

USER RESEARCH

Website portfolio prototype

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A person is shown from the side, sitting at a desk and using a laptop. The image is heavily overlaid with a semi-transparent red color, making the details of the person and the laptop screen less distinct. The person's hands are visible on the keyboard. The word "INTRODUCTION" is centered in white, bold, uppercase letters across the middle of the image.

INTRODUCTION

In a constantly changing world, it's important to stay up-to-date with the latest web trends and to understand our users... their experiences, preferences, pains and behaviours.

When seeking new professional opportunities, the same rules apply.

A person is shown from the side, sitting at a desk and using a laptop. The image is heavily overlaid with a semi-transparent red color, making the background elements appear muted. The person's hands are visible on the laptop keyboard. The word "OBJECTIVES" is centered in the middle of the image in a white, bold, sans-serif font.

OBJECTIVES

The purpose of this user research is to increase the possibilities of finding new professional opportunities

by identifying and resolving potential problems, gain insights and improve the overall user experience.

Main objectives

1

Confirm if people are having difficulty finding the portfolio link on the CV and, if so, learn why and provide a solution

2

Ensure that the new user interface for the portfolio (website) is easy to use and that users have a positive experience

Users should be familiar with content presentation, navigation and interactions

3

Ensure that users can easily access the contact section in the portfolio

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USER RESEARCH

Research Methods



Personas based on informal interviews with users (validated in the usability test)



Benchmarking of other portfolio and product websites



Published usability best practices, as well as Nielsen heuristics



Remote usability testing with 5 users

Testing was proctored and users' screens and audio were recorded

Usability test sections



Demographic information collection

Country of residence, field of work, age, gender



Prototype design and tasks users carried out

Users were asked to think aloud as they performed each task



Short Likert scale survey

Usability Test: bit.ly/2og7Z1s

Prototype Tested: bit.ly/2yFVwEg

Tasks and scoring

Users were asked to accomplish a series of tasks grouped into 6 sections, 11 individual tasks in total.

Task 1 A: Open the following link in a web browser:
[URL]

Task 1 B: Once open, click on the portfolio link.

Task 2 A: From the portfolio home page, go to the UX / UI Design section.

Task 2 B: What element(s) indicate that you are currently in the UX / UI Design section?

Task 3 A: In the UX / UI Design section, go to project "1".

Task 3 B: View images and project information.

Task 3 C: Go to the project website.

Task 4: Go to the home page.

Task 5 A: Go to project "2." in the Graphic Design section.

Task 5 B: Share that project on social media.

Task 6: Find the contact page.

Points were assigned based on the amount of time it took for users to complete each task.

Quick and easy	10 pts
Average time	8 pts
Took some time	6 pts
Took a long time	4 pts
Unable to complete task	2 pts

Example:

A rating of ‘**quick and easy**’ was assigned to Task 1 A by all 5 users. This yielded a total score of 50 points (the highest possible score).

A person is shown from the chest down, sitting at a desk and using a laptop. The person's hands are on the keyboard. The laptop screen displays some text, but it is mostly obscured by a semi-transparent red overlay. The word "FINDINGS" is written in large, white, sans-serif capital letters across the center of the image. The background is a solid, vibrant red color.

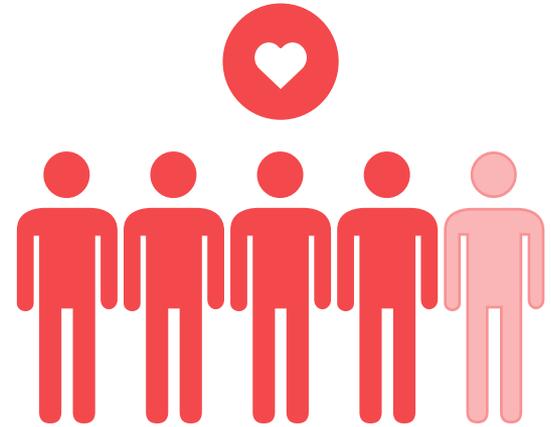
FINDINGS

Overall, users had a very positive experience with the portfolio prototype.

In the survey, 4 out of 5 users (80%) rated the user interface prototype as ‘very intuitive’ (the highest possible rating) and 91% of all tasks were carried out ‘quick an easy’, also the highest mark.

Nonetheless, there are areas for improvement.

The research identified 1 critical and 3 minor issues. Let's begin with the critical issue.

