Hierarchy Page Prototype Testing Results: Round One

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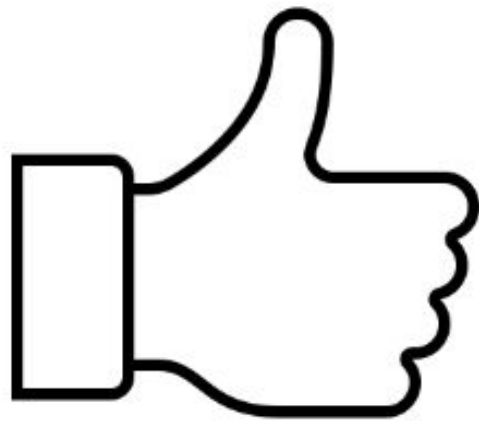# What We'll Cover Today

Research Overview & Objectives

Overview of the study hypothesis and goals, and primary a-ha moments.

Key Insights & Detailed Findings

A deeper dive into how we performed the research and highlights of specific findings.

Takeaways & Recommendations

What we learned and next steps.

Key Insights & Detailed Findings

Appearance

Research revealed key
insights on :

- Design, Fonts, and Colors

- Accessibility

- Users found UI clean,
simple

- Users identified areas of
improvement

Functionality

Research revealed insights
on:

- Useability / UX

- Ideas and Concepts

- Mixed reviews on
functionality

- Users identified areas of
improvement

Microcopy

Research revealed key
insights on:

- Copy and Messaging

- Examples of microcopy
were well received

- Some microcopy needs
refining

Prototype Appearance

Overall, users thought the UI was clean and simple. Feedback revolved around opening the prototype, sizing, using color to provide contrast, and competing attention drawn to the wrong sections of the pages.

Several users experienced opening the prototype and it was not set to fit to screen and it had to be adjusted for our testers.
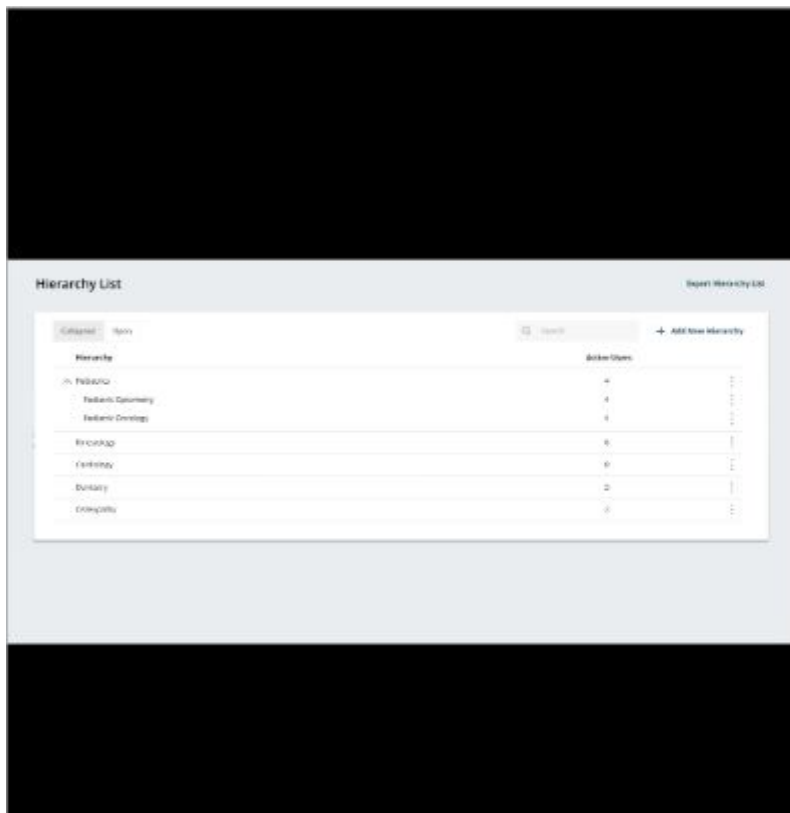
Complete state messaging did not change, disappear, resolve after tasks were completed.

Lists require differentiation between row items either with hover states, zebra stripes, or background colors. Some lists were also not alphabetized or correctly left aligned.

