

Veterans Website

Research Analysis

July 2014

research

Research Evaluation

Methodologies

Several methodologies were utilized in order thoroughly evaluate the attveterans.org website.

- Heuristic Evaluation
- Task-based Laboratory Testing
- Eye-Tracking

The **Heuristic Evaluation** was utilized in order to identify areas of concern and provide recommendations the teams can use to prioritize action areas.

The **Task-based laboratory testing** focused on specific areas of concern identified within the Heuristic Review. Namely navigation pathways and finding general and specific information of importance to people who may use the website.

Eye-tracking was utilized to assess any problem areas during task completion which could be shown by:

- **Fixation Count:** How many times a person looks at an area of interest before correctly or incorrectly completes a task
- **Fixation Duration:** How long a person looks at an area of interest before correctly or incorrectly completing a task.
- **Gaze Plot:** The order that a person looks at items on a page before correctly or incorrectly completing a task.
- **Heat Map:** The agglomerated analysis of the visual exploration patterns in a group of users where the 'hot' zones with higher density designate where the users focused their gazes with a higher frequency.

Heuristic Analysis

Methodology

6 UX Research Analysts evaluated the website independently; scoring the website where applicable

Scoring Elements

1: Element complies with the heuristic

0: Element somewhat complies with the heuristic

-1: Element does not comply with the heuristic

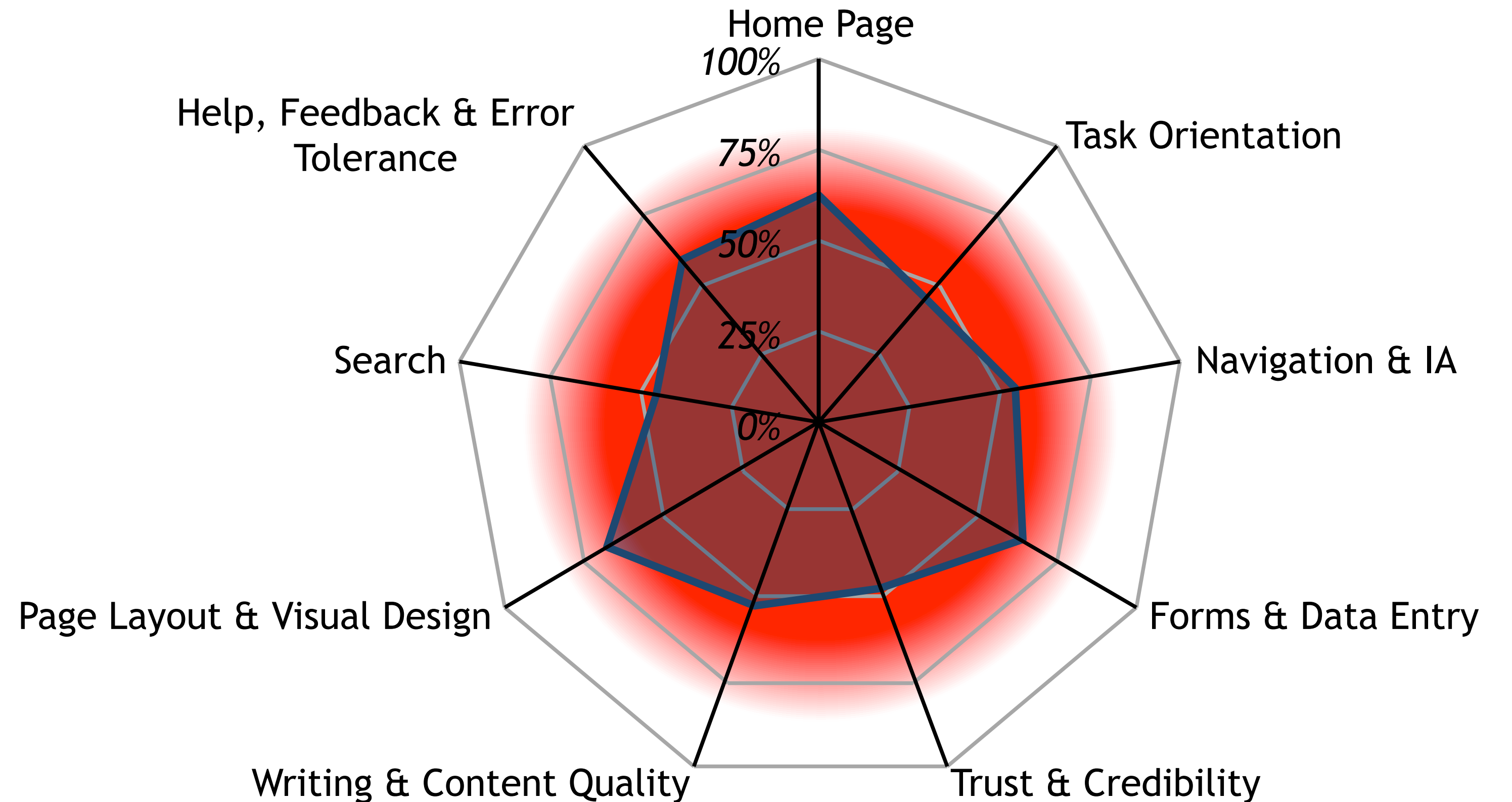
Average score for each element; giving the overall score (%) and the areas of focused recommendations, respectively.

