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RepVault Homepage User Research Results

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September 2019

Contents

The Approach

UX Research – 2D Card Sort

– **Participants:** Six Polecat employees, chosen for their user-centered roles (CSMs, CPs etc.)

– **Time allocated:** 45 mins – 1hr

– **Activities**

1. **Modified card sort:** Assembling a set of pre-determined components within a 16*24 grid. This task is designed to capture priorities, trade-offs, and to generally get a feel for what users associate with a high-level reputation view.

2. **Devising the insight components:** Drawing upon the existing RepVault insights for inspiration, what would you want to see on the homepage?

User Testing the Home Page
The home page will give you, the user, an 'at a glance' view of your reputation. However, because each user is different, we will use a modified card sorting technique to identify what this means to you.

What is card sorting?
From Nielsen Norman Group:

Card sorting is a User Experience research technique in which users organize topics into groups. Use it to create an IA [Information Architecture] that suits your users' expectations.

In the most common type of card sort, the user is given from 40 to 80 topics on index cards and is asked to organize them into groups. The user then names the groups and is asked to explain their rationale. However, we will use a modified card sort.

What is modified card sorting?
In a moment, we will show you a grid measuring 24 units wide and 16 units high. The grid represents the empty home page. We will also show you several components. These components represent labels, selectors, and insights that might appear on the home page. We will talk more about the nature of these components later.

We will ask you to select the components that you think should appear on the home page and arrange them on the grid to give you an 'at a glance' view of your reputation. You may wish to first select and then arrange; you may wish to select and arrange as you go; it's entirely up to you.

You will notice that the components have different dimensions: the smallest measure 4 units wide and 1 unit high; the largest measure 16 units wide and 12 units high. You will also notice that the area of the components, when combined, is greater than the area of the grid. Consequently, you will have to think hard about trade-offs when selecting and arranging the components. You do not need to fill the grid in its entirety – you can leave gaps!

As you select and arrange the components, please 'think aloud' – we would we would like to know as much as we can about your rationale.
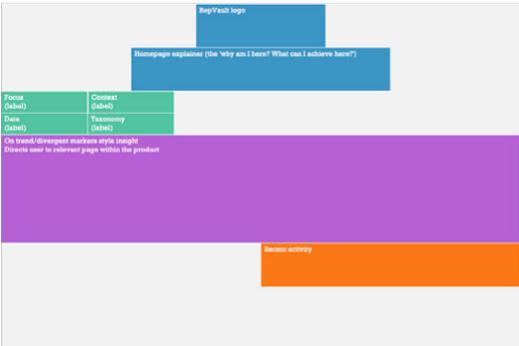
The components
There are three types of component:

Selection components, in green: These are labels and selectors for the taxonomy, the media type, the sentiment type, and the date. Whereas a label shows text, a selector shows text and also allows you to make an alternative selection. For example, you might wish to use a label to show the text 'Polecat Reputation Taxonomy'. However, you might wish to use a selector to show this text and also allow you to make an alternative selection, such as 'Watch Topics'.

The Results

Card Sorts

The Results

Activity 1 – Observations

1. Structural components:

– 50/50 split on personalisation

– 50/50 split on homepage explainer text

– Almost all users confined these components to the header area

2. Selection components:

– Slightly more selectors than labels chosen

– Most frequently chosen: Taxonomy, Date, Focus & Context

3. Activity components:

– No real preference for placement

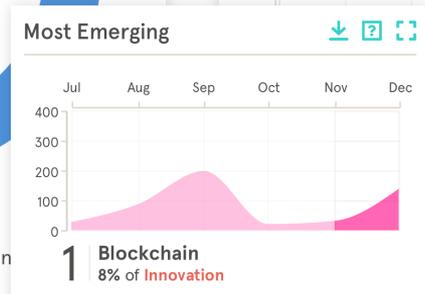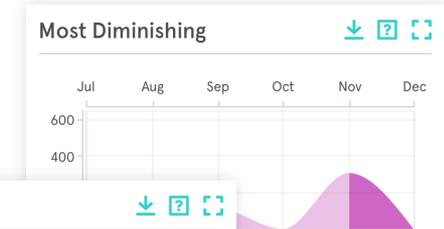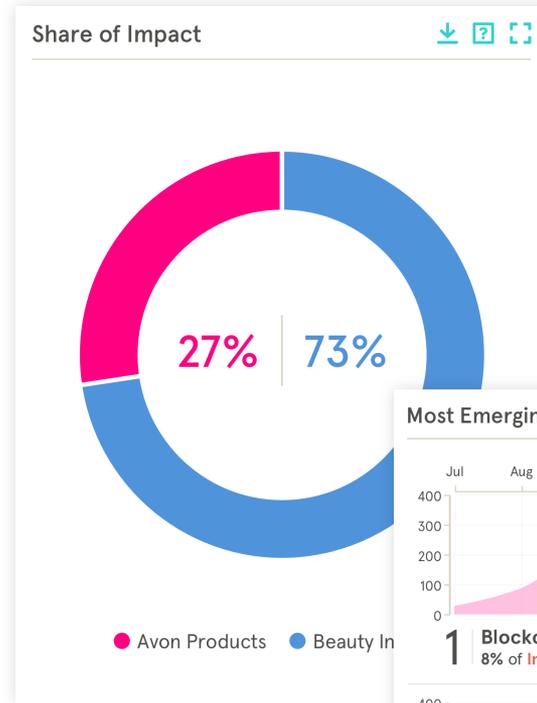– Recent activity slightly more popular than frequent

