



MyDevelopingChild™

SITE **TESTING** REPORT

Brenda Lau
Youxi Alaia
Devon Welch



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INTRODUCTION

My Developing Child is an educational website for a non-profit organization that focuses on bringing awareness to secondary autism. The main goal of the site is to guide users to the necessary steps to get their child diagnosed and to obtain medical care and support. The site also connects users to partner organizations for further actionable diagnostics.

The main requirements for the design and development of the website was to create a clean, family-friendly site that was easy to navigate and trustworthy for users.

EXECUTIVE SUMMARY

A site testing was conducted in order to determine the usability and efficiency of the site, My Developing Child. The main purpose of this test was to observe a user's interaction with the interface, layout and content organization of the website. The test will also validate the usability of specific features and functions that were incorporated into the site.

This report will outline the results and findings of the site testing on four participants and will provide suggestions and actionable items to be implemented in order to improve the overall usability of the website.



METHODOLOGY

The site testing took place at the BCIT Downtown campus in room 372 on March 8th, 2017. A testing area was set up for each participant and included a monitor, mouse, keyboard, chair and an additional monitor that showcased the site testing questions for reference. The participants interviewed for this site test were students of the TWD program intake 15.

Each session was allotted a timeframe of 20-30 minutes and was facilitated by one moderator and two observers to record observations. The session began with an introduction from the moderator followed by a pre-test questionnaire. Then, the participant was given eight tasks to complete where their behaviors, actions and feedback were observed and recorded in detail. Each task was given a maximum of two minutes to complete and participants were encouraged to vocalize their steps and thinking process. If the participant reached two minutes, the moderator would move on to the next question. After each session was completed, participants were given a post-test questionnaire/survey to provide feedback of the site's overall usability.



PARTICIPANTS

Four testers participated in the site testing: two male and two female. Below are their responses to the pre-test survey. Please refer to the appendix for full list of questions

	1	2	3	4
Occupation	Student	Server	Student	Graphic Designer
Age Range	26 - 32	18 - 25	33 - 43	18 - 25
Gender	Female	Female	Male	Female
Time Online	3+ hours	3+ hours	30 min - 1 hr	3+ hours
Device Usage	0 - 25%	25 - 50%	0 - 25%	25 - 50%
Tech Savy	7/10	8/10	4/10	8/10
Means of Navigation	Mouse	Mouse	Mouse	Keyboard
Know anyone with developmental delays	No	No	No	No
Researched Childhood Developmental Delays	N/A	N/A	N/A	N/A
Other Resources	N/A	N/A	N/A	N/A



TASKS

TASK #1

Question: Do users consider this site a reliable source of information?

Task: Take a few minutes to look around the home page. What do you think this website is about?

Participant #1 - It's about children and some kind of disease (didn't specifically say autism)

Participant #2 - Providing facts for people with children with autism, and signs

Participant #3 - It's about autism (even though he didn't know what autism was)

Participant #4 - Autism in children, taking a questionnaire, got lost in the last section with the two buttons of health management and family support (not sure what they meant)

TASK #2

Question: Are the navigation links descriptive enough?

Task: Without using the search bar, please find information relating to "Types of Genetic of Tests"?

Participant #1 - Kept reading the hero text for information regarding the page, arrived to correct page (diagnose page) however she scrolled past the title (didn't see it) and scrolled back up

Participant #2 - Went to the screen page twice before arriving at the correct page

Participant #3 - Navigated between home, screen, signs and manage page

Participant #4 - Went to diagnose page and found it

TASK #3

Question: Can users locate navigate to the external partner websites?

Task: Please locate their advocacy partner 'ACT Today' and reach their external website.

Participant #1 - Didn't understand the question, navigated only diagnose, manage, screen and signs page

Participant #2 - Went to correct page and click on image and then on "view website button"

Participant #3 - Navigated between home, diagnose and signs page, didn't find it

Participant #4 - Went to 'support' page clicked on image then link (thought image was the link)



TASK #4

Question: Can users use the search function to find sufficient results?

Task: Please use the search box and type "secondary autism" to find information on diagnosing and how to get tested.

Participant #1 - Was confused that the search result only showed the page titles and no excerpt

Participant #2 - Arrived at correct page through the search result however was confused for a second (thought data table was the test)

Participant #3 - From the search results click on signs, went back to search result and click on screen, went back and clicked on diagnose

Participant #4 - Arrived at correct page and found it but thought data table was the answer (but found it)

TASK #5

Question: Can users navigate to the 'sign up for latest info" section?

Task: Please sign up to receive a newsletter

Participant #1 - Found the newsletter button by the hero image

Participant #2 - Went to "support" page, thought the 'what's new' section it but then found it

Participant #3 - Clicked "get support" page and found the section

Participant #4 - Thought newsletter was in the footer, went to 'home page then 'support' page and found it

TASK #6

Question: Do users know how to 'facebook' share a page with their friends?

Task: You came across an interesting article on this website, share it with a family member on social media

Participant #1 - Saw the facebook icon in the lower right hand corner

Participant #2 - clicked the floating icon

Participant #3 - Went to home (didn't see the icon), went to diagnose page and saw icon



TASK #7

Question: Do users know how to use the progress bar?

