



My League Online Research Report

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Executive Summary: Research

From our usability testing, evaluative interviews, and surveys, we learned that our users, both the seasoned and novice webmaster, valued clear navigation, hierarchy, and a sense of simplicity in the design. Therefore we implemented a new left-side navigation bar that was tested on wording, order, interaction, and visuals. We included color-coded feedback banners below the new breadcrumbs that together consistently affirmed the user's location within the site and the editing/saving/viewing/publishing state. We moved, changed, renamed, or enhanced on various elements within the add/edit page section. Finally, we simplified the layout while also granting advanced users more control by implementing an "advanced settings" toggle button. Since our last round of testing, users found that the advanced setting changes were not obvious, and therefore the latest changes should be tested. In addition, the next steps would include redesigning the flow and appearance of the webform process while further testing wording.

Research Goals

From our evaluative and generative research, we wanted to explore the attitudes, hesitations, concerns, and behaviors that MyLO's users have around MyLO and technology.

With non-LWV members, we wanted to see how fresh eyes would react to the redesign's usability.

Research Methodologies

- Information Architecture / Content Audit
- Heuristic Evaluation
- Competitive & Comparative Analysis
- Card Sorting
- Site Mapping
- Personas & Journey Maps
- User Flows

DISCOVERY

Heuristic Evaluation

Across the entire backend admin interface of MyLO, there were heuristic violations that we ranked on a scale of 1-4 with 4 requiring immediate attention. The most common themes found:

- Lack of clarity around (a) terminology, (b) fields, (c) sections to edit (d) layout hierarchy
- UI patterns are not consistent
- Color contrast, particularly for buttons is weak
- Lack of visual feedback or cues when you've selected something

We used this information as areas of focus for ADA compliance and overall design convention compliance.

Current Site Map

The current site map has arguably either two sets of primary navigation or a secondary level that skips a primary navigation item. In other words, the site map's organization is not clear at all. The ambiguity of knowing which front end page you're editing or how to find other website controls is very confusing for the user.

Undoubtedly, the site map is an obstacle for new and returning users because it provides little indication of where to go or what to do and therefore makes it a difficult site to learn.

Our Users

76% of webmaster users tested are of the baby boomer generation. They're volunteers who often are the only ones in their chapter willing to undertake the unfamiliar task of managing the chapter website.

SECONDARY RESEARCH

Accessibility

WHY IT WAS USED: Our demographic is mostly senior citizens, so we researched elements that would guide them through the site as many might not be great at technology while keeping it simple. We also considered visual impairments as something we might have to accommodate for, given the age of our users. Friendly HCI (Human-Computer Interaction) is a must!

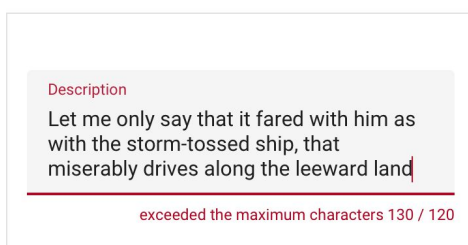
INSIGHTS:

For the visually impaired:

- Font should not be smaller than 16 pt.
- Sans-Serif fonts display better on computers and mobile devices
- Good contrast is imperative
- Clear hierarchy (clearly visible elements, sufficient contrast, and size, key discernible information at a glance.)
- Similar items can be grouped together to improve readability

The elderly:

- Tend to keep flows of websites they regularly visit written down.
- Visual cues, such as text field stroke, to indicate tasks.
- From UX Planet's "Designing for the Elderly":
"...The younger users in our control group were twice as likely as older users to try more and different methods – such as site search, contextual help, or online chat – to find the answers to their questions or to complete tasks." "In our studies, 45% of seniors showed behaviors that indicated they were uncomfortable trying new things or hesitant to explore."
Senior citizens are not up to explore on a site.



