

## **User Interface Testing Results**

October 9, 1998

How do I ...? Redesign  
Post User-Testing Assessment  
Gap Inc.

With regard to the user testing that was held on October 8th, a number of issues stand paramount:

- Users do not scroll down the entire homepage to see the category choices available to them.
- Users employ the Nav Bar that resides on the side of a GapWeb page.
- Users do not employ the text navigation that resides at the top of content and sub-content pages.
- Users run from long lists of hyperlinks.
- Users were not aware of the cross-hair navigation contained at the top right corner of every GapWeb page.

In light of these observations, it is recommended that the redesign of the HDI? guide incorporate the following changes:

- The number of categories contained in the HDI? guide be greatly reduced (see below).
- The GapWeb nav bar employ the established conventions as found throughout the site (see below).
- The text navigation at the top of content and sub-content pages be eliminated (see below)
- Lists of HDI? questions on content and sub-content pages should be presented in alphabetical order.

### **CATEGORIES ON THE HOMEPAGE**

As mentioned earlier, users did not seem aware of the categories that existed below the initial screen shown on the homepage of the HDI guide. A re-examination of the current

categories found a number that efficiencies could be realized with the combination and redistribution of both categories and sub-categories.

- Benefits - should contain all HDI? questions related to information users would find in the HR: Benefits section of GapWeb including questions about ESPP and Gap Inc.'s 401k programs. Also added to this section will be information currently found under "Vacation and Days Off."
- Building Info - should be renamed "Building Info. & Svcs." to reflect the expanded information in this content category. Added to this section will be information from "Mail & Printing" "Food Service & Cafes"
- Communication - Included in this content category will be information currently found under the content header "GapWeb."
- Emergencies - this content category will not change.
- Environment - this content category will not change.
- Jobs - this content category will be renamed "Human Resources" and will include payroll information currently contained in "Money and Stock" in addition to the entire contents of the "Training" section.
- Law - this content category should be renamed "Legal Info. & Policies."
- Merchandise and Manufacturing - this content category will not change.
- Supplies and Purchasing - this content category will now include procurement card information currently contained in "Money & Stock."
- Travel and Transportation - this content category will not change.

#### HDI?'S USE OF THE GAPWEB NAV BAR

As mentioned earlier, user testing of the HDI? guide revealed that users employ the Nav Bar when determining a path to information. In light of this, the redesigned HDI? guide should employ the functionality of GapWeb's nav bar as found throughout the site.

Specifically:

- Users would be see a list of the now-revised content categories in the HDI? homepage's navbar. Selection of a content category from the homepage navbar would take users to a list of HDI? questions for that category.
- Once users are on a content or sub-content page, the lower part of the nav bar would reflect the sub-content relationship for that content category.
- Example: the nav bar for the Benefits category page would contain a link to the homepage for the HDI? guide as well as the word Benefits directly beneath it (bold-unlinked). The lower part of the nav bar would house all the sub-content categories for Benefits, with each entry taking users a page containing HDI? questions for that topic.
- Incorporation of this feature should directly employ the nav bar HTML code currently found in General Authoring and SAGA.

#### ELIMINATION OF TEXT NAVIGATION AT THE TOP OF CONTENT AND SUB-CONTENT PAGES

As mentioned earlier, interface testing revealed that users were not aware of the text navigation at the top of content and sub-content pages.

In response to this, and in light of the revision to the nav bar on every HDI? page, it is proposed that the text navigation on these pages be eliminated. This reduce the number of elements on content and sub-content pages and allow users to focus attention on the information returned in response to their actions and queries.

#### USERS RUN FROM LONG LISTS OF HYPERLINKS

As mentioned earlier, users who were presented with a long list of hyperlinks appeared to assume they had not found the information needed.

The HDI? guide should present users with a way to understand and interpret the information that is returned after they select a hyperlink or perform a search.

- The relevance indexing feature employed on query-results pages allowed users to understand the hierarchy of the information presented to them.
- In light of this, content, sub-content pages must have HDI? questions listed in alphabetical order.

