

A hand is pointing at a screen, with a network diagram overlay consisting of nodes and connecting lines. The background is a blurred image of a hand using a stylus on a tablet.

USABILITY TEST REPORT

Product: www.DallasCityHall.com

Web Technologies/CIS
August 8, 2017



USABILITY TEST REPORT

STUDY GOALS

1. Gather feedback on the design of Dallas City Hall's homepage with the new Hero Image & Header in place.
2. Compare the hero images (current & new).
3. Identify if users find top 3 popular links in the first fold and where they click.
4. Test our new global navigation's drop-down menu.
5. Determine if users see the scroll-down arrow and know its purpose.

METHODOLOGY

We conducted one sessions with a total of 9 participants. Sessions conducted were 15-30 minutes long .Participants had the following characteristics:

- **9** participants had average to advanced experience with social media.
- **Session 1:** had 4 participants from City Hall and 5 users from then outside.

All participants were given 3 user-driven escenarios and 3 tasks to complete using DallasCityHall.com in our QA Environment. Tasks' focused on:

- Evaluating the UI & content of homepage
- A/B testing of the hero image
- Performing the 3 most popular activities our users perform

- Using the new design of the dropdown menu to find an icon link, a tab and a global navigatin item.

PARTICIPANTS CHARACTERISTICS

- Gender: 5 Males, 4 Females
- Ethnicity: 4 White, 4 Hispanic, 1 African-American
- Age Groups: 18-26: 4; 36-45: 1; 46-55: 2; 66 and older: 2

TEST TYPES

Five-second Blink Test, Initial Impressions Survey, Typical User-Driven Scenarios, SUS Survey

DATA COLLECTED

- **Qualitative** feedback regarding the app's usefulness, ease of use and desirability.
- **Observational data** regarding usability problems, task success or failure, etc.

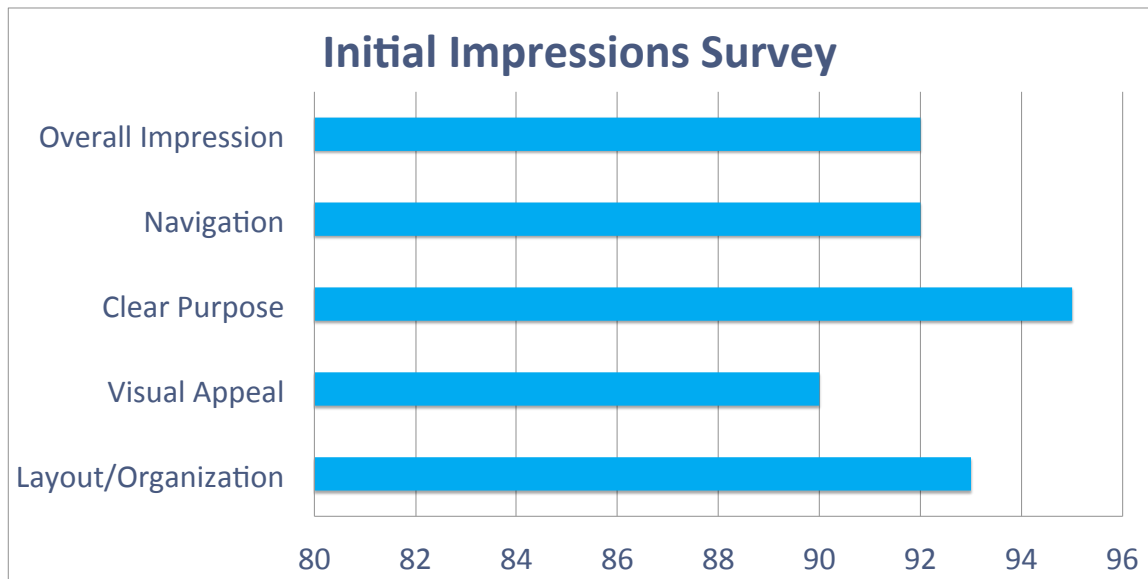
FIVE SECONDS BLICK TEST

- **100%** of users remembered: Hero Image, Blue Buttons & Quick Links.
- **88%** of users remember the hero image being a skyline of Dallas.
- **2/8** users remember the headline "Welcome to Dallas".

NOTE: One user was not willing to draw.

