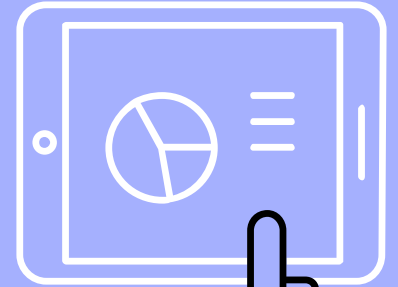
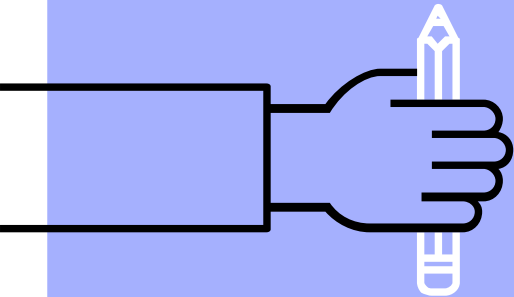
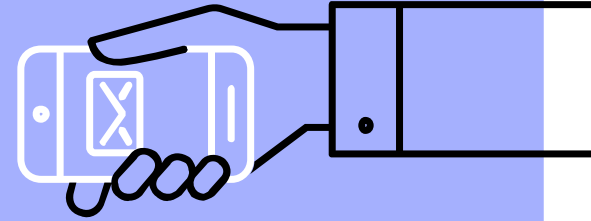
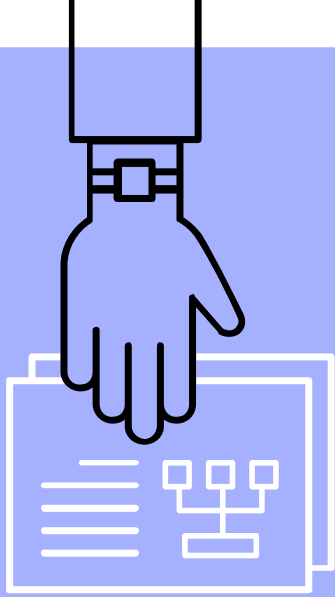


TOWN OF CARRBORO WEBSITE USABILITY STUDY



Agenda

1

Participant
Profiles

2

Executive
Summary

3

Minor
Problems

4

Major
Problems

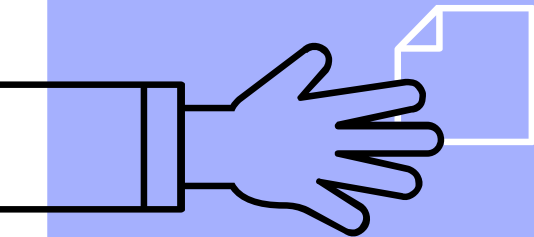
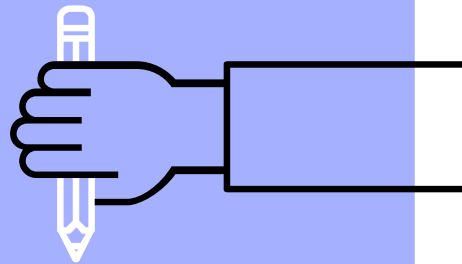
5

Catastrophic
Problems

6

Results

1. PARTICIPANT PROFILES



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

PARTICIPANT PROFILES



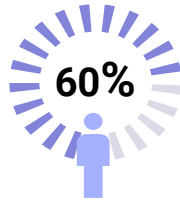
Age

18-22

Fields of Study

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

Gender



93%



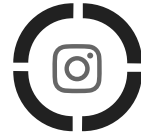
Browsing

7%



Email

Most Used Social Media



SITE ANALYTICS



KATHERINE'S MEETING



Community Engagement



Cultural Resources



Find their neighborhood



Carrboro Music Festival



Find information fast

Participant Profiles

Executive Summary

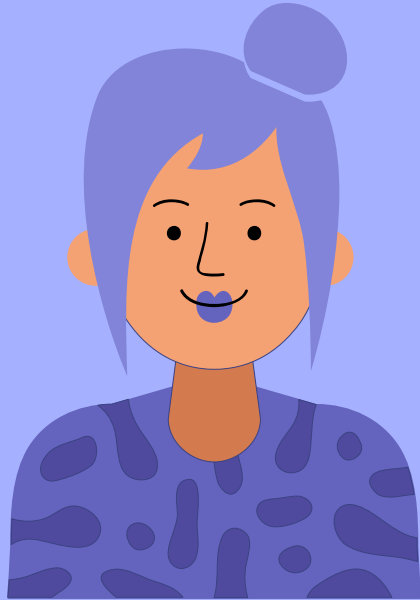
Minor
Problems

Major
Problems

Catastrophic
Problems

Results

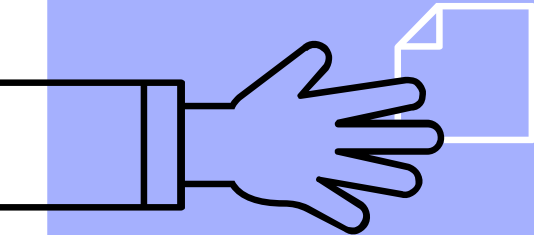
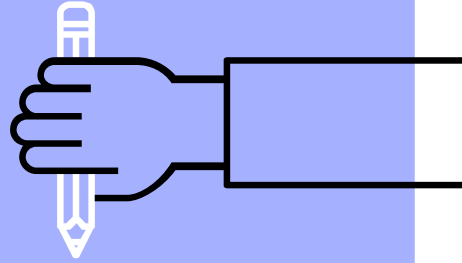
Average visit is 3 mins 2 seconds and average actions 3.3



“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.”