Several users called out sections or actions that competed with the main actions on pages.
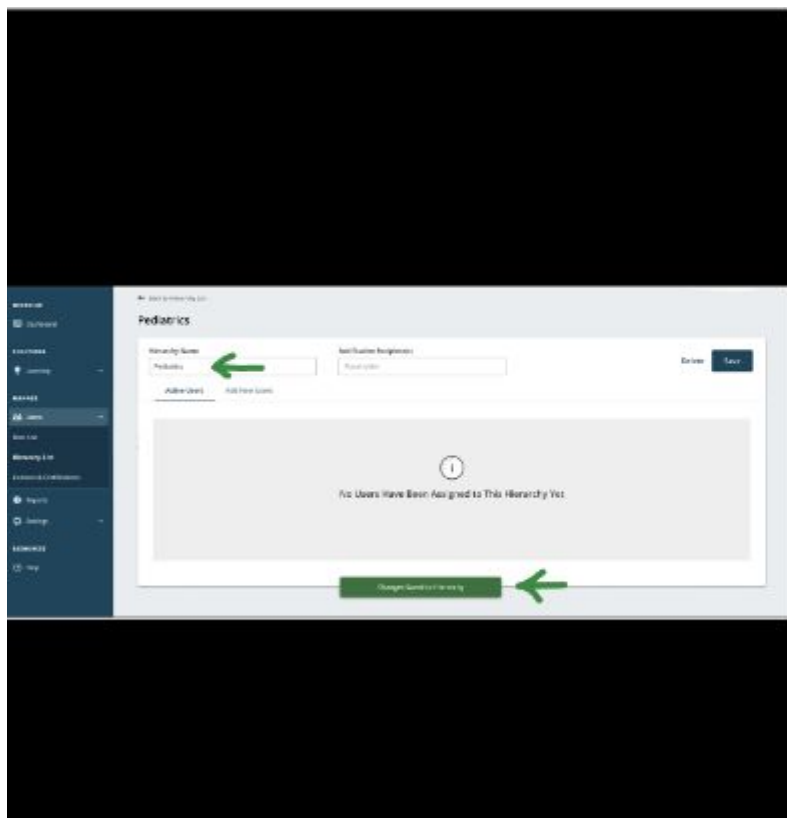
Clear delineation of rows, and menus.

Tracking rows and menu items can be difficult, especially in long lists.

Complete states did not always change.

The text field remained populated, confirmation messages did not disappear after changes.

Prototype Functionality

There were mixed reviews on functionality. The user experience was impacted by some workflows that were not intuitive based on research findings.

Four out of four of our testers got lost in the flow and were unsure what to do to name/add a hierarchy.

Three out of four users did not know how to create a subhierarchy, the last task in Prototype One.

Half of the users did not understand where to start to add users.

Half of the participants did not understand how to transition from the "Active Users" Tab of users to the :Add New Users" tabs in Prototype Two.

Prototype Functionality Continued

Forward direction, action buttons without functionality, tabs instead of action buttons, and indications of next steps were among the top call outs from our testers.

One of our testers found the tabs to add users instead of action buttons incongruent with typical setup and expectations. One user also noted the slide outs to add users was jarring and unexpected.

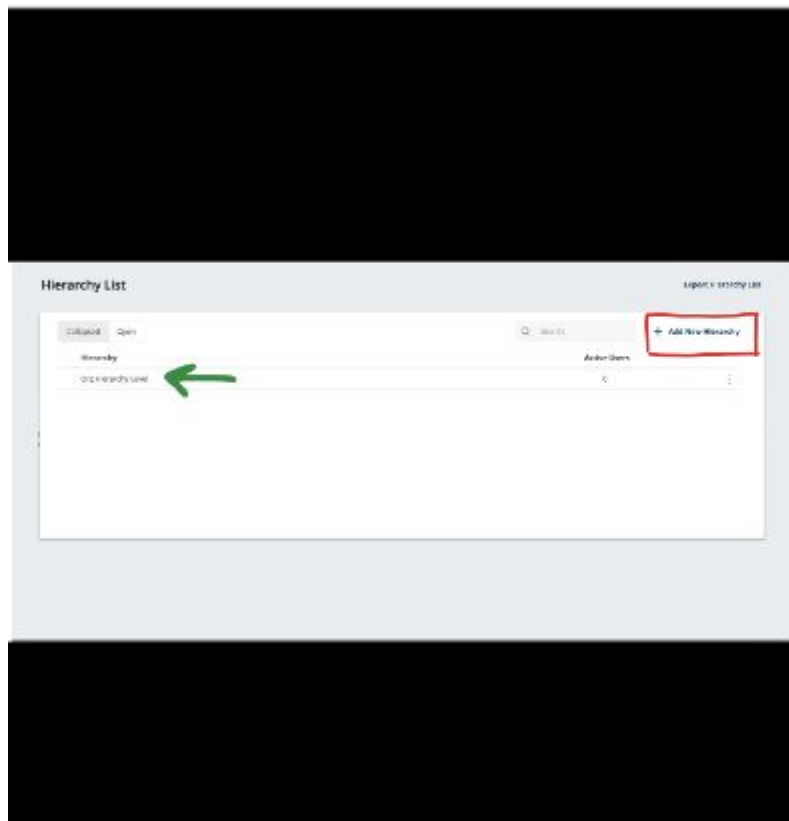Relying on the back button to direct users. Flows should go forward in most instances.