Each analyst leveraged the “User Focus” heuristic evaluation worksheet; a set of guidelines that can be applied to any interactive system and is an international usability standard.

Home Page				
Checkpoint	A	B	C	D
The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	1	1	1	1
Product categories are provided and clearly visible on the homepage	0	1	-1	1
Useful content is presented on the home page or within one click of the home page	1	1	0	1
The home page shows good examples of real site content		1	1	1
Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	1	1	1	0
There is a short list of items recently featured on the homepage, supplemented with a link to archival content	1	-1		
Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	1	1	1	1
The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	1	1	1	0
Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	1	1	1	1
The title of the home page will provide good visibility in search engines like Google		-1	0	-1
All corporate information is grouped in one distinct area (e.g. "About Us")			0	-1
Users will understand the value proposition	0	1	1	0
By just looking at the home page, the first time user will understand where to start	-1	1	1	0
The home page shows all the entry points into the primary task	1	1	1	1
The home page is professionally designed and will create a positive first impression	0	1	0	1
The design of the home page will encourage people to explore the site	0	0	0	
The home page looks like a home page; pages lower in the site will not be confused with it	1	1	0	0

Summary Results

- The overall usability score in each area was an **average of the questions answered**
- Highest values found in *Forms & Data Entry* and *Page Layout & Visual Design* at 64% and 68% respectively
- Lowest scores found in *Search*, *Trust & Credibility*, *Navigation*, and *Task Orientation*.
- Ideally we would like to see nothing below the 75% threshold denoted by the *Red Area*



High Level Issues to Address

Home Page

- Should be branded reflecting the company
- Should facilitate the users' understanding of where to start
- Should contain a search input box
- Should contain a **clear value proposition and purpose statement**

Task Orientation

- The critical path should be clear
- Information should be presented in a simple, natural and logical order with a logical and understandable natural grouping
- Excessive use of movies & graphics should be avoided

Navigation & IA

- There should be a convenient & obvious way to move between related pages & sections and it should be easy to return to the home page
- There should be a site map that provides an overview of the entire site's content
- Links should look the same in different sections of website
- If the site spawns new windows, these should not confuse the user
- Users, when moving between pages should immediately know where they are and not question whether they've left the website

Trust & Credibility

- Real people should be behind the organization and they should be reachable (and have Bios)
- It should be easy to find a way to contact people for assistance

