

Why do I need to say if I am over 21?
Participant 11

Why do they need my mobile?
Participant 1

Why ask name for virtual tour?
Participant 10

Why do they need my email address?
Participant 9

Summary

Between Monday 29th and 30th September 11 Usability Testing sessions were completed at Box UK Labs in Cardiff.

11

Number of tests

Over the 2 days 11 usability test sessions were completed

11

Number of tasks

On average, 11 tasks were completed by participants; minimum being 7 and highest 13

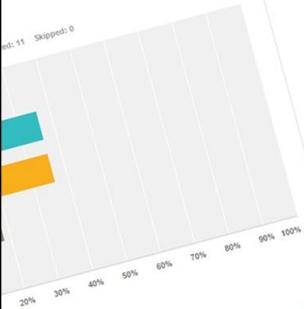
4

Types of participant

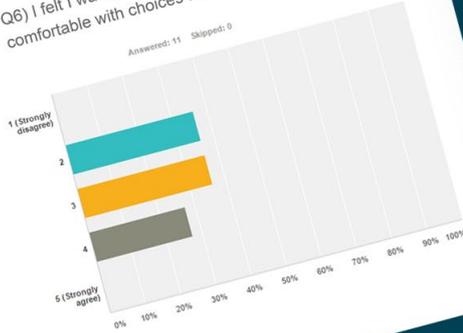
During the 2 days testing, postgraduates (4), undergraduates (3), student influencers (2) and academics (2) were tested

Participants were asked to complete a short questionnaire.

Q5) It was there to help guide me



Q6) I felt I was given enough information to feel comfortable with choices I made on the website



Issue priority, completion and failure.

Issue priority ratings

High
This issue is likely to stop a user completing their task. It should be investigated further and resolved as soon as possible.

Medium
This issue has potential to negatively impact the user experience and should be investigated and resolved.

Low
This issue may negatively impact the user experience. It's unlikely to prevent a user completing their task but combined with other 'low' issues may stop them returning to the website and resolved.

not take the most efficient

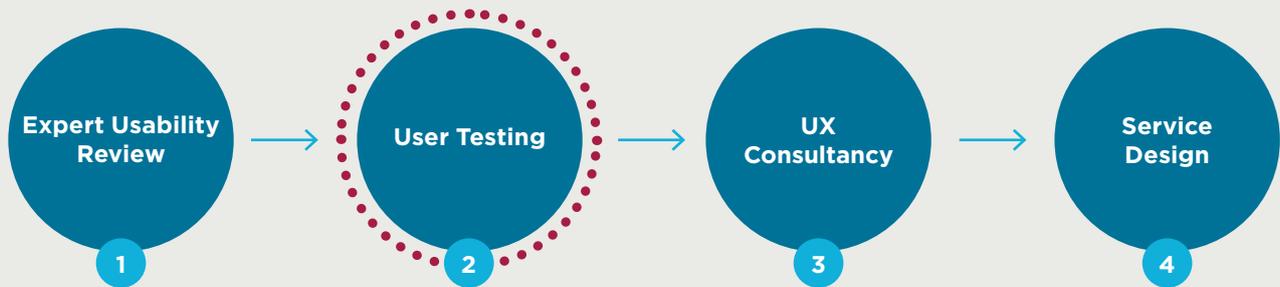
Product Sheet Usability Testing

With expert usability testing, you'll gain real-world user insight and improve your performance.

"The response and feedback we have captured will prove invaluable to the further development of the website. It was an absolute pleasure to work with you."

Paul Newman, Head of Information Technology, the Royal College of Nursing

Step 2 in your journey towards delivering an exceptional user experience.



Is it for me?

Whether you're launching a new product or are in the process of improving something that already exists, understanding what your users truly think is crucial.

Catering to your unique timescales and environments, our testing programme allows you to understand user behaviour, giving you the confidence you need to make decisions about features and roadmaps as well as satisfying your stakeholders that budgets are being appropriately spent.

What's involved?

Every one of our usability testing projects begins with a collaborative workshop, led by a User Experience (UX) Consultant and shaped by insight from tools such as Google Analytics and Hotjar. It is here that you will agree objectives, define user types, and map out the key user journeys and tasks to be tested.

We then create a bespoke test plan that details exactly how your programme of testing activity will be executed - from participant recruitment through to the carefully-crafted test script. Depending on your particular needs this test plan may draw on a number of qualitative and quantitative testing approaches, but will most likely include one or more of the following:

- ✓ **Moderated laboratory testing:** powerful, lab-based testing where one UX consultant guides participants through tasks as another observes any actions and verbal or physical responses.
- ✓ **Unmoderated remote testing:** following pre-defined test scripts participants test in their own time on their own machines for a large volume of results that can be analysed to identify trends.
- ✓ **Guerrilla testing:** both time- and cost-effective, this is conducted 'in the wild' using portable equipment and loosely-defined test scripts to gain instant insight into what users do and don't like.

No matter what techniques are used, your consultant will analyse and interpret all findings - combining observation notes, task timings, success rates and participant feedback with relevant industry data to deliver you a comprehensive summary report.

Recommendations

Optimise primary navigation & search.
We need to allow your users to find your great content with less friction.

A website's primary navigation set would typically include search, a main menu, contextual navigation – and the means of accessing each. Middlesex's content was frequently commended by participants, but the means of getting there – search, information architecture, in-page, tabs, mobile navigation and right column – was not always a good journey.

- Work on improving search from a user-first, logical point of view. Funnelback is more than capable of this task with the right configuration and content.
- Tree-test the information architecture to optimise it further, A/B testing changes before releasing into the wild. Labels can feel homogenous to the user for some tasks, particularly 'About' and 'Life at Middlesex' sections.
- Local or contextual navigation, particularly on mobile and tablet views, should be improved. We feel there are too many

Questionnaire results

Participants were asked to complete a short questionnaire.

Q7) I felt any needs I had were catered for on the site

Q8) I found the site information useful

Assessment 11 - Support 0

1 (Strongly disagree)	2	3	4
2	1	0	0

Assessment 11 - Support 0

1 (Strongly disagree)	2	3	4
2	1	0	0

Your report enables individuals at all levels of your business to understand common patterns and key findings and provides clear, actionable and prioritised recommendations to enable you to start making improvements - and seeing results - immediately.

Credentials

Skilled in all aspects of planning and executing successful usability testing programmes, our consultants have hundreds of hours of usability testing experience for a diverse range of large brands across industries such as FMCG, finance, education and leisure - driving improvements such as 46% increases in order value and 275% increases in client recruitment.



Results

- ✓ Optimised user journeys
- ✓ Improved conversion rates
- ✓ Fewer drop-offs
- ✓ More repeat visits and business
- ✓ Increased customer satisfaction
- ✓ Improved brand perception
- ✓ Improved cross-device performance
- ✓ Reduced risk and quicker decision-making
- ✓ Reduced development and maintenance costs
- ✓ Minimised support and training overheads
- ✓ Better project margins
- ✓ Crucial competitive advantage

Cost

At Box UK, testing packages start from just £3,600 when executing guerrilla or remote testing with 5-10 users, and just £12,000 for a larger-scale moderated lab testing programme including participant recruitment.

From
£3,600

Get in touch

To book your testing, get in touch now by calling +44 (0)20 7439 1900 or emailing ux@boxuk.com.



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