User Experience Report

Document Contents

1. Test Details
   An overview of the test profile and test script.

2. Synopsis
   Giving you an overview of the key events highlighted by our UX consultants during the expert annotation.

3. Tag Analysis
   Graphical representation of events highlighted by severity—high, medium and low priority issues.

4. Detailed Report (By User & Severity)
   A user by user list of all events identified, including the user profile, issue priorities and links to online video clips.

5. User Tasks
   The tasks that users completed.

Test Details

<table>
<thead>
<tr>
<th>Order Title</th>
<th>Basics of website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order ID</td>
<td>21691</td>
</tr>
<tr>
<td>Results For</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Research Started: 07-Dec-2016, 21:04
Research Ended: 08-Dec-2016, 01:18

User Profile

<table>
<thead>
<tr>
<th>Country</th>
<th>Device</th>
<th>Number</th>
<th>Gender</th>
<th>Age</th>
<th>Socioeconomic</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>Desktop/laptop</td>
<td>3</td>
<td>Any</td>
<td>18+</td>
<td>St</td>
</tr>
</tbody>
</table>

Exit Question

None
Tag Analysis

No results to display

Tag Legend

**High**—Likely to cause a user to leave the website or abandon the task. Fixing these issues is likely to improve conversion rates.

**Medium**—Many users may figure out how to overcome these issues, but they still need attention especially in highly competitive markets.

**Low**—A niggle that may need addressing, but is unlikely to hamper the overall user experience.

**Positive Feedback**—The user commented on a positive aspect of their experience.

Detailed Report (By User)

<table>
<thead>
<tr>
<th>Video</th>
<th>User</th>
</tr>
</thead>
</table>
| Play full video | Female, 37 years old, United States (User 131962)  
**OS:** MacOSX 10.10 - **Browser:** Chrome 54 - **Screen Resolution:** 1440x900 |
| Play full video | Female, 58 years old, United States (User 172423)  
**OS:** Win7 6.1 - **Browser:** Chrome 55 - **Screen Resolution:** 1440x900 |
| Play full video | Male, 34 years old, United States (User 174182)  
**OS:** MacOSX 10 - **Browser:** Firefox 50 - **Screen Resolution:** 1440x900 |

Detailed Report (By Severity)

User Tasks

**Special Requirements**

WindowsOS 7, 8.1, 10 with IE 10+, Firefox 45+, and Chrome 43+ or MacOS X 10.9+ with Safari 8.0, Firefox 45+, Chrome 43+

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**Set a Scenario**

We are looking for your feedback on performing some basic functions on our university library website prototype.

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**Link to visit**

https://uvalib.github.io/prototype/

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**Verbal response**

What are your first impressions of this website?
**Task**
Find a quiet study space in Alderman Library. Return to https://uvalib.github.io/prototype/

**Task**
Find operating hours for the Music Library on December 28, 2016. Return to https://uvalib.github.io/prototype/

**Task**
Find out what library has the book, The Elephants In My Backyard. Return to https://uvalib.github.io/prototype/

**Task**
Find the first name of a librarian who can help you do computer science research. Return to https://uvalib.github.io/prototype/

**Task**
Find out if the journal, Fourth Genre, is available online. Return to https://uvalib.github.io/prototype/

**Task**
Find a lab in a library that has space that can be reserved. Return to https://uvalib.github.io/prototype/

**Verbal response**
What do you think about the way this website is organized?

**Verbal response**
What three adjectives would you use to describe this website?

**Verbal response**
What changes would you recommend to improve our new design?