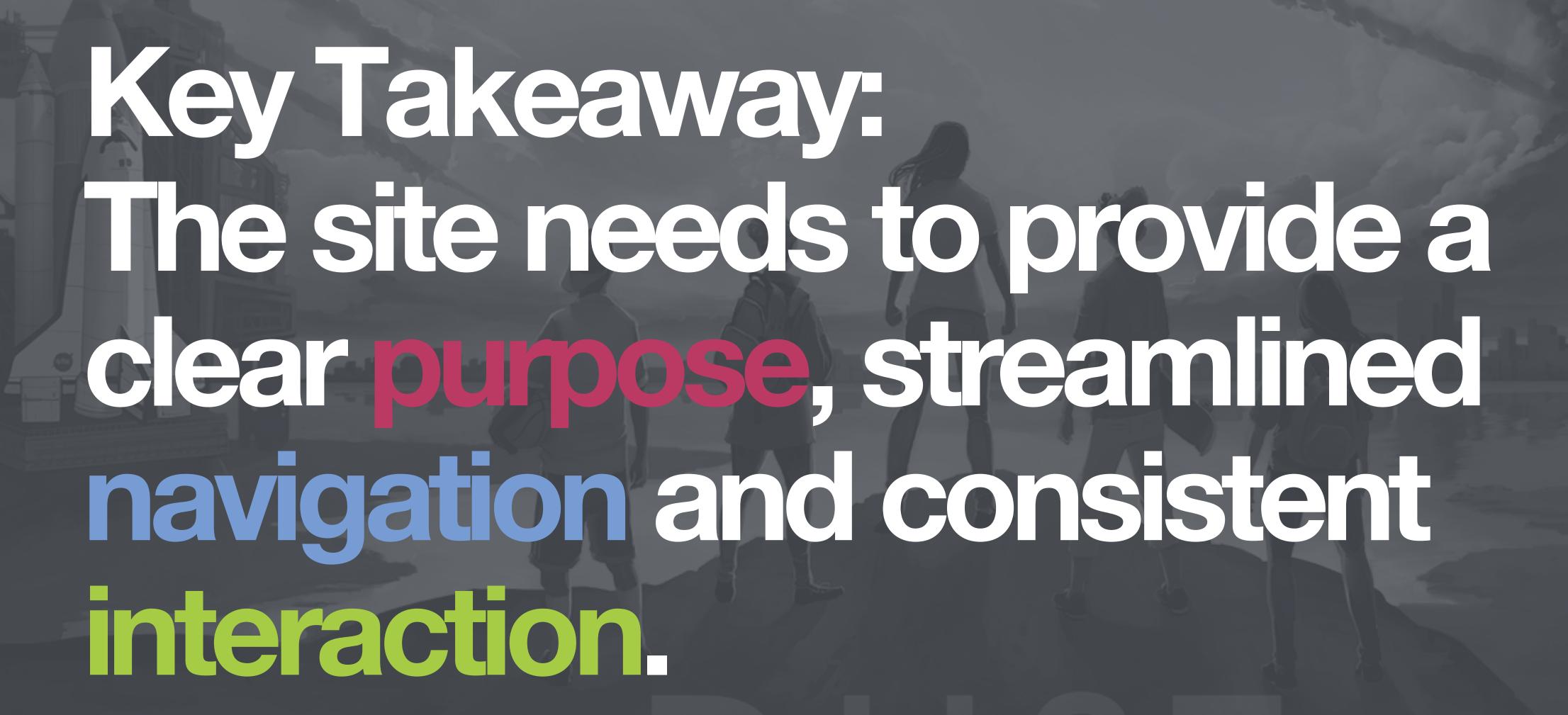
#### Novice users found the website appealing but confusing

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!





# Purpose

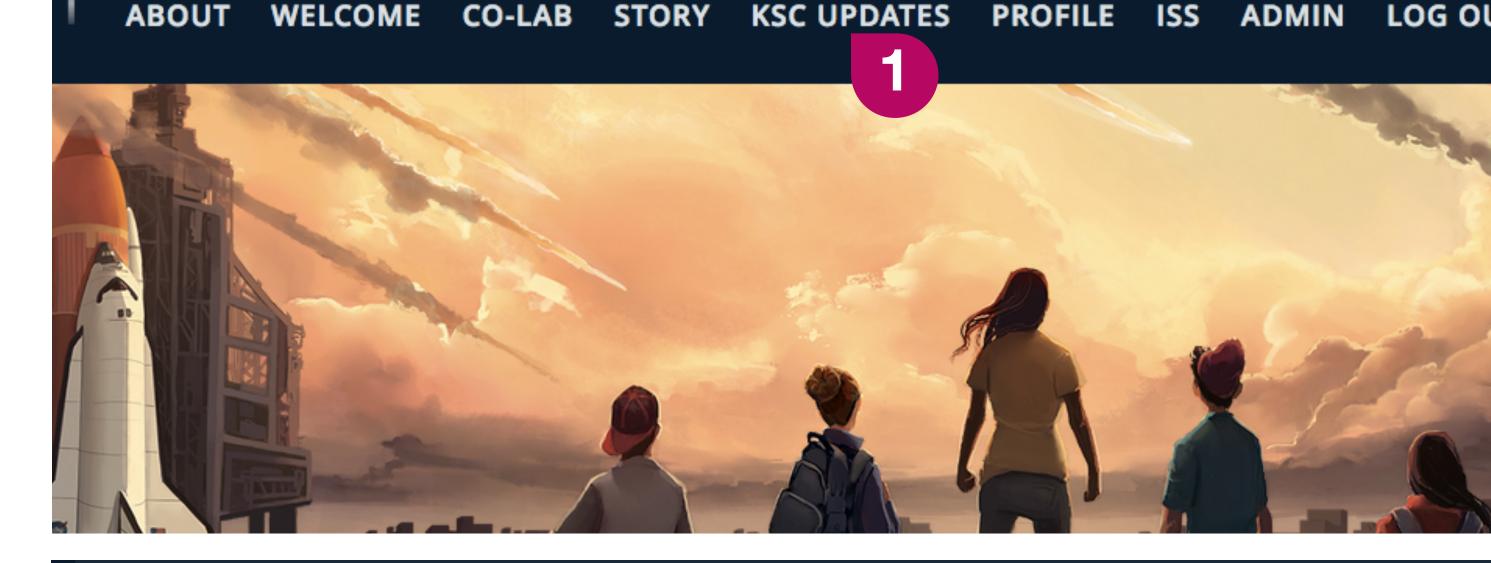




The site does not communicate its core purpose through its content, messaging and features/functionality.

