Usability Testing Research Results

InQuira

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Usability Testing Results

Agenda

1. Executive Summary

2. Feedback from Testing

3. Appendix

EXECUTIVE SUMMARY

Overview

- The current InQuira system is difficult to use and the search is not effective
- It currently takes 203 seconds to find a search term in the system
- Fifty percent of support calls are InQuira-related
- If the CSR cannot find the solution, they must call the Help Desk and wait for the answer or call the customer back

Goals of Study

- Identify any obstacles or improvements for the InQuira prototype

Recommendations

- Stability / Reliability - Ensure InQuira search is reliable, stable and performance has improved
- Usability – Ensure InQuira navigation is more intuitive

Opening Question - What are your first impressions of the application?

- 23% (9 of 39) Information layout
- 23% (9 of 39) Simple/clean look & feel
- 21% (8 of 39) Likes top navigation
- 21% (8 of 39) Likes results page
- 13% (5 of 39) Likes filters

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EXECUTIVE SUMMARY - continued

Task 1 - A customer calls saying the towing company has not been paid. Where can she call to follow-up on the bill?
- 100% (8 of 8) Successfully completed task
- 100% (8 of 8) rated the task moderately easy or extremely easy

Task 2 - What is the state code for HI? What is the region code for MD?
- 100% (8 of 8) successfully completed task
- 100% (8 of 8) rated the task moderately easy or extremely easy

Task 3 - Which department gets assigned to key replacement claims?
- 63% (5 of 8) successfully completed task
- 40% (5 of 8) rated the task moderately easy or extremely easy

Task 4 - A customer calls asking for a mailing address to send her tow invoice to so she can get reimbursed. What is the address?
- 100% (8 of 8) successfully completed task
- 100% (8 of 8) rated the task moderately easy or extremely easy

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EXECUTIVE SUMMARY - continued

Task 5 - What are the Harleysville personal property prefix codes?
- 50% (4 of 8) successfully completed task
- 48% (6 of 8) rated the task moderately easy or extremely easy

Task 6 - What is the Property Loss Cause code for Wind/Water Damage?
- 100% (8 of 8) Successfully completed task
- 100% (8 of 8) rated the task moderately easy or extremely easy

Closing questions - What do you like best about the application?
- 42% (9 of 19) Information layout
- 32% (6 of 19) Simple/clean look & feel
- 26% (5 of 19) Top navigation

Closing questions - If you could change 1 thing, what would it be?
- 39% (7 of 18) Usability - Darker button colors
- 33% (6 of 18) Stability/Reliability – Search
- 28% (5 of 18) Positive Experience

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EXECUTIVE SUMMARY - continued

Ease of Use
- 88% (7 of 8) rated the application as moderately easy or extremely easy

Satisfaction
- 100% (8 of 8) were moderately satisfied or extremely satisfied (CSAT) with their InQuira experience

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FEEDBACK FROM TESTING

Opening Questions

What are your first impressions of the application?

N = 39
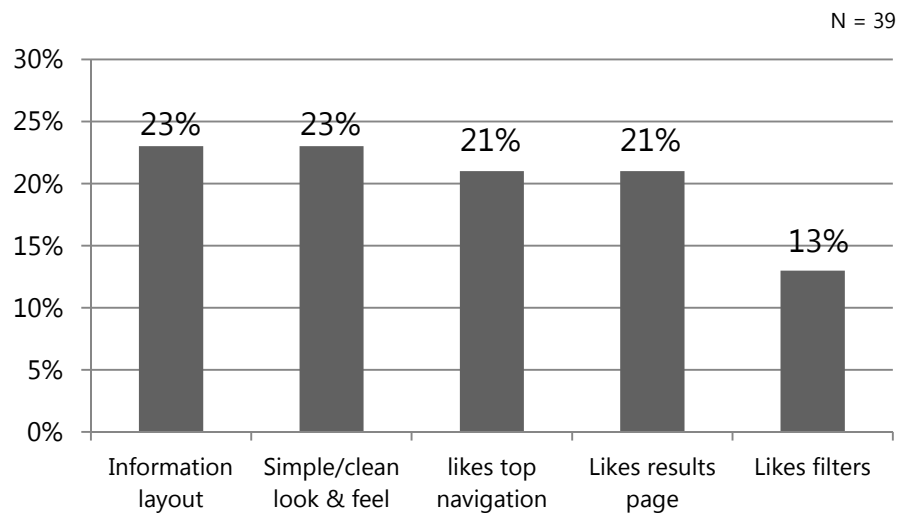
Comments:

"I like the clean look"

"Navigation is simple and easy to find"

"I like the filters. The old version did not have many filters"

"The old application looked really busy – this one does not. I like that"

"I like the navigation – I like it a lot"

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Task 1

A customer calls saying the towing company has not been paid. Where can she call to follow-up on the bill?

