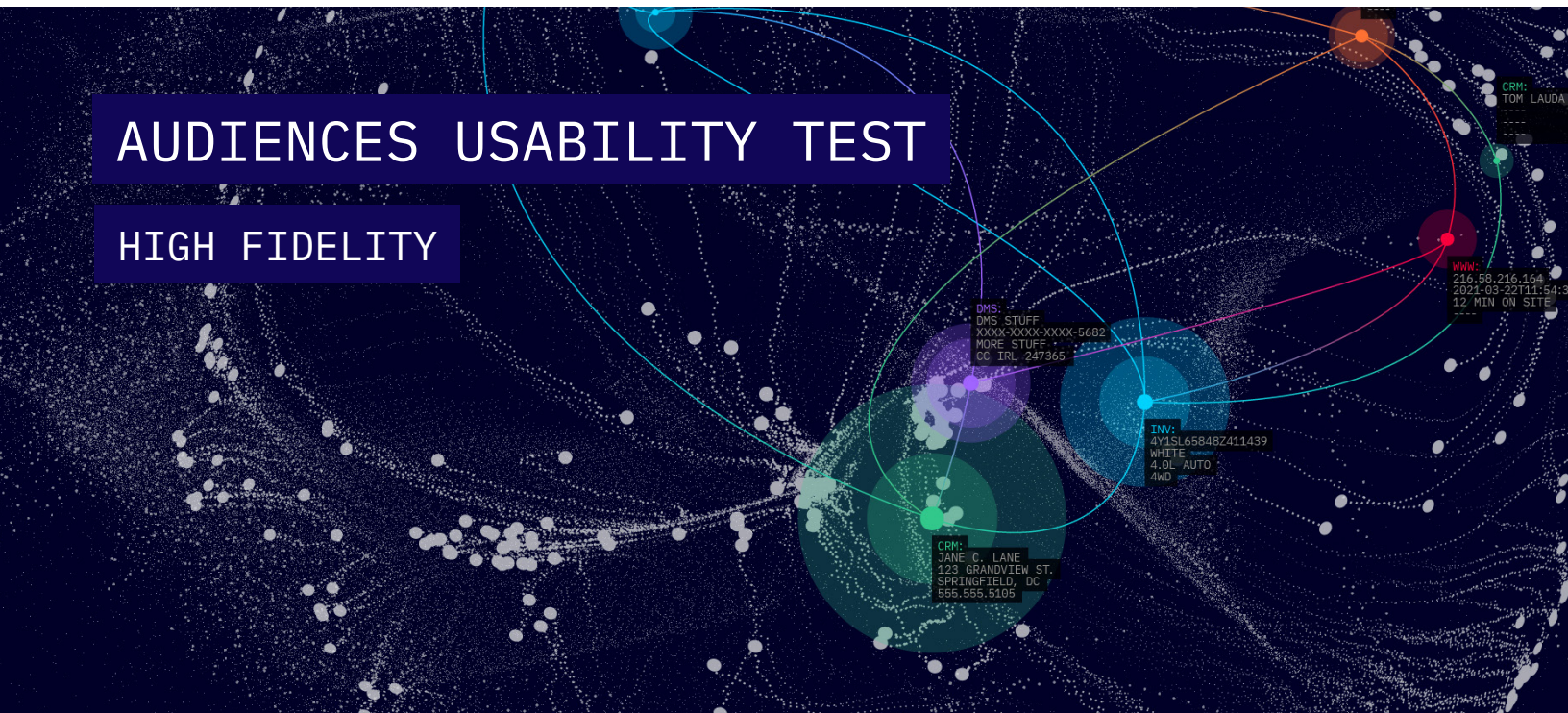


AUDIENCES USABILITY TEST

HIGH FIDELITY



Summary:

After a round of iteration, I invited the same four Client Success Reps and Digital Specialist to participate in a high fidelity usability session to test a combined workflow... navigating to a Facebook Audiences and adjusting the parameters.

Users only previous experience with the Garage was a low fidelity prototype... no training was given.

Findings

- All five users completed the task more quickly on the high fidelity prototype
- With a minimum of 8 clicks required to complete this task... the average time was under 1-minute (even with two participants asking for the task to be re-read to them)
- Changing the Card / Menu to a caret made the menu more obvious
- All five agreed this layout makes accessing this information easy
- All five felt this tool was built for them
- The only suggested improvement was real-time audience sizes (without the need to click “Calculate Size”)... but I explained that was an engineering concern - could be a future enhancement.

