

CoMotion Website Usability Evaluation

BE BOUNDLESS

W

Overview

- > **Goal & Strategy**
- > **Users & Behaviors**
- > **Methods & Insights**
- > **Recommendations**
- > **Next Steps**
- > **Demo**
- > **Q&A**

Goal

Evaluate the usability, visual design, and organization of the CoMotion Website and make recommendations that improve users' experience.

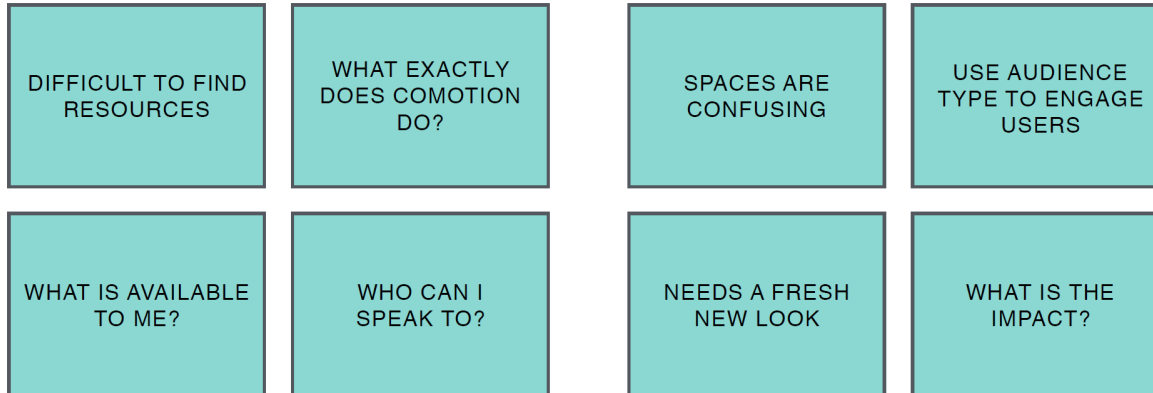
Disclaimer

- > **The website is a work in progress with lots of history**
- > **I am not criticizing or condemning the quality of work/effort that our team puts into the website**

What do we evaluate?

8 KEY USER INSIGHTS

The onsite workshop with the stakeholders and the user interviews revealed the following issues shared among the target audiences:



How do we evaluate?

> Phase I:

- Cognitive Walkthrough (CW)*
- Heuristic Evaluation (HE)*
- Survey

> Phase II:

- Task Based User Testing
- Architecture Testing
- A/B Testing

Our Users



Who are our Users?

> Primary:

- UW Researchers (11 Surveyed)
- Innovation Managers* (9 Surveyed)

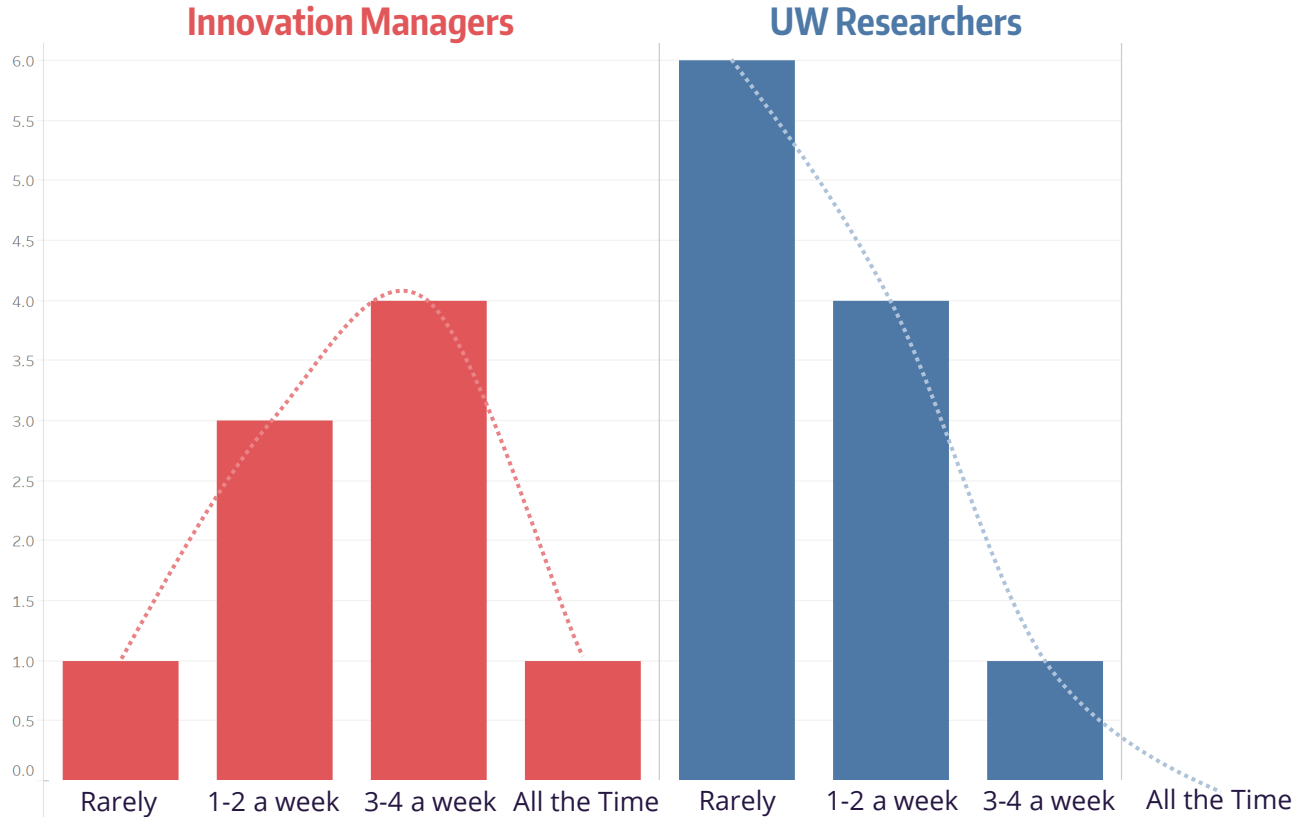
> Secondary:

- Grad Students
- Investors, Partners, etc.

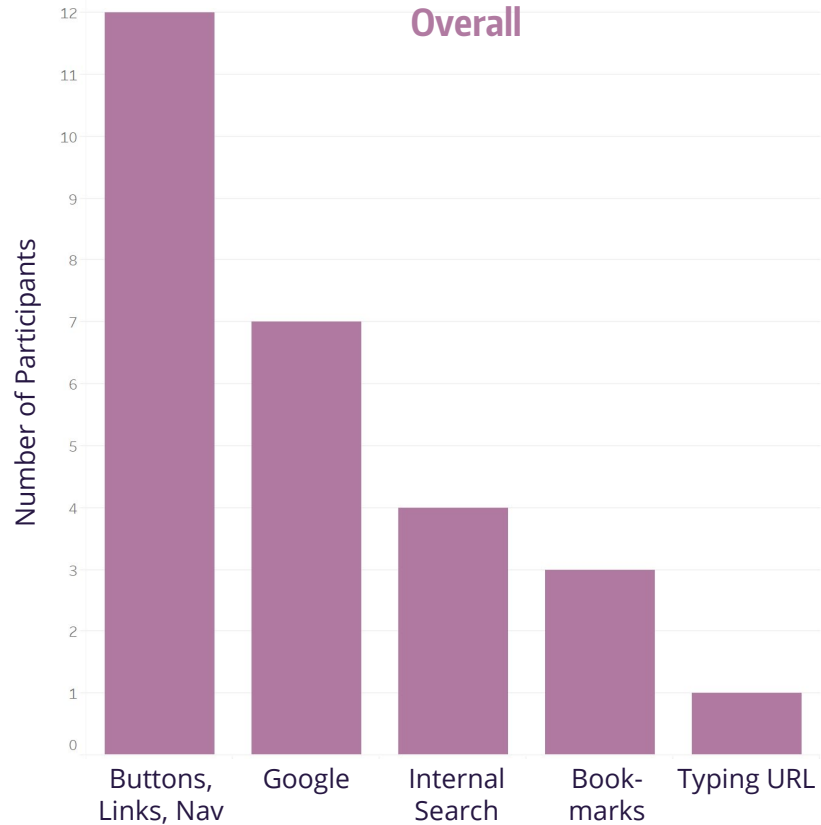
Disclaimer

- > **Visualizations are meant to show distributions**
 - Pay more attention to which direction the bars skew
 - Pay less attention to relative bar length across participant types

