



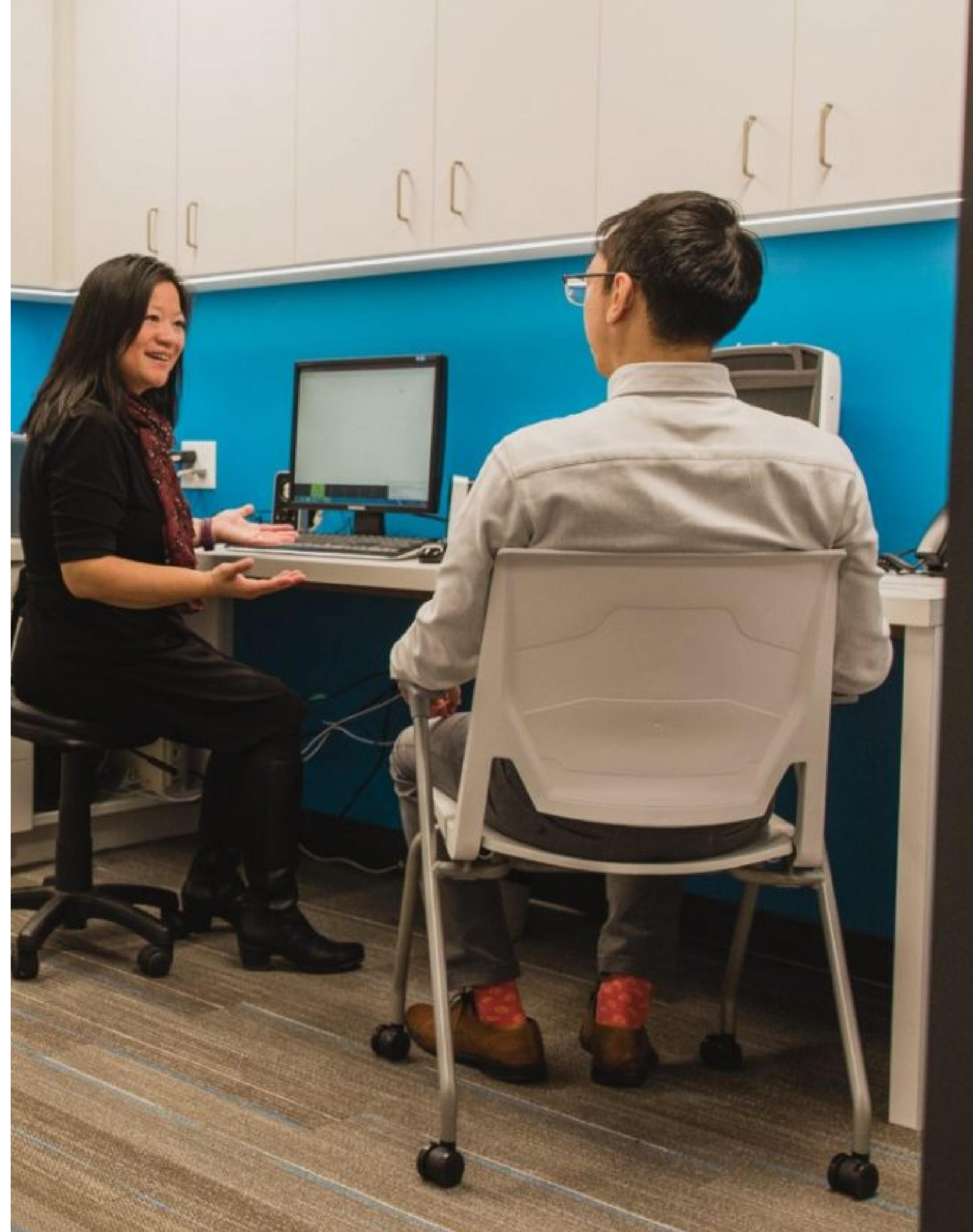
ABOUT WAVEFRONT

Wavefront Centre for Communication Accessibility is a B.C based non-profit organization that exists to reduce hearing-related communication barriers by providing access and inclusion for the Deaf and Hard of Hearing. The only center of its kind in Western Canada, Wavefront Centre provides a full range of programs and services “under one roof”.

OUR EVALUATION GOALS

Our goal is to evaluate the Wavefront website as the main touchpoint for new and returning visitors. We hope to identify the pain points and frustrations users face while using the website and aim to suggest strategies to alleviate them.

The goal of this evaluation is to see how usable and informative the website is in terms of relaying information to its users and to facilitate the deaf and hard of hearing. This is especially relevant now with COVID19, which has caused many organizations to go as remote as they can, and as most information will need to be accessed online.



