

# iinView Research

First Click Analysis & Other User Metrics

July 2014

tekzenit research

# Testing Methodology

## Task Based A/B Testing and Subjective Questionnaires

The purpose of this test is to conduct a comparative evaluation of two home page candidates proposed by the visual design team for iinView.com.

- Understand performance on tasks and user critique of homepage aesthetics
- Assess “first click” logic
- Assess time on task
- Assess visual design (color, photography, tone, overall “feel”)
- Ultimately compare the two candidates to determine best design.

## Executive Summary

This A/B usability test of two iinView homepage designs consists of quantitative and qualitative metrics. The results of this test have been generated from a series of user-based tasks, as well as a brief survey. The noted deficiencies from the previous heuristic evaluation informed our test questions for this test. The deficiencies of concern from the previous test were:

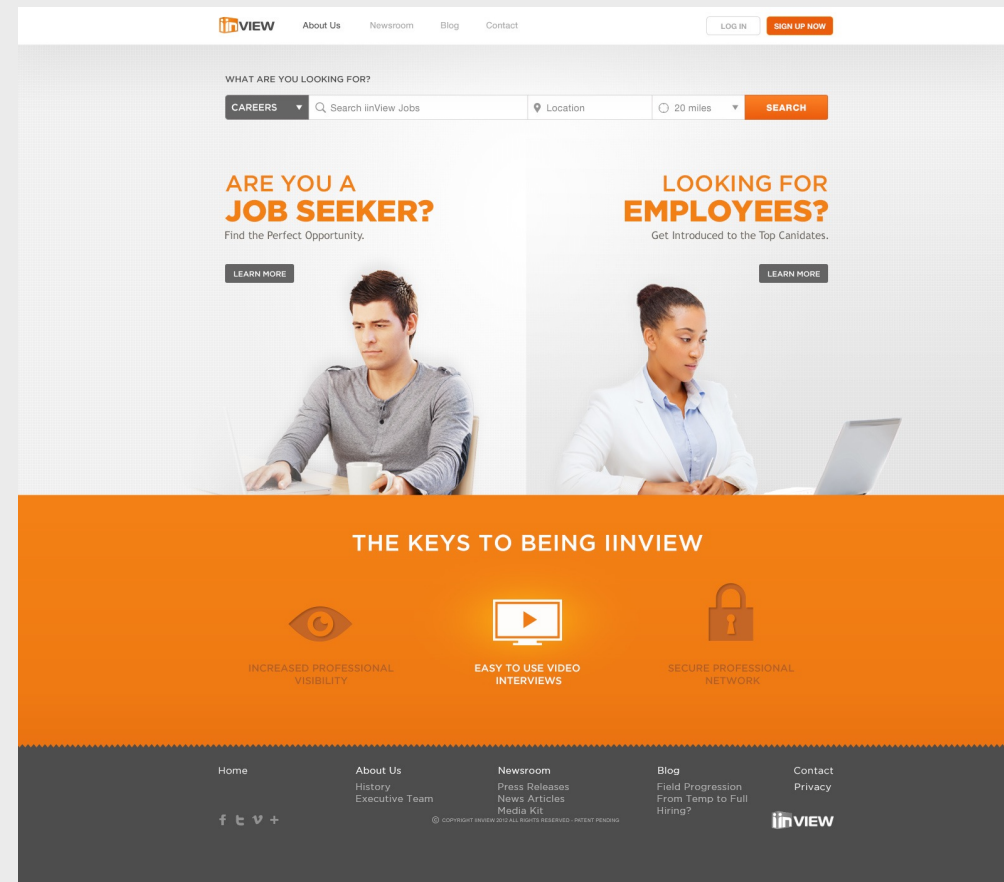
- Trust and credibility (security of private information)
- No search function
- Call to action competes with surrounding text and images
- No sign up function

We tested our 10 users on the following 5 tasks:

1. You are new to iinView, where would you go to explore the benefits of the service?
2. You are unsure of the types of employment available, where would you go to find this information?
3. You are the owner of a company and would like to take on a new hire, where would you find one?
4. Where would you go to find out if your personal information is protected?
5. You would really like to work in Dallas, TX, where would find information about a job there?

# Executive Summary (cont.)

## Homepage A



## Homepage B



## Time on Task

Homepage A was 2.16 seconds slower\*

\*Not Statistically Significant

## Subjective Questionnaire (AttrakDiff)

Overall, Homepage A scored 7 points better than Homepage B.

- Users rated homepage A better on 12 out of 22 scale items: creative, exciting, interesting, predictable, original, simple, novel, activating, clear, pragmatic, less overloaded, and innovative.
- Homepage B was rated better on 6 out of 22 scale items: Easy to learn, valuable, attractive, conforming, efficient, and appealing

## Aesthetic Design Questionnaire

Color: Overall, Homepage A was rated better by 3.4 points.

- Homepage A was rated better on 5 out of 7 scale items: Professional, reliable, interesting, novel, and pleasant.
- Homepage B was rated better on 1 of the 7 scale items: Inviting

Photography: overall, Homepage B was rated better by .2 points.

- Homepage A was rated better on 3 out of 7 scale items: Reliable, Interesting, and Novel.
- Homepage B was rated better on 3 out of 7 scale items: Professional, Attractive, and Inviting

Tone: overall, Homepage B was rated better by 1.6 points

- Homepage A was rated better on 2 out of 7 scale items: Interesting and Novel.
- Homepage B was rated better on 4 out of 7 scale items: Professional, Reliable, Inviting, and Pleasant.

Trustworthiness: Overall, Homepage B was rated more trustworthy by .8 points.

## Final Assessment:

Users were slower using homepage A, but rated the page better on subjective questionnaires.

# First Click Analysis

A participant who clicks down the right path on the first click will complete their task successfully 87% of the time.

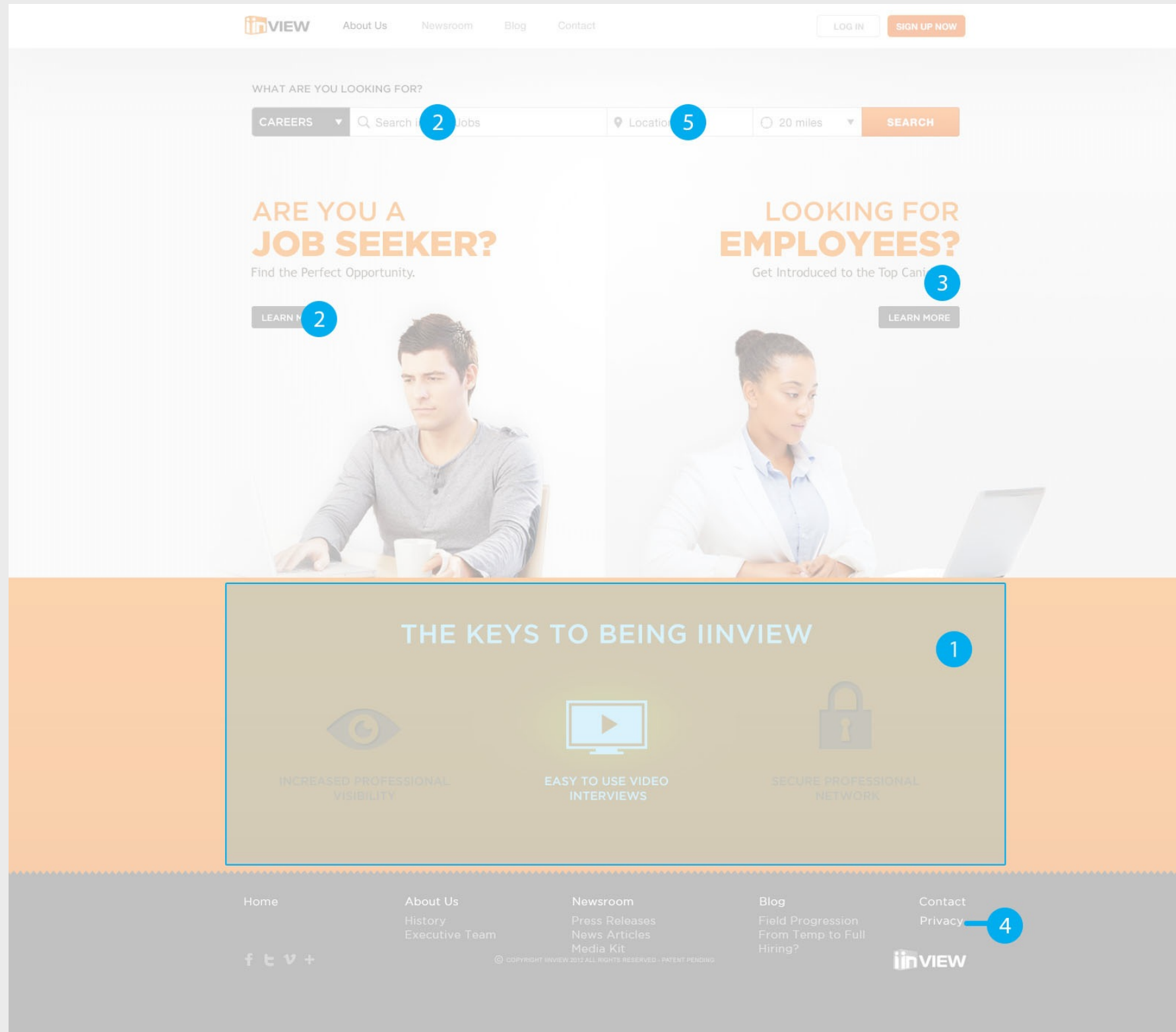
A participant who clicks down the wrong-path on the first click, tends to only successfully complete their task 46% of the time.