2. EXECUTIVE SUMMARY

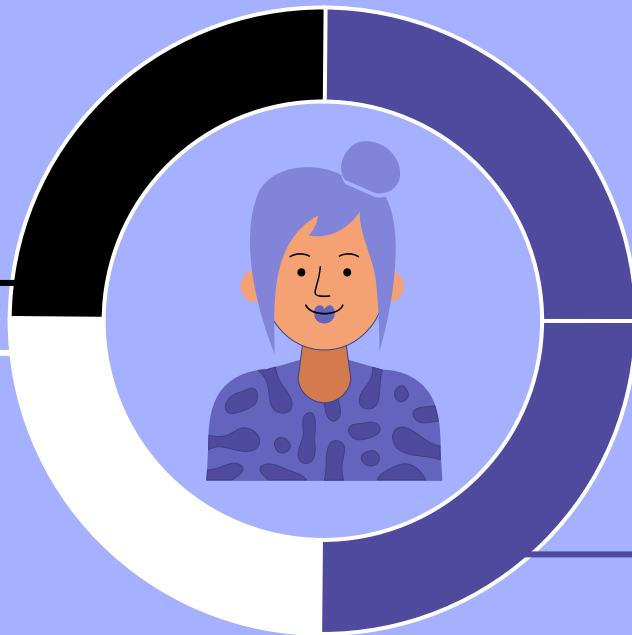
*How did we conduct this
usability study?*





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

“

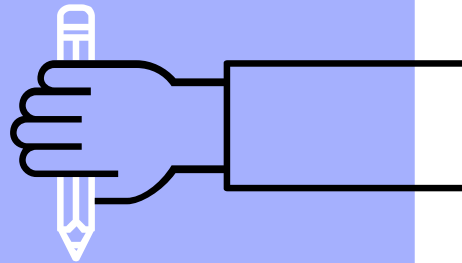
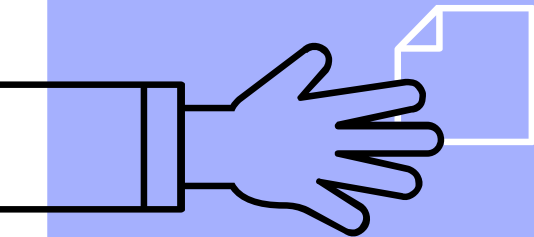
“Overall, it was pretty easy to use and there was a lot of information on the site, even if you did have to look for a bit.”



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

2. MINOR PROBLEMS

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





“

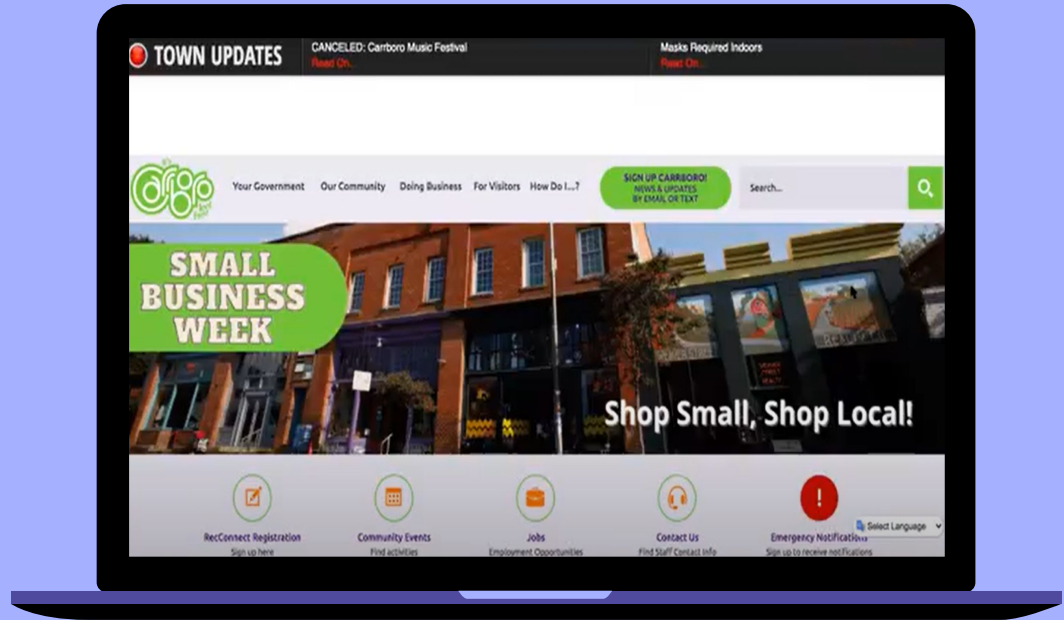
I understand the relevance of the town updates, but in a way they don't have as much of an impact as they probably should. They have the stereotypical impact colors of red, black and white, but between the font and the awkward spacing I don't think it has the impact it's supposed to.