#### Goals are not well communicated

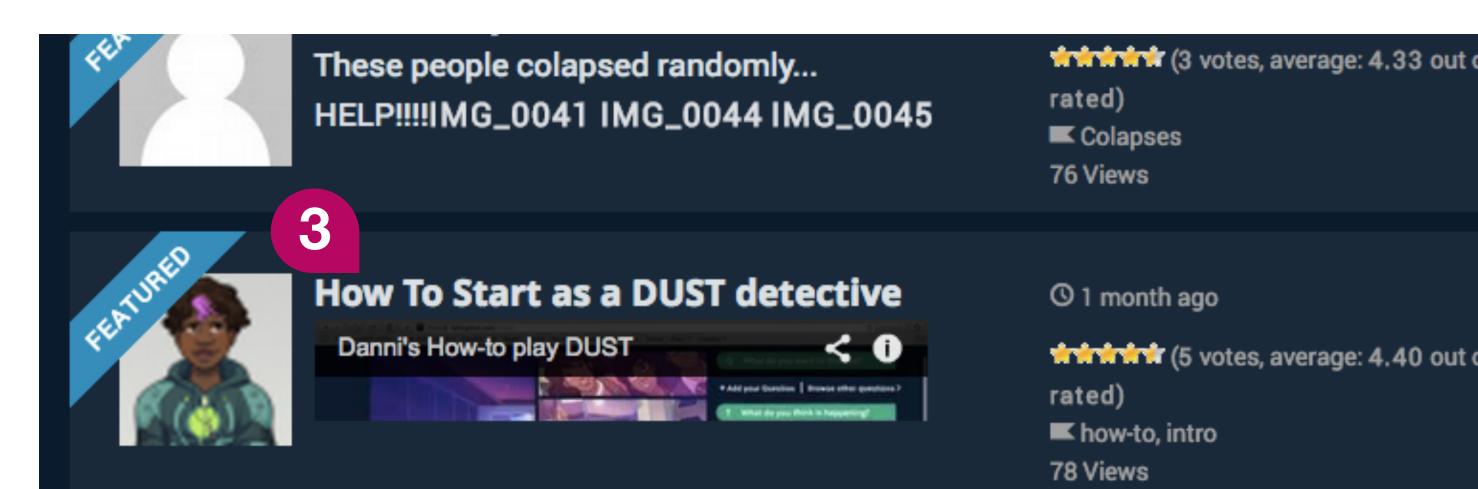
- Unfamiliar page names.
- Status update post has no defined next steps.
- The 'How to play' buried within a 3 Co-Lab post.



Here's what we've figured out so far.

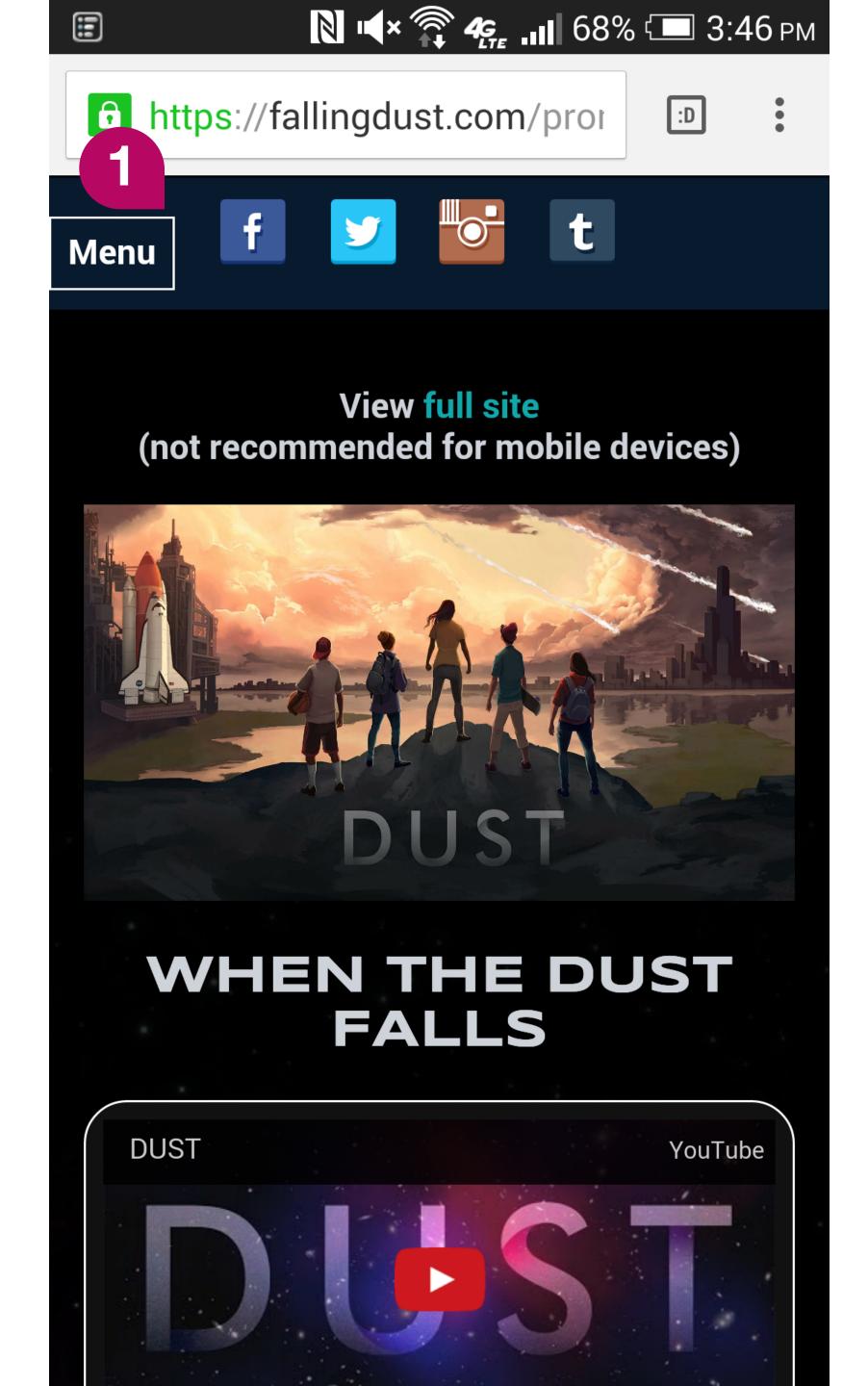
All the adults have collapsed. We still don't know whether they're dead, in a coma, sleeping, or in some other state.

IRIS says she can release a bioscanner to help us figure it out if we can prove this is happening worldwide. So far we've had over 10 videos posted (\*here\*, \*here\*, \*here\*,



# Goals are not well communicated (mobile)

- Unexplained purpose for menu and social media icons.
- 'Home' takes you back to the desktop version of the website.





