iinView Research
First Click Analysis & Other User Metrics

July 2014

research

Testing Methodology

Task Based A/B Testing and Subjective Questionnaires

The purpose of this test is to conduct a comparative evaluation of two home page candidates proposed by the visual design team for iinView.com.

- Understand performance on tasks and user critique of homepage aesthetics

- Assess "first click" logic

- Assess time on task

- Assess visual design (color, photography, tone, overall "feel")

- Ultimately compare the two candidates to determine best design.

- Gather preliminary eye-tracking data prior to further research

Executive Summary

This A/B usability test of two iinView homepage designs consists of quantitative and qualitative metrics. The results of this test have been generated from a series of user-based tasks, as well as a brief survey The noted deficiencies from the previous heuristic evaluation informed our test questions for this test. The deficiencies of concern from the previous test were:

• Trust and credibility (security of private information)

• No search function

• Call to action competes with surrounding text and images

• No sign up function

We tested our 10 users on the following 5 tasks:

1. You are new to iinView, where would you go to explore the benefits of the service?

2. You are unsure of the types of employment available, where would you go to find this information?

3. You are the owner of a company and would like to take on a new hire, where would you find one?

4. Where would you go to find out if your personal information is protected?

5. You would really like to work in Dallas, TX, where would find information about a job there?

Executive Summary (cont.)

Homepage A
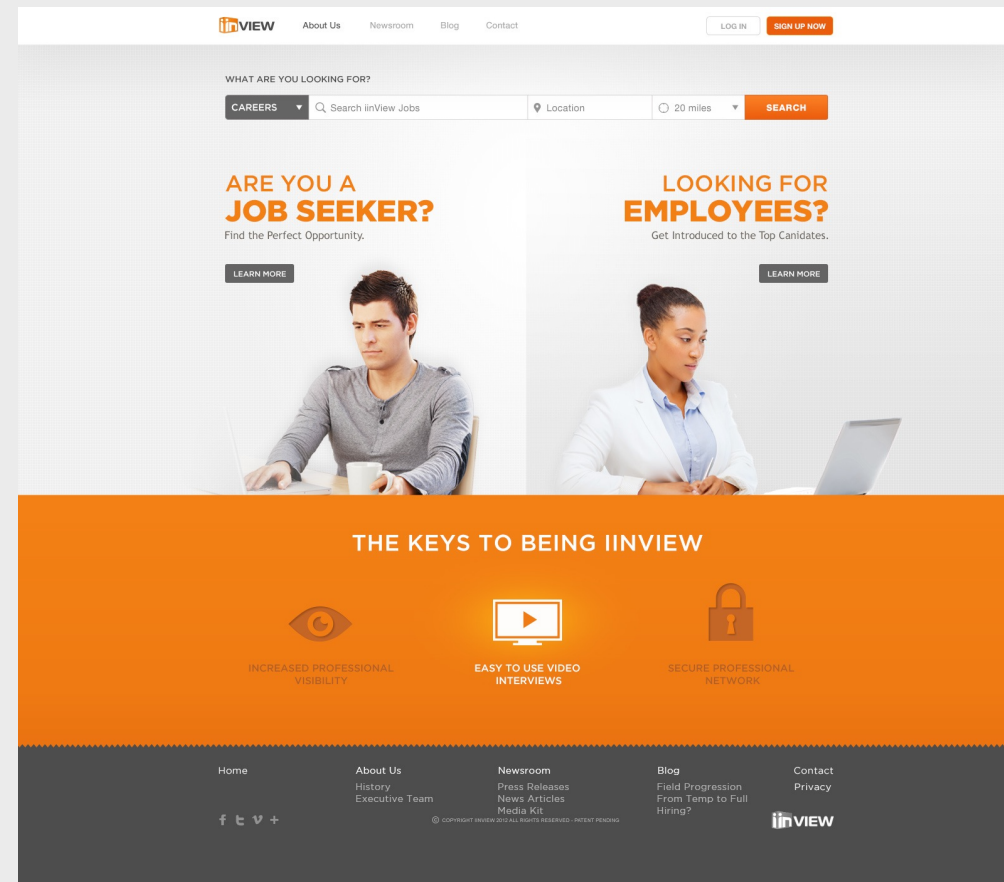
Homepage B

Time on Task

Homepage A was 2.16 seconds slower*

*Not Statistically Significant

Subjective Questionnaire (AttrakDiff)

Overall, Homepage A scored 7 points better than Homepage B.

- Users rated homepage A better on 12 out of 22 scale items: creative, exciting, interesting, predictable, original, simple, novel, activating, clear, pragmatic, less overloaded, and innovative.

- Homepage B was rated better on 6 out of 22 scale items: Easy to learn, valuable, attractive, conforming, efficient, and appealing

Aesthetic Design Questionnaire

Color: Overall, Homepage A was rated better by 3.4 points.

- Homepage A was rated better on 5 out of 7 scale items: Professional, reliable, interesting, novel, and pleasant.

- Homepage B was rated better on 1 of the 7 scale items: Inviting

Photography: overall, Homepage B was rated better by .2 points.

- Homepage A was rated better on 3 out of 7 scale items: Reliable, Interesting, and Novel.

- Homepage B was rated better on 3 out of 7 scale items: Professional, Attractive, and Inviting

Tone: overall, Homepage B was rated better by 1.6 points

- Homepage A was rated better on 2 out of 7 scale items: Interesting and Novel.

- Homepage B was rated better on 4 out of 7 scale items: Professional, Reliable, Inviting, and Pleasant.

Trustworthiness: Overall, Homepage B was rated more trustworthy by .8 points.

Final Assessment:

Users were slower using homepage A, but rated the page better on subjective questionnaires. Eye-Tracking data suggests that the job search bar on homepage A was fixated on earlier than the corresponding element on homepage B.

First Click Analysis

A participant who clicks down the right path on the first click
will complete their task successfully 87% of the time.

A participant who clicks down the wrong–path on the first click,
tends to only successfully complete their task 46% of the time.

http://www.usability.gov/how-to-and-tools/methods/first-click-testing.html

Ideal first click locations per task

The following examples illustrate the ideal first click locations for each task performed. Each task has one ideal first click location, except task 2, which has two. Each task's ideal first click location(s) is noted with the task number in the cyan circle.