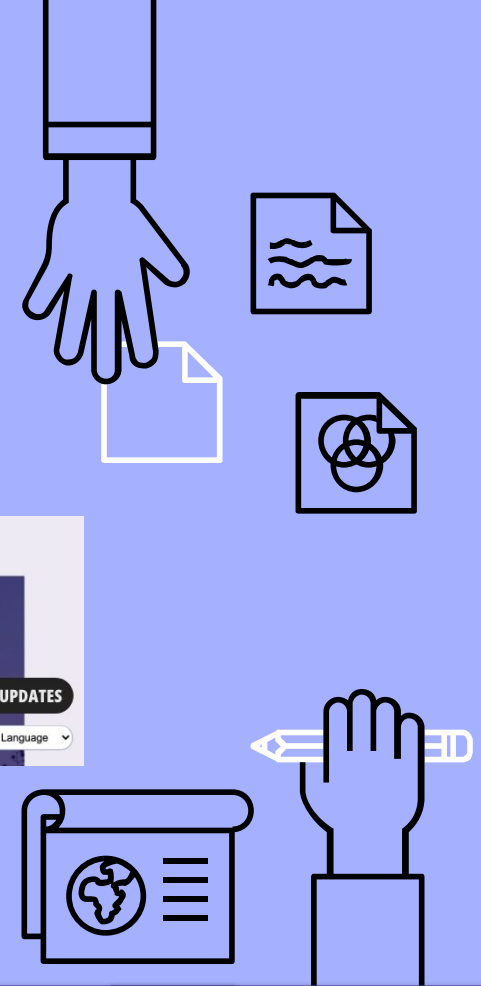
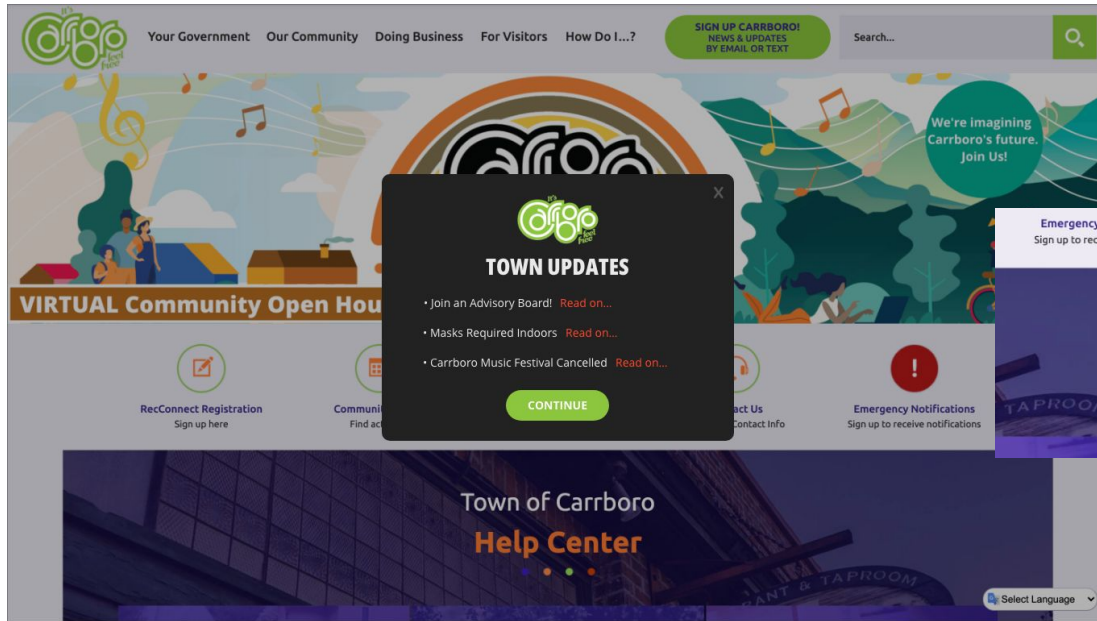
PROBLEM #1

