

Aequum Global Access

Usability Testing Report

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Part A: Pilot Session

The Aequum Global Access website usability testing session went effectively and provided a lot of feedback in terms of the accessibility of the website. The usability testing team consisted of a single participant, one observer and one moderator. The participant was using assistive technology to aid them in navigating through the website with ease. The session went smoothly as the team was well prepared in advance.

The participant felt relaxed and was friendly throughout the session. They were very opinionated as they had a lot of experience browsing through various accessibility websites and were able to provide constructive feedback based on their knowledge. The session went as planned and the participant had ample time to complete the tasks.

We found that it is better to send the consent letter to the participant in advance as it saved a lot of time and we were able to introduce ourselves, have the participant feel comfortable and set up their equipment for the session. We also felt that having a small team for the session makes the participant less nervous and they are able to express their concerns openly.

Having a participant with disabilities using assistive technology helped us understand how different users interact with the website. The participant provided recommendations with each given task and raised concerns with the interface of the website. They also described the functionality of the software they were using.

Part A: Pilot Session

The usability test was successful but for future sessions it would be more helpful if we could conduct tests with more than one participant to get feedback from various perspectives. Another change the team could have made is record the audio of the session. That way the team could go back and listen to the scenarios again.

The color and contrast was one of the issues of the heuristic evaluation identified by the participant. The color of the external web links on the site is light grey on a white background making it difficult for the participant to read. Similarly under the footer section the text is grey on a black background also creating contrast issues for the reader. The participant pointed out that the grey text within the contact page text boxes also made it difficult for them to read as grey should not be used when designing a site for accessibility.

Another issue the participant identified was navigation. One of the menu's on the main nav bar is a drop down and the rest are not causing confusion for the site visitor who is using assistive technology. The subheading of each menu item has no consistency leading the user to believe that it is part of the navigation bar.

The participant gave a lot of great feedback on the design of the website and had a great deal of input on each given task and scenario. Although our session was focused on the navigation, the participant gave input on the design, aesthetic, the template and workflow of the website.

Part B: Collation Strategy

The team consisted of two members and one was the moderator and the other member was the observer and took notes throughout the session. The participant had no previous knowledge about Aequum and their mission which was beneficial for the test. The only information known to the team was that the participant uses a speech reader and a ZoomText software to help them with online browsing.

The mediator was in charge of instructing the participant on the tasks they needed to accomplish as well as ask questions after the completion of each task. The observer was in charge of observing the participant and jotting down everything that the participant did from navigation within the site to how the participant reacted as they were completing the tasks.

The team compared the observer's notes, the post task question results, the post test questionnaire results, the system usability scale and the participants comments. The most valuable data collected was from the participants body language and their comments as they were navigating through Aequum's site. They were extremely vocal with each task and provide a great deal of feedback.

The team found that conducting a usability test in a smaller environment with one facilitator, one observer and a single participant generates more feedback as in larger group settings participants or observers tend to fall under group bias or observer bias. Also it is beneficial if the participant brings their own laptop as they are familiar with the settings and can conduct the tasks without any hesitation.

Part C: Report

Part C: Executive Summary

The Aequum Global Access website usability testing session was conducted by two team members of the Interaction Design program at Sheridan College. The test took place at the Trafalgar campus located in Oakville. The purpose of the usability test was to collect feedback on the overall navigation and functionality of the website, see if any roadblocks are encountered by the user and suggest any improvements they feel could be made.

Prior to the testing session a mock test was conducted with other members of the Interaction Design Usability Studies class. This pre-test session was a practice run to ensure the session was timed well and ran smoothly. It also gave a feel of the actual test and provided an idea to the moderator and the observer.

The actual session took place in room S422 of the SCAET building on November 11, 2016. The class co-ordinator selected one participant for the test. The session was approximately an hour long giving the participant enough time to complete all the tasks assigned to them. The participant found the Aequum Global Access website was slightly confusing to navigate though and they identified some key design and navigation elements along the way and suggested improvements.

This report contains the participants feedback, the breakdown of each task with suggestions, the background information about the company, the System Usability Scale and the post task and post test questionnaires.