Several components did not have full functionality including collapse / open, notifications recipients, and search functionality and caused users to wonder about what they did and how they worked.
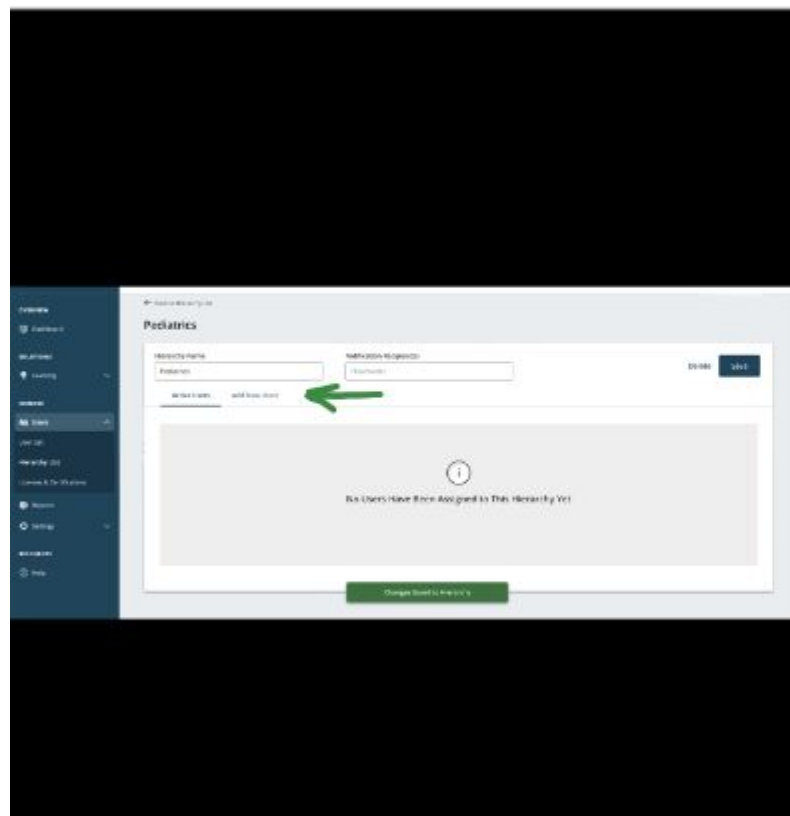
There were instances where the prototype itself needed errors corrected.

Adding hierarchies was difficult for all of the participants.

The next step was not intuitive or directive. The correct option to proceed though the flow did not command attention or draw users to the next steps.

Adding Users was difficult for half of the participants.

Some testers did not see the "Add New Users" tab. It did not call attention and testers remarked they expected a call to action button versus a tab.

Terminology and Microcopy

Some microcopy was inconsistent, as well as lacked directional messaging.

Per our testers, there were examples of the word hierarchy and its usage on several pages that needed better discernment.