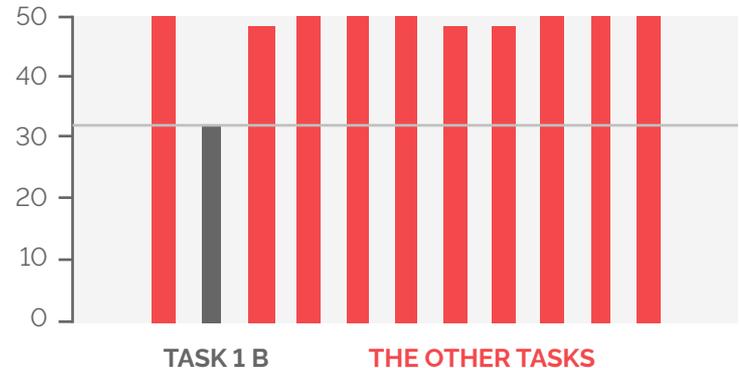


Critical Issue

Issue #1

3 out of 5 users (60%) had difficulty in locating the portfolio link on the CV.

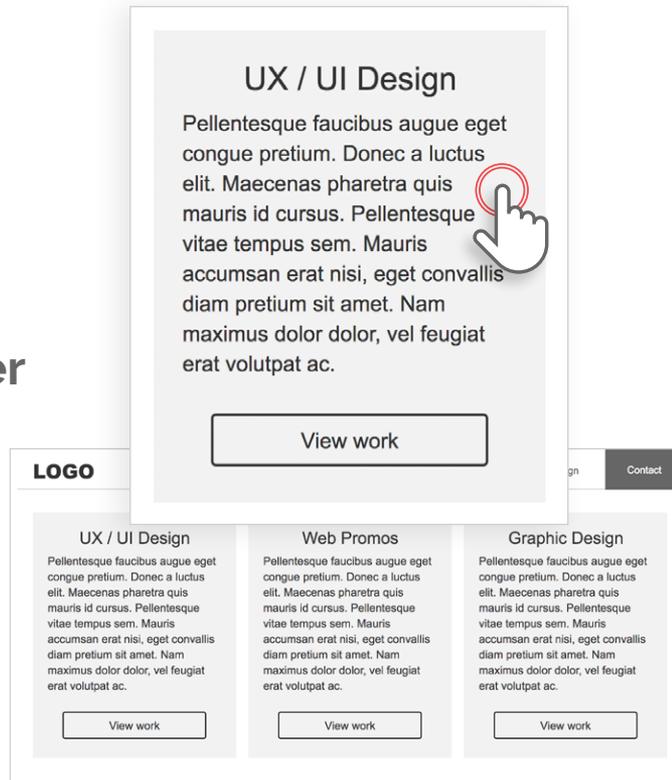
‘Task 1 B: Click on the portfolio link’ earned a score of 32, while the rest of the tasks earned scores between 48 and 50.



Minor Issues

Issue #2

One user expected the entire ‘UX / UI Design’ box to be clickable. When this did not occur after clicking on the text, the user then clicked on the ‘View work’ button.

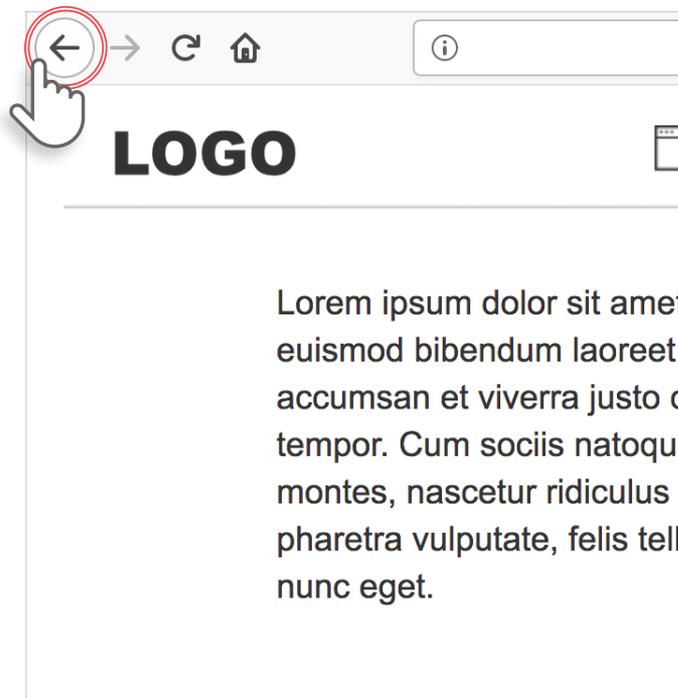


Issue #3

The same user used the browser back button to return to the home page instead of clicking on the logo.