Task: Click on "Manage" in the menu, there is a progress bar on this page. Please find it and go to the next step.

Participant #1 - Thought that the percentage circles was the progress bar and tried to click, scrolled further down and hovered over the next and previous buttons but scrolled back up

Participant #2 - Found the button

Participant #3 - Thought that the percentage circles was the progress bar, scrolled back up and down and found it

Participant #4 - Thought the percentages was the progress bar

TASK #8

Question: Can users locate the M-chat clinical study?

Task: Please locate the M-Chat test.

Participant #1 - Used the search function, typed m-chat and the search result was for the support page, and thought the advocacy partner "mchat" was the test

Participant #2 - Used the search function, typed m-chat test, saw the search results but clicked home, then went to screen from nav bar, then found it

Participant #3 - Used the search function, typed M-Chat and clicked 'screen' from the search results and found it

Participant #4 - Used the search function, typed m chat test, clicked 'screen' and found it



Additional Question

Question: Do you think that this site is trustworthy?

Task: Self-Directed Activity

Participant #1 - Clear layout and clear navigation

Participant #2 - It's trustworthy, nicely laid out with all the information you need, likes the progress bar and it's professional, family friend, easy to digest

Participant #3 - Thinks the design is trustworthy, some is hard to find like what types of tests without the search

Participant #4 - Looks professional, sort of family friendly, modern, screen page squares were text heavy and thought the mchat test button would be at the top since it's important, didn't understand the wording for 'get support' (didn't think the partners would be there, thought it would have been a contact form), good short and condensed search result page

RESULTS

	1	2	3	4
Task 1	Yes	Yes	Yes	Yes
Task 2	X	Yes	X	Yes
Task 3	X	Yes	X	Yes
Task 4	X	Yes	Yes	Yes
Task 5	Yes	Yes	Yes	Yes
Task 6	Yes	Yes	Yes	Yes
Task 7	X	Yes	Yes	Yes
Task 8	X	Yes	Yes	Yes



POST TEST SURVEY

Below are the responses of the post-test survey given to participants after the site test.

	1	2	3	4
Site Purpose	Info about children disease autism including reasons, cure, supporter	Find info on diagnosing children with autism and support	About autism	Inform people about autism, how to get treatment, signs of secondary autism
3 Likes	<ul style="list-style-type: none"> - Clear Nav Bar - Everything organized - Easy to find info 	<ul style="list-style-type: none"> - Professional/friendly/welcoming - Info well laid out (status bar) - No medical facts or jargon 	<ul style="list-style-type: none"> - Well designed - Perfect navigation and search bar 	<ul style="list-style-type: none"> - Well designed (clean/professional/modern) - search easy to use liked the home page
3 Dislikes	<ul style="list-style-type: none"> - Definition about progress bar - Spacing around area - Add more social media 	Nothing, I liked the site	Nothing, I liked the site	<ul style="list-style-type: none"> - Better hierarchy for text heavy sections - Newsletter at bottom - Wording of Nav links
Ease of Reading	Easy to read	Info was easy to read. Well spaced out. Not overwhelming	Easy to read	The heavy text sections were hard to read. Mchat title blended into background
External Links	Yes	Yes, liked the big logos	Couldn't find them easily. Would put links in footer	Thought logos were direct links
Navigation	Loved the navigation of the site	Yes, but could make nav bar more like a progress bar	Yes	Easy to navigate



	1	2	3	4
Confusion	To find partners was confusing	No		Nav links were confusing. Finding partners was confusing
Questions/ Comments	Experience was good	No	No	Looks like an actual health related website that got a modern upgrade

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The homepage makes me want to explore the site further				1, 3, 4	2
I was aware of my location on the website at all times		4		1, 2, 3	
Overall website is attractive				1	2, 3, 4
Typeface is easy to read				1, 3	2, 4
Website is family friendly				4, 3	1, 2



FINDINGS

All four participants found the overall look and feel of the website to be modern, professional and trustworthy. They thought the site was organized and well laid out and enjoyed using the navigation and search bar to locate information. Although the site consisted of educational information on genetics, the participants did not find the site intimidating with medical facts or jargon. The participants generally found the information easy to read, well spaced out and was not overwhelming.

The homepage of the site was frequently visited during the testing session as the participants reverted back to the page to locate information. Two of the four participants stayed mainly on the homepage and did not use the navigation menu as much. In comparison, the other two participants used the navigation menu and the progress bar more often to navigate through the sections.

The section containing the advocacy partners was proved difficult for the participants to locate. Two of the four participants were not able to locate the section.

In addition, two participants were unable to use the progress bar located at the bottom of each page. This may be due to a language barrier or perhaps the way the task/question was phrased.

Overall, three participants were able to complete



most of the tasks/questions provided (success rate of 75% and above). However, one participant was unable to complete the given tasks (success rate of 38%) and this may be due to the context of the website, ability to follow directions, nerves or perhaps a language barrier. However, all participants provided honest results that were beneficial to the testing report. From the results of the tests and post-test surveys, a few changes will be implemented and more call to action buttons will be placed on the front page.