Placement of some microcopy and verbiage could more effectively relay information to the users.
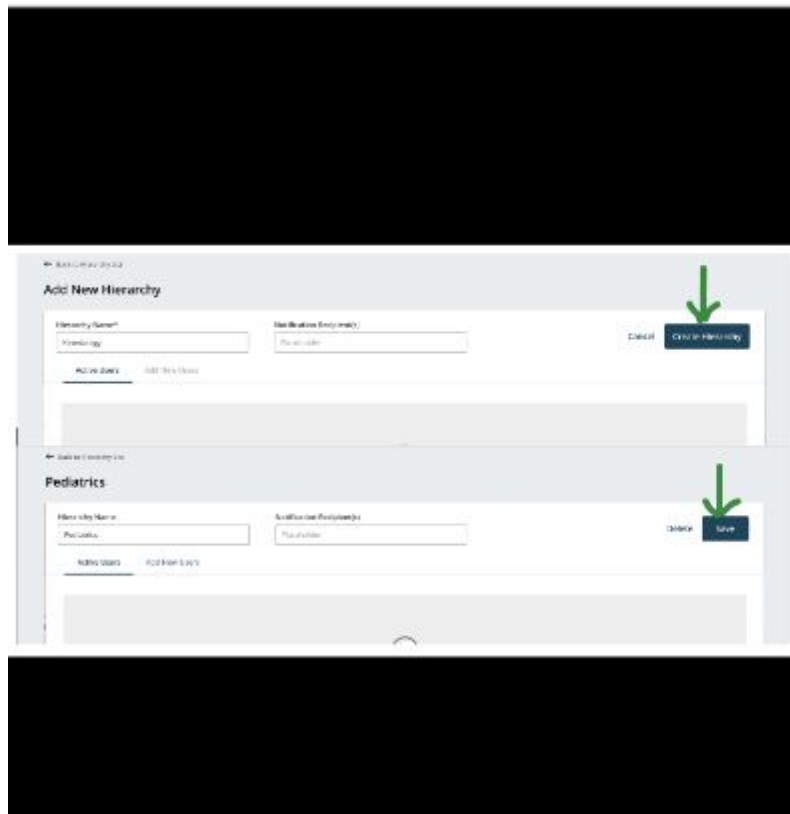
Testers called out confusion around the directions, and messaging to help users understand next steps.

Language on action buttons was different when the same process is repeated.

Some testers also highlighted verb tense on action buttons and tabs.

Inconsistent microcopy.

Flow 1: Saving two hierarchies – one with save and one with create hierarchy action buttons.

Changes Saved to Hierarchy

Hierarchy Successfully Created

Users have been added to hierarchy

Users have been removed from this hierarchy

Hierarchy successfully deleted

Inconsistent microcopy.

Success messaging color, language, capitalization and verb tense.

Takeaways & Recommendations

This was a great first exercise with reviewing prototypes with our team!

Participants

The participants were engaged, willing to provide assessments, and thoughtful feedback.

Tools

We experimented with Userlytics and learned how to use the platform for this application.

Prototype

The feedback was super helpful in identifying what changes are necessary to make round two even more meaningful.

Some changes to the prototype will be necessary:

Appearance

We will need a review and make a few minor tweaks. Settings, row separation, left aligned lists, and understanding how to limit competing components can all be adjusted.

Functionality

Ensuring the workflow is intuitive, there is forward momentum, revisiting action buttons versus tabs, adding interactivity to all visible components, and fixing prototype

Terminology & Microcopy

Updates will be necessary to align language, color, action buttons, and messaging for the best user experiences.

Recommendations

Appearance

	Feedback	Severity	Recommendations
1	Prototype was too wide.	Low	Adjust prototype settings to Fit to Screen.
2	Some tables were not correctly aligned hierarchies/subhierarchies.	Low	Resolve left alignment of tables.
3	Row separation in tables made it difficult to track the row across the page to select the three dot menu (kabab).	Medium	Use zebra stripes, lines, or other color patterns to differentiate. Follow the accessibility guidelines for spacing of kabobs.
4	Action buttons and other components competing for attention.	Medium	Draw the user's attention to main action components with additional messaging or directions to guide users.
5	Revisit complete state messaging, actions buttons.	Medium	Success messages should fade out, action buttons should grey out, text fields should clear.

Recommendations

Functionality

	Feedback	Severity	Recommendations
1	Users unsure where to name hierarchy, create a subhierarchy.	High	Draw the user's attention to main action components with additional messaging or directions to guide users.
2	Users unsure where to Add New Users.	High	Revisit tabs vs action buttons. Draw the user's attention to main action components, add directions to guide users.
3	Relying on back button in workflow.	Medium	Ensure forward momentum in workflow.
4	Collapse/Expand, Notification Recipients, Search functionality had no actions in prototypes.	Low	Add functionality to modals or explain lack of functionality.
5	Errors in Prototypes (Adding subhierachies, transition from filters to remove hierarchy).	Medium	Hide subhierarchies from view until selected. Review flow from filtering to delete hierarchy.

Recommendations

Terminology and Microcopy

	Feedback	Severity	Recommendations
1	Too many instances of the word hierarchy on frames.	Low	Differentiate the use of hierarchy in frames.
2	Modals and action buttons had different verb tense, language, and color, and wording.	Low	Ensure same langauge, verb tense, and color, on modals and action buttons.
3	Confusion around direction and next steps.	Medium	Add additional messaging, focus user's attention.

Questions?

RELIAS

Thank You

RELIAS