

A modern office interior featuring glass partitions, desks, and yellow chairs. The office is bright and airy, with large windows and a clean, minimalist design. The glass partitions create a sense of openness while providing privacy for workstations. The desks are sleek and modern, and the yellow chairs add a pop of color to the neutral palette.

USER RESEARCH SUMMARY

April 2019 | Content Details Redesign

GOALS

Curriculum Redesign User Testing

- *Flush out any remaining pain points with curriculum page redesign*
- *Evaluate ease of finding and understanding prerequisite requirements*
- *Decide if banner is the right placement for primary actions and messaging*
- *Establish tabbed design as pattern based on users easily finding content*
- *Confirm solution for driving users to required surveys as the right one*
- *Determine if visual cues to required, optional, and incomplete content are strong enough*

Goal

Content Details Redesign Survey

- *Decide which prerequisite placement is best to draw users' attention*
- *Decide where to place Open Item button for content items – those which will not have content tabs*
- *Evaluate if View Schedule button in banner would get users to navigate to classroom sections*

USER RESEARCH METHODOLOGY

Curriculum User Testing

Logistics

- 7 formal user tests; 1 scripted test across all users
- 35-50 min sessions conducted on live 19.1 server
- Sample curriculum included 1 video prerequisite, 2 ordered blocks, 2 optional blocks, 1 required test, 1 required survey and 1 optional survey ; all content items were inline PDFs

Bias present

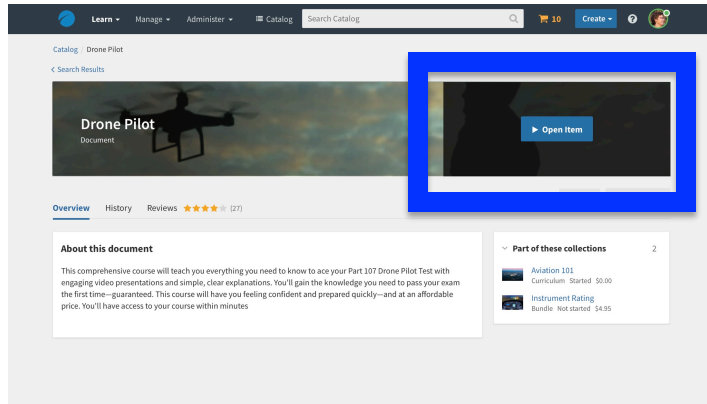
- Test users were administrators and instructors instead of pure learners
- Some users had been previously exposed to design
- Test facilitation by internal design team

Content Details Redesign Survey

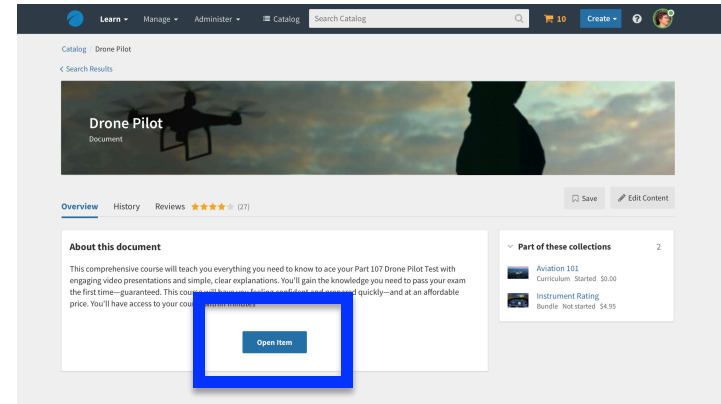
The screenshot displays the 'Commercial Pilot' course page on the Meridian Knowledge Solutions platform. The page layout includes a top navigation bar with links for Learn, Manage, Administer, and Catalog, along with a search bar and user profile. The main content area features a large banner image of a pilot in a cockpit, with the text 'Commercial Pilot Classroom Course' and a 'View Schedule' button. Below the banner, there are tabs for Overview, Schedule, and Reviews. The 'About this classroom course' section describes the course as a self-directed study designed to prepare users for FAA knowledge tests. It mentions that the course uses sophisticated Knowledge Transfer Systems and that sample questions are released on a quarterly basis. A 'Read more...' link is provided. The 'Prerequisites' section lists two completed courses: 'Introduction to Aviation I' and 'Introduction to Aviation II', both for \$4.95. The 'Credits' section shows 'Continuing Education: 5 credits', 'Aviation: 5 credits', and 'Completion Rewards: 25 points'. The 'Surveys' section shows 5 surveys, and the 'Equivalencies' section shows 3 equivalencies. The 'Part of these collections' section shows two collections: 'Aviation 101 Curriculum' and 'Instrument Rating Bundle'. At the bottom, there is a 'More like this' section with three related courses: 'Online Ground School', 'FAA Test Prep', and 'Instrument Pilot Kit'.