<http://www.usability.gov/how-to-and-tools/methods/first-click-testing.html>

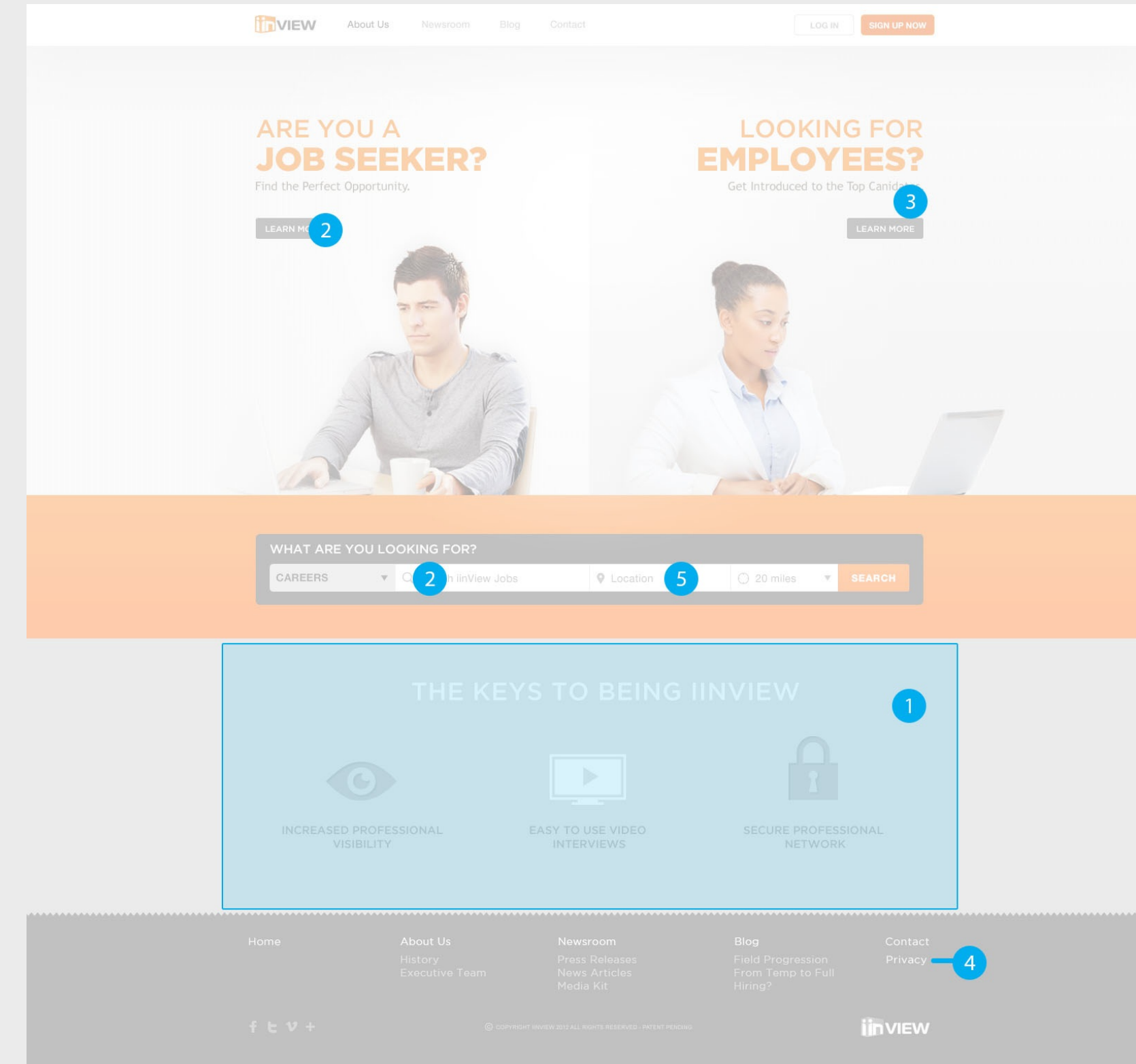
# Ideal first click locations per task

The following examples illustrate the ideal first click locations for each task performed. Each task has one ideal first click location, except task 2, which has two. Each task's ideal first click location(s) is noted with the task number in the cyan circle.

