# real people usability test

TNW

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a set of data in the form of heat maps and helpful charts to evaluate design options and support design decisions for a better user experience.

## how it works

the test participants will be required to perform a series of tasks that are prepared in accordance with the main goals that your website or app want to achieve.

we recruit 25 test participants, show them your website or app user interface, and we ask where they would click (or tap) to perform the tasks prepared. their choices are visually displayed on heat maps and reported on clear charts for your evaluation. we also provide a detailed analysis of the test results, and recommendations on how to improve the user interface. 2 or 3 different user interface options could be tested with the same task to compare the performance of the design solutions.

## about this test

website: www.thenextweb.com
language: English version
devices: mobile phone
notes: **free trial**

# task

a friend told you about an interesting article regarding the Apple Watch that he found on a website last week. you have just landed on the website and are now trying to find that article. where would you click?

## user interface
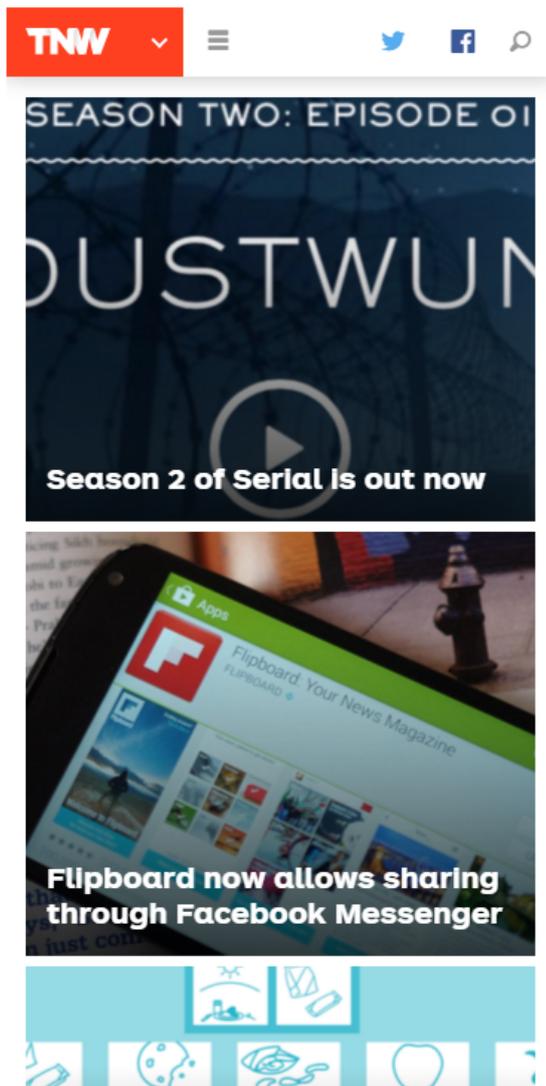
## click map
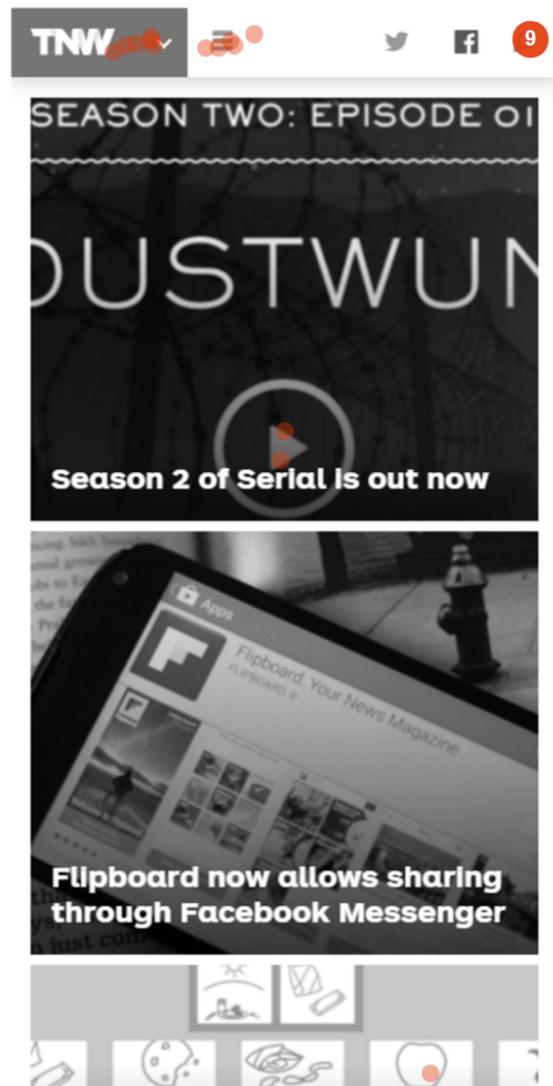
a minimum of 20 quality responses from test participants is considered. random responses are ignored.

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# top choices

choice - users % - average response time (seconds) - suitable path

| | | | | |
|---|---|---|---|---|
| 🔍 | 45% | | 8s | - |
| TNW | 30% | | 16s | no |
| ☰ | 25% | | 13s | yes |

# overall results

| 25% suitable path | 45% search | 30% not suitable path |
|---|---|---|
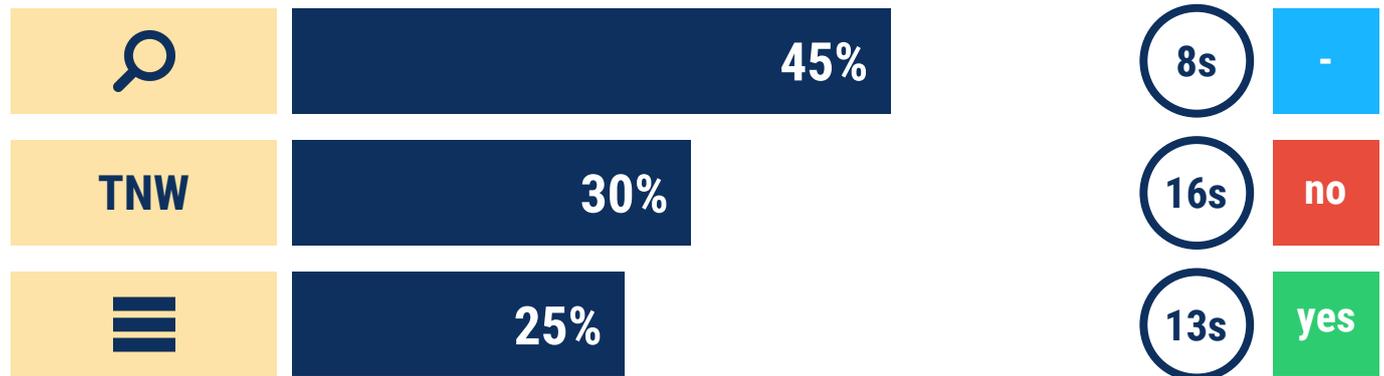
# analysis and recommendations

**analysis.** only 25% of users chose a suitable path (outside the search option), which suggests that the hamburger icon is not easily seen as a solution for this task. 30% of users chose the TNW logo area, which is not a suitable path; the menu down icon next to the TNW label could be misleading. the percentage of users that chose the search option was large but this is not unexpected on mobile phones where there are generally less interface options. this large percentage could also be linked to the difficulty for users to recognize the hamburger icon as a suitable solution.

**recommendations.** add a dropdown button called "SECTIONS" with a menu showing all the website sections (these are currently shown after tapping the hamburger icon). remove the menu down icon from the TNW logo area. make the logo a link to the homepage only. make the "search" icon bigger and position it where it is easier to reach and select.

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