- 25 random users surveyed through Usabilityhub.com
- Users were asked where they would click to enroll in the classroom course

Content Details Redesign Survey



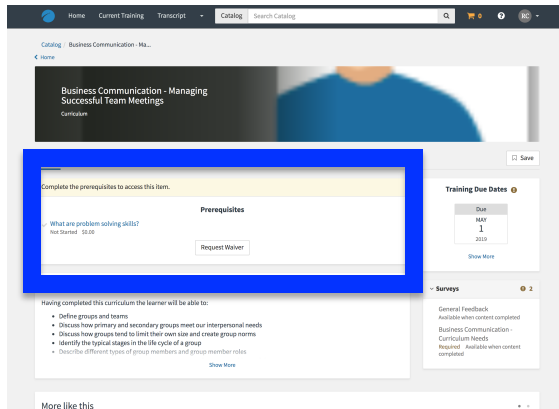
Option 1



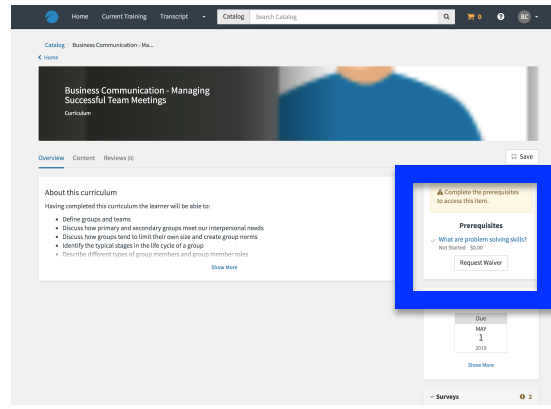
Option 2

- 25 random users surveyed through Usabilityhub.com
- Users were given 2 choices and instructed "On the following screens, clicking the Open Item button will open the Drone Pilot document. Which Open Item button placement do you prefer?"

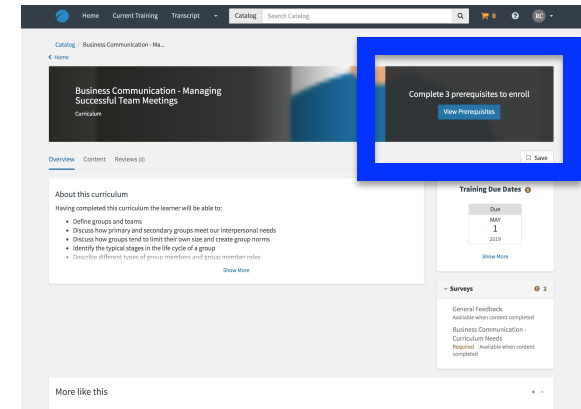
Content Details Redesign Survey



Option 1



Option 2



Option 3

- 25 random users surveyed through Usabilityhub.com
- Users were given 3 choices and instructed "On the following screens, you will see an online curriculum. There is a prerequisite course that needs to be completed in order to enroll in this curriculum. Which placement is the most obvious to you?"

