



Usability Testing Findings & Recommendations Report

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Executive Summary

Valuable core functionality gets lost with unclear messaging and confusing navigation. Focus on clearly communicating what the site does well and streamlining these interactions. Long-term, consider incorporating functionality from LinkedIn to enrich the social experience users expect from a modern site.

Top Priorities:

1. **Simplify message creation process** to improve user experience
2. **Reword site copy** to clearly communicate purpose and value
3. **Redesign home page** to emphasize interactive elements
4. **Fix basic usability issues** to avoid unnecessary user frustration
5. **Hide extraneous information** that overwhelms new users



Research Objectives

Goals & Scenarios

Overall goals for this round of testing were to determine whether users:

- Can find the step-by-step conversation tasks, and understand how to use them
- Understand what the site is, and what they can use it for
- Feel the site behaves how they expected
- Believe the site would help them to build deeper relationships

We used three scenarios to gather feedback on these questions:

1. “Imagine a friend recommended this site to you. Take a look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it’s for.”
2. “You’ve just met someone new at a networking event. Show me how you would use this site to follow up with them.”
3. “Your contact information has changed. Show me how you would update it.”



Research

Methods & test participants

To evaluate these goals, we performed usability analysis testing in two phases:

1. Remote, moderated testing with eight participants
2. In-person, moderated lab testing with three participants

Research participants included a mix of age ranges, frequency of in-person networking, and use of other networking/job-hunting sites.

- 9 women, 4 men
- 5 millienials, 4 gen X, 3 boomers
- 7 use LinkedIn as a primary networking/job hunting site

Findings are rated by severity and our recommended resolution priority:

Usability issue severity:  Low  Moderate  High



Finding

Pros

- **Value in core concept.** Many users were intrigued by the primary functions of the site, even if they would not personally use it. Highlighting these things will help you to set expectations and target your audience:
 - Assistance drafting messages
 - List of steps to take
 - Educational content
- **The site is well-built** and functions as intended. We did not encounter any technical issues that prevented us or our testers from accessing or using any part of the site. The issues we discuss below address general usability guidelines but we are happy to report that no bugs were found.
- **LinkedIn connectivity is very attractive** to our test participants. It appears that there are plans to tie in LinkedIn data with MANGO. We encourage you to pursue this plan and offer some recommendations on how to approach it.



Finding

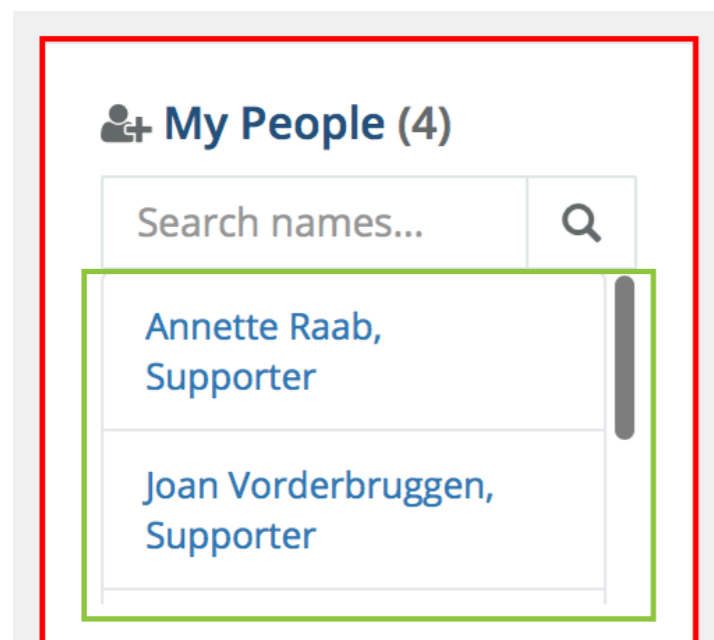
 **Severity: low**
Priority: moderate

Navigation issues

Several basic elements on the site do not behave the way users expected based on their experience with other sites. They frequently expressed frustration when they ran up against examples of this “mental mismatch.”

Recommendation

Maximise visibility & functionality



The scroll bar sometimes did not appear until moused over, making it hard to tell that this functionality exists. It’s also impossible to scroll this section until it has been clicked once.

Make the scroll bar visible at all times, and enable scrolling when the pointer is over any part of this section.