Issue #4

A different user recommended as optional including cookie crumbs to assist less tech-savvy users navigate.



A person is shown from the chest down, sitting at a desk and using a laptop. The person's hands are on the keyboard. The entire image is overlaid with a semi-transparent red filter. The text "INSIGHTS & RECOMMENDATIONS" is centered in white, uppercase letters.

INSIGHTS & RECOMMENDATIONS

Insights



It is clear that users are familiar with the content presentation, navigation, interactions and, for the most part, do not need a 'home' button to return to the home page.

And once users view the portfolio content, they can easily contact the person managing the website.

Reasons

Users for this product are young professionals, between the ages of 24 and 44, comfortable with web technologies and familiar with the interactions implemented in the prototype design.

These are the 2 main personas validated:

1

Technical

Information technology (IT)

UX, UI Design, Web Design

Graphic design
(mainly print)

Digital marketing (SEO,
SEM, online campaigns,
e-commerce)

2

Social Sciences

Human Resources
/ Recruitment

40% Between the age of 25-34

40% Between the age of 35-44

In addition to adapting best practices utilised by similar websites, special attention was placed to following these

Nielsen usability heuristics for user interface design:

Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms.

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing.

Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible.

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed.

More on Nielsen usability heuristics

<https://www.nngroup.com/articles/ten-usability-heuristics>

Recommendations

Issue #1

CRITICAL

MANDATORY ACTION

Make the portfolio link clearly visible.

Most people are not visiting the portfolio because it is not presented in a clear fashion. During the usability test, 2 users stated they were expecting something that looked more like a Call to Action. Many also added that the URL was getting lost because the top area of the CV was too busy.



YES



NO

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P. 1 of 2

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FRENCH (BASIC) · MASTER IN COMMUNICATION · DEGREE IN WEB DESIGN

*g digital user-centered solutions, conducting interviews, analysing data,
doing usability testing and designing user interfaces (UI) for different devices.*

user flows, benchmarking, heuristics, prototypes with Axure RP, surveys

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Issue #2

MINOR

RECOMMENDED ACTION

Make the entire box clickable.

While this is not a critical issue, it is a quick and easy fix that will improve users' experience by avoiding moments of frustration (even if minor) when things do not function as expected.



YES

UX / UI Design

Pellentesque faucibus augue eget congue pretium. Donec a luctus elit. Maecenas pharetra quis mauris id cursus. Pellentesque vitae tempus sem. Mauris accumsan erat nisi. Et convallis diam pretium sit amet. Nam maximus dolor dolor, vel feugiat erat volutpat ac.

[View work](#)

Web Pro

Pellentesque faucibus congue pretium. Donec a luctus elit. Maecenas pharetra quis mauris id cursus. Pellentesque vitae tempus sem. Mauris accumsan erat nisi, et convallis diam pretium sit amet. Nam maximus dolor dolor, vel feugiat erat volutpat ac.

[View work](#)

NO

[View work](#)[View work](#)

Issues #3 & #4

MINOR

OPTIONAL ACTION

Add cookie crumbs on project detail (tier 3) pages to aid less tech-savvy users navigate.

You may also add them on tier 2 pages, such as the ‘UX / UI Design’ landing page.

Though this is optional, as it did not cause anyone frustration, it's always good to cater to the needs of different users.



YES



INFO

HOME > UX / UI DESIGN

1. Interdum et malesuada fame
Ac ante ipsum primis

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Ac ante ipsum primis

This is not a problem mainly because the top navigation is clear and always present.

A person is shown from the side, sitting at a desk and using a laptop. The image is heavily overlaid with a semi-transparent red color, making the background elements appear muted. The person's hands are visible on the laptop keyboard. The text 'POSSIBLE BIASES' is centered in white, bold, uppercase letters.

POSSIBLE BIASES

While there is an extremely high level of confidence in the results, there can be potential biases that influence.

Possible biases:

Recruitment of users for usability test

Two out of the 5 users have relation with the test proctor.

Use of photo and real name on CV

The CV used in the usability test features the name of a real person and photo. This could have influenced either positively or negatively.

It would have been best to put a photo and name placeholder to maintain neutrality.

Language of the usability test

The usability test onscreen instructions, CV and survey are all in English. It is possible that this may have slightly hindered the capacity of non-native English speakers (3 out of 5) to carry out certain tasks.

A person is shown from the chest down, sitting at a desk and using a laptop. The person's hands are on the keyboard. The entire image is overlaid with a semi-transparent red filter. The text 'END' and the thank-you message are centered over the image.

END

Thank you for taking the time
to read this research report.