# Purpose

#### 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.

# Navigation



Navigation

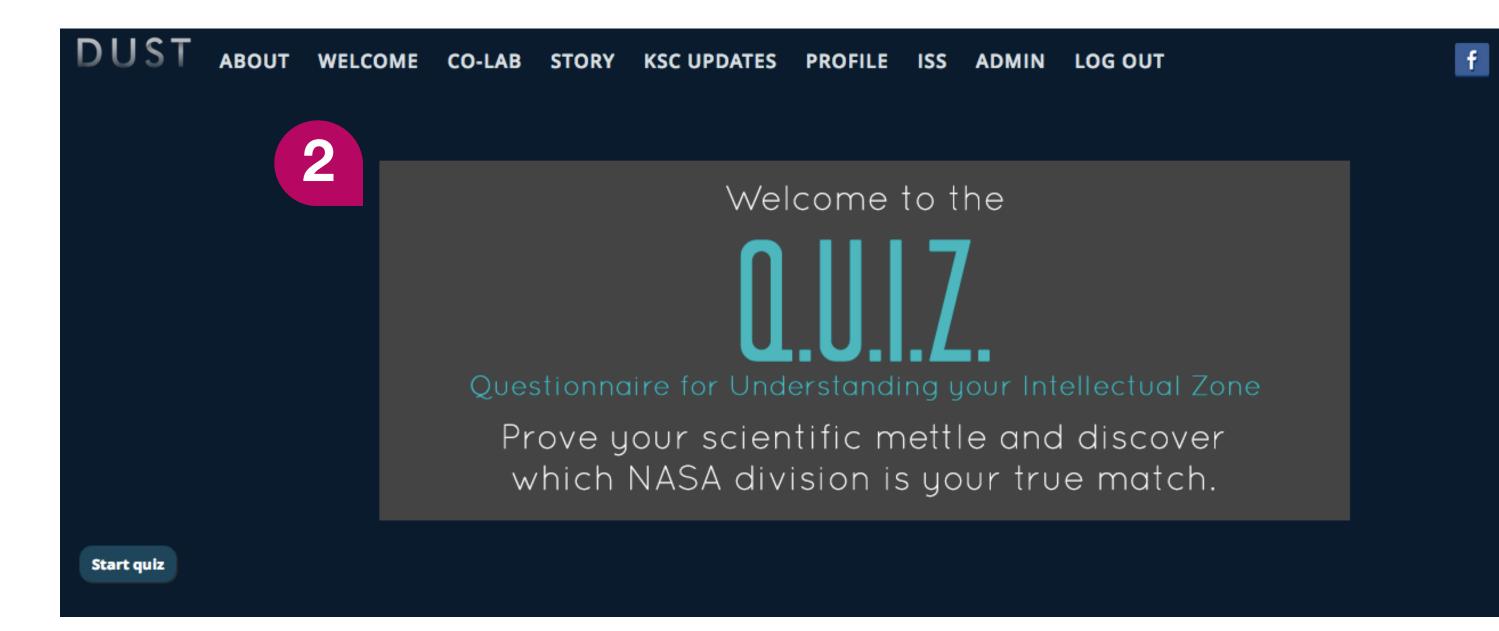
The site does not allow users to move easily through the website in a task-oriented manner.

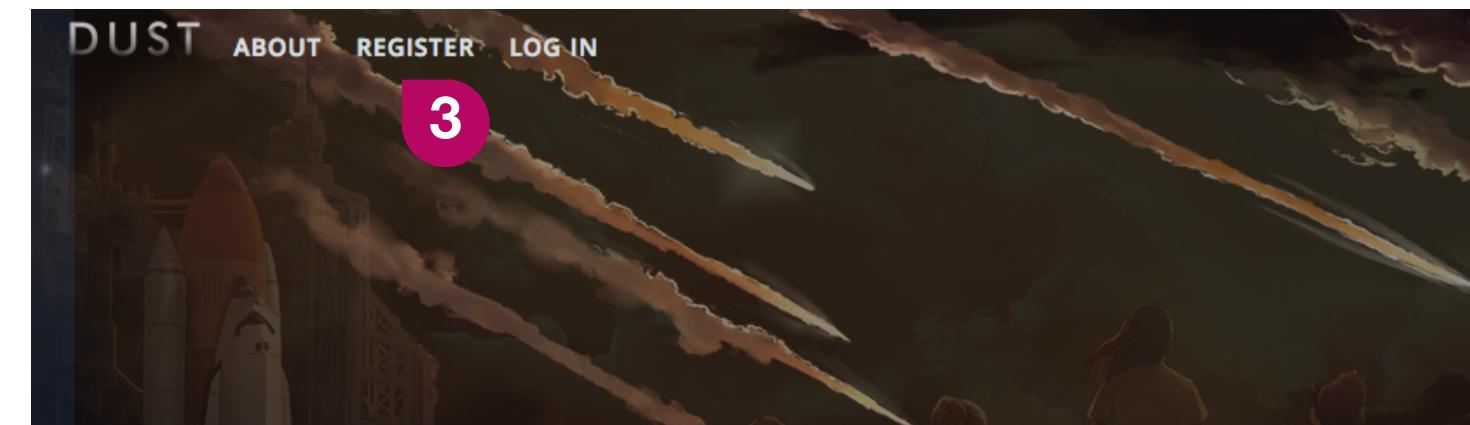
### Site navigation is unclear

- Main menu doesn't indicate current page (Welcome).
- Third level pages are disconnected from the main navigation.
- Main menu changes upon registration.



Greetings beta-testers. I have analyzed your 41 Questions, 35 Theories, 17 Evidences, and 20 Notebook posts. There is too make about the source and cause of the collapse. More posts, and voting on existing posts are needed. Violet has written a summassessment here: <a href="https://fallingdust.com/notebook/where-were-at/">https://fallingdust.com/notebook/where-were-at/</a>





### Many icons aren't explained

- Page filter symbols are not explained.
- QTEN becomes QTEC for a few posts without any description.
- Letter N doesn't correspond to 'Tell your story'.



