

 TYSON & MENDES

Usability Testing

Report



NOVEMBER 2021

Summary

Testing Approach

A challenge from previous user testing we had conducted during the quarantine was the lack of the social context provided by platforms that only allowed written responses. The platform usertesting.com, resolved this with its unique user recording feature that added real-time reactions to users testing our site, in addition to recording user screens during tasks. Both these recordings further reinforced and provided nuance to the upcoming responses.

Testing Approach

There were two pools from which users were selected; the 'Industry Relevant' and the 'General' pool. The first pool consisted of users that were filtered for relevant job and industry experience (ie: legal, insurance, government, and healthcare). The second pool was open to the general public as results from the former began to slow and demonstrated valuable insights as well. When necessary, it will be noted when an overall result or pattern was reached by multiple 'Industry Relevant' users.

Expectations

This user testing report will demonstrate an assessment of how users interacted with and reacted to our website. The next sections will include goals, user breakdowns, both broad and detailed results, and the recommendations that can both improve our current site and strengthen the design process and approach for the upcoming extensive website redesign.

Goals

- Bring together 15 users to test the site. With an initial focus on users with relevant background experience and then lower restrictions to most users after results slowed down.
- Discover and understand pain points in the site as they are encountered by users. Both revolve around design aesthetics, functionality and user flow.
- Summarize and evaluate the responses of individual users, while detecting commonalities and contrasts in the feedback.
- Analyze common pain points and critiques of the site to form recommendations that can be directly actionable towards our website and future design process.

User Breakdowns

First Pool of Users

The first pool yielded 5 users that had backgrounds in government, legal, public safety, and insurance. Additionally, users were screened with the question "Are you (or ever have been) an insurance adjuster specializing in liability for any kind of company?". Only those that answered 'yes' were allowed to continue to the test. Only 3 of these users participated on mobile devices; a decreased amount since the majority of our users interact with the site on monitors. The following are other metrics that were used to filter this first user pool:

- **Age:** 25 - 59 years old
- **Employment Status:** Employed full-time, Employed part-time, Self-employed
- **Job Role:** Consulting, Finance, Healthcare services, Legal
- **Country:** United States
- **Web Expertise:** Average (Set to 'Any' for mobile users)

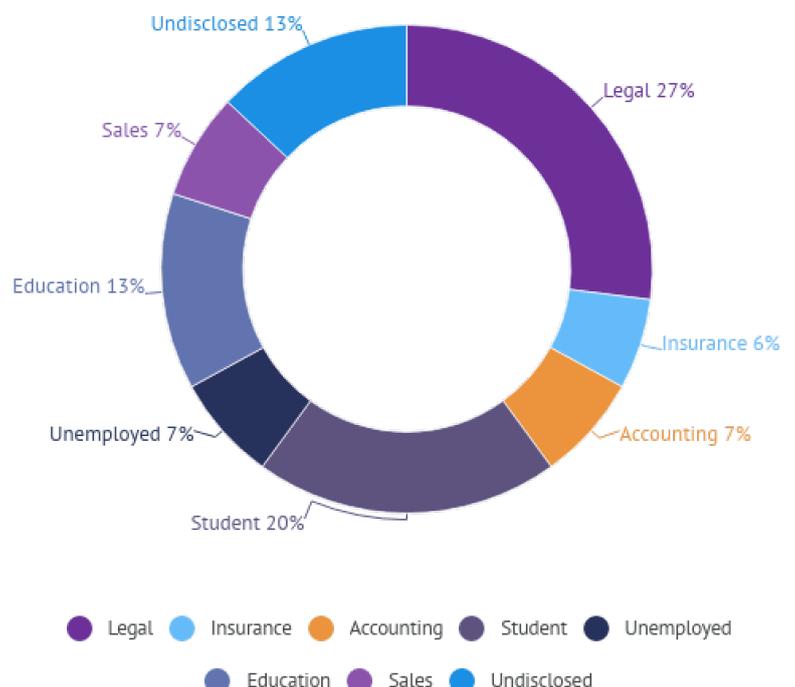
Second Pool of Users

About a week after the test launched, results slowed and stopped due to the screening restrictions in place. As a result, we lifted the restrictions and opened up the test to general users. The unrestricted test rapidly provided ten users that all participated on monitors.

