

IMD320 PRODUCTION TEAM

INSTRUCTOR: CAROL BALES

ATLANTA DANCES WEBSITE

USABILITY TEST FOR THE ATLDANCE WEBSITE

BY MAAC INTERACTIVE



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SUMMARY

MAAC interactive is presenting the findings on a usability test of the web site designed for Atlanta Dance, carried on one session on Tuesday March 9th, 2010, at the computer lab on the Art Institute of Atlanta – Decatur.

The test was based on a protocol with instructions to perform some tasks and questions. The findings were tabulated and analyzed to detect points for improvement or change.

GOALS

- a. Test the functionality of the prototype and how it reflects the design of the web site.
- b. Get validation on the organization of the pages according to the personas selected for the site.
- c. Detect possible failures that need to be fixed on the design and functionality of the web site.

APPROACH

The test was applied to three people selected randomly from the Art Institute. They received a brief introduction and instructions on how to perform the test and respond to the questions. One member of MAACinteractive was accompanying them to answer their questions or solve any problem they had.

The people tested were only guided on how to perform the test, not on how to perform the tasks, so they could give us an idea if the site was clear to be used by users without any previous knowledge of it.

The test consisted on a sequence of tasks that the user had to perform. At the same time, they were answering questions related to the task. The tasks simulate activities that real users will perform when accessing the web site.

USER TASKS

Task #1. The user wants to know about dance performances in Atlanta and find the web site. He wants to be informed of what does the site offer.

Task #2. The user wants to find events on an specific date (february 11), and get information that will help him to participate.

Task #3. The user wants to find information to take dance classes in Atlanta.

Task #4. The user wants to see the potential to bring services as a photographer to the company.

EQUIPMENT

- Prototype.
- PC that had been set up to access the prototype.
- Three copies of the test protocol.

QUESTIONS AND ANSWERS

The questions presented on the usability test protocol, as well as the answers given by the tested are presented in the Table 1.

| Table 1. Usability Test interview with answers given by the 3 people tested. | | | |
|--|--|---|---|
| QUESTIONS | USER 1 | USER 2 | USER 3 |
| General Questions | | | |
| Are you interested in dance? Which performing arts interest you more? Classical Dance, Modern Dance, or other? | Yes, classic dance, because more involved in new things. | None. But since viewing the site made her interested. | No. |
| Have you ever used the Internet to look performing arts events, or dance classes? If not, how would you go about looking for specific events in Atlanta? | No. Look online. | No. Google. | No. Google. |
| Have you ever attended any type of theatre arts, performing arts, and or classes in Atlanta? If so, where (school, theatre, etc.)? | Yes, at civic center. | No. | No. |
| Have you ever taken a usability test before? | No. | No. | Yes. |
| Task #1 General purpose of the site | | | |
| What do you think this web site is about? | Combination of dance. Use dance as symbolic meaning. Use to express emotion. | Looks well done. Shows motion, varieties of dance. | Dance. |
| The information on the home page is: a) clear b) organized c) not clear d) disorganized *you may choose more than one. | Clear description. | Clear, very organized in an attractive manner. | Clear and organized. |
| What is your first impression of the home page? | Nice. Big emphasis on pic on right hand side. Each dance tell story. | Looks interesting. Shape and color are good. | Too many text / content for a dance site. |
| A) What do you think about the images on the Home Page? B) Do they convey what this site is about? | Yes, shows what site is about. Teachers, shows, demonstrate diff dances. | Shape, varieties of movement, dynamic and fluid. | Too many text is gearing away from images. Would like to see more pics than text. |
| Where would you go to learn more about the company of this web site? | Gallery Page. | Took a couple of seconds. | About us – easy to locate. |
| Task #2. Performances | | | |

Table 1. Usability Test interview with answers given by the 3 people tested.

| QUESTIONS | USER 1 | USER 2 | USER 3 |
|---|--|---|--|
| Where would you navigate to find more information on performances in Atlanta? | Performances link. | Performances. | Performance or events of the month. Easy to locate. |
| Where will you go to find more information about a performance on February 11? | Go to calendar to look for the date of event. | Easy to find. Bright color, hard to miss calendar. | Calendar. Took a few seconds but easy to locate. |
| Where will you go to find more information about a performance of Cedar Lake? | Locate Cedar Lake performance and click the link for Cedar Lake. | 1 sec. Easy to find. | Took a few seconds to think but found it easy to locate. |
| Task #3. Classes | | | |
| Where would you go from the home page? | Not too sure how to find class link. | Easy to find. | Easy to locate. |
| What do you think about the information of the classes? | Nice set up. See no discrimination. | Time, date, address, description are good. Link to a map would be easier. Colors are nice. | Clean, organized, kind of plain with color. |
| How would you return to the home page? | Click home page link. | Easy to locate. | Click on home – easy to locate. |
| Task #4 Gallery | | | |
| Where will you navigate to find photos of recent performances? | Performance page to check dates of pics taken or performances. | Easy to locate. | Gallery, easy to locate. |
| If you visit the gallery, what would you do next? | Click images. | Click on photo that was appealing. | Click on photos that are interesting. Eye catching. |
| What is your first impression of the gallery? | Like it. Gorgeous. | Simple, more pic of events, specific events date, or links from actual events. | Looks unorganized. Can possibly separate images by class, photographer or performer. |
| What information would you look for to know who the photographer is? Do you see that information on this page? | Text under pics. Info is easily seen. | Easy to read underneath pic. Yes, it is clear. | Look wider the image. |
| Do you have any suggestions? | Team keep up good work =) | More development of photo gallery. Ex. Gallery (diff. links) organized by events or photographers. More pictures. | Does not like home page because image are distracted from too many content. Gallery can be more organized by photographers, class or performance. |

FINDINGS

- The participants had different grades of interest in dance, from none to some interest. One of them was more interested after visiting the website. Only one attended a dance performance.
- None of the participants have ever used the Internet to look performing arts events, or dance classes.
- The participants would go online to look for specific events in Atlanta, using Google.
- Only one took a usability test before.

- All three got the meaning of the site after taking a first look to the home page.
- The information on the home page is clear and organized.
- On the home page, the images capture the attention, but the text should be kept reduced.
- It is not very clear that the information about the company can be located in the *About Us* section.
- Performances is a good name for the page and easy to find.
- The calendar is clear and attracts the attention because of its color.
- The performances are shown in a way that the user easily identifies one from a specific company.
- Not for everybody will be easy to locate the classes from the home page.
- The information about classes is clear. It should have a link to a map. Somehow plain in color.
- It is not completely clear for everybody that the gallery has the pictures of performances.
- The Gallery should be organized according to types of dance, photographers or performances.
- The information under the picture is what is expected by most users but some of them would also want to click on the images to find more.

CONCLUSIONS

Positive points that resulted from the test are:

- There is a general agreement that the design of ATLDance web site is clean, clear and organized.
- The images on the home page are engaging and make the visitor want to get more information about dance performances in Atlanta.

Some areas for improvement are:

- It is necessary to make clearer from the home page what kind of information will the user find under each option on the main navigation.
- It is important to check mechanisms for search engine optimization, in order to make the web site easy to find by users in Google.
- The information on the home page should be kept reduced in order to prioritize the images.
- The classes (and all other services or events) should have link to the maps of the locations.
- The classes' page should have more color.
- The images should be organized on themes, and have the option of showing them big with more information by clicking over.