

Magnolia

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Usability Test Report

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Executive Summary

What we tested:

We gathered quantitative data about the effectiveness of the six main task flows of the Magnolia app. We looked at how the user navigated the app to accomplish the goal and see if it matched the way the flow was designed. We noted anywhere the user got caught up or chose a different action than intended to complete the task. We collected qualitative data along with testing the apps ability to be aesthetically pleasing and appealing to the target demographic.

Where and when:

Due to the current circumstances, the test was administered remotely via Zoom. Participants were scheduled in advance for testing sessions on Friday, May 15, and Saturday, May 16.

Equipment used:

As a result of Covid, tests were conducted remotely using Zoom. Test moderators used personal laptops or desktop computers using a Mac operating system. Subjects were tested using UXPin on their personal devices, communicating with moderators via Zoom. The Internet was required. Each interaction was recorded and timed using zoom and a personal timer.

What we did during the test:

Users were given a link to a Uxpin prototype and asked to share their screen as they walked through the testing session. With the users permission, the test was recorded via Zoom. The testing session lasted 30–45 min. As we moderated the session, we asked all participants to use the “think out loud” protocol and also used concurrent and retrospective probing.

Who we tested:

We reached out to personal contacts and assigned them to different team members to eliminate personal bias. We referred back to participants that we interviewed for the user interview’s.

Professions	Cosmology, Personal Trainer, Graphic Designer, Utility Industry, Real Estate Analyst/ Broker,
Gender	3 Females, 2 Males
Age	31-33
Learning on Phone Confidence (1–5) (5 very confident)	Average: 2.4
Interest in starting a Business (1–5) (5 Very interested)	Average: 3
Interest Using Online Learning for Career Skills	Average: 3.4
Websites used to for learning	Udemy, Youtube, blackboard

Goals

We gathered data about the effectiveness of the user flow, looking at how the user navigated the app to accomplish the goal and see if it matched the way the flow was designed. We made note anywhere the user got caught up or chose a different action than intended to complete the task. Any issues completing the task were identified and iterated. The test allowed us to gather additional information on user perception of the app.

- How easily can they book an event from the homepage?
- Are users able to personalize the app from the homepage?
- Do they know where to go to find and save events?
- Is onboarding intuitive? Is there anything that is confusing?
- How easily and successfully are users able to view and bookmark a Lynda class?
- How easily and successfully are users able to seek guidance from a librarian?
- Is there any misalignment between what the user expects and what actually happens while navigating the app?
- How easily and successfully do users schedule with a librarian?
- How easily and successfully are users able to personalize their app experience?
- Is the onboarding flow clear and seamless?
- Is the calendar clear and usable?

Methodology

Due to the current circumstances with Covid-19, the tests were administered remotely via Zoom. Users were given a link to an Invision prototype and asked to share their screen as they walked through the testing session. With the users permission, the test was recorded via Zoom. The testing sessions lasted 30–45 min. As we moderated the session, we asked all participants to use the “think out loud” protocol and also used concurrent and retrospective probing.

We tested the mid-fidelity wireframes and gathered quantitative data about the effectiveness of the nine main task flows of the House 2 Home app. We looked at how the user navigated the app to accomplish the goal and see if it matched the way the flow was designed. We noted anywhere the user got caught up or chose a different action than intended to complete the task. We collected qualitative data along with testing the apps ability to be aesthetically pleasing and appealing to the target demographic.

Overview of Task Scenarios

1) Scenario: You want to start your own business and need access to online resources and tools. You learn that your local library has an app, Magnolia, specifically tailored to those wanting to start a business, learn career-related skills, or who need help with job services.

Task: Sign up for Magnolia as a first-time user.

2) Scenario: You’re on the app looking for resources and you need a question answered quickly.

Task: Live chat with a Librarian and once completed, save the chat for later reference.

3) Scenario: You’re trying to start your own business and are feeling overwhelmed by the process. You need to schedule an in-person meeting for guidance and support to help you figure out your next steps.

Task: Schedule an appointment with Beth, the librarian, for May 23rd at 10 am.

4) Scenario: You need to put together a PowerPoint presentation for potential business investors but have never used the program and don’t know how to get started.

Task: Find a course that will help you learn how to use PowerPoint.

5) Scenario: As a technology specialist, you want to find opportunities to network and connect with other people in the same field.

Task: RSVP for a tech-related career event.

6) Scenario: Your new job requires you to be familiar with business analytics so you need to learn the basics quickly.

Task: Find a business analytics course and save it to watch later.

Test Results

Completion Rates

In our test results we find that all users completed tasks 1, 3 and 4. Those tasks were Signing in, scheduling an appointment with Beth and finding a course that will help you learn PowerPoint. 80% of the respondents completed task #2, live chatting with a librarian and saving that chat for later reference. 60% of the users successfully completed the task #5 signing up for an event related to the tech field and only 40% of the users were able to complete task #6, find a business analytics course and save it to watch later. 67% of users that could not complete task #5 also could not complete task #6. 100% of the users that completed task#6 successfully completed all of the tasks successfully.

