

Cloud Counting

Research Analysis

July 2014

research

Research Evaluation

Methodology

Heuristic Evaluation was the main methodology used to evaluate the cloudcounting.com website.

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

The Userfocus Heuristics were chosen due to:

- Concrete applicability of each heuristic without the need for interpretation
- Coverage over 8 major areas of application/website design
- Repeated validation of measures over hundreds of usability evaluations

The UserFocus Heuristics consist of **247** user interface check points that cover the following areas:

- Home Page / Landing Page usability
- Task Orientation
- Navigation and Information Architecture
- Forms and Data Entry
- Trust and Credibility
- Writing and Content Quality
- Page Layout and Visual Design
- Search Usability
- Help, Feedback and Error tolerance

Heuristic Analysis

Methodology

5 UX Research Analysts evaluated the prototype 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

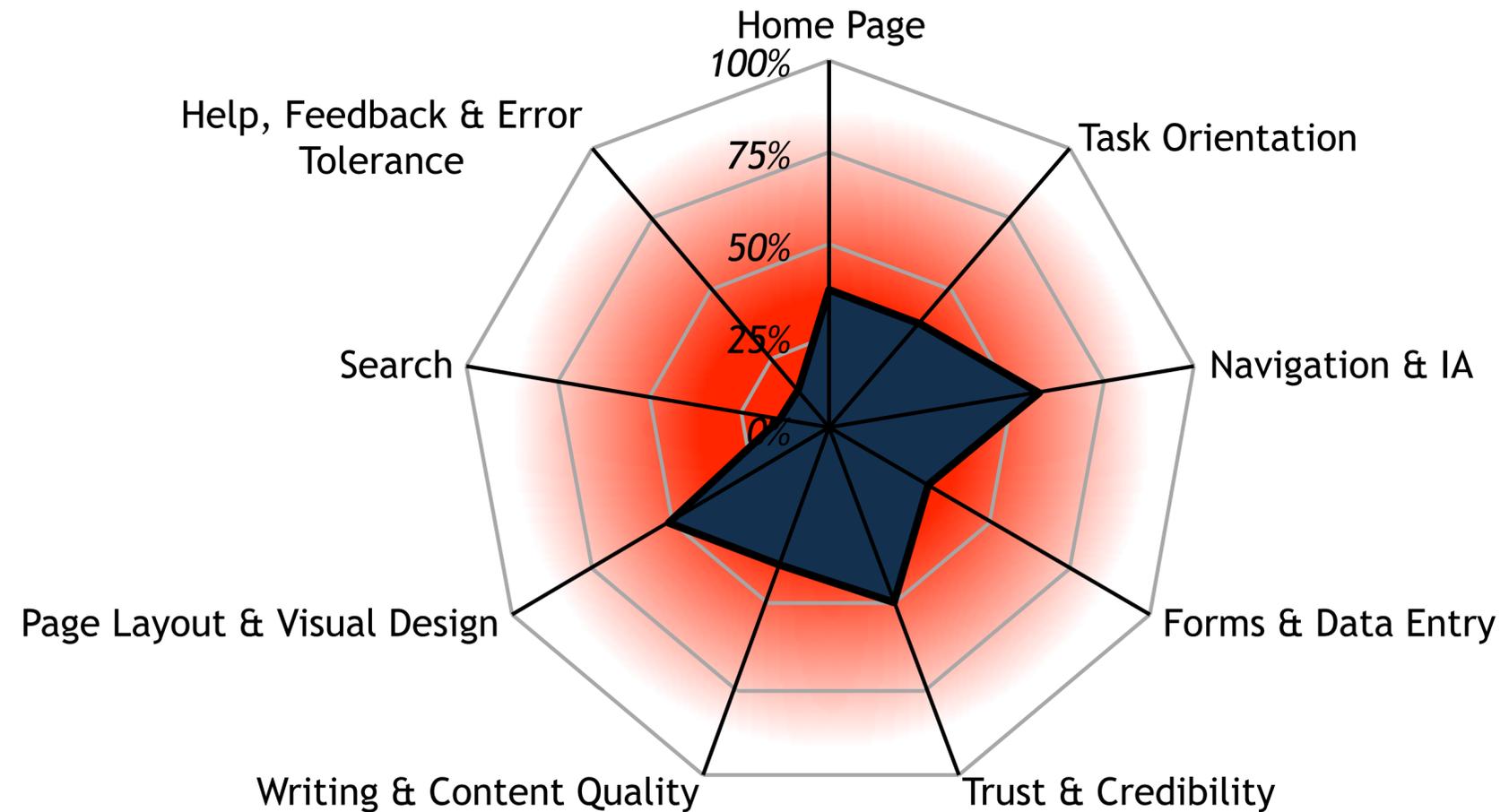
Average score for each element; giving the overall score (%) and the areas of focused recommendations, respectively.

