

# Usability testing for the Housing.com prototype

Being an important practice, I decided to conduct **pre-development usability testing** for the prototype among **8 employees of Housing.com for 30 min each** in a remote setting.

## RESEARCH GOALS:

1. What is the **navigation pattern for each user** and how much time do they spend on each page?
2. On which page has the most scrolling up and down happened?
3. Which **CTAs** were clicked on and which were ignored?
4. What are the **top three sections** users spend most of their time in?
5. Was there anything the user was **not able to find**?
6. **Feedback** the user gave
7. How **satisfied** are users with the overall experience of using the careers website?
8. Did users **view all the pages** before going to the **job board**? If not, which did they view?
9. What are the most common challenges or **pain points** users encountered while using the website?

## USER TASKS:

1. Can you tell me **what this website is about**?
2. Now as you go through the website, I request you to keep saying whatever you are thinking, what you feel like clicking, your confusions, and what are you looking for out loud. This will help me understand your thought process.
3. Can you tell me according to you, **what information each heading on the Nav bar holds**?
4. What's the **main positioning statement**? Can you identify that?
5. Find the **CTA**
6. Tell me whether this is an **Indian company or a global company**? What information on the website told you so?
7. How big is this company? Can you find any **statistics**?
8. When they are on another page, tell them to go home
9. Can you find the **benefits** of working at this company?
10. Suppose you wanted to **learn about the technology team**, how would you do that?
11. Can you find the hiring process for me?
12. When they are at Teams, tell them: suppose you wanted to learn more about these 3 brands and how they came in with REA, where would you go?
13. What steps would you follow if you **had to apply**?

# Usability testing report

## QUANTITATIVE RESULTS

100%

of the users were able to tell **what the website was about**.

20%

of the users were able to identify the **main positioning statement**.

50%

of the users were able to find the **benefits** of working at this company.

80%

of the users were able to **navigate correctly to open positions and apply**.



95%

of the users were able to **learn more about a certain team**.



100%

of the users were able to find **statistics** related to the company.



100%

of the users said that the website does not have any **unnecessary information** or clutter.



3.5

out of 5 was the level of **trust** for the company, based on user ratings.

## QUALITATIVE RESULTS

**Most common concerns:** These are the points that were pointed out by most of the participants.

1. Users expected and wanted to **learn about the top management** in teams.
2. Users expected to learn more about the **company's journey, employee/company growth, CSR, revenue in our impact.**
3. The **navigation felt a little complicated** to the users, especially on the why join page.
4. Users who have not seen the website before or know of **Housing.com and REA might have trouble understanding what each is.**

**Moderately common concerns:** These are the points that were pointed out by some participants

1. The main CTA button on the navbar received **little attention** and was thus overlooked.
2. **Filters** of different teams in the job board will be helpful.
3. User felt the need for more details on the perks.
4. Instead of 11 boxes to show benefits, user suggested having buckets of different categories for benefits so that it is shorter.

**Other concerns:** These are the points that were pointed out by very few participants

1. The images in why join pillars, team can be clickable as a user intuitively clicked on those instead of the CTA given below
2. User was looking for the hiring process on the homepage. Did not expect it on the teams page.
3. User was looking for a **clear vision and mission** of Housing.com.
4. The brand logos under the map on homepage need more context.
5. Job description can have perks, incentives and images,
6. User was looking for similar jobs,

## Result of conducting the usability testing

This practice was one of the **most enlightening** in the entire project. It was so interesting to learn how for the same question, there are so many answers. After discussing the entire report with my mentor and the client, I **addressed almost 80% of the feedback learnt.**