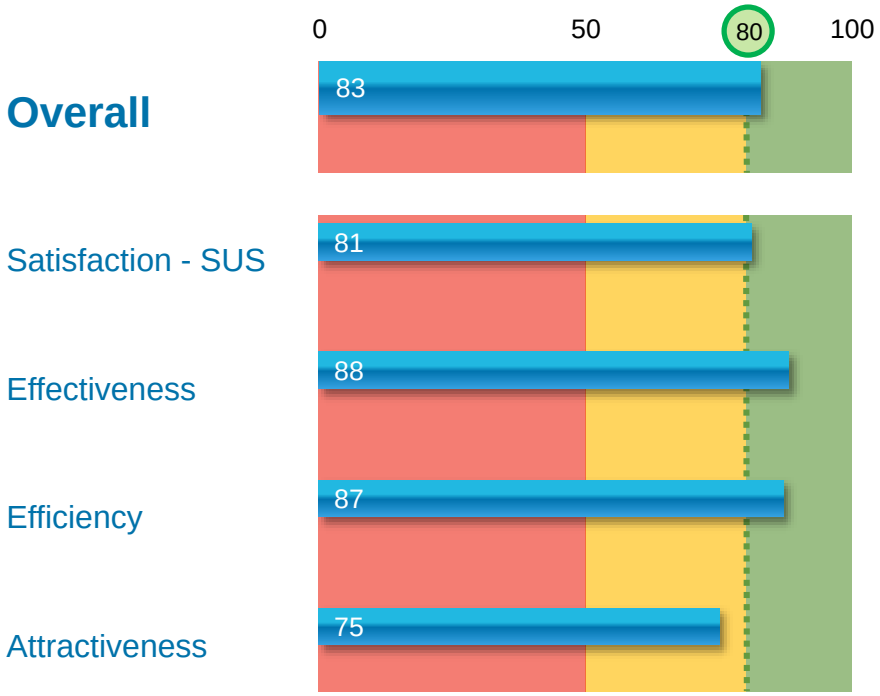
Overview

- Usability Scorecard
- Methodology and Participants
- Quantitative Results and Metrics
- Design Findings
- Design Recommendations

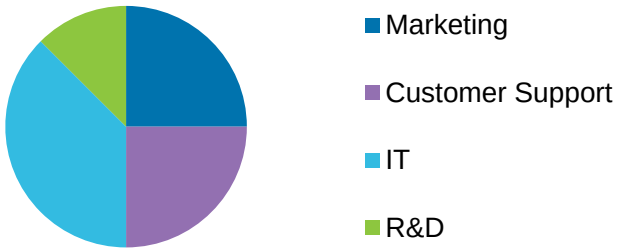
Agenda Builder

Usability Test Scorecard — September 2015



Participants

8 OpenText employees



Summary

Agenda builder did the job but was viewed as utilitarian instead of inspiring further action

The site's content had a big effect on a participant's confidence finding the right pages and sessions

Informational versus transformational

Top Successes

Agenda builder over all design seen as clean, clear, simple, and fluid

Participants liked filtering session once they figured out how to navigate the faceted search

Top Problems

Load times for adding sessions and loading the "My Agenda" caused participants to question if they did something wrong

Faceted search was overwhelming, causing decision paralysis

Participants wanted more from the PDF: hotel info, social media, relevant session info, speaker info

Information density and clarity made it difficult for participants to find what they're seeking

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Methodology and Participants

Methodology

- Testing conducted remotely using GlobalMeet
- Individual 1 hour session per participant
- Participants asked to perform 8 tasks
- Tasks were not randomized

Scenario: Participants were asked to act as OT customers with SAP integrations wanting to build agendas to share with their managers.

Tasks

1. Find conference sessions
2. Filter the sessions
3. Sign in to the site
4. Create an agenda
5. Add training to your agenda
6. Review your agenda
7. Update your agenda
8. Share your agenda

Participants

- Total of 8 participants
- All OpenText Employees
- All had looked up information about a conference on a website
- 3 had used a website or mobile app to create a schedule of things to see/do at an event

Employee Participants

Roles

- Technical marketing specialist
- Communication specialist
- Developer/web developer
- Community manager
- Technical project manager
- Technical writer

Departments

- Marketing (2)
- Customer Support (2)
- IT (3)
- R&D (1)

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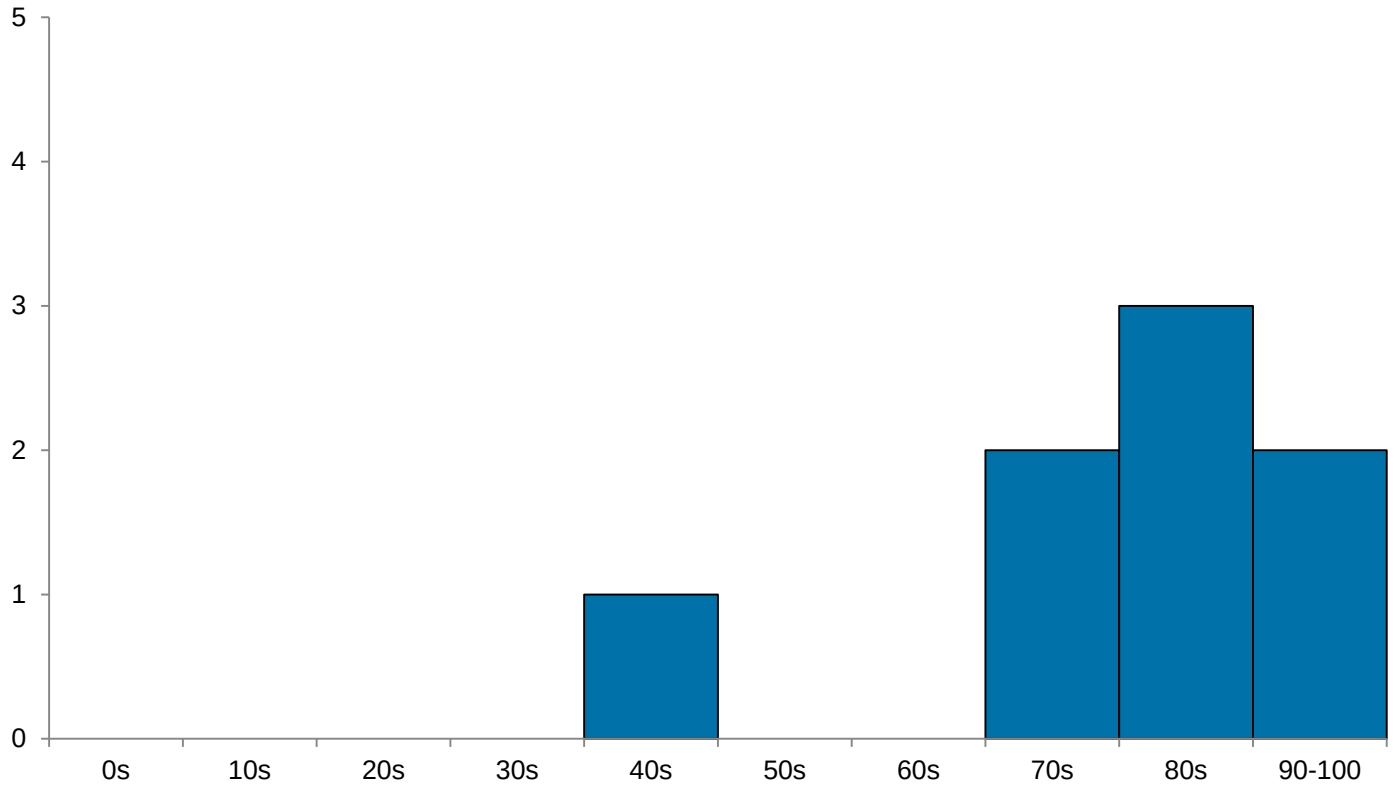
Quantitative Results and Metrics

