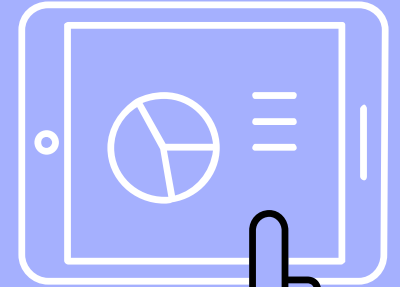
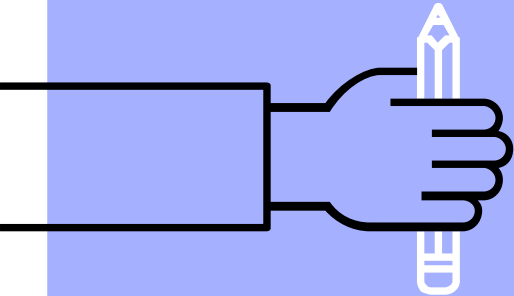
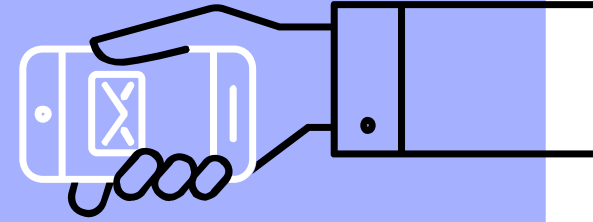
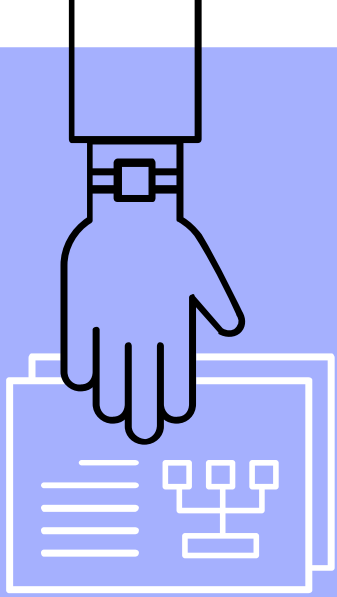


# TOWN OF CARRBORO WEBSITE USABILITY STUDY



# Agenda

1

Participant  
Profiles

2

Executive  
Summary

3

Minor  
Problems

4

Major  
Problems

5

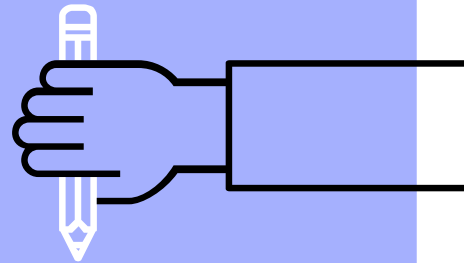
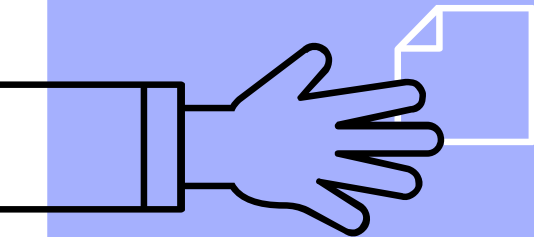
Catastrophic  
Problems

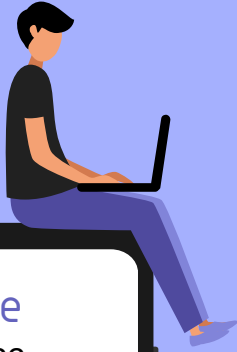
6

Results

# 1. PARTICIPANT PROFILES

*Let's get to know the users  
that were tested*





# PARTICIPANT PROFILES

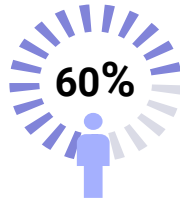
## Age

18-22

## Fields of Study

Chinese  
Computer science  
Business  
Data science  
Psychology  
AD/PR  
Studio Art  
Creative writing

## Gender



93%



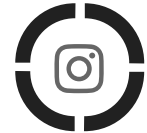
Browsing

7%



Email

## Most Used Social Media



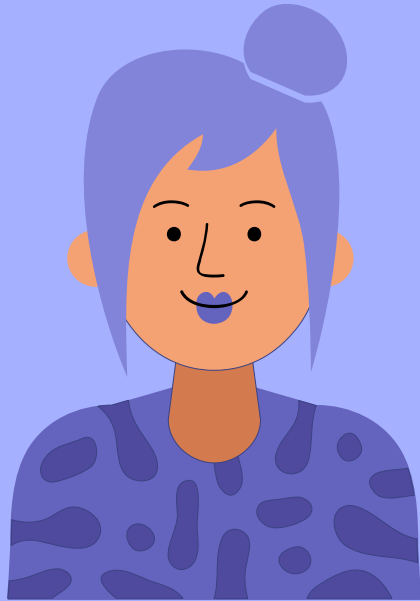
# SITE ANALYTICS



# KATHERINE'S MEETING



Average visit is 3 mins 2 seconds and average actions 3.3



*“I need to find information about events, amenities, and opportunities quickly because I’m new to the area and am trying to figure out what it’s like to be a resident of Carrboro.”*

**Participant Profiles**

Executive Summary

Minor  
Problems

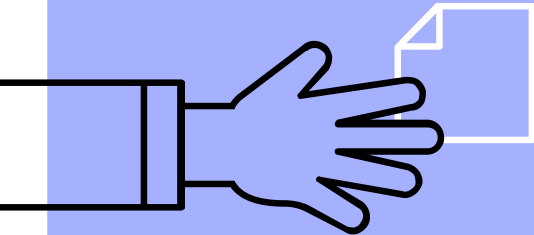
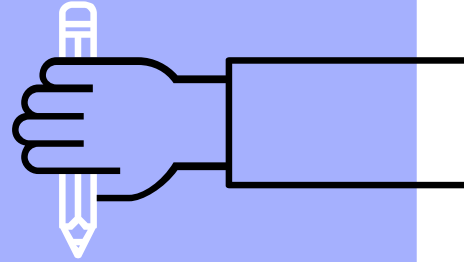
Major  
Problems