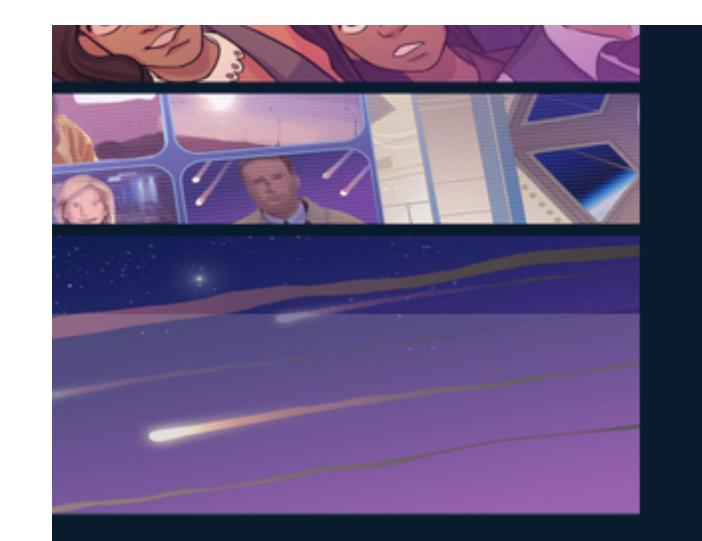






- Show Only Featured Posts
- Show Only My Posts

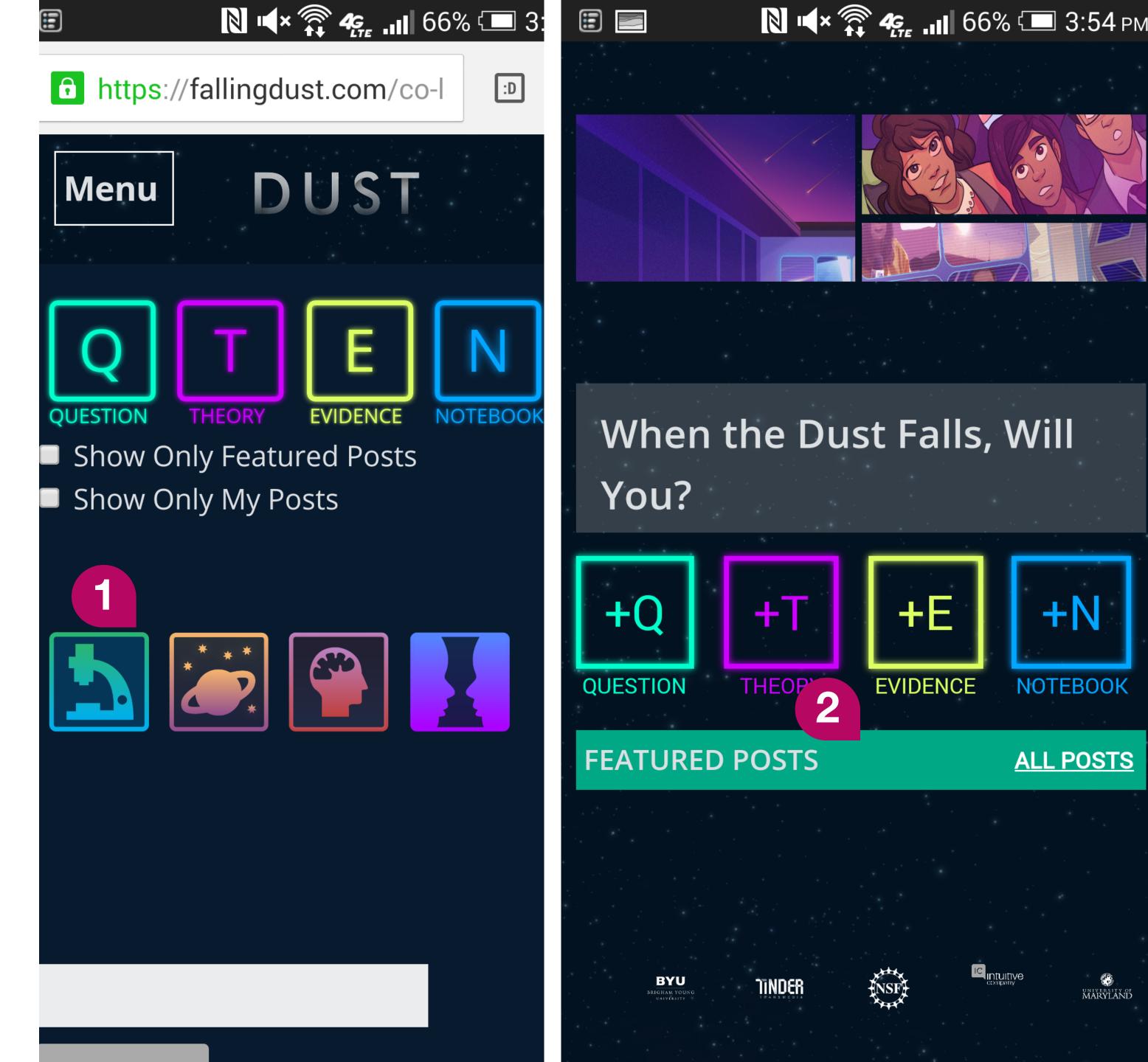




- + Add your Question | Browse other questions >
- T What do you think is happening?
- + Add your theory | Browse other theories >
- E How do you know?
- + Add your evidence | Browse other evidence >
  - N Tell your story

#### Many icons aren't explained (mobile)

- Page filter symbols are not explained
- 2 Featured post list is not visible on the landing page of Co-Lab



