

leonardosbasement.org

RESULTS OF A USABILITY TEST

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EXECUTIVE SUMMARY

Usability testing was conducted to serve two main client goals:

Client Goal: Usability

Leonardo's Basement wishes to communicate the most necessary information quickly, as well as give visitors a clear and seamless program registration process.

Findings:

- Reduce navigation dead-ends
- Simplify class categories and use categories consistently across sites
- Create a clear "call to action" for booking a custom group event

Client Goal: Content Strategy

Leonardo's Basement wishes to ensure that the language, structure, content, look and feel are engaging and reflect the organization's value.

Findings:

- Standardize class details format to help users scan for information
- Select photos strategically and use captions to support multiple learning styles
- Reserve Homepage body for clear calls to action and a quick glance at the organization's values

TESTING GOALS

High-Level Goal:

To understand the ease with which visitors can learn about and register for programs on the Leonardo's Basement website and 3rd party registration site.

Sub-Components:

- To evaluate the extent to which users feel informed about available programs
- To evaluate the ease with which users navigate the registration process for a given event or class
- To understand how users navigate between Leonardo's site and the 3rd party registration site
- To identify opportunities to improve content strategy on Leonardo's site and 3rd party registration site

- 1 - Users Feel Informed*
- 2 - Seamless Registration*
- 3 - Navigation*
- 4 - Content Strategy*

METHODS

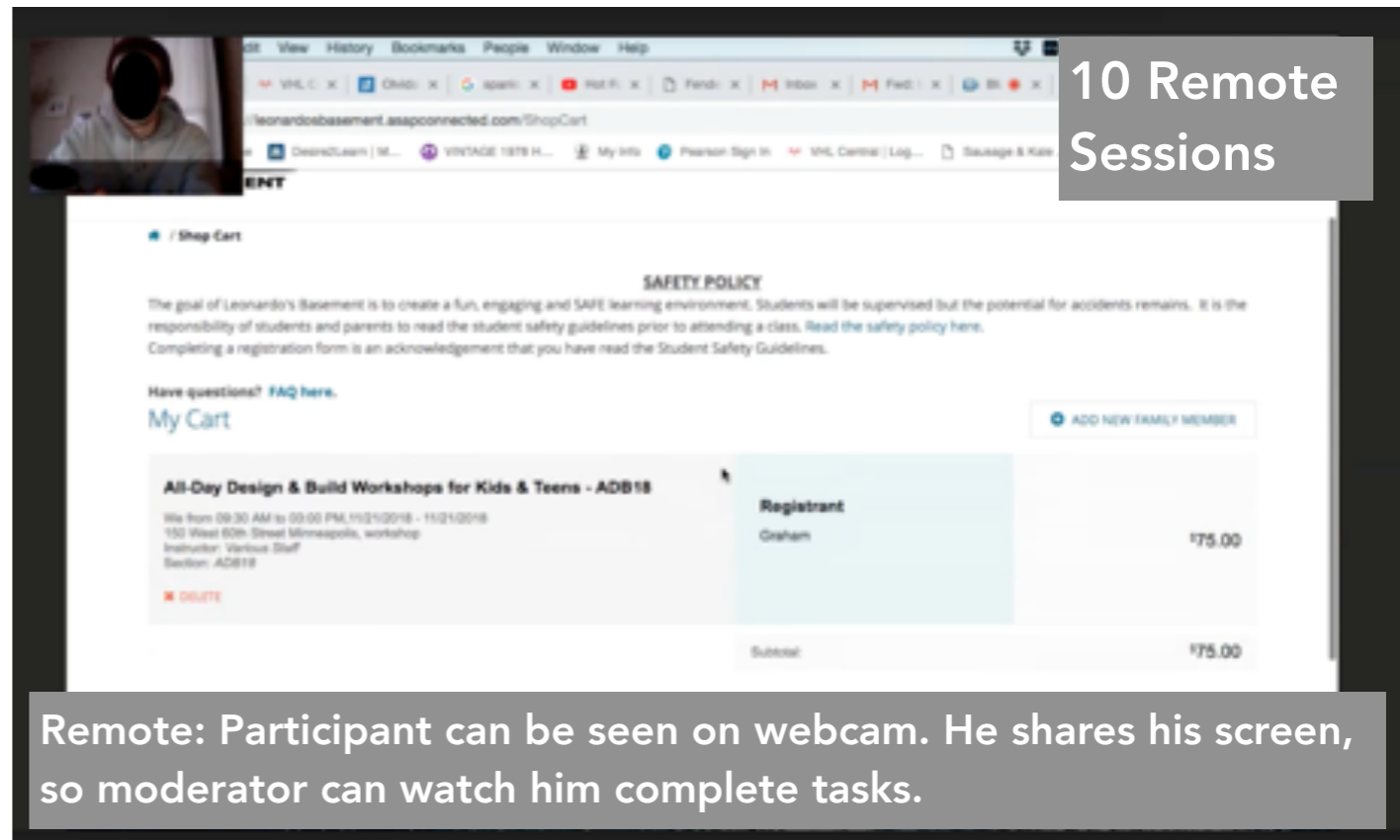
The research team was comprised of four people.