Homepage A
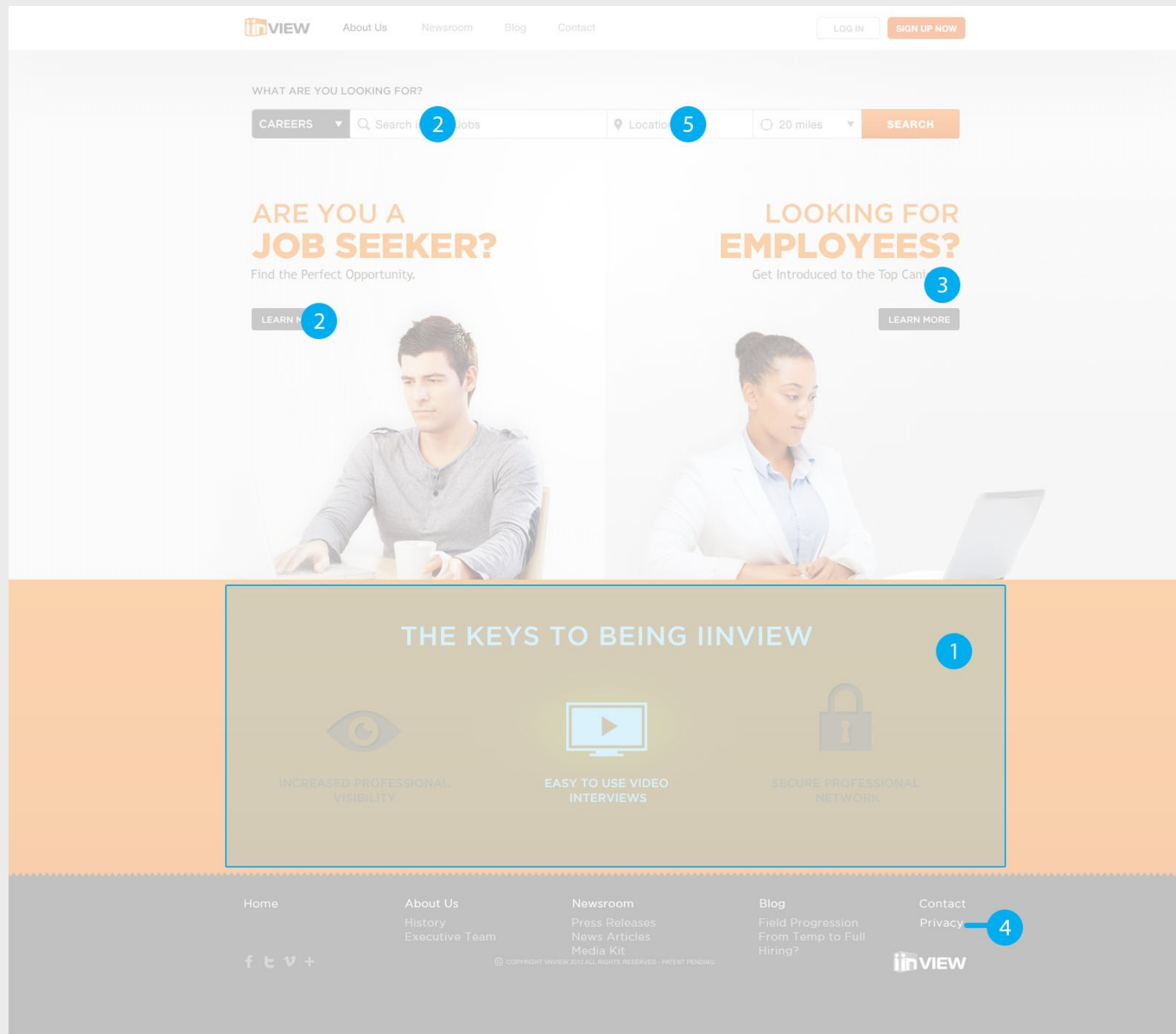
Homepage B
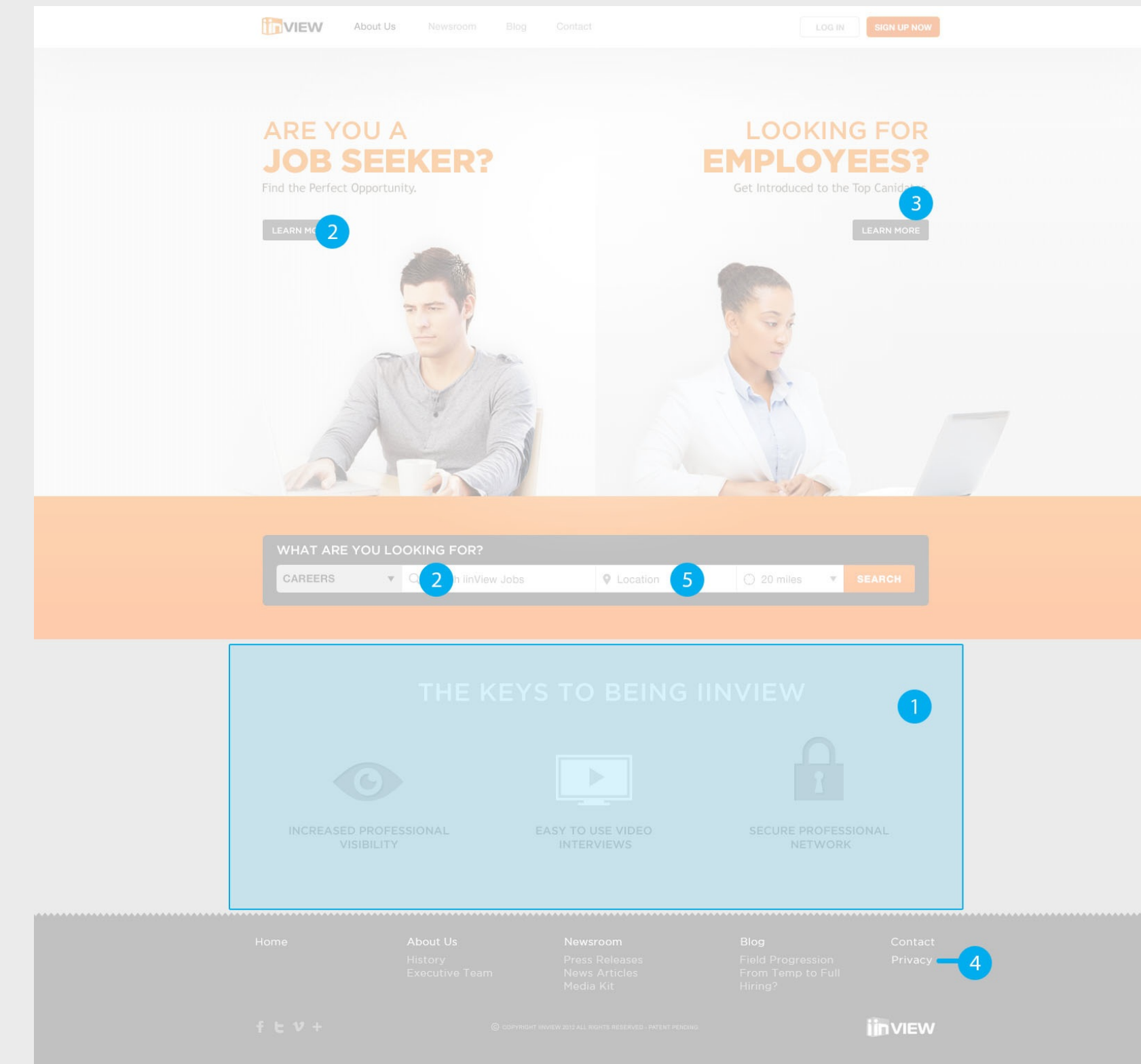
Task 1

"You are new to iinView, where would you go
 to explore the benefits of the service?"

