

Usability Testing Report

A "Usability Testing Report" is the key document to gain a deeper understanding of their audience's needs and frustrations. Usability testing helps to discover product flaws as well as areas of confusion. In this usability testing, we were set out to find the user's first impression of the user interface for CADRE application.

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Executive Summary

Some of the factors that were used to define usability were:

- Visual appeal
- Clarity of messaging
- Type of content and placement of content
- Information architecture
- Clarity of process

Basic takes about the testers:

- The majority of participants understood the general premise of CADRE.
- The majority of participants thought the user interface was visually appealing.
- The application process received good feedback and was well received.

100%

of participants were able to successfully complete all tasks.

20%

of participants have had some experience with usability testing prior.

100%

of participants enjoyed this specific experience.

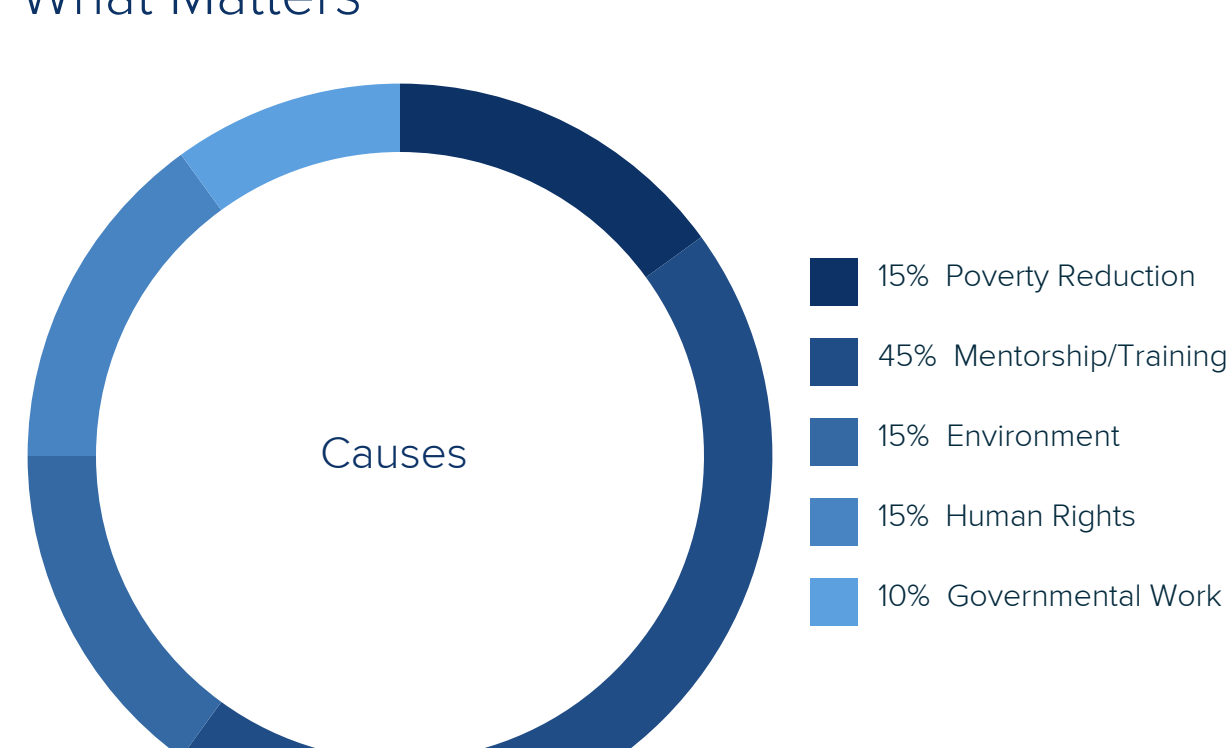
80%

felt like they needed more information on some steps of the application.