Part C: Background

Aequum Global Access is a consultancy company that offers accessibility services to businesses that wish to become more accessible. It helps them understand the principles of accessibility and enable them to develop a workflow for their online content. Ms. Pina D'Intino is the founder of Aequum global access and holds a Master's Degree in Design from OCAD university.

The website for Aequum Global Access is live and the founder wanted to learn about the experience of users visiting the site and identify design concerns in order to improve user satisfaction, productivity and efficiency.

As the site is targeting businesses for meeting accessibility needs, the founder Ms. Pina D'Intino wanted to make sure the website is fully accessible. The participant selected for the test was a perfect candidate as they were using assistive technology on their laptop. They were able to identify the accessibility concerns they had with Aequum's website.

The team consisted of one facilitator and one observer. During the usability session the observer recorded the participants feedback, comments and suggestions in a notebook.

Part C: Methodology

The project advisor Julie Buelow identified and recruited an accessibility expert to the purpose of the test. One of the team members then sent out a letter of information to provide some background information to the participant. The team member also provided a consent form via email prior to the testing session. The participant agreed to participate in the session and a date and time were set by the project advisor.

Data

Data was collected based on user scenarios. **(See Appendix B for scenarios)**. The usability test was an informal session where the moderator and participant were communicating and the observer was logging in data.

Location

The usability test was conducted in room S422 of the SCAET building. The participant was familiar with the campus and were easily able to locate the room. The participant arrived right on time giving the team ample time for introductions and for the participant to settle down.

Technology

The participant uses assistive technology on their devices and had brought their own laptop to the session. Bringing the user's own laptop provides a level of comfort to the user.

Part C: Participants

The Aequum Global Access website usability test was conducted by two team members and one participant only. The participant was recruited from Sheridan College and they had no previous knowledge about Aequum's website or services.

Session Format

The total time frame of the usability session was one hour and it included

Team introductions

An overview of the session

A brief introduction of the project

Tasks outlined

Post task questions

Post session questionnaire

Feedback from participant

Thanking the participant

At the beginning of the testing session the participant was reminded that the team is testing the web application and not them and they can comment openly without any hesitation. Their feedback will provide a guideline to make changes to the existing design and format of the website.

The facilitator read out the task description before the beginning of each task and then presented a scenario. After the completion of each task the facilitator then asked questions regarding the task they had completed. The participant also provided recommendations for each task. After the completion of all tasks the participant was asked post test questions. The team then thanked the participant for coming and gave them a small present.

Part C: Test Goals

Test Objectives

The purpose of the aequum global access website usability test was to collect feedback from the users visiting the site and based on those recommendations and observations improve the features and navigation of the site.

The usability test objectives are

- Purpose of the site
- Target Audience
- User concerns
- Issues identified
- Visitor Profile
- Tasks performed on the site
- Tester recommendations
- Improved site design

Tasks/Scenarios

The participant was presented with seven tasks out of which six were completed and the final one they were not able to complete as the admin of the website had made last minute changes to the layout of the site (**See Appendix B for tasks and scenarios**).

Pre-Test Questionnaire

At the beginning of the session the participant was asked a few brief questions to help the team determine their knowledge about accessibility. (**See page 12 for questionnaire results**).

Part C: Pre-Test Questionnaire Results

Questions	Answers
Do you have previous knowledge about website/application accessibility?	Yes I do
Are you aware of the accessibility settings on your phone and computer?	Yes I am aware but I use an external application on my laptop
Have you or anyone you know use or have used those options in the past?	I have tried to use it in the past but it does not give me the results I require

Part C: Test Results

Task 1	Findings
Understanding Aequums mission	<p>Goes through the main navigation bar. Clicks the drop down menu and the “About Aequum” tab.</p> <p>Slightly overwhelmed by the content. Skips past body of text and reads bullet points.</p> <p>Points are too long and takes some time to go through them.</p>
Post Task Questions	Comments
<p>1. Is it easy to understand</p> <p>2. Do you think the page is content heavy?</p>	<p>Yes its quite simple to understand.</p> <p>Having bullet points is useful. The page wasn't too content heavy. Although there is a slight confusion between the About Us and Aequum's Mission page.</p>