Homepage A
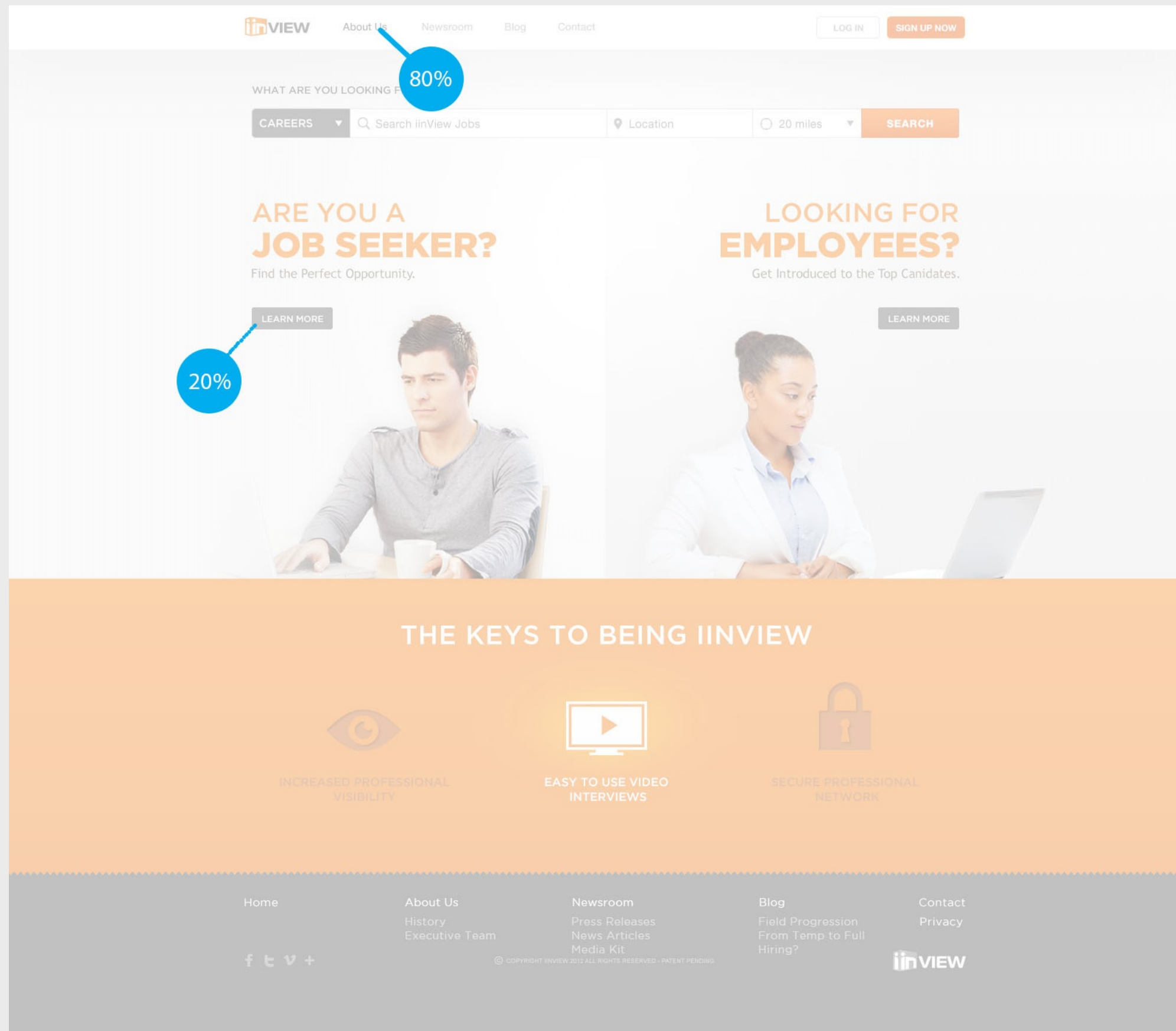
Homepage B

Task 2

"You are unsure of the types of employment available, where would you go to find this information?"

Homepage A
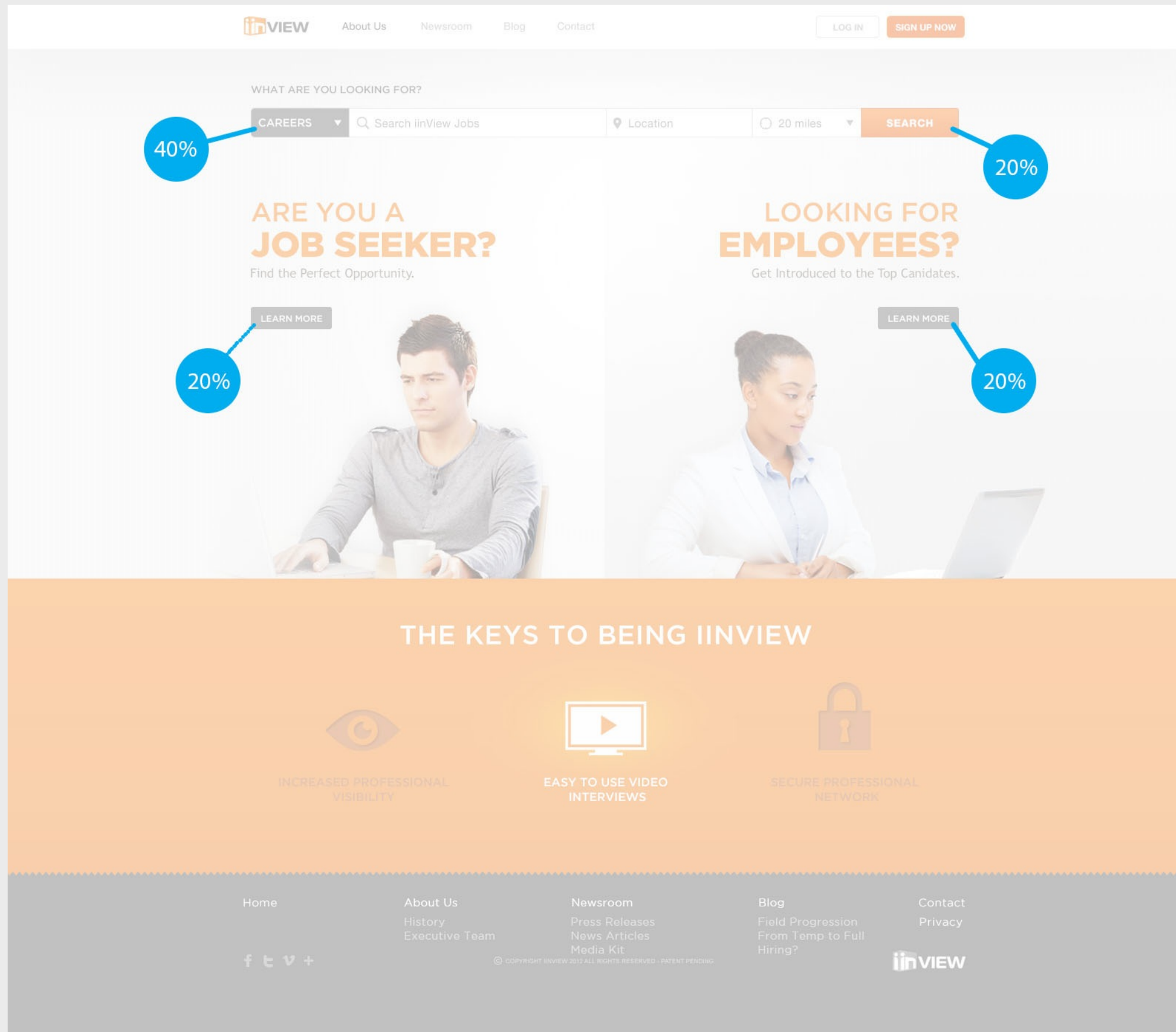
Homepage B
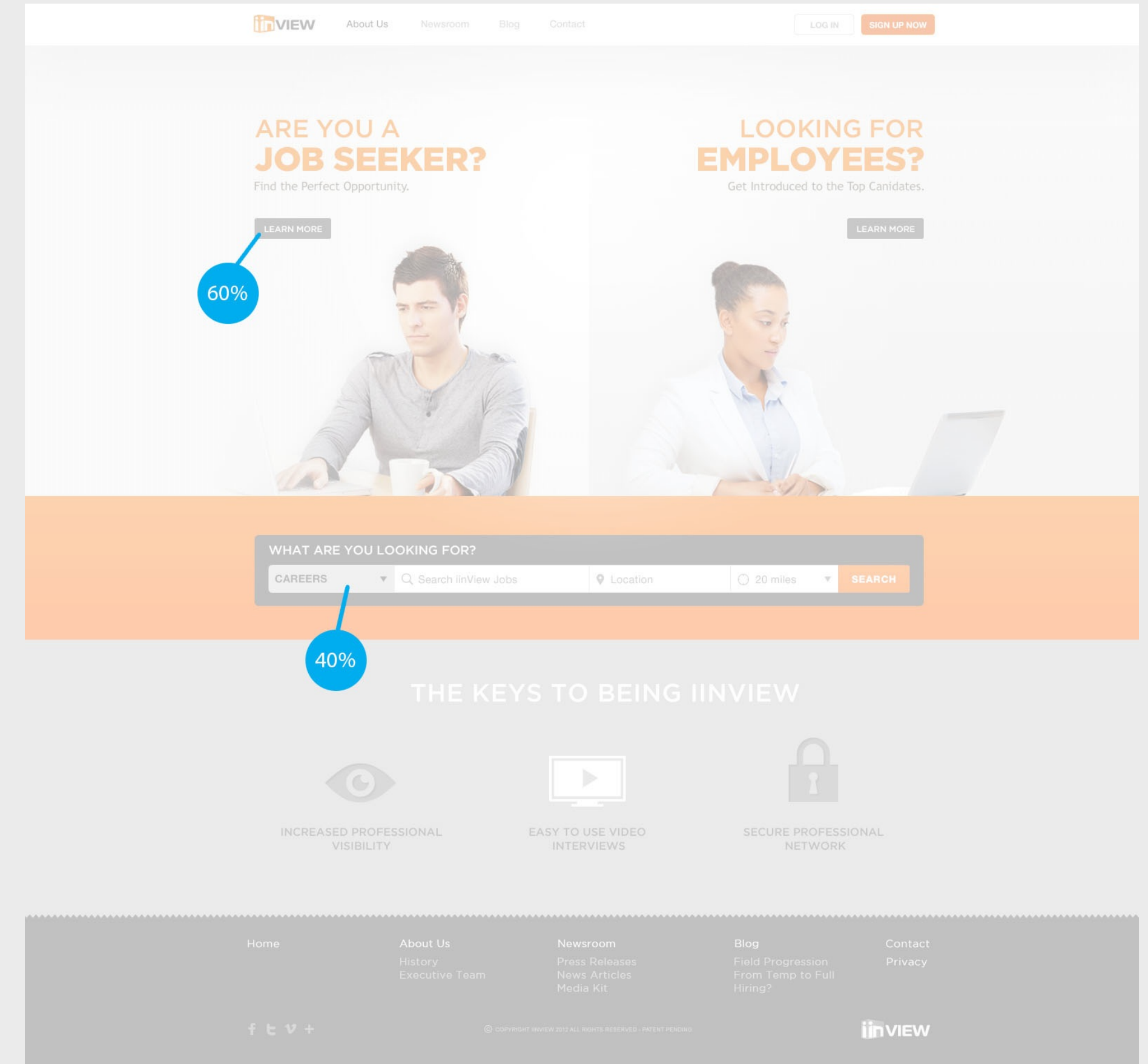
Task 3