Overall User Demographics:

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- **Average age:** 40
- **Job / Industry Distribution:**



Tasks and Questions

Home page

- Please take a quick moment to explore our home page. As a first impression, what do you like or dislike? [\[Verbal response\]](#)
- How do you feel about the number of links in our navigation bar and how it is organized? [\[Verbal response\]](#)
- Please locate the purple 'Number One Ceiling Smasher' badge next to our logo at the top of the homepage. Do you think it is in a proper location? [\[Verbal response\]](#)
- There is a link to play a video on our homepage, were you able to locate it and play it? [\[Multiple choice: Yes I noticed it immediately and clicked on it., I noticed it, but I didn't click on it., I didn't notice it at all.\]](#)

About page

- Please navigate to the main 'About Us' page. Does it provide a better sense of our identity and culture? [\[Verbal response\]](#)
- Is there anything you feel is missing or would change in our 'About Us' page? [\[Verbal response\]](#)

Attorney page

- Please try to find our attorney Nathan Furman on our site. [\[Success: Yes, No\]](#), [\[Difficulty Scale\]](#)
- Click on Nathan Furman's profile if you haven't already. Is there anything you feel should be added or changed in this page? [\[Verbal response\]](#)

Career page

- Please click the 'Careers' link and take a quick moment to look through this page. As a first impression, what do you like or dislike? [\[Verbal response\]](#)
- Does this page encourage you to apply for a position if you were job hunting? [\[Verbal response\]](#)
- Do you feel anything is missing or should change from this 'Careers' page? [\[Verbal response\]](#)

Event page

- Please find our upcoming event "TM HALO Presents: Anatomy of a Nuclear Verdict" in our site. [\[Success: Yes, No\]](#), [\[Difficulty Scale\]](#)
- Click on "Register Here" if you haven't done so already. Is there any event information you would like to see added or feel is missing? [\[Verbal response\]](#)

Contact page

- Please go to our 'Contact Us' page, what do you like or dislike about it? [\[Verbal response\]](#)
- If a contact form were added to this page, would you feel safe and motivated to reach us through it? [\[Verbal response\]](#), [\[Rating Scale\]](#)

Overall site

- How do you feel about the visual style and imagery of our site overall? [\[Verbal response\]](#)
- What would you consider the worst or least functional aspects of this website? [\[Verbal response\]](#)
- Based on your experience so far, please rate how likely you are to subscribe for updates from us. [\[5-point Rating scale: Not at all likely to Very likely\]](#)
- If you were a potential client in need of legal help (and price were no factor), would you be encouraged to hire us to represent you? [\[Verbal response\]](#)

Top Results

Most Consistent User Feedback

- Users consistently did not like the subscription pop up to display immediately.
- Most users agreed that the written content in the main 'about us' page did provide a sense of our identity, but still wanted more relevant imagery throughout.
- There was too much written content in our 'careers' page and many wanted it to be more concise
- Many users recommended that the open positions be moved up from their current position. Noting that the most job hunters would only be interested in this section.
- When tasked with finding a specific webinar event. A noticeable amount of users failed the task or were under the impression they succeeded.
- The use of zoom registration pages, created an interruption in user flow, this lead to varying levels of frustration for users.

Results Breakdown

Navigation Bar

There were 2 common pain points that were addressed in regards to the navigation bar and its link items when users explored the home page.

33%

of users agreed when asked if they were overwhelmed by the numbers of links in the navigation bar and if they would prefer a reorganization or decrease in navigation items. **This included one of the industry relevant users.**

33%

of users experienced initial confusion over parent links and their corresponding dropdown links. (ie: main 'About Us' parent page among other pages such as diversity or education). Forcing users to search more than necessary, not initially realizing the parent link was interactable. One user did not it was clickable at all; causing them to fail the task of accessing the 'About Us' page.

13%

of users experienced frustration over the white color of the links against the light blue background, affecting readability and locating proper links. **This included one of the industry relevant user.**

Navigation Bar Misc.

Noteworthy interactions with the navigation bar would come from two users. One user was not aware until much later in the task that the main parent links were clickable as they were exploring dropdown links. Another user expressed the need for more differentiation between the 'practice' and 'attorney dropdowns'. Stating that they would rather find attorneys by name instead of location.

Home Page

There were * common pain points that were addressed in regards to the Home page elements:

53%

of users did not like the subscription pop up that immediately appeared upon site loading. As a temporary fix this was delayed for 10 seconds, however we should access this at may cost us potential subscriptions. **This included three industry relevant users.**

33%

of users considered the current home background to not match the theme of a law firm and needed to change. Many claiming to feel more recreational instead of the seriousness or professionalism of a law firm.