A modern office interior with a teal overlay. The scene includes a white bar counter with a chrome faucet, several white bar stools, and round white tables with chairs. Large windows in the background let in natural light, and several pendant lights hang from the ceiling. The overall atmosphere is clean and professional.

USER RESEARCH RESULTS

Results

Curriculum User Testing

Task	Successes	Failures
<i>Open curriculum</i>	7	
<i>See due date</i>	7	
<i>Find and start prerequisite*</i>	2	4
<i>Find enroll button</i>	7	
<i>Step through and finish curriculum content</i>	7	
<i>Complete required survey</i>	6	1
<i>View optional survey</i>	1	6

**Prerequisite not tested for first user due to unknown bug*

Curriculum User Testing

Other Feedback and Comments

- *"...prompt the user, in banner area, to keep moving through the [ordered] block..." (original design)*
- *"The tabs need to be a little more user-friendly or have the Overview with the content on the same page..."*
- *"I am wondering how long a piece of content would take to know if I have time to start it now"*
- *"I thought I needed to download this document by clicking on the word 'Document...'"*
- *"...having to open every block when I come back is getting annoying"*
- *"I want to celebrate my victory..." – why isn't it really obvious when I complete something?*
- *"100% complete seems confusing when I still have to take the survey to get my certificate – am I done or not?"*

Curriculum User Testing

Additional Observations

- *Users never went back to Overview once they got into content*
- *Users generally took some time to find the Enroll button*
- *Once users got over the initial hurdle of finding the Enroll button, they didn't think twice about looking to that spot to keep them going*
- *When navigating around in between completing content, users did not immediately remember which blocks they had finished*
- *Some users seemed confused about progress bar – was it the progress for the content item or the curriculum?*
- *User were drawn more to Request Waiver button than prerequisite links*
- *Users were very drawn to Show More link for description*