A moderator instructed participants to complete two scenarios representing primary user goals as identified by Leonardo's Basement.

Participants "thought aloud" as they completed the tasks associated with these scenarios. Their comments on frustration, success, or confusion were recorded by the moderator and/or a notetaker.

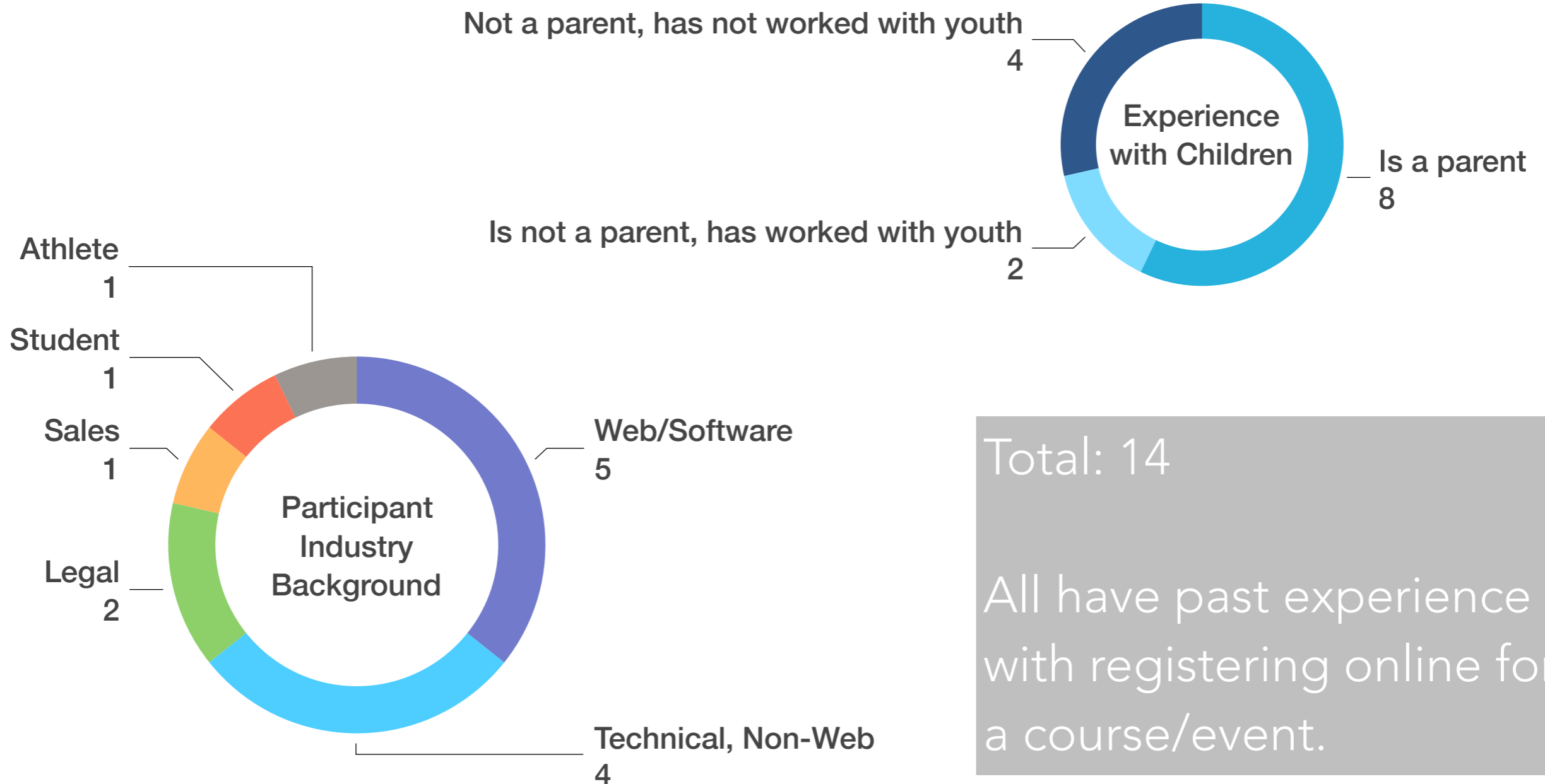


In-lab (on TV screen): Participant, Moderator, and Notetaker. Two teammates observe (foreground).



Remote: Participant can be seen on webcam. He shares his screen, so moderator can watch him complete tasks.

TEST PARTICIPANTS



SCENARIOS TESTED

Scenario 1: Find and register for a morning class that looks fun and appropriate for you and a child.

Scenario 2: You would like to book Leonardo's Basement for a private event with a group of adults. Show me how you would go about finding information on group activities at Leonardo's.

Scenarios were self-directed. The test moderator did not explain to the participants how to go about completing the associated tasks.

Due to time constraints, in-lab participants were only directed to complete Scenario 1. Remote participants worked on both scenarios.

A note on what was not tested:

The research team created a "test" user account on ASAP Connected site, and gave the login and password to participants when prompted. Therefore, creating an account and filling out household member information was *not* part of the test scenarios.