"You are the owner of a company and would like to take on a new hire, where would you find one?"

Homepage A
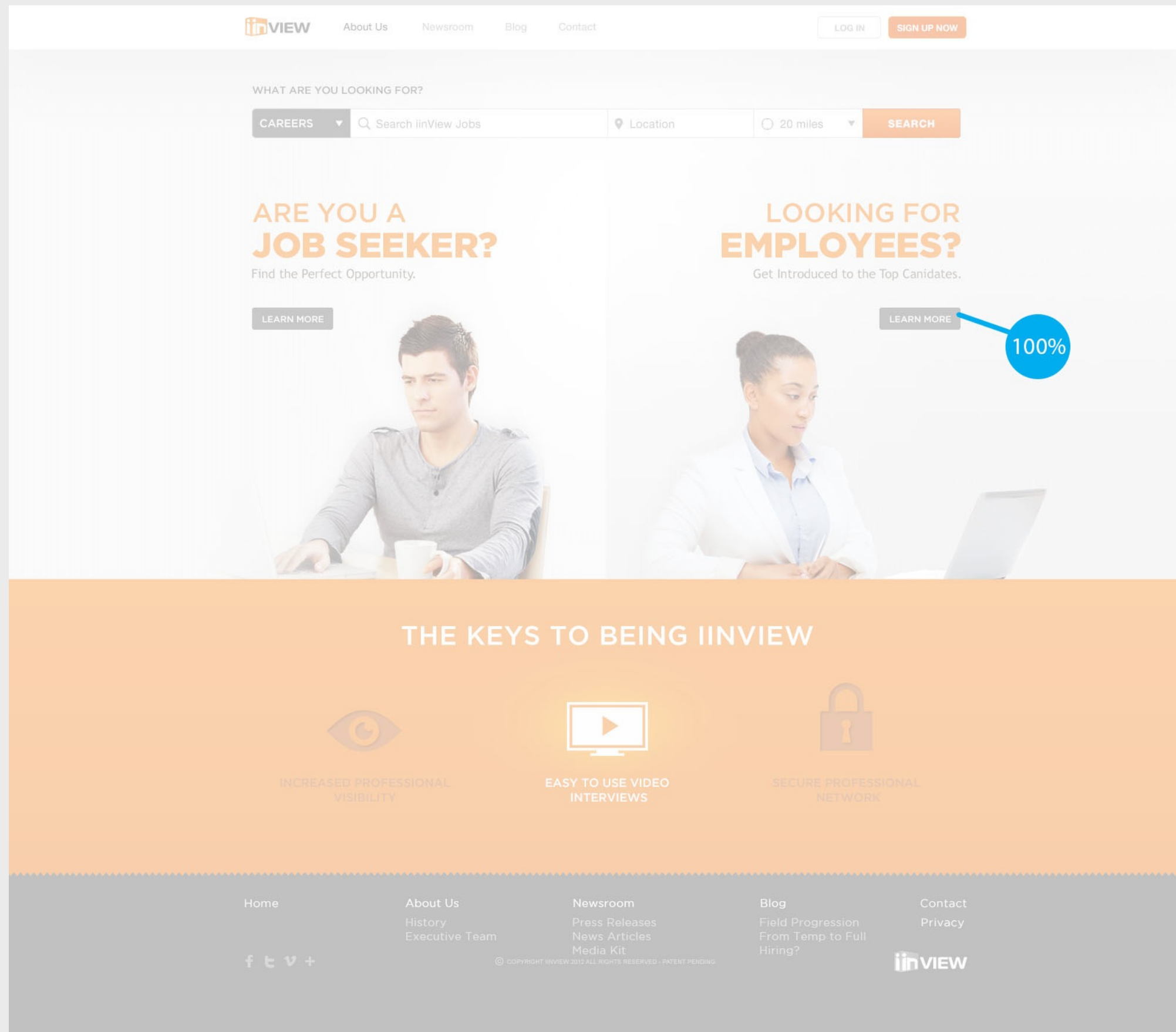
Homepage B
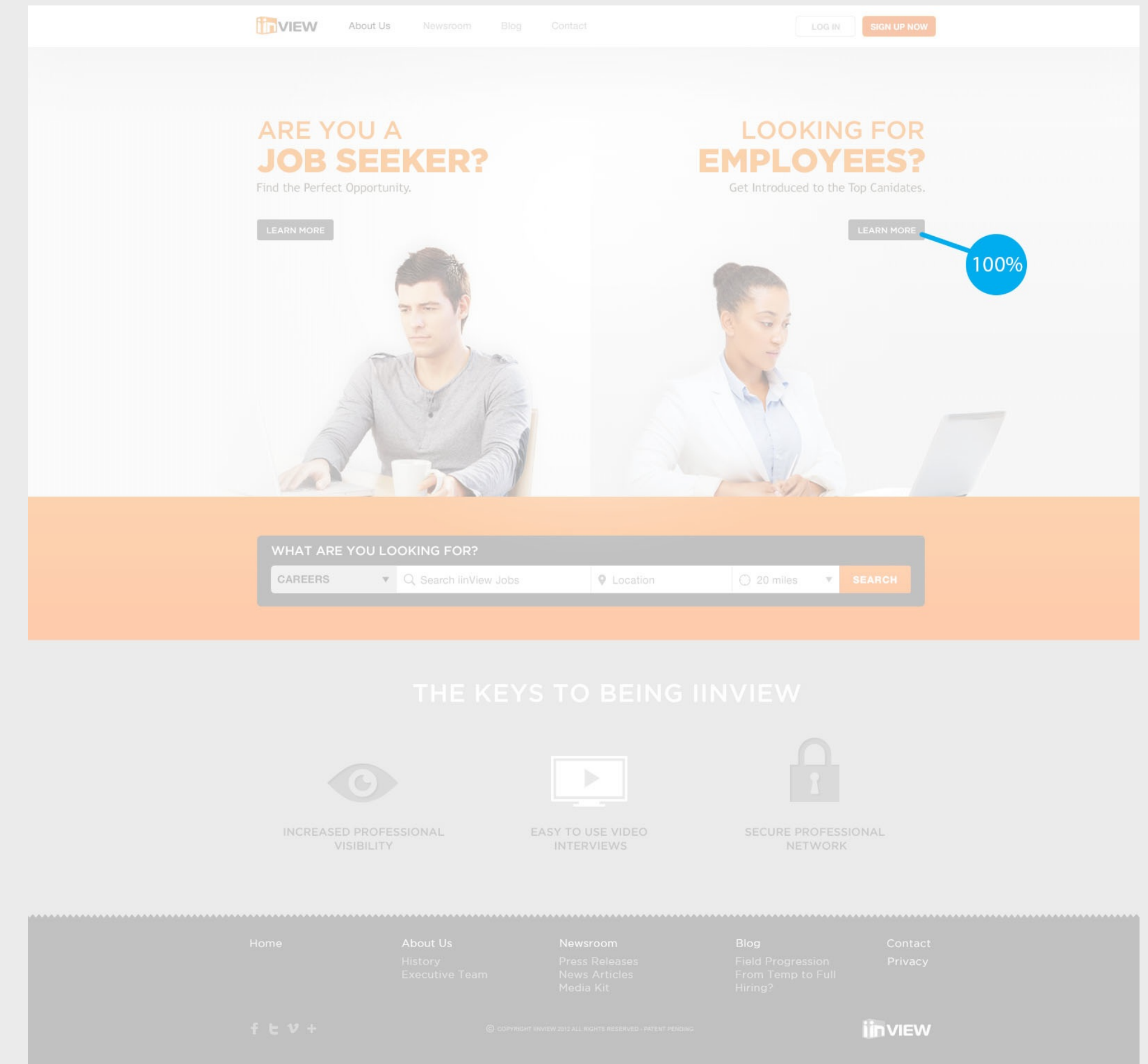
Task 4

