

Assignment 2 Test Your Website

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Digital Design and Usability - Online

Usability Testing and Accessibility: Enhancing User Experience

Abstract

Usability testing plays a pivotal role in ensuring that websites and digital platforms meet user needs effectively. By involving users early in the design and development process, we can identify real-world accessibility issues and create more inclusive and usable products. This paper explores usability testing methodologies, user personas, and accessibility considerations, using the case study of Puttshack.com—a popular interactive mini golf entertainment venue. We delve into usability testing plans, user scenarios, and recommendations for enhancing website accessibility. The insights gained from this study can inform decision-makers and improve overall user satisfaction.

Introduction

Usability testing is essential for evaluating the effectiveness and user-friendliness of websites, applications, and digital tools. By involving users—especially those with disabilities and older individuals—early in the development process, we gain valuable insights into their needs, preferences, and challenges. In this paper, we explore usability testing strategies, user personas, and accessibility considerations, using Puttshack.com as a case study.

Usability Testing of Puttshack.com

INTRODUCTION TO PUTTSHACK.COM

Puttshack is an interactive mini golf entertainment venue with multiple locations, combining technology, food, and drinks for a unique social experience (Puttshack, n.d.).

TEST SCENARIOS AND PERSONAS

To evaluate the usability of Puttshack.com, we created test scenarios for three personas:

1. CASUAL PLAYER (ALEX): Focused on booking a mini golf game.
2. FOOD ENTHUSIAST (EMILY): Interested in exploring the menu.
3. COMPETITIVE GOLFER (CHRIS): Checking the leaderboard for scores.

TEST CONDUCT

We conducted moderated usability tests where participants were observed while interacting with the website. During these tests, participants were asked to complete specific tasks while thinking aloud to provide insights into their thought processes and any difficulties encountered.

TEST RESULTS AND CONCLUSIONS

The results from our usability tests revealed the following insights:

- ALEX found the booking process straightforward but suggested that the steps could be simplified for a better user experience.
- EMILY appreciated the clarity of the menu but expressed a desire for more vegetarian options.

- CHRIS tried to navigate the leaderboard, but it was not easy, and he wanted additional statistical data to enhance his experience.

RECOMMENDATIONS FOR THE WEBSITE

Based on the test results, we propose the following recommendations for Puttshack's website:

- **STREAMLINE THE BOOKING PROCESS:** Simplify the steps involved, particularly on mobile devices.
- **EXPAND MENU OFFERINGS:** Include more dietary options, especially vegetarian choices.
- **ENHANCE LEADERBOARD FEATURES:** Add more historical data and detailed statistics.

FURTHER TESTING SUGGESTIONS

To continue improving the website, we suggest the following:

- **THOROUGHLY TEST MOBILE RESPONSIVENESS:** Ensure that all features and processes work seamlessly on mobile devices.
- **EXPLORE ACCESSIBILITY IMPROVEMENTS:** Enhance compatibility with screen readers and other assistive technologies.

INFLUENCING DECISION MAKERS

To persuade decision makers of the importance of these changes, it is essential to emphasize the positive impact on user satisfaction and the potential for increased revenue from an improved user experience. Highlighting the specific areas where enhancements can drive business growth will help in gaining their support.

These insights and recommendations aim to shape the strategic direction of Puttshack's website, ensuring a superior user experience that meets the diverse needs of its audience.

References

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