ATTITUDINAL QUESTIONS

Throughout the sessions, and following completion of each user scenario, we asked questions about users' confidence in the registration process and understanding of Leonardo's Basement values and offerings. Example questions:

How does the ease of this process compare to other registration processes you've experienced?

How confident do you feel that this is the class you're looking for?

Based on everything you've seen so far, what adjectives or descriptors would you use to explain Leonardo's Basement to another person?

What seems to be the value of attending classes at Leonardo's Basement? For kids? For adults? What gave you that impression?

FINDINGS

In this section:

- **POSITIVE FINDINGS**

Research Goal in bottom left corner of slide

- **USABILITY OPPORTUNITIES**

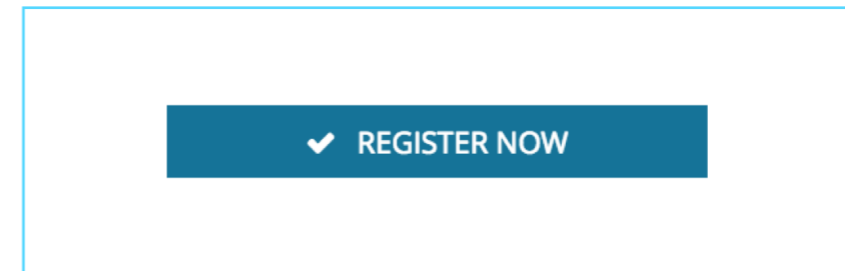
User quotes and observations from testing to support finding

Research Goal(s) in bottom left corner of slide

Recommendations on following slide(s)

POSITIVE FINDING:

Having clicked the "Register Now" button, users found the review and checkout process which followed to be familiar and straightforward.



"This is no harder than any other registration process, but easier than most."
- User R3 (Remote)

"The checkout is very standard."
- User L4 (In-Lab)

"Pretty straightforward"
- User R10 (Remote)

POSITIVE FINDING:

Users responded positively to photos and descriptions of Leonardo's Basement activities.



"If they wanted to be creative—
this is a place to go, for sure."
- User R10 (Remote)

"[Looks] really fun, interesting, well-attended" - User
R9 (Remote)

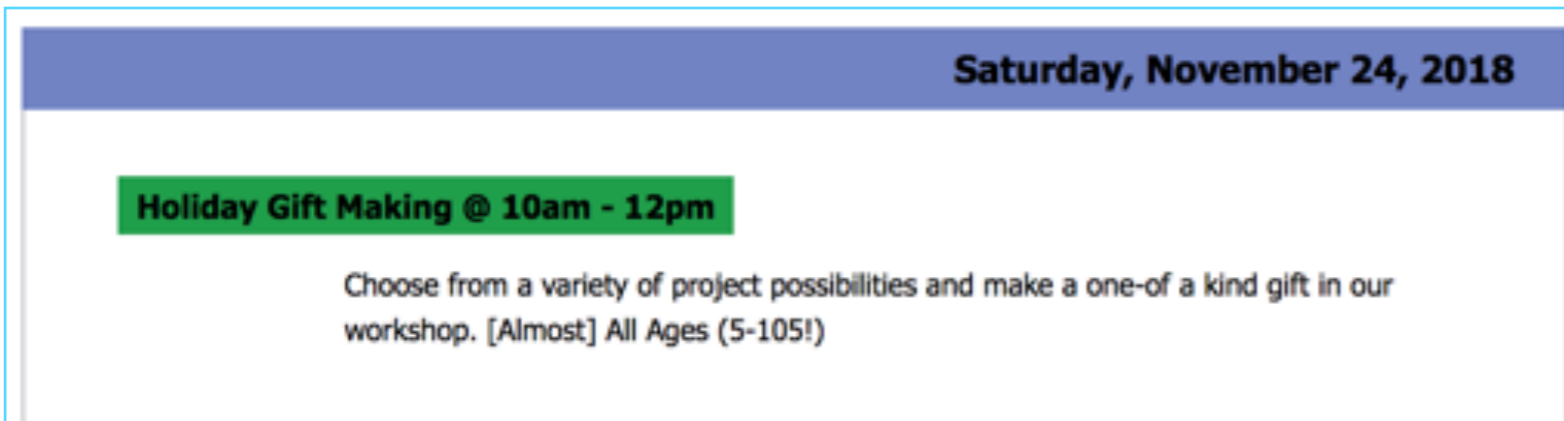
"There's a pic of a machine here. That's cool" - User
R8 (Remote)

USABILITY OPPORTUNITY:

Navigation dead-ends

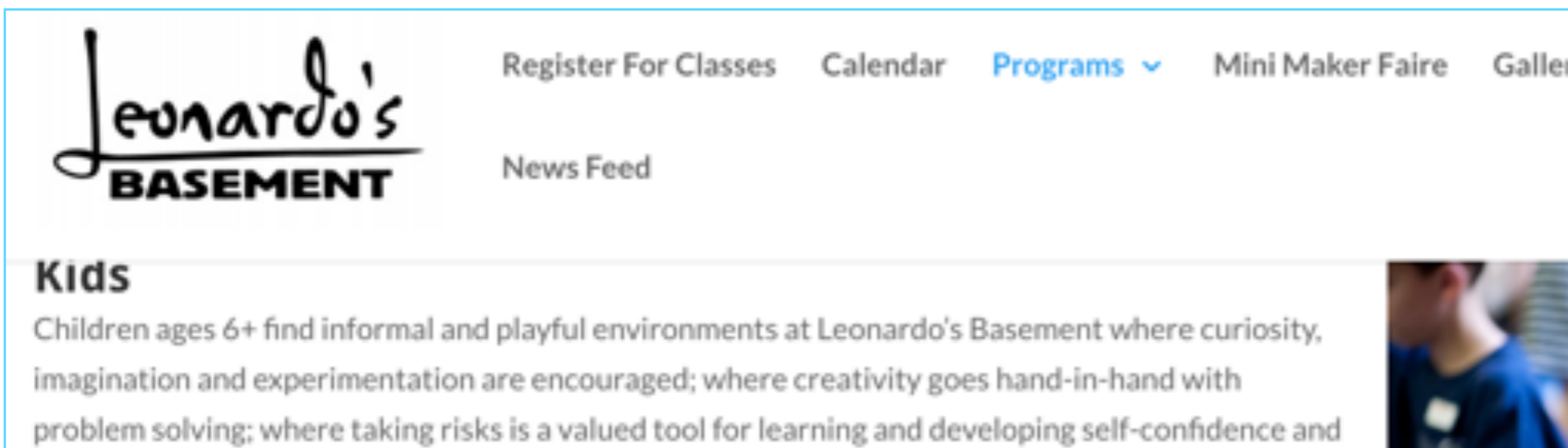
Looking for a course catalog item and referring back to calendar:
"What was that date again? I'd have to write it down."
- User L3 (In-Lab)

Regarding Programs dropdown on homepage: "This is all high-level stuff, but you can't get to anything."
- User R7 (Remote)



Left:

Users were observed referring back and forth between screens such as this calendar item, and the ASAP Connected catalog. A link would have reduced their effort.



Left:

Users are drawn to this informational page, but it does not include links to classes or calls to action.