Satisfaction: SUS (System Usability Scale)

Target: 80

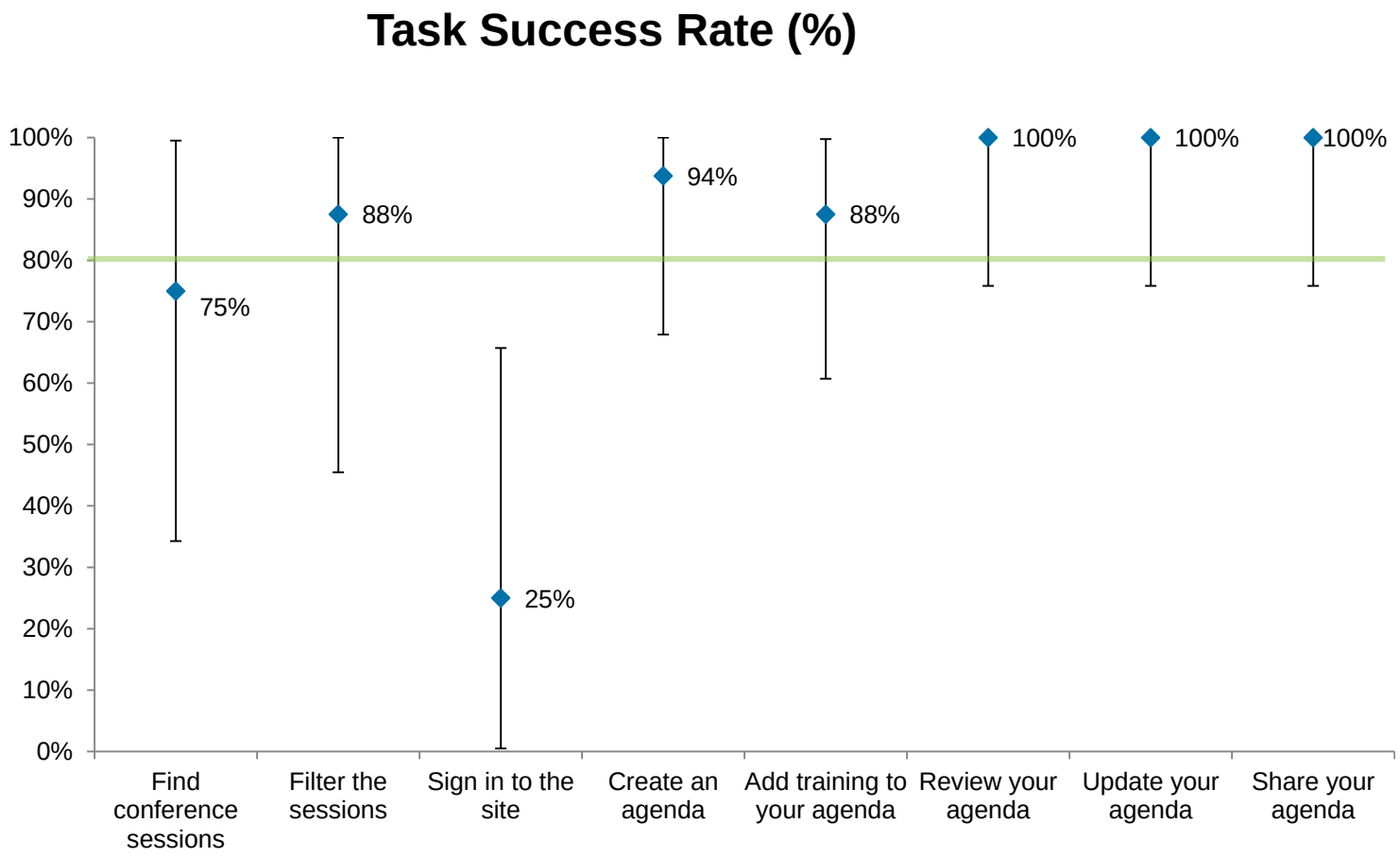
Overall: 81



Effectiveness: 88% overall success

Target: 80%

Overall: 88%

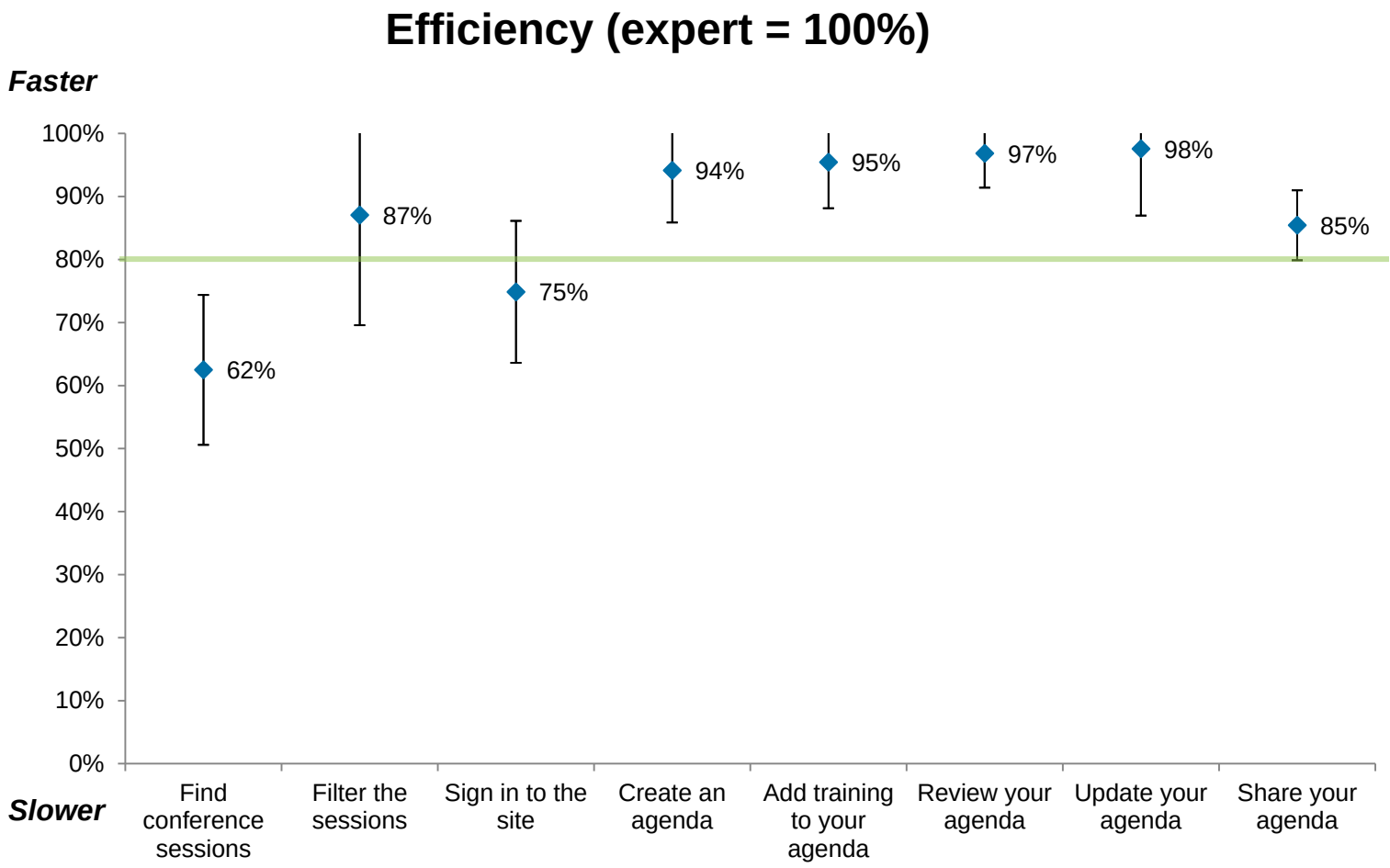


Observed success rate w/ 95% Confidence Interval (Adj-Wald method)

