Testing Puzzlers Society

Think aloud
The biggest problem for all the participants was completing the task asking them to find answers to their questions about Puzzlers Society. Originally, the team had put accordions with FAQs on both the front page at the bottom, but also on the page "for virksomheder." Other than that, the team had wrongly put a link in the footer called "FAQ" which also confused a lot of the participants. (Appendix 8 - Think aloud/desirability test)

After this, the team decided that making an FAQ page on its own would be beneficial since all the participants were asking for that. The team thought it would also be a good idea to make clear on the contact page that there was an FAQ so that Puzzlers Society wouldn't get a lot of unnecessary emails asking questions already answered.

Additionally, 2 of the participants found it weird that the contact page also acted as an about us page, and had trouble finding the about us section.

This made the team consider making a separate about us page, so more people will actually see the information.

Lastly, we had a participant who could be categorized as an expert user. This meant the participant was looking for shortcuts instead of scrolling through the different parts of the website, and most of the time skipped a lot of steps that a less experienced user wouldn't.

This also meant that this particular participant didn't see a lot of the information on the front page because they would go directly to the page the task asked them too. This made the team realize that some of the info should be repeated on more pages since some users might not scroll through the front page.

Think Aloud Test - mobile version
We also ran a think-aloud test on the mobile version on 5 different people. However as mentioned above, when testing on more than 5 you will end up getting a lot of the same results as you did in the previous. Since the mobile version isn't much different compared to the desktop version people brought up a lot of the same things and struggles.

However, the test persons did bring to the team's attention that the effects on mobile ruined the experience as it made the whole page jump sometimes when they were trying to scroll. This especially happened under the tab "for virksomheder" where the text in the banner changed in length all the time. Another new thing was that the menu on mobile was also completely transparent, this made it hard for some of the test persons to navigate it. (Appendix 8 - Think aloud/desirability test)

Desirability test
To test the desirability of our design, we decided to go with Microsoft Desirability Toolkit. We chose this because we wanted to test if our design was communicating the same feelings we had hoped it would. The original study had 118 different words, however, it's best to filter down to the words that are relevant for the website or design that you are testing. Also when

it comes to desirability the participants don't have to interact with the website or product, but can just look at a mockup to decide what they think. (Moran, 2016)

Another great thing about this type of test is that you're giving your participants a controlled vocabulary which means that it's a lot easier to analyse the data, whereas if you let the participants use the words to describe it, it may be hard to see how many thought the same thing. (Moran, 2016)

This type of research is qualitative, and therefore we chose to test on 10 people, to see what kind of response they would have to the design. In this we chose 29 different words being both positive, negative and neutral. The goal for us was to see if our design made people feel they were on a mysterious website.

Our result was that 40% of the participants found the website to be "impressive" and "professional" which are both words that always make you feel good about the design. Balancing the aesthetic while still keeping the website professional can sometimes be a challenge, but looking at these results it seems like the mark was hit. (Appendix 8 - Think aloud/desirability test)

50% of the participants found the website to be "mysterious", which from the get-go what the team wanted to convey with our darker approach to the website - we also see 70% of the participants referring to the website as "dark" which was meant as a positive word for this test. Lastly, we had 60% of people referring to the website as "exciting" which is another great word to tie into the fact that we're selling a team-building experience. (Appendix ? - Think aloud/desirability test)

This test was a great help in confirming that the aesthetic that was created by the team and the words the team put onto the design, seems to be portraying that for the users of the website as well.

Questionnaire about readability

Based on the research we did, it was clear that using a dark background could potentially mean the readability on the website could become worse. To make sure of this the team decided to make a questionnaire showing different backgrounds with text on them and making the user choose on a scale from hard to read to easy to read.

The results showed that our first option with the black text on the yellow background was hard for the users to read. However the same background with the white text scored much higher and most of the people who responded actually put it in either 4 or 5 on the scale.

This pattern continued in the next two examples as well. It seemed that the white text on the dark background was the way to go, and that the users didn't have trouble reading on these types of backgrounds. (Appendix 9 - Testing readability)