UX Research Findings & Recommendations

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- By

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Overview

Opptimise is a decision-support system that leverages behavioral analytics to Optimize people potential, providing Impactful leadership and a more efficient, effective, and engaged workforce. The main goal of Opptimise is assessment and analytics, to improve individual and organizational effectiveness. This document aims to highlight usability feedback for the existing Opptimise portal.

Hypothesis

Poor people-decisions hurt organisations, leading to the following:

- disengaged team leads upto 53% decline in customer experience
- poor leadership leads to a decline in productivity by atleast 5-10%
- cost of a single bad hire costs a whopping $32300
- disengaged employees lead to reduced referrals by atleast 65%

Business Goal

In view of improvising usability thereby increasing customer base, the goal is to solve current users' pain points, enhance their user experience drastically and thereby increase ROI significantly. This will help in better user engagement to:

- retain existing customers
- increase potential customer reach, preferably the age group of 20-50
- increase ROI significantly

Usability Testing

First off, usability testing was conducted. A total of 3 participants from different demographics were interviewed. A thorough usability exercise was done on the existing site

to understand the main functionalities and its usability. Through this process some basic usability issues and pain-points were uncovered.

Furthermore, heuristic evaluation was performed by three UX evaluators on all four focal points of Design - **Navigation, Content, Presentation & Interactions**.

Key Takeaways

- inconsistent usage of colors and fonts throughout the site
- fonts can be more appealing
- CTA buttons are not visible in the first instant. Also, there is less emphasis.
- layout can be better
- space management can be better – Too much empty space.
- visual elements (icons/highlighters/vectors) can be added where deemed necessary to enhance the overall look and feel of the UI
- instructional overlays should be provided where necessary – information scent is missing
- content management needs an overhaul - the reports have too much information which is painstakingly long, and don't hold user's attention
- there is a lot of motor load, as well as cognitive load for the user. Users did not find the slider option user friendly. Radio buttons are their preferred choice owing it to their current mental model
- questions seem wordy, repetitive, tricky and personal in a few instances, making them hard to decipher

Navigation

Progress bar - Not discoverable at all due to poor visibility. All participants confused the progress bar with the slider. This is a total affordance fail. Participants say,

> "*How do I know how many questions I need to attempt?*"

DASHBOARD > QUESTIONNAIRE

Q9

I am receptive to ideas/thoughts that come from the environment, and I am willing to examine them.

Completely False	To A Very Great Extent False	To A Great Extent False	To Some Extent False	Neither True nor False	To Some Extent True	To A Great Extent True	To A Very Great Extent True	Completely True

NEXT

8 out of 30

Slider - All 3 participants ask:

"Why do I have to drag from one end to another? Why cannot I just have radio buttons instead, as I am familiar and it's way faster."

Content Organization

Labels and Grouping can be made more effective for improved user experience. Two participants wonder,

"What is the purpose of Shortname? Is it my nickname?"

CREATE PROFILE

NAME*   Deepalli

SHORT NAME*   DP

Reset   Submit

A few other questions popped up...

"What is my username?

"Why should I enter my password first even before I begin?

"Shouldn't username be first? Why an additional step?"
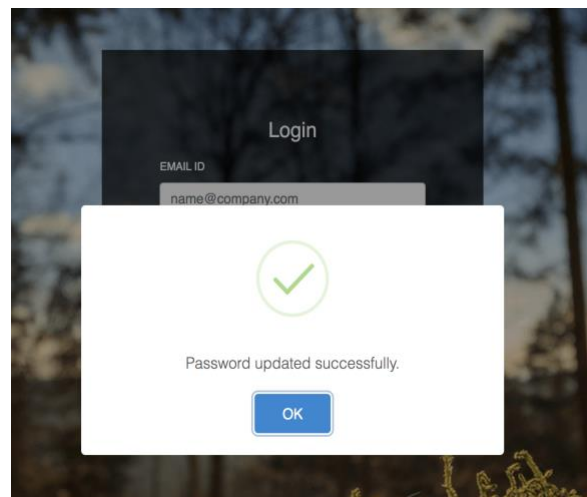
Two participants were of the view,

*"Why do we have the **Show Older** button even when there were no invitations?"*

Recommendation - We could add the tabs **(sent/received)** under Invitations.

*"What does **My Invitations** mean?"*

*"Why do we need **'Expired'** information?*

Recommendation - Rather, this should say '**Completed**' under a separate section called Completed Assessments.

One participant says,

"The options seem confusing."