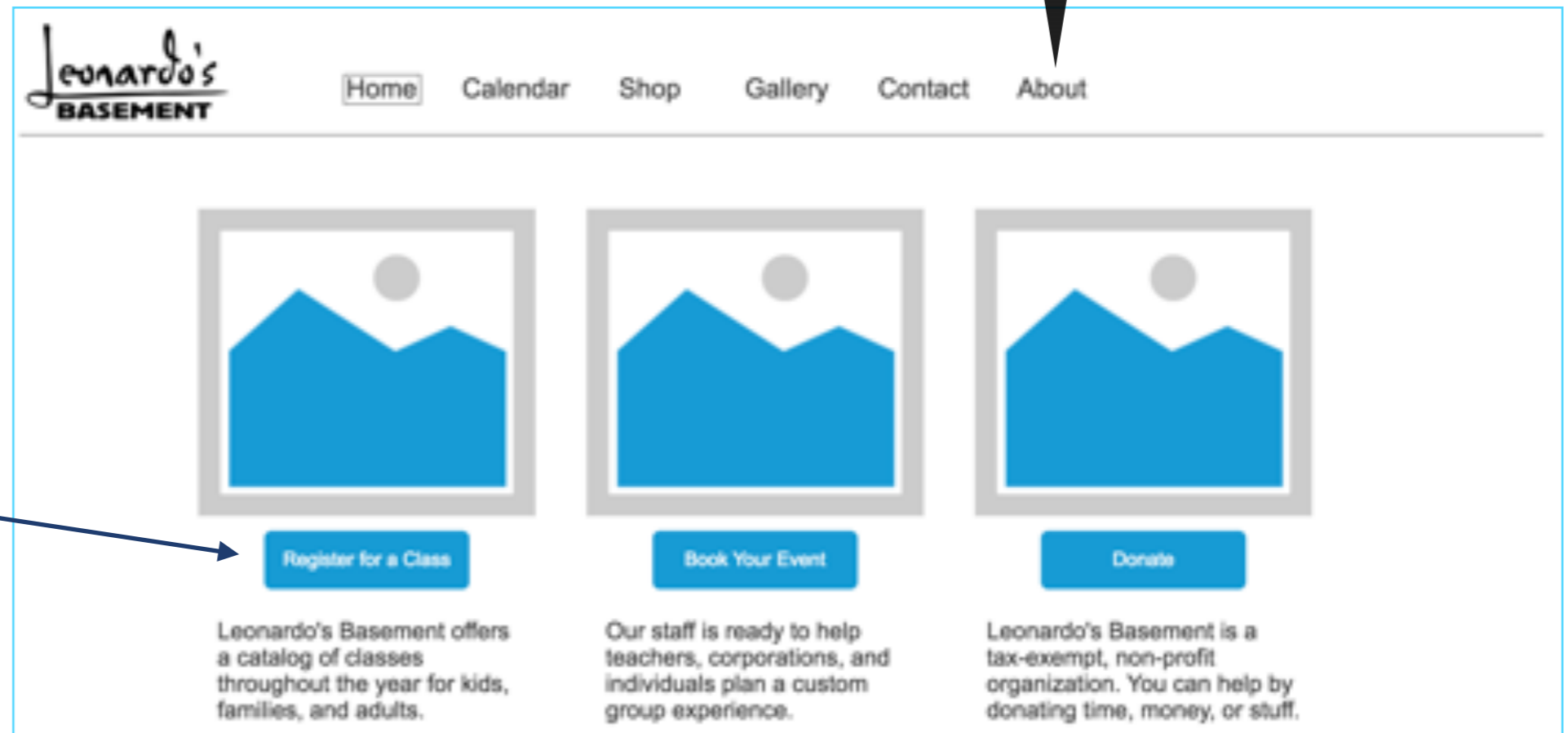
Navigation dead-ends

RECOMMENDATION

Remove "Programs" informational pages from top navigation. These do not directly serve the user goal of finding classes. Draw users to the course catalog with clear calls to action.

"PROGRAMS" PAGES CAN MOVE TO "ABOUT" SECTION, AND SHOULD INCLUDE LINKS TO CLASSES ON ASAP.

Right:
A revised layout for the Leonardo's Basement homepage. Some info-only pages are culled from top navigation. Three clear calls to action occupy the main area of the page body.

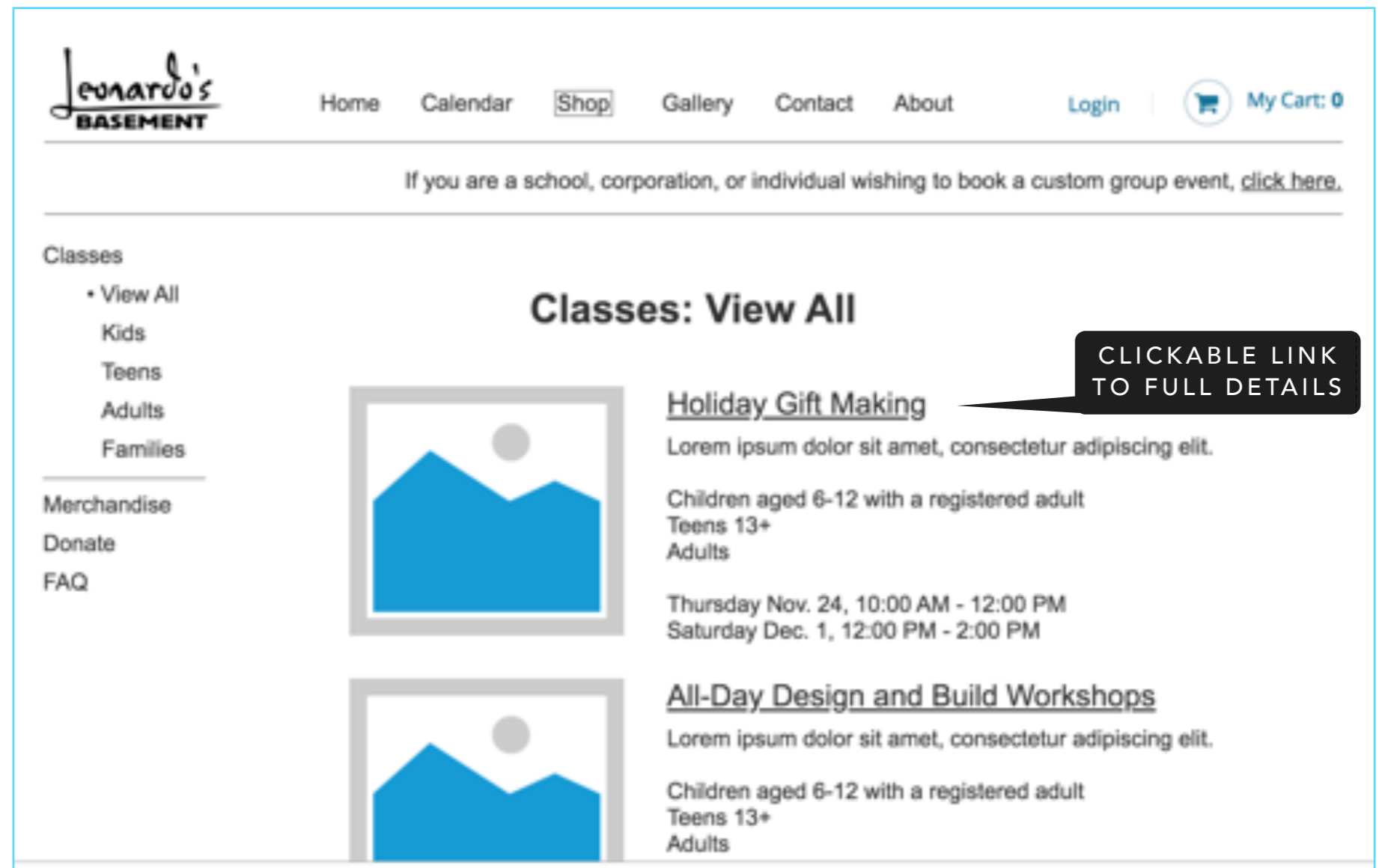


Navigation dead-ends, pt. 2

RECOMMENDATION

Every mention of a class should be a link to the Details and Registration page for that class.