Part C: Test Results

Task 2	Findings
Finding the contact information	<p>Locates the traditional spot for the page.</p> <p>Seems confused as the ZoomText program is not reading the content well. The website is not fully accessible.</p> <p>Finds the page.</p>
Post Task Questions	Comments
<p>1. Is it easy to locate the contact information?</p> <p>2. How is it different than other websites?</p>	<p>Yes its quite easy to locate.</p> <p>I like the size and formatting of the Submit button. However the grey text within the message box is light and difficult to read. Having the text box field above or to the left of the box as the contrast is hard for visually impaired people to see.</p>

Part C: Test Results

Task 3	Findings
Access the International Association of accessibility professionals(IAAP)	<p>Terminology seems confusing.</p> <p>Selects accessibility and reads all the bullet points.</p> <p>Then clicks the Alliance page.</p> <p>Finds the information but cannot see the link.</p>
Post Task Questions	Comments
1. What did you think about this process ?	<p>The About Us hover drop down menu is very distracting and not helpful for the visually impaired. The drop down menu should be clickable, not hover. Also the contrast of the link is grey and it is hard to differentiate between the link and text.</p>

Part C: Test Results

Task 4	Findings
Locating accessibility camps in Toronto	<p>Participant knew exactly where to go.</p> <p>Clicks on the Events tab.</p> <p>Clicks on a link which opens another site's homepage.</p> <p>Gets confused and unsure of what they have to look for.</p>
Post Task Questions	Comments
<p>1. What did you think about this process</p> <p>2. Does it inspire you to attend the event</p>	<p>When clicking a link, it's best to not have it go to an external site. The event information should be on Aequum's page. The contrast of the link is hard to read.</p> <p>Not really.</p>

Part C: Test Results

Task 5	Findings
AODA standards	<p>Clicks on Accessibility. Does not find it there.</p> <p>Searches the menu and clicks on Aequum Mission.</p> <p>Skims through the page and goes back to Accessibility.</p> <p>Reads the text on page. Finds AODA information. But unable to locate the AODA link.</p>
Post Task Questions	Comments
<p>1. Was it easy to locate the AODA standards</p> <p>2. Were you expecting it to be there?</p>	<p>It was quite difficult to locate it.</p> <p>The link is under resources. There should also be a link where accessibility is mentioned under the Accessibility page.</p>

Part C: Test Results

Task 6	Findings
Jobs	Clicks on Resources. Locates the jobs section.
Post Task Questions	Comments
1. What did you think about this process 2. Is the information simple to find?	It was quite easy. Yes it was.

Part C: Test Results

Task 7	Findings
Locating the registration page	Aequum got rid of the Registration Section
Post Task Questions	Comments
	I never use the search button on any website.

Part C: Other Observations

The contrast on the links is hard for them to read. There is also a lack of consistency as some change color when the user hovers over them and some don't change upon hovering either.

The text in the footer section is also difficult to read due to the color contrast.

Participants state they would not hire them because their website seems like a school project and not a legitimate organization.

Dropdown menus are annoying as they take up the whole screen for people with software to help them navigate through the site.

Participant mentions that it is sometimes a lot easier and less time consuming to just go to Google and search what they are looking for rather than searching the website.

The website doesn't work well with the participant's ZoomText software.

The heading under the menu bar becomes extremely confusing as well and the users might confuse it for the actual menu rather than a heading similar to how I was having trouble.

Part C: Recommendations

Combine the “About Us” and “Aequum’s Mission” into one single page.

Remove the drop down menu.

Rethink the heading section area. Can be laid out in a better way.

Change the color of the links to a color with better contrast.

Under the “Contact Us” section, add the title of the box to the left of the box.

Change the color of the footer and the text within the footer.

Show the event details on the website instead of having an external link.

Do not use a wordpress template and have a better designed website to attract clients.

Clicking on links should open in a new tab as opposed to the page being directed to an external site. The user has to then click the back button to go back.

Part D: Wireframes

Part D: Design Recommendations

After comparing all the findings and results of the usability session, the team has put together some design changes that would improve the performance and user satisfaction of the website.