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

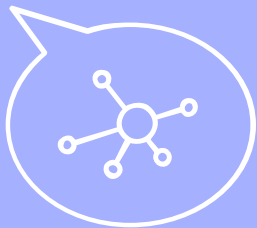
Major
Problems

Catastrophic
Problems

Results

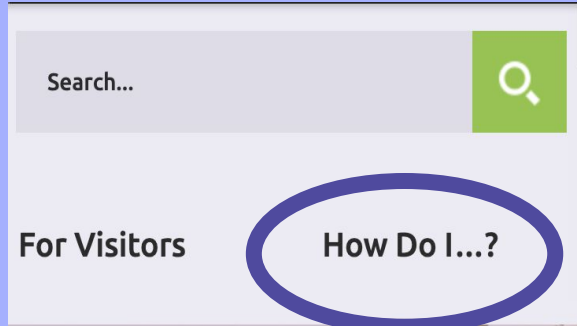
“

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



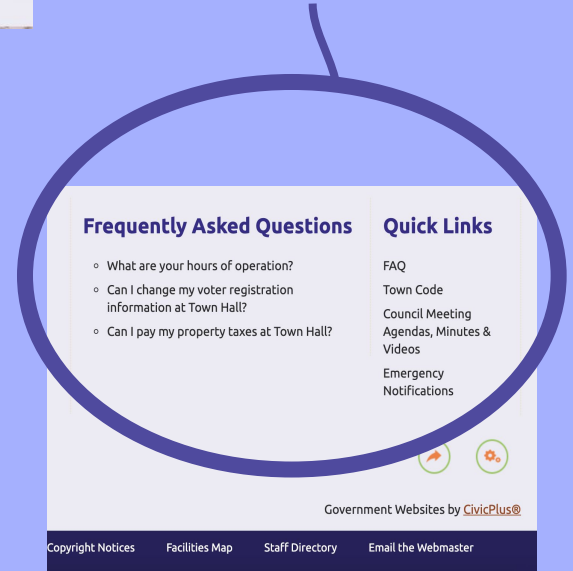
PROBLEM #2

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



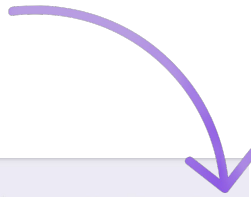
Located at the top of the homepage

Located at the bottom of the home page



SUGGESTION #2: Moving the FAQs

FAQ



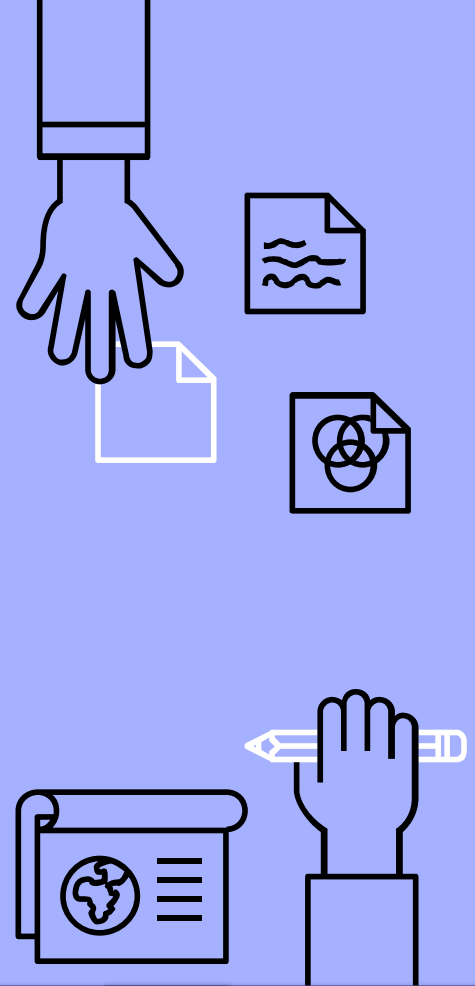
Your Government

Our Community

Doing Business

For Visitors

How Do I...?



Participant Profiles

Executive Summary

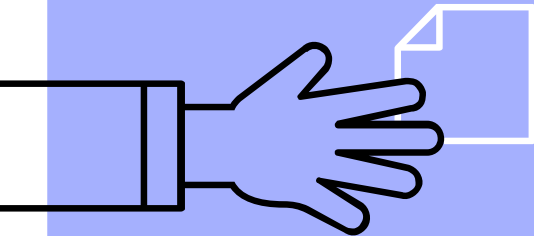
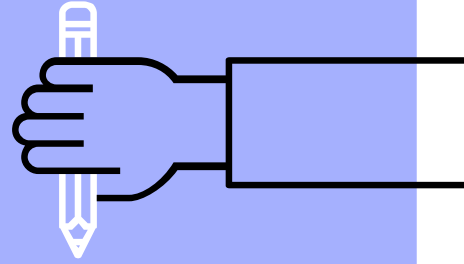
**Minor
Problems**

Major
Problems

Catastrophic
Problems

Results

3. MAJOR PROBLEMS



Smaller inconveniences that interrupt the user's experience.

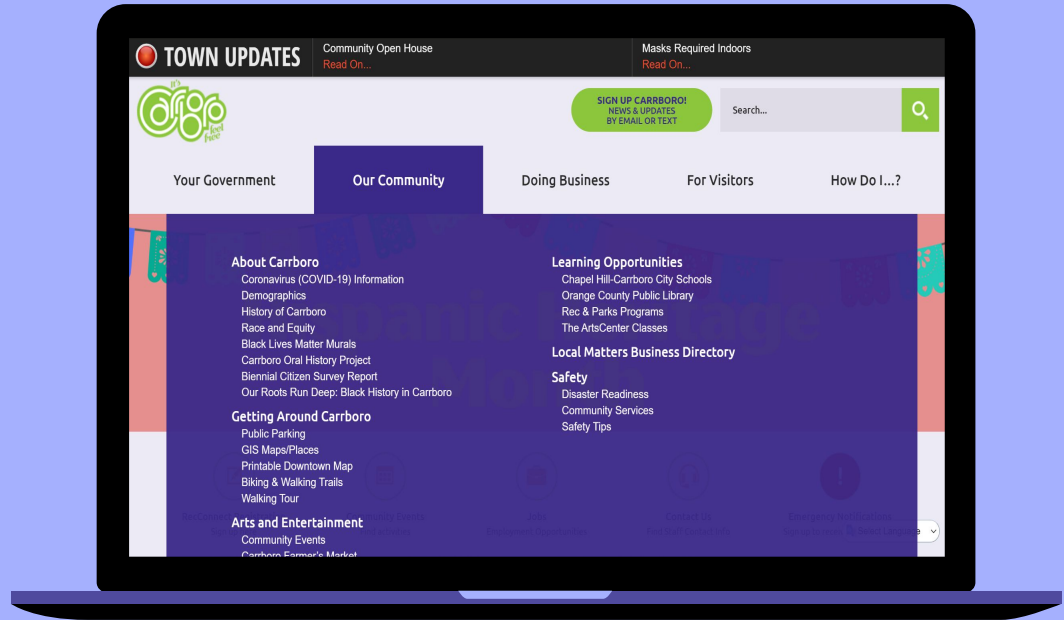
“

“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.”