*Right:
A revised layout for the ASAP Connected homepage. Items in the View All list are brief, and class titles are clickable links to each one's full details page.*



USABILITY OPPORTUNITY:

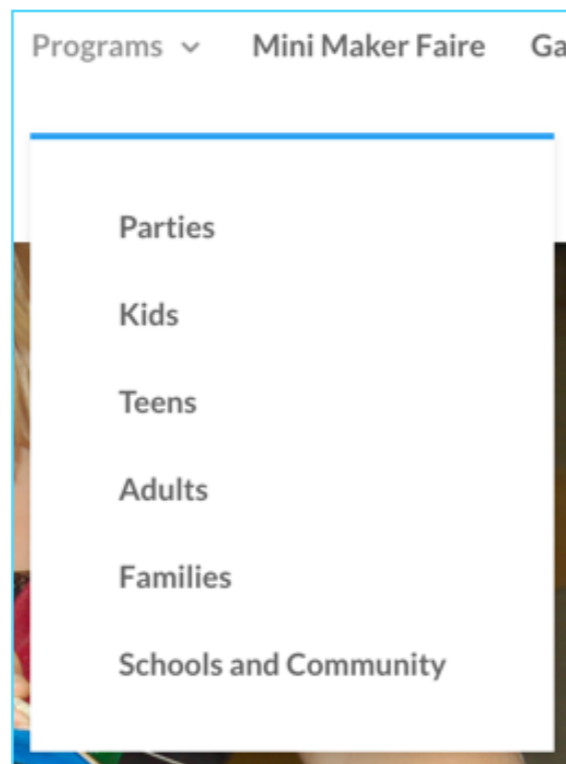
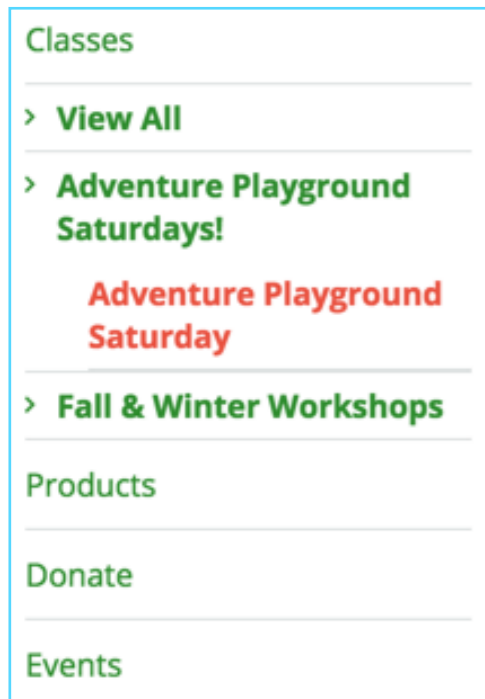
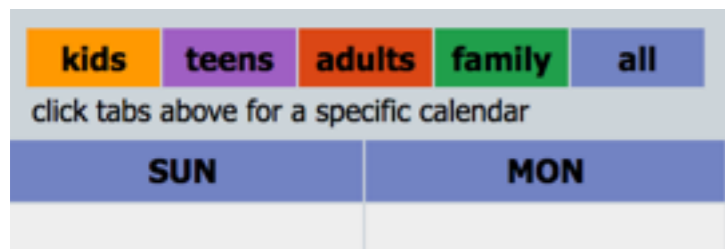
Class categories are inconsistent

“Overall, the site is very scattered. There is stuff there, but getting to it is a pain in the butt. You don't automatically roll into it.”

- User R7 (Remote)

“Back on the main page, ‘Programs’ has an adult section. I would think that Register for Classes would also have a dropdown for Adult Classes or Kid Classes.”

- User R6 (Remote)



Above Left: ASAP Connected categories

Left: Calendar categories

Right: Homepage, Programs categories

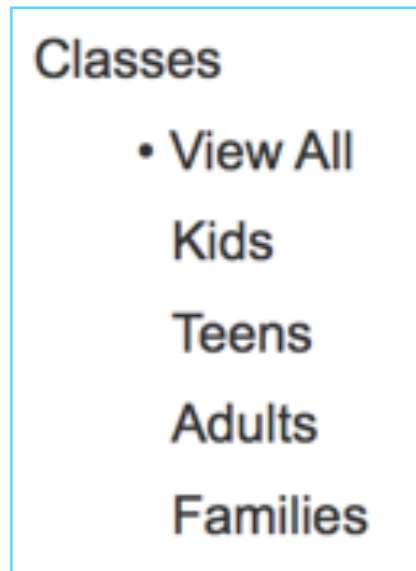
Inconsistent hierarchy and categorization of classes between Leonardo's site, Calendar module, and ASAP Connected site undermines users' confidence that they can find the same information on all three pathways.

Class categories are inconsistent

RECOMMENDATION

Simplify class categories and use categories consistently wherever users encounter them.