INITIAL IMPRESSIONS

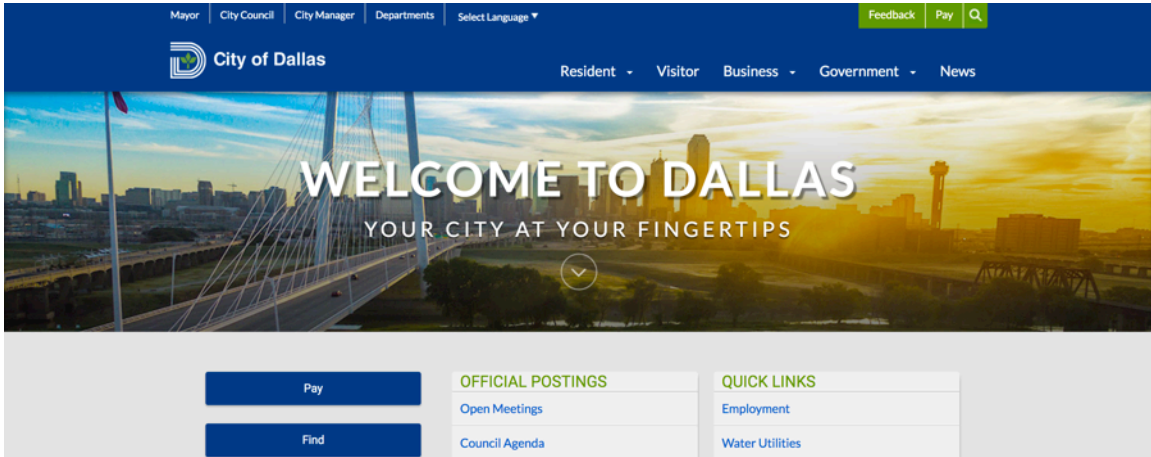
1. **The overall score: 92%** (Scores ranging from 91% to 99%)
2. The app rated highly on **Purpose of the Homepage and Layout**, indicating users were able to find their way around and understood terminology.



Words used to describe the New Homepage:

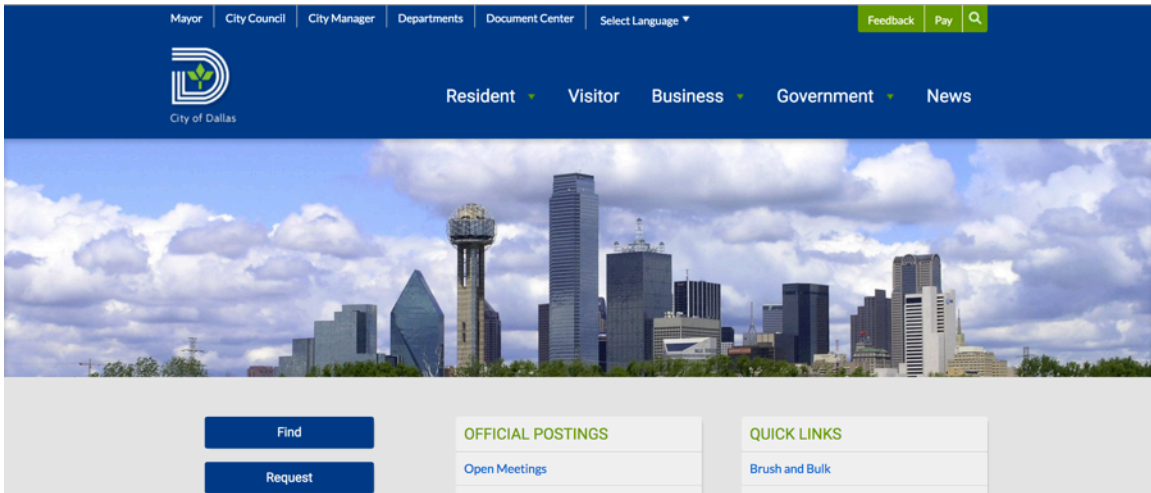


A/B TESTING



Option: B - New Hero Image (100% of users liked it)