KPIs	
Task Success	100%
Task Effectiveness*	75%
Average Task Time	4.1 minutes
Single Ease Question**	100%
Errors***	0%

* Task Effectiveness = # of task successfully completed / # of tasks undertaken
**The Single Ease Question (SEQ) is a 7-point rating scale to assess how difficult users find a task. It's administered immediately after a user attempts a task in a usability test.
***See Research Plan for error definitions

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Task 2

What is the state code for HI? What is the region code for MD?

KPIs	
Task Success	100%
Task Effectiveness*	75%
Average Task Time	3.75 minutes
Single Ease Question**	100%
Errors***	0%

* Task Effectiveness = # of task successfully completed / # of tasks undertaken
**The Single Ease Question (SEQ) is a 7-point rating scale to assess how difficult users find a task. It's administered immediately after a user attempts a task in a usability test.
***See Research Plan for error definitions

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Task 3

Which department gets assigned to key replacement claims?

KPIs	
Task Success	63%
Task Effectiveness*	63%
Average Task Time	4.8 minutes
Single Ease Question**	88%
Errors***	40% (> 5 minutes to complete)

* Task Effectiveness = # of task successfully completed / # of tasks undertaken
**The Single Ease Question (SEQ) is a 7-point rating scale to assess how difficult users find a task. It's administered immediately after a user attempts a task in a usability test.
***See Research Plan for error definitions

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Task 4

A customer calls asking for a mailing address to send her tow invoice to so she can get reimbursed. What is the address?

KPIs	
Task Success	100%
Task Effectiveness*	75%
Average Task Time	3.75 minutes
Single Ease Question**	100%
Errors***	0%

* Task Effectiveness = # of task successfully completed / # of tasks undertaken
**The Single Ease Question (SEQ) is a 7-point rating scale to assess how difficult users find a task. It's administered immediately after a user attempts a task in a usability test.
***See Research Plan for error definitions

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Task 5

What are the Harleysville personal property prefix codes?

KPIs	
Task Success	50%
Task Effectiveness*	50%
Average Task Time	4.9 minutes
Single Ease Question**	88%
Errors***	50% (> 5 minutes to complete)

* Task Effectiveness = # of task successfully completed / # of tasks undertaken
**The Single Ease Question (SEQ) is a 7-point rating scale to assess how difficult users find a task. It's administered immediately after a user attempts a task in a usability test.
***See Research Plan for error definitions

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Task 6

What is the Property Loss Cause code for Wind/Water Damage?

KPIs	
Task Success	100%
Task Effectiveness*	75%
Average Task Time	3.8 minutes
Single Ease Question**	100%
Errors***	0%

* Task Effectiveness = # of task successfully completed / # of tasks undertaken
**The Single Ease Question (SEQ) is a 7-point rating scale to assess how difficult users find a task. It's administered immediately after a user attempts a task in a usability test.
***See Research Plan for error definitions

Task Effectiveness

Successful Completion Rate
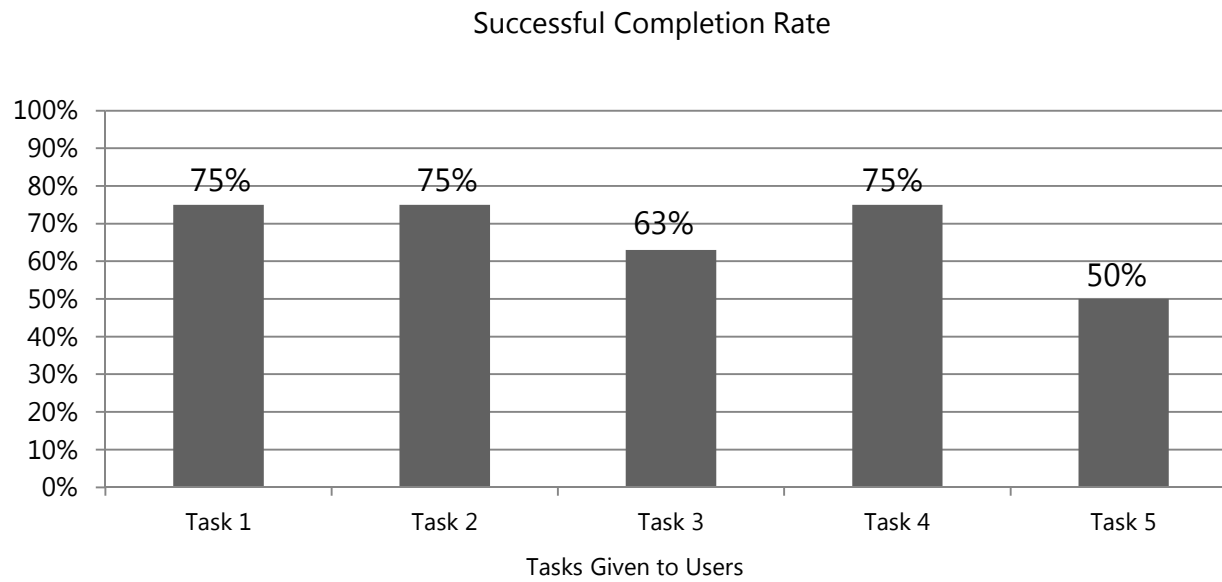
Participant Distribution
Closing Questions
Survey Questions