## Homepage A



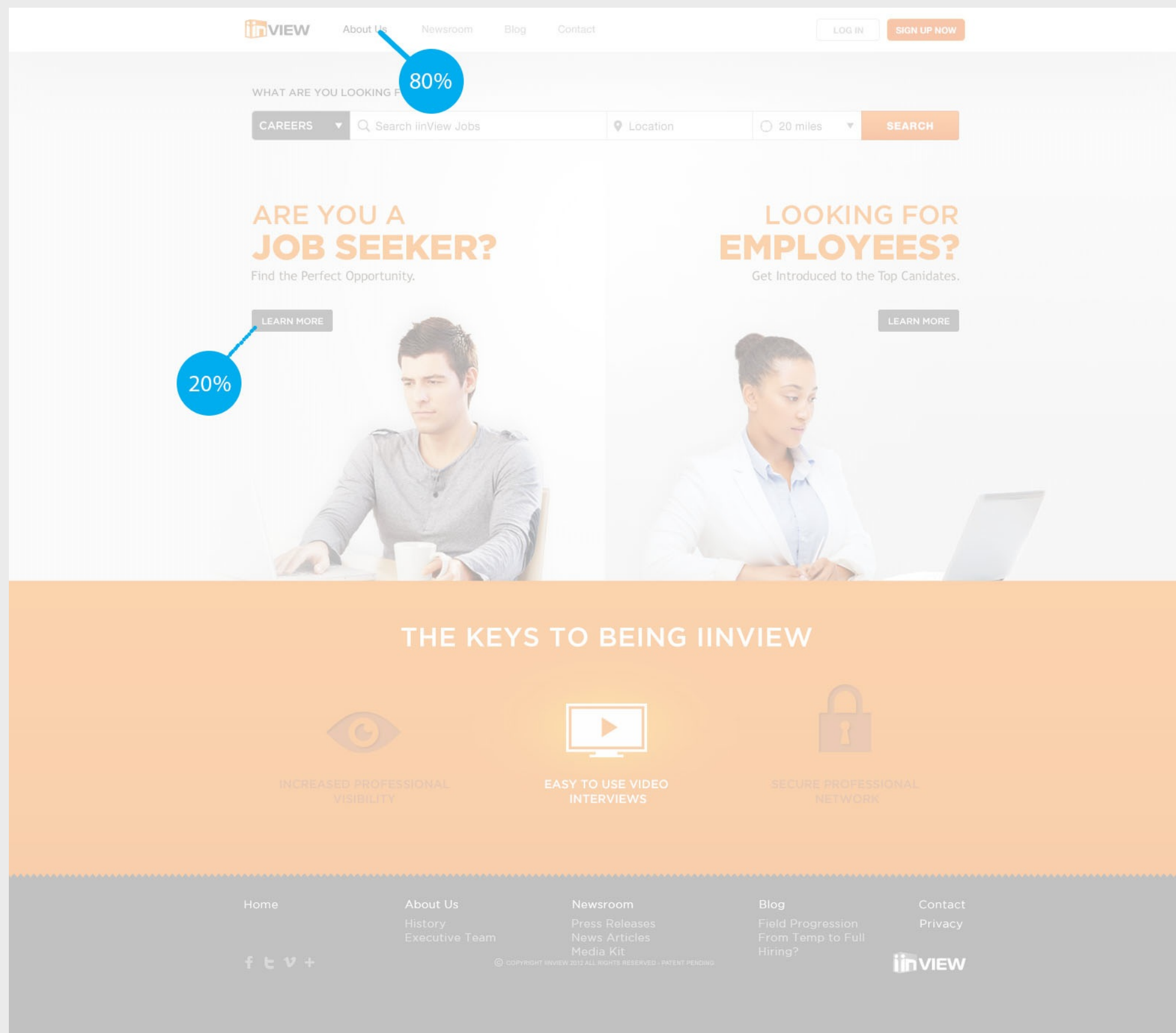
## Homepage B



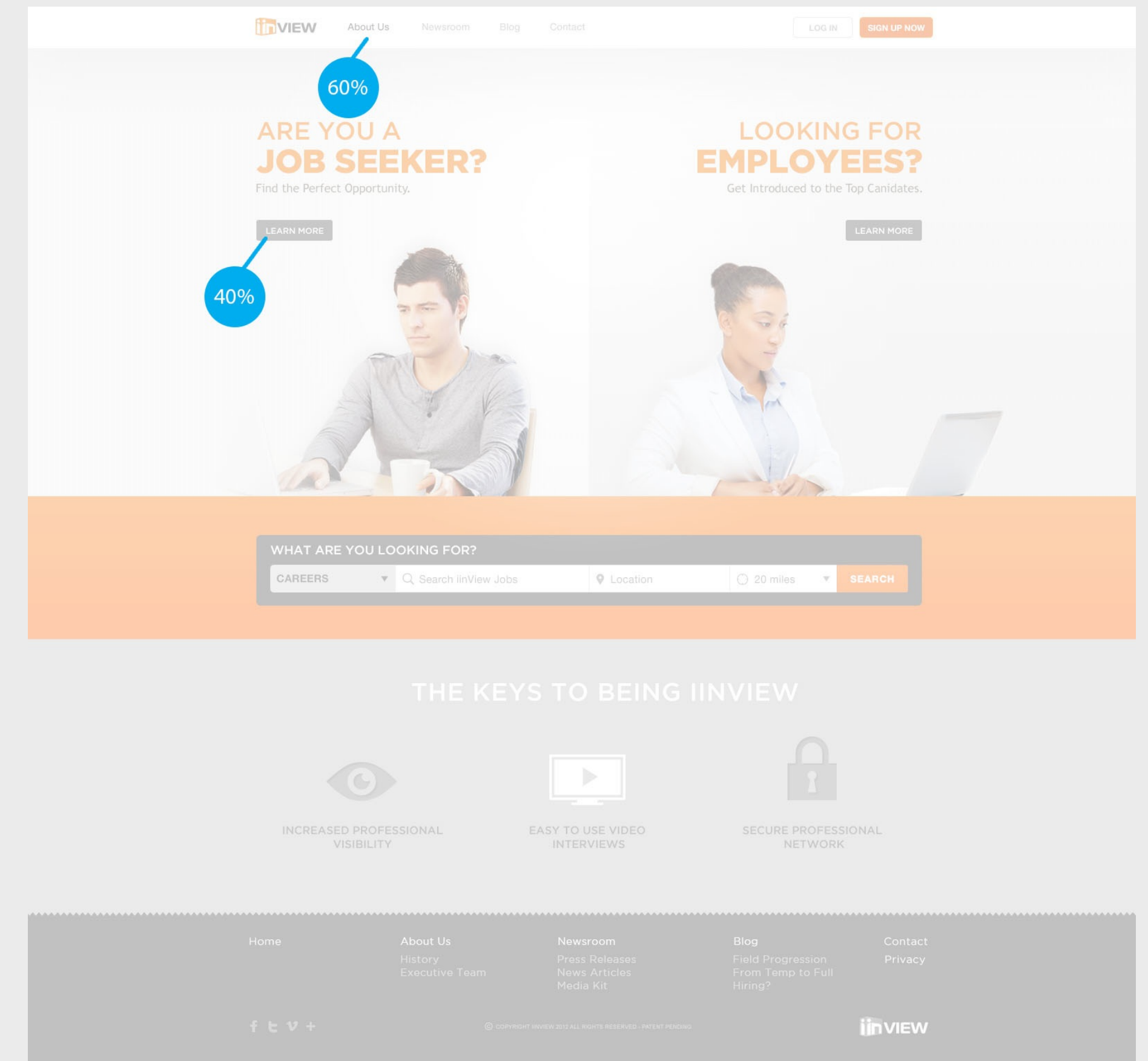
# Task 1

“You are new to iinView, where would you go to explore the benefits of the service?”