**NOTEBOOK** 

ALL POSTS

MARYLAND

#### 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.

### Interaction

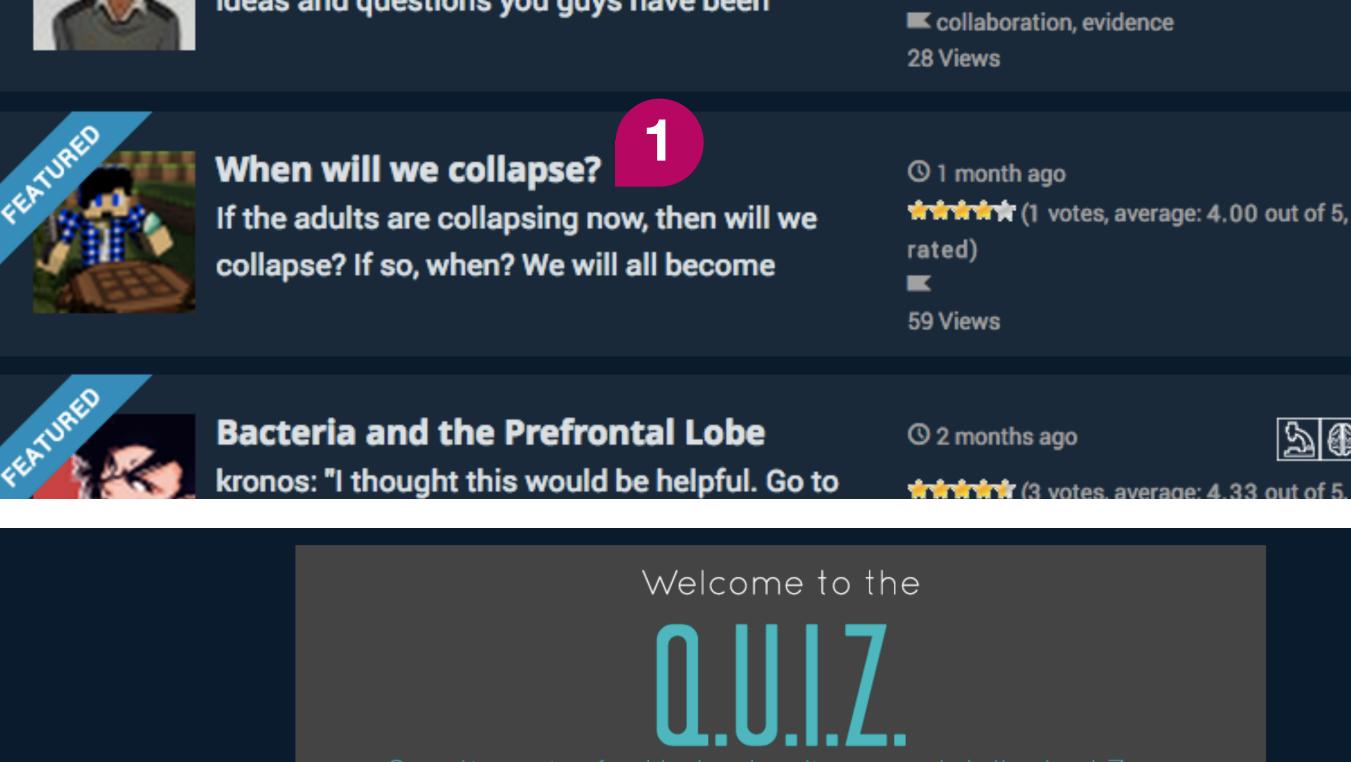


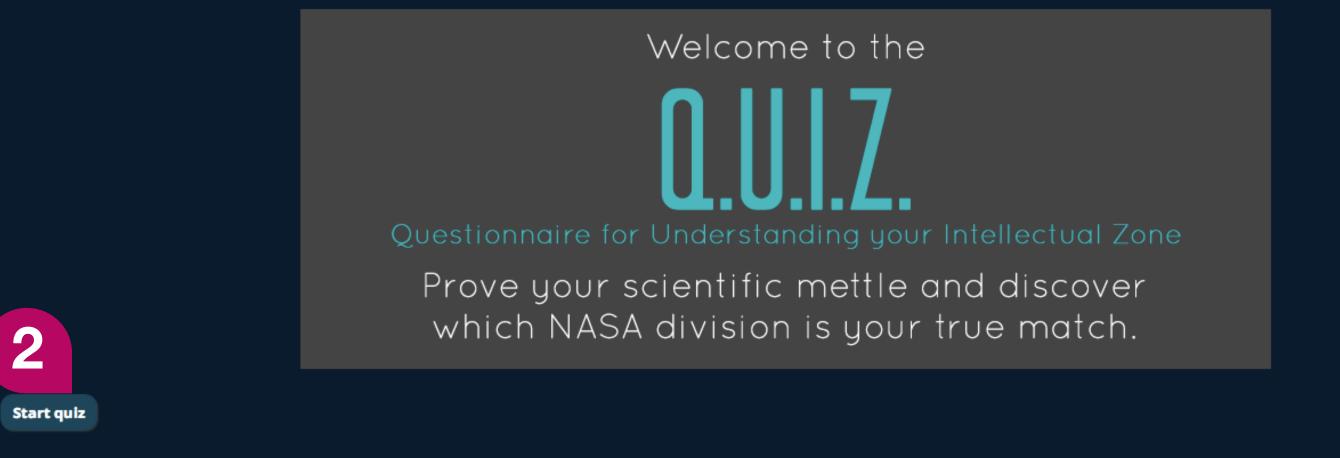
Interaction

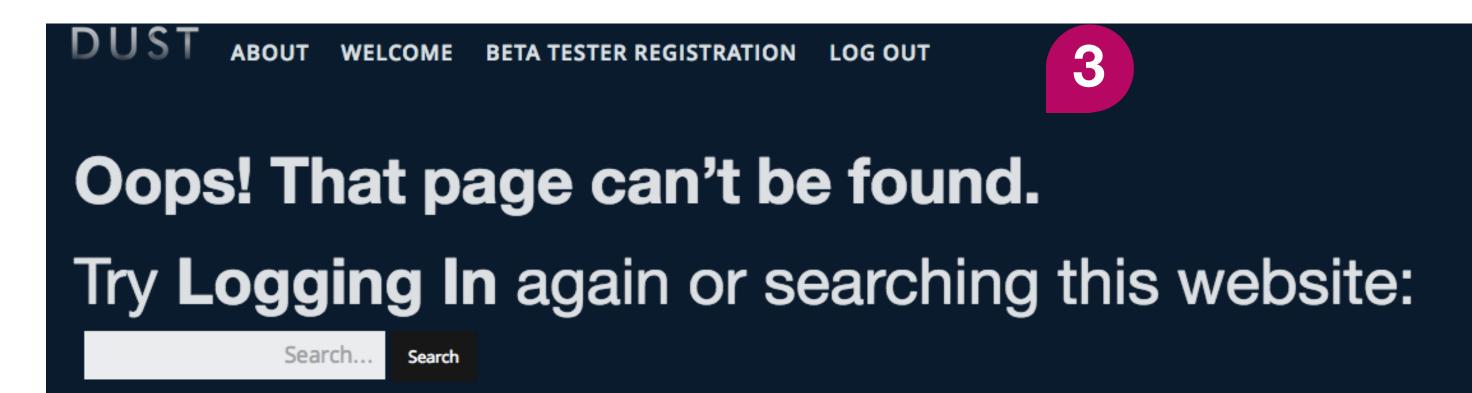
The site and its features don't behave consistently and help users accomplish their goals.

#### Calls to actions are difficult to identify

- 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).

