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# Sample Research Presentation

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# Client Project: Enterprise File Sharing

- **Client:** Provider of business-targeted file sharing, similar to Box but including a large suite of additional features.
  - Microsoft Outlook plugin, VDR, industry-specific case studies
- **Contact:** UX Designer, first intro to UserTesting, familiar with research but looking for guidance; triaged other designer/marketer requests.
  - I had no contact with other stakeholders.
- **Project context:** Service landing page was about to go through a redesign before moving to mobile; vague suspicions from stakeholders that certain information was difficult for visitors to locate (not substantiated).

# Research Questions

Client: I want to see whether first-time visitors to the site understand the information presented about our service and whether it interests them enough to sign up.



Me: Okay, let's **break that down...**

# Research Questions

- What are first-time visitors' impressions of the website?
- Do participants understand what the features of the file-sharing service are and how it is used?
- This service is primarily targeted at business (not personal) applications. Do participants understand this?

# Research Questions

Wait, there's more! Some of my team members are interested in seeing how easily participants can locate information about our different features.



That's a lot of questions!

# MORE Research Questions

- What are first-time visitors' impressions of the website?
- Do participants understand what the features of the file-sharing service are and how it is used?
- This service is primarily targeted at business (not personal) applications. Do participants understand this?
- How easy or difficult is it for participants to locate information on [5 different features]?
- Do participants understand the information that is provided on these features?

# Methodology

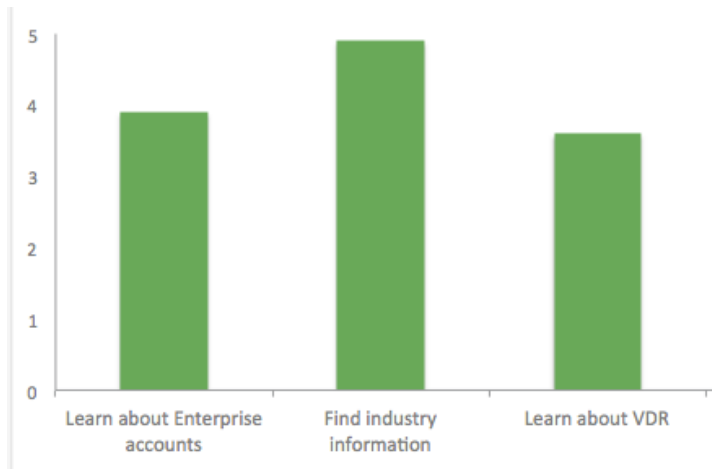
- 9 remote, unmoderated usability sessions
  - Divided between 3 industries: healthcare, accounting, construction
  - Geared toward quick turnaround time & overview of process
  - Knew we would be iterating on the study going forward
- Participants were asked to explore the site and look for information on features, pricing, and implementation.
  - Structured task plan
  - Qual: verbal feedback, video recording
  - “Quant”: inline metrics — rate how easy it was to locate information about specific features.
  - Metrics used as a comparative, not absolute measure

The screenshot shows the HealthCare.gov website with a survey overlay. The website header includes the logo, navigation links for 'Learn', 'Get Insurance', and 'Log in', and a search bar. The main content area features a large blue banner with the text 'WELCOME TO THE MARKETPLACE: Find health coverage that meets your needs and budget. Enroll by Dec. 23 for coverage starting as soon as Jan. 1'. Below the banner are three circular icons: 'SEE PLANS BEFORE YOU ENROLL', 'APPLY NOW', and 'SEE IF I CAN AFFORD THE COSTS'. A survey overlay is positioned in the center, displaying a progress bar for 'Step 2 of 4' with a timer at '01:27' and a 'Next' button. The survey question is '2 How likely are you to return to this site again?' with a 5-point Likert scale from 'Not at all likely' to 'Very likely'. A second survey overlay is partially visible in the top right corner, showing question '5 How easy or difficult do you think it will be to learn more about eligible plans?' with a 5-point Likert scale from 'Very difficult' to 'Very easy'. The Windows taskbar at the bottom shows the system clock as 5:36 PM on 12/9/2013.



# Analysis

- Qualitative analysis – clipped findings relevant to objectives
- Compiled findings into a PowerPoint tracing the “typical” user journey through the site & task plan
- Charts of metrics responses



## Industry information is not specific enough

Created by [REDACTED]

Include the summary before each clip



Duration: 0:24

Usability Test: [REDACTED]

doesn't see how the features are specific to her industry (applicable, but not unique)



Duration: 0:19

Usability Test: [REDACTED]

doesn't feel that the industry information is helpful

# Results

- Participants understood the purpose of the file-sharing tool and understood that it was for business, not personal applications.
- Participants felt that the features information was valuable and easy to find (high metrics ratings)



Great! Let's get mobile rolling!

Not so fast...



crusher of dreams

# Results

- Participants reported high satisfaction with the website and its information, but displayed very unfocused browsing patterns.
  - IA was not intuitive; main nav was in the footer
- Participants reported being able to find feature information easily, but did not look until instructed.
  - Several features launched the tool into must-have status for participants!
- Especially important for mobile version – less room for error in navigation!

# Implementation & Next Steps

- Second round of testing – more open-ended to demonstrate need to highlight features information
  - Most participants were NOT able to discover important features on their own.
- Client shared results with other designers and continued redesign with a heightened emphasis on intuitive navigation and highlighted features.
  - Results echoed concerns brought up by internal concurrent testing