

# TYSON & MENDES

## Redesigned Site User Test

### User Test Introduction

Imagine you are looking for an attorney to represent your employer. Please explore the site for as long as you comfortably would like and then return for the next steps. Thank you very much for taking the time to test our new website and remember to think out loud during the test!

### Tasks/ Questions

1. When first exploring the site what was your first impression? [Verbal response]
2. Please go to the 'General Information' page under the 'About Us' link in the main navigation menu. What are your first impressions for this page? [Verbal response]
3. Find the profile for attorney Kelley Harman. [Success: Yes, No] [5-point rating scale: Very difficult to Very easy]
4. If successful, please view their profile. What are your first impressions of this page? [Verbal response]
5. Please try to find our most recent press release on our site. [Success: Yes, No] [5-point rating scale: Very difficult to Very easy]
6. If you wanted to contact us, where would you go?
7. Please reach the page for our upcoming webinar event and find the registration links (No need to click the links.) [Success: Yes, No] [5-point rating scale: Very difficult to Very easy]
8. What did you think about the quality and/or quantity of copy throughout the site? [Verbal response]
9. What aspects of the site did you like least or had the most difficulty with? Why? [Verbal response]
10. Overall how was your experience with this website? [Verbal response]
11. How likely are you to refer this site to someone in need of finding an attorney? [5-point Rating scale: Not at all likely to Very likely]

### User Info

	Video Response	Gender	Age	Industry / Job type	Device
User 1	AntxCab <a href="#">Video Session</a>	Male	28	Package/Freight Delivery	Desktop
User 2	AspireE4724 <a href="#">Video Session</a>	Male	36	Financial Services/ Operations	Desktop
User 3	Dalmo5 <a href="#">Video Session</a>	Male	30	Package/Legal	Desktop
User 4	bluedogs <a href="#">Video Session</a>	Female	28	Financial Services/Finance	Mobile
User 5	driven2rise <a href="#">Video Session</a>	Male	28	Transportation / Entrepreneurship	Mobile

# Test Report

## Test Summary

A total of five users were pooled to test the site. Three participated in the test through a desktop or laptop and two on mobile devices. Most of the test revolved around assessing the easiness of navigation, first impressions of various pages, and ranking difficulty on tasks while observing the paths that users would take to complete them.

Users were screened with the question: "Are you (or ever have been) an insurance adjuster specializing in liability for any kind of company?" and only accepted when selecting 'yes'. **User 3** in particular displayed significant knowledge in the field compared to other users.

## Positives

Overall the feedback and responses from the user test have been very positive. Common feedback revolved around how intuitive the site's navigation was. When requested that the difficulty of the tasks be rated, most users ranked them as very easy. Additionally, when asked if they would recommend this site to someone looking for legal services almost every user stated they were very likely to on a 5/5 rating scale.

## Pain Points

While there were no significant pain points, the users did express some concerns or confusion that may be worth looking into.

- 1** **User 1** did not complete task to find the 'About Us' page. They confused the 'About Us' title in the home page carousel for that page. **User 4** experienced slight confusion reaching the 'General Information' page likely due to it not being common terminology in menus.
- 2** **User 1** was unsure as to whether the insights section in the attorney's bio was related to the content above.
- 3** **User 5** advised that they would want to see more space between categories in the 'General Info' page. Perhaps they wanted to see more compartmentalization or organization between these categories.
- 4** **User 5** did express accessibility concerns that copy was too small to read comfortably on mobile sometimes.
- 5** **User 5** emphasized wanting to see more descriptive headers and adding headers where some content didn't have any. They did not like scrolling and skimming through copy as much as they did during the tasks to find the relevant content.

## Potential Revisions

Pain Point	Relevant Users	Solutions and Revisions
<b>1</b>	User 1	We should be careful about the headers in the carousel to avoid any content confusion. Their position right above the 'News & Insights' section can cause confusion for content context below. These headers already function as links; link arrows are consistent and are a visual marker that they lead to external content outside of the home page.  We might also consider changing the link 'General Information' to 'Our Firm' or something else that is also within standard terminology.
<b>2</b>	User 1	Add attorney's name to the labels in the news and insights tabs.
<b>3</b>	User 5	Have a full sweep of the site on mobile and progressively improve spacing for consistency, legibility, and navigation.
<b>4</b>	User 5	Have a full sweep of the site on mobile and confirm that copy is consistent and legible throughout. Especially considering that a lot of our users may be older.
<b>5</b>	User 5	Assess the headers and labels in site and make sure that they are all relevant and see if it's needed to break up content where there may be a lot of copy.