1. Navigation Bar

Improving the navigation of the site will increase userflow and satisfaction. The participant identified that combining the “About Us” and the “Aequum Mission” into one single page will become easier for users. They also pointed out that assistive technology does not work well with drop down hover menus.

2. Color Contrast

Since the participant was using as assistive software, they mentioned the contrast of the links was not visible to them and using a different color would make it easier to read.

3. Footer Contrast

The participant pointed out that having a dark black background color with white text within footer is not legible. It should be consistent with the theme of the site.

4. Event Clarification

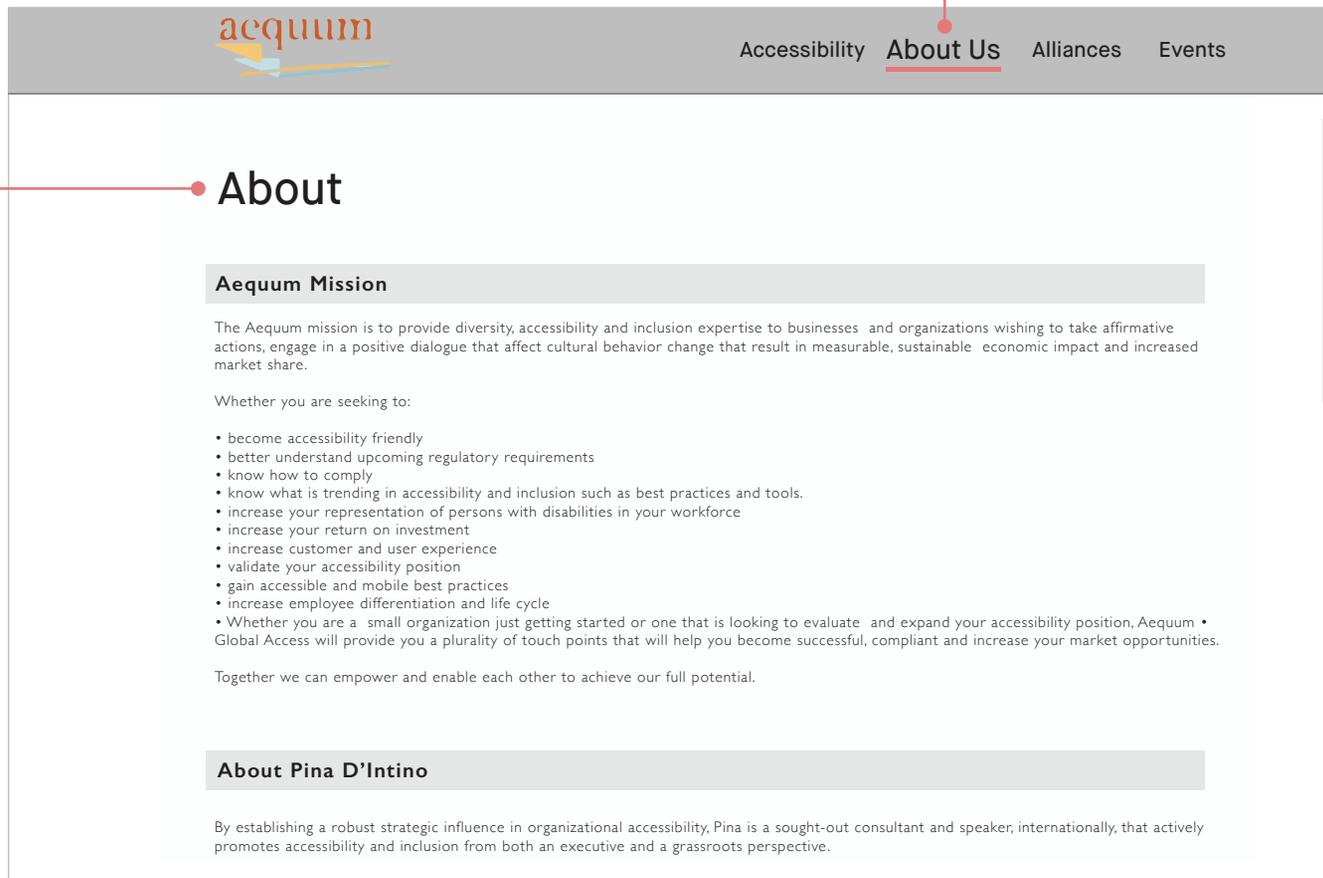
The participant noted that the accessibility event details should be provided on the site’s page itself. They also mentioned that the links should open in another browser tab as opposed to the user leaving the site to go to the next site. This way they wouldn’t have to press the back button.