Writing & Content Quality

- Acronyms & abbreviations should be defined when first used
- Pages should use bulleted & numbered lists in preference to narrative text; Text should be concise
- Links and link titles are descriptive and predictive, and there are no "Click here" links

Search

- Search fields should be present on all pages for major logical divisions of the website (site search, specific search)
- Search should function as assumed by user
- Search should make it clear how many results were retrieved and the number of results per page can be configured by the user
- Search results should be sortable and/or filterable

Lab Based User Testing

Methodology

Approach

- Informal, in-house usability testing
- 30 minute sessions; 5 participants total; timed tasks
- Present participants with attverands.org website and have them perform task scenarios to illicit usability problems
- Participants filled out the System usability Scale (SUS) in order to subjectively assess the dimensions of Usability, Learnability and satisfaction
- Participants were limited to a maximum of 3 minutes per task which is a reasonable cut off for scanning several web pages, determining the information 'scent' and zeroing in on any applicable answer to the task.

Goals

- Gather insights into what common usability issues arise given the task scenarios
- Understand users' perception of the usability of the website both micro and silo
 - Identify how participants navigate given the goal
 - Identify how many clicks users need to accomplish the goal
 - Identify the most common usability issues associated with the website
- Gather insight into why participants may or may not complete the tasks

Scenarios

1. You are a military veteran and would like to know what educational opportunities AT&T offers veterans like yourself. Find out how AT&T can help you in your education
2. You are a military veteran and would like to know what professional opportunities AT&T offers veterans like yourself
3. When and where is the next AT&T National ERG Conference?
4. What group at AT&T would be able to assist you in referring a fellow veteran for a job?
5. What is the Wounded Warrior Project?
6. When is the next AT&T Veteran Hiring Fair?

Measures

- Errors / Severity Rating
 - Severity 1: User failed to complete the task under 3 minutes or user gave up
 - Severity 2: User gave an answer but was the wrong answer
 - Severity 3: User gave correct answer but only after extensive site exploration
 - Severity 4: User gave correct answer but did so using search or other non-navigational bar items
- Eye-Tracking
 - Fixation Count
 - Fixation Duration
 - Gaze Plot
 - Heat Map