# Task 1

(Verbal)

## When first exploring the site what was your first impression?

	Response	Positives	Pain Points	Notes
<b>User 1</b>	Thought that the layout was good and immediately was drawn to the news section.	They liked the convenience of contact section and the minimalism of the layout		
<b>User 2</b>	Thought it looked very interactive and informative			
<b>User 3</b>	Noticed all the stories about winning and saving a lot of money for clients. They felt that the news section positioned us as winners	They liked the emphasis on winning punitive damages in the news section		Clear that the user had previous knowledge in the field of insurance legal cases
<b>User 4</b>	They felt we were an authority with impressive wins	Felt the home page alone was compelling enough to consider working with the firm if looking for employment		
<b>User 5</b>	Thought navigation was straightforward and accessible		They thought we were a consultation company and not a law firm	

## Task 2

(Verbal)

Please go to the 'General Information' page under the 'About Us' link in the main navigation menu.  
What are your first impressions for this page?

	Response	Positives	Pain Points	Notes
<b>User 1</b>			Did not complete task, they confused the 'About Us' title in the home page carousel for that page	We should be careful about the titles on the carousel to avoid any navigational confusion. Maintain content here specific to our insights and news
<b>User 2</b>	Thought that the page was very personable and community based.	It was clear at a very quick glance that our firm was interested in giving back and being involved		
<b>User 3</b>	Described the various programs and departments the page displayed as eclectic.	Advised that the content in this page made the firm seem down to earth		User initially went down to footer, likely thinking that we would have a condensed navigation there. This option may be worth exploring if we see this recurring.
<b>User 4</b>	User advised that this covered the content that she would expect in an about page and was easy to navigate.		Slight confusion over reaching the general information page.	On mobile there was some confusion as to having two steps to see about us page through general information. maybe change this to 'Our Firm'?
<b>User 5</b>	Liked that the about page was humanized with the imagery, represented work culture well, and seeing the partners.	Thought that the about us page was very humanizing and liked that it didn't just focus on pure data	Added that they would want to see more space between categories. Perhaps they wanted to see more compartmentalization or organization between these categories.	

# Task 3

(Difficulty Ranking)

**Find the profile for attorney Kelley Harman.**

	<b>Paths</b>	<b>Positives</b>	<b>Pain Points</b>	<b>Notes</b>
<b>User 1</b>	Went through 'Attorneys' page in main navigation and clicked on 'H' in the search function			
<b>User 2</b>	Went through attorneys pages in main navigation and typed in name to find her			
<b>User 3</b>	Went through 'Attorneys' page in main navigation and clicked on 'H' in the search function			Worth noting that the user again try to use the footer for main page navigation
<b>User 4</b>	Went through 'Attorneys' page in main navigation and clicked on 'H' in the search function			
<b>User 5</b>	Went through 'Attorneys' page in main navigation and clicked on 'H' in the search function	Advised that it was very easy to find and complimented the efficiency and smooth ness of the search function		

• **No Major Pain Points!**

• **Average Time on task: 23 Seconds**

• **Average Interactions: 7**

• **Difficulty: Very Easy (4 users), Easy (1 user)**

## Task 4

(Verbal)

If successful, please view their profile. What are your first impressions of this page?

	Response	Positives	Pain Points	Notes
<b>User 1</b>	User initially thought that above the fold info was all that there was to the page		User was unsure as to whether insights section below was related to the bio content above	
<b>User 2</b>	User liked the thorough background on the attorney			
<b>User 3</b>	User first gravitated to where the attorney went to law school, her hobbies, and her legal specialty in claims			
<b>User 4</b>	Liked the professional headshot. Advised that this was the type of content she would hope and expected to see in a bio			First time someone mentioned the insights and recognized them as content written by the attorney themselves
<b>User 5</b>			User noted that they would like a clear distinction between their education, experience, background, etc. they wanted to save time and didn't want to read a lot of copy	

# Task 5

(Difficulty Ranking)

Please try to find our most recent press release on our site.

	Paths	Positives	Pain Points	Notes
<b>User 1</b>	Went through 'news & insights' and then 'press releases' on main navigation.			
<b>User 2</b>	Went through 'news & insights' and then 'press releases' on main navigation.			
<b>User 3</b>	Went through 'news & insights' and then 'press releases' on main navigation.	Noted that the site had a nice layout and was very easy to navigate		
<b>User 4</b>	Went through 'news & insights' and then 'press releases' on main navigation.			
<b>User 5</b>	Went through 'news & insights' and then 'press releases' on main navigation.			

• No Pain Points!