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 *Navigation & IA* and *Page Layout & Visual Design* at 58% and 51% respectively
- Lowest scores found in *Search*, *Forms & Data Entry*, *Landing/Home Page*, and *Task Orientation*.
- Ideally we would like to see nothing below the 75% threshold denoted by the *Red Line*



High Level Issues to Address

Landing Page

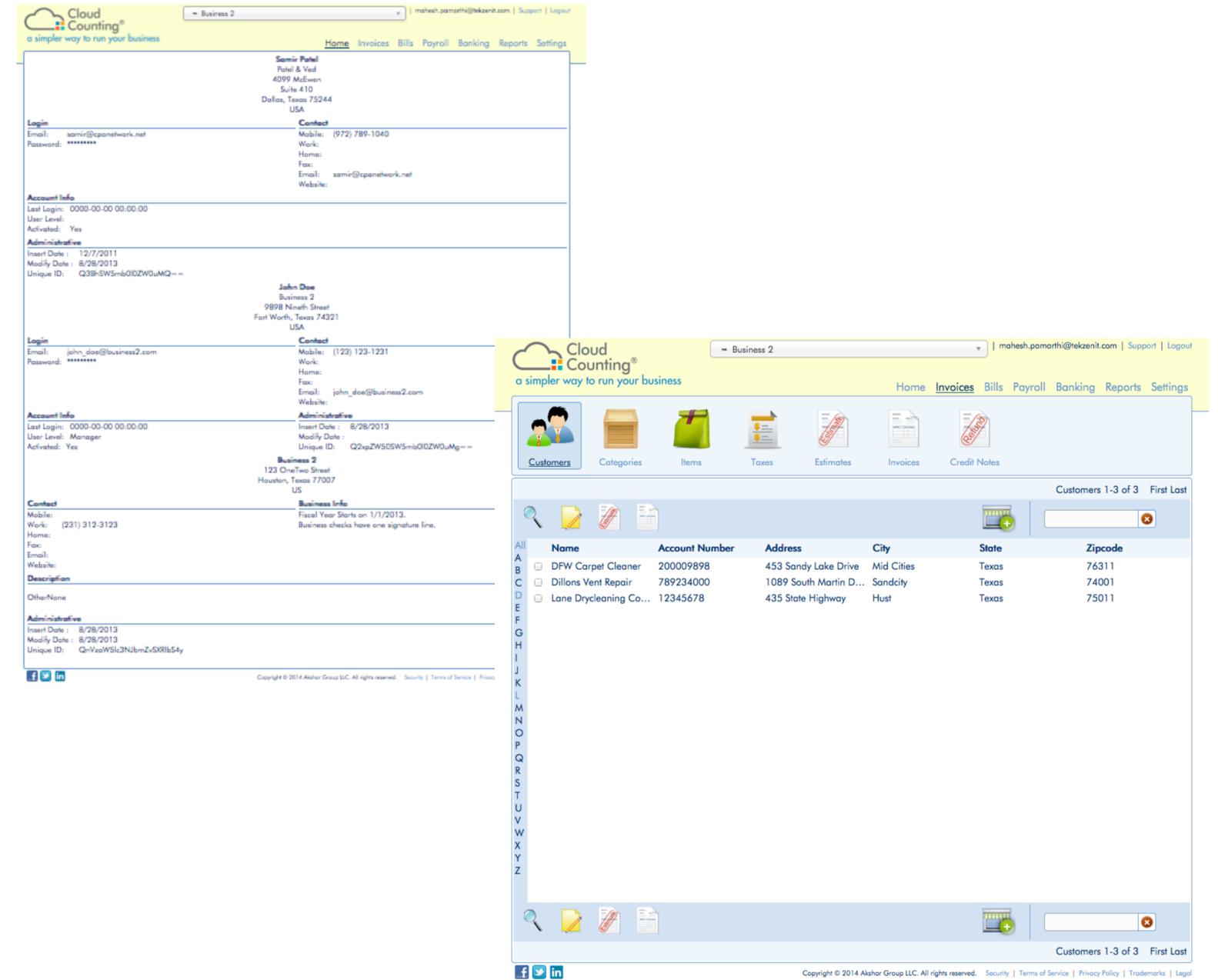
- Should be branded reflecting the company
- Should facilitate the users' understanding of where to start
- Should contain a search input box
- Should contain a clear value proposition