APPENDIX

Participant Distribution

User	Gender	Years of Experience
1	F	1.5
2	M	<5
3	F	1.5
4	M	<5
5	M	<5
6	F	2
7	F	3
8	M	4

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Closing Questions

What do you like best about the application?
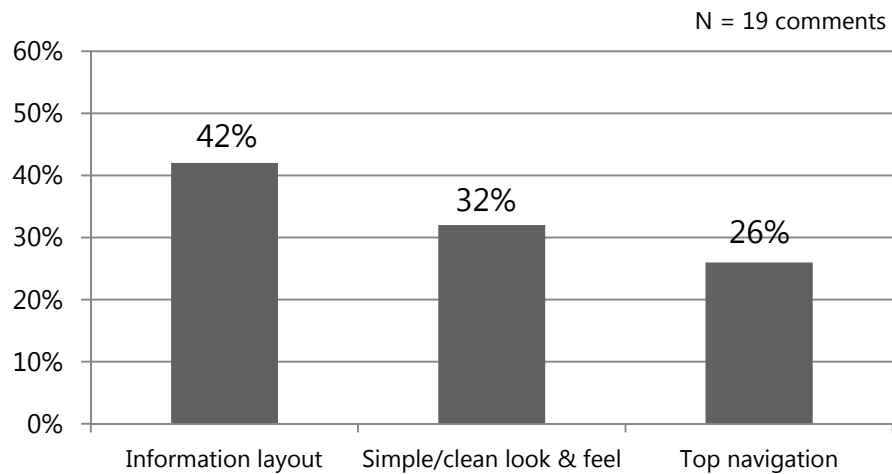
N = 19 comments

Positive Comments:

"I like the white space"
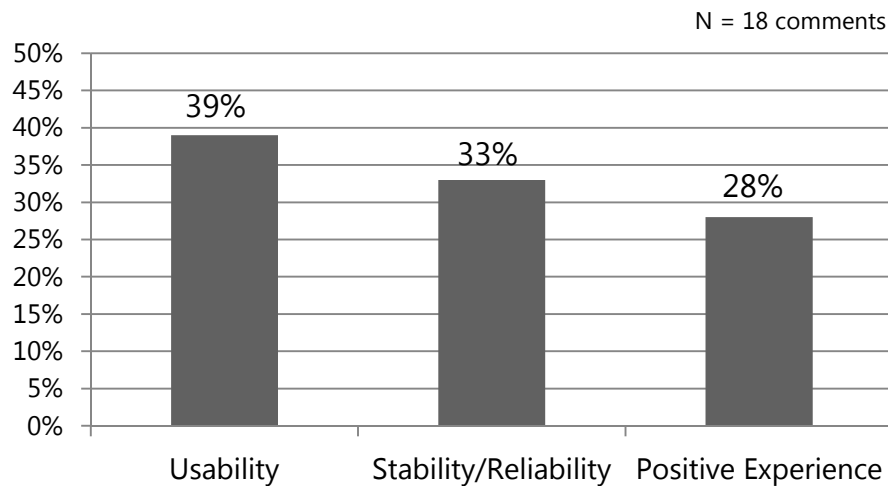
"I like the navigation"

"I like the path that is listed at the top – is that called a bread-crumb?"

"It doesn't look old – it looks up-to-date"

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Closing Questions

If you could change 1 thing, what would it be?

N = 18 comments

Bar chart with values: Usability 39%, Stability/Reliability 33%, Positive Experience 28%

39% (7 of 18) Usability - Darker button colors

33% (6 of 18) Stability/Reliability - Search

28% (5 of 18) Positive Experience

User Comments:

"Will the search work in the new one?"

"I know the search does not work in this prototype, but will it work in the new?"

"Can the button colors be darker?"

"I really hope it looks like this prototype. I like this"

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Survey Questions

Q 1 – How would you rate the ease of using this application?

Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

Q 2 – Did you experience any errors while using the application?

O Yes
O No

Q 2A – If yes, was the error message intuitive for you to understand the problem?

O Yes
O No

Q 2B – If no, please explain in detail

Text box

Survey Questions

Q 3 – Overall, how satisfied are you with your experience?

Extremely Dissatisfied	Moderately Dissatisfied	Slightly Dissatisfied	Neither Dissatisfied nor Satisfied	Slightly Satisfied	Moderately Satisfied	Extremely Satisfied

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