Efficiency: Speed relative to expert

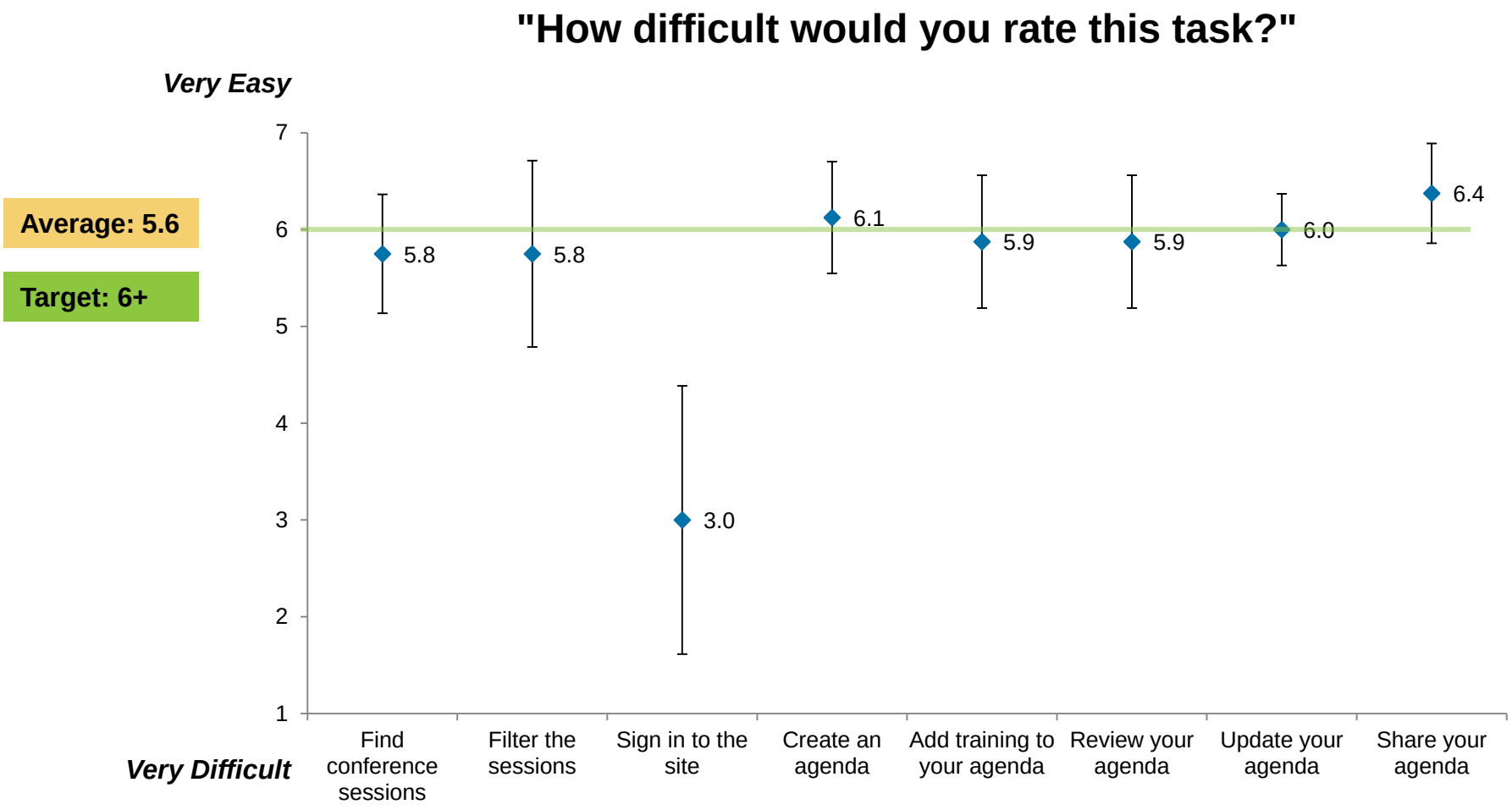
Target: 80%

Overall: 87%



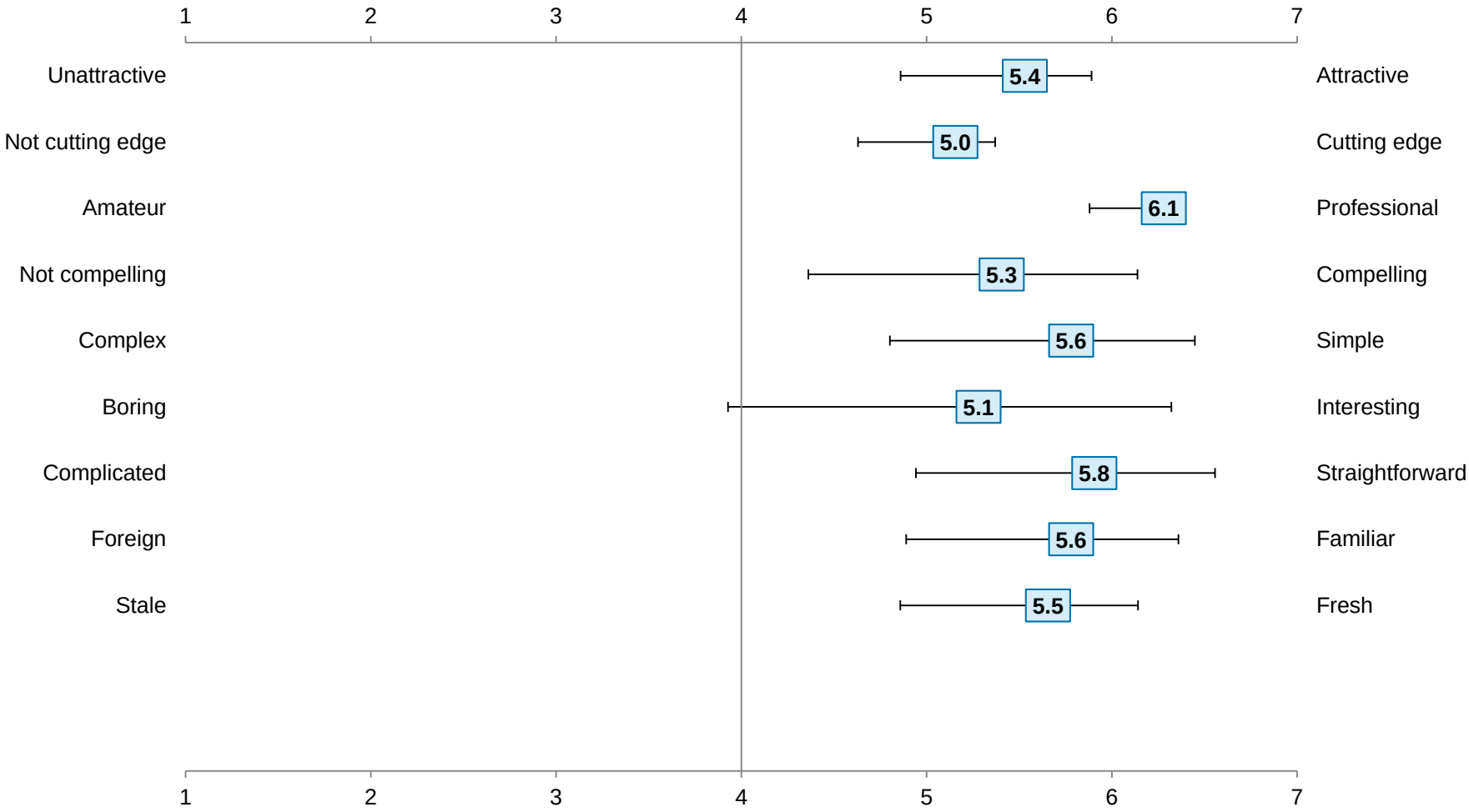
Mean w/ 95% Confidence Intervals

Single Ease Question (SEQ)



Mean w/ 95% Confidence Intervals

Overall Appearance: 75% (5.5)



Mean w/ 95% Confidence Intervals

Least Favorite Thing

1. PDF document content and design
2. Speed
3. Response time, refresh causing re-fetch of added sessions
4. Filter terminology and density
5. Sign-in and page load response times
6. Navigational confusion