Discoverability - Discoverability issue at a few places, and does not convey the required affordance in certain instances. For example, the 3 ovals do not convey the affordability of

being a stepper. One participant thought it was a banner and the content on the screen would move to something else. Also, the participants thought it was clickable.

DASHBOARD > ASSESSMENT

LOI Self ASSESSMENT
DEEPALLI'S LOI Self
⚠ Expires in 7 day(s)

Complete your self-assessment
START

Affordance - Participants also kept on clicking on options for selections. They completely failed to notice the slider feature to select an option.

One of the participants wonders,

"Both Slider and Questions scale look like 2 separate elements"

Dashboard 👤 DP

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Chunking - Chunking of information is less effective, as there are large chunks of data throughout. None of the information is scannable. For example, the Self-Assessment LOI reports seem verbose and lengthy. Participants wonder,

"How many pages are these reports? And, which information is most relevant and important to read?

Content – The way content has been presented in a few instances seem ambiguous for one of the participants. Also, the instructions seem a little too direct and intimidating. For example the phrase "*Drag your slider to mark your answer. Be honest please*" seems to question his/her integrity.

A few other content related concerns include,

>   *"Why are questions so lengthy?"*

>   *"The choices seem complex. By the time I read the responses and comprehend them, I forget the question!*

>   *"Why are personal questions being asked?*

Question Numbers	LOI Questions
1	I have a lot of ambitions and dreams on what I would like to be and achieve in my life.
2	I **avoid** expressing my feelings, emotions, and thoughts in my relationships.
3	I find it difficult to influence people and events to move in the direction I want.
4	I am curious to know why things happen the way they happen
5	I am outspoken and frank in sharing my thoughts and opinions.
6	I take the responsibility for converting my ambitions and dreams into reality.
7	I accept people as they are in my relationships.
8	I find it difficult to empower people while at work.
9	I am willing to examine the ideas and opinions that come my way objectively.
10	I **fail to** take care of people's feelings and emotions when expressing my opinions.
11	I **avoid** putting in extra efforts when exploring options available to achieve my ambitions.
12	I take responsibility for my relationships and their growth.
13	I ensure there is no gap between what I say and what I do **while at work.**
14	I **don't** put in any extra effort in creating learning opportunities wherever possible.
15	I stand by whatever I say **under all circumstances.**
16	I get into details and gain clarity when working on **any task.**
17	I understand the feelings and emotions of those involved in my relationships.
18A	I get into details of my job and have a clear understanding of **all** the related aspects.
18B	I understand each person who works with me and I am aware of his/her potential.
19A	I understand and gain clarity on **whatever** I learn.
19B	I apply **all** my learning in real-life situations.
20	I allow my opinions to be easily influenced by my environment.
21A	I am **not** organized and systematic in achieving my goals.
21B	I miss getting things done at the right time in achieving my goals.
22	I **fail to** understand the importance of when to do what in my relationships.
23A	I am organized and systematic **while at work.**
23B	I understand the significance of context, place, and time in **all** my transactions **while at work.**
24A	I am organized and systematic in my learning.
24B	I find time to keep my learning ongoing.
25	I take care of when to say what when sharing my opinions.

Presentation

Layout - Space has not been used effectively. Too much empty space.

Colors and shading - Colors are not drawing the user's attention or emphasizing the significance of the content. Participants wonder,

"What is the purpose of having so many colors?
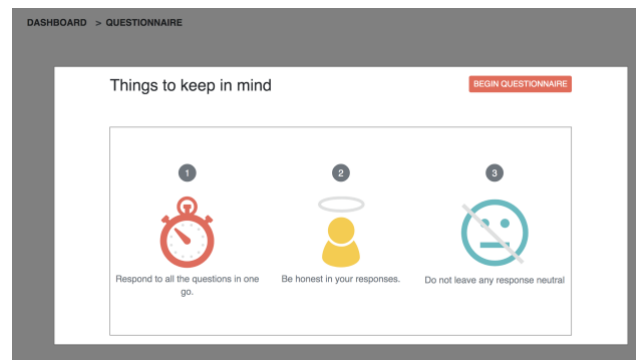
Poor affordance - In the above screen, the participants thought this was a question format of the questionnaire. They didn't realize this was an instruction as they missed reading, "*Things to keep in mind*". Also, they completely missed noticing the BEGIN QUESTIONNAIRE

button on top because of excess usage of colors. Participants also feel there is no emphasis on any CTA in the Dashboard screen. They did not understand what is, and is not clickable. Affordance is missing.