5. Contact Form

Under the “Contact Us” section, add the title of the form to the left or the top. Having grey colored text within the form text box makes it difficult for the user to read.

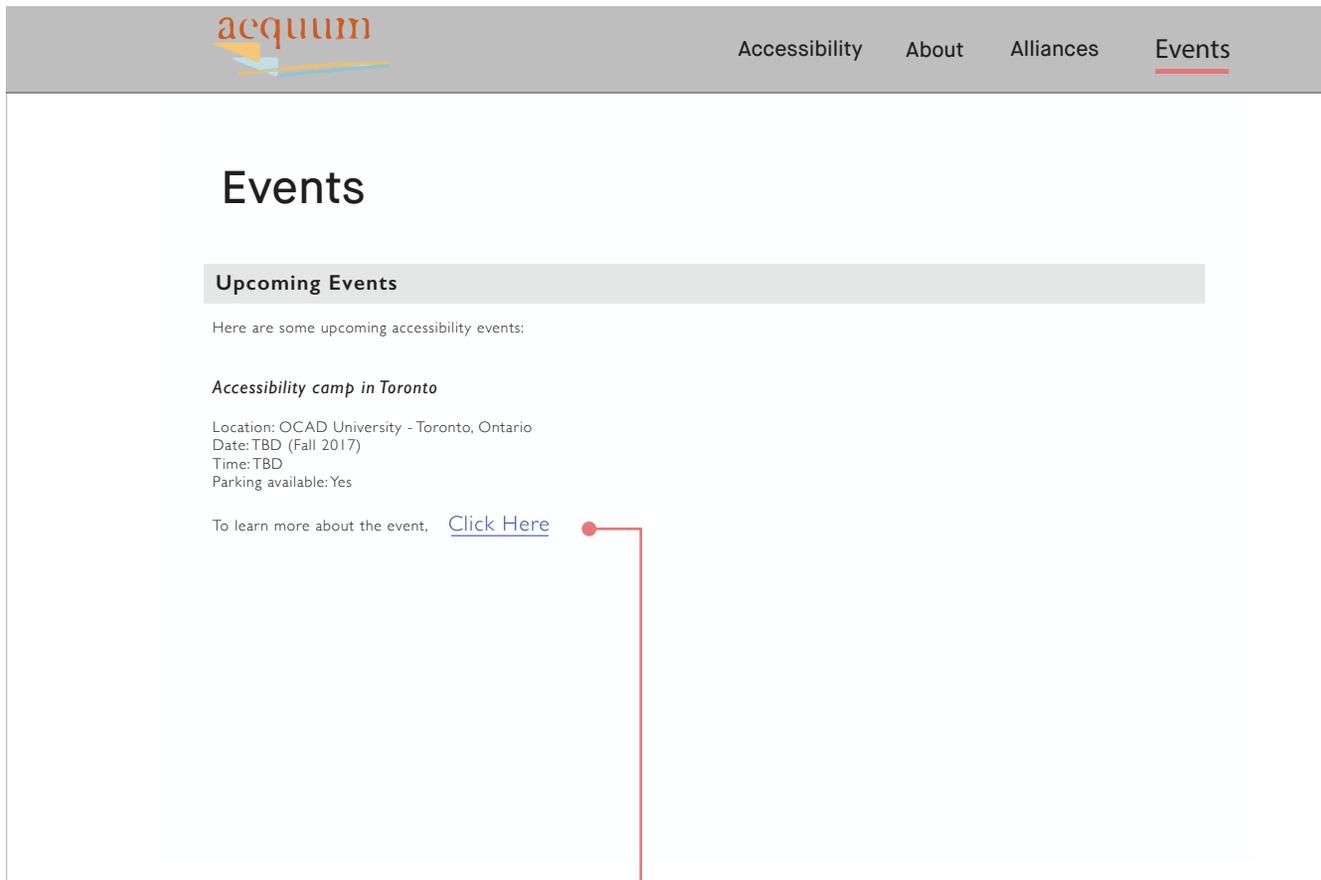
1. Navigation Bar