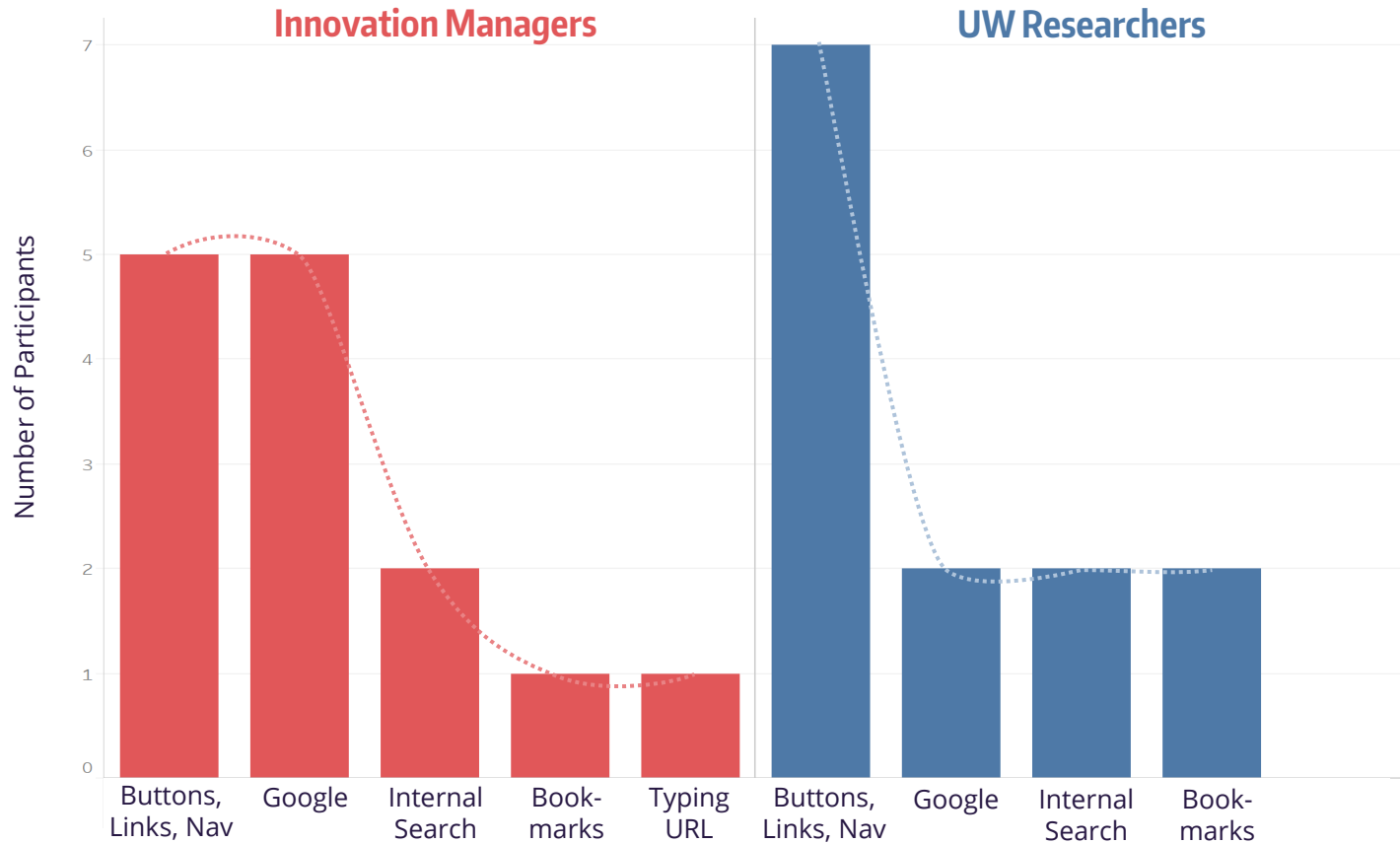
Frequency of Use



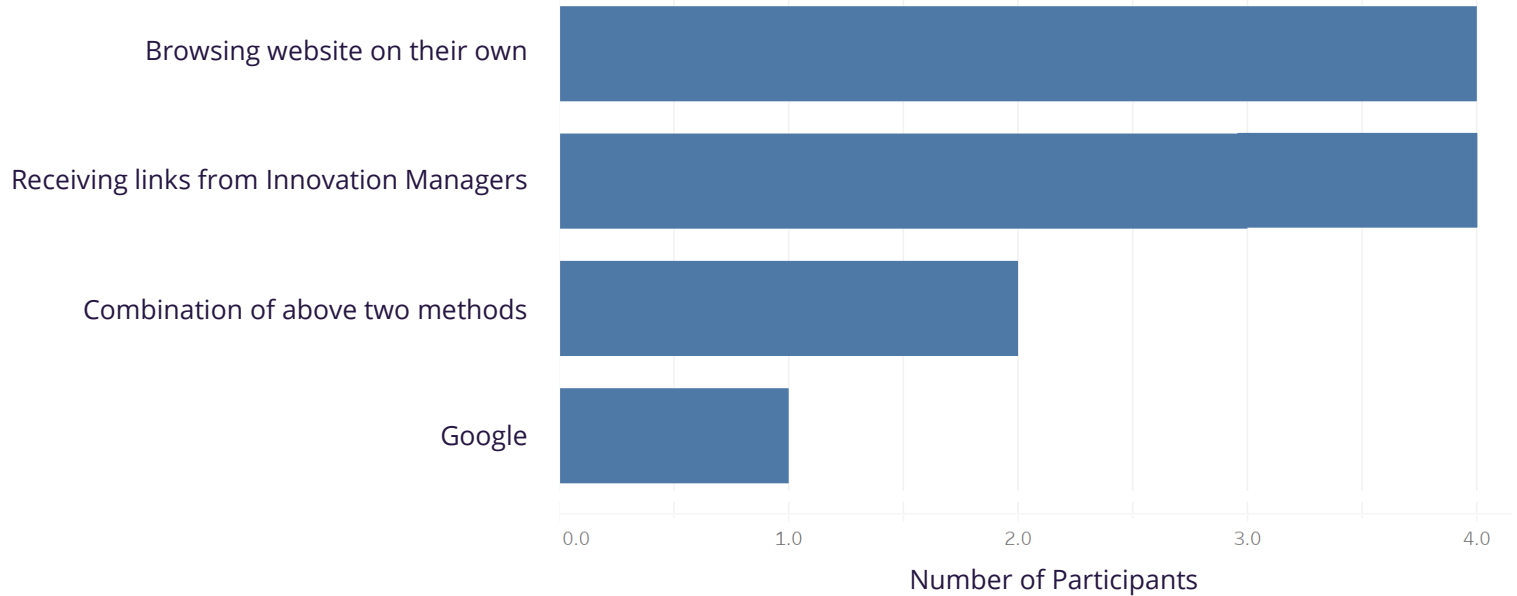
Navigation Patterns



Navigation Patterns – Breakdown



How UW Researchers find resources



Recap

- > **The website IS important**
- > **Clarity of links, buttons, and nav + SEO matters**

Evaluation Methods + Insights



Method 1: Cognitive Walkthrough

> Purpose:

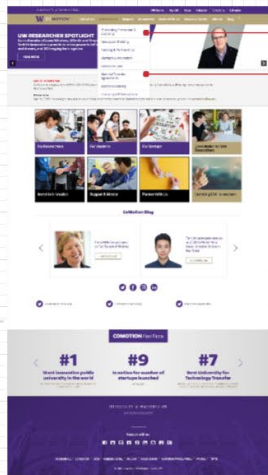
- System's learnability for new or infrequent users
- Severity

DIFFICULT TO FIND
RESOURCES

WHAT IS AVAILABLE
TO ME?

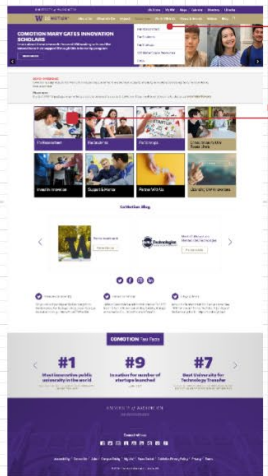
USE AUDIENCE
TYPE TO ENGAGE
USERS

Task 6: You need a material transfer agreement to protect your IP for research material you are providing to another institution.



Path 1.1

Path 1.2

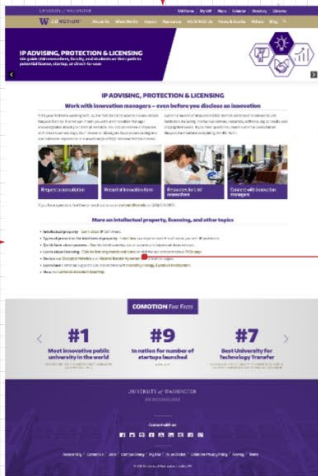


Path 1.3

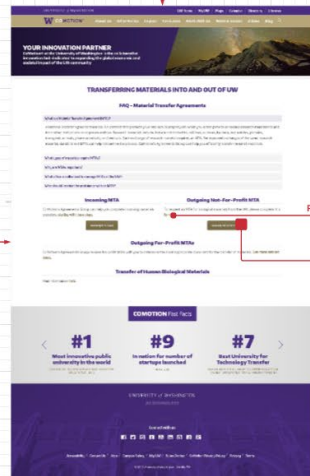
Path 1.4



Path 2.1



Path 3.1



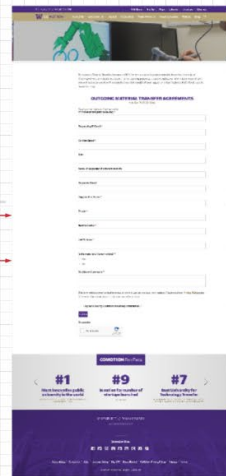
Severity Scores:

Yes - 0

Probably - 1

Maybe - 2

No - 3

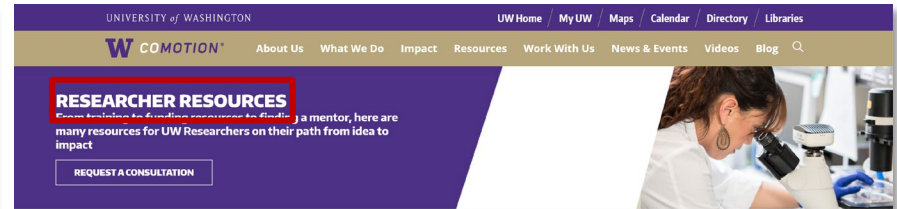


Path 4.1

Path 4.2

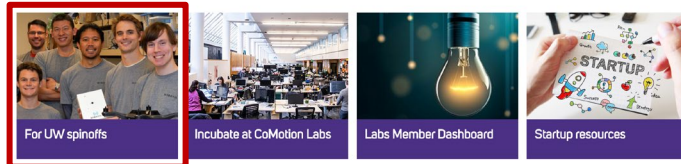
Insights

> Inconsistency between headers + nav labels



STARTUPS & INCUBATION

We support startup creation, launch, and incubation



UW researchers with questions can contact us at uwinvent@uw.edu; startups with questions can contact cm labs@uw.edu CoMotion Labs or call (206) 543-3970.

