Joey Ray's Fitness Usability Testing Report

www.joeyraysfitness.com

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OVERVIEW

Usability Test

Date of Test: March 29, 2018

Date of Report: April 5, 2018

Location of Test: BCIT Downtown Campus, 555 Seymour St. Vancouver, BC

Introduction

Joey Rays Fitness is a website created for personal trainer, Joey Baran. It's purpose is to promote his business and showcase his knowledge and training/services offered in an effort to improve his online presence. With extensive knowledge and experience in the health and fitness industry, Joey intends to use this new site as a platform to motivate and educate others to live a healthier and more active lifestyle through blog posts, videos and photos.

Summary

The purpose of this usability test was to determine how first time users (with no previous knowledge of the site) would navigate through different pages, find specific information, and generally feel if they were in need of training services visiting this site for the first time. The results of this test will further help dictate the readiness of putting the website into development or if there are changes that still need to be reassessed or improved on.

Overall, we now have a definite and clear picture of what changes will be made as the participants said they liked the site currently and only minor changes should be made.

This report highlights the tasks to be performed and questions that were asked during the test with results and analysis of changes made.

METHODOLOGY

The test was conducted in a classroom setting on one computer as we brought individual participants in one by one. The four participants took approximately 10 minutes to complete all parts of the test.

Groups of two took on the role of a facilitator and a observer/moderator who was also the note taker, and timer.

The facilitator started the tests by greeting each participant, thanking them for taking the time and giving them a brief explanation of what the usability test is about as well as instructions on the different tests they were about to take. All of them were encouraged to think out loud and ask questions if there were any clarifications. It ended with the facilitator thanking them again and telling them that their inputs were very much appreciated.

PERSONA

Ryan Gillespie

Age: 22 years old

Occupation: Architectural Technologist

Status: Single

Location: Vancouver, BC

Ryan is a full time design technologist at an Architecture firm in Kitsilano. His job entails a great amount of detail and dedication to get proposals and projects done on tight budgets.

Growing up active in sports and leisure, Ryan has always loved to challenge himself physically through fitness. Being in school and falling out of routine with staying fit, Ryan has now found time and money to start getting back into shape but in a more functional, healthy way.

He uses the web every day at work, with email and design and knows there are many different businesses that won't offer what he is seeking in terms of a personal trainer. With

a demanding job and lifestyle, he wants a trainer who is easily accessible and can offer mre than just a fixed diet plan.

"I'm tired of those corporate gym trainers, I want a trainer I can have a much more meaningful relationship with who can truly push me to achieve my goals."

PRE-TEST QUESTIONS (Participant Descriptions)

QUESTION	Participant 1	Participant 2	Participant 3	Participant 4
How old are you?	Under 25	36-25	Under 25	Under 25
What is your gender?	Female	Male	Male	Female
What is your current employment status?	Unemployed, student	Student	Student	Student and freelance copywiter
What is your experience level with fitness?	Beginner	Beginner	Advanced/ Experienced	Intermediate
When was the last time you engaged in physical activity?	A year ago	"It's been a while."	4 months ago	2 days ago
Have you visited a personal training website before?	No	No	No	Yes

Have you had a personal trainer before?	No	Yes	Yes	Yes
How far would you be comfortable traveling for training services?	5km	6-15km	5km	5km
Do you ever read articles online about health and/or fitness?	Yes, 2-4 times per week	Yes, Once per week	Yes, 2-4 times per week	Yes, 2-4 times per week
What info is important when seeking a personal trainer?	Services, rates/packages, contact info, testimonials, reviews about company	Services, rates/packages, contact info, testimonials, reviews about company	Previous client testimonials, reviews about the company and their work	Services, rates/packages, testimonials, reviews about company

USABILITYHUB.COM TESTS

5 Second Test

This tests were created in www.usabilityhub.com. The 5 second test examines what the participant is able to interpret of the site within a 5 second window. This is to verify or determine if at first glance the images, colors and layout are attractive and can paint a clear picture quickly about what the site may be about.