Task Orientation

- Certain functions are unintuitive & sometimes buried or hidden in the Interface
- Icons, sections, and navigation are too ambiguous/unfamiliar to learn in one visit
- UI is not responsive, checkboxes are used in in a appropriate places, there is no affordance of valid/next actions
- UI only prompts if there is an error, not proactively

Trust & Credibility

- Visual design does not complement the brand and/or the parent company
- Typographic errors/spelling mistakes are present in the UI
- It is unclear that there is areal organization behind the UI (direct access to address, etc, other than the support link)
- User has to navigate away from the site in order to get help (not online in 'chat' window



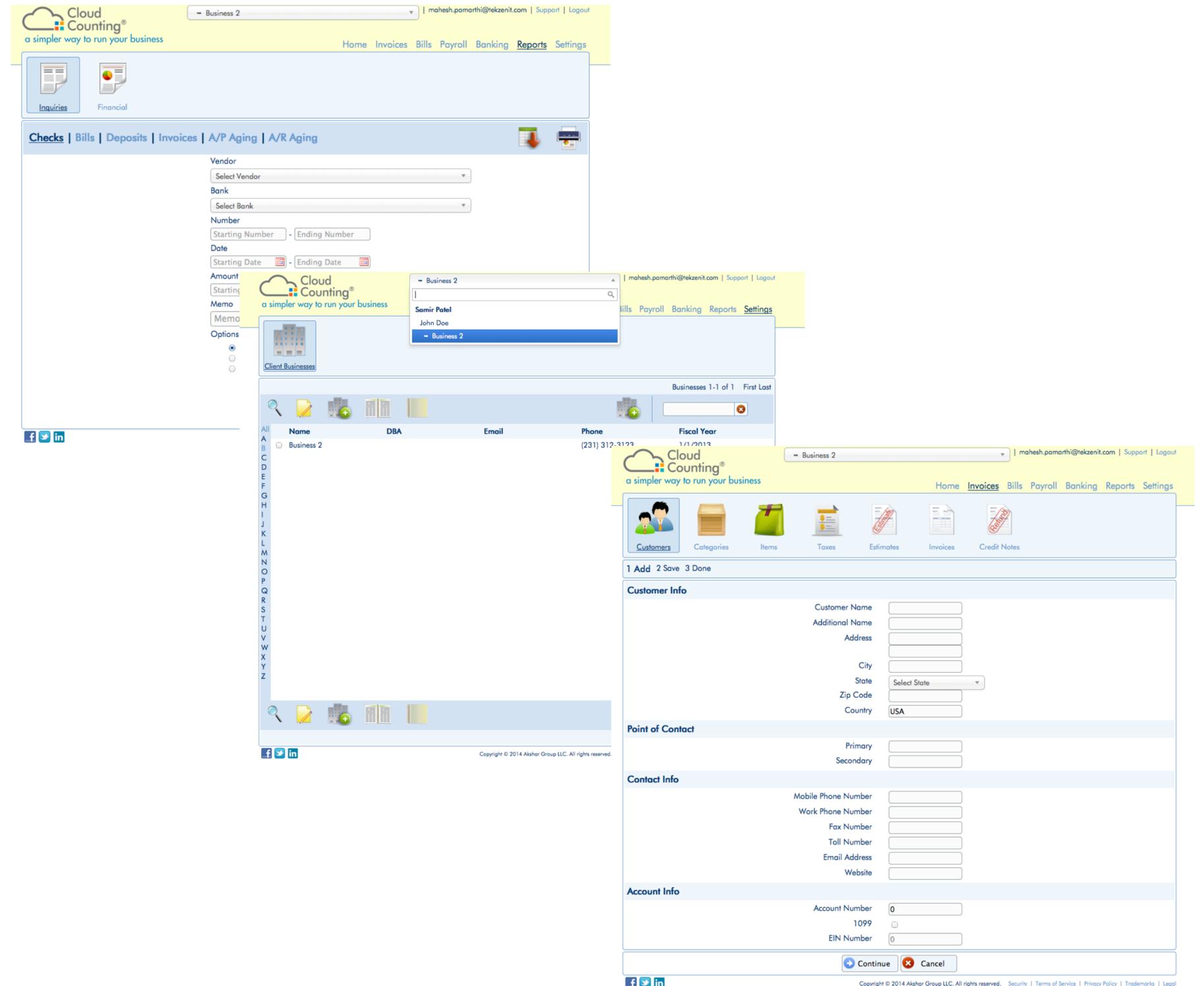
High Level Issues to Address

Navigation & IA

- Subsections are difficult to navigate towards and away from
- No Site Map
- Ambiguous Labels
- Hypertext links that invoke actions are not clearly distinguished from hypertext links that load another page
- Menu interactions, prompts and messages do not appear on the same place on each screen; inconsistency

Forms & Data Entry

- There is no indication what forms are optional and which are required
- Form fields do not provide 'masking' (hints for input format)
- Cursor is not initially put where first input is needed when landing on a page
- Data formats are not indicated for input and output
- Field level checking is not implemented