FOR UW RESEARCHERS

Whether licensing to industry, spinning out a startup or licensing direct to the user, UW researchers can tap into these CoMotion resources and services below. If this is your first time working with us, please fill out the [Request a Consultation](#) form so we can connect you with the correct Innovation Manager. Submit a [Record of Innovation \(ROI\)](#) form to disclose innovations to UW CoMotion.



Insights

> Nav labels clickable but no landing pages

The screenshot shows the University of Washington CoMotion website. The navigation menu includes: [UW Home](#), [My UW](#), [Maps](#), [Calendar](#), [Directory](#), [Libraries](#), [About Us](#), [What We Do](#) (highlighted with a red box), [Impact](#), [Resources](#), [Work With Us](#), [News & Events](#), [Videos](#), and [Blog](#). Below the navigation, there is a "UW RESEARCHER SPOTLIGHT" section with a "READ MORE" button. A dropdown menu is open under "What We Do", listing: [IP Advising, Protection & Licensing](#), [Innovation Training](#), [Funding & Partnerships](#), [Startups & Incubation](#), [CoMotion Labs](#), [Material Transfer Agreements](#), [Express Licensing](#), and [Licensing UW Innovations](#). At the bottom, there are four tiles: "For Researchers", "For Students", "For Startups", and "Consultation for UW Researchers".

The screenshot shows the "IP Advising, Protection & Licensing" page on the CoMotion website. The page features a header with the CoMotion logo and navigation links: [About Us](#), [What We Do](#), [Impact](#), [Resources](#), [Work With Us](#), [News & Events](#), [Videos](#), and [Blog](#). The main content area has a large purple banner with the text: "IP ADVISING, PROTECTION & LICENSING" and "We guide UW researchers, faculty, and students on their path to potential license, startup, or direct-to-user". Below the banner, there is a section titled "IP ADVISING, PROTECTION & LICENSING" with the sub-heading "Work with innovation managers – even before you disclose an innovation". The text reads: "If it's your first time working with us, the first step is to submit a Consultation Request form so that we can match you with an Innovation Manager knowledgeable about your area of research. You should receive a response within two business days. Our Innovation Managers have advanced degrees and extensive experience in a broad range of high-demand technical areas." To the right, it says: "Submit a Record of Innovation (ROI) form to disclose innovations to UW CoMotion, including mechanical devices, materials, software, digital media and copyrighted works. If you have questions, please submit a Consultation Request form before completing the ROI form." The page includes several images: a person holding a lightbulb, a person working in a lab, and a group of people in a meeting.

Insights

> Infinite user flows – lack of org. Hierarchy

The image displays three screenshots of the UW CoMotion website, illustrating a complex user flow. Red boxes highlight key navigation elements, and red arrows show the path from the main navigation to these sections.

Left Screenshot: Shows the 'COMOTION MARY GATES INNOVATION SCHOLARS - PART 3' banner. Below it, a 'COVID-19 RESPONSE' section is visible. At the bottom, a navigation bar includes 'For Researchers', 'For Students', 'For Startups', and 'Consultation for UW Researchers'. The 'For Researchers' link is highlighted with a red box.

Middle Screenshot: Shows the 'RESEARCHER RESOURCES' section. Below it, a 'FOR UW RESEARCHERS' section is visible. At the bottom, a navigation bar includes 'IP Advising, Protection & Licensing', 'Innovation Training', 'Funding & Partnerships', and 'Startups & Incubation'. The 'IP Advising, Protection & Licensing' link is highlighted with a red box.

Right Screenshot: Shows the 'IP ADVISING, PROTECTION & LICENSING' section. Below it, a 'Work with Innovation managers - even before you disclose an innovation' section is visible. At the bottom, a navigation bar includes 'Request a consultation', 'Record of Innovation form', 'Resources for UW researchers', and 'Connect with Innovation managers'. The 'Resources for UW researchers' link is highlighted with a red box.

Red arrows indicate the flow from the main navigation to the 'FOR UW RESEARCHERS' section, and then to the 'IP ADVISING, PROTECTION & LICENSING' section.

Insights

> No commitment to color system beyond home



For Researchers



For Students



For Startups



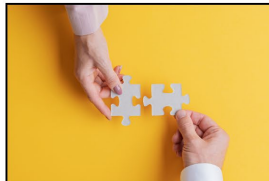
Consultation for UW
Researchers



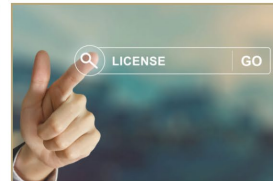
Invest In Innovation



Support & Mentor



Partner With Us



Licensing UW Innovations

Insights

> Unspecific framing + contextualizing for links

Based on globally recognized practices grounded in scholarship and real-world application



Upcoming trainings and events



NSF I-Corps Site Program



Early stage training videos



Startup building videos

More on intellectual property, licensing, and other topics

- **Intellectual property** – Learn about IP definitions.
- **Types of protection for intellectual property** – Learn how our experienced IP staff assist you with IP protection.
- **Quick facts about patents** – See this brief overview about patents and important dates to track.

Insights

- > **Inaccessible links (contrast too low, uncommon link style)**
- Our commercialization manual can be downloaded [here.](#)

Method 2: Heuristic Evaluation

> Purpose:

- Use rules of thumb to measure the usability of interfaces in independent walkthroughs and report issues
- Severity

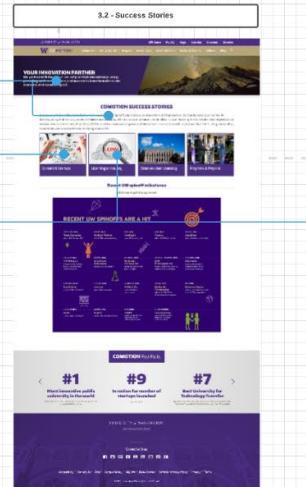
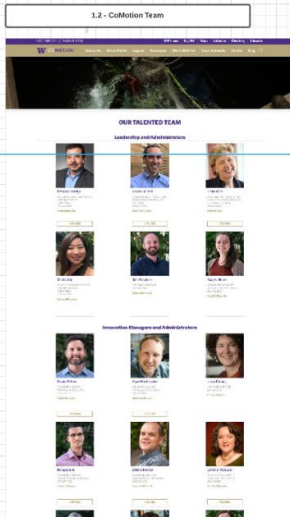
DIFFICULT TO FIND
RESOURCES

WHAT IS AVAILABLE
TO ME?

Severity Scores:

- 1 Visibility of System Status
- 1 Match b/w System & Real World
- 1 Consistency & Standards
- 1 Recognition Rather than Recall
- 1 Stylistic Issues

1
1
1
1
1



- 2.1.1 Comparing Titles
Consistency & Standards
- 2.1.2 Text Color: grouping of text is confusing
Consistency & Standards
- 2.1.3 Stack: image - left is out of Place, Doesn't Match the Text
Consistency & Standards
- 2.1.4 Inconsistent Call to Action and Headings
Consistency & Standards

- 3.1.1 Comparing Titles
Consistency & Standards

- 2.2.1 Comparing Titles
Consistency & Standards
- 2.2.2 Inconsistent Call to Action and Headings
Consistency & Standards
- 2.2.3 Not A 194, Utilities Not
Consistency & Standards

- 3.2.1 Comparing Titles
Consistency & Standards
- 3.2.2 Inconsistent Use of Imagery
Consistency & Standards
- 3.2.3 Inconsistent Use of Imagery
Consistency & Standards

Insights

> Not enough whitespace between elements

The screenshot shows the CoMotion website homepage. At the top is a navigation bar with the CoMotion logo and links for About Us, What We Do, Impact, Resources, Work With Us, News & Events, Videos, and Blog. Below the navigation bar is a featured article titled "COMOTION MARY GATES INNOVATION SCHOLARS - PART 3" with a "READ MORE" button. To the right of the article is a photo of two people. Below the featured article is a "COVID-19 RESPONSE" notice. At the bottom is a grid of four service categories: "For Researchers", "For Students", "For Startups", and "Consultation for UW Researchers".