Completion Time

The average times that we will be going over here only pertain to tasks that were completed successfully. If the user did not successfully complete the task fully the time result from that user was deleted and they were a part of the average. Task 1 took users the longest time to complete. All 5 user times were taken into account with the average being 98 seconds. Task 2 took the average time of 64 seconds from 4 users, 34 second less time for a task with the same number of required clicks. Task 3 took all five users the average time of 77 seconds to complete. Task 4 also had an average from 5 users and took 48 seconds. Task 5 averaged a completion time of 55 seconds from 4 users that completed it successfully and task 6 which proved to be the least completed task was completed in an average time of 75 seconds by 3 users. In Summary the average time that it took a user to complete all tasks was 417 seconds. When comparing completion times to task complexity it appears although task 2 followed by task 3 were completed the most efficiently by the users.

Likert Question Summary

We found that the subjects rated 4 out 6 tasks as either a 1 or 2 on a scale of 1 being very satisfied and 5 being very unsatisfied. The two task tasks were #5 and #6. For task #5 subjects were 1 and 5 being for a “Careers in Tech” event. This task received an average of 2.8 on the Likert scale with only a 60% completion rate and a higher than average error rate. Task #6, finding and saving a “Business Analyst” course, was even more significant. The average Likert rating was 3.8 out of the same 1-5 scale. This task also had the lowest completion rate of only 40% and the highest error rate out of any other tasks.

Participant Insights/ Quotes

“Other apps I use are digital information, but this app lets you have live access to a librarian. Opens up that social access, which I think is important.”

This quote pertains to a user’s final thoughts on the app. He used many digital information gathering platforms, but found the social elements of Magnolia the most unique and appealing to use. This sheds light on the importance of social connectivity within the app.

“I would much rather access this as a website”

This quote pertains to a user’s general opinion on the app being better as a mobile first website. It shows that an app driven approach to connecting to a library’s resources may be better in a web environment, and merits further exploration.

“This needs to have better organization, like a library, [where] you can always find what you’re looking for”.

While not the most clear user quotation, it reverbrates a growing trend within this research: user’s generally faced difficulties while navigating the information and features within the app. This further validates the need to revisit key areas of the app to improve the user experience.

Problems Encountered:

Just before releasing our prototype to the world and we were testing it out we noticed some odd inconsistencies among us. We held off on releasing the link and reached out to UXPin tech support. It had turned out that in fact there had been server issues that morning. They informed us that they were working on the issue and to generate a new link and send it to them for integrity testing. We did that and shortly after we received a response giving us the green light to send it out to the world bug free.

Also some of us experienced some mild Zoom issues during testing, some attributed to poor connections and also some attributed to user error.

What worked well:

Users did not have any major issues with the onboarding process, they found it simple and straightforward. Users really liked the ability to contact a librarian for help. The live chat feature was a highlight for users. The ability to access business and career resources easily and remotely was a concept that intrigued users.

Recommendations

Sign Up For Magnolia

Recommendations:

Have multiple paths for users to choose when prototyping.

Live Chat with a Librarian and save the chat for later reference

Recommendations:

Clear affordance for librarian path. Make more prominent. Give it the weight it deserves.

Indicate the ability to save before ending chat.

Possibly change the name of Librarian to something indicating job professional, expert, etc.

Schedule an appointment with Beth, the librarian, for May 23rd at 10 am.

Recommendations:

Clear affordance for librarian path. Make more prominent. Give it the weight it deserves.

Potentially remove from bottom nav and give more weight.

Default a meeting type, possibly have a pop up box before time selection mandating what type and even a quick comment box to describe what the meeting is about.

Find a course that will help you learn how to use PPT.

Recommendations:

Overall, this task was clear and didn’t encounter much error from user.

Sign up for an event related to the Tech field.

Recommendations:

Revisit clarity of top bar tabs and how app guides user flow.

Users had to “search and explore” before finding task, need better navigation to key areas.

Find a business analytics course and save it to watch later.

Recommendations:

Revisit clarity of top bar tabs and how app guides user flow.

Users had to “search and explore” before finding task, need better navigation to key areas.

Lynda was not an app users were familiar with, bring more clarity to 3rd party apps.

Key Takeaways

- **Reconsider app vs. Mobile-first website**
- **Reconsider term “librarian” to something more specific, e.g. “career specialist”**
- **Redesign 3rd party app integration to be more accessible to Magnolia users**
- **Reconsider the Homepage information architecture**
- **Reconsider what the main features are:**
 - **Librarian**
 - **Calendar**
 - **Resources**
- **Reconsider Visual Hierarchy**
 - **Top navigation bar’s visual weight is very high**