7. Response time, navigational confusion, sign-in
8. Sign-in and home page video background

Most Favorite Thing

1. Filters and overall site design
2. Clear information and clean design
3. Agenda view is clean
4. Simple navigation and clear actions
5. UI feedback—notifications and session alerts
6. Viewing the “My Agenda” page, clean site layout
7. Fast filters
8. Filtering the sessions handy, building the agenda easy

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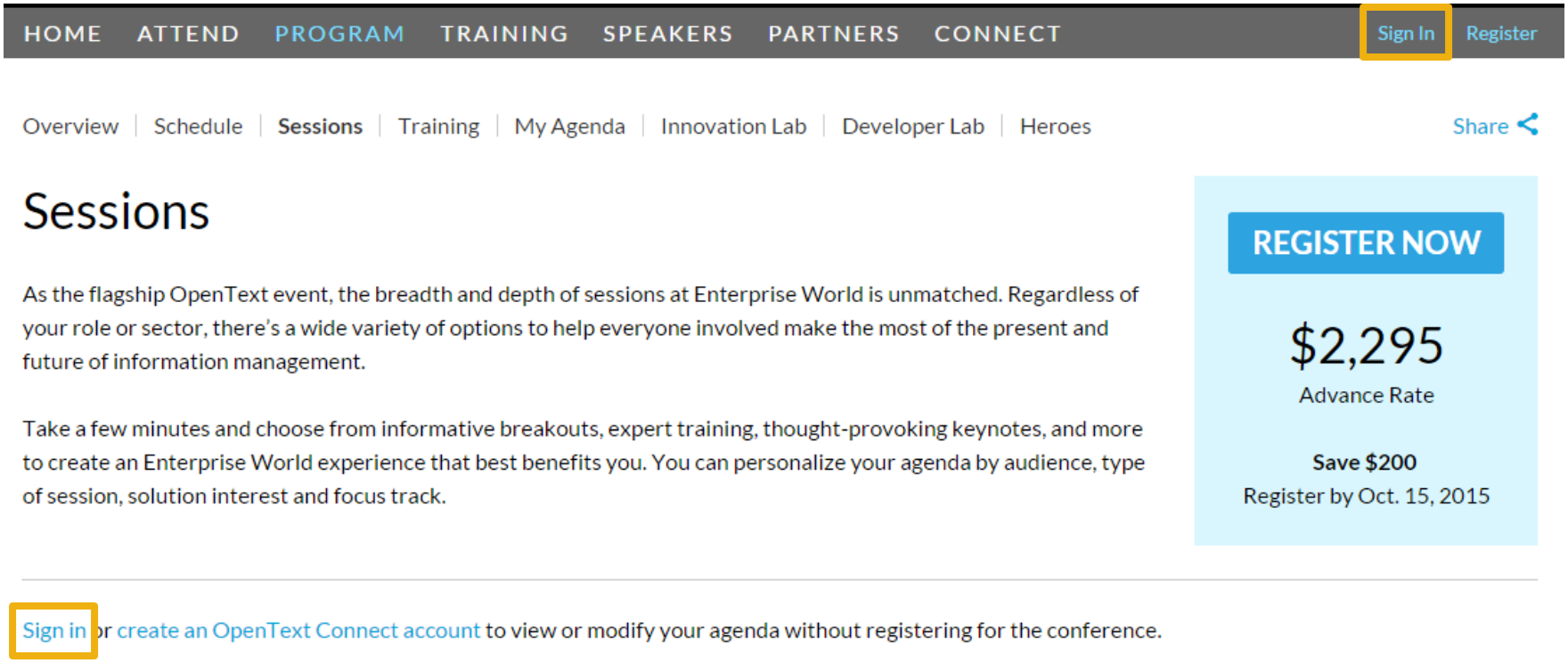
Design Findings