W COMOTION About Us What We Do Impact Resources Work With Us News & Events Videos Blog

COMOTION MARY GATES INNOVATION SCHOLARS - PART 3

Read the next post in our series about these research-focused UW undergrads and the innovations they support through this internship program

[READ MORE](#)

COVID-19 RESPONSE
CoMotion is a signatory to ALTM's COVID-19 Licensing Guidelines to enable rapid access to university innovations addressing the current pandemic. Read more here.

Please note:
Due to COVID-19, packages may not be successfully delivered by courier to CoMotion. If you need to send documents, please use uwcomotion@uw.edu.

For Researchers

For Students

For Startups

Consultation for UW Researchers

Insights

> Competing titles + lack of hierarchy

The screenshot shows the website for COMOTION, a partner for the University of Washington community. The navigation bar includes links for About Us, What We Do, Impact, Resources, Work With Us, News & Events, Videos, and Blog. The hero section features a dark blue background with a mountain range and the text: "YOUR INNOVATION PARTNER. We partner with the UW community on their innovation journey, providing tools, connections, and acumen to transform ideas into economic and societal impact." Below this is a "RANKINGS & METRICS" section with a red border, stating: "With over 470 patents issued and close to 80 spinoffs in the last five years, the University of Washington continues to make both an economic and societal impact in the Puget Sound region and beyond. Read more about our impact below and learn why we are ranked the number one most innovative public university in the world (Reuters, 2019)." The bottom section, "OUR IMPACT OVER LAST 5 YEARS", displays a thumbs up icon and three statistics: #1 most innovative public university in the world (Reuters, 2019); #7 best university in U.S. for each transfer (Millen Institute, 2017); and #9 in U.S. for number of startups launched (Association of University Technology Managers). The impact section also shows 1540 disclosures, 494 patents, 1950 executed licenses, and 73 startups.

W COMOTION® About Us What We Do Impact Resources Work With Us News & Events Videos Blog

YOUR INNOVATION PARTNER
We partner with the UW community on their innovation journey, providing tools, connections, and acumen to transform ideas into economic and societal impact.

RANKINGS & METRICS

With over 470 patents issued and close to 80 spinoffs in the last five years, the University of Washington continues to make both an economic and societal impact in the Puget Sound region and beyond. Read more about our impact below and learn why we are ranked **the number one most innovative public university in the world** (Reuters, 2019).

IN THE TOP 10

- #1 most innovative public university in the world
- REUTERS, 2019
- #7 best university in U.S. for each transfer
- MILLEN INSTITUTE, 2017
- #9 in U.S. for number of startups launched
- ASSOCIATION OF UNIVERSITY TECHNOLOGY MANAGERS

OUR IMPACT OVER LAST 5 YEARS

1540 DISCLOSURES	1950 EXECUTED LICENSES
494	73

Insights

> Bad proximity & grouping (column system)

IP ADVISING, PROTECTION & LICENSING

Work with innovation managers – even before you disclose an innovation

If it's your first time working with us, the first step is to submit a Consultation Request form so that we can match you with an Innovation Manager knowledgeable about your area of research. You should receive a response within two business days. Our Innovation Managers have advanced degrees and extensive experience in a broad range of high-demand technical areas.



Request a consultation



Record of Innovation form



Resources for UW researchers



Connect with innovation managers

Submit a Record of Innovation (ROI) form to disclose innovations to UW CoMotion, including mechanical devices, materials, software, digital media and copyrighted works. If you have questions, please submit a Consultation Request form before completing the ROI form.



Insights

> Inconsistent imagery (style + content)

Connections to funding, networks, and mentorship to improve commercialization success



Insights

> Other minor stylistic bugs

The screenshot displays the CoMotion website interface. At the top, there is a navigation bar with the University of Washington logo and links for 'UW Home', 'My UW', 'Maps', 'Calendar', 'Directory', and 'Libraries'. Below this is a secondary navigation bar with the CoMotion logo and links for 'About Us', 'What We Do', 'Impact', 'Resources', 'Work With Us', 'News & Events', 'Videos', and 'Blog'. The main content area features a large purple banner for 'COMOTION MARY GATES INNOVATION SCHOLARS - PART 3', which includes a 'READ MORE' button. Below the banner is a 'COVID-19 RESPONSE' section with a 'Read more here' link and a 'Please note' section regarding document delivery. At the bottom, there are four service categories: 'For Researchers', 'For Students', 'For Startups', and 'Consultation for UW Researchers', each with a corresponding image. Red boxes highlight the 'READ MORE' button and the footer area.

UNIVERSITY of WASHINGTON

UW Home / My UW / Maps / Calendar / Directory / Libraries

W COMOTION® About Us What We Do Impact Resources Work With Us News & Events Videos Blog

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For Researchers For Students For Startups Consultation for UW Researchers

Method 3: Survey

> Purpose:

- Get input and feedback from actual users and quantify them on a larger scale
- Severity & Priority

DIFFICULT TO FIND
RESOURCES

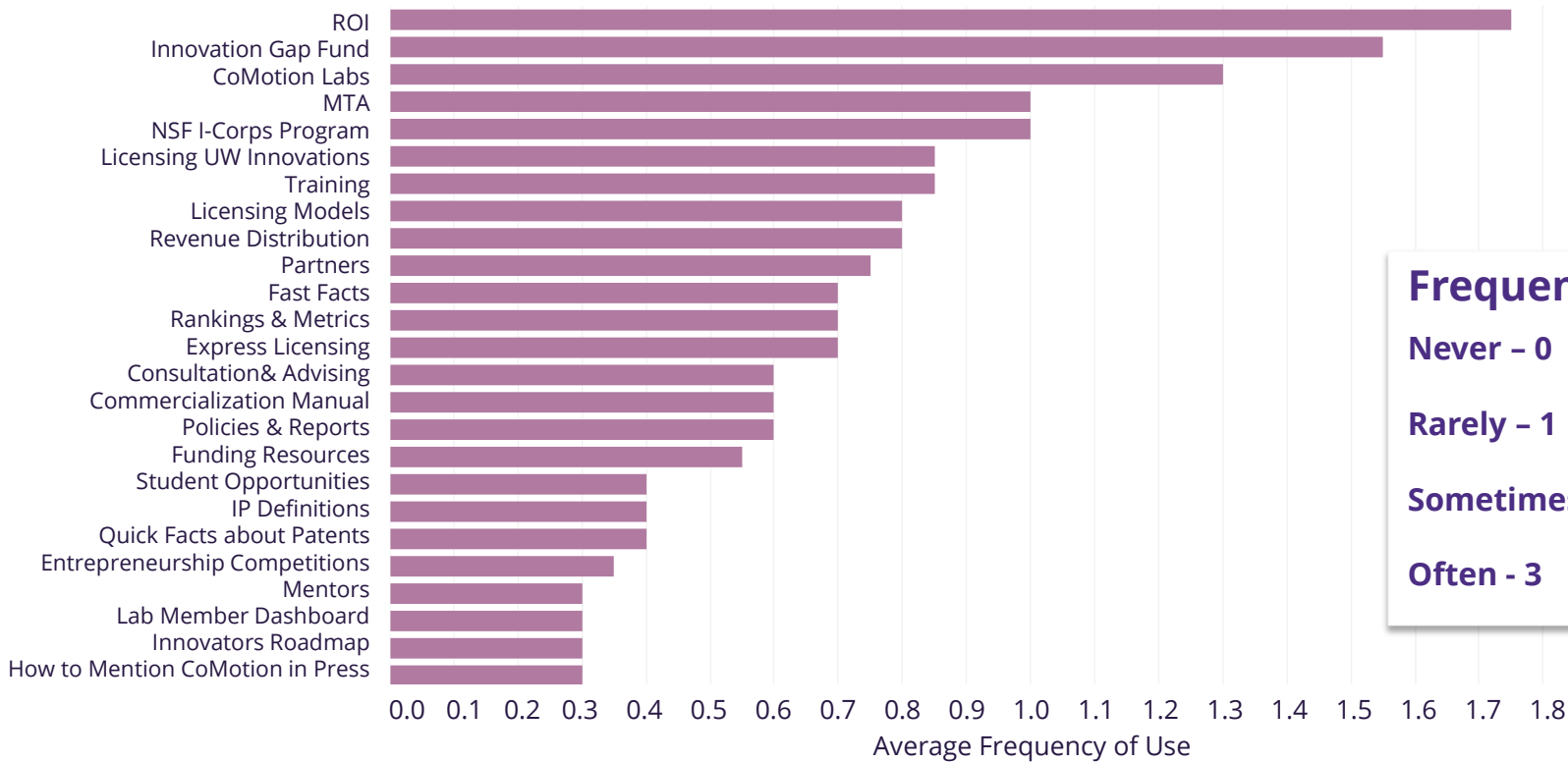
WHAT EXACTLY
DOES COMOTION
DO?