Interaction

Recommendations - Aided data entry, i.e. preselected defaults are not provided effectively. This experience can be improvised by providing proper instruction overlays at every step.

One participant says,

> *"The option, **Neither true nor false**, doesn't detect in one go. I need to move the slider back and forth to make that selection".*

Another participant asks,

> *"Why cannot we have numbers instead of such length options, say 1 to 10."?*

The Solution

Based on the above steps, possible design and content changes were recommended and communicated to the Stakeholders in order to align with the business and budget. This was followed with multiple interactive sessions with the respective teams (Dev and BA). Based on the existing flows, I defined user journeys and assumptions, and sought for further inputs from the client.
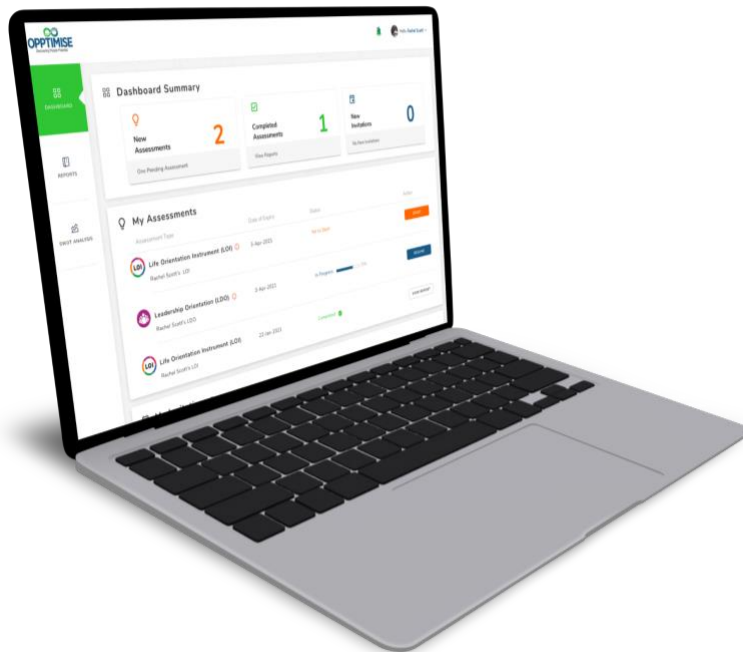
Prototyping

All of the changes have been implemented, and were further tweaked and handed over to the development team.
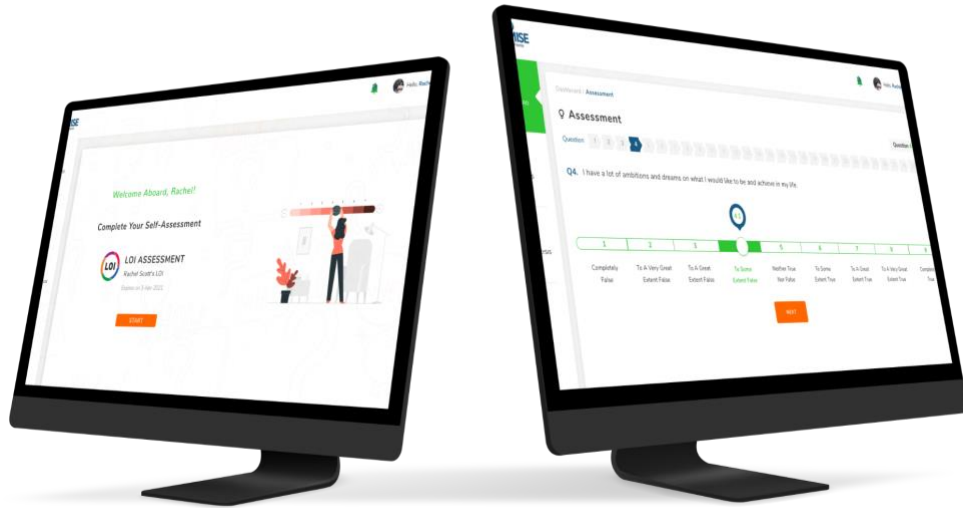
Mockups of the Opptimise - Assessment flow

Mockup of the Opptimise - Dashboard flow

Results

A prioritization exercise of all the recommended changes were done, and all suggested design changes were incorporated. The recommendations are currently being implemented by the Dev Team and is ready for testing.

- Simplification of screens with redesigned visual aspects that were confusing such as icons, images, labels, highlighters, content, colors, space etc. have been implemented.
- Various other content elements that were ambiguous have been redesigned and implemented.

To learn more about Opptimise, hop on to: https://www.letsopptimise.com/