## Homepage A

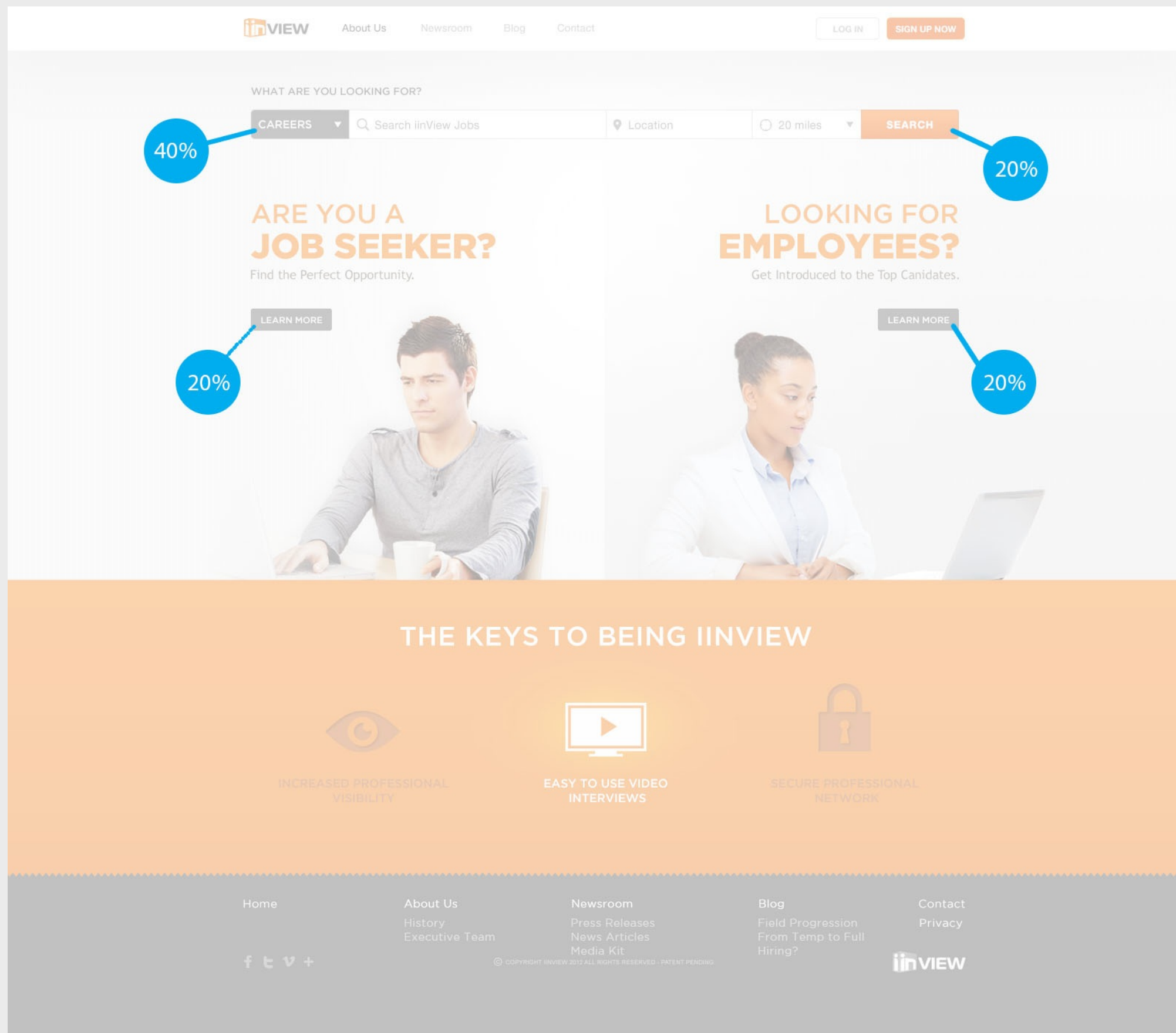


## Homepage B

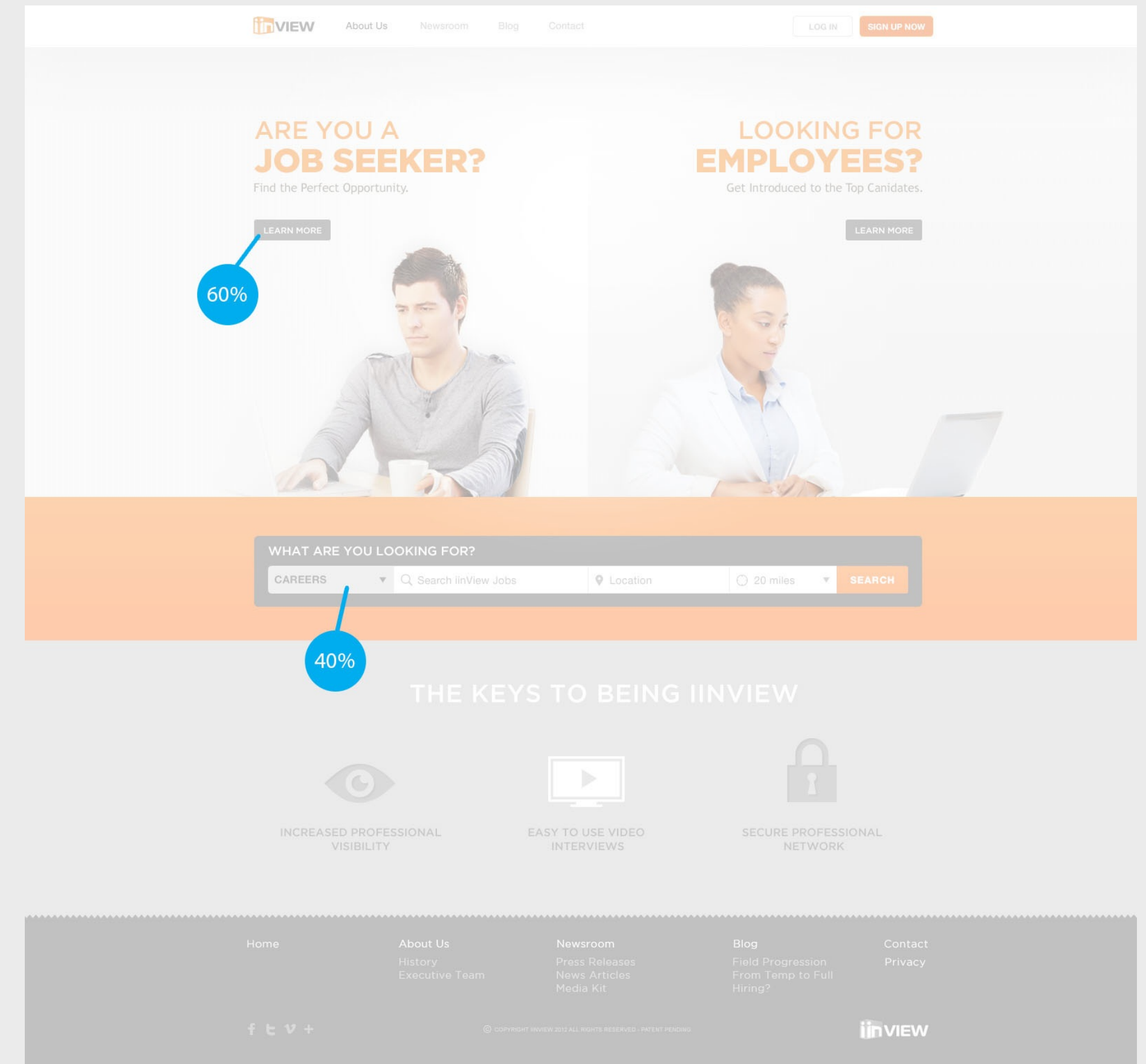


**Task 2**  
“You are unsure of the types of employment available, where would you go to find this information?”

### Homepage A

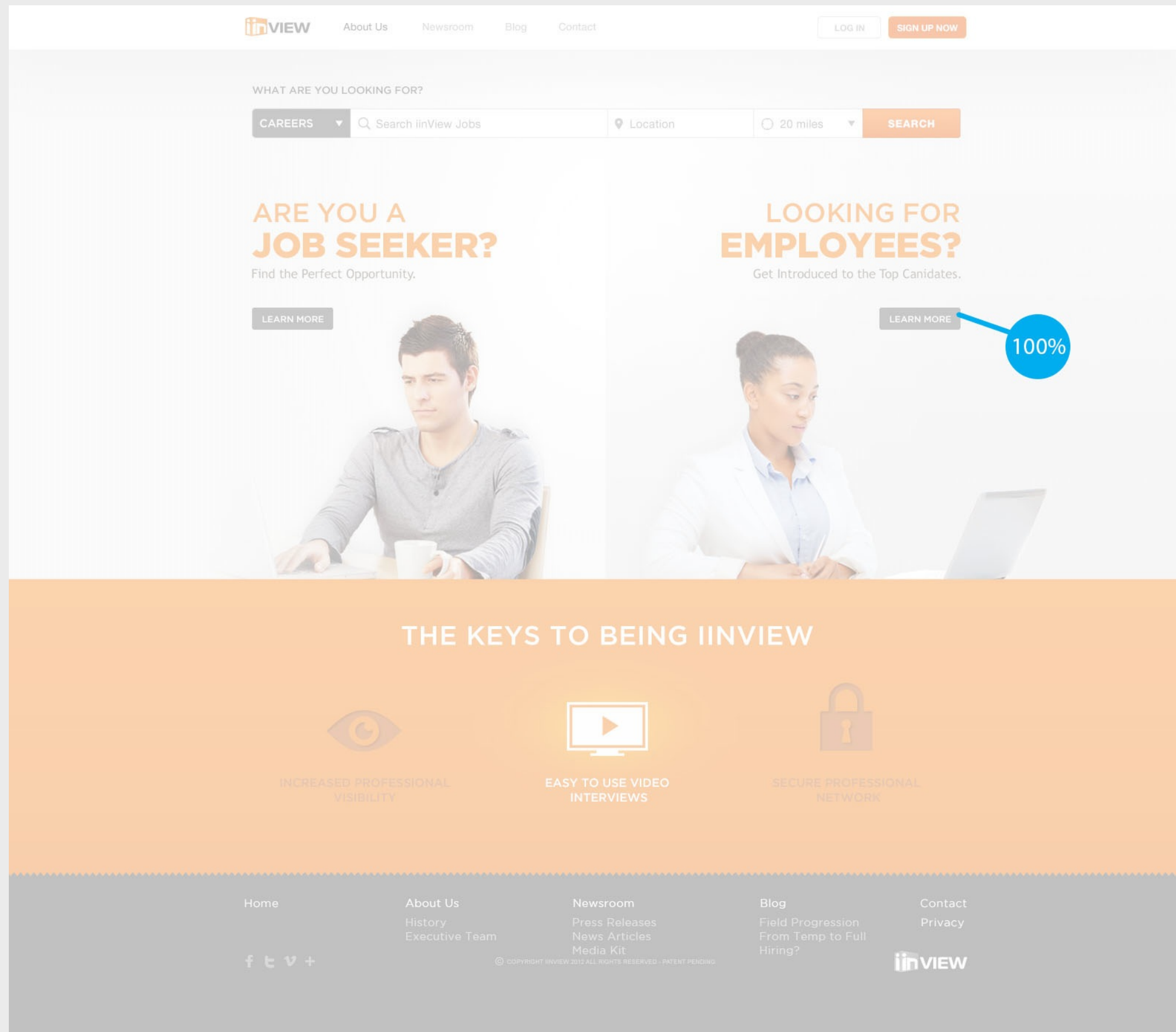