Catastrophic  
Problems

Results

## 2. EXECUTIVE SUMMARY

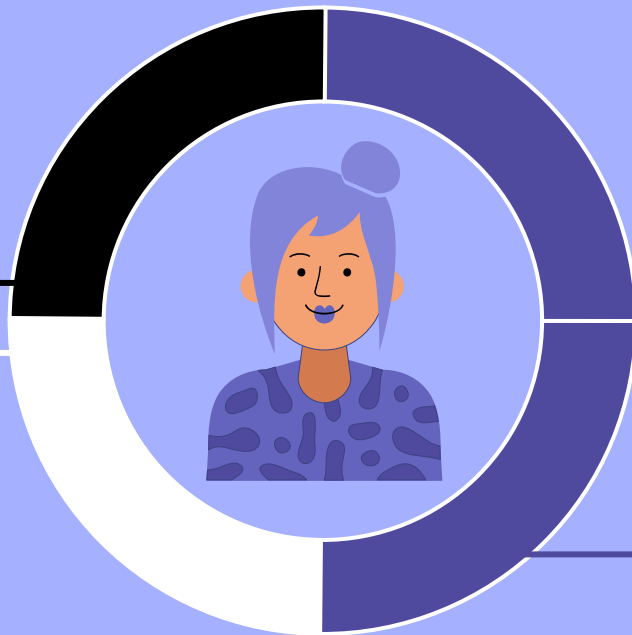
*How did we conduct this  
usability study?*





**Pre-Test**

**Post-Test**



**Usability  
Tasks**

Participant Profiles

**Executive Summary**

Minor  
Problems

Major  
Problems

Catastrophic  
Problems

Results





- ❖ Overall Aesthetics
- ❖ Comprehensive
- ❖ Realistic & Easy to Find Tasks

“

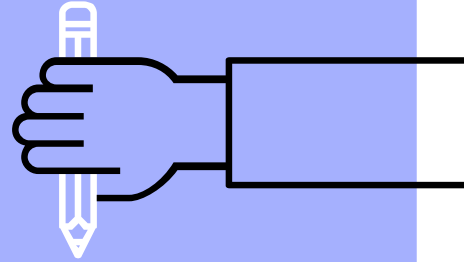
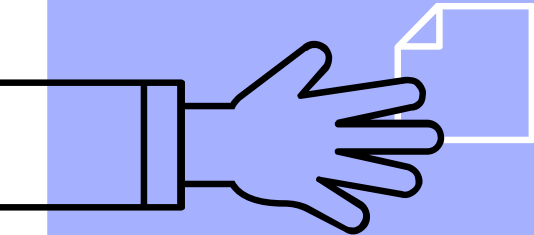
*Overall, it was pretty easy to use and there was a lot of information on the site, even if you did have to look for a bit.”*



<b>Tasks</b>	<b>Participant A</b>	<b>Participant B</b>	<b>Participant C</b>	<b>Participant D</b>	<b>Participant E</b>	<b>Participant F</b>
<b>Athletics</b>						
<b>Music Festival</b>						
<b>Recreation/Hikes</b>						
<b>Neighborhood</b>						
<b>Trash Collection</b>						
<b>Job Listings</b>						
<b>Volunteering</b>						
<b>Birthday (Firefighting)</b>						
<b>Activism</b>						
<b>COVID-19</b>						

## 2. MINOR PROBLEMS

*These aren't detrimental, but are certainly aspects that would improve the site.*





“

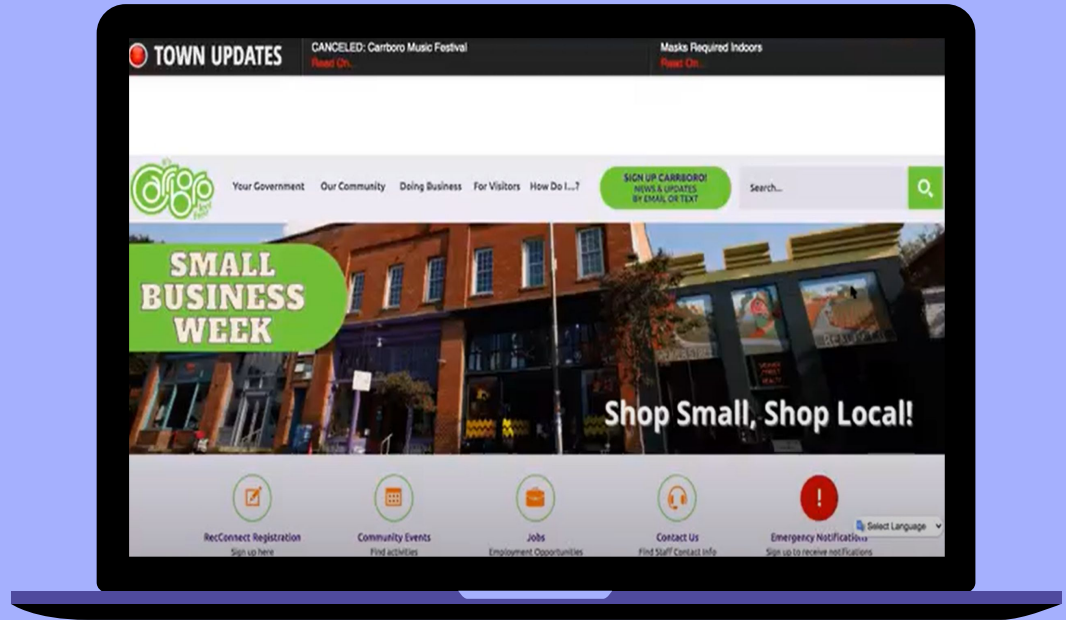
*I understand the relevance of the town updates, but in a way they don't have as much of an impact as they probably should. They have the stereotypical impact colors of red, black and white, but between the font and the awkward spacing I don't think it has the impact it's supposed to.*