Source: Google Material Design

- Need clear feedback on progress and completion
- Don't divide screens into multiple actions
- Provide reminders and alerts for actions

RECOMMENDATIONS:

- Breadcrumbs
- Text strokes in required fields
- Brief text prompts telling users what to do
- Combine like-menus and like-tasks
- Check font sizes and types, adjust as necessary
- Clearer navigation
- Look at navigation items and steps within tasks we can get rid of, so as to not overwhelm and confuse the users.

USER TESTING

Current State Usability Testing

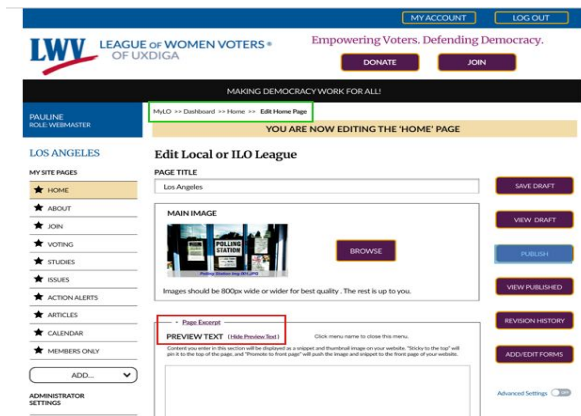
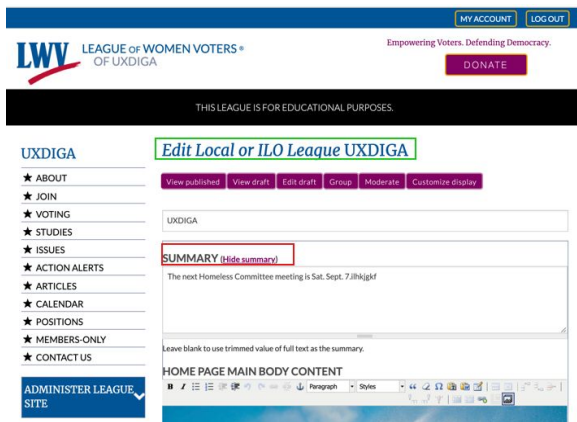
Study how users interacted with the product most and identify pain points.

DEMOGRAPHICS:

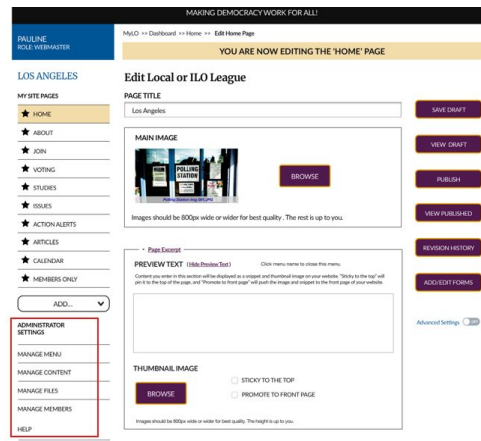
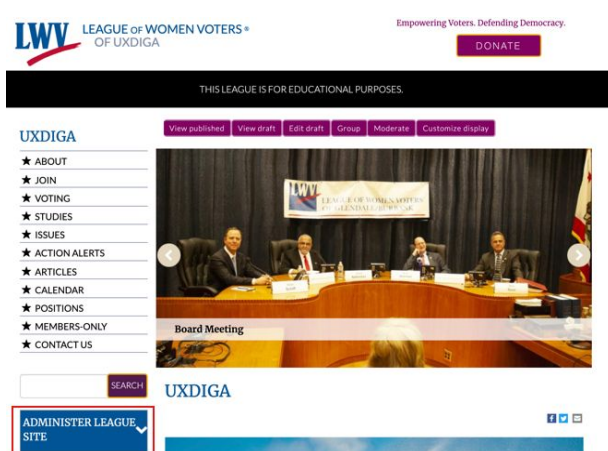
- Tested 7 users, all of whom are either employees or webmasters for LWV.
- 100% of participants are female.
- Age range between 27 and 70
- The frequency at which they access MyLO ranges from two times a month to every day.