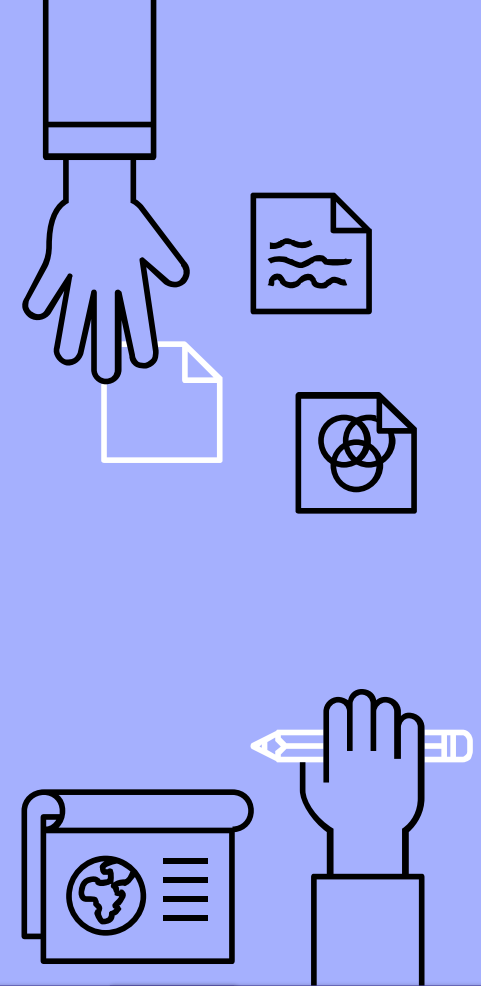
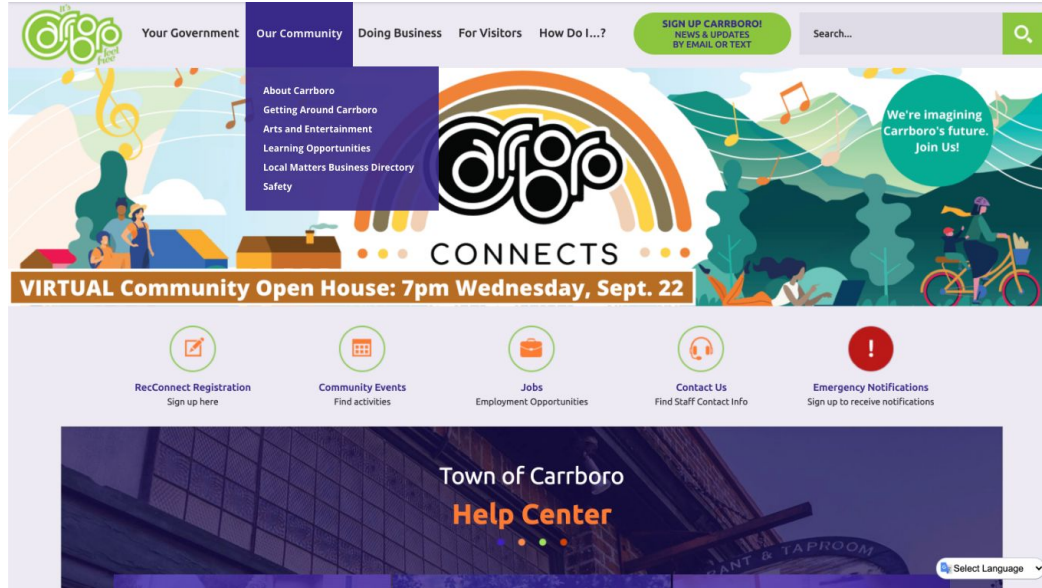


PROBLEM #1

The main navigation bar feels overwhelming to users.