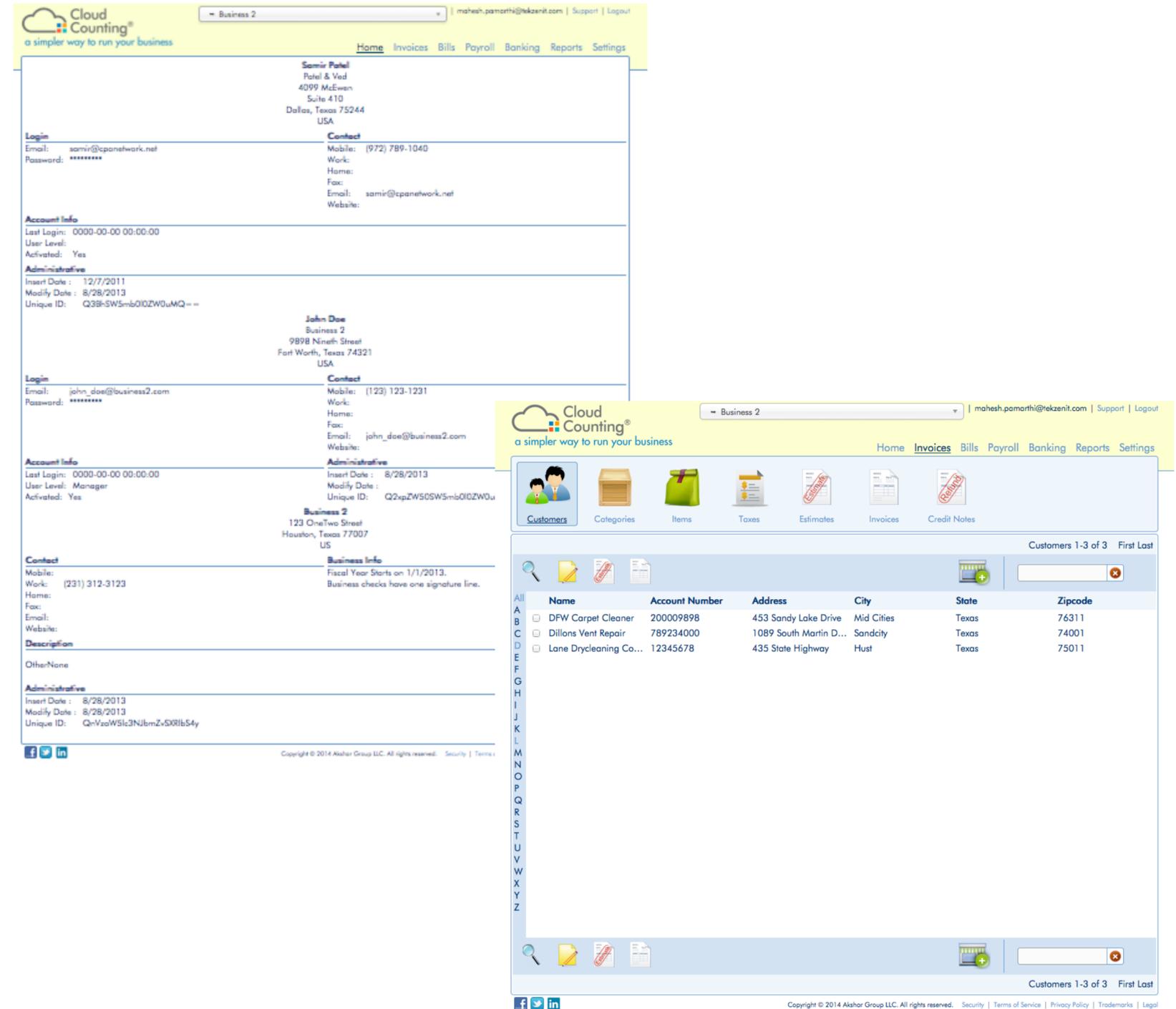
High Level Issues to Address

Page Layout & Visual Design

- Layout does not help focus attention on what to do next
- Icons/graphics are not standard and/or intuitive
- There is not a clear visual 'starting point' to every page
- Pages do not have consistent layout
- Buttons and links do not show that they have been clicked
- GUI components are not used appropriately (like radio buttons and check boxes)
- There is not a good balance between information density and use of white space