Results

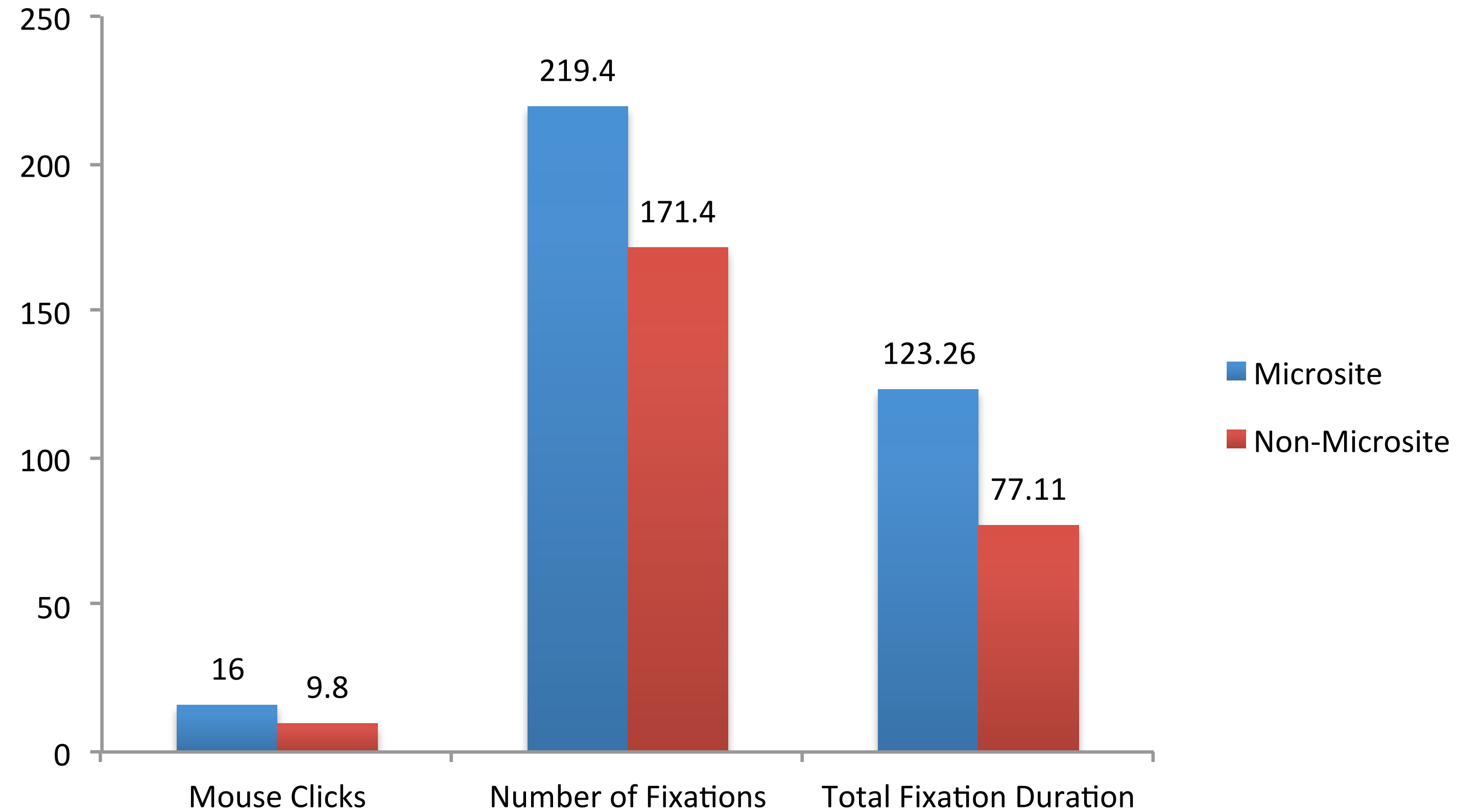
Microsite vs Non-Microsite

- Users clicked more in the microsite
- Users fixated more in the microsite
- Users fixated longer in the microsite

Users were observed quickly navigating back to the microsite after navigating onto the ATT Branded web pages.