Recommendation

Follow web standards for UI elements

Add links where users expect them to increase functionality, speed up navigation, and reduce unnecessary frustration:

Users expected clicking on the MANGO logo to lead back to home page.

Users expected clicking on their name to lead back to their account information.



Welcome to MANGO, Andy!

Users expected clicking on the “hamburger menu” icon to display hidden options.

Currently, the left-hand navigation section is displayed by default and clicking the hamburger hides it, which is the opposite of expected behavior.

Either hide the navigation bar by default so that it can be revealed with this button, or (recommended) remove the button altogether.



Recommendation

Use consistent links & formatting

Make it obvious which things are links, and which are not. Plain text and static images should look different from clickable elements.


The image shows a comparison between two versions of a user interface header and two content cards. An orange arrow points from the left version to the right version, indicating a design change. The left version shows a header with 'Welcome to MANGO, Andy! | Experienced | Log out' where 'Log out' is plain text. The right version shows the same header but with 'Log out' as a blue underlined link. Below the header are two content cards. The first card, 'Recent Activity', shows a profile picture of Sean Denniston with a hand cursor icon over it, and a profile picture of Tina Dahlgran. The second card, 'MANGO Counts', shows four statistics: 769 CONNECTORS (orange circle), 1610 PEOPLE (blue circle), 161 GIVING (yellow circle), and 494 SEEKING (green circle). Two callout boxes with orange borders and tails point to specific elements. The first callout points to the profile picture in the 'Recent Activity' card and contains the text: 'Images are not clickable, but mousing over them changes the pointer to a hand, which suggests that they are.' The second callout points to the orange circle icon for 'CONNECTORS' in the 'MANGO Counts' card and contains the text: 'Image IS clickable, but there is no visual indication that this is possible.'


Welcome to MANGO, Andy! | Experienced | Log out → Welcome to MANGO, Andy! | Experienced | [Log out](#)

Images are not clickable, but mousing over them changes the pointer to a hand, which suggests that they are.





Image IS clickable, but there is no visual indication that this is possible.

Recent Activity

 **Sean Denniston** added a new Guide

 **Tina Dahlgran** is preparing for

MANGO Counts

 769 CONNECTORS	 1610 PEOPLE
 161 GIVING	 494 SEEKING



Finding

 **Severity: moderate**
Priority: moderate

Missing functionality

The splash page copy mentions LinkedIn multiple times, so testers expected the site to connect with LinkedIn somehow. For example, they assumed that logging in with their LinkedIn might allow searching, messaging, or importing from their network.

Users were also frustrated to discover that they could not send messages directly from the site. On the other hand, one user wasn't aware of this limitation. After saving a message he was totally confident that the site had actually sent it to his contact.

“Do I have to add every single person like this?”

“So I need to EXPORT this now?”



Recommendation

Increase inter-site functionality

Make a long-term plan to introduce LinkedIn and digital messaging capabilities to the site. Meanwhile, remove unclear language that suggests these capabilities already exist. Avoid phrases like, “search your LinkedIn network” if users cannot do this from within the site.

7 of 11 testers use LinkedIn as a primary networking/job-hunting site, so connecting to the LinkedIn API would bring value to these users.

Possible features (in increasing order of value):

1. Allow one-way messaging via email or LinkedIn
2. Allow import of user’s LinkedIn network
3. Allow live searching & two-way messages with user’s LinkedIn network



Finding

 **Severity: moderate**
Priority: high

Process complexity

Most users found creating a message to be needlessly complicated. This was the secondary cause users gave for disliking the site. Since generating messages is the primary function of the site, this issue should be given the highest priority. Fortunately, it is difficult to resolve.

- 6 of 11 users said they would not use the site.
- 4 of 11 said they might if there was more functionality and simpler processes.

“I just want to click in here and finish the message myself.”

“It’s a very convoluted way of getting from point A to point B.”



Recommendation

Streamline message creation process

Empower users to complete tasks at their own pace. Don't overwhelm them with too many options. Hide additional suggestions behind drop-downs or links until users request them. And allow in-line editing of text for power users.

4/9 My Career Interest: Complete and Save ×

"I am exploring career options, including account management and business development roles in the software industry."

I am exploring career options, including [industry/role]...

