

User Experience Design and Optimization for Socialmediaworkshop.nl

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Abstract

BeSocialized wants to sell workshop class to the young professionals and entrepreneurs who wants to learn more about social media and how to effectively use it as a marketing tool for their business. In order to achieve this goal, BeSocialized has decided to use a website as their main registration platform. The problem statement of this thesis is: How to design a Social Media Workshop website with the use of Lean UX methods according to the company's style guide in order to have the best possible user experience for young entrepreneurs and employee at age 25-35 years old. In order to answer the problem statement, the author will follow the methodology of Lean UX in the design process. After finishing the prototype, the author will make a test about registration and contact process of Socialmediaworkshop.nl. All result of the test will be assessed and analyzed with usability metric that is standarize by ISO/IEC for effectiveness and efficiency followed by SUS questionnaire for the satisfaction. From the evaluation, new prototype is produced and it will be tested again using the same method. Result of two test will be compared to determine whether the adjustments improve website usability. The finding shows that the iterations of the test with adjustment made in between does indeed improve user experience. Necessary adjustments are made from user inputs and the author own observation of the test. In the end, user satisfaction for Socialmediaworkshop.nl prototype has reached excellent rating and ready to be implemented as a real website.

Abstrak

Judul: Desain dan Optimisasi User Experience untuk Socialmediaworkshop.nl

Perusahaan marketing company BeSocialized ingin menjual kelas workshop untuk profesional muda dan pebisnis mula-mula yang ingin belajar lebih tentang sosial media dan bagaimana menggunakannya secara efektif sebagai alat marketing untuk bisnis mereka. Untuk mencapai tujuan ini, BeSocialized memutuskan untuk menggunakan website sebagai tempat registrasi. Permasalahan yang akan dijawab di dalam thesis ini adalah: Bagaimana caranya mendesain website sosial media workshop dengan menggunakan Lean UX metodologi dengan mengguakan gaya desain perusahaan agar mendapat user experience terbaik bagi pebisnis muda maupun pekerja? Setelah menyelesaikan prototipe, penulis akan mengadakan tes tentang proses registrasi dan kontak dari Socialmediaworkshop.nl Semua hasil akan dianalisa dengan metrik kegunaan dengan standar ISO/IEC 9124 untuk efektifitas dan efisiensi diikuti dengan kuisisioner SUS (System Usability Scale) untuk kepuasan pengguna. Dari evaluasi yang dimiliki, prototipe baru akan dibuat dan akan di tes again dengan metode yang sama. Hasil dari kedua tes ini akan dibandingkan untuk menentukan keefektifitasan dari perbaikan yang dibuat. Hasi dari tes menunjukkan bahwa pengulangan tes dengan perbaikan yang dibuat dapat meningkatkan user experience.

Preface

BeSocialized is online marketing agencies who help brands to have a better online presence. They have wide range of variety to their service, but now they mainly focus on content marketing, web & app development, SEO (search engine optimization), and social media marketing. This company will help their client to make and manage their social marketing needs. BeSocialized will take care of the content of the social media. They can also make a website and manage it on behalf of the client.

With all the experience that accumulated throughout the years, BeSocialized is now planning to make a branch company named Socialmediaworkshop.nl. The primary purpose of this new company is to hold workshops for their target audience. Their target audience is a young entrepreneur age 25-35 or company's employee who wanted to learn more about how to expand and advertise their business through social media. Socialmediaworkshop.nl will provide classes about Facebook, Instagram, Twitter, LinkedIn. They also have a customized workshop where a user group can choose a combination of workshops along with the time, date, and place. The users will pay a certain amount and come to the designated place that will be predetermined or agreed upon. For registration process of all the workshops, a website is a chosen platform. Therefore, the primary need Socialmediaworkshop.nl is to have a successful website.

The most successful websites/applications are those that respond quickly and efficiently. User Experience of a website must be able to attract, satisfy, and convert incoming user. This is why UX (user experience) and UI (user interface) research will become the prominent part in the website design of Socialmediaworkshop.nl.

