

Timeframe Usability Test

- Purpose:** Test the usability of the timeframe features for Moz, including timeframe-picker, graph views, and change values.
- Goals:** Find opportunities to improve the interface of timeframe-related elements.
Confirm data views and timeframe options for Moz.
Validate what is working in regard to the timeframe functionality.
- Approach:** Three CAB Members will participate in an in-person usability session of a working prototype of the timeframe features.
- Location:** The testing will be conducted on Friday and Saturday, March 9-10 at SEOmoz. CAB members are volunteering their time. Beverages will be provided.
- Preamble:** Jackie will speak first to greet participants and thank them for participating in the usability testing. She will explain the value of usability testing and introduce Courtney. She will also indicate that the prototype is in its early stages, and that it is possible for anything to change at this point in time.
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SCRIPT

We would like you to run through a series of tasks that focus on the date range and data view options for Moz. The entire session should take about 40 minutes. Please remember that you are not being tested; in fact, any task you have trouble completing, as well as anything you find confusing or missing will help us improve the application.

PART 1: Timeframe Tasks (~20 minutes)

SCREEN 1 - Search Overview; timeframe is set to "Last Week" compared to "Previous Week"; graph view shows 6 week history; this person's calendar week is Wednesday through Tuesday

- You may have seen before in the first survey we sent out around the "Search" section. **Is it clear to you what date range the data on this page is reflecting?**
 - *If yes:* What on the page lets you know?
 - *If no:* Where would you expect to find this information?

- Imagine you want to see how these metrics have changed from last month. **Do you see a way on this page to see how your site performed over the course of a month?**
 - *If the participant points at the timeframe menu:* Is that where you would expect to find it? Go ahead and click there.
 - *Once timeframe menu is clicked:* Was that pretty intuitive for you?
 - *If participant does not see a way:* Where would you expect to find this feature?
 - *Instruct participant to click the timeframe:* Now that you know the menu is here, do you have any additional thoughts about where you would prefer to see these options?

SCREEN 2 - Search Dashboard; timeframe is set to "Last Month" compared to "Previous Month"; graph view shows six month history

- Do you see where the data has changed? *Pause for response.*
- Are there any other thoughts on this screen, or shall we move on? *Pause for response.*
- *When it's okay to move forward:* **Imagine you want to dig into details around your total traffic from search. Where would you click?**

SCREEN 3 - Traffic from Search; timeframe is set to "Last Month" compared to "Previous Month"; graph view shows 6 month history

- **Can you tell what timeframe are you looking at now on this screen?** What about these little change values here. Is it clear what you're seeing change from?
 - *If yes:* Does it make sense that the timeframe stays the same from page to page?
 - Imagine you clicked from here, into say, your social data. Would you still expect to be looking at the same timeframe of last month?
 - *If no:* Where would you expect to find this information?
- **Let's say you wanted to focus only on this past month in this graph. Do you expect to be able to see your traffic from last month by week?**
 - *If yes:* Go ahead and see if there's a way to do that in this interface.
 - *If no:* What if I told you that you can see just this past month by weeks instead of a 6 month history. Where would you go to switch the graph view?
 - *If the participant can't find the graph view:* It's actually up here in the timeframe menu. Where might you prefer to see this feature?

SCREEN 4 - Traffic from Search; timeframe is set to "Last Month" compared to "Previous Month";

graph view shows 4 weeks in a month

- Take a look at this new graph view. **Is this an interesting view of your traffic data?**
 - *If no:* Can you think of any metrics where this view would be interesting?
- Did you notice these little metrics here [point to green change values]? What do you think that's showing a [change/or whatever word they use] from?
- Imagine you were asked to benchmark your traffic against an average of your visits instead of change from the previous month. **Is this something you'd expect to be able to do in this interface?**
 - *If yes:* What might be an average that you would expect to compare your past month's data to? (looking for 6-month average)
 - Go ahead and see if there's a way to do that.
 - *If no:* There actually is a view that will allow you to compare to an average instead of just the previous month. Where would you expect to find this feature?
 - *If the participant can't find the graph view:* It's actually up here in the timeframe menu. Where might you prefer to see this feature?

SCREEN 5 - Traffic from Search; timeframe is set to "Last Month" compared to "6-Month Average"; graph view shows 4 weeks in a month

- Do you see the change in data? **Is this an interesting comparison metric?**
 - *If no:* Can you think of any metrics where this view would be interesting?
 - Let's take one more look at the timeframe menu from here. Go ahead and click around on the timeframe options that might be interesting to you.
 - Are there any other options that you would like to see in this menu?
 - Does the language and interface seem intuitive for you?
 - Is there anything else you want to add or look at before we move on?
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PART 2: Preference on Normalizing Data (~3 minutes)

Today, all of our analytics data is presented on a standard calendar week, Monday through Sunday.

Rankings are retrieved based on the day that you set up your campaign, and GA traffic data is collected on Sundays. These often fall on different days.

Would you prefer to keep things as they are, and continue to get your analytics data on a regular week schedule and see fresh data at the start of each week, with rankings out of phase?

Or, would it be better to synchronize your analytics and ranking retrieval on the day of the week that you set up your campaign?

We have visualized both options for you here:

SCREEN 8: To normalize or not to normalize

- **Which do you prefer?**