### Homepage B

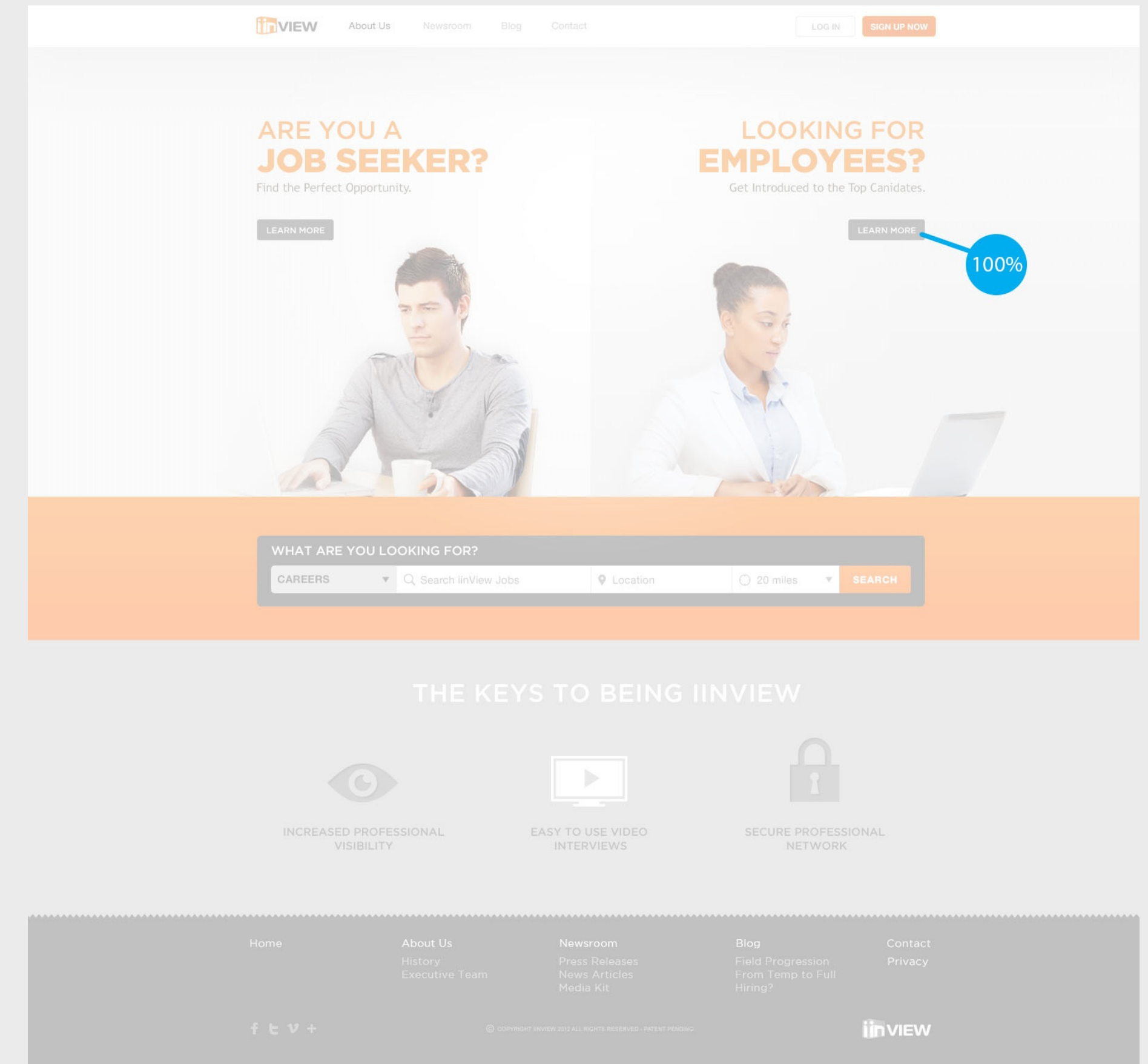


**Task 3**  
“You are the owner of a company and would like to take on a new hire, where would you find one?”

### Homepage A



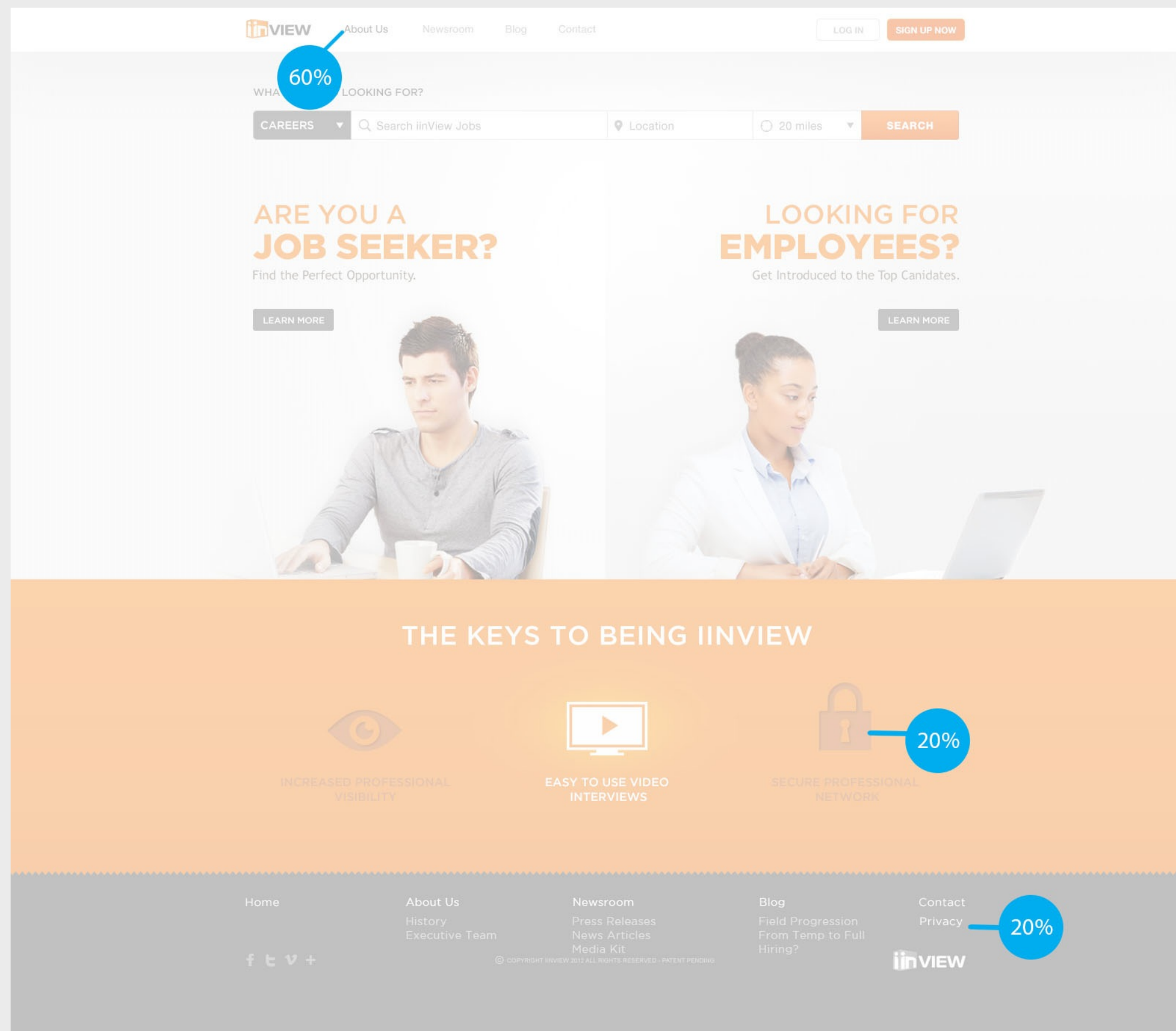
### Homepage B



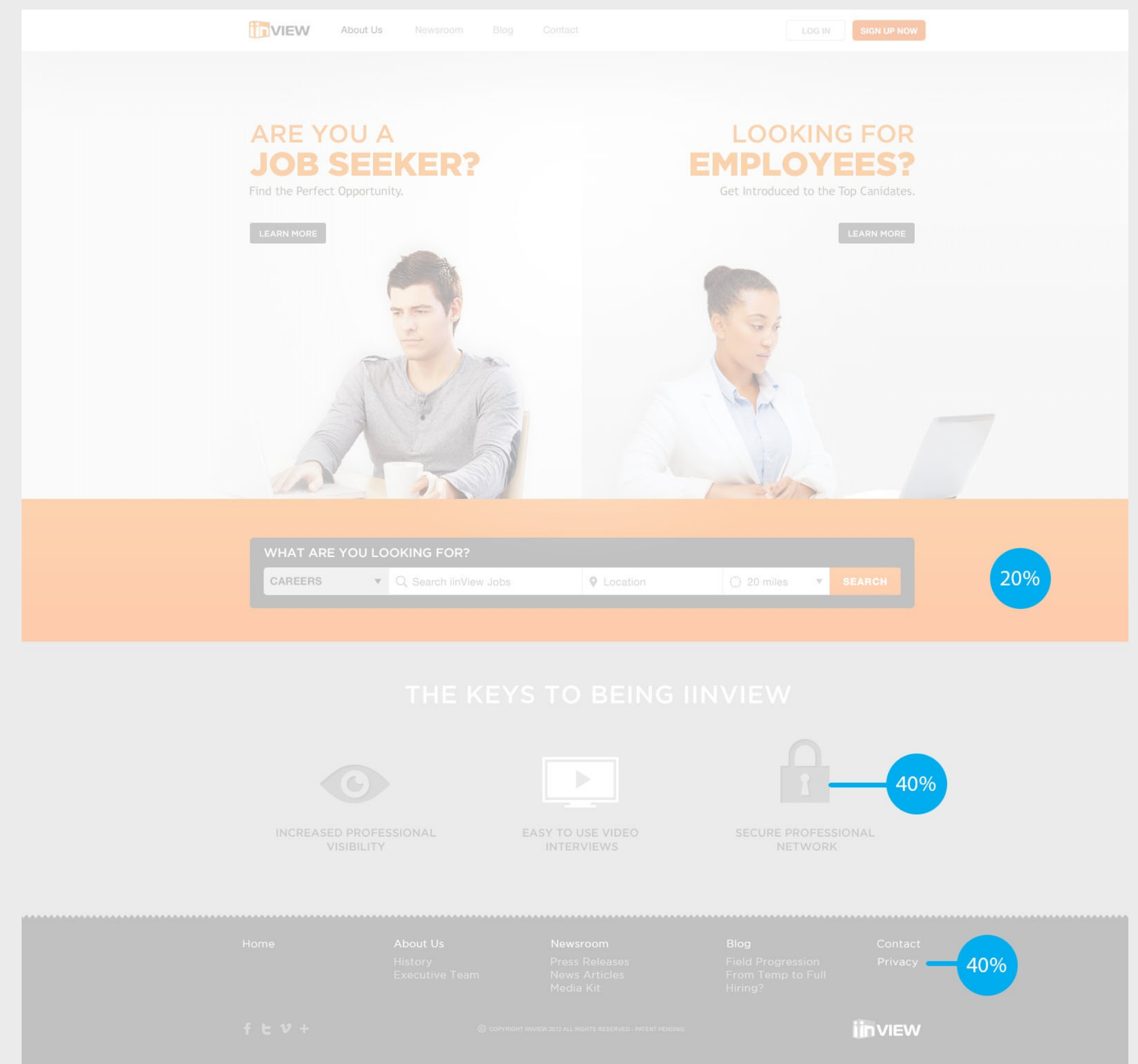