– Product marketing on 1/3

4. Insight components:

– Two distinct approaches – less is more, and more is more

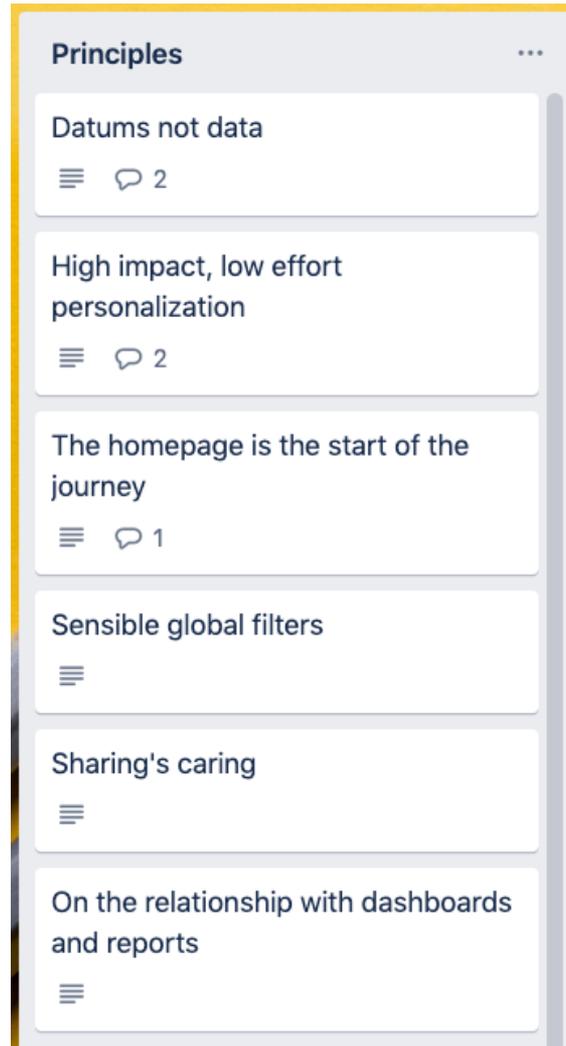– Average amount of insights chosen: **2.5**

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The Results

Activity 2 - Observations

– Share of Impact (me vs my competitors) and Emerging / Diminishing topics came up in most sessions

– Several users expressed a wish for a high-level, 'on trend' or 'off trend' view

– Sentiment came up frequently (indication of positive/negative important to frame high-level view)

– Time a hot topic – concept of 'right now' vs 'generally' or 'typically'

Existing Principles

Our Original Assertions

Principles ...

Datums not data
💬 2

High impact, low effort personalization
💬 2

The homepage is the start of the journey
💬 1

Sensible global filters

Sharing's caring

On the relationship with dashboards and reports

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Additional Principles

Developed from Research Results

- **No/minimal scrolling:** Consistent with the at-a-glance, high-level purpose of the page – no users had any qualms with the space allowed

- **No more than 3 insights:** Having a larger number could overcomplicate the user journey (and prevent them from moving into the product)

- **Share of Impact & ME/MD = high value insights:** Should make a concerted effort to include these (or at least cover the need that they fulfil)

- **Sentiment = high value metric:** Some sentiment analysis would be a welcome addition

- **Time as a comparative measure:** Time should be used to create context, to give a sense of change / baseline to compare to

- **Taxonomy & Date Range selectors:** These were the two selectors that came up the most in testing. Focus/Context entities should be clearly communicated, but should be fixed.

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