Phrases used to describe it: *“visually appealing, brighter, happier”*



Option: A - Current Hero Image

Phrases used to describe it: *“static, dull, outdated (missing Omni Hotel)”*

EXECUTIVE SUMMARY

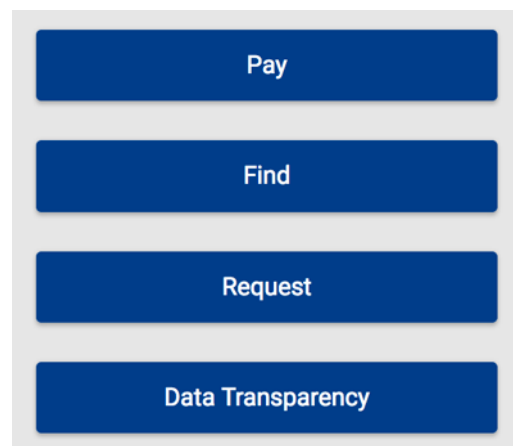
Overall, participants had a positive response to the homepage's design. Consistent positive feedback included word/phrases such as: **clean, clear bright, good color combination, modern, appealing, and inviting.**

USER-DRIVEN SCENARIOS

- 1. Speeding Ticket:** 5/5 participants were able to find it. **56%** used the Pay button and **33%** used Quick Links.
- 2. Job Opportunities** – 5/5 participants were able to find it. **67%** used Quick Links and **22%** searched for employment or jobs.
- 3. Pay for Water:** 5/5 participants were able to find it. **56%** used Quick Links and **44%** used the Pay button.



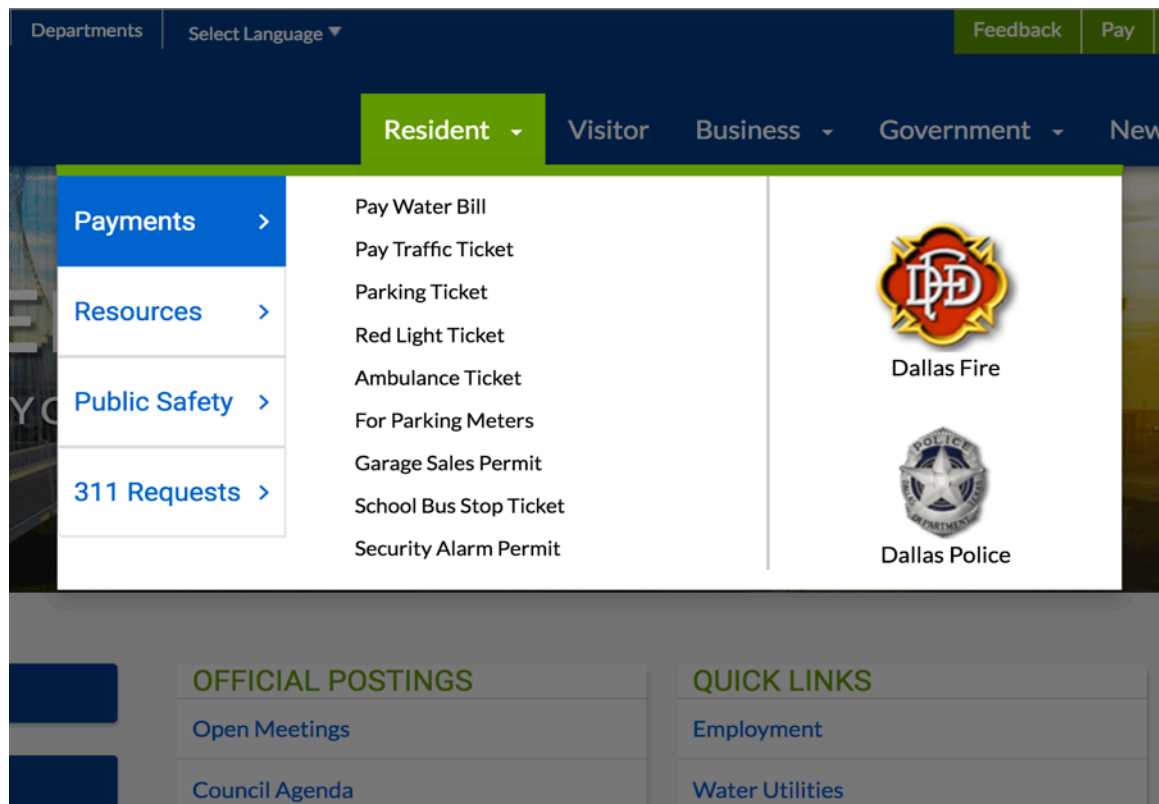
Clicks: **48%**



Clicks: **40%**

Observation: 2/9 users tried the Department's Directory to perform a task.