Recommendations

- Build it...re-test in a Dev/UAT environment

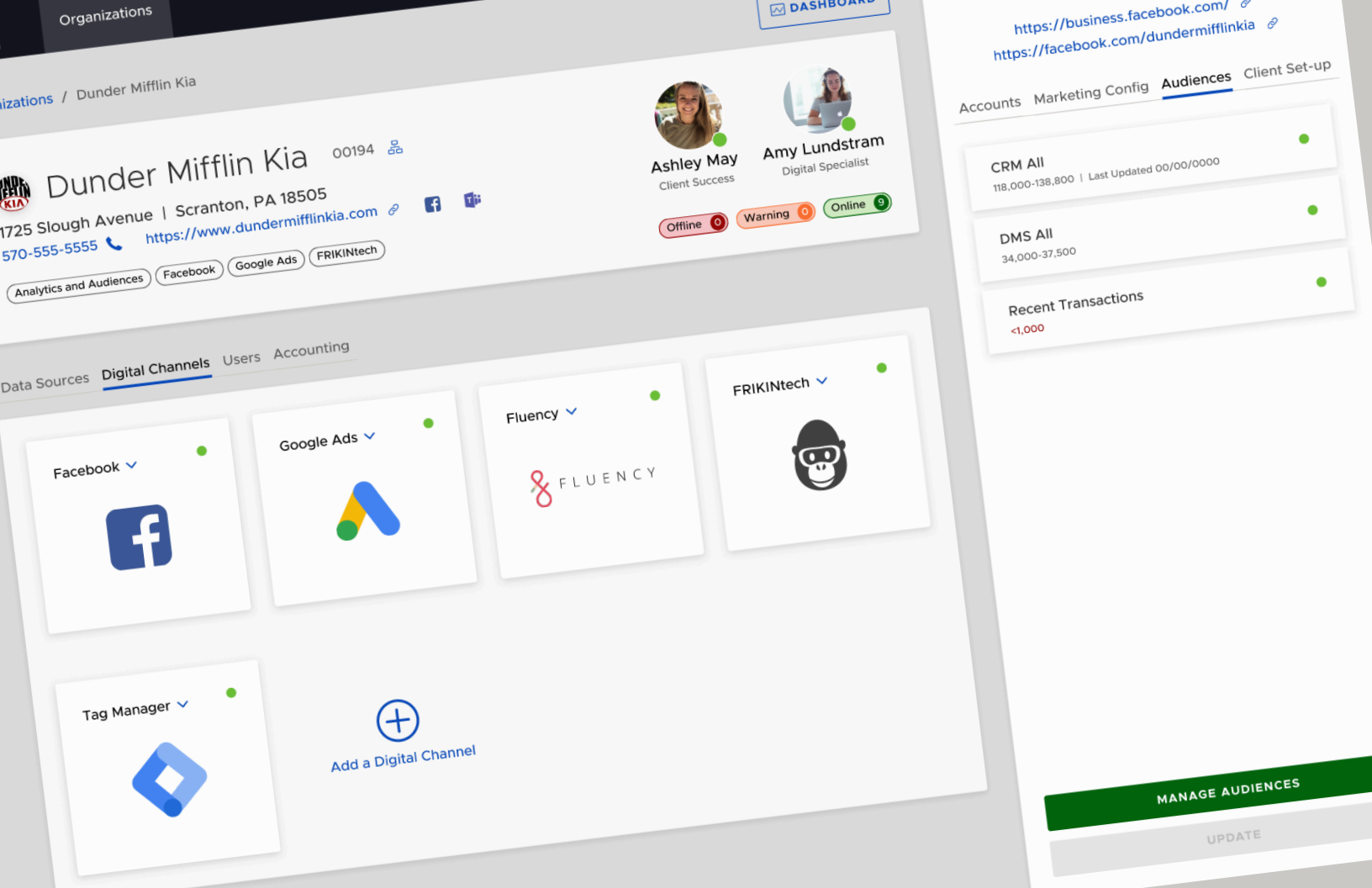


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TASK

Dunder Mifflin Kia is your client. Their “Recent Transactions” Facebook Audience is less than the recommended size of 1,000 people. Using the Garage Tool, how might you increase the size of this audience?

TIME ON TASK



Participant 1

- Did the low fidelity tasks in a combined 0:54 (improving by 0:20)

Participant 2

- Did the low fidelity tasks in a combined 3:48 (improving by 3:10)

Participant 3

- Did the low fidelity tasks in a combined 1:35 (improving by 0:19)
- Tried to click on the DD Products
- Navigated to Settings successfully, but quickly left the tab and started looking under other tabs... adding 0:35 to the task.