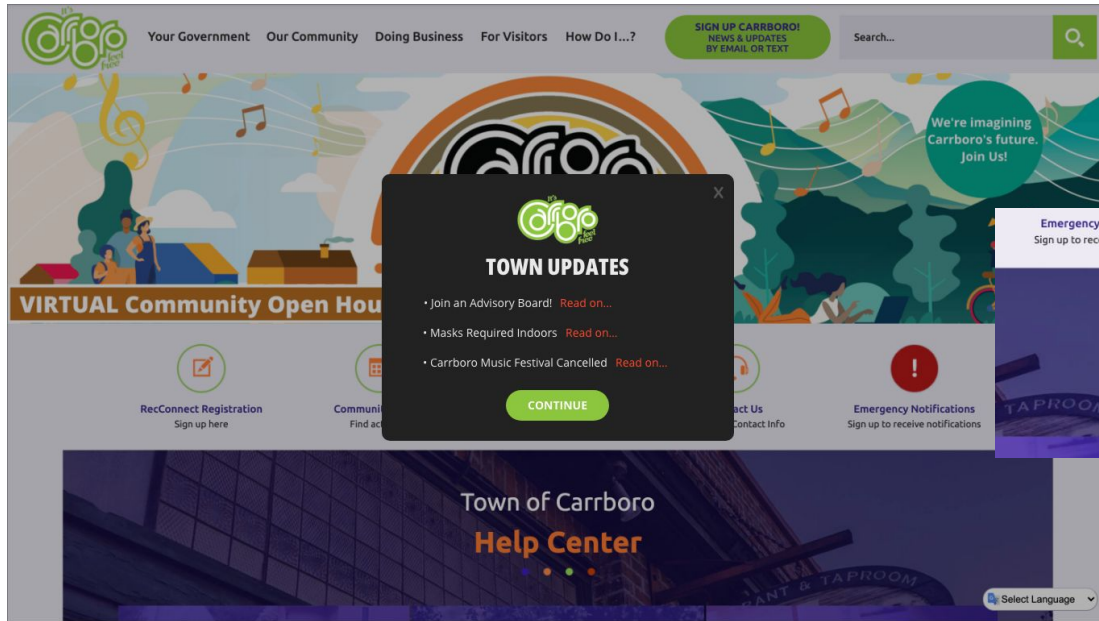
# PROBLEM #1

User questions the impact and organization of the Town Updates.

- ❖ Awkward spacing below “Town Updates”
- ❖ Font choice & impact



# SUGGESTION #1: Implementing a Modal



Participant Profiles

Executive Summary

Minor  
Problems

Major  
Problems

Catastrophic  
Problems

Results

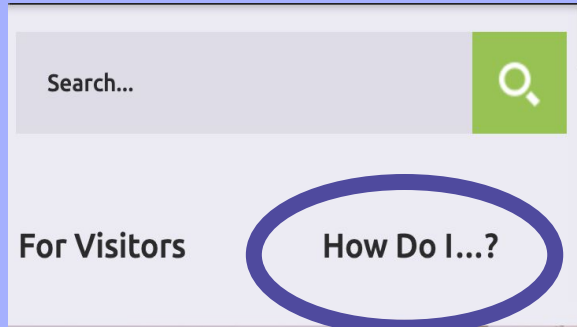
“

*Having the FAQ at the bottom and the “How Do I...” header at the top, I feel like some areas got a bit muffled.*



## PROBLEM #2

Confusion on the placement of the FAQ position on the Town of Carrboro Homepage.



Located at the top of the homepage

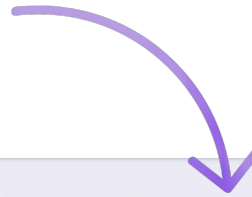
Located at the bottom of the home page





# SUGGESTION #2: Moving the FAQs

FAQ



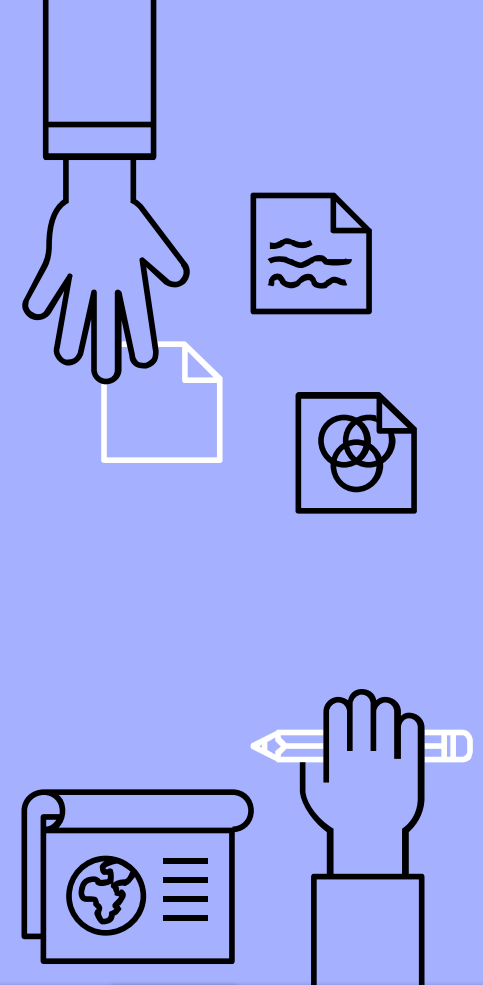
Your Government

Our Community

Doing Business

For Visitors

How Do I...?