# Task 4

“Where would you go to find out if your personal information is protected?”

## Homepage A



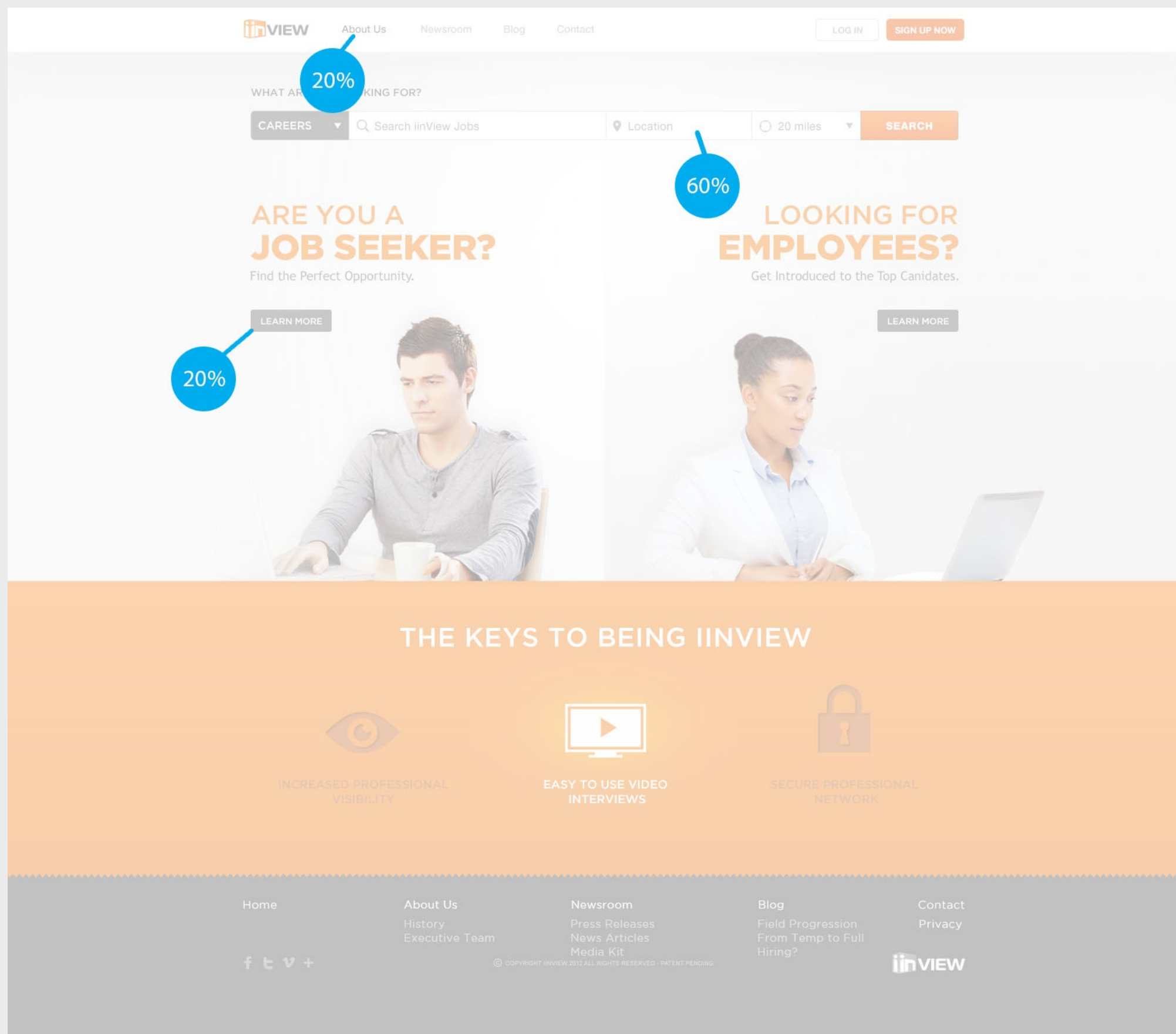
## Homepage B



# Task 5

“You would really like to work in Dallas, TX, where would find information about a job there?”