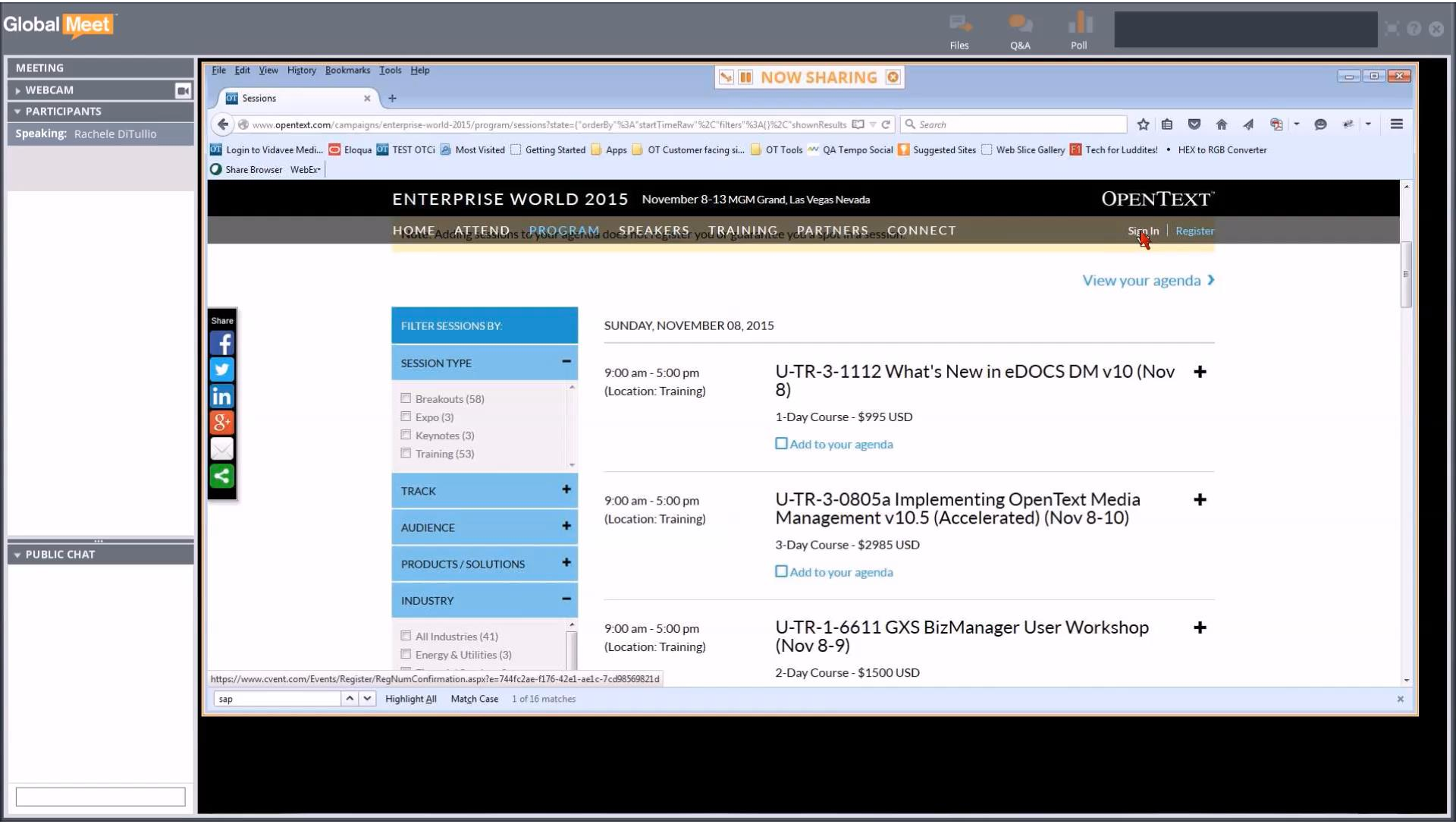
Signing In is Confusing

- 75% failed because they clicked the top “Sign In” link



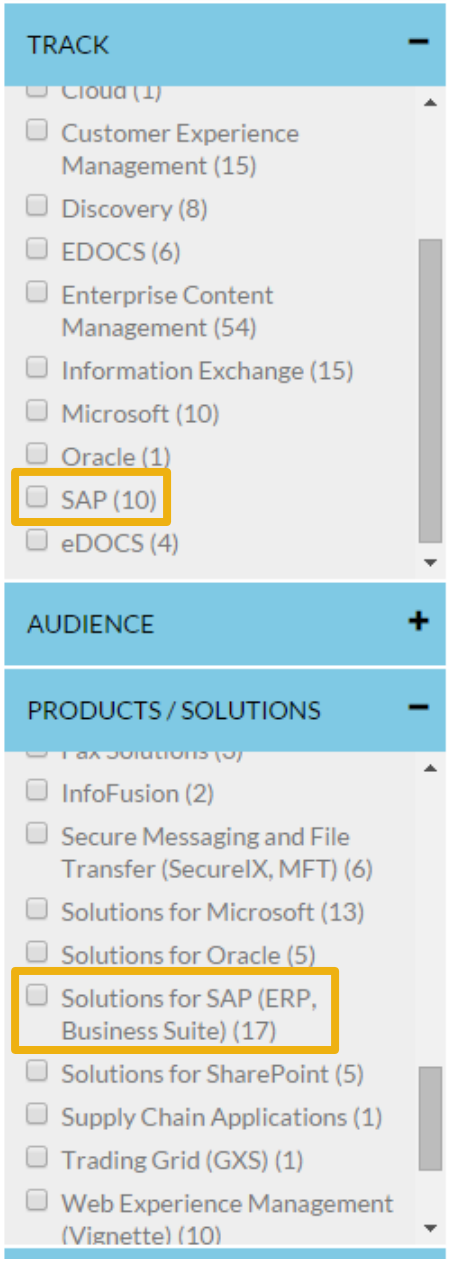
Participant Quote about Signing In

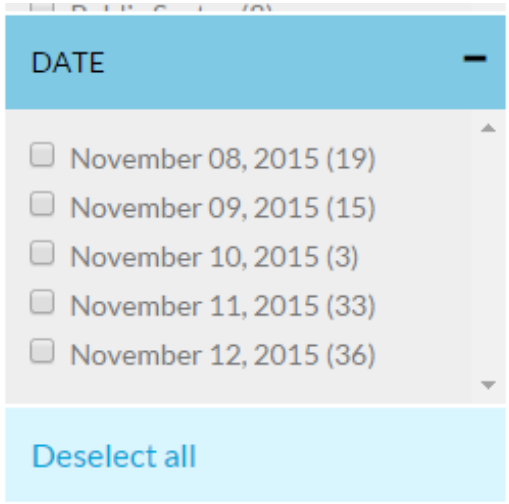
“Ok, so the sign in button is always on the upper right side, at least it is for 90% of all websites, so that's easy. I've copied my user name and password [...] I click on ok... Mmm Hmm [...] Oh! Confirmation Number. Oh! No, no, no. Sorry that's something that’s wrong.” —*Participant 1*

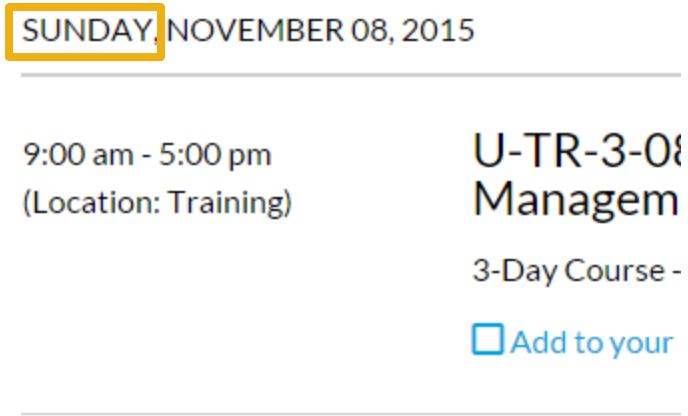

Global Meet
Files
Q&A
Poll
MEETING
WEBCAM
PARTICIPANTS
Speaking: Rachele DiTullio
PUBLIC CHAT
NOW SHARING
Sessions
ENTERPRISE WORLD 2015 November 8-13 MGM Grand, Las Vegas Nevada
OPENTEXT
HOME ATTEND PROGRAM SPEAKERS TRAINING PARTNERS CONNECT
Sign In | Register
View your agenda
FILTER SESSIONS BY:
SESSION TYPE
Breakouts (58)
Expo (3)
Keynotes (3)
Training (53)
TRACK
AUDIENCE
PRODUCTS / SOLUTIONS
INDUSTRY
All Industries (41)
Energy & Utilities (3)
SUNDAY, NOVEMBER 08, 2015
9:00 am - 5:00 pm
(Location: Training)
U-TR-3-1112 What's New in eDOCS DM v10 (Nov 8)
1-Day Course - $995 USD
Add to your agenda
9:00 am - 5:00 pm
(Location: Training)
U-TR-3-0805a Implementing OpenText Media Management v10.5 (Accelerated) (Nov 8-10)
3-Day Course - $2985 USD
Add to your agenda
9:00 am - 5:00 pm
(Location: Training)
U-TR-1-6611 GXS BizManager User Workshop (Nov 8-9)
2-Day Course - $1500 USD
sap
Highlight All
Match Case
1 of 16 matches

Filters Can Be Overwhelming

- Too many filters per facet (72 total options)
  - Products/Solutions (34)
  - Tracks (13)
- Date filters don't show days of the week and the "Date" facet is buried at the bottom
- All facets (6) are expanded by default