Participant 4

- Did the low fidelity tasks in a combined 1:44 (improving by 0:36)
- Tried to click on the DD Products
- Asked for me to re-read the task
- Completed in 0:35 after repeating the task

Participant 5

- Did the low fidelity tasks in a combined 1:39 (improving by 0:42)
- Opened the “Manage Audiences” modal first
- Navigated to Settings successfully, but left the tab and started looking elsewhere... adding 0:36 to the task
- Asked for me to re-read the task

TASK QUESTIONS

Do you feel this layout will provide users with easy access to this information?

- Yes.
- Yes, I do.
- Yeah.
- Yes.
- Yes.

Does it feel like it was designed for you?

- Yeah.
- Sure.
- Yeah, it's going to be my theme feedback for the last time in that... I'm pretty sure I went and tried to do the exact same thing I did the last time... I went to 'Analytics & Audiences' here instead of the Digital Channels first, because I heard the word 'audience', so that's immediately what I went for thinking it was a shortcut. So for me, I'm always going to be looking for a shortcut. But yes, once were trained in 'hey, you know this is going to be the way to get there. There's one way to get there'. Totally cool. I will say yes. At that point it will have been made for me.
- Yes.
- Yes.

Since this isn't finished, what would you like to see in the final version?

- When you want to change (the settings dropdown)... then that should say '1,000 or <1000' next to it, before I click on it. I shouldn't have to click into here (Calculate Size button) because what if I only get 1,100? And that's not good enough for me... or 1,300? That's not good enough for me.

Before you click you shouldn't have to click this button. It should hopefully be in the drop down, does that make sense?

- It's difficult to say. It's pretty intuitive, and it flows fairly well, so I don't really have that much in terms of constructive feedback, I'm afraid.
- I mean for what it's supposed to be doing, it's really easy once you have navigated... I mean, I was able to find what you wanted me to find easily, once I understand how the navigation of it works, I don't think for purposes of what this particular tool is meant to do, I think it's fine.
- These buttons to work, the 'Analytics & Audiences', 'Facebook', 'Google Ads', and 'FRIKINtech'.

(Jarrod) Before we continue, the 'Audiences & Analytics', 'Facebook'... those are the DD Products that they have turned on in HubSpot, so that if this was your client, and you came in here, you would be able to see what they're signed up for. So those aren't designed to be buttons, those are just informational that this is what they're signed up for.

Oh, that's cool. Got it. OK so then yeah no, I think it's good.

- At this moment, I do not have a recommendation.

System Usability Scale (SUS)

SYSTEM USABILITY SCALE

The System Usability Scale (SUS), created by John Brooke in 1986, offers a quick and effective way to evaluate the usability of products. SUS is a practical and reliable tool for measuring perceived ease of use. It can be used to determine if there is an overall problem with a design solution. SUS is not diagnostic. SUS is used to provide an overall usability assessment measuring:

- **Effectiveness:** can users successfully achieve their objectives?
- **Efficiency:** how much effort and resource is expended in achieving those objectives?
- **Satisfaction:** was the experience satisfactory?

The 10 System Usability Scale Questions

- I think that I would like to use the Garage frequently.
- I found the Garage unnecessarily complex.
- I thought the Garage was easy to use.
- I think that I would need the support of a technical person to be able to use the Garage.
- I found the various functions in the Garage were well integrated.
- I thought there was too much inconsistency in the Garage.
- I imagine that most people would learn to use the Garage very quickly.
- I found the Garage very cumbersome to use.
- I felt very confident using the Garage.
- I needed to learn a lot of things before I could get going with the Garage.

Scoring is based on a 5-point Likert Scale from Strongly Disagree (1 point) to Strongly Agree (5 points). Responses yield a score on a scale of 0 – 100, but this is not a percentage or percentile. **The average SUS score is 68.** Meaning a score of 68 will just put you at 50th percentile.

Interpretating SUS Scores

Here is a general guideline:



High Fidelity Audience Results

The data from the five participants:

B	C	D	E	F	G	H	I	J	K	L	M
I think that I would like to use the Garage frequently.	I found the Garage unnecessarily complex.	I thought the Garage was easy to use.	I think that I would need assistance to be able to use the Garage.	I found the various functions in the Garage were well integrated.	I thought there was too much inconsistency in the Garage.	I would imagine that most people would learn to use the Garage very quickly.	I found the Garage very cumbersome/awkward to use.	I felt very confident using the Garage.	I needed to learn a lot of things before I could get going with the Garage.	Raw	Final
5	3	4	1	3	3	5	1	5	2	32	80
4	2	4	2	3	1	4	2	3	2	29	72.5
5	1	5	2	5	1	5	1	4	1	38	95
5	1	5	4	5	2	5	1	3	1	34	85
5	2	5	4	5	1	5	1	4	1	35	87.5
											84

Final Score: 84.