KEY INSIGHTS:

- Users shared that the wording isn't naturally intuitive



- Users voiced that there are too many steps to accomplish their tasks



- Some users completely ignored the collapsed administrative menu as they were not aware they could expand it
- Users turn to Rain/Amaris mostly for features that they don't use very often; the memorability could be improved

RECOMMENDATIONS:

- Back button
- Breadcrumb
- Make home page clear
- Indication to keep scrolling
- Make it apparent that the Administer League Site is a menu option

IMPLEMENTATIONS:

- Breadcrumb
- Make home page clear
- Make it apparent that the Administer League Site is a menu option

Paper Prototype Testing

We tested a redesign of the navigation and layout based on our Current State Usability Testing findings and the Competitive & Comparative Analysis with users who have used created websites using a CMS before.

DEMOGRAPHICS:

Tested 7 users. They have an above average sense of technical aptitude and visual design. If the design made sense to them based on generally accepted and familiar conventions for a CMS, we assumed we could build off of that to refine our design in the medium fidelity stage for our older target users--personas like Pauline.

KEY INSIGHTS:

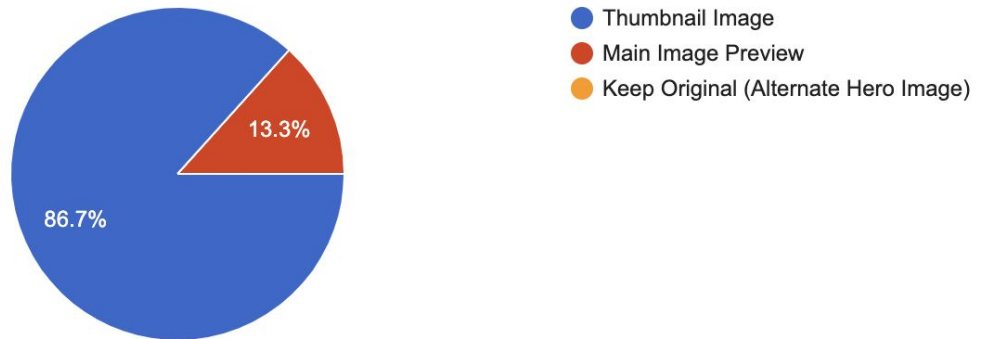
- Many users did not realize that the left navigation housed site pages

The screenshot displays a CMS content editor interface. On the left, there is a sidebar with four sections: 'Publishing options' (Promoted to front page, Sticky at top of lists, Draft (Current)), 'Menu settings' (Not in menu), 'Authoring information' (By rbrew on 05/07/2019), and 'Meta tags' (Content rating: safe for kids, Content type: article, Page type: Article). The main content area on the right includes a 'Moderation' section with two checked options: 'Promoted to front page' and 'Sticky at top of lists', both highlighted with a red box. Below this is a 'MODERATION NOTES' section with a text area containing 'Edited by jghrng@gmail.com.' and a prompt: 'Provide an explanation of the changes you are making. This will help other authors understand your motivations.' At the bottom of the main area is a 'MODERATION STATE' section with a dropdown menu set to 'Draft (Current)' and the instruction 'Set the moderation state for this content.' At the very bottom of the interface are two buttons: 'SAVE' and 'VIEW CHANGES'.

- “Sticky to the top” was confusing for many users

"Alternate Hero Image"

15 responses



- “Alternate hero image” was misunderstood by every user
- The “Summary” and “Alternate Hero Image” go together
- Still many unclear sections for the users

RECOMMENDATIONS:

- Title the site pages as “My Site Pages” at the top
- Colored feedback banner with what page they’re currently on
- Remove the pencil icon

IMPLEMENTATIONS:

- Create a “My Site Pages” label above the site pages (Home, About, etc -- anything they put under their menu)
- A feedback banner that is color-coded to provide affirmation on what they’re doing (viewing, editing, saving, publishing)
- Remove the pencil icon as it confused users what they were editing

Medium Fidelity Prototype Usability Testing Survey

The mid-fi digital prototype allowed us to explore how the users went through the flow and reacted to some interaction design.

