



USABILITY & THE USER EXPERIENCE

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THE NEED

- COVID-19 had an impact on everyone and every aspect of life. As people spent more time at home and were able to identify home improvements they needed or wanted, some people were faced with the realization of how they have been inattentive to their home. According to Engineering News Record, due to the impact of the pandemic, over 975,000 jobs were lost in just one month in the construction industry. Lacking the ability to connect physically, homeowners and handymen alike were faced with equal challenges. Now that we are on the other side of the pandemic, there is still a lack of resources available to laborers to find work and homeowners in need of work, this is how the idea of Home In Stone was conceived.



THE BACKGROUND

The primary goal of Home In Stone is to bridge the gap between contractors and homeowners. Home Advisor by Angie's List is an existing website where professionals can list their services and homeowners can go there to be connected to them. In order to understand the needs of the current market for Home In Stone, for this project, research is completed to identify areas of success and improvement of Home Advisor to serve as the basic functionality for a prototype of Home In Stone.



THE GOAL

Home Advisor

Identify issues & bugs with the site

It is important to identify the changes required in order to improve the users' satisfaction.

Test the websites concept with target audience

It is important to have baseline understanding of how the general audience interacts with an existing home services site.

Develop a concept for Home In Stone

It is important to identify the industry standard concepts and fundamentals of the user centered design to be the foundation of Home in Stone.

Home In Stone

Conduct research on Home Advisor

A Heuristics Evaluation and Usability Test was done on Home Advisor's site to identify areas of improvement to implement into the prototype

Design an effective prototype

Design a functional system complete with information architecture, wireframing, design aspects and content before development

Test and refine

Conduct an in-depth analysis of the prototype to find areas of improvement to be refined for Version 2.0 before finalization

SCENARIO

STORYBOARD: HANDYMAN



Garrett J. is a handyman who was just laid off, so he decides to open his own company, Johansson Electrical Services.



Garrett visits Home In Stone's website and lists his services and certifications.



Home In Stone connects Garrett to Amy, a home owner who continued to have electrical surges after a bad thunderstorm.



Garrett fixes Amy's electrical issue, receives payment, and both parties are happy campers.

SCENARIO

STORYBOARD: HOMEOWNER



1

Lillian just purchased an investment property and wants to renovate the kitchen



2

Lillian visits Home In Stone's website in order to find a licensed and reliable contractor.



3

Home In Stone connects Lillian to a contractor in her area that provides her with a free estimate.



4

Lillian gets her kitchen remodeled and is able to flip her property in 90 days.

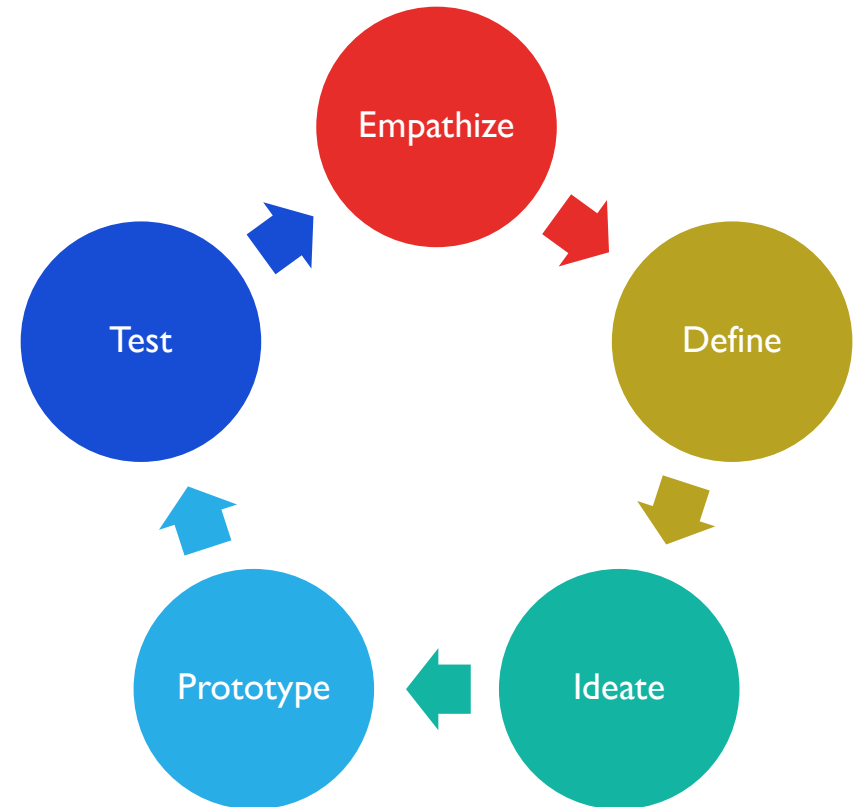
Empathize – Usability Testing incorporating observations, Interviewing, surveys provided space to learn about the audience.

Define – Patterns and trends were identified that led to definition of scope and point of view.

Ideate – Solutions of how the site could improve were created based on the data collected around the user experience. This served as the foundation of the User-Task List and Function Design of the Home in Stone Prototype.

Prototype – Home In Stone prototype was created and refined. UX Design was an important factor in order to be compared equally to an existing site.

Test – Usability Testing was conducted on Home In Stones prototype and based on findings evaluated, went through various iterations before project launch.