SUGGESTION #1: Reorganize the links & tabs



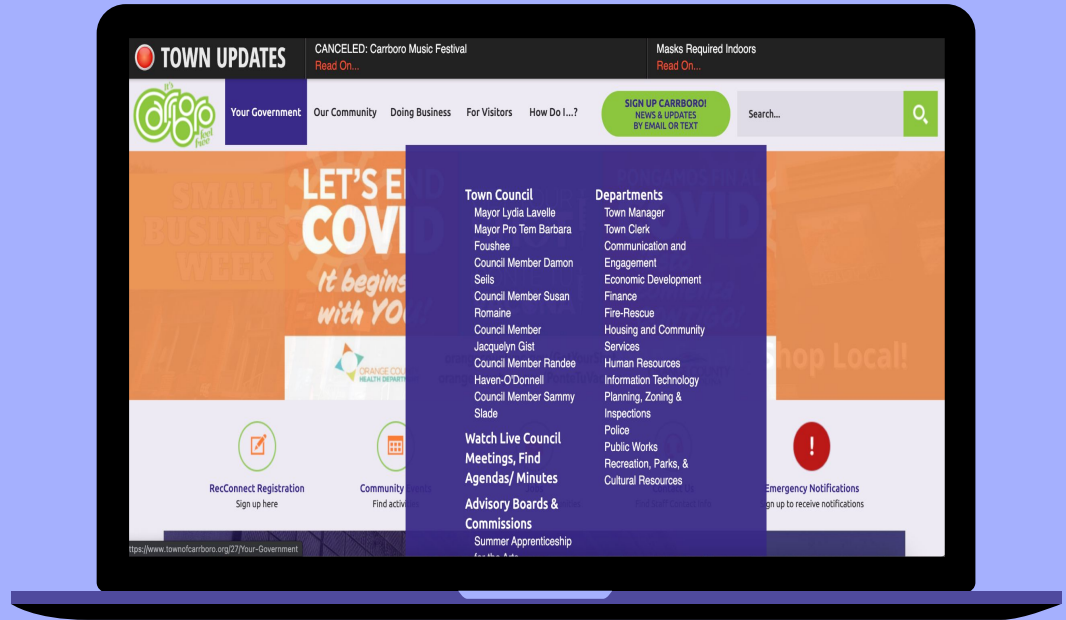
“

“The bar keeps
disappearing on
me.”

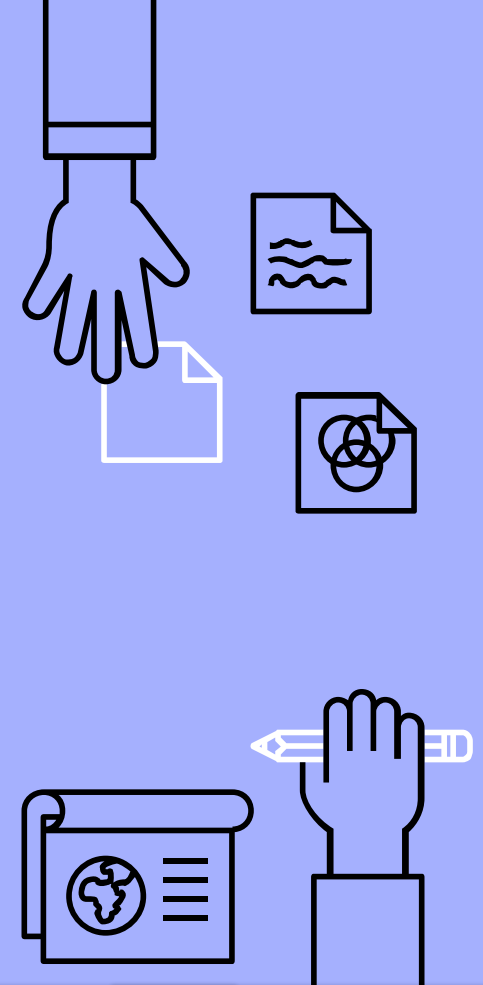
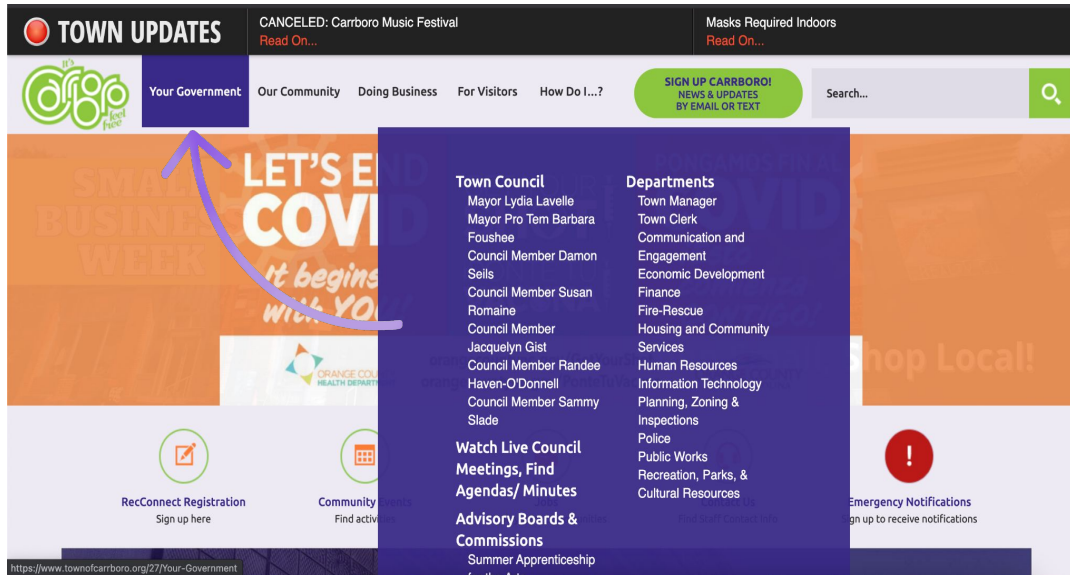