- The site is not attractive
- The site does not have a consistent and clearly recognizable look and feel that will engage users
- Utilized colors do not work well together
- Related information and functions are not clustered together, and groups of functions cannot be scanned in a single fixation (5 degrees, about 4.4 cm diameter circle on the screen)

Search

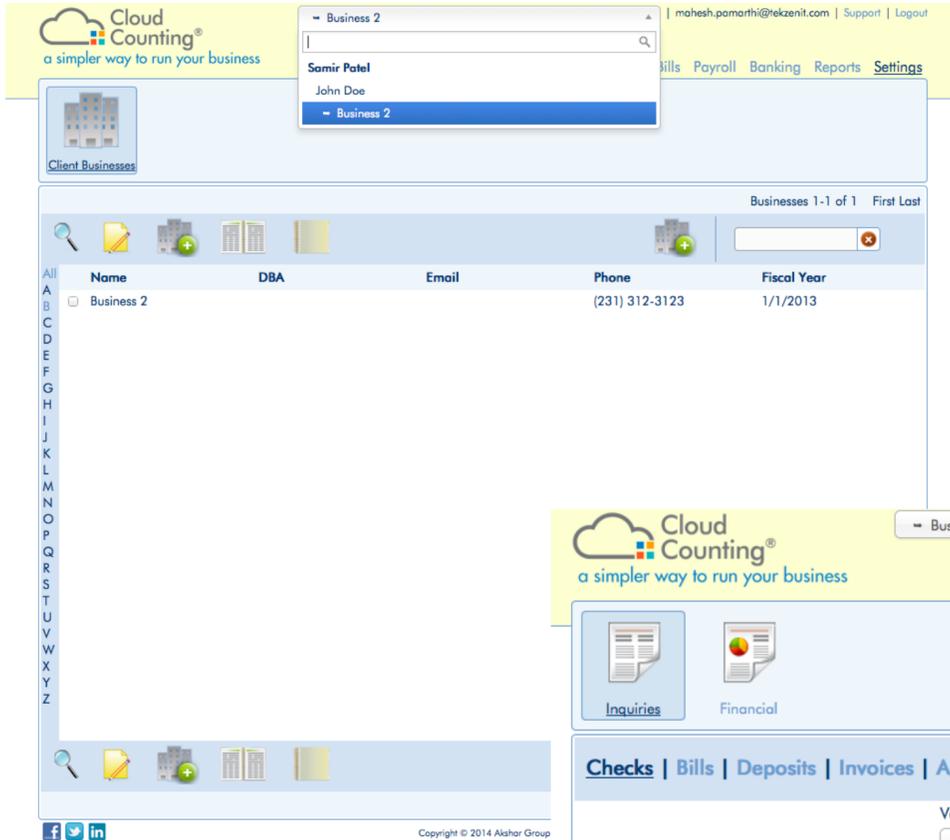
- Practically non-existent search function