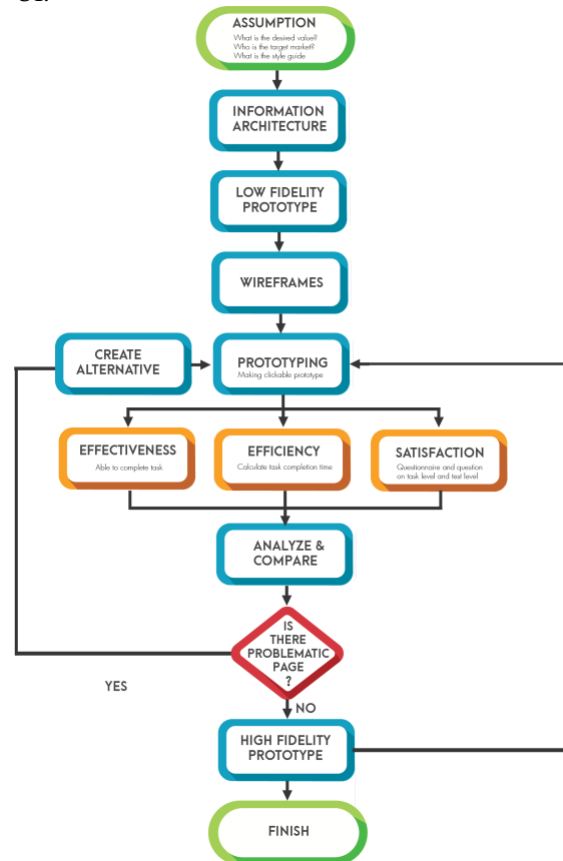
The Definition of the Problem

The final definition of the problem is that Socialmediaworkshop.nl need to have an effective, efficient, and satisfying website design as a registration platform for young entrepreneurs and employee age 25-35 years old.

The Short Description of Research Method

To begin with, the author will identify and understand the problems by doing a literature study on lean UX design process theories. In this study, the author will conduct the design process according to the guidelines presented in the book Lean UX (2013). During the design process, the UX of the website will be assessed with standardized ISO/IEC 9126-4 Software product quality metrics and system usability scale (SUS).

Feedback from the test will be analyzed, accounted for, and revised. Next, the revised version will be tested, and the result of both tests will be compared to determine the improvement of the website. Because of the limited time the author has, this process will be iterated two times: first test is for the wireframes and the second test is for the final UI.



Picture 1. Research method used to for the design process

Result

Hypothesis formulation

Formulation of the hypothesis with the given template in Lean UX as follows: Creating an effective and efficient registration system within Socialmediaworkshop.nl website for users will achieve a higher rate of usability.

This hypothesis is true when we see an increase in the value of effectiveness, efficiency and SUS (System Usability Score) of the prototype.

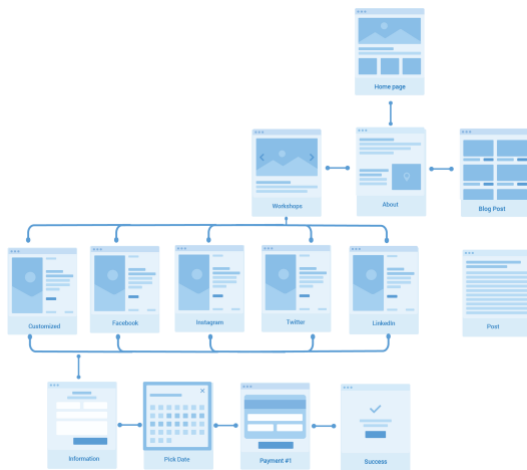
Personas

The target market for Socialmediaworkshop.nl is concluded after a brainstorming session with the company supervisor and the brief from the company itself. The target market is narrowed down into two personas. The first persona is a

young business entrepreneur that interested in social media to help him market his business. The second persona is a employee who are demanded to have social media marketing skills by their job. In many cases, they are responsible for developing social media in their company and want the business to reach broader audiences.

Information Architecture of Socialmediaworkshop.nl

Using a Adobe Illustrator template from graduation company, information architecture of Socialmediaworkshop.nl is constructed based on the brief that were given by the client. It consisted of four main pages. These four main pages are homepage, workshop page, about, and blogpost page. On the workshop page there will be a link to four individual social media workshop page such as Facebook, Instagram, Twitter, and LinkedIn.