PROBLEM #2

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

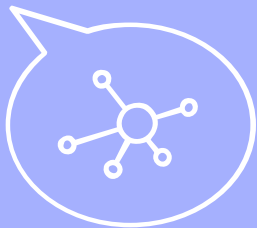
Major
Problems

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



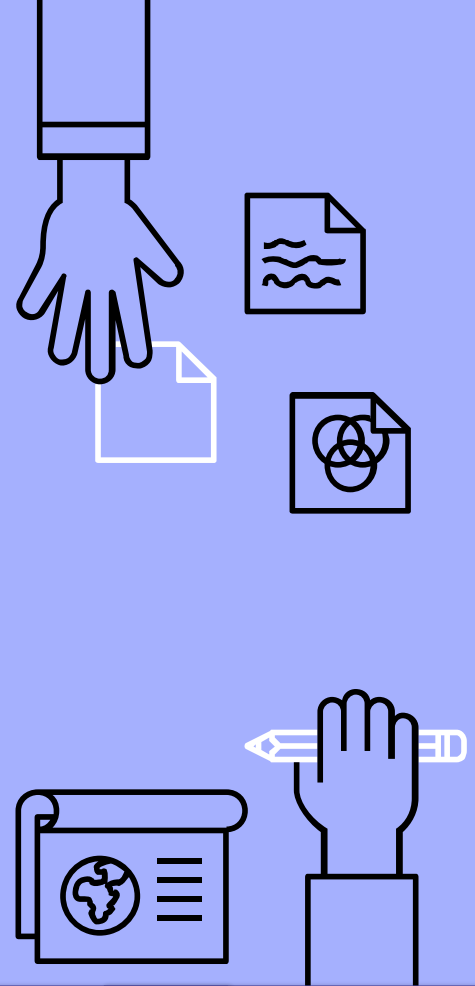
Your Government

Our Community

Doing Business

For Visitors

How Do I...?



Participant Profiles

Executive Summary

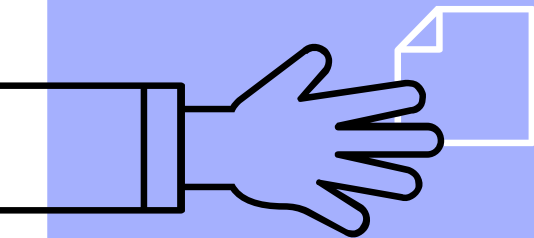
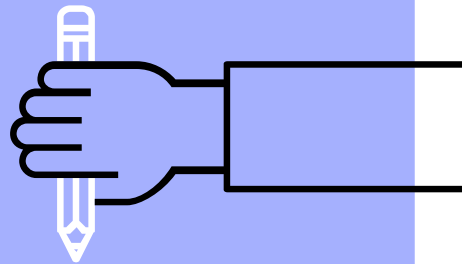
Minor
Problems

Major
Problems

Catastrophic
Problems

Results

4. CATASTROPHIC PROBLEMS



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

“

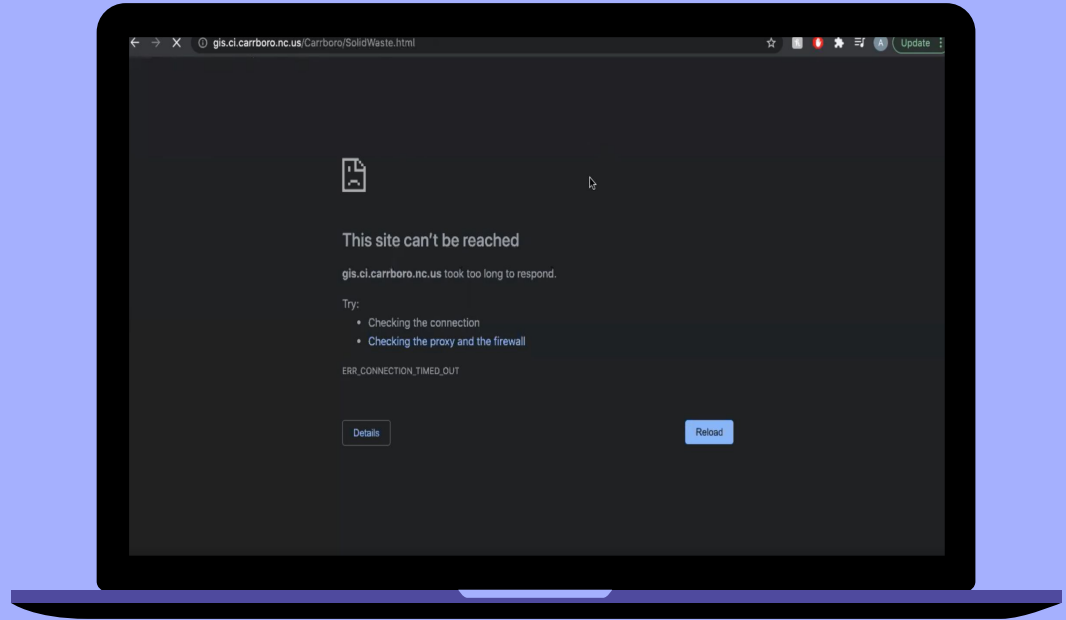
*‘It’s so slow, ... It says
“page unresponsive”’*