This sentence tells the contact exactly what you are trying to do. Make sure it is clear and specific. Starting with "I am exploring..." or "I am searching for..." tells your contact what phase you are currently in.

If you are interested in the industry or role that your contact is in, include that here so your message feels more relevant.

Exploring: I am exploring (career, roles, options) in (industry, sector, area) in (location).

- "I am exploring a career in social work in Minnesota public schools."
- "I am exploring a career in either environmental law or marine biology."
- "I am exploring roles that leverage my Anthropology degree in the public sector."

Searching: I am searching for (job, internship, research position, fellowship) in (industry, sector, company) in (location) by (timeframe).

- "I am searching for a job with a local environmental research organization beginning in December."
- "I am searching for a job with a nonprofit health or relief organization located in New York City or Washington D.C. for July."
- "I am searching for a job in product development with a local food company to start in June."

Cancel

Save

4/9: Career Interests ×

I am exploring career options including [industry/role]...

[+ Purpose](#)
[+ Sample sentences](#)

Skip

Save



Finding

 **Severity: high**
Priority: high

Information complexity

Testers were overwhelmed by the amount of data that was presented throughout the site. On the other hand, they could not find information they wanted at the times they wanted it. Sometimes this was due to crucial information being hidden in visual clutter, and other times it simply was not there.

In general, they felt there was too much text and not enough context. This was cited as the primary reason that most testers would not use the site.

“I’m overloaded. This is a lot to take in at one time!”

“I just want to add them and move on! It's really annoying to me.”



Recommendation

Remove visual clutter

Hide non-critical options behind drop-downs until users want them.

The image shows two versions of an email interface. The left version has a sidebar with a 'Build Message' button, 'FOLDERS' (All: 4, Messages: 3, Preparation: 1), and 'CATEGORIES' (Request, Check In, Confirm, Thank You, Meeting, Questions, Event, Introduce?, Introduction, Refer, Help, Direction, Outcome). The main area shows a list of 4 messages with status tags like 'Check In', 'Request', and 'Questions'. The right version has the same 'Build Message' button and 'FOLDERS', but the 'CATEGORIES' section is hidden behind a 'SHOW CATEGORIES' button. A callout box points to the 'Questions' tag in the message list, stating: 'The list of Categories is unnecessary because they are identified in the list above. If they must be shown, consider hiding them by default. Use a 'carat' or 'plus' icon to reveal the list.'

Folder	Count
All	4
Messages	3
Preparation	1

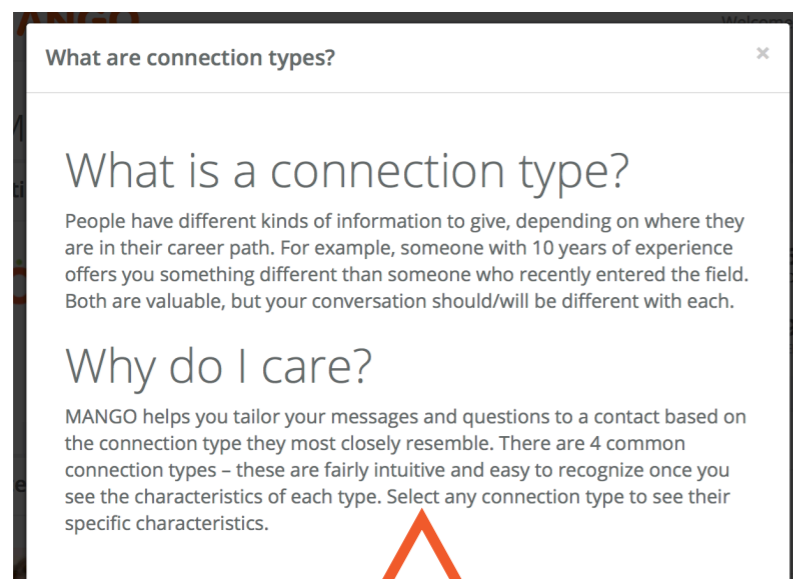
Category	Count
Request	0
Check In	0
Confirm	0
Thank You	0
Meeting	0
Questions	0
Event	0
Introduce?	0
Introduction	0
Refer	0
Help	0
Direction	0
Outcome	0