## Homepage A



## Homepage B

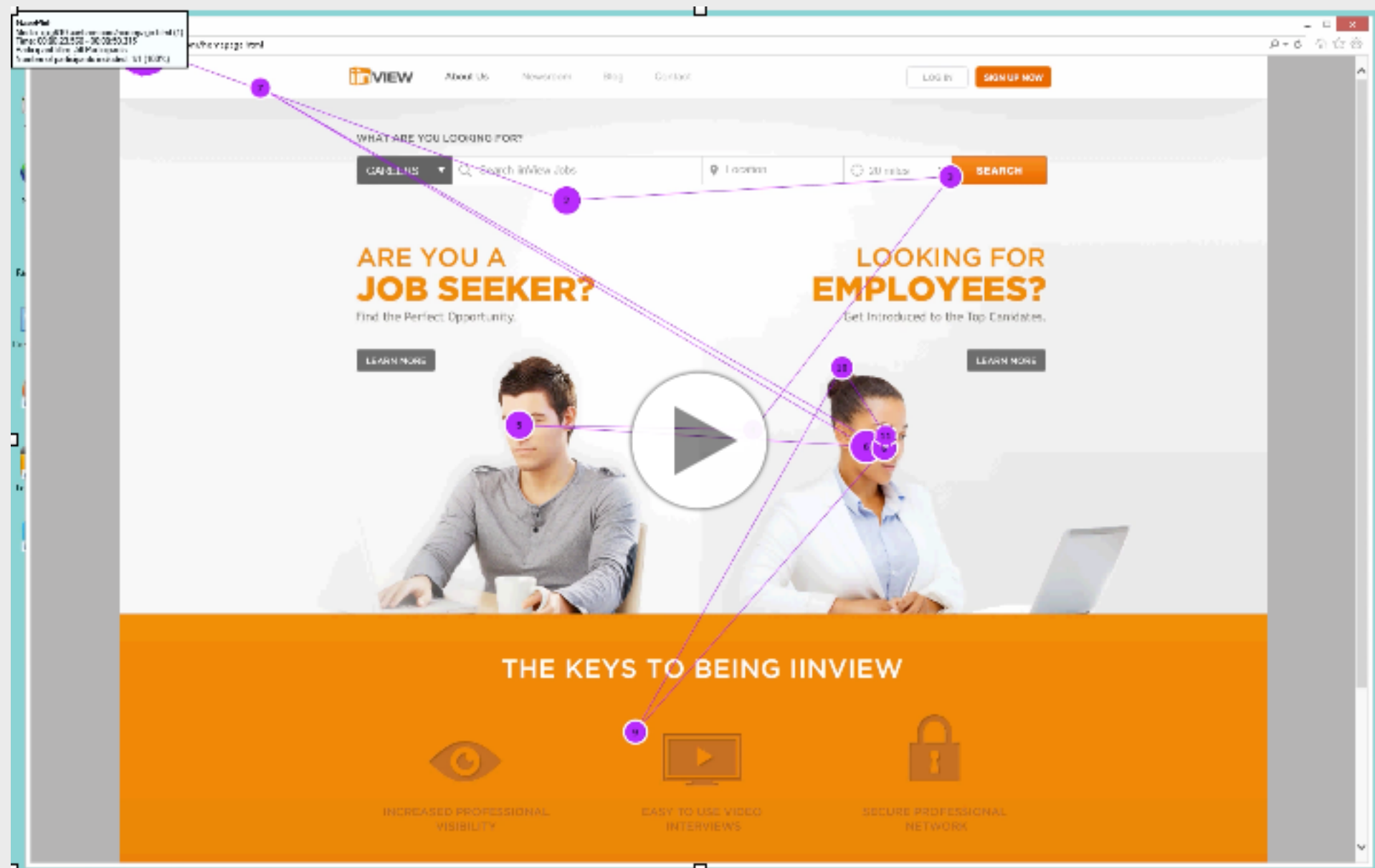


# Eye Tracking Results

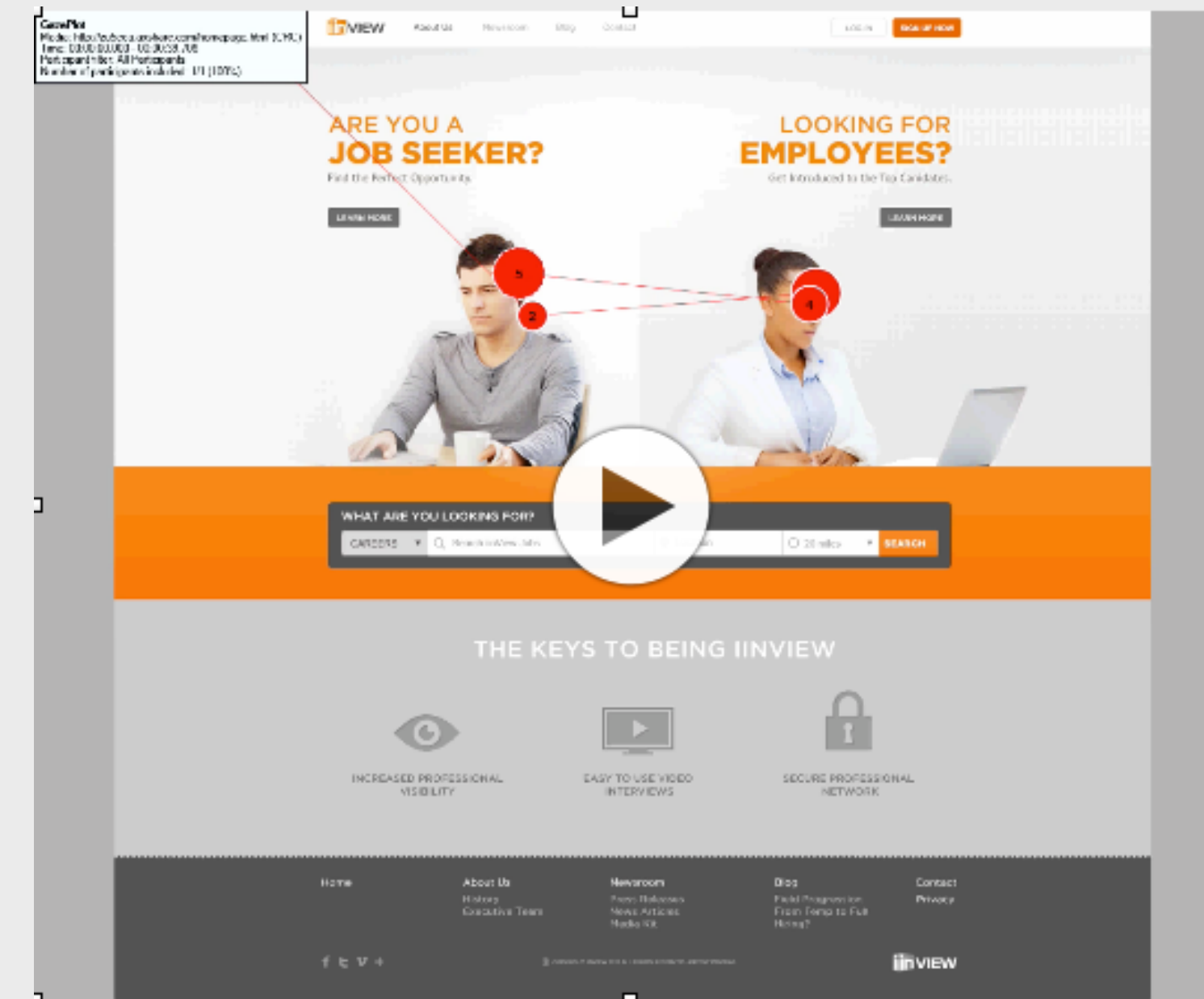
# Gaze Plot

Circle diameter is indicative fixation duration. Smaller = Shorter. Larger = Longer.