*Simplified class categories for
ASAP Connected site sidebar:*



USABILITY OPPORTUNITY:


Class details are difficult to scan and compare

“The main thing is trying to scan for information. It’s hard to identify the time, date, and session. It’s all in one paragraph. It would help to call out the date and time.”
- User R1 (Remote)

“The registration [button] doesn’t have a time next to it. Oh, it’s in the description...”
- User R10 (Remote)

Adventure Playground Saturday

Perhaps you have heard of [Adventure Playgrounds](#). Over 80 years ago an architect in Denmark noticed that kids were playing everywhere EXCEPT on the playground equipment that he designed. He figured out that kids in the city wanted the same experiences as kids living in the country, “A junk playground in which children could create and shape, dream and imagine a reality.”



The outdoor yard at Leonardo's Basement is perfect for such a play and build area. We will provide a broad assortment of building materials and tools and supervision while you and your friends build shared projects and create your own fun.

NOTES:

1. Wear sturdy closed-toe shoes* and clothes that can get dirty (and wet!)
*sneakers, boots or tennis shoes are required (sandals & flip flops are not allowed)
2. A signed waiver is required.
3. Adventure Playground is open 2nd and 4th Saturdays from noon-2:00 pm (except November 24). \$10/day. Registration is required.

Cost: \$10 per person

Ages 6-17 only

Sign up for one or more dates!

WINTER NOTE:

We use the RealFeel® temperature system to determine if it is too cold to play outside.


RealFeel® 32+ degrees	Safe to be outside
RealFeel® 13 - 31 degrees	Outside for 20-30 minutes, inside for 10-15 minutes
RealFeel® below 13 degrees	Play inside

LOCATION	DATES	AGES	
150 West 60th Street Minneapolis, workshop	12/8 - 12/8	6 - 16	<input type="checkbox"/> REGISTER NOW
150 West 60th Street Minneapolis, workshop	12/22 - 12/22	6 - 16	<input type="checkbox"/> REGISTER NOW

The scenario: “Find a morning class for you and a child.” Users had a difficult time finding important information on each details page.

TIME
COST
DATE
AGES

Elf Apprenticeship Program: Holiday Gift Making 2018



Create your gifts in a real workshop!

- Project ideas for all ages and tastes from classic to kitschy.
- Ornaments with things like: wire, bears, vintage knick-knacks classic action figures & toys.
- Buttons & Saint Candles using printed material & your sharp wit!
- One-of-a-kind Menorahs
- Wooden Signs & trays, stencil & paint a name or message
- Other options that will be shared as details become available!
- OR as always, Build What YOU Want!

Wrap, box & tag your gift while you're here, too!

Choose one or both dates: **Thursday November 29 9:00-noon & Saturday December 1 noon-2:00 PM (ages 6-12 with a registered adult) teens & adults (13+) \$20.00 per person.** Space is limited, pre-registration required.

If you are looking for Adult only Gift Making (ages 18+) Saturday, December 1 6:00-9:00 PM \$25 per person, \$20 for groups of 5 or more see tickets under EVENTS)++

LOCATION	DATES	AGES	
150 West 60th Street Minneapolis, workshop	11/24 - 11/24	5 & up	<input type="checkbox"/> REGISTER NOW
150 West 60th Street Minneapolis, workshop	12/1 - 12/1	5 & up	<input type="checkbox"/> REGISTER NOW

Class details difficult to scan and compare

RECOMMENDATION

Adopt a uniform format for class details pages and use clear headings and organization to help users scan for information.

*Right:
A suggested format for class details. Sections, bold headings, and white space reduce fatigue and help a user find comparable information in a predictable place on each details page.*

Holiday Giftmaking

Create your gifts in a real workshop!

Sample projects:

- Buttons, saint candles, menorahs, ornaments, wooden signs and trays. OR as always, build what YOU want!
- Wrap, box & tag your gift while you're here, too!

Space is limited. Pre-registration required.

Dates and Times:

Thursday, November 24	10:00 AM - 12:00 PM
Saturday, December 1	12:00 PM - 2:00 PM

Ages:

Children aged 6-12 with a registered adult
Teens aged 13+
Adults: see [Adults-Only Gift Making \(18+\)](#)

Cost:

\$20 per person (including adults accompanying children)

LOCATION	DATES	AGES	
150 West 60th Street Minneapolis, workshop	11/24 - 11/24	5 & up	✓ REGISTER NOW
150 West 60th Street Minneapolis, workshop	12/1 - 12/1	5 & up	✓ REGISTER NOW

NOTE:
DIRECT LINK TO RELATED CLASS ALSO REDUCES EFFORT OF HUNTING/SCANNING, AND CROSS-REFERENCING

USABILITY OPPORTUNITY:

Difficult to find an “action” to book an event

Scenario 2:

You would like to book Leonardo’s Basement for a private event with a group of adults. Show me how you would go about finding information on group activities at Leonardo’s.

Users eventually gathered that custom events must be arranged with Leonardo’s Basement staff, but not before hunting in many places first, including ASAP Connected and the Calendar.

“I would call them at this point.”

- User R8 (Remote)

“At that point, I’d probably have to call them up. Or email.”

- User R7 (Remote)

“Parties... that would be a group of adults.
[Later] I went to the calendar.”