High Level Issues to Address

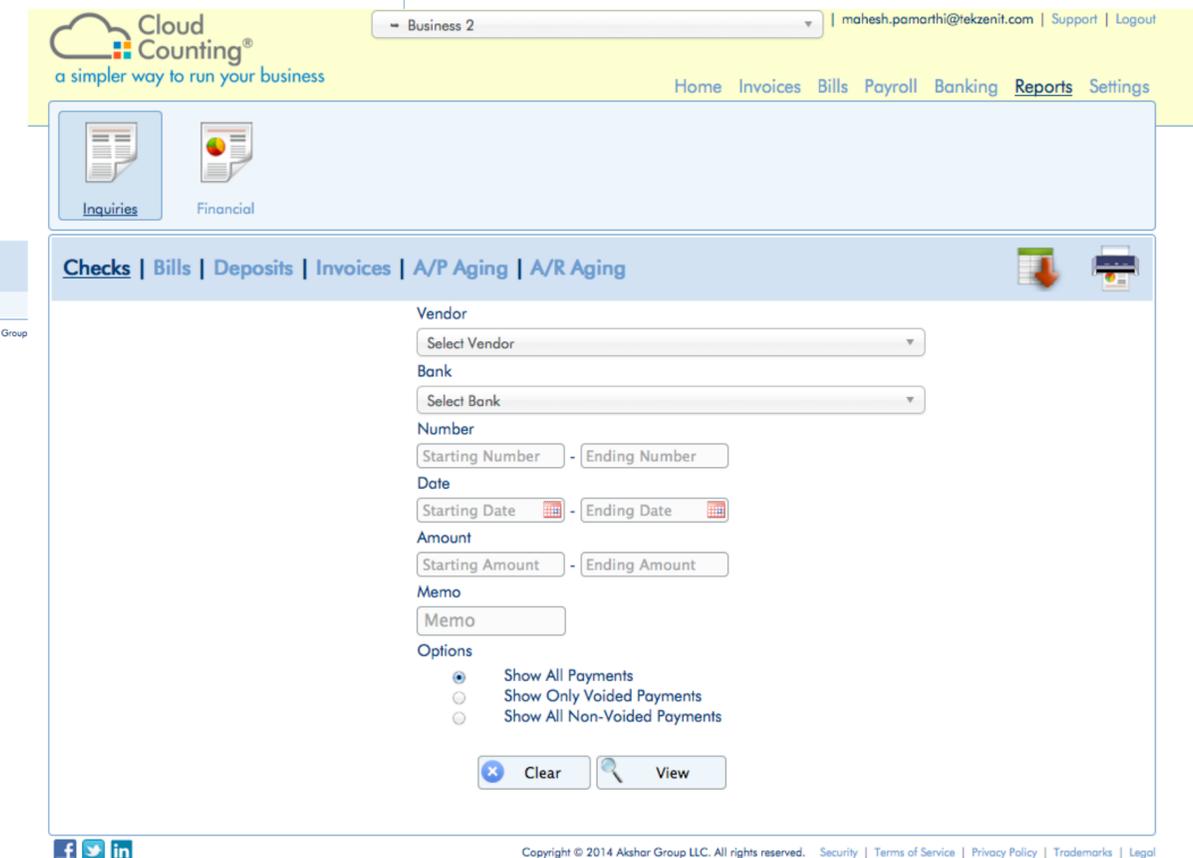
Writing & Content Quality

- Button labels and links start with action words
- Headings can be cryptic to the average user
- Most important items are not always placed at the top of the list
- Information is not always organized hierarchically, from the general to the specific, and the organization is not always clear and logical



Help, Feedback & Error Tolerance

- Undo/Cancel not available
- Error messages, if present are shallow and unhelpful
- UI does not ensure that work can be recovered
- UI does not do a good job of preventing the user from making errors
- User confirmation is not required before carrying out potentially 'dangerous' actions (like deleting)
- There is no substantial/useful online help system w/o going to support to ask questions
- The site does not provide good feedback (progress indicators/messages) when needed



Thank You