Homepage A



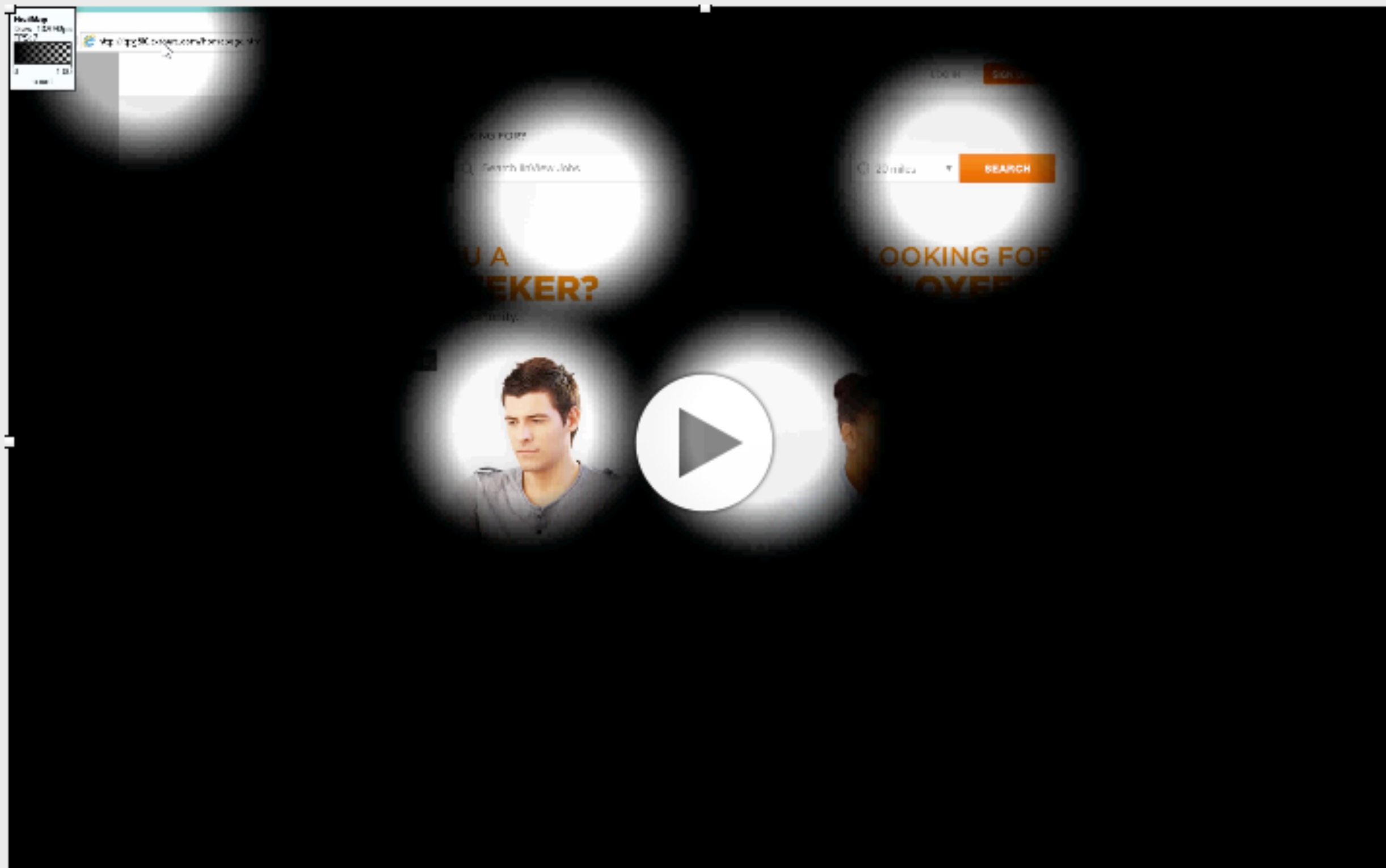
Homepage B



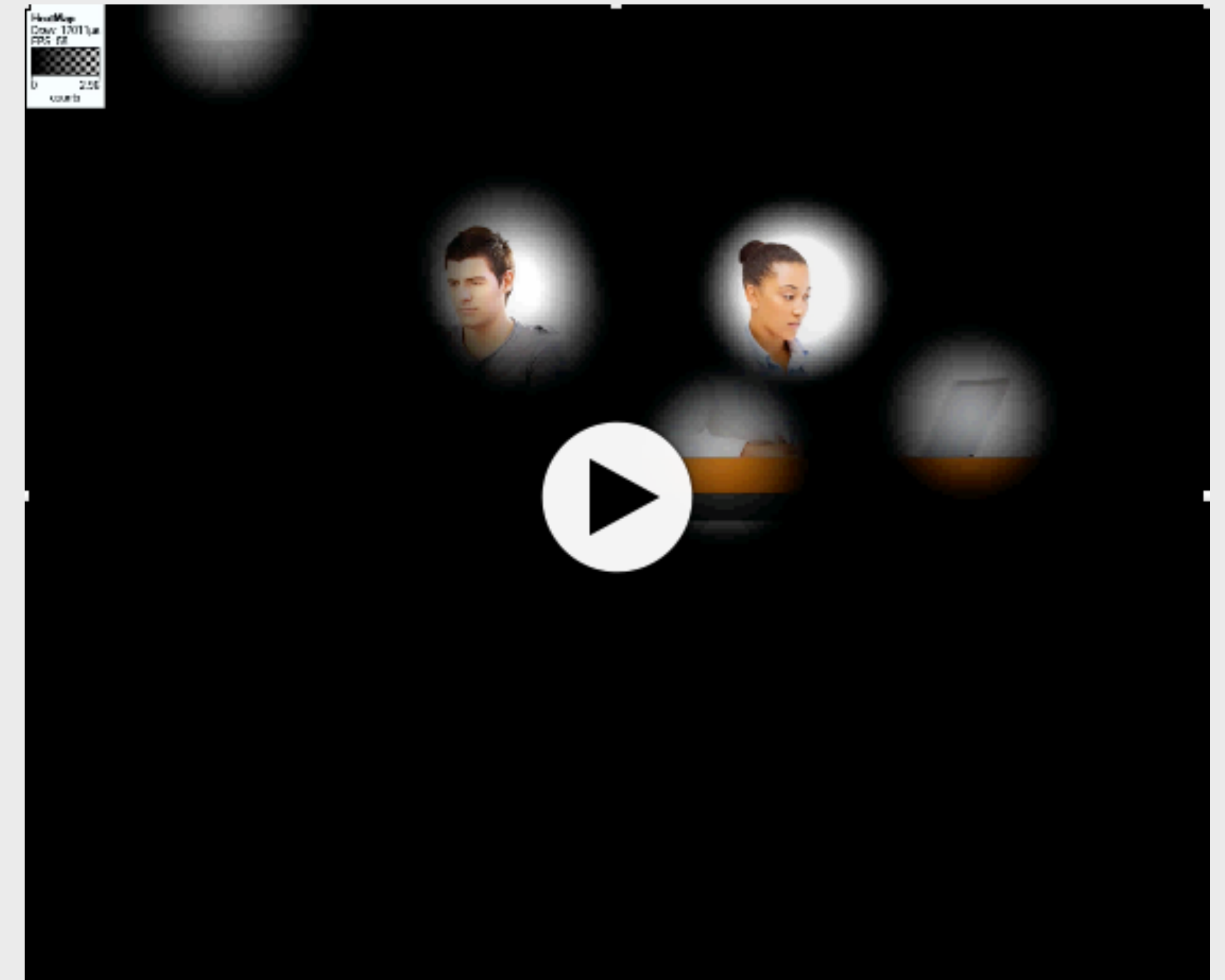
## Reveal Plot

The white areas that are being revealed represent what the user looked at.

Homepage A



Homepage B



Thank you