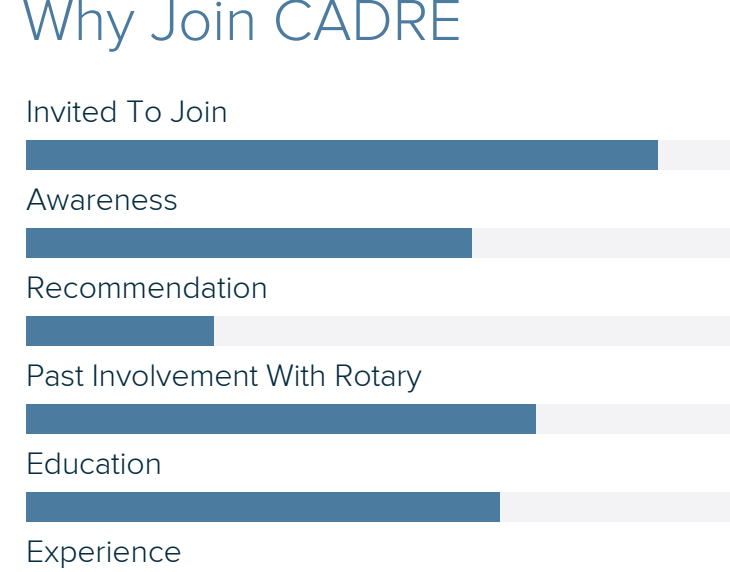
Usability Testing Participant Profiles

| | Gender | Occupation |
|----------------|--------|----------------------------------|
| Simona Pinton | Female | Researcher/Lawyer |
| Jason Pan | Male | Entrepreneur |
| Pallaw Agarwal | Male | Teaching |
| Dave Stewart | Male | Engineer |
| Angela Gordon | Female | Teaching |
| Jean D'Amour | Male | International Development Expert |

What Matters



Why Join CADRE



Testing Setup, Moderation & Post-Test Questions

Testing started by asking testers basic questions about their careers and the next steps in career, followed by giving the testers a user scenario and set of tasks to complete. After the testing, testers were asked a few questions about their experience. All tests were remote.

1. Introduction

Before the test began, UX researcher described the test procedure. Participants were encouraged to talk out loud during the test and recorded via Zoom.

2. Pre-test Interview

Have you done usability testing before?
Where do you consider yourself in your career?
What matters to you? What are your interests?

2. Tasks

Scenario: You are a Rotarian with the education and experience of a primary care doctor. You would like to provide more service to Rotary in the focus of disease prevention and primary healthcare. You are mostly interested in infectious disease control. You stumbled upon application for a CADRE membership with some opportunities to contribute to your community.

- Enter the CADRE homepage and review the content.
- Start an application process.
- Select your area of interest.
- Go through all of the steps and questions.
- Submit the application.
- Review content after submitting the application.

3. Post-Test Questions

How would you describe your overall experience?
Questions about tester behavior through the test.

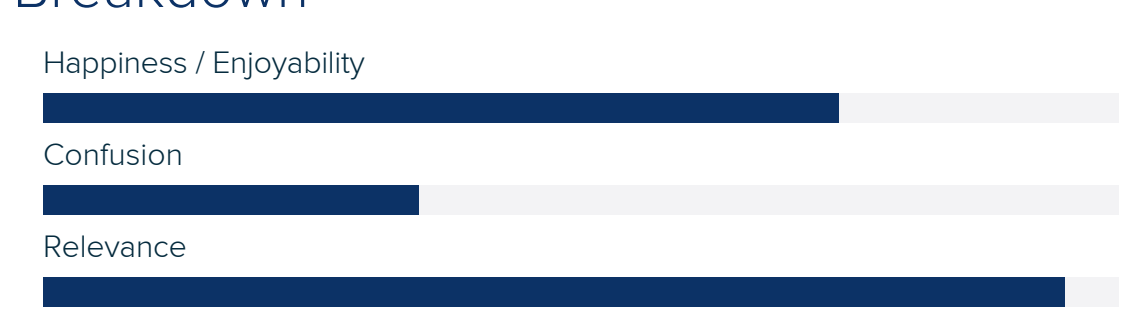
Given your experience through the test:

- What were you expecting to see? Where did it hit, and where did it miss?
What would be your next step?
- Did you feel that you were able to share all the information about your experience and background that you wanted to share?
- What would you expect to see if you were already an accepted CADRE member?
- Was there any type of content you were looking for that was missing?