"Where would you go to find out if your personal information is protected?"

Homepage A
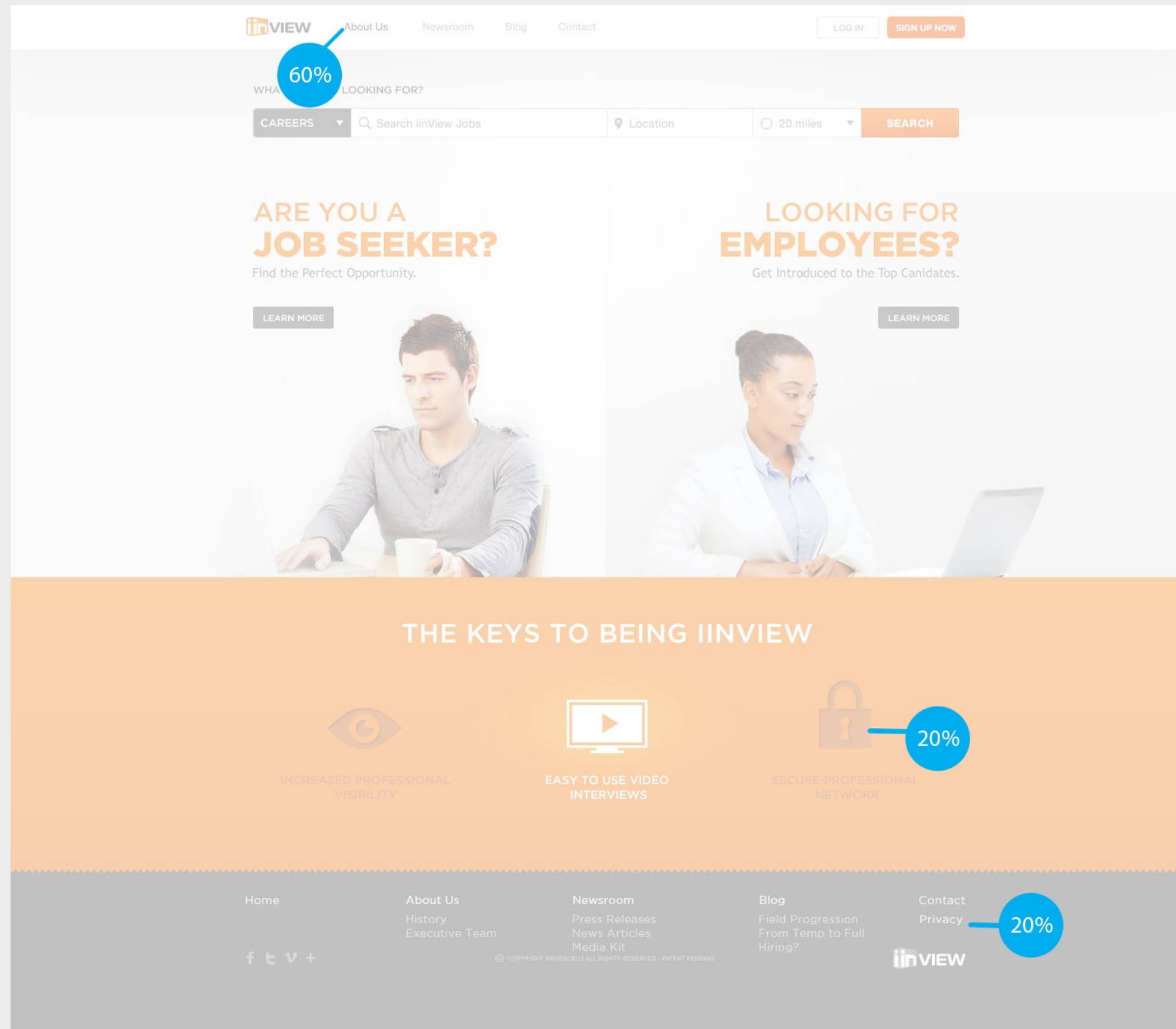
Homepage B

Task 5

"You would really like to work in Dallas, TX, where would find information about a job there?"