DEMOGRAPHICS:

Tested a total of 23 users with 17 being League of Women Voter webmasters

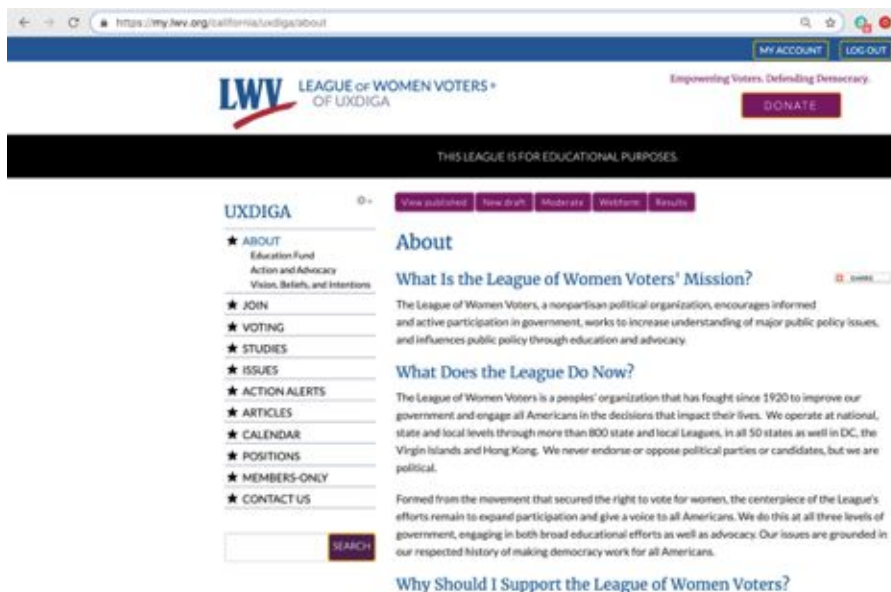
94% of participants are female.

Average age of users: 55, ranging between 20 and 79

75% of the webmasters are baby boomers with 54% of them in their 70s

KEY INSIGHTS:

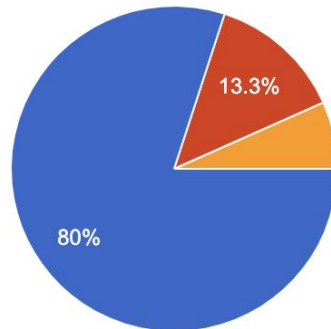
- It is not obvious to the user where the page they've just created is. Some end up accidentally re-creating the same page because they don't know where it is / if it was created.



- Users responded positively to having a dashboard splash page

"Add Page"

15 responses



- Clicking this will create a brand new page to edit
- Clicking this will allow you to add an existing page into the menu. (Those Site Pages on here publish as the front end navigation that the public sees on the website)
- Both options should be available. Either you have 2 options on the dropdown (i.e. Add Page and Add Existing Page), OR the better optio...

- There was some confusion regarding the +Add Page as to what exactly it would do
- It was easier to understand the entire Page Excerpt section, but certain things need to be renamed
- Users aren't sure about a lot of the sections and what they mean

RECOMMENDATIONS:

- Address the Menu Settings options to offer clarity on creating a menu link once the page is created
- Created a survey to test wording options and check what people would expect with "+Add Page"
- Add a View Draft to accompany the Save Draft button
- Hide advanced features within an Advanced setting toggle

IMPLEMENTATIONS:

- Changed the +Add Page link
- Per Rain, move the MyLO Home button to the bottom left instead of the top right
- Per Rain, the stars along the site pages need to stay in addition to left aligning it
- Created a toggle underneath the right side navigation for Advanced Settings

Medium Fidelity Wording Survey

DEMOGRAPHICS:

Tested a total of 15 users

Neither sex nor age was gathered during this survey

KEY INSIGHTS & RECOMMENDATIONS:

Users chose options to rename:

- Summary
- Optional
- Subscription
- Alternate Hero Image

Users chose what “+Add Page” meant to them

IMPLEMENTATIONS:

All the elements tested were changed.