Participant Profiles

Executive Summary

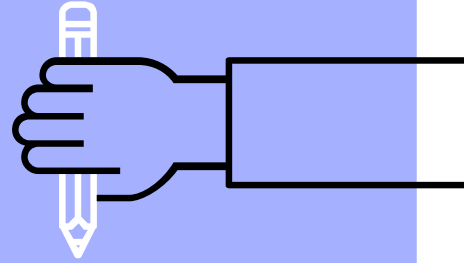
**Minor  
Problems**

Major  
Problems

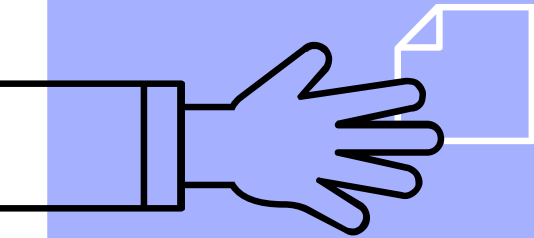
Catastrophic  
Problems

Results

# 3. MAJOR PROBLEMS



Smaller inconveniences that interrupt the user's experience.



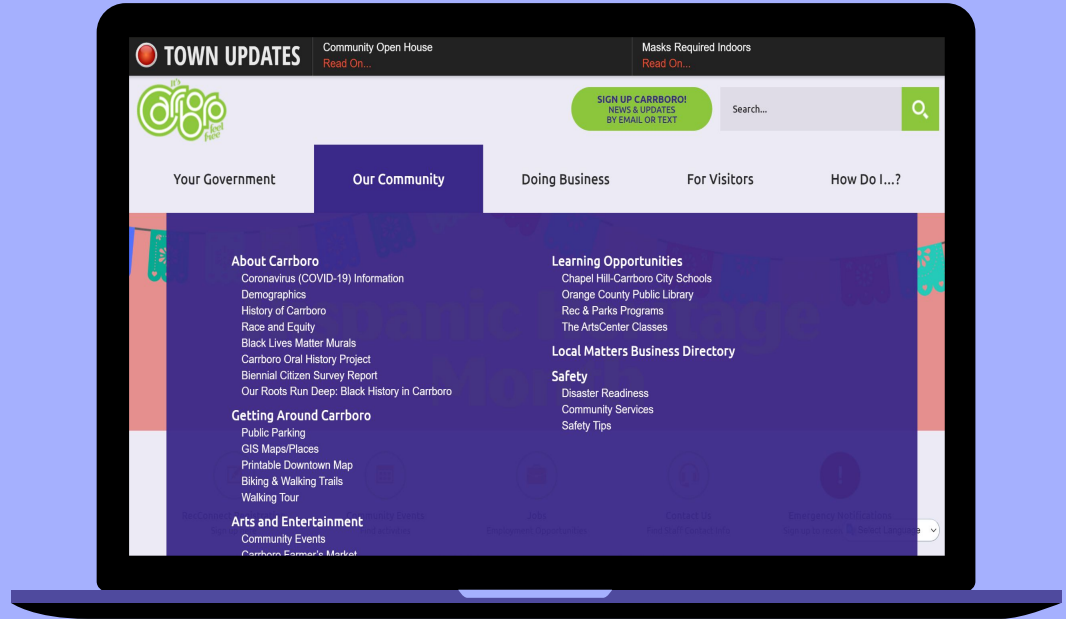
“

*“I feel like I’m going to the “Our Community” tab for everything... I guess that’s because there’s so many subsections on there that I just assume I will find everything that I need to know there, and then it’s a bit frustrating when I don’t find what I need or when the links on there don’t seem to fit.”*



## PROBLEM #1

The main navigation bar feels overwhelming to users.