Results

Curriculum User Testing

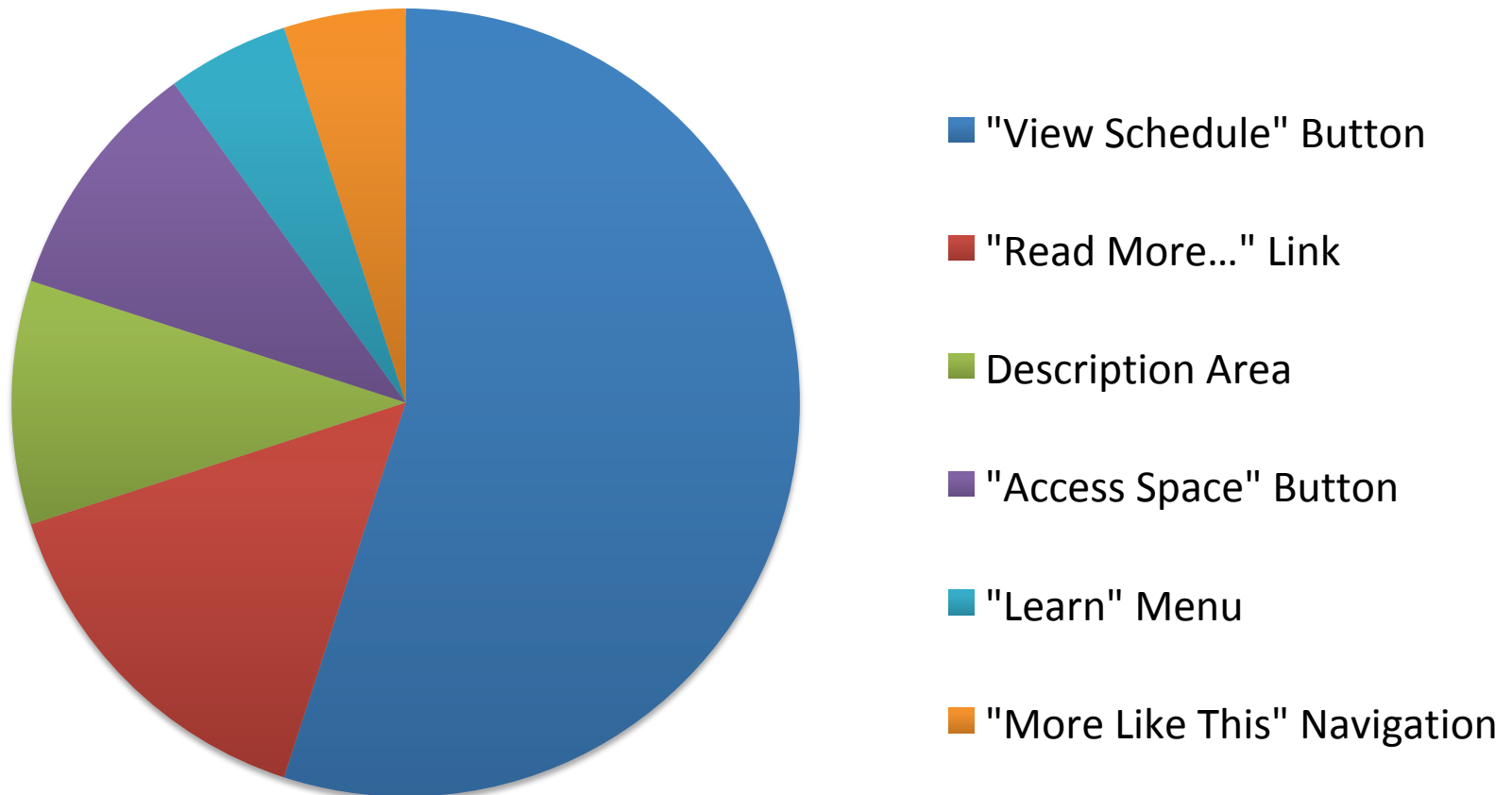
Net Promoter
Score
7



Results

Content Details Redesign Survey

"View Schedule" button in banner received majority of clicks for enrolling in classroom course



Results

Content Details Redesign Survey

Statistically even split between “Open Item” button placement for document

	Document A	24.0s	48%	👤 12
	Document B	36.4s	52%	👤 13

Results

Content Details Redesign Survey

Prerequisite positioning above Description received majority vote

	Prerequisite Positioning A	37.4s	44%	11
	Prerequisite Positioning B	28.1s	20%	5
	Prerequisite Positioning C	29.9s	36%	9

IMPACT

Curriculum User Testing - Fixes

- ✓ *Improve call-to-action for prerequisites*
 - *Move prerequisite block to left column, above description block*
 - *Include message about prerequisites in banner*
 - *De-emphasize Request Waiver button to link*
- ✓ *Bring user's focus to Enroll button better*
 - *Add help text under Enroll button within banner*
- ✓ *Make a completed block stand out*
 - *Change UI treatment of incomplete blocks*
 - *Change instruction text on block once complete*
- ✓ *Bring more attention to optional surveys*
 - *Land user on Overview tab once they have completed the curriculum*
- ✓ *Other cleanup items*
 - *Remove hyperlink from content type for content items within curriculum blocks*
 - *Add content duration where we can*
- ✓ *Rethink 100% complete when required surveys are not completed*

Content Details Redesign Survey - Decisions

- ✓ *View Schedule button for classroom course in banner*
 - *Also makes sense from standardizing primary action location*
- ✓ *Open Item button for document/online course in banner*
 - *Also makes sense from standardizing primary action location*
- ✓ *Prerequisite block above Description*
 - *New positioning can be used for all other content items*

A modern office interior with large glass windows and doors, featuring several pendant lights hanging from the ceiling. The space includes a white bar counter with stools and round tables with chairs in the foreground.

THANK YOU