Homepage A
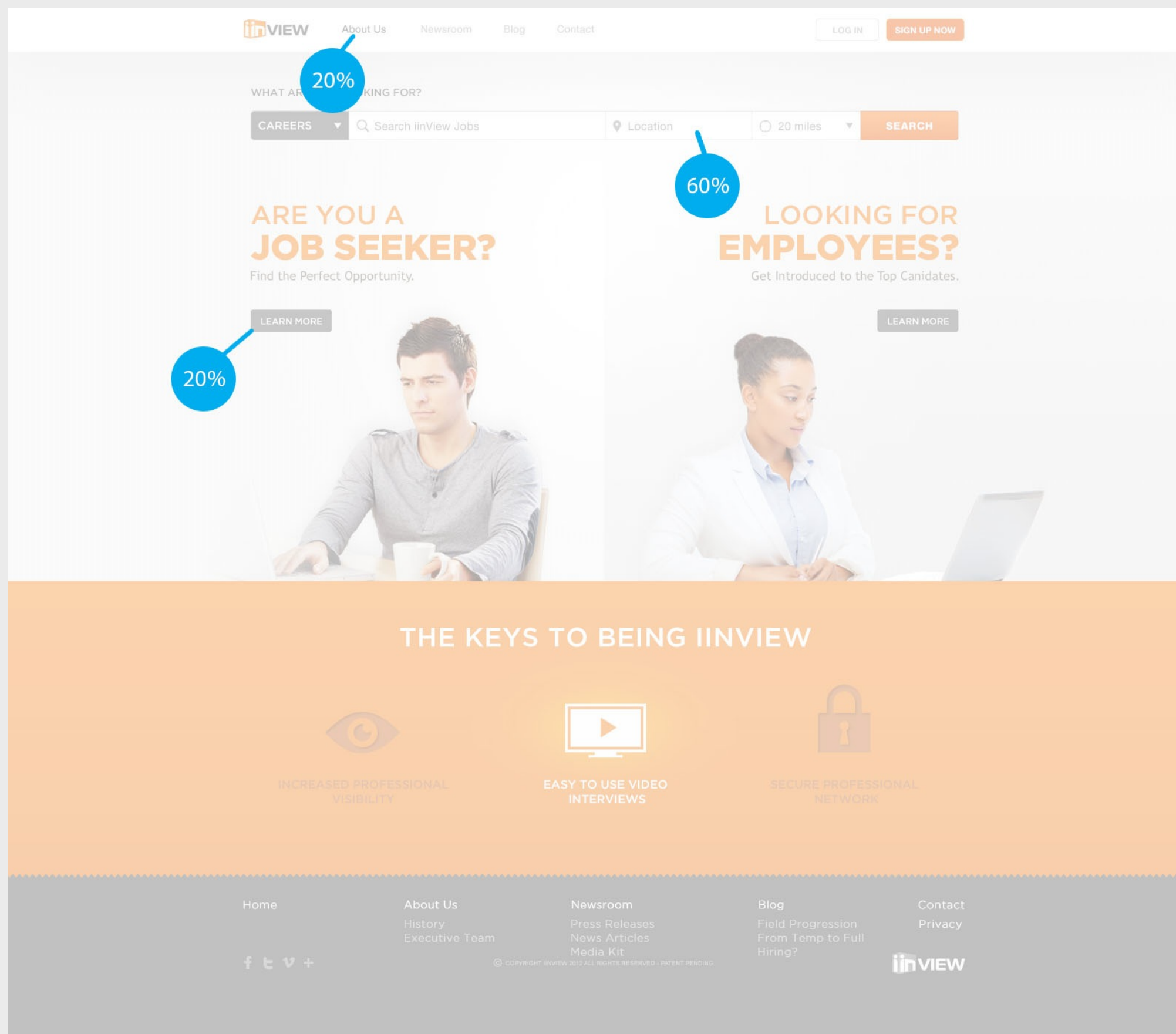
Homepage B

Eye Tracking Results

Gaze Plot

Circle diamater is indicative fixation duration at the 15 sec mark.
Smaller = Shorter. Larger = Longer.