Instructions: What is the website about?

Responses:

Participant 1: "Elite personal training"

Participant 2: "Fitness/personal training"

Participant 3: "Personal training"

Participant 4: "Gym/Personal Trainer"

Preference Test

This test was also created using www.usabilityhub.com. The preference test is intended to help us choose between design variations based on what the participants prefer. For this particular test, the main concern was the decision on the effectiveness of two logos for consideration.. The participants were asked to choose between the 2 style tiles - each with supporting graphics and colors to support the logo designs.

OPTION #1
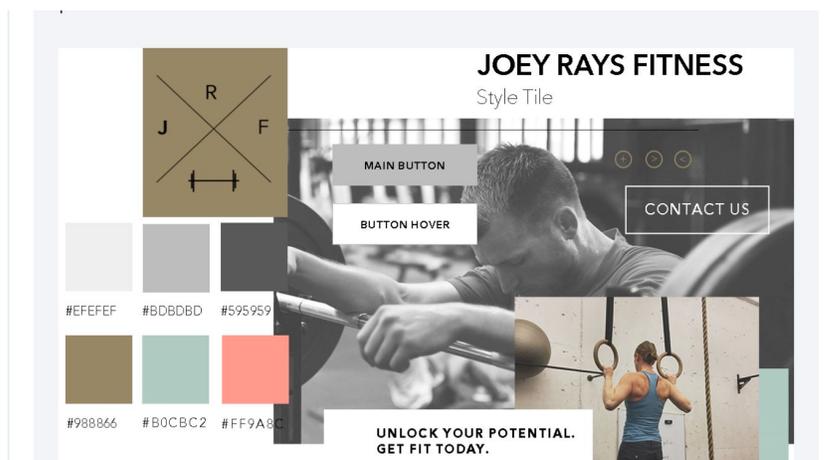
OPTION #2
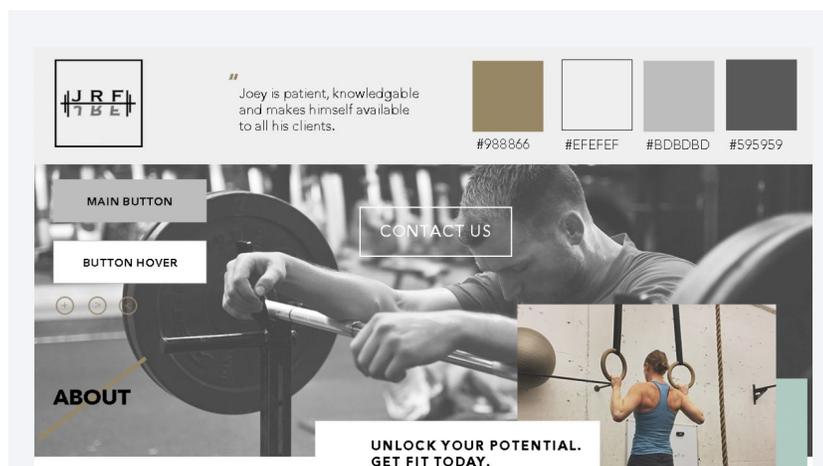
Results:

Option #1 - 1 out of 4 votes

Participant said that the logo was more edgy and fun than option 2.

Option #2 - 3 out of 4 votes

Participants said that this option was more unique and option 1 was too overused, as well as it looked more friendly.

TASKS

The following tasks were created to evaluate the usability of the website and were all conducted using a computer from room 880 at BCIT downtown campus. The tasks are derived from information we still need answering in terms of design and navigation.

Task 1

This is the homepage of our site, please take a look through it without clicking anywhere. Scrolling is allowed. Please give us your initial reactions to the site and think aloud as you explore.

Goal: To determine if the user can clearly understand and identify what the site is about and instantly what confuses, distracts or intrigues them.