Response to User Experience



Breakdown



Common Feedback

Homepage Prior To Submitting an Application

- Visually appealing
- Need a different picture that is more relevant to CADRE
- Visual indication to scroll is needed
- CTA for the next steps or to start an application could also be added to resources menu (??)
- Clear and friendly, straight forward
- Process looks clear
- Fair better layout
- Updated content
- Picture – the woman is good but could be projected that is happening in one of the six areas
- Maybe not the executive environment
- Work that is done together
- Consider having started CTA above the fold??
- Think about the wording in the get started.
- What would you expect to see when clicking on the circles?
- Tasks and responsibilities?
- Hamburger menu - could include guide

Application Process/Steps

- Guidelines to enter professional experience in the relevant area
- Describe your experience - give additional direction, make clear (text in the input box)
- The first slide should be updated to refer to eight areas of focus
- Stay consistent with capital letters
- Change the order of financial auditing
- Peace Building and Conflict Prevention
- Make titles consistent with the menu on the bottom
- Professional experience (further information, include guidelines)
- Spelling Mistake – Education
- Add Uploads to Occupation and Expertise
- CADRE groups – give more clarification
- Are we trying to specify the type of team? What type of volunteering? Skills? Need more information. Difference between groups and teams. If I'm applying for CADRE, which kind of CADRE experience are they asking for? Are you sharing more about the skills?
- Training misleading
- The right amount of questions, asking the right questions
- Easy to understand and the steps
- What would be a regional team?
- Geographical area
- Subcategory
- Volunteer experience, you should be able to add more
- Seemed like all information was asked for
- The old form was too repetitive, this seems to be solved

Homepage After Submitting an Application

- Relevant content
- Clear, straight forward
- Nice look and feel
- Submitted on this day/time could be added

Homepage for Active CADRE

- See assignments (completed, ongoing) to track records
- Come back, able to see upcoming assignments that will be assigned to you
- Interaction with other CADREs
- Experiences from other members, knowledge, and notes
- Know if the person is prepared
- Access to other members - Name, Email Address, Interests, Expertise
- What is expected of me
- Have a section specifically focused on the member's field with people in that field
- Recommended classes
- How is going to work financially, projects, how will I be assigned
- CADRE dominated area (??)
- The waiting game, don't know what will happen
- Update, communication... we have these projects coming up
- Cadre member list with projects they were working on and their interest

- Reference to gain, tasks and responsibilities, duties
- Long term plan of CADRE
- Reference to resources
- Rotary learning center reference – more courses
- A platform like showcase, where the CADRE members could find the projects
- Documents that are regulating

Bugs & Issues

- the static prototype didn't have functionality added
- couple issues loading the prototype, nothing major
- problems with scrolling, users could not scroll so it was hard to tell if they would if they could
- sometimes users would use the Figma navigation to view screenshots, not in the order we needed them to

Recommendations & Action Items

- Consider revising the structure of the homepage, adding more visual aids and interaction to make the experience seamless and make the CTA start an application easier
- Make the content on the bottom more accessible
- Change images on the homepage
- Make the steps clickable for details on homepage
- More guidelines on how to enter the relevant experience

- More information on what is asked for about CADRE teams and training

- Uploads more specified
- Date/time of submission

- CADRE active - Add a list of assignments, other CADRE members, section specific to the area of focus, recommendations on further training and classes, expectations, resources

Appendix

Media

- Recordings of testing sessions - link needed!

Thank you.