Homepage A
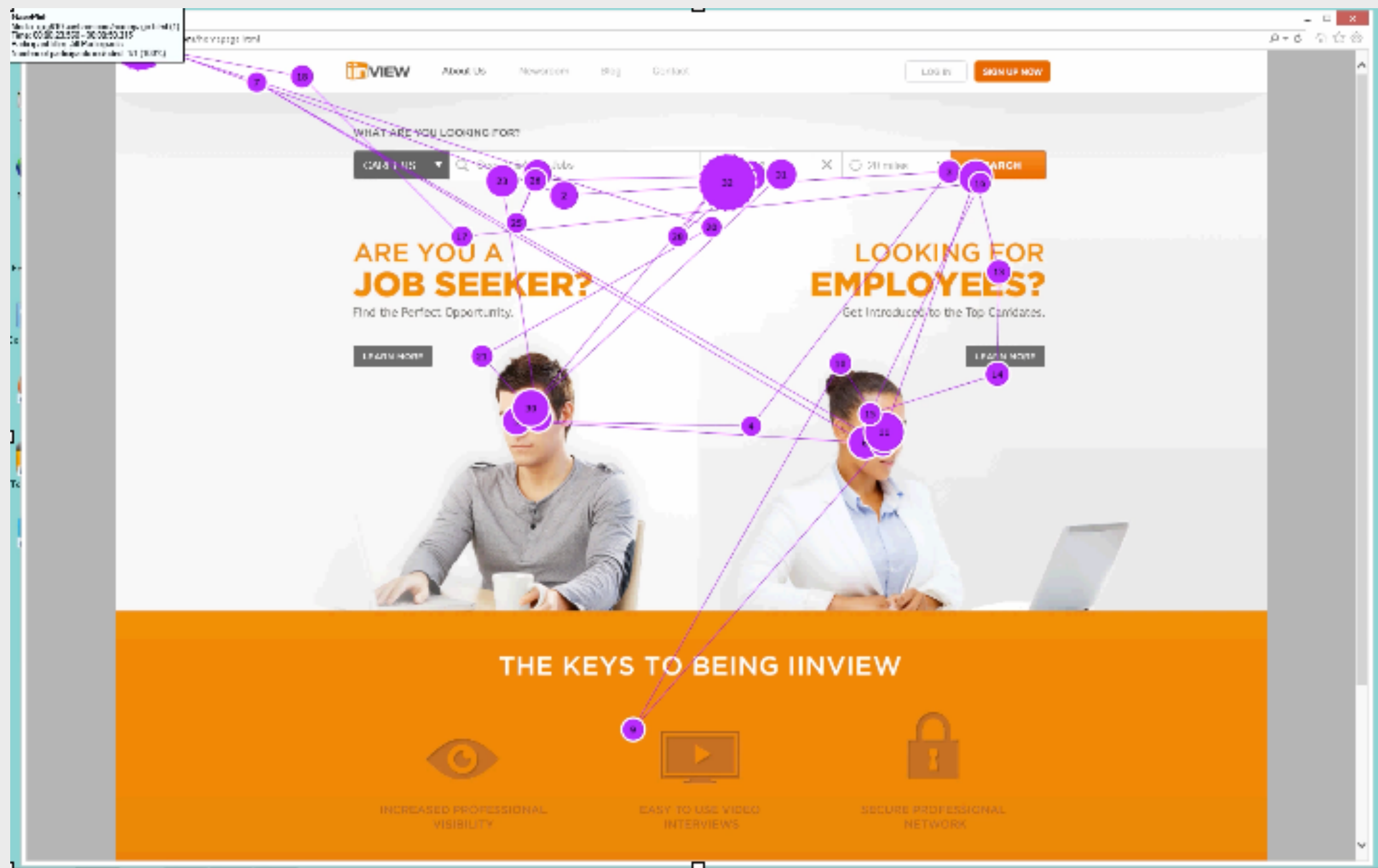
Homepage B

Reveal Plot

The white areas represent the aggregate user focus at the 5 sec mark.
Intense white areas indicate length of time fixating along w/ # of fixations.

Homepage A

Homepage B

View Tools ForSight Help

Design and Record | Replay | Visualizations | Areas of Interest | **Statistics** | Data Export

Metrics Copy Export Rows Columns Media Time... Help

Media Time: 0s to media end

Participant Group: All Participants
Segment Group: TotalTest

Participant	Recording	Color	Segment
ATTVNP5	ATTVNRec5P5		= 0
ATTVNP8	ATTVNRec8P8		= 0
ATTVNP7	ATTVNRec7P7		= 0
ATTVNP6	ATTVNRec6P6		= 0
ATTVNP10	ATTVNRec10P10		= 0
ATTVNP9	ATTVNRec9P9		= 0
ATTVNP3	ATTVNRec3P3		= 0
ATTVNP1	ATTVNRec1P1		= 0
ATTVNP2	ATTVNRec2P2		= 0
ATTVNP4	ATTVNRec4P4		= 0

Calculate by: Descriptive Statistics ☐ Participant Variables ☐ Values as numbers | Cell format...

Time to First Fixation The time from the start of the stimulus display until the test participant fixates on the AOI or AOI Group for the first time (seconds).

Fixations Before Number of times the participant fixates on the media before fixating on an AOI or AOI Group for the first time (count).

First Fixation Duration Duration of the first fixation on an AOI or an AOI Group (seconds).

Fixation Duration Duration of each individual fixations within an AOI, or within all AOIs belonging to an AOI Group (seconds).

Total Fixation Duration Duration of all fixations within an AOI, or within all AOIs belonging to an AOI Group (seconds).

Fixation Count Number of times the participant fixates on an AOI or an AOI Group (count).

Visit Duration Duration of each individual visit within an AOI or an AOI Group (seconds).

Total Visit Duration (former Observation Length) Duration of all visits within an AOI or an AOI Group (seconds).

Visit Count Number of visits within an AOI or an AOI Group (count).

Percentage Fixated Percentage of participants that fixated at least once within an AOI or AOI Group (%).

Percentage Clicked Percentage of participants that clicked at least once within an AOI or AOI Group (%).

Time to First Mouse Click The time in seconds until the first click is made within an AOI or AOI Group.

Time from First Fixation to Next Mouse Click The time in seconds from the first fixation in the AOI/AOI Group to the next click that occurs within the group.

Mouse Click Count Number of times the participant clicked inside an AOI or an AOI Group (count).