Findings:

- Overall website is very clear on what it is about
- The colors are attractive and appropriate
- All users like the icons that acted as symbolism
- Layout was clean and well designed
- A small blurb about who the trainer is on the homepage would be important to include
- Footer arrangement can be improved
- Font weight at the top needs to be increased (unanimous)
- Call to action button in hero "Start Today" should be bigger or more prominent

Task 2

As you are getting into fitness you stumble upon Joey's website. You've been told Joey has awesome recipes somewhere on his site. Where would you go on the mobile site to find an article on healthy breakfast recipes.

Goal: To observe how easily they navigate through the site to find specific content, telling us how well the site is labeled and structured.

Findings:

- Majority found the task quite simple to perform
- Made sense you would find his articles related to health and fitness in his "Blog"
- Navigation is well labeled and divided properly
- Was expecting an option in blog for "Recipes"

<u>Average time to complete task: 16.85 seconds</u>

Heuristic Evaluation

Heuristic Review

Summary of results

	Raw score	# Questions	# Answers	Score
Home Page	11	20	20	78%
Task Orientation	6	44	37	58%
Navigation & IA	6	29	29	60%
Forms & Data Entry	11	23	23	74%
Trust & Credibility	6	13	13	73%
Writing & Content Quality	15	23	23	83%
Page Layout & Visual Design	24	39	39	81%
Search	13	20	20	83%
Help, Feedback & Error Tolerance	27	37	37	86%
Overall score		248	241	75%

To the left is data collected from a heuristic evaluation compiled with questions to determine how friendly the site comes across to new users.

POST-TEST QUESTIONS

Question 1	**If you had to give the site a garde from 1-10, where 10 was exemplary and 1 was failing, what grade would you give? Why?**
Participant 1	9 because easy to understand, readability could be improved
Participant 2	8 due to some text being hard to read
Participant 3	8 because navigation was complicated for blog
Participant 4	8 because good content, nav and information. But footer was cluttered and some readability issues
Question 2	**What are 3 things you liked BEST about the website?**
Participant 1	Layout, colors, quality images
Participant 2	Layout, color, simple navigation
Participant 3	Information, color, navigation
Participant 4	Hero image and CTA button, blog, and tone

Question 3	**What are 3 things you like LEAST about the website?**
Participant 1	Font size, and weight
Participant 2	Just the small text
Participant 3	The dark gray color on header and footer
Participant 4	Cluttered footer, text on paragraph could be increased font weight
Question 4	**Would you return to the site in the future? Why / Why not?**
Participant 1	Yes, if in need of a personal trainer

Participant 2	Yes
Participant 3	Yes because I feel the site offers more than just a bio about who he is (blog)
Participant 4	Yes because it seems the trainer is unique and the site matches that

Question 5	**What else would you like to see or were you expecting to see in a fitness website?**
Participant 1	Maybe events?
Participant 2	Nothing else really.
Participant 3	Videos
Participant 4	Probably included in the "location" page but information about the gym
Question 6	**Any last comments about anything in general?**
Participant 1	I liked the hero banner and overall aesthetic
Participant 2	Looks great. The second logo added would be the perfect touch
Participant 3	Nope, everything I think ahs been covered
Participant 4	I like it, keep the large images and work on making text more readable and striking. Sometimes less is more.

CONCLUSION

Overall the participants of the usability test found the website easy to follow, simple and straight forward. They all thought the colors and design were aesthetically pleasing with a few suggestion to change opacity of header to be clear. The thought all content was relevant and what they expect from a personal training site was included. The task/scenario was accomplished by all users in a fairly quick time showing us that the navigation structure is easy to follow and labels work.

The minor changes that will be evaluated are the font weights to the text on the home page, changing the size of the buttons to be more prominent and after discussion the logo will be changed to the option B as this was one thing we wanted users to decide for Joey.