Participant Profiles

Executive Summary

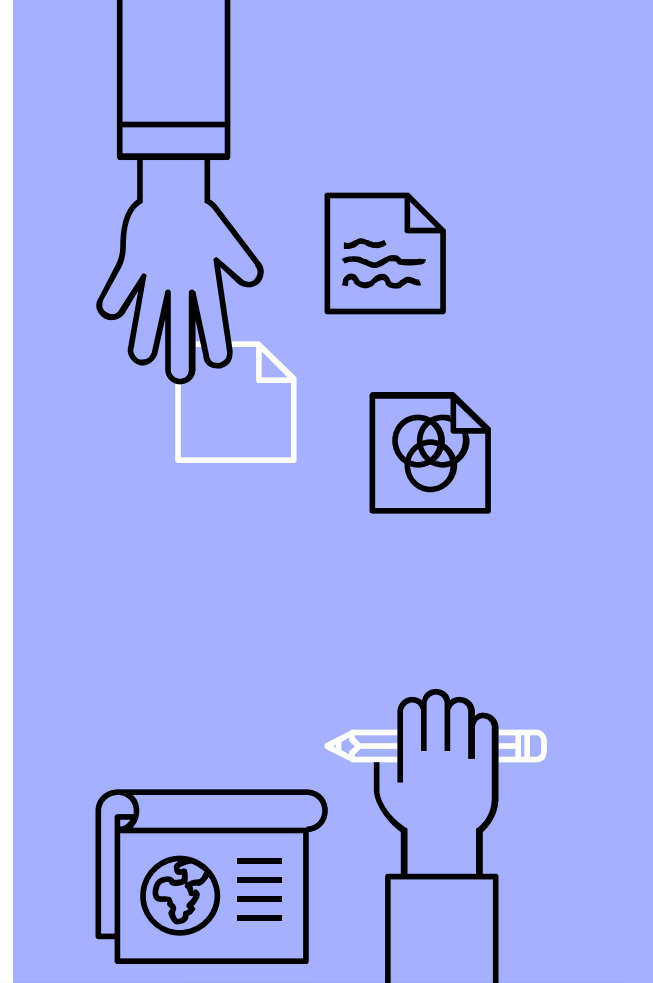
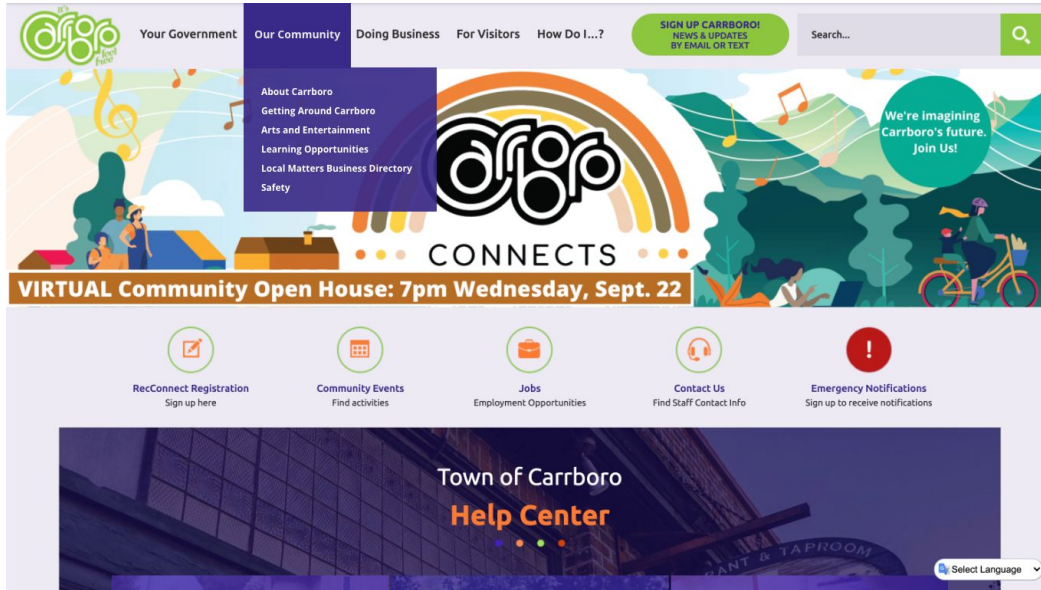
Minor Problems

Major Problems

Catastrophic Problems

Results

# SUGGESTION #1: Reorganize the links & tabs



Participant Profiles

Executive Summary

Minor  
Problems

Major  
Problems

Catastrophic  
Problems

Results

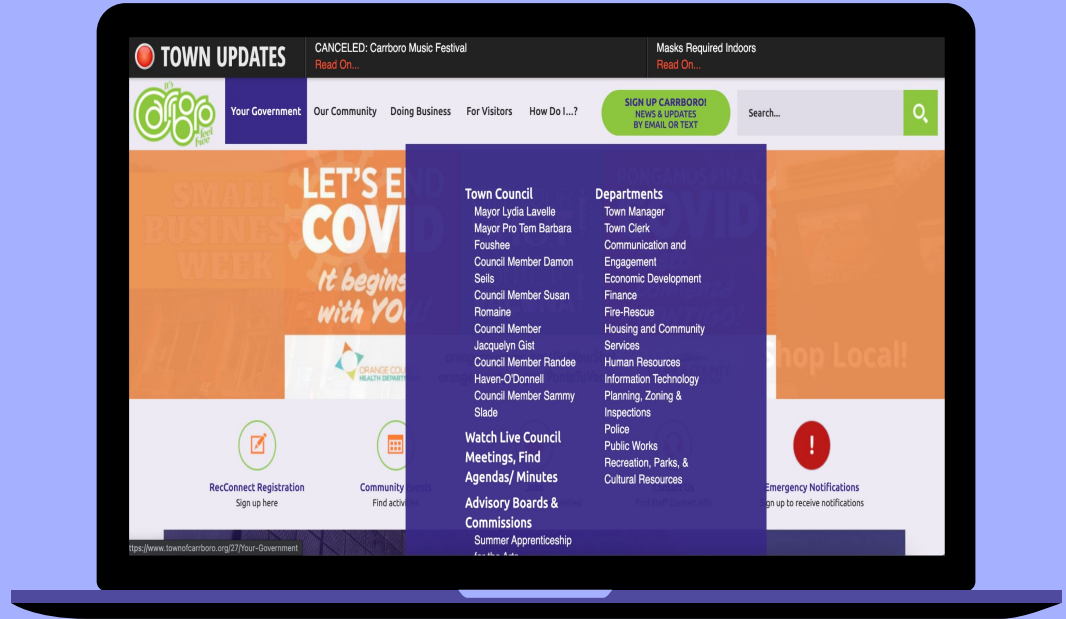
“

“The bar keeps  
disappearing on  
me.”