Remove Dropdown menu and add headings in the navigation bar



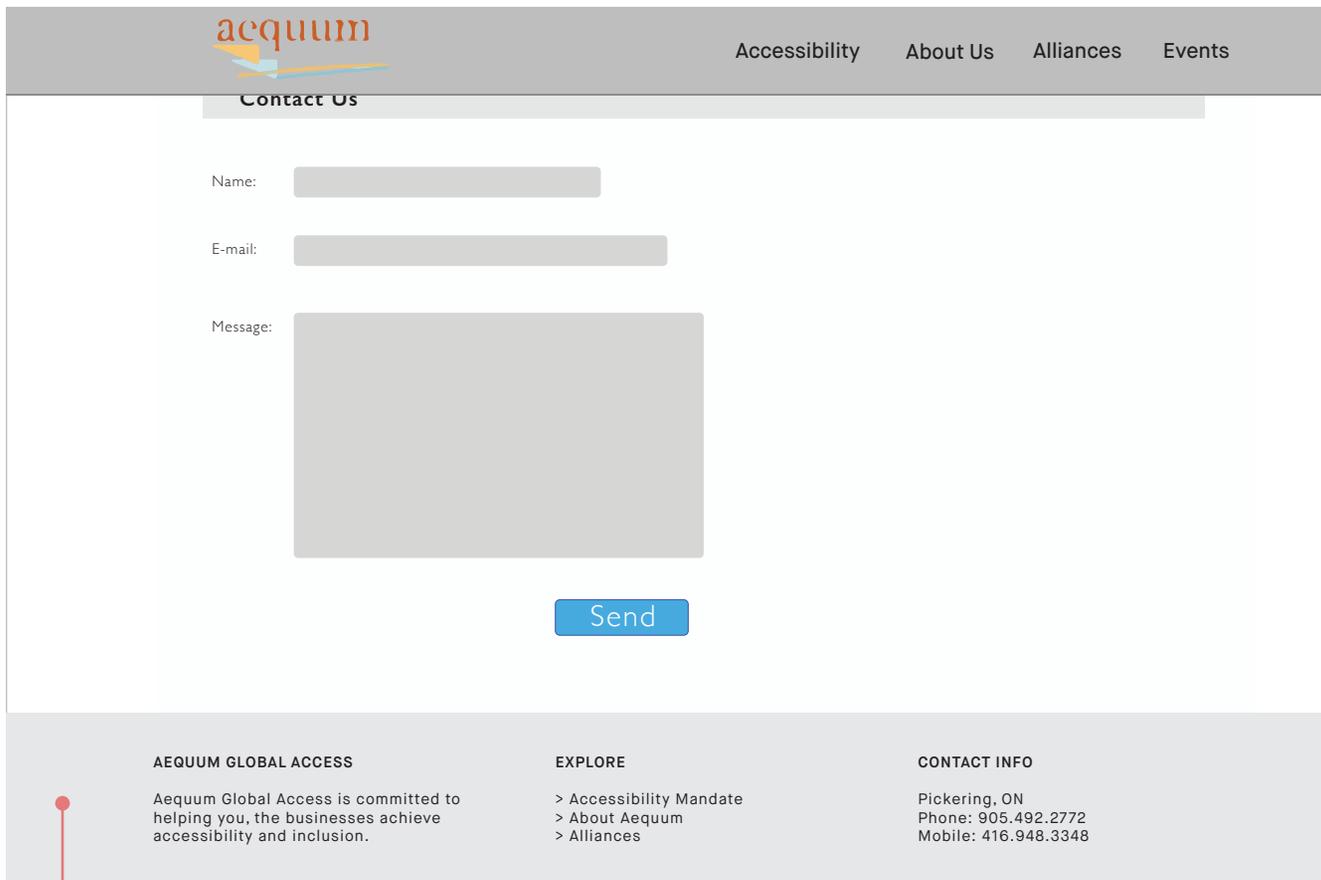
Combine the **About Us** and **Aequum's Mission** into one single page

2. Color Contrast



Links should be
easy to locate

3. Color Contrast - Footer



Keeping the footer color light with darker text.