Picture 2. Information architecture

WIREFRAME MVP TEST

In order to do the test, wireframes of Socialmediaworkshop.nl will be uploaded to Canvasflip online prototyping tool. Canvasflip is chosen by the author because it is very easy to create clickable prototype on this online platform. This online tool also able to accommodate user task usability test and continuously record as user tried to complete the task. The participants are sampled from the employee of The Online Group (TOG). There are two test that will be conducted on two different group. Every group consist of 5 persons and they need to complete all the task inside the test. The task will test the hypothesis of this research, which is about the effectiveness and efficiency of registration process. It was discussed between the author and the company supervisor and resulted as follows:

1. Register to facebook workshop on 30-04-2018 and pay with debit card
2. You decided to bring your team with you and register on a customized workshop. Your group want to learn Facebook and Instagram on 7 April. Pay with debit card.
3. You are confused with the procedure of changing the workshop date. You want to send email to SocialMediaWorkshop.com and ask how to change it.

After doing all the tasks, users are required fill in a questionnaire with SUS (System Usability Score) and write down how to improve the prototype. The first test will show the weakness that the website has and the second will have revisions that supposedly eliminate the weakness. The result of these two test will be analyzed and compared based on effectiveness, efficiency metric from ISO/IEC 9126-4 while the satisfaction will be measured with SUS Score.

Wireframe Test 1 Result Effectiveness

	Task 1	Task 2	Task 3
P1	100%	100%	100%
P2	100%	100%	100%
P3	100%	100%	100%
P4	100%	100%	100%
P5	100%	100%	100%

Tabel 1. Wireframe test 1 effectiveness

From this result, it can be considered that the task is already effective and all test participants can finish the task.

Efficiency

	Task time 1(sec)	Task time 2(sec)	Task time 3(sec)
P1	100	26	18
P2	170	33	60
P3	72	119	26
P4	51	28	53
P5	50	37	13

Tabel 2. Wireframe test 1 efficiency

From this result, according to the efficiency metric of ISO/IEC 9126-4 the efficiency of task 1: 0,013 goals/sec task 2: 0,027 goals/sec task 3: 0,041 goals/sec

This result will be compared with wireframe test 2 result. From the comparison, it is possible to see whether there is improvement or not.

Satisfaction

Part	Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8	Q 9	Q 10	SUS
p1	3	4	3	2	3	4	3	4	3	2	47,5
p2	3	2	4	1	4	2	4	3	4	2	72
p3	2	4	3	1	4	2	4	2	5	1	70
p4	2	3	3	1	4	4	3	2	4	2	60
p5	2	2	4	1	3	1	4	1	5	1	80
Avg.											66

Tabel 3. SUS questionnaire result

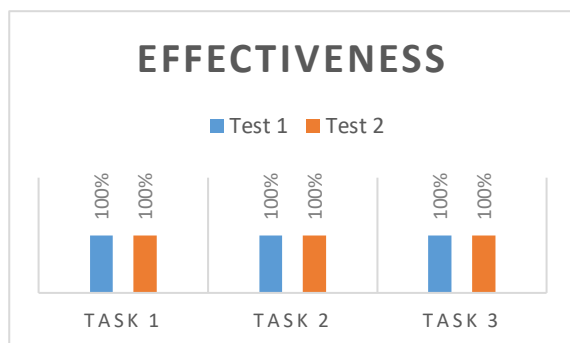
From this result, it can be concluded that the participant number 1 and 4 have a difficulty with the prototype and their video recording need to be examined closely. As the result of this test, the prototype has the SUS score of 66 and this result fall between the marginal high acceptability area with the rating of D. This website prototype is considered okay compared to other website, but it needs adjustment to optimize it since the score is still at the middle of the scale.

Wireframe Test 2 Result

After all of the adjustment had been made, the new prototype is uploaded to Canvasflip again. This wireframe will be tested by the second group using the same three tasks. Here is the result of the test

Effectiveness

Again, no problem in the effectiveness as all the participants are able to finish the task on the second test.

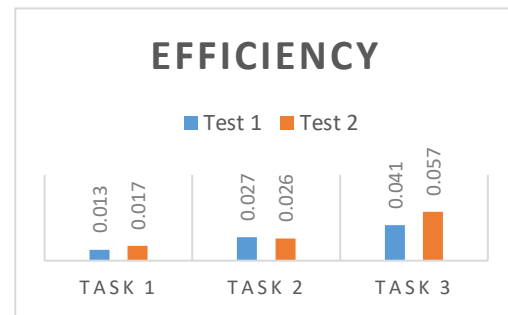


Picture 3. Wireframe test 2 effectiveness

Based on the graph above, it can be concluded that all the tasks have perfect completion rate. This means that the task is manageable and effective.