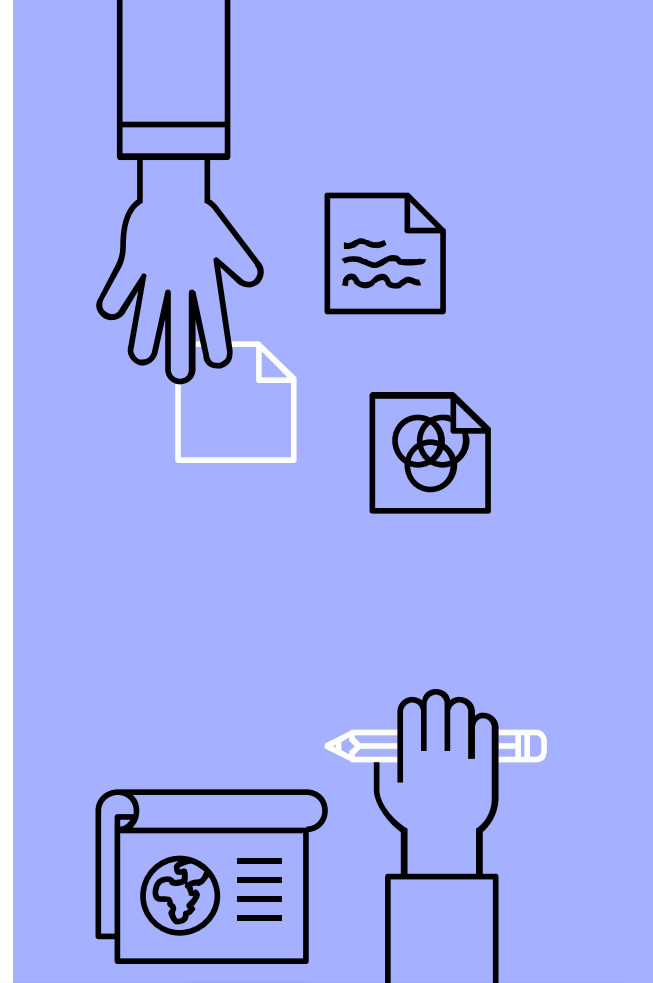
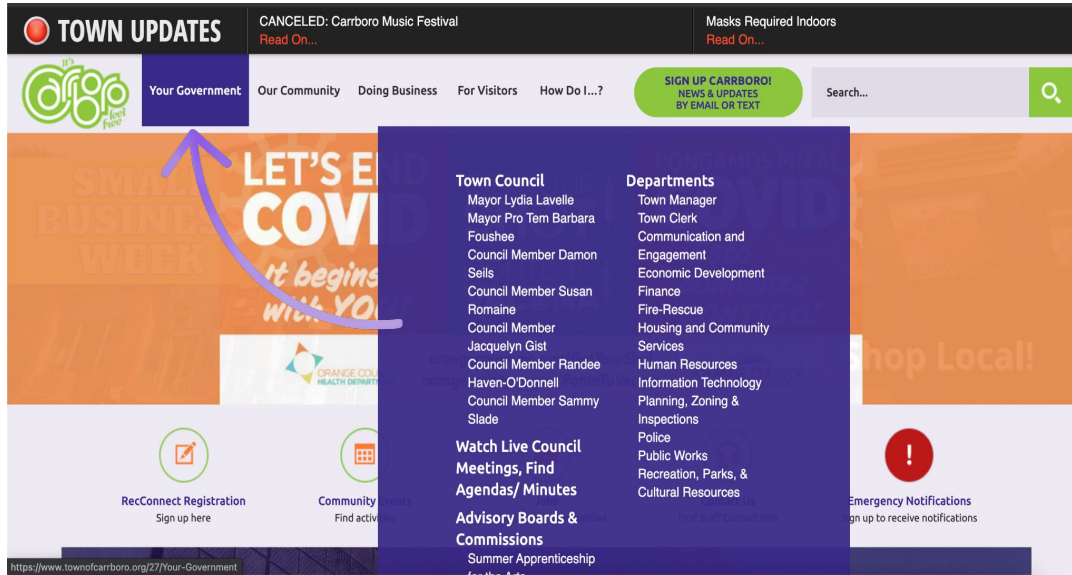


## PROBLEM #2

When hovering over a tab on the main navigation, the menu items don't move with the users' mouse.



# SUGGESTION #2: Editing the Code



Participant Profiles

Executive Summary

Minor Problems

Major Problems

Catastrophic Problems

Results



“

*“I think I’m going to have to call it-- I’m really not sure where to find this.”*



## PROBLEM #3

Information about the Carrboro Music Festival is not easily accessible.

- 1 Home
- 2 Your Government
- 3 Departments
- 4 Recreation, Parks & Cultural Resources
- 5 Signature Events
- 6 Carrboro Music Festival

# SUGGESTION #3: Move it to “Our Community” under “Arts and Entertainment”

Music festival  
Info



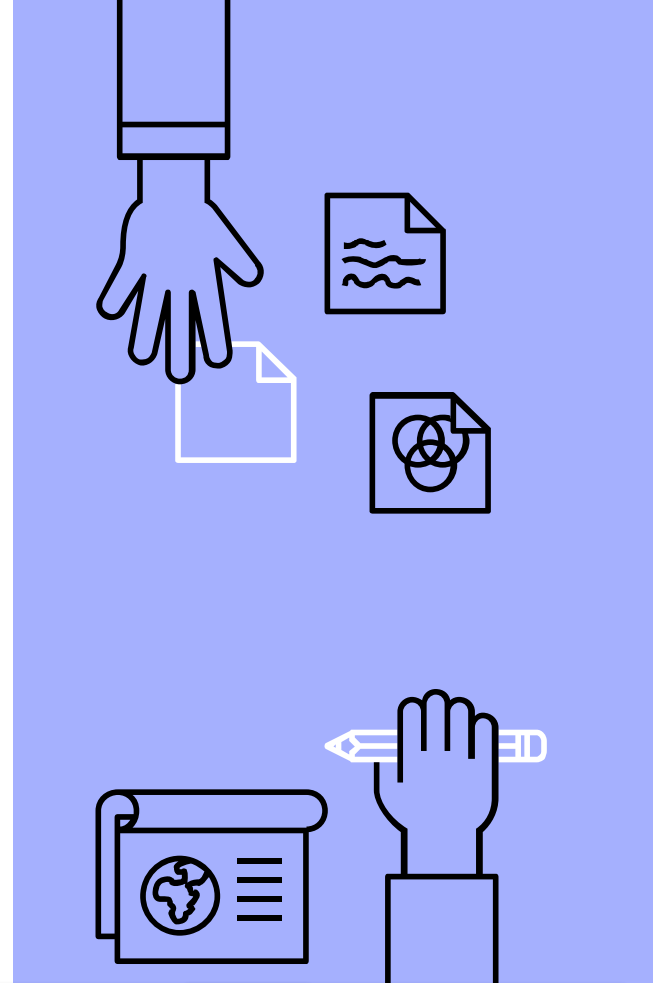
Your Government

**Our Community**

Doing Business

For Visitors

How Do I...?