• Average Time on task: 32 Seconds

• Average Interactions: 5

• Difficulty: Very Easy (4 users), Easy (1 user)

# Task 6

(Observing User Path)

## If you wanted to contact us, where would you go?

	Paths	Positives	Pain Points	Notes
<b>User 1</b>	Went through main menu and clicked the 'Contact Us' link directing them to the dedicated contact page			While describing their user flow they still acknowledged the option of the contact section in the home page
<b>User 2</b>	Went through main menu and clicked the 'Contact Us' link directing them to the dedicated contact page			
<b>User 3</b>	Went through main menu and clicked the 'Contact Us' link directing them to the dedicated contact page			
<b>User 4</b>	Went through main menu and clicked the 'Contact Us' link directing them to the dedicated contact page			
<b>User 5</b>	Went through home page and accessed contact section in home page. Additionally explored the 'Contact Us' link under main navigation			

• No Pain Points!

• Average Time on task: 42 Seconds

• Average Interactions: 7

# Task 7

(Difficulty Ranking)

Please reach the page for our upcoming webinar event and find the registration links  
(No need to click the links.)

	Paths	Positives	Pain Points	Notes
<b>User 1</b>	Went through 'events' and then 'upcoming events' on main navigation. It did take a moment for user to find			
<b>User 2</b>	Went through 'events' and then 'upcoming events' on main navigation.		User felt that they had to click a lot more than necessary for this task	
<b>User 3</b>	Went through 'events' and then 'upcoming events' on main navigation.			
<b>User 4</b>	Went through 'events' and then 'upcoming events' on main navigation.			
<b>User 5</b>	Went through 'events' and then 'upcoming events' on main navigation.			

• No Pain Points!

• Average Time on task: 42 Seconds

• Average Interactions: 7

• Difficulty: Very Easy (4 users), Somewhat Difficult (1 user)

# Task 8

(Verbal)

## What did you think about the quality and/or quantity of copy throughout the site?

	Response	Positives	Pain Points	Notes
<b>User 1</b>				User didn't understand question, likely due to language barrier
<b>User 2</b>	User advised that while it is a lot of copy it is still a fair amount.			
<b>User 3</b>	User thought that the copy was of good quality	User advised that the site gave them confidence as a firm and the team behind it		
<b>User 4</b>	They thought the quality of the content was good, easy to read and explore.	User advised that the amount of copy content was balanced, not too overwhelming and not too little to feel something is missing		
<b>User 5</b>				Thought that copy was alright, however missed the context of the copy throughout the whole site and only referred to it within the context of this task and user flow alone

# Task 9

(Verbal)

## What aspects of the site did you like least or had the most difficulty with? Why?

	Response	Positives	Pain Points	Notes
<b>User 1</b>	User advised that the site was easy to navigate and no pain points with the site			
<b>User 2</b>			Advised that there's a lot of information and described it as unconsolidated. Also felt that at least for the webinar task they did have to click more in their flow than they would've liked or expected	
<b>User 3</b>	They advised not having any difficulty with the site			Despite positive feedback the user did refer to this site as a prototype, feeling incomplete. The sentiment was shared with two other users during previous tasks
<b>User 4</b>	They advised not having any difficulty or least liked aspects of the site			
<b>User 5</b>	The site navigation was fine however they did have pain points regarding how long it took to scroll through content		With concerns of accessibility, the user did express that on mobile the copy was too small to read comfortably sometimes. They emphasized wanting to see more descriptive headers and adding headers were some content didn't have any. They didn't like scrolling and skimming through copy as much as they did during the tasks to find the relevant content	

# Task 10

(Verbal)

## Overall how was your experience with this website?

	Response	Positives	Pain Points	Notes
<b>User 1</b>	Described overall a good experience, easy to navigate, easy to find content, and enjoyed the minimalistic style			
<b>User 2</b>	Overall good, they found it easy to navigate and find content.			
<b>User 3</b>	Overall good, they found it easy to navigate and find content.	Added that the site was very well crafted in terms of navigation and were surprised at how initially difficult sounding tasks were resolved easily		
<b>User 4</b>	Described the experience as overall positive	Advised that the site looked professional and effective in promoting the quality of their firm and staff.		
<b>User 5</b>	Overall enjoyed the experience and advised that it was easy to navigate with the exception of headers		Reiterated that they would've liked to see better usage of headers to further help with navigation of content, specifically to paragraph and other copy content. They also would've liked better use of spacing, at least on the mobile version. Added concerns about text size on mobile again from previous task	

# Task 11

(Rating scale)

## How likely are you to refer this site to someone in need of finding an attorney?

	<b>Response</b>
<b>User 1</b>	Advised that they would recommend website 5/5, even to an audience that may not be tech savvy the site was very accessible
<b>User 2</b>	Gave 4/5 that they would recommend this site.
<b>User 3</b>	Advised that they would recommend this site 5/5 and were impressed with the victories and results within content and how easy it was to navigate
<b>User 4</b>	They would recommend 5/5. Described the site as appearing professional and trustworthy with experience in previous verdicts.
<b>User 5</b>	Very likely to recommend 5/5. Advised site was easy to navigate, the content in the website was what most people would expect and want from it.