NEEDS A FRESH
NEW LOOK

USE AUDIENCE
TYPE TO ENGAGE
USERS

Resource Popularity

Overall



Frequency:

Never - 0

Rarely - 1

Sometimes - 2

Often - 3

Resource Popularity (Top 5)

	Overall	UW Researchers	Innovation Managers
1	ROI Form	Licensing UW Innovations	Innovation Gap Fund
2	Innovation Gap Fund	ROI Form	ROI Form
3	CoMotion Labs	Consultation & Advising	NSF I-Corps Program
4	MTA	Funding Resources	CoMotion Labs
5	NSF I-Corps Program	MTA	Express Licensing

WHAT EXACTLY
DOES COMOTION
DO?

CoMotion's Identity

According to Innovation Managers

researchers⁽⁷⁾

impact⁽⁵⁾

manage⁽³⁾ provides⁽³⁾ support⁽³⁾

entrepreneurial⁽²⁾ innovations⁽²⁾ partner⁽²⁾

technologies⁽²⁾ work⁽²⁾

According to UW Researchers

helps⁽⁶⁾

commercial⁽⁵⁾

innovation⁽⁴⁾ license⁽⁴⁾ ip⁽⁴⁾

technology⁽³⁾

property⁽²⁾ researchers⁽²⁾ facilitate⁽²⁾ intellectual⁽²⁾

COMOTION MARY GATES **INNOVATION** SCHOLARS – PART 3

Read the next post in our series about these research-focused UW undergrads and the innovations they support through this internship program

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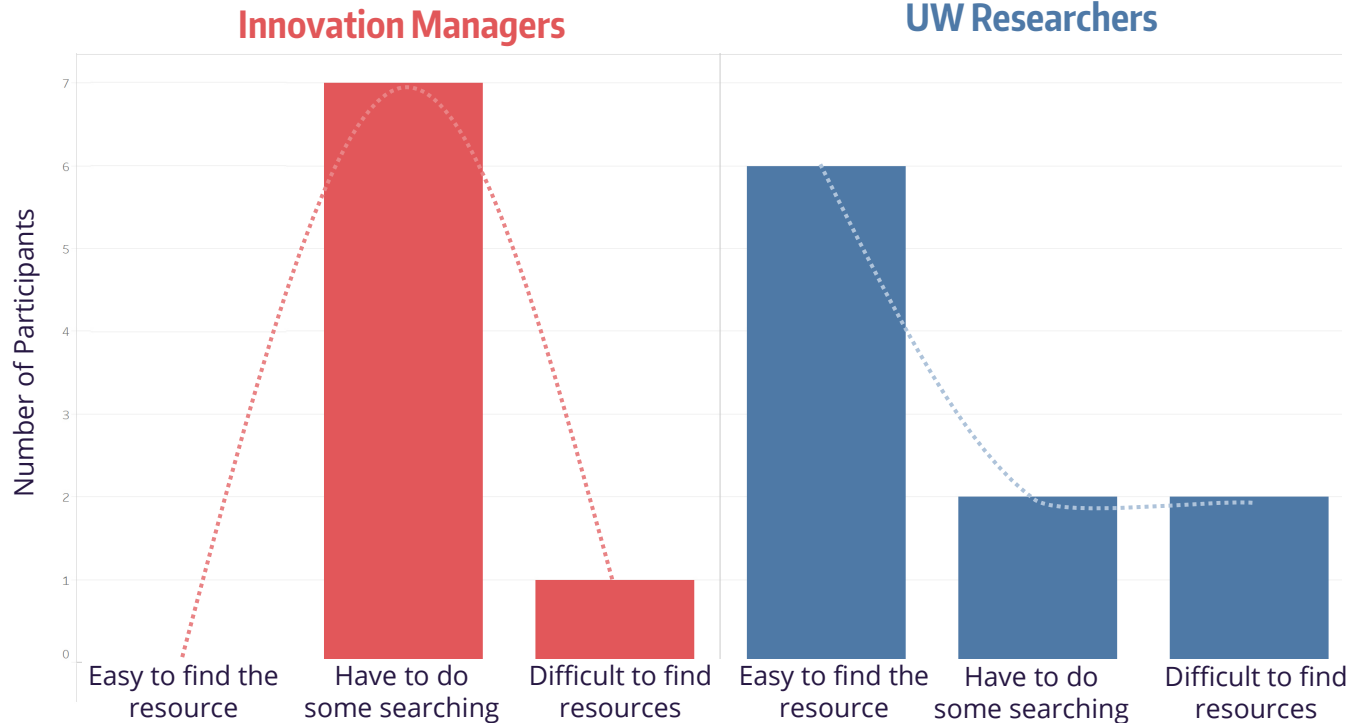
[For Researchers](#)[For Students](#)[For Startups](#)[Consultation for UW
Researchers](#)

Recap

- > Most popular resources revolve around the pillars
- > Users understand CoMotion, but identity isn't reflected on home page

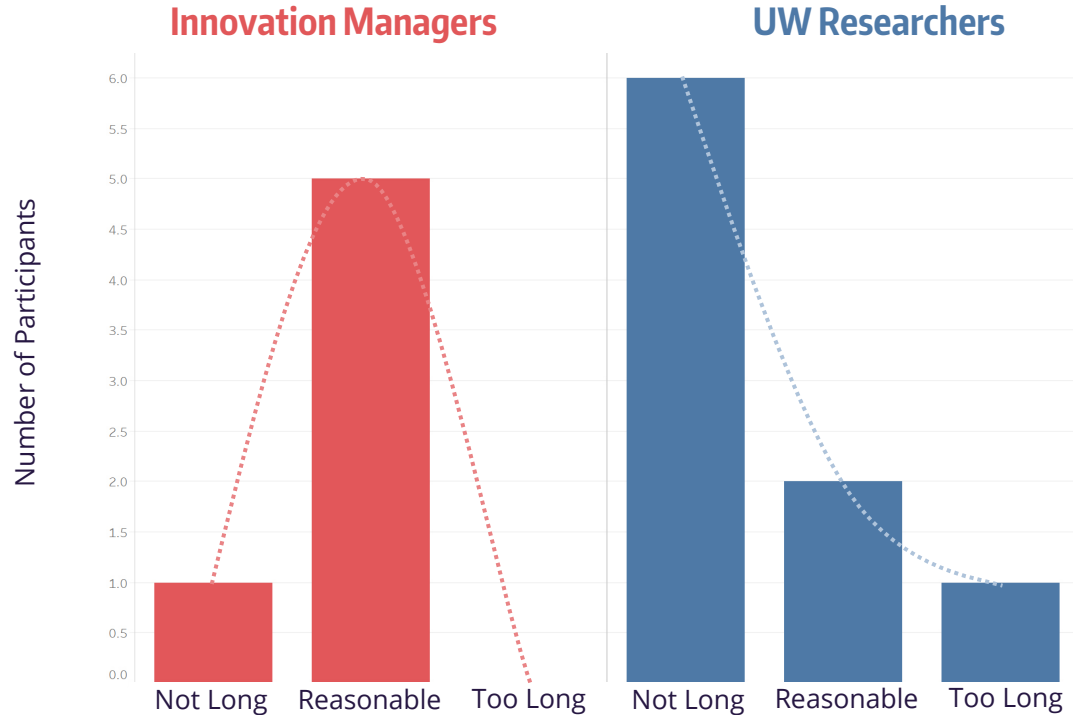
DIFFICULT TO FIND
RESOURCES

How findable are resources?



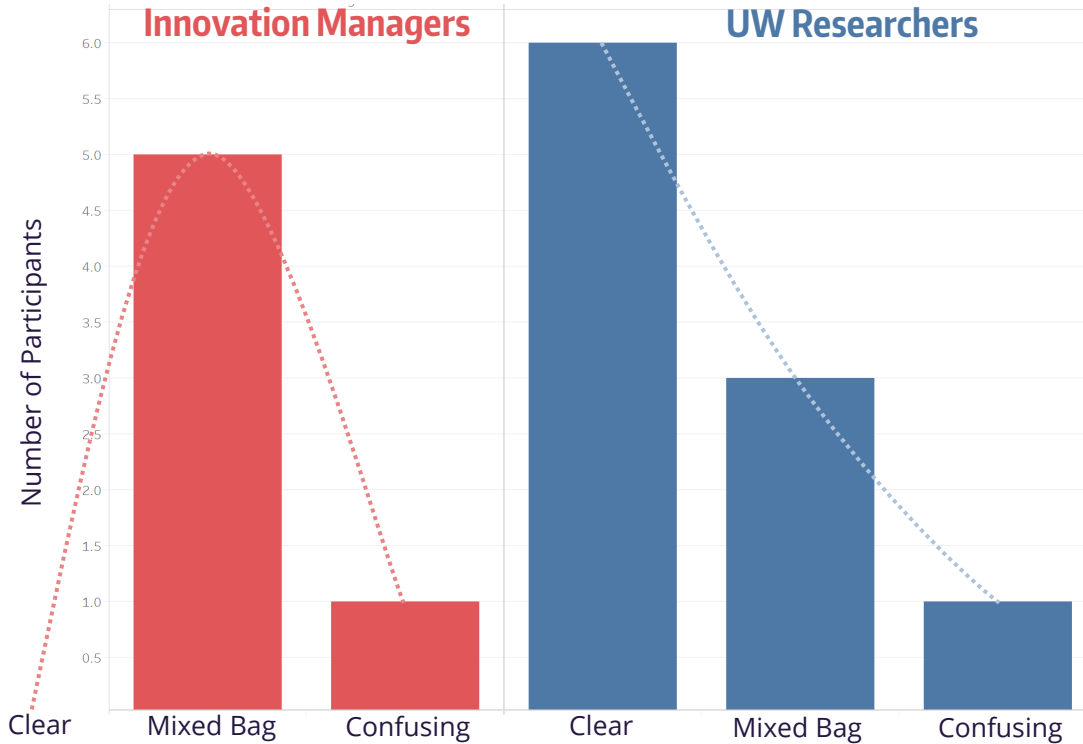
How long does it take to find resources?