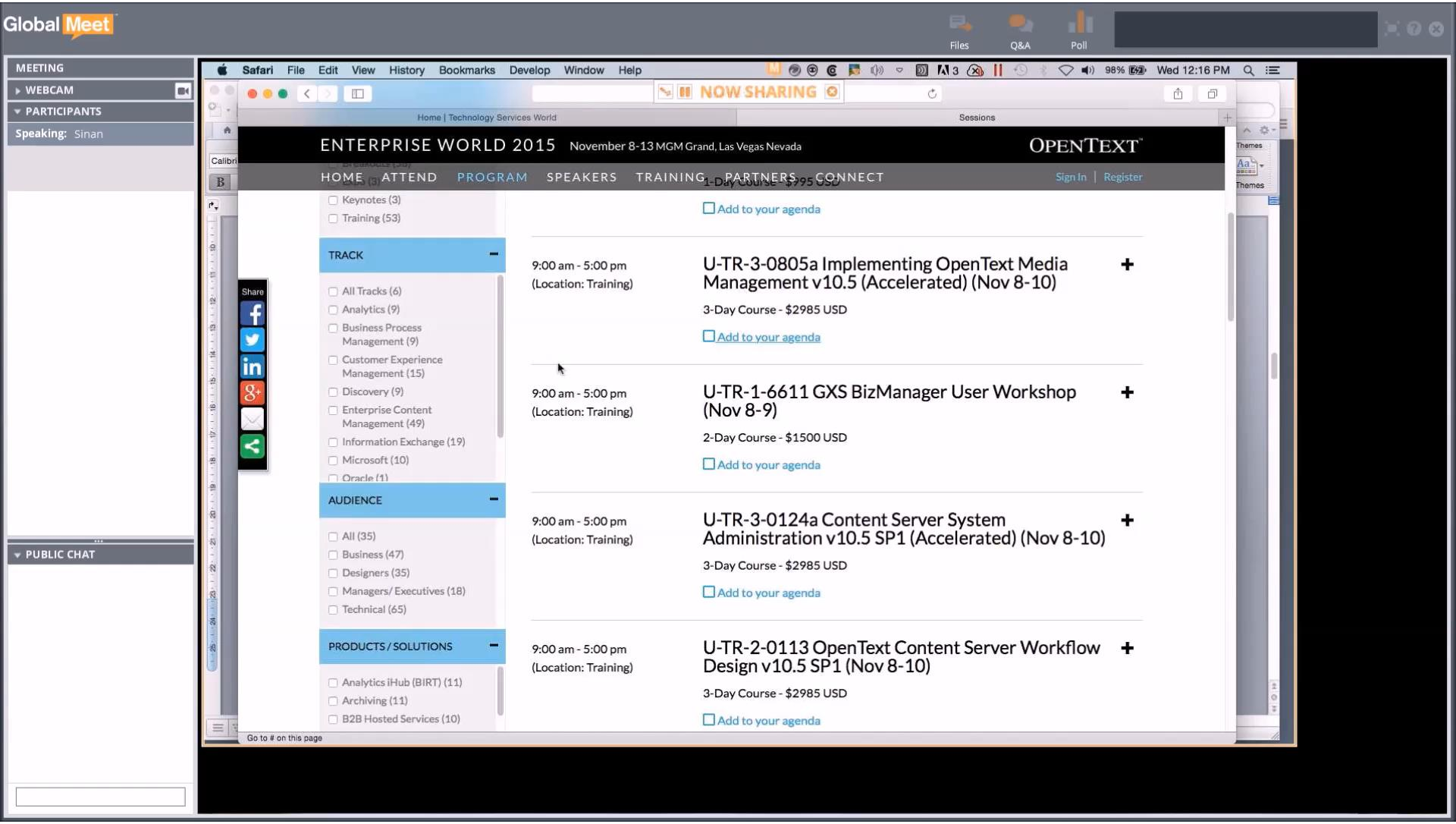






Participant Quote about Filters

"It's a lot of filters right away and the order might be better done by having the date at the top cuz some people… might only have a couple of days available. They don't want to like filter all the way through, then realize the session that they want isn't available on a day that they're there." —*Participant 3*


Global Meet
Files
Q&A
Poll
MEETING
WEBCAM
PARTICIPANTS
Speaking: Sinan
PUBLIC CHAT
Safari File Edit View History Bookmarks Develop Window Help
NOW SHARING
Wed 12:16 PM
Home | Technology Services World
Sessions
ENTERPRISE WORLD 2015 November 8-13 MGM Grand, Las Vegas Nevada
OPENTEXT
HOME ATTEND PROGRAM SPEAKERS TRAINING PARTNERS CONNECT
Sign In | Register
Keynotes (3)
Training (53)
TRACK
All Tracks (6)
Analytics (9)
Business Process Management (9)
Customer Experience Management (15)
Discovery (9)
Enterprise Content Management (49)
Information Exchange (19)
Microsoft (10)
AUDIENCE
All (35)
Business (47)
Designers (35)
Managers/ Executives (18)
Technical (65)
PRODUCTS / SOLUTIONS
Analytics iHub (BIRT) (11)
Archiving (11)
B2B Hosted Services (10)
Share
Add to your agenda
9:00 am - 5:00 pm
(Location: Training)
U-TR-3-0805a Implementing OpenText Media Management v10.5 (Accelerated) (Nov 8-10)
3-Day Course - $2985 USD
Add to your agenda
9:00 am - 5:00 pm
(Location: Training)
U-TR-1-6611 GXS BizManager User Workshop (Nov 8-9)
2-Day Course - $1500 USD
Add to your agenda
9:00 am - 5:00 pm
(Location: Training)
U-TR-3-0124a Content Server System Administration v10.5 SP1 (Accelerated) (Nov 8-10)
3-Day Course - $2985 USD
Add to your agenda
9:00 am - 5:00 pm
(Location: Training)
U-TR-2-0113 OpenText Content Server Workflow Design v10.5 SP1 (Nov 8-10)
3-Day Course - $2985 USD
Add to your agenda
Go to # on this page

User Journey Stops at the Agenda Builder

- No way for the customer to engage further or get excited about the event
- It acts as a static directory rather than a marketing tool
- No customer appreciation or gratitude for wanting to be a part of the EW event

“Just personal opinion but every document can lead to a new conversation. This [PDF] document goes nowhere.”

—Participant 1

Participant Quote about User Journey

“It's like what you see is what you get. What you ordered is what you see now. It’s not really engaging. It’s not like ‘Oh yeah, great, Enterprise World 2015 agenda! That’s where I want to go!’ … It's really like *use three pills a day*. Okay, I know what I have to do. Nothing more. It’s not nice. It’s not friendly. It’s not engaging.” —*Participant 1*