Sender	Status	Subject	Time	Action
Jacob Knopf	Check In	hello...	2 days ago	🗑️
Jacob Knopf	Request	My name is Andy Krueger.....	4 days ago	🗑️
Annette Raab	Check In	I prepared this message in MANGO Connects. I wanted to t...	4 days ago	🗑️
Annette Raab	Questions	I hope to lean how this site works and make a Usability ...	4 days ago	🗑️

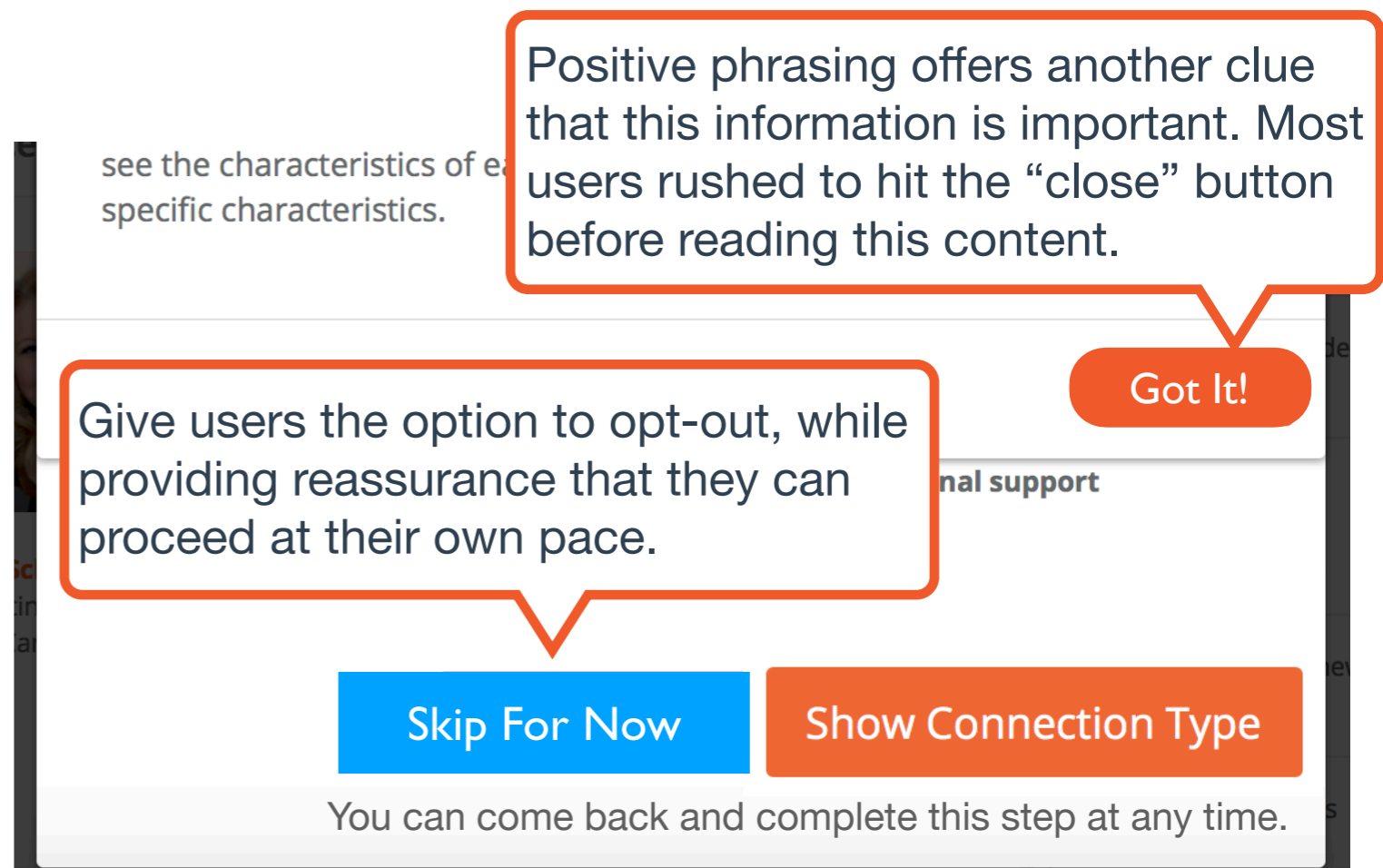
Recommendation

Add reminders & shortcuts

Some pages present too much information for users to take in. The “Determine Connection Type” modal window is an example of the opposite problem, where a crucial contextual explanation is hidden. Help your users by providing reminders just at the points when they tend to become confused, and allow them to opt-out as they become familiar with the system.