DIFFICULT TO FIND
RESOURCES



DIFFICULT TO FIND
RESOURCES

How clear is navigating?



Opinions on content amount

Innovation Managers

There is too much content on the website

There is just the right amount of content on the website

plenty of content but not always easy to find.

Content is appropriate but hard to navigate. There's usually too much included in any one page.

feels like it's hard to get to the content I want, but not too much there

Right amount of content, but occasionally navigation is too complex

There is just the right amount of content on the website

Its too difficulty to navigate for it to be useful, but there is good information if you can find it

I don't use it too much, so don't really have an opinion, I mostly rely on my own resource compilations to provide to PIs

Opinions on content amount

UW Researchers

There is just the right amount of content on the website

There is just the right amount of content on the website

There is just the right amount of content on the website

There is not enough content on the website (it doesn't cover everything I want it too)

There is just the right amount of content on the website

There is just the right amount of content on the website

There is just the right amount of content on the website

There is just the right amount of content on the website

There is just the right amount of content on the website

There is just the right amount of content on the website

Haven't used it enough to comment.

There is just the right amount of content on the website

Split opinions on visual design

> Innovation Managers

- Cluttered - 3
- Outdated - 1
- Visuals Distracting - 1
- Confusing - 1
- Unintuitive - 1
- Inconsistent - 1

- Modern - 1
- Appropriate - 1
- Well Organized - 1

> UW Researchers

- Well Organized – 6
- Simple – 3
- Modern – 2
- Good - 1

- Cluttered – 1
- Unorganized - 1

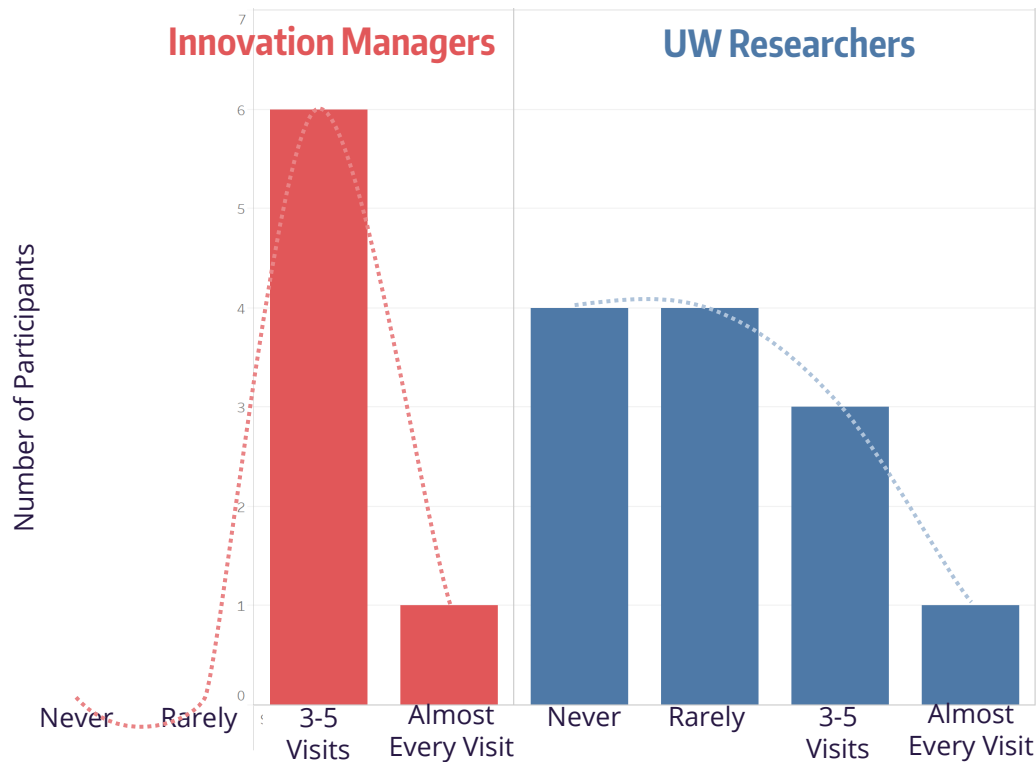
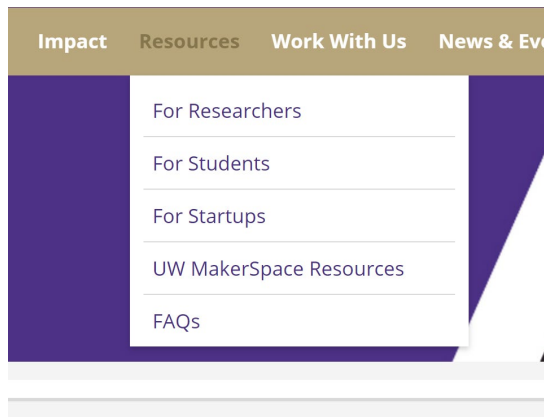
Recap

- > **Split opinion on website usability & visual design**
 - Innovation managers struggle to find resources
 - UW Researchers find resources just fine

- > **Why?**
 - Acquiescence Bias, Recall Bias
 - Everything researchers need is in For Researchers *

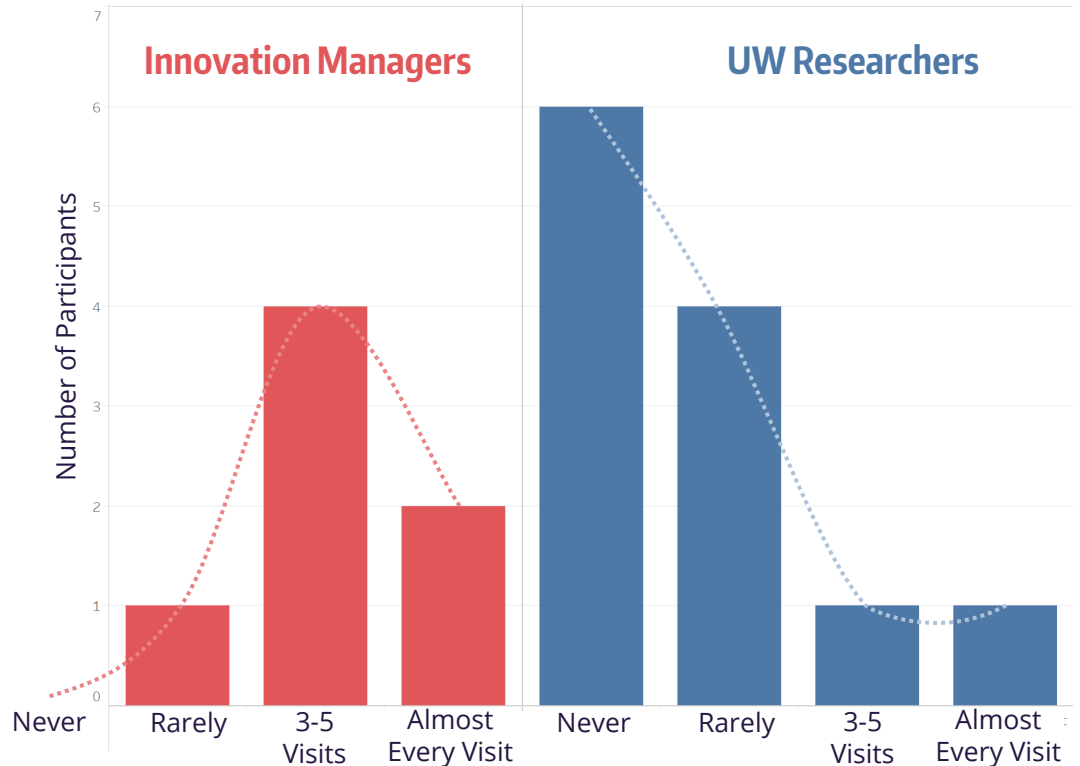
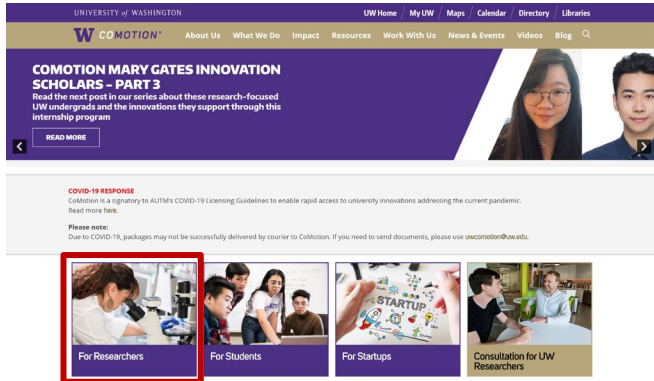
USE AUDIENCE
TYPE TO ENGAGE
USERS

Resources tab – Frequency of use



For Researchers Tile – Frequency of use

USE AUDIENCE TYPE TO ENGAGE USERS



Recap

- > Researchers aren't really using audience-based navigation, but IM are...
- > Researchers aren't really using audience-based navigation, but seek content in "For Researchers"
- > Researchers find content more easily, but also get a lot of it sent from IM...