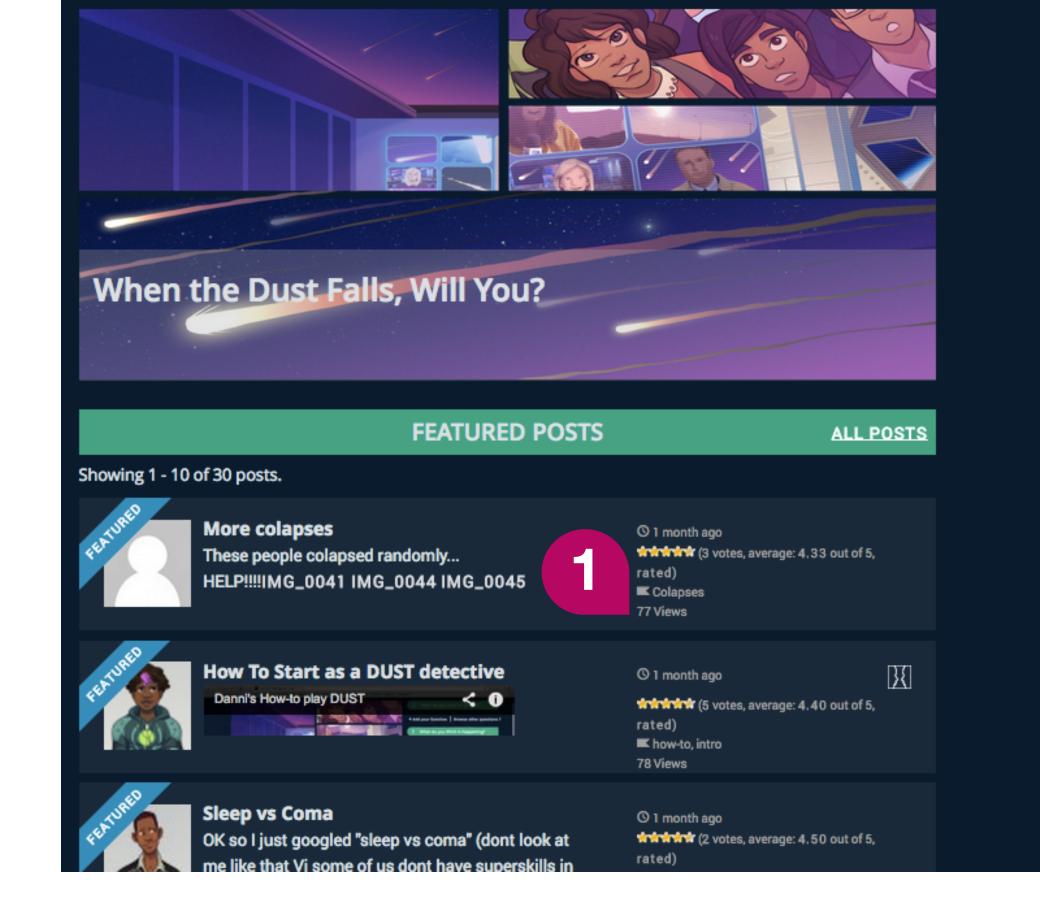






### Inconsistent visual design

- Prop icons visible in the all posts list and not in the featured posts list.
- Two voting systems in place ('Starring' and 'Give props for') which might confuse users.



This a comment that I changed my mind about and I think it's worthy of being some

This is evidence

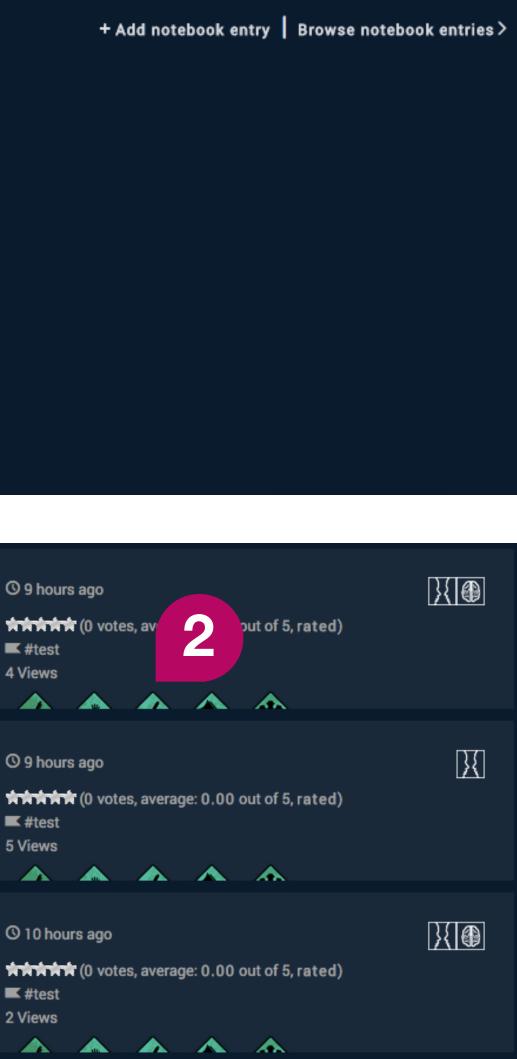
evidence that this works.

Heres a test question, yo

In fact, let's try an upgrade of this process.

How does this work now?

upgrading



Q What do you want to find out?

T What do you think is happening?

E How do you know?

N Tell your story

+ Add your Question | Browse other questions >

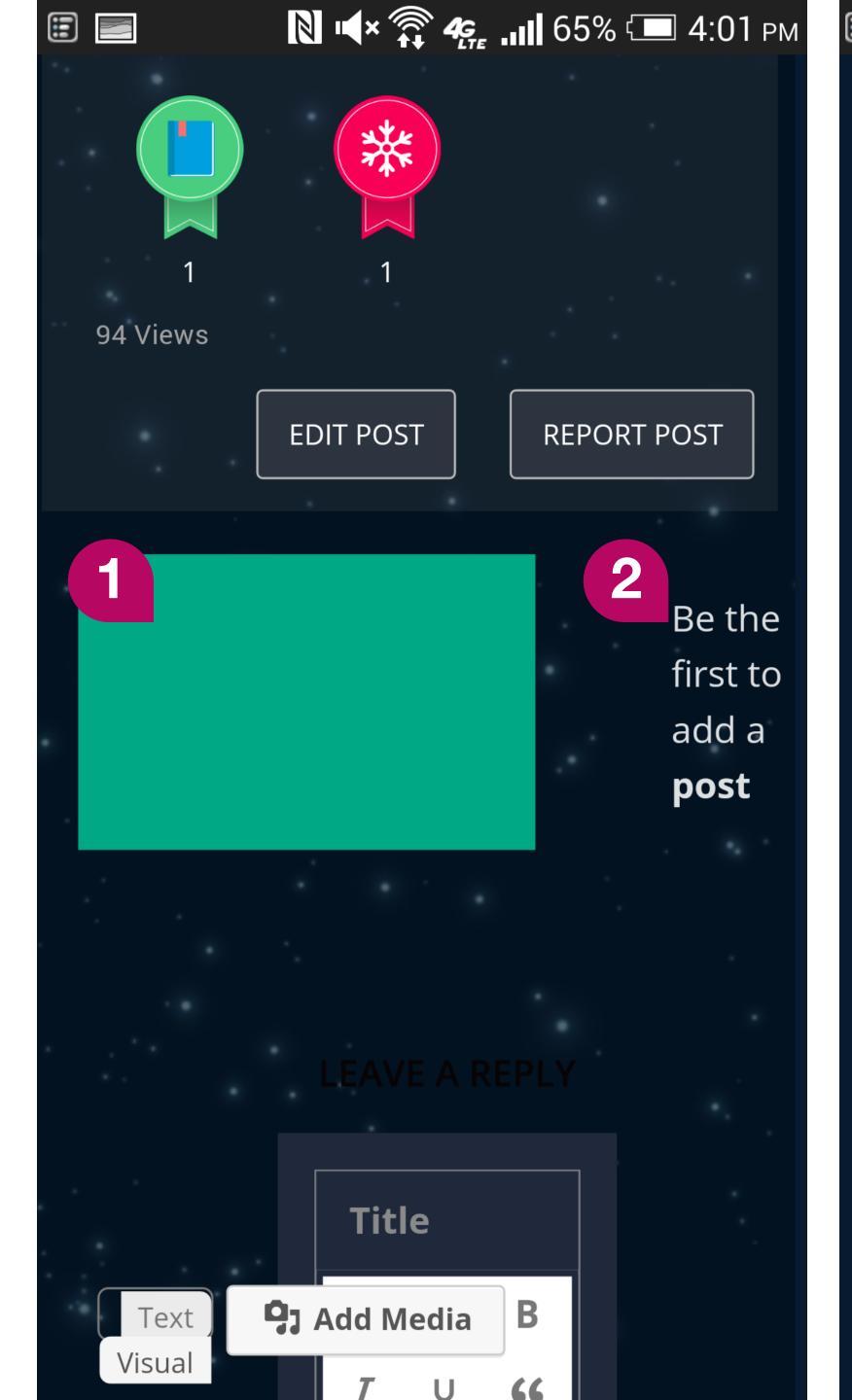
+ Add your theory | Browse other theories >