METHODOLOGY

Our study consists of two evaluation methods.

1.

We conducted a heuristic evaluation of Wavefront's website to see if it complies with design principles and web accessibility.

4 evaluators

2.

Our second method is a think-aloud usability study with two different participant groups; Wavefront staff and visitors to Wavefront's website.

6 Wavefront staff
4-6 Wavefront visitors

PARTICIPANTS

One participant group consists of Wavefront and the other consists of visitors who have family members or friends that need the facilities that Wavefront provides. Participants for each group will be given a set of tasks to find out about any challenges they experience while using the website.



HEURISTIC EVALUATION

The heuristic evaluation was done in pairs by our research team. We evaluated the e-commerce section of Wavefront's website and as well as the Hearing Clinic section. We decided to evaluate these two sections because we felt that these are two of the more heavily-trafficked areas. Our assumption was later supported by our company champion. The evaluation was done in pairs to maximize error findings.

VALIDITY

EXTERNAL VALIDITY:

Selected a participants who use the website as their guide to complete various tasks

The environments were controlled as all Wavefront employees participated during their regular work hours and from their usual workplaces. Some who chose to work from home participated from home and those who went to the office participated from there.

Realistic tasks were created that matched the real-life usability needs of the website

CONTENT VALIDITY:

Using the 10-question Likert Scale System Usability Scale to measure satisfaction of the participants

HEARING CLINIC RESULTS

Final thoughts	<p>#1: Visibility of system: For a website that is supposed to be accessible, it is unfortunate that the ASL video does not start automatically playing on each page of the Hearing Clinic section. User also does not have a clear indication of which page they are on</p> <p>#2: Match between system and the real world: interface lacks visual hierarchy which can make highlighting important info difficult</p> <p>#3: User control and freedom: Interface lacks clear exit and entry points.</p> <p>#4: Consistency and standards: Inconsistent website structure</p> <p>#5: Error prevention: Some links are invalid, no available appointments</p> <p>#6: Recognition rather than recall: Would be useful to create in text links to act as shortcuts to facilities mentioned</p> <p>#7: Flexibility and efficiency of use: Lack of consistent accelerators</p> <p>#8: Aesthetic and minimalist design:</p> <p>#9: Help users recognize, diagnose, and recover from errors: no indicators on interface inform of broken links and lack warnings or pop up messages</p> <p>#10: Help and documentation</p>
Recommendation	<p>Some of the possible ways wavefront can improve their interface is by:</p> <ul style="list-style-type: none">- Establishing a clear template for each page that maintains specific style for subtitles and for main body text. This will create better hierarchy overall- Incorporating in text links and create hover effects to indicate it is a clickable element- Incorporate a banner or pop up with a message that indicates bookings/appointments are being impacted by COVID- Indicate to user which page they are currently in the left hand menu

*note these are initial recommendations which will be revised after the think aloud usability study

ONLINE SHOP RESULTS

Final thoughts	<p>#1: Visibility of system status -- Cannot view cart/checkout unless user adds an item to the cart</p> <p>#3: User control and freedom -- When viewing an item, users do not have a clearly marked exit to go back to the previous page. Does not support item undo/redo</p> <p>#4: Consistency and standards -- On sale items do not show how much they are discounted. Banner consistency on booking appointments.</p> <p>#5: Error prevention -- Some products lead to an empty page with no instructions. No message to confirm removal of an item from cart.</p> <p>#7: Flexibility and efficiency of use -- Users cannot navigate to different subcategories of devices and cannot search for specific items on the search bar</p> <p>#9: Help users recognize, diagnose, and recover from errors -- Checkout loading becomes endless unless you remove UBlock, but there is no popup dialogue to inform you to do so</p>		
Recommendation	<ol style="list-style-type: none"> 1. Allow shoppers an easy way to view their cart (Heuristic #1) 2. Organize products into easy to find/understand categories (Heuristic #4) 3. Create a standardized "URL does not exist" type of page for broken links (Heuristic #5) 4. Create dialogue boxes when errors occur or when taking customers to another webpage (Heuristic #5) 		

*note these are initial recommendations which will be revised after the think aloud usability study

FURTHER STEPS

We're currently in the process of conducting the usability studies with our two user groups. At the moment, we have completed four studies with Wavefront staff members and will finish the rest today and tomorrow. After completing all the think-aloud usability studies, we will be proceeding with analyzing data and synthesizing it to understand the challenges of the website better and come up with viable solutions.