Thoughts

UNIVERSITY of WASHINGTON

UW Home / My UW / Maps / Calendar / Directory / Libraries

COMOTION About Us What We Do Impact Resources Work With Us News & Events Videos Blog

COMOTION MARY GATES INNOVATION SCHOLARS

Learn about these research-focused UW undergrads and the innovations they support through this internship program

READ MORE

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For Researchers

For Students

For Startups

Consultation for UW Researchers

many resources for UW Researchers on their path from idea to Impact

REQUEST A CONSULTATION

FOR UW RESEARCHERS

Whether licensing to industry, spinning out a startup or licensing direct to the user, UW researchers can tap into these CoMotion resources and services below. If this is your first time working with us, please fill out the Request a Consultation form so we can connect you with the correct Innovation Manager. Submit a Record of Innovation (ROI) form to disclose innovations to UW CoMotion.

- IP Advising, Protection & Licensing
- Innovation Training
- Funding & Partnerships
- Startups & Incubation
- Request a consultation
- Record of Innovation form
- Streamlined Licensing
- Material transfer agreements

Innovation Managers start here...

Researchers start here thanks to IM...

Recommendations



Recommendation Types

> **Cosmetic Fixes**

- Fix headers, subtitles, links, add whitespace, etc.

> **Structural Fixes**

- Home, content consolidate, breadcrumbs, navigation, etc.

> **New Design System & Development**

- Create new feature boxes, buttons, column-systems

> **Internal Process**

- Implement feature request form, design/write for web

Cosmetic Fixes

> Pros

- Fastest to fix
- Improves readability, accessibility
- Improves aesthetics

> Cons

- Doesn't address deeper structural issues

Structural Fixes

> Pros

- Improves resource findability & interaction flows
- Improved SEO
- Fast content management

> Cons

- Takes longer to implement, potentially hardest to do
- More testing and planning

New Design & Development

> Pros

- More improvements to usability & aesthetics
- Long term scalability
- Faster content management

> Cons

- Takes longest to implement
- Requires design + dev team

Recommended Implementation Strategy / Next Steps

- 1. Document all the recommendations (my job!)**
- 2. Implement essential cosmetic changes**
- 3. Working sessions to discuss strategy for how to implement structural changes and/or develop new design:**
 - Need input from key stakeholders to make best decision

Tasks To Focus On

High Priority – High Severity

ROI Form

Material Transfer Agreements

Commercialization Overview / Guide

High Priority – Low Severity

Gap Funding

Labs

Training

Licensing

Low Priority – High Severity

Revenue Distribution

Low Priority – Low Severity

Mentorship

Appendix



UNIVERSITY *of* WASHINGTON



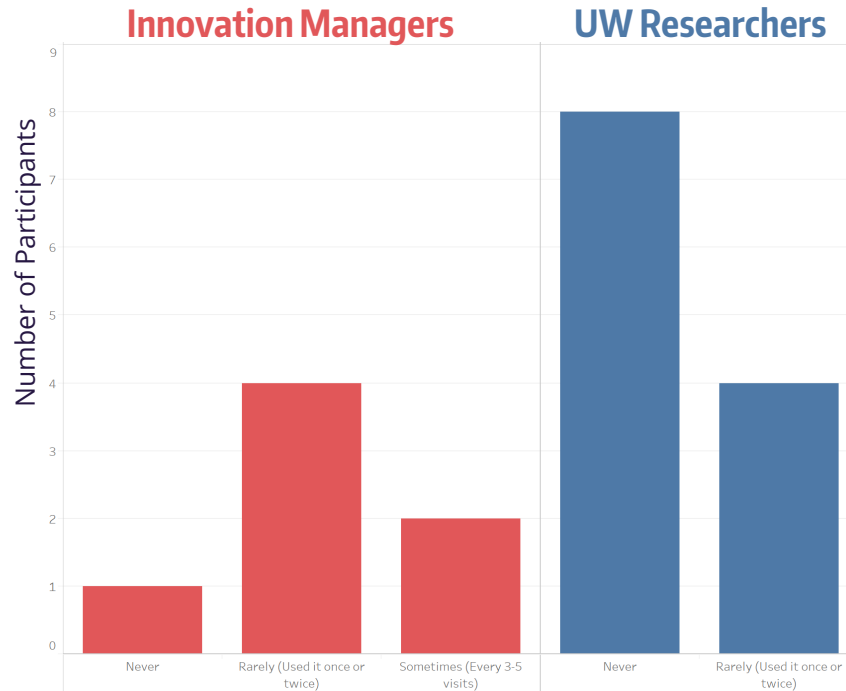
Resource Popularity (Bottom 5)

	UW Researchers	Innovation Managers
High	Licensing Models	Patents: Quick Facts
	Revenue Distribution	IP Definitions
	Training Videos	Commercializ. Manual
	Rankings & Metrics	Mention CoM. In Press
Low	NSF I-Corps Program	Innovators Roadmap

Desired Content Innovation Managers

- > Case studies**
- > A more prominent search**
- > Clear buttons**
- > Top level ROI or Consultation Request**
- > Feedback for Express Licensing**