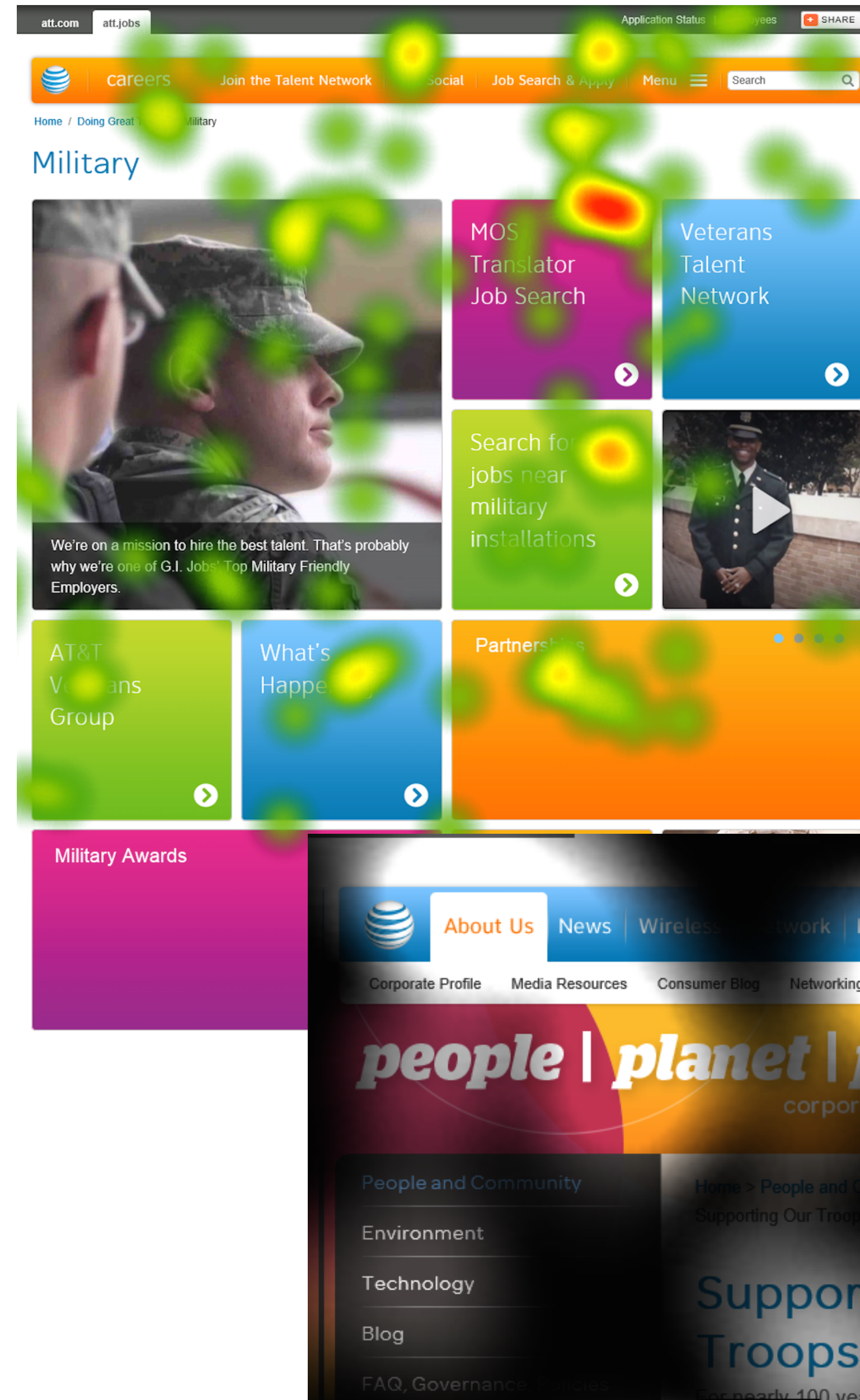
Possible explanations for this behavior include:

- Users were confused by the sudden shift between the microsite and the branded pages layout, styles and Navigation. This led them to think they had accidentally left the intended site or clicked on an incorrect link
- The ATT branded pages were too difficult to scan or they could not find the needed information so they returned to a less visually dense format (the microsite)