RECOMMENDATIONS

Change	Reason
1. Move floating facebook to the left side	Participants took an average of 0.40s to see the icon
2. Move newsletter button to footer	3 out of 4 users searched for newsletter in footer first before to newsletter via 'support' navigation
3. Changed front page button text (manage and support)	Text "health management" and "caring for my child" in the button were not descriptive enough
4. Add "M-Chat Screening Test" button to front page	Testers had difficulties in finding the m-chat screening tool button
5. Add "Get Genetic Test" button to front page	Testers had difficulties in finding the "How do I get tested" section



Screen for Autism

Take a parent-completed questionnaire to tell if your child is meeting or falling behind on learning important skills during development such as waving "bye bye". This type of screening is recommended by pediatricians and can tell if your child is at risk for autism and/or developmental delay, in general. [Learn more...](#)

M-CHAT SCREENING TEST

4

f



Important Signs Associated with Autism

1

A Genetic Diagnosis is Recommended

While the final diagnosis is made by a medical professional, it is just as important for families to contribute in helping doctors get to the diagnosis. Reaching a diagnosis of autism and understanding if there is a known cause will directly change the care and support your child receives. [Learn](#)

[more...](#)

GET GENETIC TESTING

5

User can still click to diagnose page



more...

GET GENETIC TESTING

How Do I Care For My Child With Autism?

Getting the best care for your child starts with understanding the underlying problem, and genetics is one of the first steps that can help. Once the underlying problem is understood, the next steps are more clear. You and your child can now get medical care changes and family support that is

MEDICAL CARE CHANGES

SUPPORT FOR FAMILIES

3

2

SIGN UP FOR THE LATEST INFORMATION

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CONCLUSION

Overall, the usability testing demonstrated that the design and functionality of the website was successful. According to the post-test surveys that we provided to each participant, their impressions of the site met the goals that we had set at the beginning of the project. There were no major issues, only cosmetic changes.

We are happy to have had the chance to test our site on real users that had no previous knowledge on secondary autism. Although the students were not our main target audience, the changes we made reflect the need to increase click through rate and increase clarity of the website. After having the site tested, we feel very confident in the direction we have chosen.



APPENDIX

1.1 PRE-TEST QUESTIONS

- 1) What is your occupation?
- 2) Which of the following age group do you fit in?
 - a) 18-25
 - b) 26-32
 - c) 33-43
 - d) 44+
- 3) What is your preferred gender pronoun?
FEMALE MALE
- 4) Which of the following best describes how much time you spend online each day (not including e-mail)?
 - a) 0 - 30 minutes
 - b) 30 minutes - 1 hour
 - c) 1 - 3 hours
 - d) 3 + hours
- 5) Of those hours, approximately what percentage is spent on a mobile phone or tablet?
 - a) 0 - 25%
 - b) 25 - 50%
 - c) 50 - 75%
 - d) 75-100%
- 6) How tech savvy would you consider yourself on a scale of 1 to 10? 1 = not tech savvy, 10 = super pro.
- 7) When using a laptop/ desktop computer, do you navigate through the website using a keyboard (ie, use tab key to navigate)?
YES NO
- 8) Do you know anyone that has childhood developmental delay such as autism, down syndrome, asperger syndrome? If no, you have completed our set of questions.
 - 8a) If yes, do you ever research issues related to childhood developmental delays?
YES NO
 - 8b) If yes, what resources or websites do you use to learn more about it? Please list them out.



1.2 POST-TEST QUESTIONS

- 1) What do you think is the purpose of this website?
- 2) What are 3 things you liked about the website
- 3) What are 3 things you would change on the website?
- 4) Did you find the information easy to read? Did you find that some pages had too much content? If so, which pages.
- 5) Do you think external links (links to other websites) stood out enough, if not how would you change it?
- 6) Was the site easy to navigate, what would you change about the navigation?
- 7) Was there anything that was confusing? And if so what was it and why.
- 8) Do you have any other questions or comments about your experience with the website?

1.3 QUESTIONS & TASKS

Questions

- 1) Do users consider this site a reliable source of information?
- 2) Are the navigation links descriptive enough?
- 3) Can users locate navigate to the external partner websites?
- 4) Can users use the search function to find sufficient results?
- 5) Can users navigate to the 'sign up for latest info" section?
- 6) Do users know how to 'facebook' share a page with their friends?
- 7) Do users know how to use the progress bar?
- 8) Can users locate the M-chat clinical study?
- 9) Do you think that this site is trustworthy?

Tasks

- 1) Take a few minutes to look around the home page. What do you think this website is about?
- 2) Without using the search bar, please find information relating to "Types of Genetic of Tests"?
- 3) Please locate their advocacy partner 'ACT Today' and reach their external website.
- 4) Please use the search box and type "secondary autism" to find information on diagnosing and how to get tested.
- 5) Please sign up to receive a newsletter
- 6) You came across an interesting article on this website, share it with a family member on social media
- 7) Click on "Manage" in the menu, there is a progress bar on this page. Please find it and go to the next step.
- 8) Please locate the M-Chat test.