Content Issues

- Expects a lot of baseline knowledge to use without guidance
- Agenda Builder isn't distinct functionality; it's part of the whole site
- PDF doesn't offer a way to connect with the event
- Information is dense, not geared towards a Marketing message
- Content is not easily digestible either in amount or layout

Participant Quote about PDF

“So, I don't have any details, so I can't really call someone or contact someone to ask something about the agenda. I don’t have a contact form or Google Maps or something like that. I don’t have an address for the hotel or for anything else. So, I have exactly what I booked.”

—*Participant 1*

Participant Quote about Descriptions

"Oh, and in the next release we add some paragraphs to our software. Oh yeah! Oh that's thrilling. Let's see what our competitors say, 'Oh no they have paragraphs! Oh really?' […] It's not really formatted in the best possible way." —*Participant 1*

U-TR-6-5009 OpenText EIM Adoption Strategy Workshop (Nov 9-10)

2-Day Course - $1990 USD

☐ Add to your agenda

Track: Analytics, Business Process Management, Customer Experience Management, Discovery, eDOCS, Enterprise Content Management, Information Exchange, Microsoft, SAP
Audience: Business, Designers, Managers/ Executives, Technical
Session Type: Training
Duration: 2-Day Course

Description: > Learn the importance of acknowledging and managing resistance to change and why it's a myth that people don't like change. We will explore the common causes of resistance that create barriers to adoption. Resistance will happen. We need to plan for it and harness it.
> Gain an understanding of the Technology Adoption Lifecycle and the tipping point, where technologies and new behaviors become embedded in the way we work. We will highlight the stages of the adoption journey to move users from novice to expert, and the smash hits and quick wins needed to encourage adoption.
> Understand the need for a compelling WHY linked to your organizational strategy that resonates with your users, and translate the why story into a proactive communication and implementation strategy.
> Discuss the importance and components to build your knowledge champion program and encourage healthy, interactive communities. Knowledge champions are the early adopters, cheerleaders, and frontline

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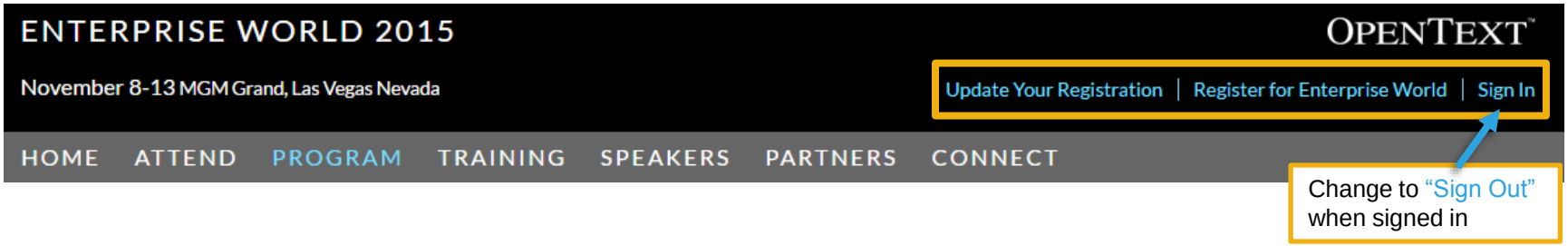
Design Recommendations