DETAILED FINDINGS: Menu Tasks



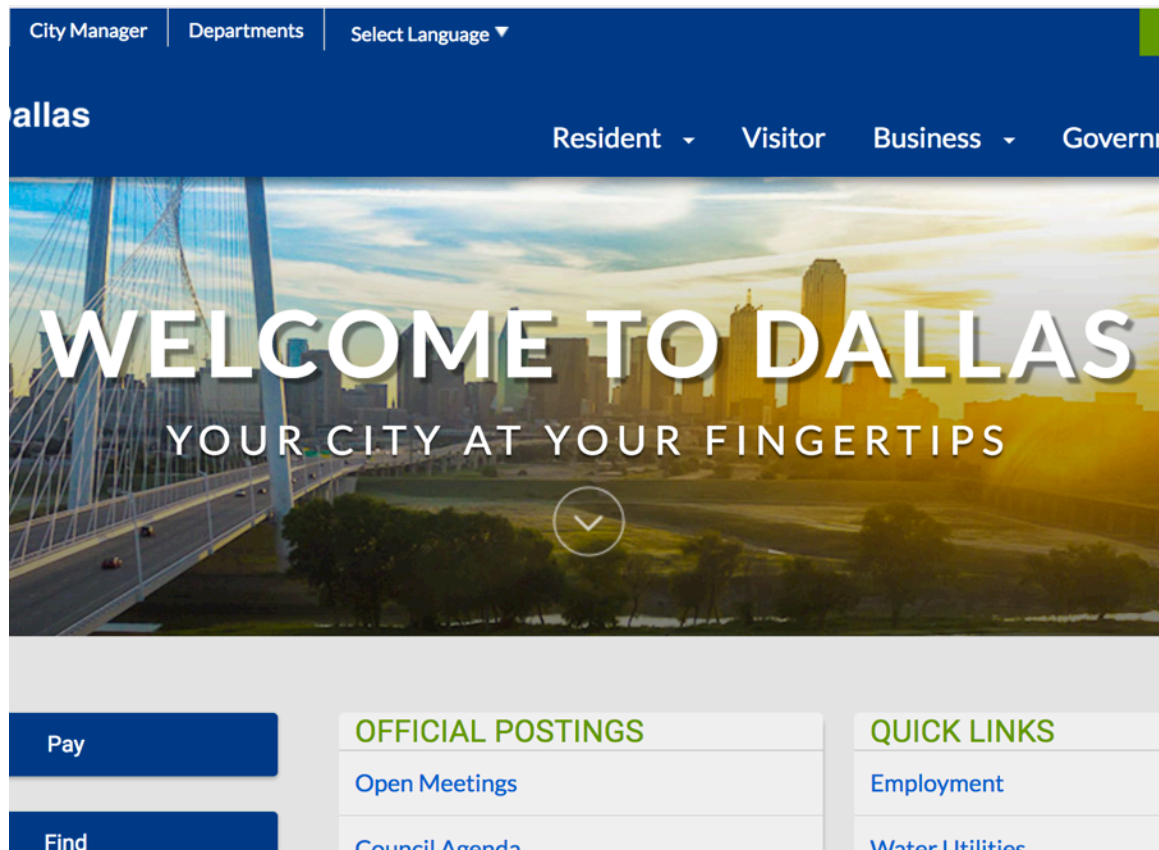
Positives: Users' success rate was 100%, links were found in all instances.

Issues/Observations:

- **100%** of users found "News" menu item in the global navigation.
- **88%** of users found Dallas Police as well as Licences and Permits. **12%** gave up.
- **55%** users clicked on **Departments** to find Dallas Police and **33%** to find Licenses and Permits.
- Some users struggled with the new tabs in the dropdown menu.

Recommendations: conduct a test exclusively on the drop-down menu with a larger number of users (10+).

DETAILED FINDINGS: Scroll-down Arrow



Positives

100% of users were seeing scrolling down the page as expected due to the cut off elements at the bottom of the 1st fold.

Issues/Observations

- **3/7** users want arrow to scroll down beyond 2nd fold.
- **3/7** users didn't see the arrow.
- **1/7** user didn't know what the purpose of the arrow was.

Recommendations

Arrow's scrolling effect should be slow but completely show all the content from top to bottom of the page.

OVERALL REFERRAL RATE