Instead of hiding it behind a link, present this information the first time users encounter this window. They need to know “why do I care?” at this point before proceeding.



Finding

 **Severity: high**
Priority: high

Messaging mismatch

None of our users understood the purpose of the site from reading the splash page (<https://mangoconnects.com>) and home page (<https://app.mangoconnects.com>).

After using the site, most users understood its purpose. However, they were frustrated that functionality was so difficult to discover and different from what they expected.

“I thought it would be like Indeed or Zip Recruiter for finding a job. It's actually an overcomplicated way to draft email for LinkedIn.”

“I still don't understand. What IS the goal of the site?”



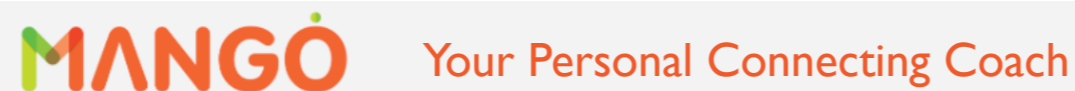
Recommendation

Clarify brand & site identity

Clearly communicate what the site is, who owns it, and what you can do here.

State in plain language what actions are possible to avoid confusion and unrealistic expectations. When they discovered the task list and messaging suggestions, several users recognized the value of these features.

Including a tag line at the top of the home page can help to focus on your site identity. Determine your unique value proposition and use it to refine the messaging throughout the site. Example:



In addition, aim for consistency with branding.

Is the site called MANGO Mentors, MANGO, or MANGO Connects?



Finding

 **Severity: high**
Priority: high

Home page layout issues

Users had difficulty finding and completing the basic site functions. Many expressed frustration as they struggled to figure out how it worked and where to access core functionality.

Adding a Person

- 4 of 11 users could not find
- 3 found after one minute

Building a Message

- 4 of 11 users could not find
- 2 found after searching for over 2 minutes

After a minute of testing, one user exclaimed:

“I'm confused. There's a distracting picture of a woman and I'm spending lots of time reading... I would have gotten off this page and never come back!”



Recommendation

Home page redesign

Note that this solution also resolves issues with visual clutter, messaging, and navigation discussed above.

The screenshot shows the MANGO home page for user Andy Krueger. The page features a dark blue sidebar with navigation options: Home, Build Messages, Prepare Questions, My Account, Learn About, Share, and Product Support. The main content area is titled 'HOME' and includes a 'Begin: Select or Add Name' section with a search bar and a list of people: Annette Raab, Bailey Smith-Dewey, and Jacob Knopf. Below the list are input fields for 'First Name' and 'Last Name', and an 'Add' button. A note states 'For your use only - your contact is not notified.' To the right, there are 'MANGO Counts' showing 7 connectors and 16 people, and 'Quick Resources' including a video 'How to Get Started' and a 'Show More' link. Three callouts provide design feedback: one points to the 'MANGO Counts' section, another to the 'Add' button, and a third to the 'Quick Resources' section.

MANGO Your Personal Connecting Coach

Welcome to MANGO, Andy!

HOME

Begin: Select or Add Name

My People (6)

Search names...

Annette Raab, Supporter

Bailey Smith-Dewey, Guide

Jacob Knopf, Supporter

First Name Last Name

For your use only - your contact is not notified.

MANGO Counts

7 CONNECTORS 16 PEOPLE

Quick Resources

Tutorials

Video: How to Get Started

Show More

Show users information that's meaningful to them.

Emphasize core functionality: adding people and connecting with them.

Don't overwhelm new visitors with options. Present just enough to get started, and show how to find more.



Conclusion

MANGO Connects is an interesting concept, and the primary functionality is well-implemented. Most usability issues are not difficult to resolve. Prioritize fixing the processes that caused the most user frustration. Then focus on continual improvement of the strengths of the site.

Introduce additional functionality when possible, or else clearly communicate the purpose and limitations of the tool so that users understand what to expect.

Thanks for my UX team for assistance with testing & evaluation:

- Annette Raab
- Bailey Smith-Dewey
- Jacob Knopf

