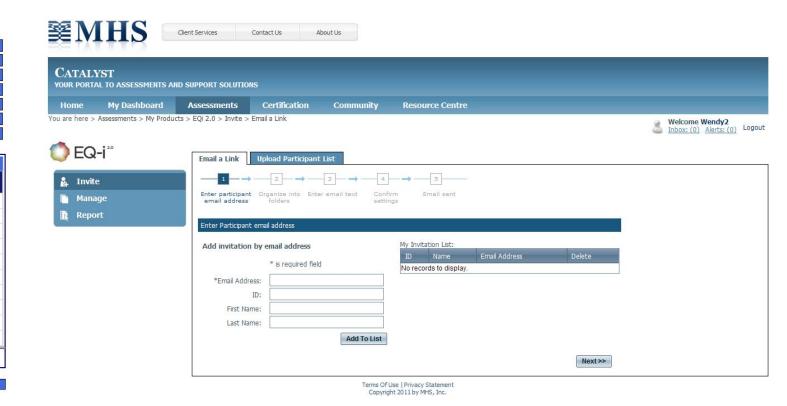
User Interface Design

Before After

Scoring Organizer To set up access codes, click an Assessment Group. Page: 1 2 3 4 Unscored Assessment Creation Date Contact Name Respondent List Total Assess 3955-003-001 1 Internal Testing 6/18/2003 3:41 PM Karen Lyncook View List 1826 284 3955-003-MFU 2. M-PULSE Follow-up Testing 8/2/2007 1:10 PM Karen Lyncook View List 3955-003-567 3. EQ-i HEd Testing 6/28/2008 9:20 AM Wendy Gordon View List 3955-003-11 55555 5/22/2007 9:59 AM peter p View List 3955-003-DC2 Bad Vanguad records 4/12/2007 11:43 AM Karen Lyncook View List 411 3955-003-666 Brian's Group 2/14/2006 10:28 AM Brian Brown View List 3/20/2007 11:11 AM B-SCAN Testing 32 3955-003-BSC Sam Karami View List 3955-003-tst Caption Test 2 3/5/2009 2:45 PM Kasi Wilson View List 3/5/2009 1:54 PM Kasi Wilson 3955-003-tes Caption Testing View List 7/23/2007 4:08 PM 3955-003-CDI CDI test View List

Account > Groups

In this web application, users did not intuitively understand where to click to perform tasks like setting up a test form and generating reports. Feedback from users indicated that the web interface caused frustration, extra work, and was impeding product sales.



In the revision, an analysis of user workflows led to an interface that emphasized three main tasks: Invite, Manage, Report, and broke each task into numbered steps. Users during beta testing reported greater confidence, and often used the words "self-explanatory" and "simple" to use.