

The logo for 'ecosavvy' is centered on a white background. The word 'eco' is in a teal color, and 'savvy' is in a lime green color. The letters are bold and sans-serif. The background of the slide features a teal shape that curves around the white area containing the logo.

ecosavvy

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Imd 445

Week3 assignment

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Usability Testing Equipment Check

Knowing that Usability testing on the cheap involves a bit of technology and according to Krug who recommends having two rooms, one for testing and the other for observers, three of us in the same team (team2), me, Klara, and Derek had tried the same experience. The equipments used were: A microphone, a headphone, 2 laptops with internet access and the software that we were testing. Next, we used the screen sharing software and a means to transmit the video feed to the observation room.

And last, we used a screen capture software to capture user action and discussion. The discussion between the tester and the user was recorded automatically by using the microphone. Speakers were necessary for the observation room to allow the observers to hear the conversation between the facilitator and the user. Then each of us worked on its own set up for the testing, mostly helped by the surgery book. Each person in the group found a scenario and at least one user to be the test participant. Me and Klara were the observers and Derek was mostly the facilitator; also we were going to get the participant, getting him some refreshment and making them relax.

Our topic chosen was: Our school AIW (The Arts Institutes of Washington) website.

We had 4 options to find scenarios,

- 1) Can you find directions to the campus?
- 2) Can you find the cost of tuition?
- 3) Can you find out information about jobs for students?
- 4) Can you find information about scholarships?

Then we wrote:

Scenario #1

You are interested to go to the Arts Institutes of Washington, but first, you want to know the cost of the tuition of the school or whether you are eligible for scholarships?

Find what tuition is per quarter. Search on the AIW site if you can find the information that you need for that tuition.

Scenario #2

You have lined up an interview for your admissions counselor for the following Saturday and you need to arrive at the school by 9am. You have never been to the Rosslyn area before. Can you find directions to the school campus? Is it easier for you to drive to the campus and park? Or is it easier to take the metro?

Scenario #3

You are very interested in becoming a full time student at the Art Institute of Washington, but you cannot commute because your parents live outside of reasonable public transportation and you, personally, don't own car. Ideally, you need to live somewhere in the area around the campus. Does the school offer information on finding off-campus housing? What about school.

The First person was named Sem:

Sem is a Bachelor web design student in his 2 last quarters in school for graduation.

In general, he couldn't not really find his ways around the AIW site. He spent to much time, looking for what he was searching. Some places, he was lost because he could not figure out what page he was on. In addiiton, he noticed that pages are not easily displayed and per moment, the local navigation disappears and become just a pdf page. Last, he was surprised that a very important piece of information could not be found on the the site (way of life / home, for somebody who is looking for a place)

The next person was Amy:

She is also a student, but in her last year of graphic design graduation. She doesn't

surf often, and we could notice that: she seemed lost everytime that she had to search for something. One thing is for sure, she was not totally satisfied of her search. Looking for example for the tuition, she chose to go to financial aid link first then scholarship. Next, she chose admissions to see the degrees earned and how much it would cost. We all notice that she had trouble finding informations. And she was disappointed because it doesn't say anything about how much it cost, she was only looking for pictures on page. Conclusion, she was not satisfied about finding degree or tuition.

The last person was Jay:

She is the only everyday user, who has interest in browsing and watching videos.

She didn't find any trouble to find what tuition is per quarter, immediately, she went straight on the financial aid link / scholarship, and had no trouble to find things.

Then, looking for direction to the campus, she went to the student address page found on about us link, (maps and directions), and conclude that it was easy for her to find direction. Last, concerning the information on housing, she went to student life / student housing, download the pdf page where there are the price and cost per quarter. In conclusion, she was really satisfied and we even thought that she knew about this interview! Or the site! Her findings were so fast. But we understood that the only person satisfied that day was an every day user.