4. Event Clarification

acquum

Accessibility About Alliances Events

Events

Upcoming Events

Here are some upcoming accessibility events:

- **Accessibility camp in Toronto**
Location: OCAD University - Toronto, Ontario
Date: TBD (Fall 2017)
Time: TBD
Parking available: Yes
To learn more about the event, [Click Here](#)

Upcoming events show the important information regarding the event without the need to click on link

5. Contact Form

The screenshot shows a contact form on the Aequum website. The header includes the Aequum logo and navigation links: Accessibility, About Us, Alliances, and Events. The form is titled "Contact Us" and contains three input fields: "Name:", "E-mail:", and "Message:". A blue "Send" button is located below the message field. A red line points to the "E-mail:" label, highlighting the need for better contrast and placement.

Form label should be placed on the left or top of the form. Better contrast to identify each form field.

Appendices

Post Test Questionnaire
Tasks and Scenarios
System Usability Scale

Appendix A: Post Test Questionnaire

1. Please rate how easy or difficult it was to use the website

1	2	3	4	5
Very difficult	Somewhat difficult	Neither easy nor difficult	Somewhat easy	Very easy

2. Was it easy or difficult to understand the site content

1	2	3	4	5
Very difficult	Somewhat difficult	Neither easy nor difficult	Somewhat easy	Very easy

3. How much time would you require to learn about the company?

5 - 10 mins

4. Would you use the resources available on the site?

No

5. Would you recommend the website to others?

No

6. Rate your overall satisfaction with the website

1	2	3	4	5
Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied

Appendix B: Tasks and Scenarios

Task 1: Understanding Aequums mission

You want to learn about the mission aequum is trying to accomplish. Is the content clear on the page?

Task 2: Finding the contact information

You are going to hire Aequum to make your site accessible but you need to find their contact information. Can you easily locate aequums contact us section?

Task 3: Access the International Association of accessibility professionals(IAAP)

You are interested in becoming a certified international accessibility professional. You need to join the ICT/IAAP community.

Task 4: Locating accessibility camps in Toronto

You are going to be in Toronto next week and you want to sign up for the accessibility camp in Toronto.

Task 5. AODA standards

You want your site to exceed the AODA or ADA standards and wish to learn more about it. Can you locate this information on the site easily?

Task 6. Jobs

You are looking for resources in Canada. More specifically, resources regarding job opportunities

Appendix B: Tasks and Scenarios

7. Locating the registration page

You are looking to join the forum but you need to register and create an account.

Appendix C: System Usability Scale (SUS)

1. I think I would use the website frequently

1	2	3	4	5
Strongly Disagree				Strongly Agree

2. I found the website confusing

1	2	3	4	5
Strongly Disagree				Strongly Agree

3. I thought the website was simple to use

1	2	3	4	5
Strongly Disagree				Strongly Agree

4. I think I would need someone to show me how to navigate through the site

1	2	3	4	5
Strongly Disagree				Strongly Agree

5. I believe the content of the site is well laid out

1	2	3	4	5
Strongly Disagree				Strongly Agree

Appendix C: System Usability Scale (SUS)

6. I believe the site is too content heavy

1	2	3	4	5
Strongly Disagree				Strongly Agree

7. I believe people will easily find what they are looking for

1	2	3	4	5
Strongly Disagree				Strongly Agree

8. I think users will have difficulty finding the right content

1	2	3	4	5
Strongly Disagree				Strongly Agree

9. I feel confident navigating through the site

1	2	3	4	5
Strongly Disagree				Strongly Agree

10. I needed to understand the site before using it

1	2	3	4	5
Strongly Disagree				Strongly Agree