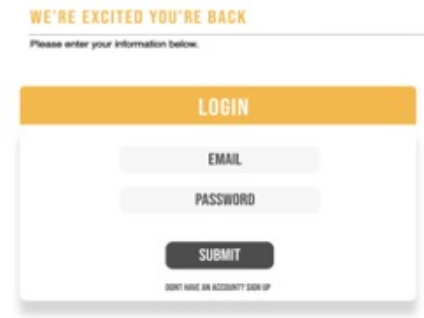
THE DESIGN

THE REVISIONS

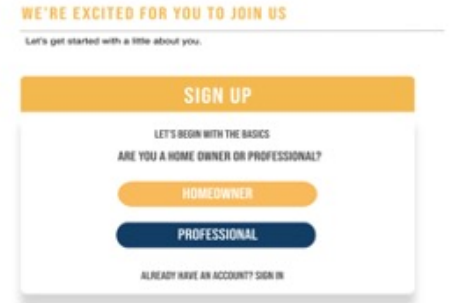
Recommendation

Revision: Created a signup and login page for each respective user (completely new functionality due to recommendations, not before and after)

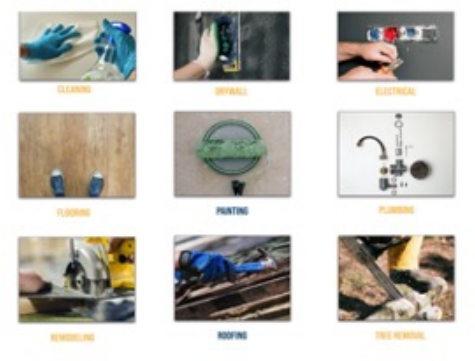
Before



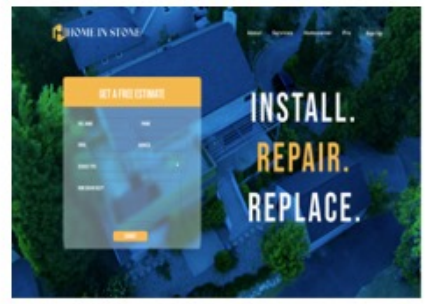
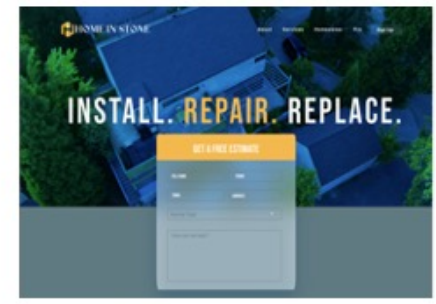
After



Revision: Updated images



Revision: Redesigned header



MORE REVISIONS

Revision: **Changed to “Licensed?”**

Second Revision: Changed to “Password” since signup and login pages were created

EMAIL REGISTERED? YES NO

LIST ALL SERVICES YOU OFFER

LIST ALL CERTIFICATIONS AND LICENSING

Tell us more about what you do...

SUBMIT

EMAIL PASSWORD

LIST ALL SERVICES YOU OFFER

LIST ALL CERTIFICATIONS AND LICENSING

Tell us more about what you do...

SUBMIT

Revision: **Removed the option to select if the service was urgent and added an “Urgent” button to services request that provides an “Urgent” response to user**

EMAIL URGENT? YES NO

SERVICE SELECTED

SUB SERVICE

What's happening? Give us all the details.

SIGN UP

EMAIL PASSWORD

SERVICE SELECTED

SUB SERVICE

What's happening? Give us all the details.

SIGN UP URGENT

ALREADY HAVE AN ACCOUNT? SIGN IN

Revision: **Created “Success” response after user signs up for newsletter**

- Function was not available -



Revision: **Added “Submit” button and success response**

GET A FREE ESTIMATE

FULL NAME PHONE

EMAIL ADDRESS

Service Type

How can we help?

GET A FREE ESTIMATE

FULL NAME PHONE

EMAIL ADDRESS

SERVICE TYPE

HOW CAN WE HELP?

SUBMIT

MEASURING SUCCESS

User Task List	Home Advisor	Home In Stone
Homeowner wants to be able to sign up	<u>Problem:</u> When users enter their information requesting a service, the option to sign up is not provided.	<u>Resolve:</u> When users request a service, they are automatically taken to sign up page where they can detail their request
Homeowner wants to be able to search for services	<p><u>Problem:</u> Users expressed being distracted once they scrolled down on the homepage with the number of services provided.</p> <p><u>Problem:</u> Users expressed not being able to find a certain task due to a multitude of irrelevant options provided under one service:</p>	<u>Resolve:</u> Homepage has important information, and all services are on one dedicated page. Users can detail their request and choose a subservice directly on the request form based on the main service chosen, no need to provide dropdown on main page listing too many services.
Homeowner wants to schedule a free estimate	Functionality supported	Functionality supported
Homeowner wants to submit an <u>Urgent</u> request	<u>Problem:</u> When signing up for a <u>service users</u> are unable to state the urgency of their request	<u>Resolve:</u> Users can submit form with "Urgent" button and receive an "Urgent" response message.

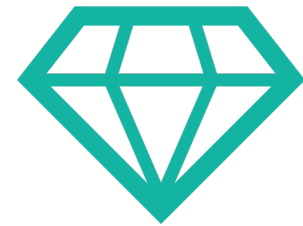
THE RESULTS



Various issues were identified in both functionality and design of Version 1.0 of Home In Stone's prototype. Proper changes were implemented regarding suggestions from the users.



A comparative analysis of Prototype Version 2.0 and Home Advisor was done with the measurement of success being the User Task List, which incorporated the areas of improvement from Home Advisor's initial Usability Testing.



Home In Stone's prototype 2.0 successfully met all requirements.

THE PROTOTYPE

Version 1.0

Password: BWCapstone2022

Version 2.0