- User R7 (Remote)

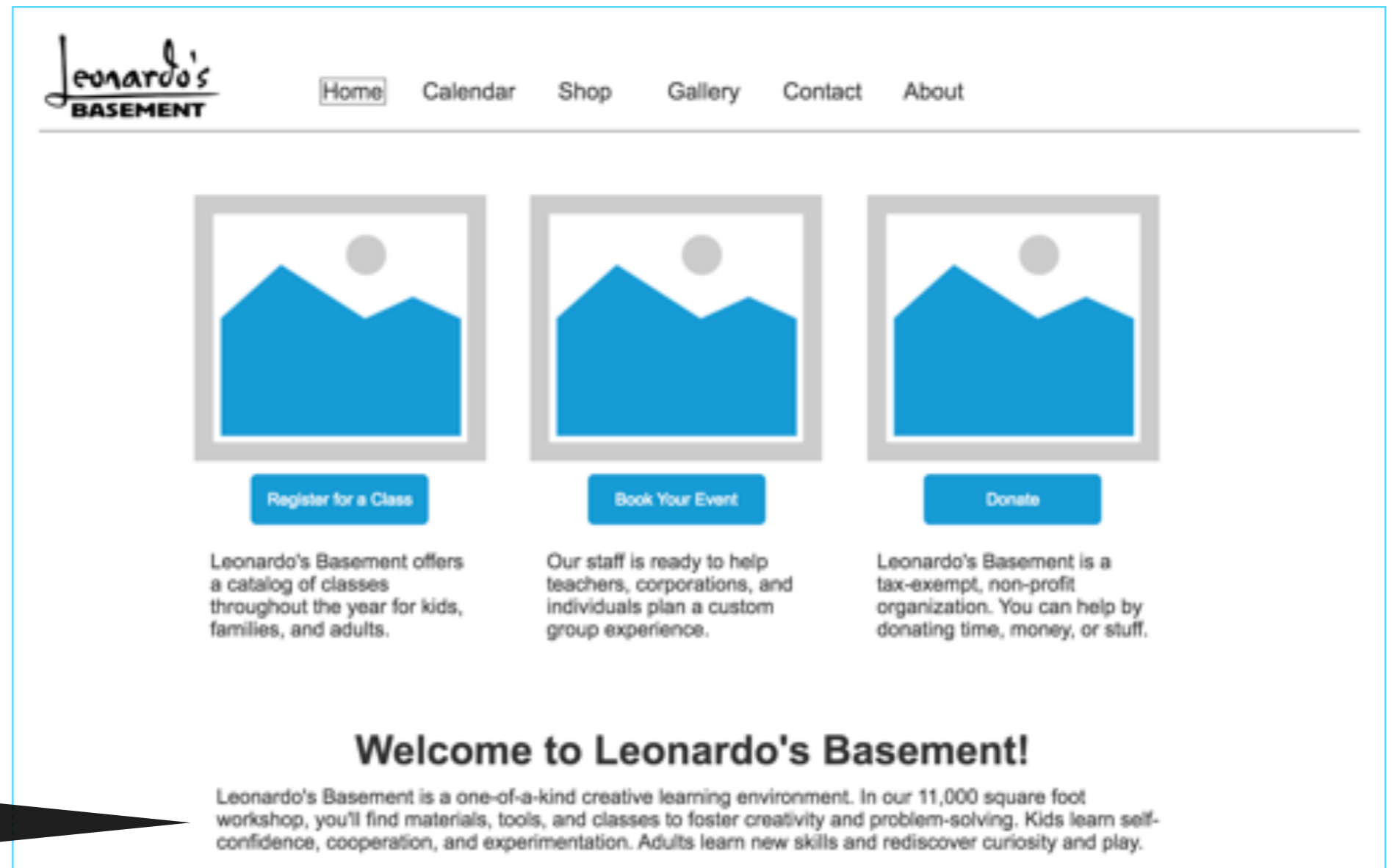
Difficult to find an “action” to book an event

RECOMMENDATION

Clear calls to action on the Leonardo’s homepage will cater to both primary user types: individuals wishing to register for classes, AND individuals/schools/corporations wishing to book an event.

Right:

Clear calls to action will help all primary user types (individuals, teachers, and corporations) find what they need quickly.



AT-A-GLANCE: ORGANIZATION'S
VALUES AND OFFERINGS

ADDITIONAL FINDINGS

In general, users reacted positively to content (both text and photos) on the site. Leverage multiple learning styles by adding text captions to photos.

During completion of test scenarios, users *gleaned* a clear sense of Leonardo's Basement intent and values. Only one user spent enough time on the homepage to identify the values statement in the page footer. Use valuable front page real estate for a quick glance at values and offerings (see page 20) to benefit visitors who stumble upon the site organically and may not stay long.

CONCLUSION

The team wishes to thank Leonardo's Basement for the opportunity to help them improve site usability and content strategy.

We hope that these recommendations position Leonardo's Basement for growth and support the launch of effective advertising campaigns.

Raw findings can be made available upon request.

Some recommendations in this presentation were incorporated into a limited clickable prototype of a site redesign. See the prototype here: <https://1b1kve.axshare.com/#c=2>