Completion rate of 100% is already way above the website average of 78% tested by Sauro (2011).

Efficiency



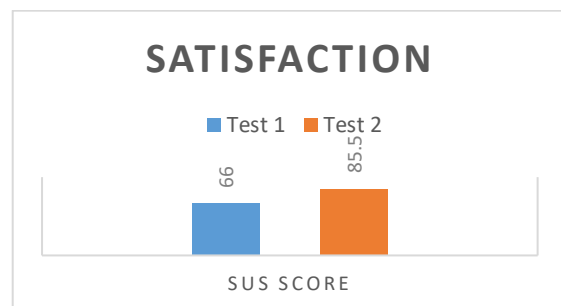
Picture 4. Wireframe test 2 efficiency

From this result, according to the efficiency metric of ISO/IEC 9126-4 the efficiency of task 1: 0,017 goals/sec task 2: 0,026 goals/sec task 3: 0,057 goals/sec

After the adjustment, it can be seen that there is improvement of efficiency in task 1 by 30.77%. It was improved from 0,013 goal/sec to 0,017 goal/sec. It is easier now to find registration button on workshop page. Looking at task 2 there is not much of a difference between the first and second test. There is only 3% decrease and this is still inside margin of error.

Now, making a separate contact page really paid off. Compared to the first test, the efficiency on task 3 from the second test increased by 39% from 0,041 goal/sec to 0,057 goal/sec. This means that now user does not have difficulty in finding contact information anymore.

Satisfaction



Picture 5. Wireframe test 2 satisfaction

The second wireframe generate better result than the first one. Four participant's score now hover around excellent rating (80-90). Participant 5 even surpasses excellent rating with personal score reaching 95. However, participant 4 will be given more attention as to why the score is considered low. As a summary of this test, the prototype has

averaged 85,5 in SUS score and this result fall between the acceptable area with the scale of B. Referencing on the SUS adjective rating, this prototype can be considered excellent.

Comparing the SUS score from the first test with the second test revealed that test 2 is leading with 19,5 points. Since this second wireframe prototype have a good score, the author will start to design high fidelity prototype.

Conclusion

In order to design Socialmediaworkshop's website with the best possible user experience, the website needed to be tested continuously since the beginning of the design process by analyzing user performance on the tasks that evaluate the effectiveness, efficiency, and satisfaction of the website. It is important to use as little resources as possible on every test so that every adjustment needed can be done to the website without using large amount of energy, time, and money. This way more alternative design can be made and the team will understand user needs better with every test.

Discussion

In the course of this design process, there is a limitation imposed by the prototype platform. There are several times a design or an idea that the author has cannot come to reality because the prototype doesn't support such feature. Therefore, the effectiveness of the feature cannot be tested unless it is implemented on a working website. After seeing the design result from the usability metric of ISO and SUS, the author concluded that it was not a very effective method to analyze the exact UX problem. All of these number is only diagnostic. This is why the author choose to use Useresting.com where testers are able to give feedback while they do the task. Since all of this are recorded, the author receive a lot of feedback and able to reiterate the test better.

Recommendation

Based on the result and conclusion, there are some recommendations to take as a next step.

Build the Website

It is now possible to build Socialmediaworkshop.nl as a website since it already have a very high SUS. Positive feedback from the last test shows that this website is very acceptable

Consider Changing the Picture on the Website

Several testers able to recognize that the picture are stock photo from the internet. As the workshop

business grow, consider to replace the picture with workshop's own picture.

Do A/B Testing

This thesis test is a small scale test that only include several people. When there is a real website, it is preferable to do the test there and analyze exactly how the user behave with the designs and compare it real time with a large number of inputs.

Do SEO on the Website

With the blog that the website has, also with all the experience that the company members have, it is more than possible to keep the website alive and market it to everyone.

Keep Track of the Website with Google Analytics

Google analytics will provide data of the website and hopefully the team can adjust their strategy based on the data.

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