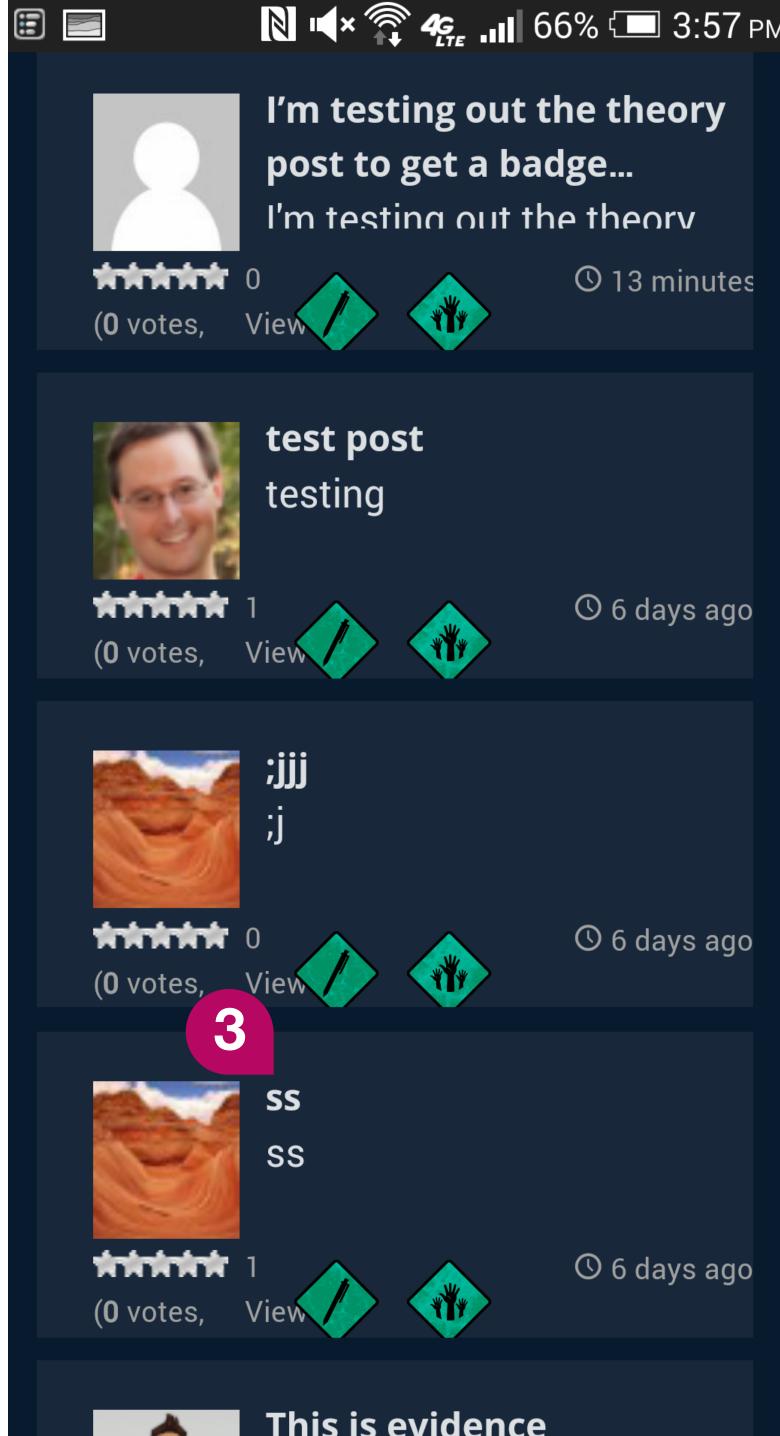
+ Add your evidence | Browse other evidence >