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



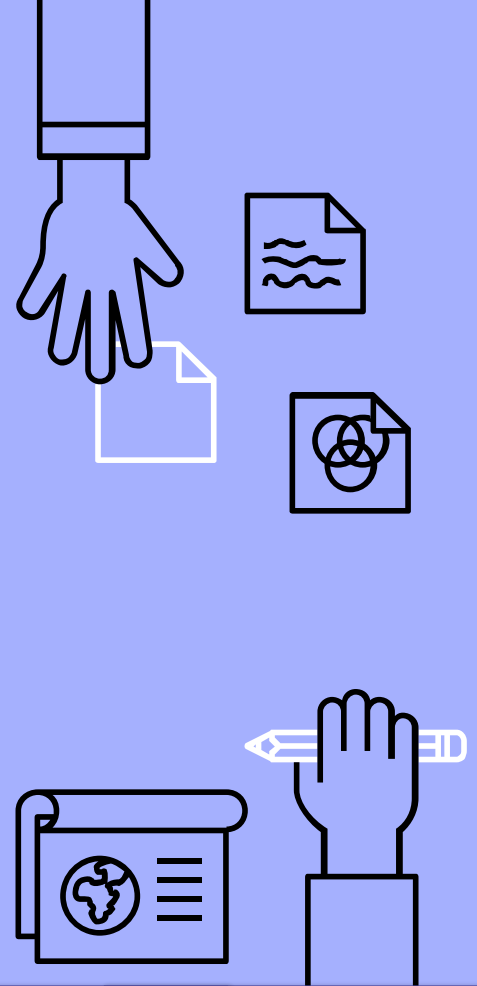
PROBLEM #1

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.”

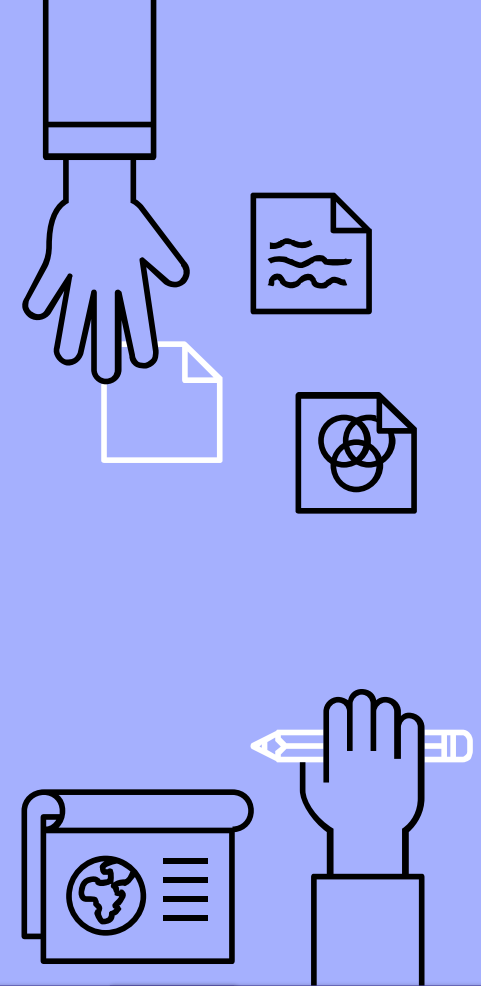


PROBLEM #2

Some pages
on the
website did
not load at all.

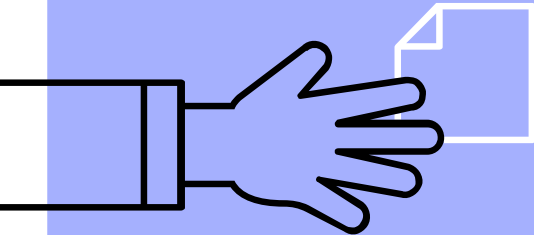
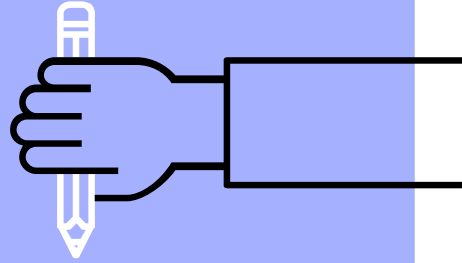


SUGGESTION #2: Fixing Link Connections



4. RESULTS

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



SYSTEM USABILITY SCALE

1

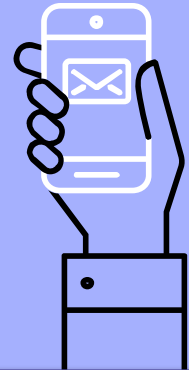
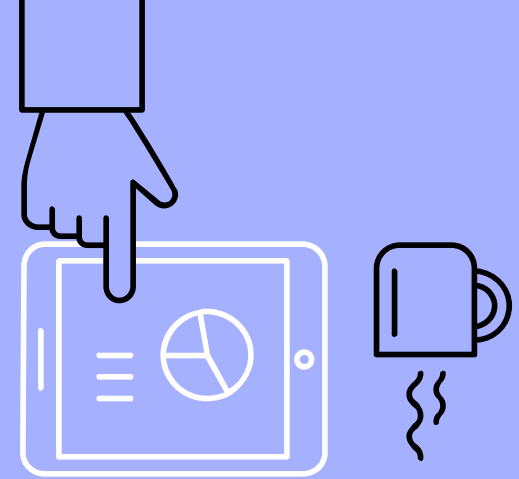
Easy to use

2

Confidence
while
navigating
site

3

Would
recommend
it to other
residents



Thank you!
Questions?