Twitter Feed / Blog Use



Twitter Feed / Blog Use

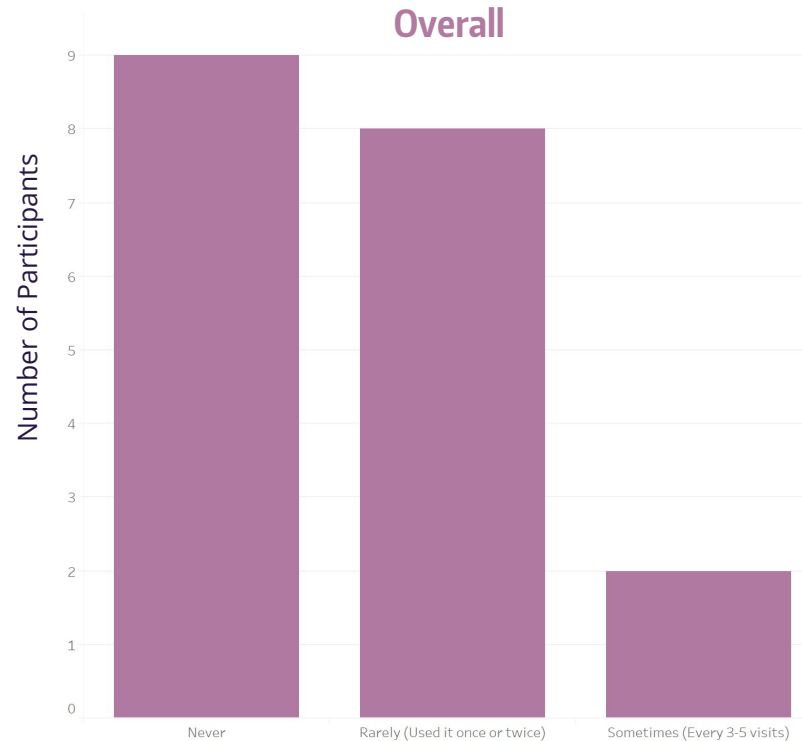


Image Carousel

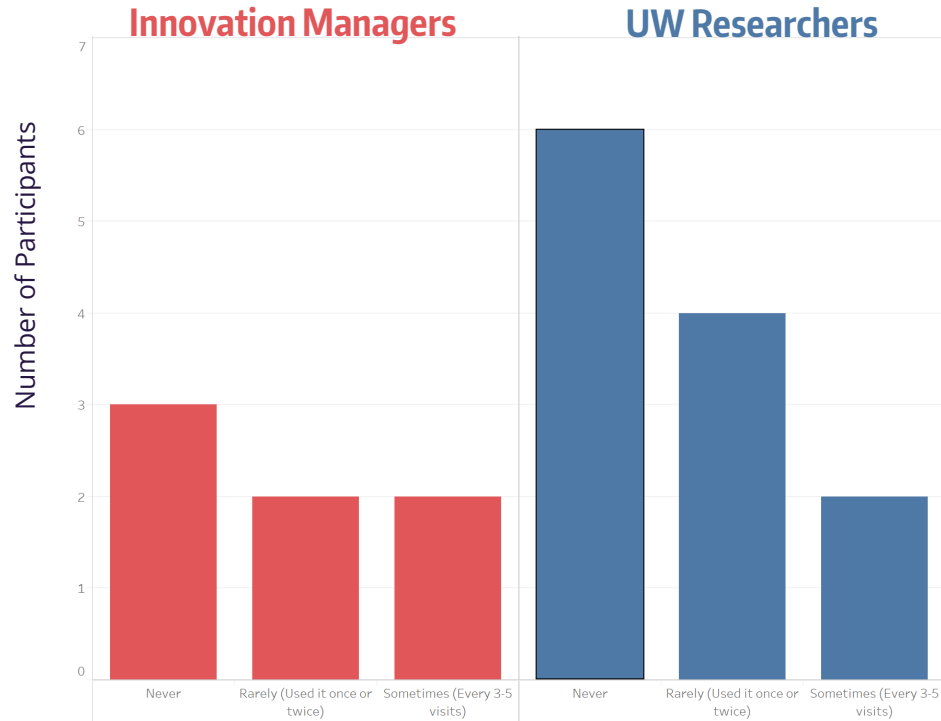
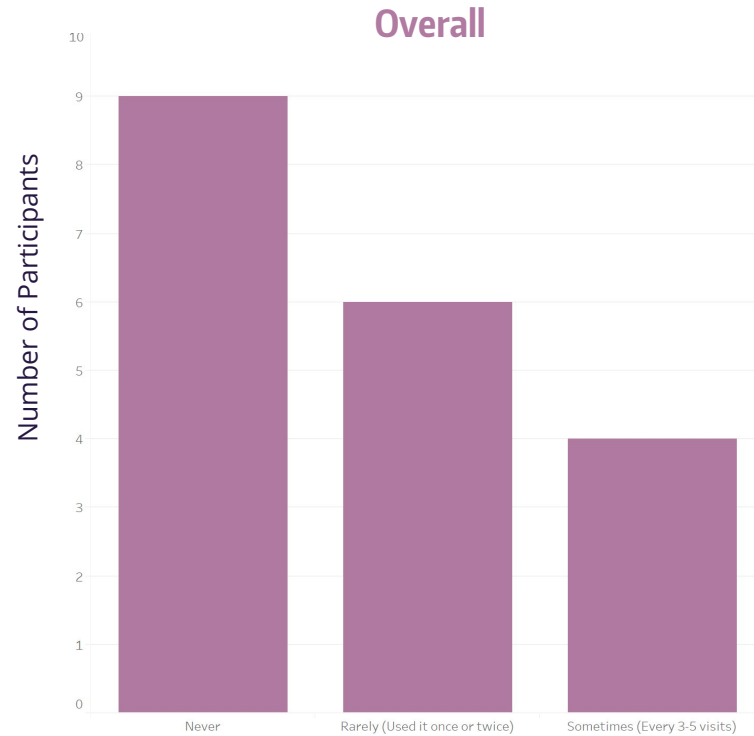


Image Carousel

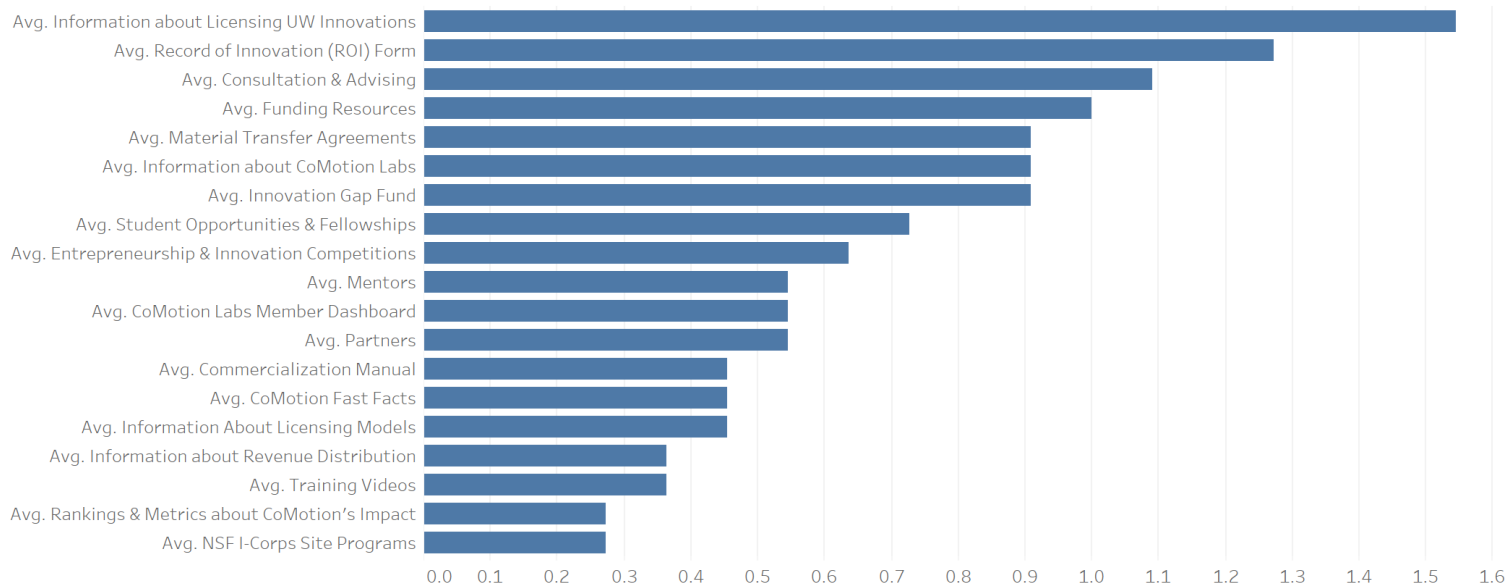


Other Interesting Feedback

“The problem we are having with the website is the licensing process for our customers. We have received significant negative feedback that the process is overly burdensome, confusing and redundant. We have also received some reports of potential customers abandoning the purchase of a license because the process was so time consuming and perplexing. We strongly believe that the licensing process should be easy and straightforward and tailored to the innovation being sold.”

Resource Popularity

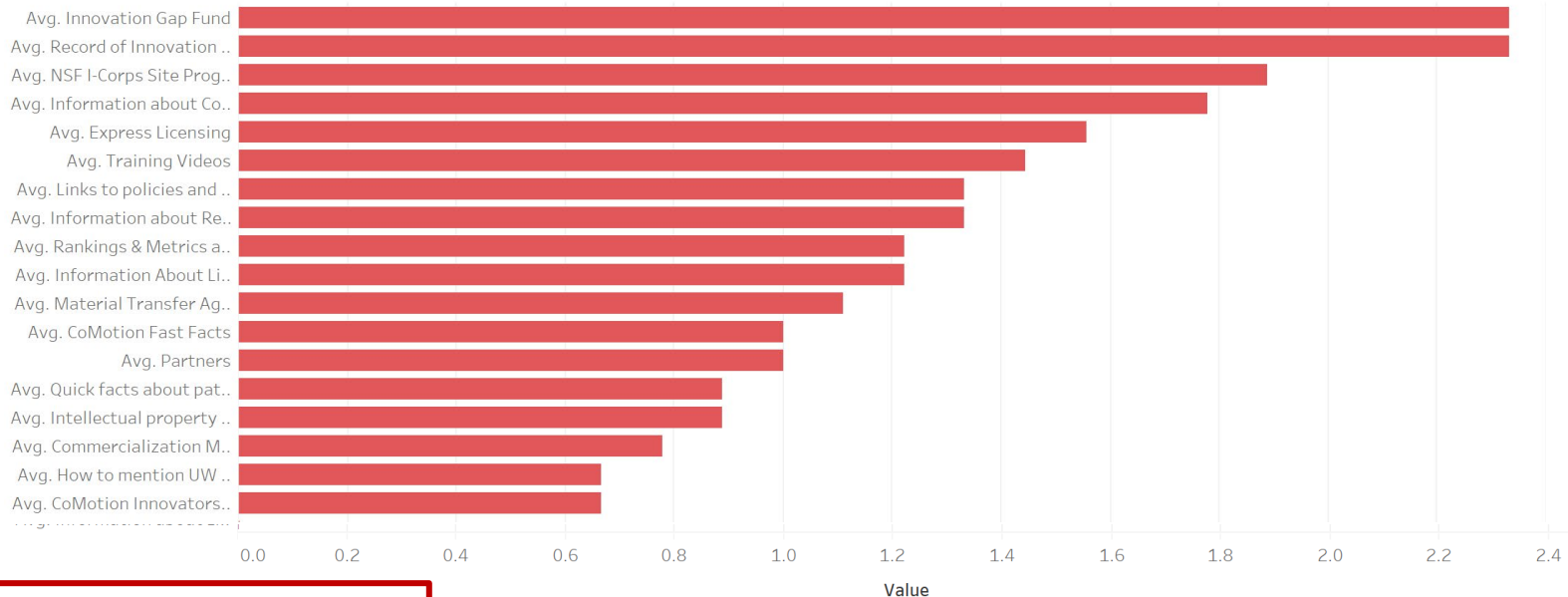
UW Researcher Resources



Avg. CoMotion Innovators Roadmap
Avg. How to mention UW CoMotion in a press release or soc..
Avg. Intellectual property definitions
Avg. Quick facts about patents
Avg. Links to policies and reports at the UW and the State o..
Avg. Express Licensing

> **Didn't ask about these**

Resource Popularity



- Avg. CoMotion Labs Member Dashboard
- Avg. Mentors
- Avg. Entrepreneurship & Innovation Competitions
- Avg. Student Opportunities & Fellowships
- Avg. Funding Resources
- Avg. Consultation & Advising
- Avg. Information about Licensing UW Innovations

> **Didn't ask about these**