Participant Profiles

Executive Summary

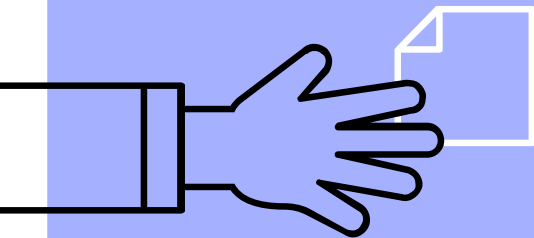
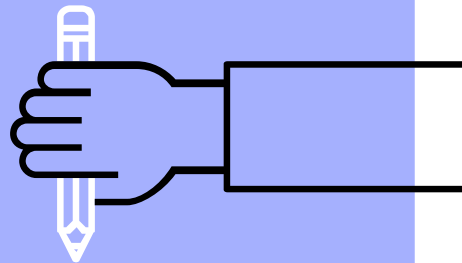
Minor  
Problems

**Major  
Problems**

Catastrophic  
Problems

Results

# 4. CATASTROPHIC PROBLEMS



*Would cause the user to exit out of the page altogether.*

“

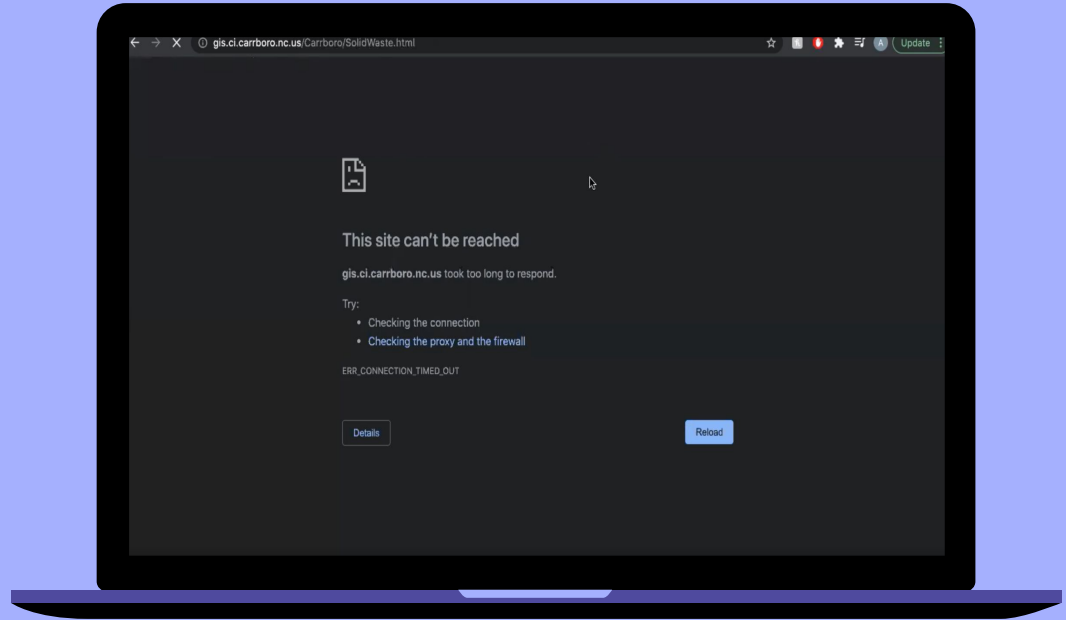
*‘It’s so slow, ... It says  
“page unresponsive”*

*“I think my computer was  
just slow, that was  
frustrating.”*



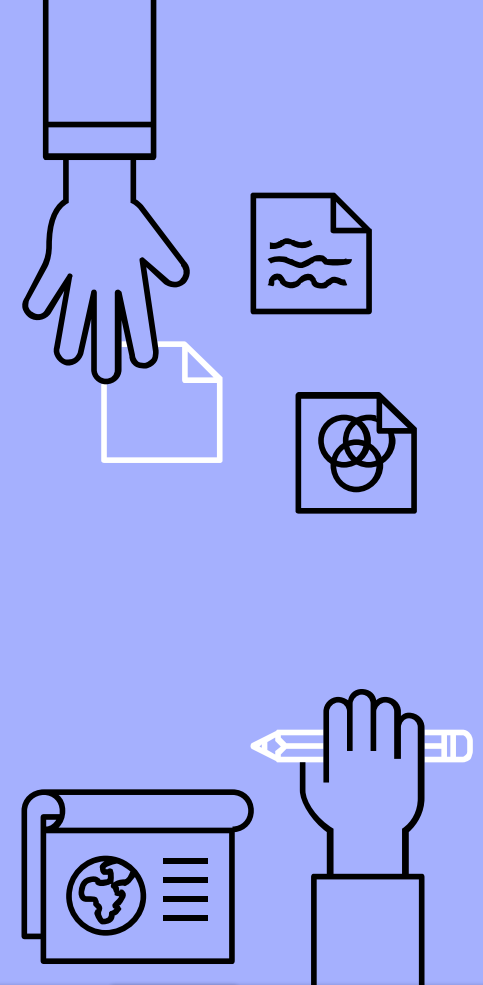
## PROBLEM #1

The website overall takes a long time to load.



