UI Design Sentiment Study

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Agenda

Here's what I will share and talk through with you:

➔ **The Problems**
An outdated UI. UX Design work began and the Team needed feedback.

➔ **The Approach**
An attitudinal research study to gauge user sentiment.

➔ **The Insights**
What did we learn?

Agenda

Here's what I will share and talk through with you:

➔ **The Key Takeaways**
   Overall Sentiment
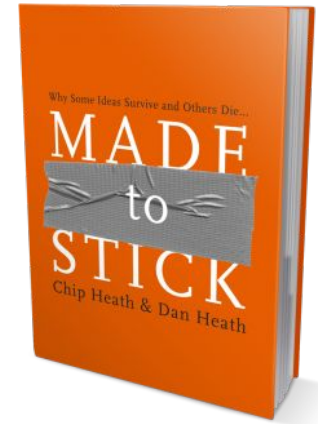
➔ **The Recommendations**
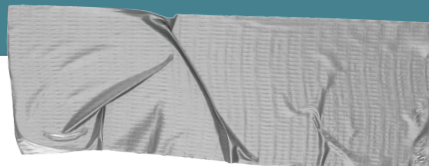   Next Steps

➔ **The Closing**
   What did we learn?

1. The Problems

- Disjointed user experience across the UI.
- Inconsistent components across the UI.
- Long iteration and fix timeframes impact usability and customer experience.

- **The Design Team needed feedback about the new designs.**

2. The Approach

This research set about to compare user sentiment between the "Current" and the "New" Design systems.

➔ **Study Type**
Unmoderated and moderated studies.

➔ **User Pool**
Internal Org and external non-affiliated participants were sourced for this study.

➔ **Methodology**
Users were shown a design frame from each system and asked to express their sentiment via a word list. The word counts were tallied to gauge sentiment.

User Pool Data

Forty participants reviewed the frames from the LMS Design systems.

30 participants in Study One
10 participants each in Study Two and Three.

Userlytics was used to conduct this research.

LEARNING MANAGEMENT SYSTEM

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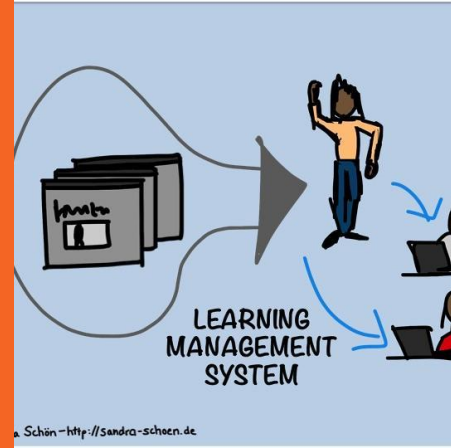
Tip

After Study One, I pared down the participants and changed from an unmoderated to a moderated study. I changed the study to collect more qualitative data.

Two frames were shown to each participant.

Then they were asked to select words from the list on how the frames made them feel.

The design "Current" and "New" frames were of the exact same page from the LMS but are proprietary and cannot be shown here.

WORD LISTS

<u>Negative</u>	<u>Engagement</u>	<u>Usability</u>
Difficult	Welcoming	Easy
Heavy	Inviting	Light
Busy	Professional	Simple
Technical	Modern	Enabling
Complicated	Authoritative	Clear

2B. More Approach

After Study One, we had quant data, but need some qual data to understand why the word choices.

➡ **Unmoderated vs Moderated**
I changed the study to gather qualitative data.

➡ **Randomization**
The order of the frames and the word lists were randomized for each participant to prevent familiarity and order bias. The frames were also zoomed to the exact same percentage for ease in visibility.

3. The Insights

- The results were compiled from three studies.
- Quantitative data helped to explain why users made their word selections.
- The third study was conducted to validate the results given the changes to the study model.
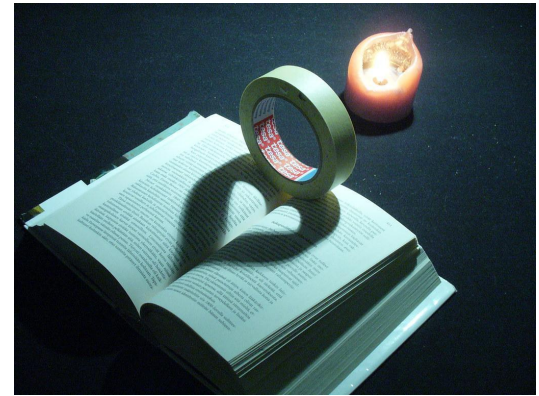
Insight One

More users associated the "Negative" words with the "Current" design across all studies.

Current Total Negative	63
New Total Negative	43

Tip

This was a win for the "New" design frame.

Insight Two

Engagement was slightly off for the "New" design frame.

Tip

In three studies, participants selected the words associated with "Engagement" more often for the "Current" design.

Insight Three

Usability words were selected more often for the "New" design.

Tip

In two of three studies, "Usability" words garnered more word selections for the "New" design frames.

Quantitative Data

Color

The color blocking in the Current LMS grounded the page.

Icons

Users really liked the new icons. They added to ease of use.

| Current | New |

Color

Users felt there was too much white space. They weren't sure where to start.

Modern

Consistently described as "bright, simple" and "easy on the eyes".

What people are saying

"New" design. "Felt more approachable, manageable."

Study 3, Participant 6

"New" design. "..would want to keep looking further, welcoming"

Study 2, Participant 2

"New" design. "Modern..appealing to the eye, very airy"

Study 3, Participant 7

Quotes for illustration purposes only

4. Key Takeaways

After reviewing the qualitative and quantitative data, here is what we found:
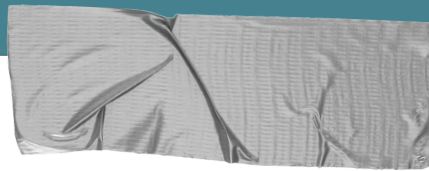
➜ **Sentiment**
Overall sentiment towards the "New" Design was an improvement.

➜ **Direction**
The "New" designs did not include a focal point for participants.

➜ **Components**
The new icons being added to the component library were a big hit!

5. Next Steps

Choose one approach to grab the audience's attention right from the start: unexpected, emotional, or simple.

➔ **Keep Going!**
The green light was given to the Design Team to continue the work.

➔ **Starting Point**
Find a way to direct the user's attention to the menu.

➔ **More research.**
Additional studies will be needed as the iterative process continues.

6. The Closing

What questions do you have?

Tip

You, too, can request the services of the UX Research Team to ensure the work we do is centered around the user!

The full report is available in the Condense repository.

Thank You!

Angela Battle, UX Research Team