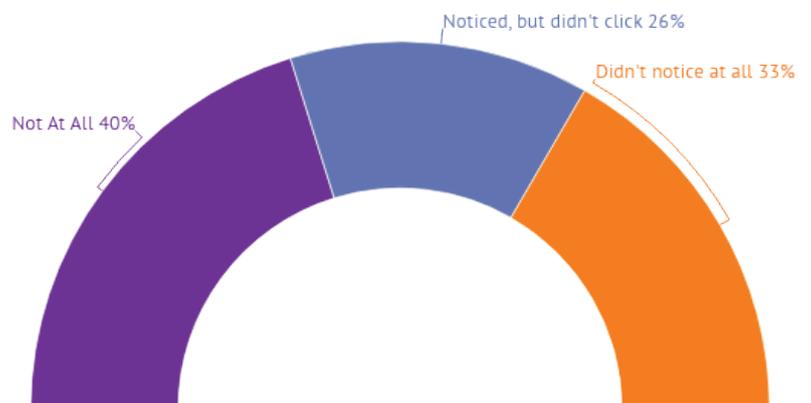


“It doesnt feel like a law firm at all, more like a holiday or resort. The ‘Complex Trial Team’ section is a bit on the nose with its picture. It seems very modern, but not quite what I would expect for a serious law firm”

33%

of users bearily noticed or didn’t notice at all the video in the home page. Further breakdown is as follows:

- **40%** Noticed link immediately and clicked
- **26.7%** Noticed, but didnt click
- **33.3%** Didnt notice at all



[Reaction to seeing client logos]

“your work should speak for itself, I don’t need to see your client list. Tell me about your people, what kind of law you practice, how you handled cases. It’s like name-dropping”
- Industry relevant user

20%

of users that preffered a higer emphasis or order on practice areas on homepage. Additionally believed that the most useful and valuable content was towards the middle of the page rather than the first couple sections. This included two industry relevant users.

Home Page Misc.

Two users immediately expressed confusion over what the 'Nuclear Verdict' link on the navigation bar was, but user clicked on it to explore. **Both of these were industry relevant users.** Additionally, only two users noticed that the ceiling smasher badge was interactible.

About Page

53% of users agreed that the written content on the about page communicated a good sense of our culture and identity. **This included three industry relevant users.**

33% of users commented on the lack of relevant imagery on the about page.

13% of users expressed confusion or wanted more context regarding verbage 'advanced technologies'.

About Page Misc.

A couple users, one of which was industry relevant would have liked to see more content about the two partners in the "About Us" page. A seperate user described the copy appeared as more of a "brag than to inform". Nevertheless, what these critiques may have in common is a desire for more approachable and informative language, than focuses more on who we are and how we would benefit clients, and perhaps less focus on accolades and accomplishments. We can save these last two for our 'Results' page or a related page. Additionally, a few users commented on the use of jargon, noting 'advanced technologies '

Attorney Page

There were * common pain points that were addressed in regards to the Home page elements:

When users were tasked to find a specific attorney (in this case Nathan Furman) it took isers on average:

56 seconds

to locate the attorney, whether they were using the search link on the navigation bar or went through the attorney page.

10 interactions

in regards to the average amounts of clicks the users had to make to complete the task



[Reaction to seeing Trial Academy Badges]

Your attorney graduated the trial academy within your own firm, but what does that mean to any of us? What does that mean to an outsider like me?
- Industry relevant user

86.6%

of users rated the task of finding an attorney on our site as 'Easy' or 'Very Easy'!

Attorney Page Misc.

13%

of users would've liked more emphasis on the education, bar admission, and other details outside of body paragraph, similar to sidebar. **This included an industry relevant user.**

While the previous quote from an industry relevant user was not a common trend, it does serve to make us think how internal content that is more relevant to us on the inside could be interpreted by outsiders. Especially, potential clients.

Careers Page

There were * common pain points that were addressed in regards to the Home page elements:

60%

of users that thought there was too much content on 'careers' page. **This included four industry relevant users.**

40%

of users would have preferred that the open positions section be moved up. **This included two industry relevant users.**

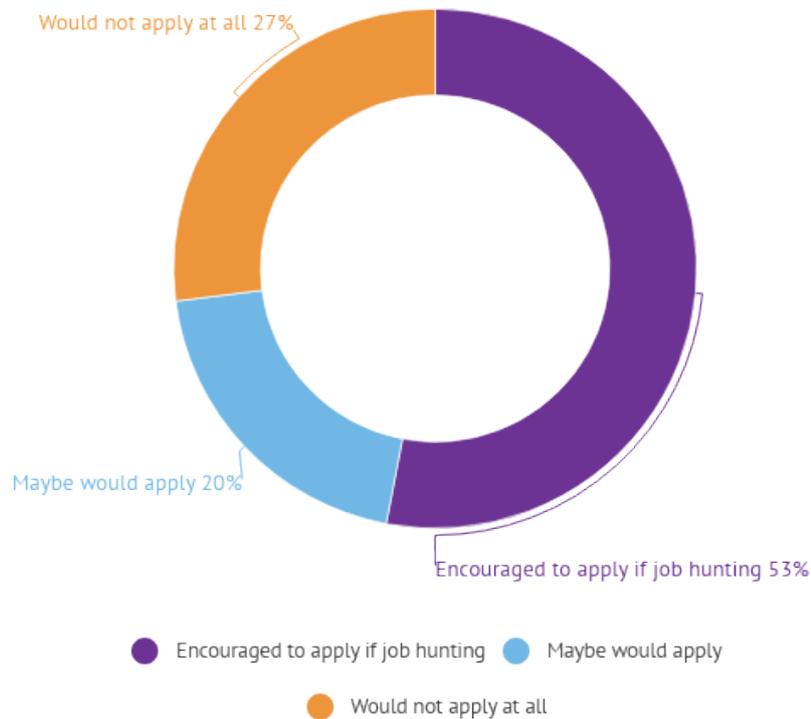
33%

of users that found the card section in careers page was unnecessary or confusing in terms of interactivity