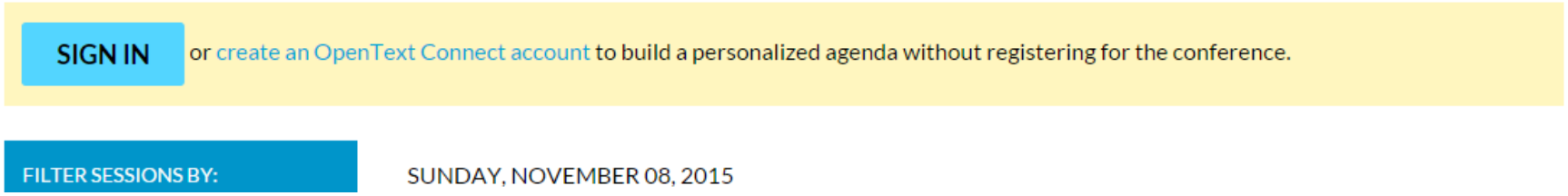
Considerations for addressing design findings

Fix Sign In Confusion

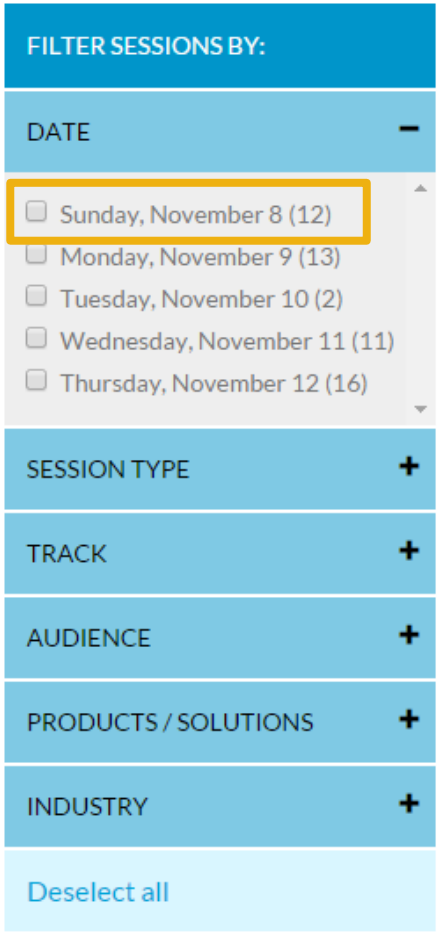
- Upper right “Sign In” link should go to OT Connect, not Cvent
- Change link labels for Cvent *sign in* and *register*



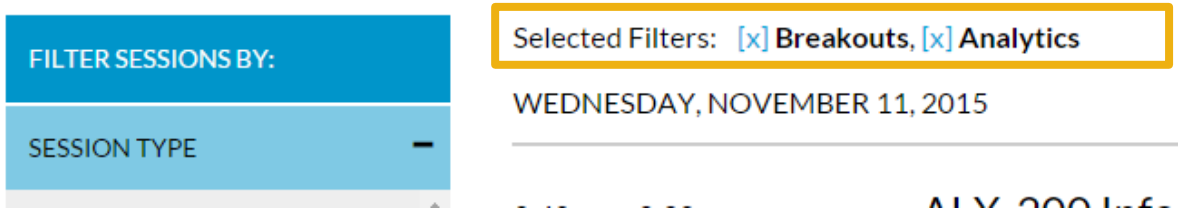
- Increase the visibility of the agenda “Sign In” link by changing it to a button and highlighting the message



Improve Faceted Search



- Reduce cognitive load
  - Collapse all or most facets by default
  - Reduce the number of filter options per facet
  - Move “Date” facet to the top and include days of the week
- Make the faceted search “sticky” so it’s visible while scrolling
- Show which filters user has selected

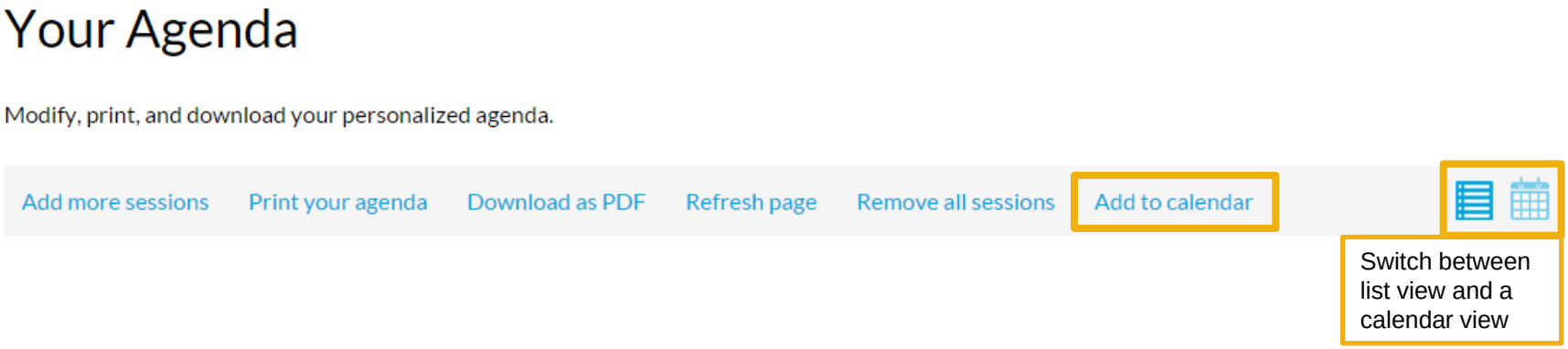


Continue the Journey

- Provide clear use case and immediate benefits for users
- Don't assume “we have them”; reward them for effort/interest (actually say “thank you”)
- Draw attention to “key moments” like keynotes, important breakouts
- Highlight benefits of acting now and what it will do at the conference
- Provide modern “best in class” functionality

Content Suggestions

- Provide more flexible visualizations
- Simplify language
- Provide contextual next steps
- Treat content as marketing copy
- Enhance PDF to more than a different format of printable material



Participant Suggestions

- Remove local navigation, use dropdown menu only
- Make the date headers, e.g. Sunday, November 8, standout
- EW2015 sign in page should look like the site
- Organize sessions by pillars; use less OT lingo & product names
- Include user's name on the PDF so manager can differentiate
- Provide site links to session content, e.g. from "Schedule" page
- Link 'Added to your agenda' to the "My Agenda" page
- Auto-refresh the "My Agenda" page after removing a session

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Thank You

Designers ≠ Users

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