

## project 3: group usability testing (40%)

Understanding how users use websites is critical to your ability to design websites. For this project, you will work as a consulting team of 2–3 to evaluate the website of a real client, the School of Communication at UCA. Your job as a team will be to inspect the website for usability and accessibility issues, conduct usability testing, and write a recommendation report for changes to the website.



### guidelines

**1. Inspection Report (10%).** It is important for your team to have a shared understanding of the strengths and weaknesses of the site before users test it. As a team, you will construct a website inspection report that you will use to preliminarily evaluate the website. Each member of the team will then evaluate the website individually.

<http://thevisualcommunicationguy.com/2014/08/27/how-to-evaluate-a-website/>

**2. Usability Testing (15%).** Next, your team will develop a usability test adapted to the purposes of this website. You need to conduct the test at least five times (using at least five different participants).<sup>1</sup>

Your test should include the following:

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<sup>1</sup> You do not need to conduct the tests together or at the same time.

1. **Background questions.** This section asks specific questions about the user: what types of website they frequent, if they have used the current website before, their occupation, interests. etc. These questions are meant to help you better understand users' experiences and choices.
2. **Welcome.** Introduce users to the purpose of the test. Remind them to think aloud and that they can ask questions but may not get an immediate response. Ask for permission to record or take notes.
3. **Reactions to Homepage.** Ask the user about first impressions, if they understand the purpose of the site and who runs the site, where their eyes are directed, and what they would likely click first (and why).
4. **Testing Tasks.** Develop 3–5 tasks for users to complete. They should be concrete but flexible tasks that give users room to make choices.
5. **Summary Notes.** Leave space at the end of the test to jot down overall impressions and reactions immediately after the test is conducted.

**3. Recommendation Report (15%).** Once the inspection reports and usability tests have been completed, your team will collect the data, synthesize your findings, and write a recommendation report for the School of Communication. Your report should include the following main sections:

1. **Introduction.** State your purpose and preview the recommendations.
2. **Methods.** Describe the process for inspecting the website and conducting usability testing.
3. **Recommendations.** Your recommendations should be listed in order of importance (and can be bulleted or numbered). Your recommendations should be grounded in the following:
  - a. Adherence to web standards, best practices, design conventions
  - b. Inspection & usability results
4. **Wireframe.** Create a 1-page mockup visualization (wireframe) of the homepage with an explanation of why the wireframe is an improvement.

At the end of the recommendation report, you will include two appendices: 1) website inspection reports and 2) usability test questions and responses. Submit one report per team to Google Classroom. **Project #3 is due by class on Tuesday, 4-4.**