

## USABILITY TESTING

# Enterprise

Overview Pages - Desktop View

[CD- 4135](#)

Overview Pages - Mobile View

[CD- 4137](#)

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## Overview & Background

We found from our UX research the overview pages have numerous benefits, including improved customer usability and engagement. Also, our click data show page traffic for Partners and Resources overview pages. Before we proceed adding the overview pages, we want to test how they influence user experience with and without them. We haven't built three overview pages for Solutions, Product, and Customers yet, so we will test with Partners and Resources, which is already live. From this testing, we want to confirm that these overview pages help our users find the best practices and we can integrate to other pages. We also want to test if desktop and mobile have other users' behavior or results.

## Goals

- Determine if the overview can help create a better user experience
- Compare Desktop and Mobile users' behaviors and results
- Confirm our goals meet users' expectations to avoid failure before implementation

## Methodology

- A/B Testing
- Quantitative & Qualitative methods
- Unmoderated
- Remote testing with Trymata platform and Figma prototype for desktop and mobile

## Tasks

- Present two options with the overview and without
- Compare which version performs for best practice

## Recruitment

- Share Figma links with testers through Trymata.com
- Prototyping allows 7 participants for desktop 7 participants for mobile to view and take tests directly from the link

## Demographics

- Gender: Any gender
- Age: 25 - 65 years old
- Country: Any country
- Income: Any income
- Education: College / University
- Employment status: Employed
- Community Type: Any community
- Social Networks Usage: At least once a week

## Figma Prototype Link for Testing

[See Desktop Prototype](#)

[See Mobile Prototype](#)

## Timeline

Dec 13, 2022 to Dec 14, 2022

## Testing Scenario:

This is A/B testing, which compares two variations of the site with overview pages and without. Our overview pages briefly provide all the information about the Partners, Resources, and more for users. You only need to check all pages under “Partners” and “Resources” by scrolling through. We want to know which option is better for you and why you prefer your choice. These are the mockups, so you won’t be able to click other pages and buttons. If you want to restart, click the logo. It takes you to the home page.

### Questionnaires:

Find two options, "Option 1 with Overview page and "Option 2 without Overview page" on the upper-left corner. Now compare the two options.

1. **Option 1 with the overview page under Partners and Resources:** Click the side menu. You will see the Partners and Resources taps with the overview pages on the top navigation and explore all pages under Partners and Resources.
2. **Option 2 without the overview page under Partners and Resources:** Click the side menu. You will see the Partners and Resources without the overview page on the top navigation and explore all pages under Partners and Resources.
3. Which structure options do you prefer?
  - Option 1 with the overview pages
  - Option 2 without the overview pages
4. Describe a detailed reason why (Free response)
5. Do overview pages for Partners and Resources help you understand the content, and can you get information quickly?
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree

## Study Result 1 - Desktop

[See Desktop Prototype](#)

	Which structure options do you prefer?		Describe a detailed reason why
	Opt 1 w/ overview	Opt 2 w/o/ overview	
D-T1	X		The overview pages help with navigation and give good information
D-T2	X		An overview page helps in understanding the content of the page.
D-T3	X		I like it better I got quick info what I can expect from other pages so overview is really important for me. If overview isn't nice I would probably stop scrolling or get frustrated by being not sure if the site even has what I am looking for
D-T4		X	The Option 2 without the overview pages remains the better option for me since it has a more concise menu options. The overview pages do add extra bit of information to the website but these information could be trickled and submerged into the menu options below the partners and resources. Summarizing everything brings about conciseness and professional viewing. It is important that customers find direct information without any confusion on the website. Let there no prolonged pages. Let every page contain direct information of what it offers. The resources section was more organised for me because the pages were more rich in content and more organised. The partners' pages and menu need to be reorganised so as to be more direct and straightforward with the information they offer.
D-T5	X		I am a skimmer and having the high points of a topic or category in an overview or summary, if you will, is more suited to my ideal consumption of important info.
D-T6	X		Even though the option without overview page is clear. The way you have structured your information under the individual page in "Partners" and "Resources" are easy to follow hence, not having the overview is possible. However, I prefer Option 1 because the overview page provide how provide a background to the users of the particular tab. It help orientate users to better connect the dots for the content under this tab. The overview is a good to have but not a must have because of the way you have structured and layout your information under the individual pages in the two tab.
D-T7	X		Option one had a better structure, although I didn't see much difference between the two options. What I was able to notice about the two is that option 1 had a better layout and design. So it means I prefer option 1

## Study Result 2 - Desktop

	Do overview pages for Partners and Resources help you understand the contents, and can you get information quickly?				
	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
M-T1	X				
M-T2	X				
M-T3	X				
M-T4			X		
M-T5	X				
M-T6		X			
M-T7	X				

	Which structure options do you prefer?		Describe a detailed reason why
	Opt 1 w/ overview	Opt 2 w/o overview	
M-T1	X		I have put option 1 but both options looked the same to me, I didn't notice any difference.
M-T2	X		Though the difference wasn't much I still preferred options 1 to 2. The overview pages gave a quick tour of the platform and its services.
M-T3		X	<ul style="list-style-type: none"> <li>* As I mentioned in the video, the sub-menu options under Partners and Resources were named very clearly reducing the need for an overview page.</li> <li>* From my browsing habits, I was not expecting to see an overview page at sub menu level.</li> <li>* The content on overview page for partners section did not highlight the difference between a technology and agency partner.</li> <li>* The last menu option under Partners, apologies don't remember the option name also seemed unnecessary.</li> </ul>
M-T4	X		Basically I liked option 1 more, as the idea of overview page to give quick introduction about the whole section which eventually will reduce my time in exploring other sections because I can read about it from the overview page and directly navigate to something I found interesting rather than going again to the menu and look at each section separately.
M-T5		X	The information in Option 1 (Overview Page) is the same with the separate tabs. It is not relevant in the user's experience. If I am looking for a partner or I want to be a partner, I just need to click the specific option for that. I want to see immediately the list of partners or the application form.
M-T6	X		It provides a better explanation of what I can find on the other pages; it's easier than going to each page individually to discover the same information.
M-T7	X		Option 1 with overview pages was way better as it was more explanatory and descriptive about all the features and qualities that the site was offering. It was more easy to understand and as a new customer i was more happy with overview pages options compared to the ones without overview pages.



## Study Result 2 - **Mobile**

	Do overview pages for Partners and Resources help you understand the contents, and can you get information quickly?				
	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
M-T1			X		
M-T2	X				
M-T3			X		
M-T4	X				
M-T5			X		
M-T6		X			
M-T7	z	X			

## Highlight of Key Takeaways

1. Overall positive feedback covering the overview pages.
2. Confirming the direction of overview pages.
3. The overview gives a quick tour of the platform and understanding of the contents.
4. Desktop view has more positive results for overview of effectiveness. It's reasonable to assume that with the size of the screen.
5. The overview page needs enough information but considers the minimum amount of information our users need to accomplish their task.

## Next Step

1. Another overview A/B testing (w/, w/o) for Solution, Product, and Customers with updated UI and contents.
2. Need overview contents testing.