High Fidelity Prototype Usability Testing

The High-Fi was built out with more options and details than the mid-fi for the same user flow so users can explore all the options on the page such as the Advanced Settings toggle.

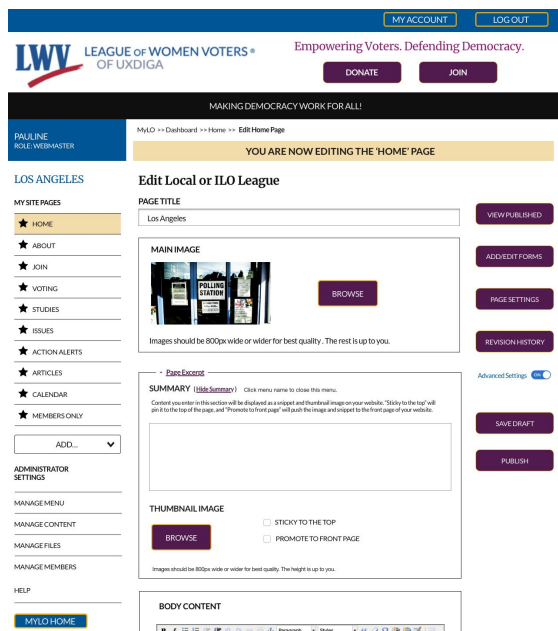
DEMOGRAPHICS:

Tested a total of 7 users with 4 (57%) being League of Women Voter webmasters
71% of participants are female.

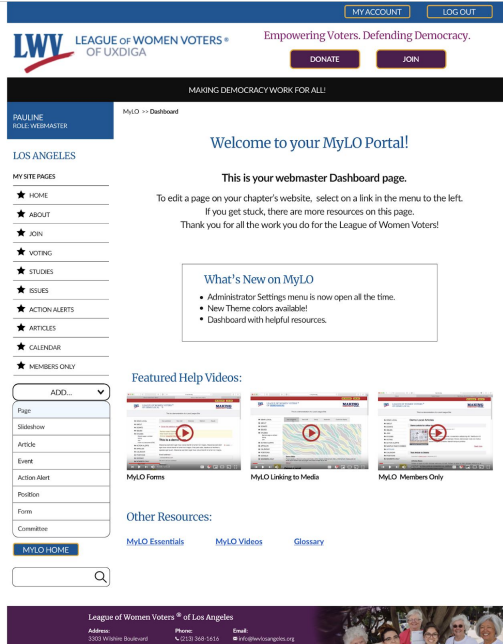
Average age of users: 53, ranging between 20 and 79
42.9% of the users tested are in their 60s.

KEY INSIGHTS:

- Could not tell the difference between Advanced Settings on or off



- Rearrange the right side buttons based on the workflow (ie. Save, View Draft, Publish, and View Published)



- The Add dropdown is clear but could benefit from something to make it stand out a little more
- Because users are generally not from a web background, it may be a nice treat to have “Congratulations, you have *successfully* published your page”

RECOMMENDATIONS:

- Make Advanced Setting elements a bit more obvious so that unsuspecting users don't accidentally try to use them
- Add a copy to inform what options can be available with Advanced Settings on

IMPLEMENTATIONS:

- Add additional copy for regarding Advanced Settings elements
- Advanced Setting element have blue headers instead of purple/burgundy
- Rearranged the side buttons in the right navigation
- Incorporate “Congratulations” into the feedback banner on the “View Published” page