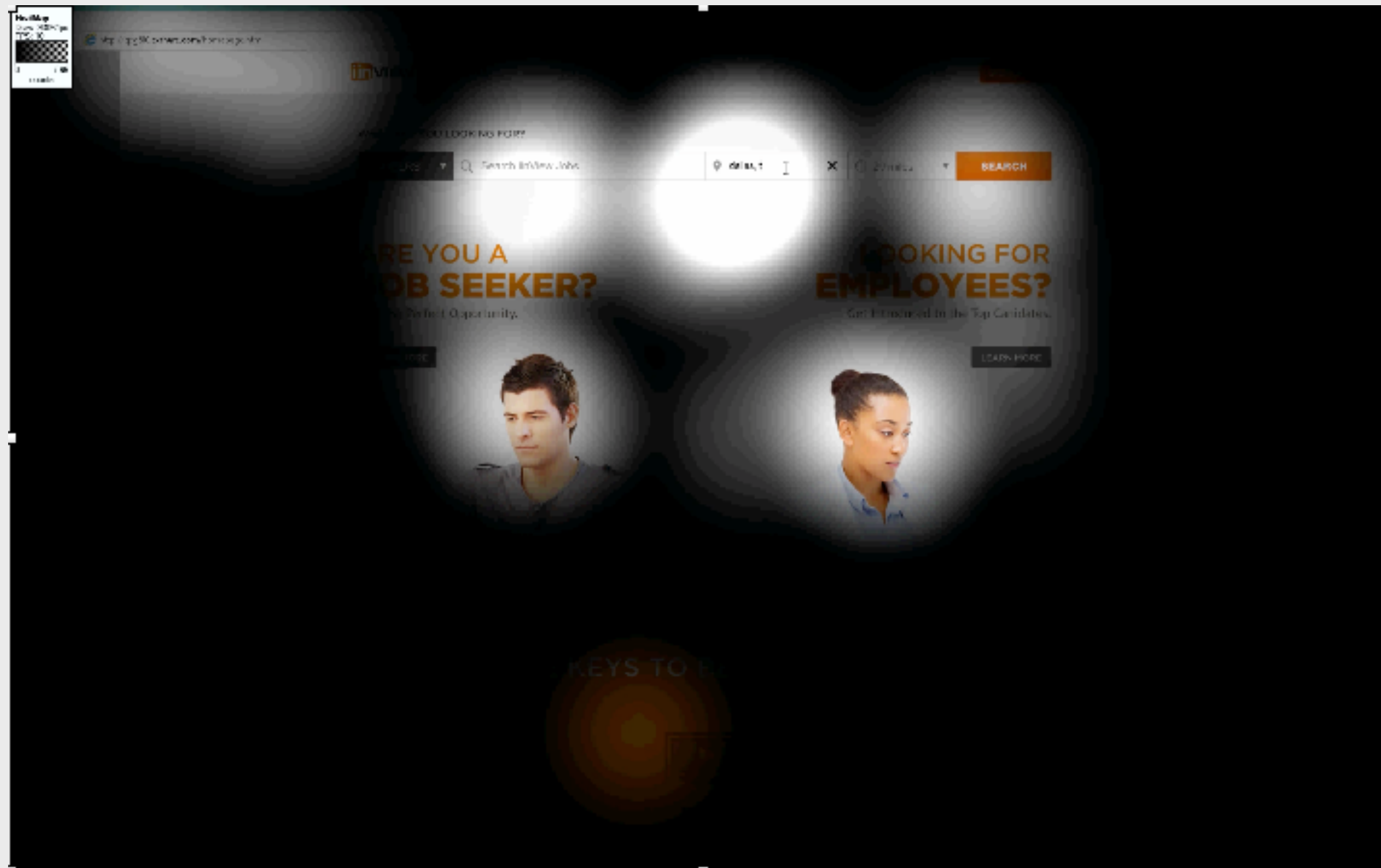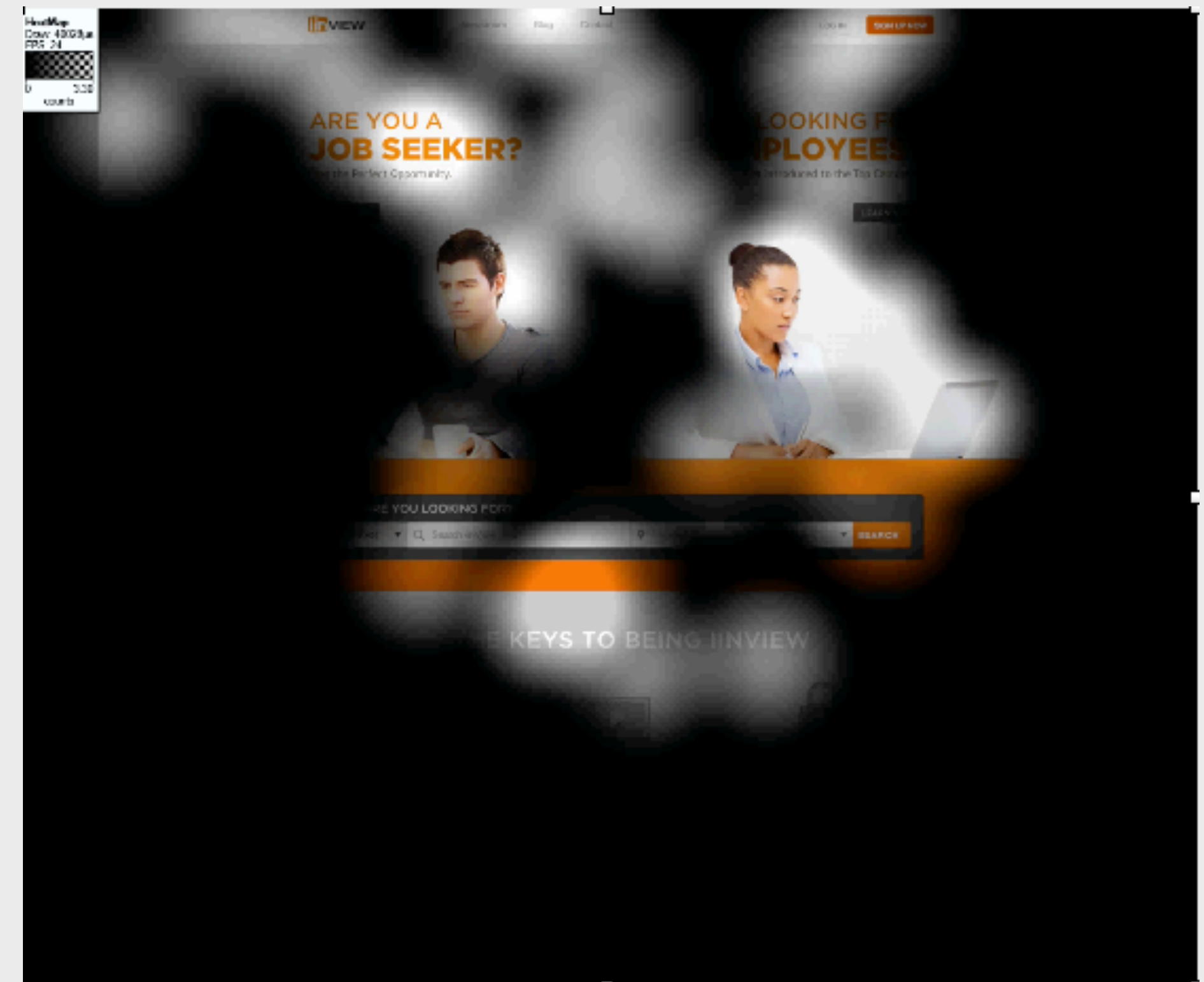| Recordings	Time to First Fixation All Media All AOIs N (Count)	Mean (.Secor	Max (.Secor	Min (.Secor	Sum (.Secor	Median (.Secor	Stdev (.Seconds	Fixations Before All Media All AOIs N (Count)	Mean (Count	Max (Count	Min (Count	Sum (Count	Median (Count	Stdev (Count)	First Fixation Duration All Media All AOIs N (Count)	Mean (.Secor	Max (.Secor	Min (.Secor	Sum (.Secor	Median (.Secor	Stdev (.Seconds	Fixation Duration All Media All AOIs N (Count)	Mean (.Seco
ATTVNRec1P1-TotalTest	1	10.58	10.58	10.58	10.58	10.58	-	1	17.00	17.00	17.00	17.00	17.00	-	1	0.53	0.53	0.53	0.53	0.53	-	29	0.89
ATTVNRec10P10-TotalTest	1	14.52	14.52	14.52	14.52	14.52	-	1	43.00	43.00	43.00	43.00	43.00	-	1	0.10	0.10	0.10	0.10	0.10	-	57	0.22
ATTVNRec2P2-TotalTest	1	7.65	7.65	7.65	7.65	7.65	-	1	14.00	14.00	14.00	14.00	14.00	-	1	0.25	0.25	0.25	0.25	0.25	-	42	0.41
ATTVNRec3P3-TotalTest	1	47.03	47.03	47.03	47.03	47.03	-	1	104.00	104.00	104.00	104.00	104.00	-	1	0.18	0.18	0.18	0.18	0.18	-	37	0.41
ATTVNRec4P4-TotalTest	1	25.39	25.39	25.39	25.39	25.39	-	1	53.00	53.00	53.00	53.00	53.00	-	1	1.55	1.55	1.55	1.55	1.55	-	17	0.70
ATTVNRec5P5-TotalTest	1	16.15	16.15	16.15	16.15	16.15	-	1	29.00	29.00	29.00	29.00	29.00	-	1	0.65	0.65	0.65	0.65	0.65	-	16	1.31
ATTVNRec6P6-TotalTest	1	27.92	27.92	27.92	27.92	27.92	-	1	91.00	91.00	91.00	91.00	91.00	-	1	0.07	0.07	0.07	0.07	0.07	-	40	0.20
ATTVNRec7P7-TotalTest	1	22.55	22.55	22.55	22.55	22.55	-	1	50.00	50.00	50.00	50.00	50.00	-	1	0.42	0.42	0.42	0.42	0.42	-	21	0.18
ATTVNRec8P8-TotalTest	1	12.95	12.95	12.95	12.95	12.95	-	1	23.00	23.00	23.00	23.00	23.00	-	1	2.05	2.05	2.05	2.05	2.05	-	27	0.58
ATTVNRec9P9-TotalTest	1	9.92	9.92	9.92	9.92	9.92	-	1	30.00	30.00	30.00	30.00	30.00	-	1	1.82	1.82	1.82	1.82	1.82	-	15	0.89
All Recordings	10	19.47	47.03	7.65	194.66	15.33	11.85	10	45.40	104.00	14.00	454.00	36.50	30.55	10	0.76	2.05	0.07	7.62	0.47	0.75	301	0.48

Areas of Interest

Update: Manual Auto | 100%

Thank you