

Amaterasu Za Website: Usability Test Findings

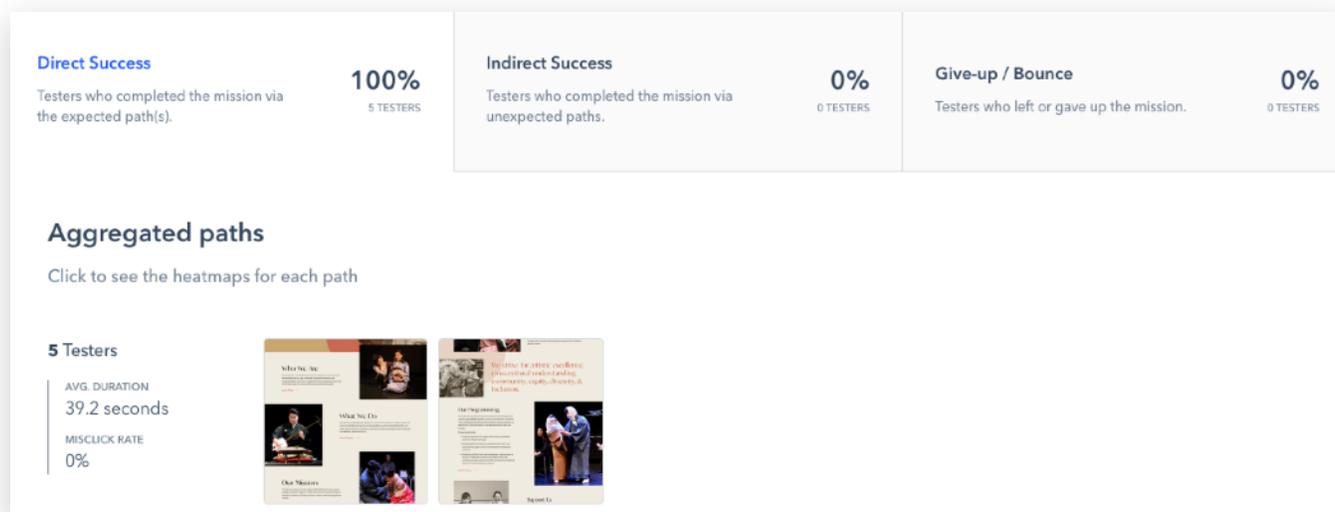
SUMMARY

I conducted usability testing on a high-fidelity desktop prototype of the redesigned Amaterasu Za website. Testing was conducted both unmoderated via Maze and moderated via video conference. Participants included all interview subjects from the user research phase plus two new volunteers. Participants were tasked with 1) learning about Amaterasu Za as an organization and their past projects, and 2) signing up for a class. The prototype yielded a 100% success rate, and received a great deal of positive feedback, especially from those who had also tested the previous website.

TEST OBJECTIVES

Based on the insights collected during the user research phase, I sought to discover via usability testing if the redesign resolved the main pain points of the original website:

1. ***Is it easy to find out what Amaterasu Za offers as an organization?*** Yes, all participants were able to find a satisfactory amount of information.
2. ***Is it easy to discern which productions have passed and which are upcoming?*** Yes, all participants thought this was clear.
3. ***Is it easy to find class descriptions and sign up for classes?*** Yes, all participants were able to sign up for classes easily.
4. ***Does the website give the user confidence to donate and a clear path to donation?*** Yes, all participants said they would feel comfortable donating.



QUALITATIVE FEEDBACK

- Participants said the site was warm and inviting, made them want to participate
- One participant specifically mentioned the site looked updated and current, which eased her concerns about whether the information would be accurate during COVID
- One participant said she would feel a little intimidated to participate because photos showed only Japanese people, and class descriptions emphasized that productions would be cast from class participants. It's unclear if those with casual interests are welcome.
- One participant was thrown by grammatical errors in the website copy



"Really love the branding direction. Looks artistic, fun, and welcoming. The visual hierarchy is great as well. I didn't read everything written but it was easily scannable. Overall, I think this is great work!"

TESTER #27479168

February 1st 2021, 8:17:24 pm



"Beautiful website with good flow. Information was easy to find. "

TESTER #27462611

February 1st 2021, 6:17:56 pm



"It looks great and everything was where I expected to find it. The typography is amazing- love the clean look. Overall very well done, the calendar scheduling was easy and I only saw the dates that were relevant- not a full month calendar, so that was nice. I was going to comment on an 'add to calendar' link but I guess it is redundant since the zoom link will come with that information. Nicely done!"

TESTER #22664159

February 1st 2021, 5:01:05 pm



"It's really elegant and lots of information is conveyed (through words & pictures) without having to search hard for it. I really get the impression that their mission is to create a space to share/promote/celebrate Japanese theatre and culture in New York. While the words are what explains this, the design/pictures is what emphasizes the Japanese focus of the company"

TESTER #27318209

February 1st 2021, 8:16:42 am



"Very easy to navigate and the pictures really help the viewer to understand what ametasuza is all about!"

TESTER #27313757

January 30th 2021, 6:28:20 pm

NEXT STEPS

- **Content changes:** While the task completion rate was very high, qualitative feedback indicates that further improvements can be made by addressing the website copy and photo selection. I will discuss the feedback with the stakeholders and work to get updated content.
- **Development:** The current website is built and hosted with Weebly. Further research and stakeholder discussion is needed to determine: 1) if Weebly is customizable enough for the desired design; 2) cost/labor involved in switching platforms.