[First Impression of 'Careers' Page]

"There's ALOT in this page, too much for me to read through in a glance"
- Industry relevant user

When users were asked if they would be encouraged to apply for our positions if they were job hunting based on their experience of this page so far:



About Page Misc. *

A couple users, one of which was industry relevant would have liked to see more content about the two partners in the “About Us” page. A separate user described the copy appeared as more of a “brag than to inform”.

Events Page

There were * common pain points that were addressed in regards to the Home page elements:

When users were tasked with finding the page for 'TM HALO Presents: Anatomy of a Nuclear Verdict' event:

27%

Failed the task. Or were under the impression they completed the task, but they did not properly find the event. **This included an industry relevant user.**

13%

rated this task as ‘Difficult’ or “Somewhat Diffcult” to complete

33%

of users that accessed the event page mentioned that they wanted clearer expectations for what the next steps would be before clicking the ‘Register’ button. **This included one industry relevant user.**

33%

of users experienced confusion or frustration in navigating out of the site after being directed to an external Zoom register page. **This included three industry relevant users.**

27%

Wanted information to be more visible or clearer regarding event length, speakers, agenda in the zoom page



[User reaction to taken to Zoom register page]

“I dont like that, it takes me outside of the site and now the top [navigation] is gone. Do I have to go back all together?”

[Searches through Zoom footer for a moment and finally clicks the browser ‘Back’ button]

Contacts Page

There were * common pain points that were addressed in regards to the Home page elements:

13%

of users would have liked to see an individual email for each office instead of a central one.

Contact Page Misc.

An addition worth noting by one of the same users that recommended individual emails, would be to provide google map links to each office. Allowing easy access to directions for users.

Overall Site

There were * common pain points that were addressed in regards to the Home page elements:

13%

of users thought that the contrast between text and background needed improvement

53%

of users would be encouraged to hire us based on their experience with our website. **This included two industry relevant users. A separate industry relevant user stated that they would have been encouraged had they seen more testimonials or recommendations before making a decision.**

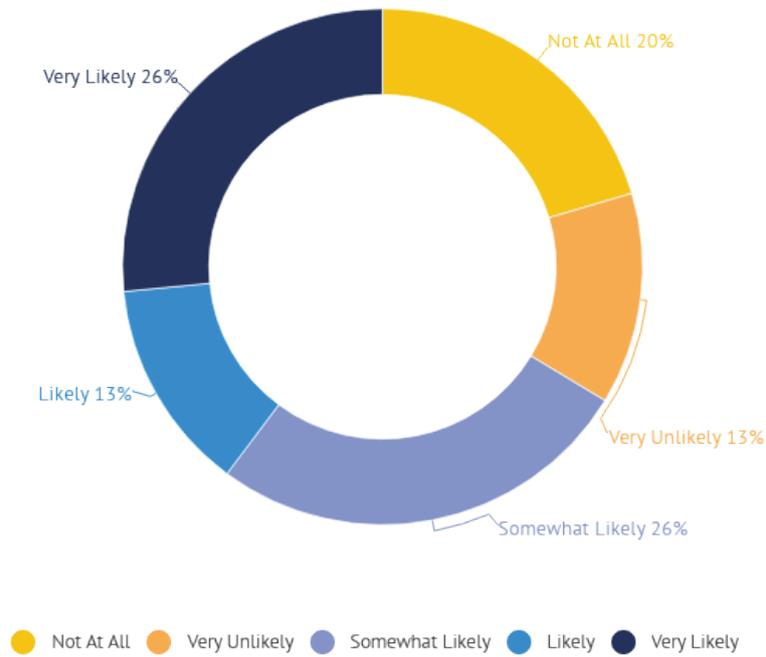
33%

of users stated that they didn't like the overall visual style and imagery of the site

33%

of users mentioned that the overall website felt like it had too much content or looked cluttered

When users were asked their likelihood of subscribing for updates:



[User commenting on site's overall visual style]

I think there are some great things and not so great things about it. It's visually striking but the look is still dated. As a functional aspect, I think it's a bit cluttered.

- Industry relevant user