## **User Interface Testing Process**

### **Intention**

User testing will be implemented to identify usability problems with the How do I ...? Web interface. While this test is designed to specifically identify issues with the How do I..? interface, due to the systems inherent interaction with other databases, we are likely to generate additional feedback regarding related issues not directly covered in this project. We will note in the final report UI issues that are related to parts of the process after leaving the How do I...? database. Issues uncovered through the user testing will be reviewed by i-Socket and Gap Inc. and a decision will be made as to the appropriate action for each issue.

### **User Testing Process**

1. Define the test group.
  - The test group should consist of 4 – 6 participants, representative of the actual set of How do I...? users (e.g., various computer skill levels and GapWeb familiarity levels).
2. Write the task scenarios.
  - The test plan will consist of a series of tasks that each user will be asked to perform. Tasks will be designed to test specific aspects of the system's interface.
3. Review the test scenarios with Gap Inc.
4. Make any revisions to, and sign-off on the test plan.
5. Administer the test.
  - Users will be tested one at a time.
  - Each user will be asked to perform each task.
  - One or two observers will administer the test to each user and observe.
  - Retro-active verbal protocol will be used (i.e., Observers will not interact with the users nor answer questions during the test. They will debrief each user after they complete the test.)
6. Provide a report listing all concerns uncovered by the test.

- For each concern, there will be a brief description of the concern, a statement of its severity (i.e., *critical* - user can not complete task, *serious* - very difficult to complete task, *medium* - nuisance to complete task, *low* - something doesn't seem quite right), and possible solutions.
  - It is often appropriate to list multiple solutions, since one solution may provide a complete fix yet be expensive to implement, whereas another solution may provide an incomplete fix yet is less expensive. i-Socket will discuss these concerns and solutions with Gap Inc.
  - The report will also include answers to, and analysis of post test question as well as the following information:
    - How many people successfully completed the task
    - How long it took each subject to complete each task
    - How often did each subject get lost
    - How many people asked for help
    - What emotional responses did each subject have to the process
7. Gap Inc. and i-Socket will agree upon appropriate actions in response to the concerns listed in the report.

### **Start Point**

A single workstation with Netscape 3.1 open to the How do I...? Home Page

### **Proposed Test Scenarios**

#### **Scenario 1a: Interviewing a New Vendor**

You are evaluating a possible new vendor. You ask them to visit you at your office, but you don't know how to clear them with security. Locate the necessary information.

#### **Scenario 1b: Approving a New Vendor**

The meeting went well. You would like to use this new vendor but you don't know the process for approving a new vendor. Find out how you go about getting approval.

#### **Scenario 2: Hiring a Permanent Employee**

You are a purchasing manager swamped with paperwork. You need to know the process for hiring a new assistant. Locate the information you need to hire the assistant. Then determine how to inform the rest of the company about the new employee.

#### **Scenario 3: Extending Your Company Discount**

You just got married. Your spouse would like to take advantage of your company discount. Find out what you have to do to allow him/her to do so.

#### **Scenario 4: Finding Out About Maternity/Paternity Leave**

You're an expecting parent. Locate the available information about maternity/paternity leave.

#### **Scenario 5: Finding Past GapInk Articles**

You have a presentation to give. A coworker says that she remembers an article in a past GapInk Magazine that may help. You would like a hard copy of the article to incorporate into your presentation. Find out how to acquire it.

#### **Pre Test Questions**

- Have you ever used How do I...? before? How often?
- How often do you use GapWeb?
- Please rate your computer skills from 1 – 5 (1 = novice, 5 = expert)
- How many hours per week do you use the Internet?

#### **Post Test Questions**

- Did you find the site to be valuable?
- What if any changes would make the site more valuable?
- Did you find the site to be easy to use or intuitive?
- What if any changes would make the site more intuitive?
- Will you use this site in the future? Why or Why not?
- Will you recommend this site to other Gap employees? Why or Why Not?