# SUGGESTION #1: Minifying & Reducing Image Size

- ▶ Minify CSS & JS everywhere possible
- ▶ Optimize images by reducing size (TinyJPG/TinyPNG)
- ▶ Clean up database to remove unused files and elements





“

*“It seems like [the information] related to waste disposal and trash is kind of messed up right now.”*

*“I’m clicking on the trash schedule, but it’s not loading and I can’t tell if that’s on my end or on the website’s end.”*

*“It did crash sometimes, which would be frustrating if I were really depending on it.”*

*“The absence of the trash info was probably the most glaring.”*



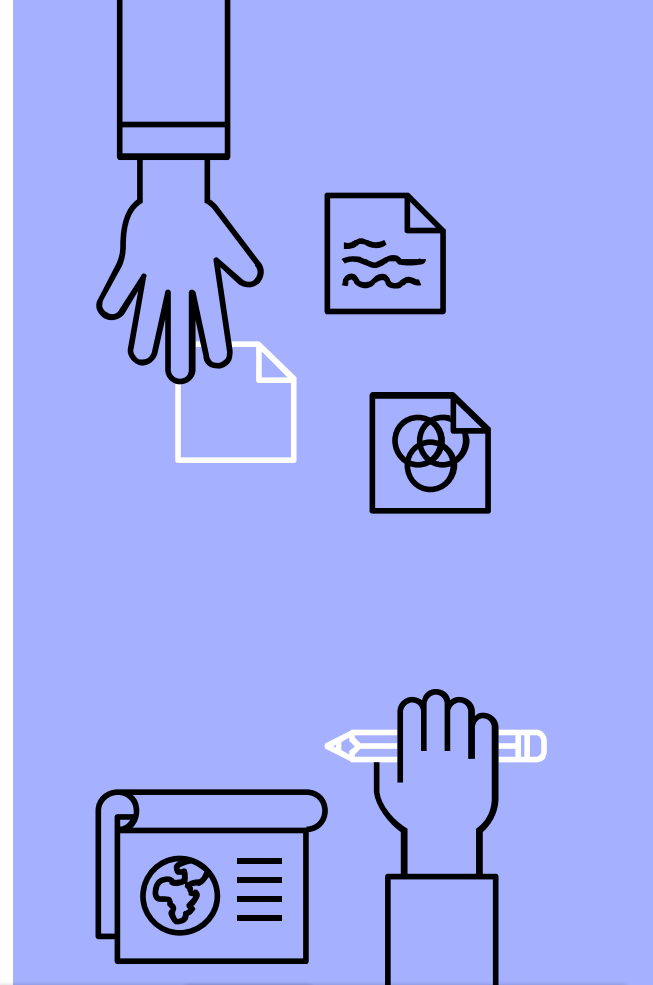


## PROBLEM #2

Some pages  
on the  
website did  
not load at all.

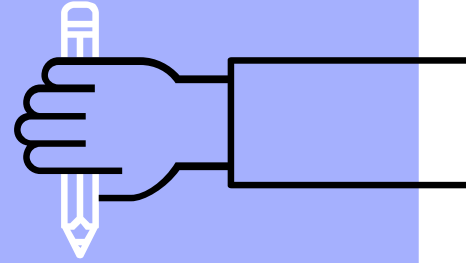
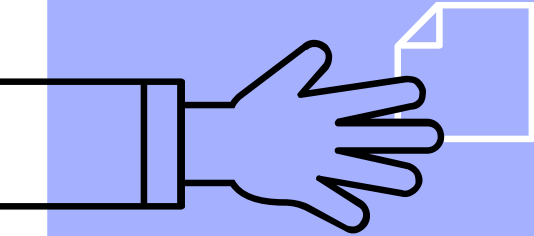


# SUGGESTION #2: Fixing Link Connections



# 4. RESULTS

*Our post-test, System Usability Scale findings.*



# SYSTEM USABILITY SCALE

1

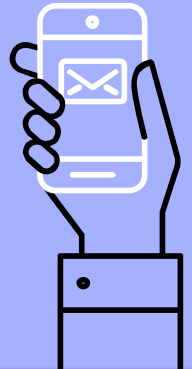
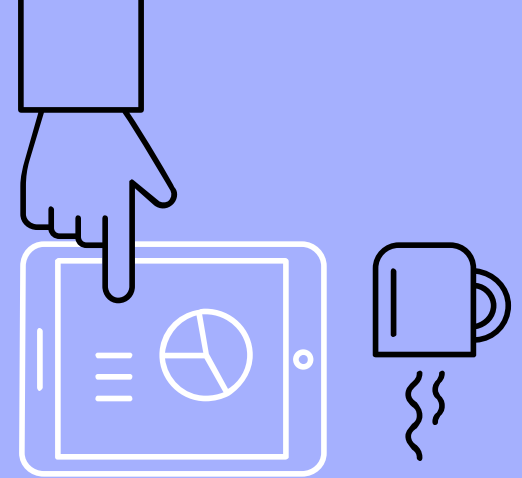
Easy to use

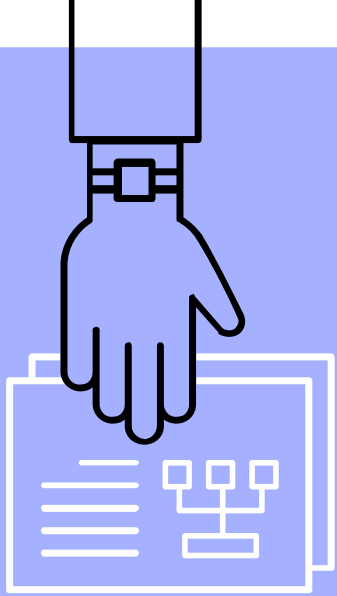
2

Confidence  
while  
navigating  
site

3

Would  
recommend  
it to other  
residents





Thank you!  
Questions?