# Calls to actions are difficult to identify (mobile)

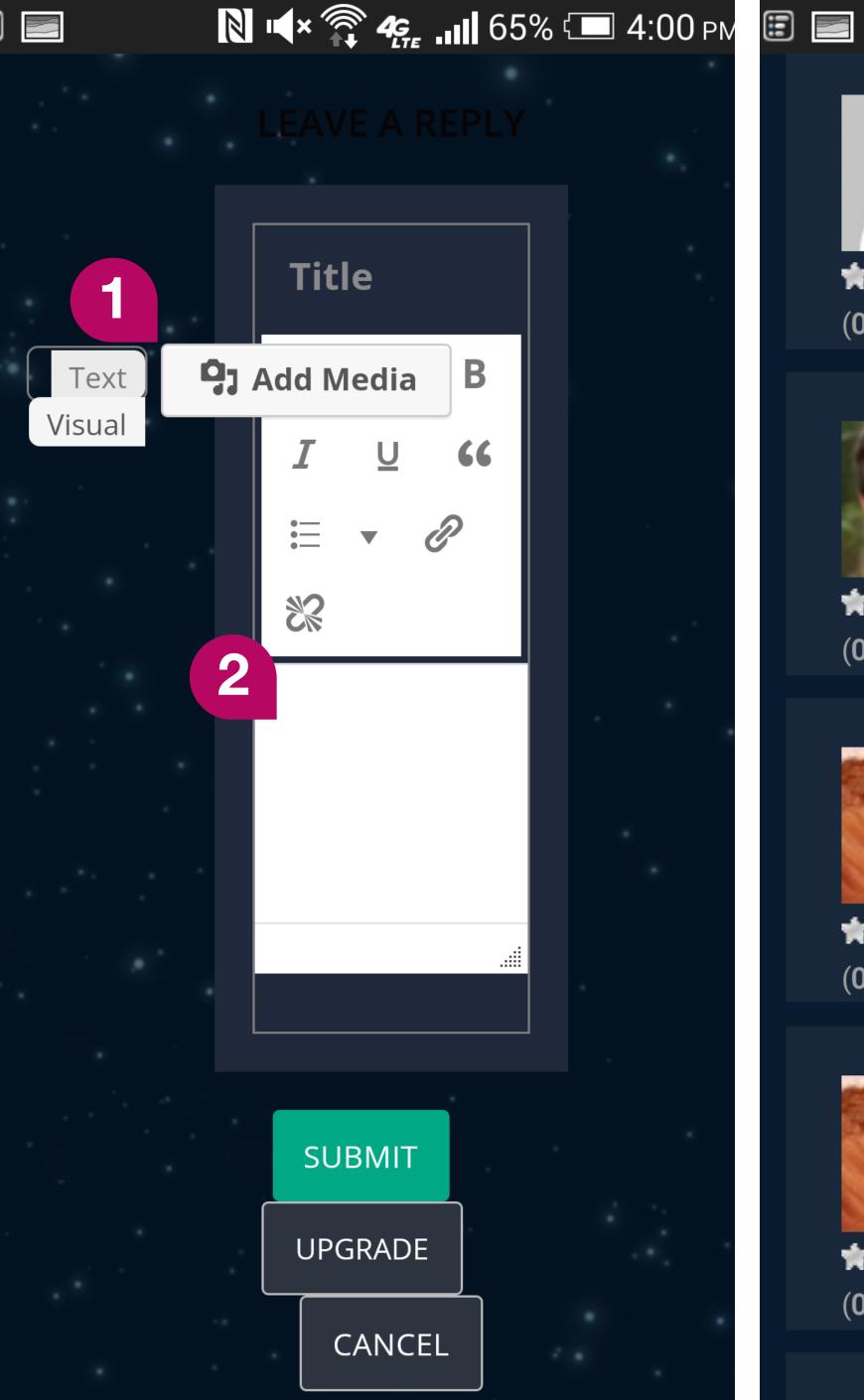
- Green button area has no apparent function.
- Be the first..' looks actionable, but does not add a post.
- Clickable areas are too small for mobile interactions.

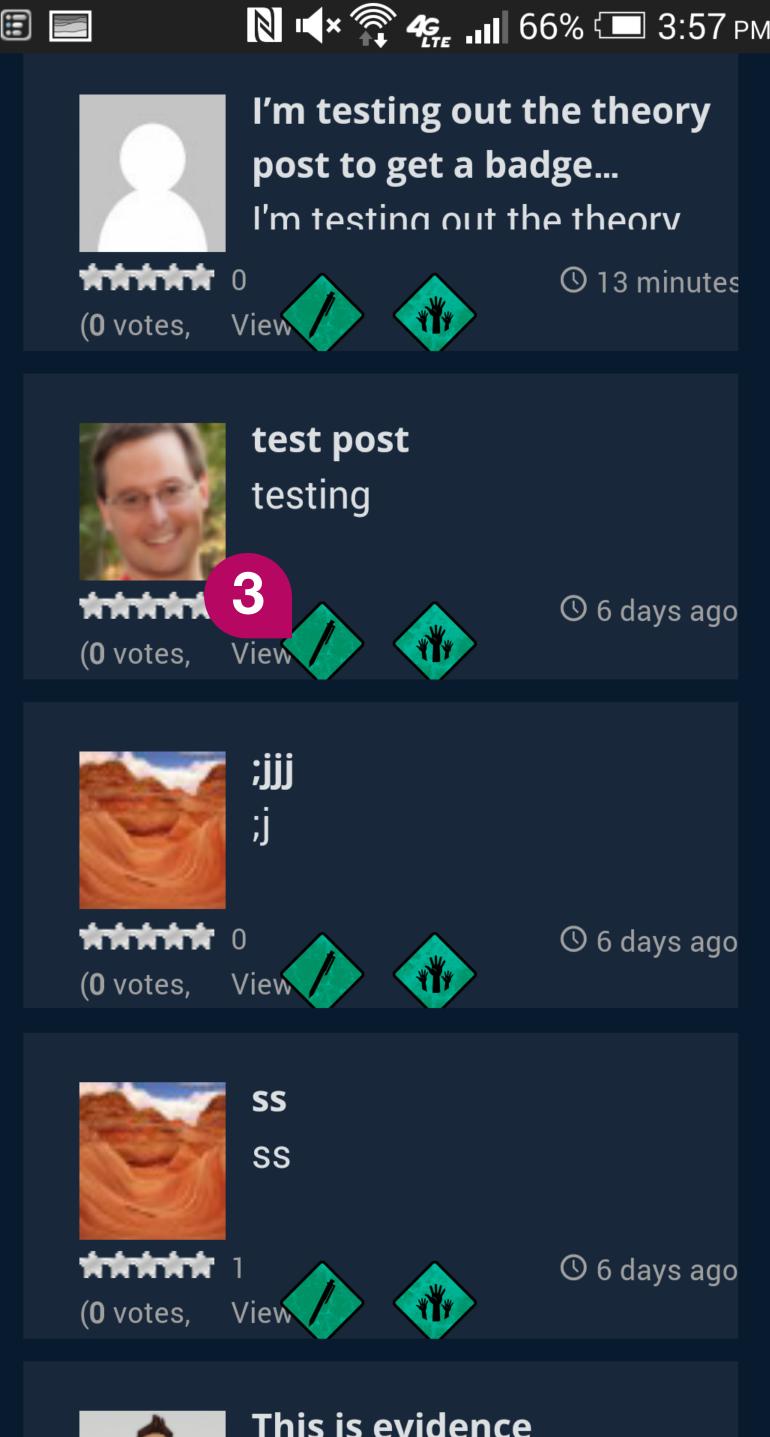




#### Inconsistent visual design (mobile)

- 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.





#### Interaction

#### 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.

ABOUT WELCOME CO-LAB STORY KSC UPDATES PROFILE ISS ADMIN MEMBERS GROUP

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

Showing 1 - 10 of 30 posts.

#### 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!