Non-Microsite Viewing Patterns

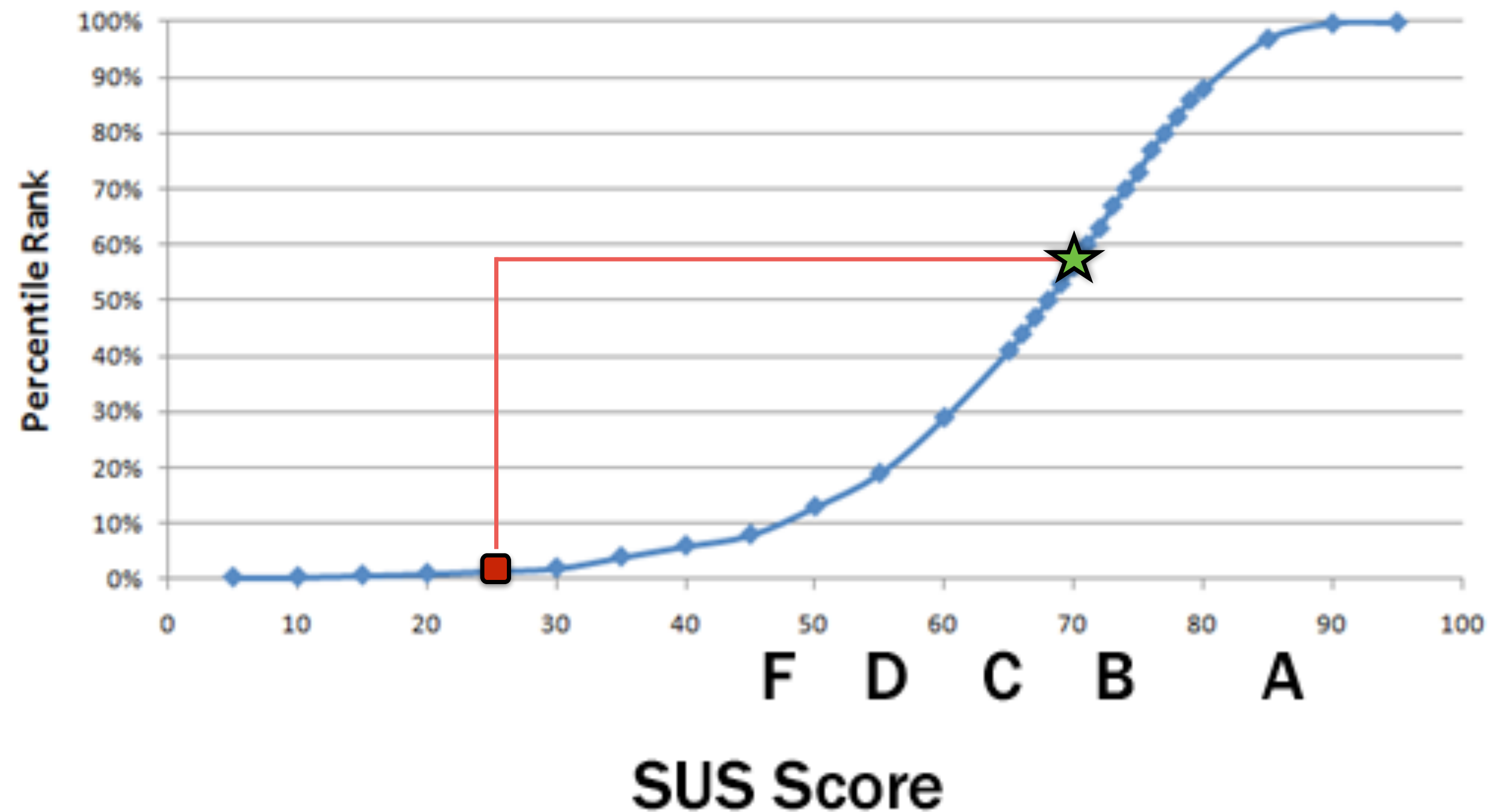
- Once users moved from the Microsite to the ATT pages, they spent a lot of time trying to determine the difference in navigation (where they were)
- Users did not spend any appreciable amount of time looking at photos and instead directed their attention to the written word and navigational elements
- The above supports our prior findings that jumping from the microsite to the ATT branded pages caused confusion and disorientation that users scrambled to recover from



System Usability Scale (SUS) Rating - an Internationally recognized measure of Usability, Learnability and user Satisfaction

- The System Usability Scale Score was **25 out of 100** (while the average website SUS score is 68)

The graph below shows how the percentile ranks associate with SUS scores and letter grades.



Participant x Time on Task x Success Rate

- Users either gave up or timed out (at 3 minutes) 40% of the time

Participant	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	
P1	109	107	14	180	9	180	Time on Task (in seconds)
P2	103	122	18	66	27	117	
P3	180	112	26	56	50	76	
P4	65	57	36	44	26	61	
P5	24	65	30	40	50	66	
mean	96.2	92.6	24.8	77.2	32.4	100	
% Success Rate Per Task	40%	80%	0%	40%	80%	20%	Overall Success Rate 60%

Thank You