

Group7 WatchDawgs

Ron Piell • Alan Qiu • Sam Zhao • Gary Zhou

Client



CrimeReports®

Goals

- Prevent & Reduce Crime
- Increase Community Engagement
- Supply Actionable Intelligence
- Create True Empowerment

Features

- Search Crimes by Location & Crime Types
- Sign Up for Alerts



Target Audience

College Students

- Want to Be Aware of What's Happening on & Around Campus
- Want to Be Informed of Danger
- Want to Have a Better Way of Reporting Incidents



Usability Problem

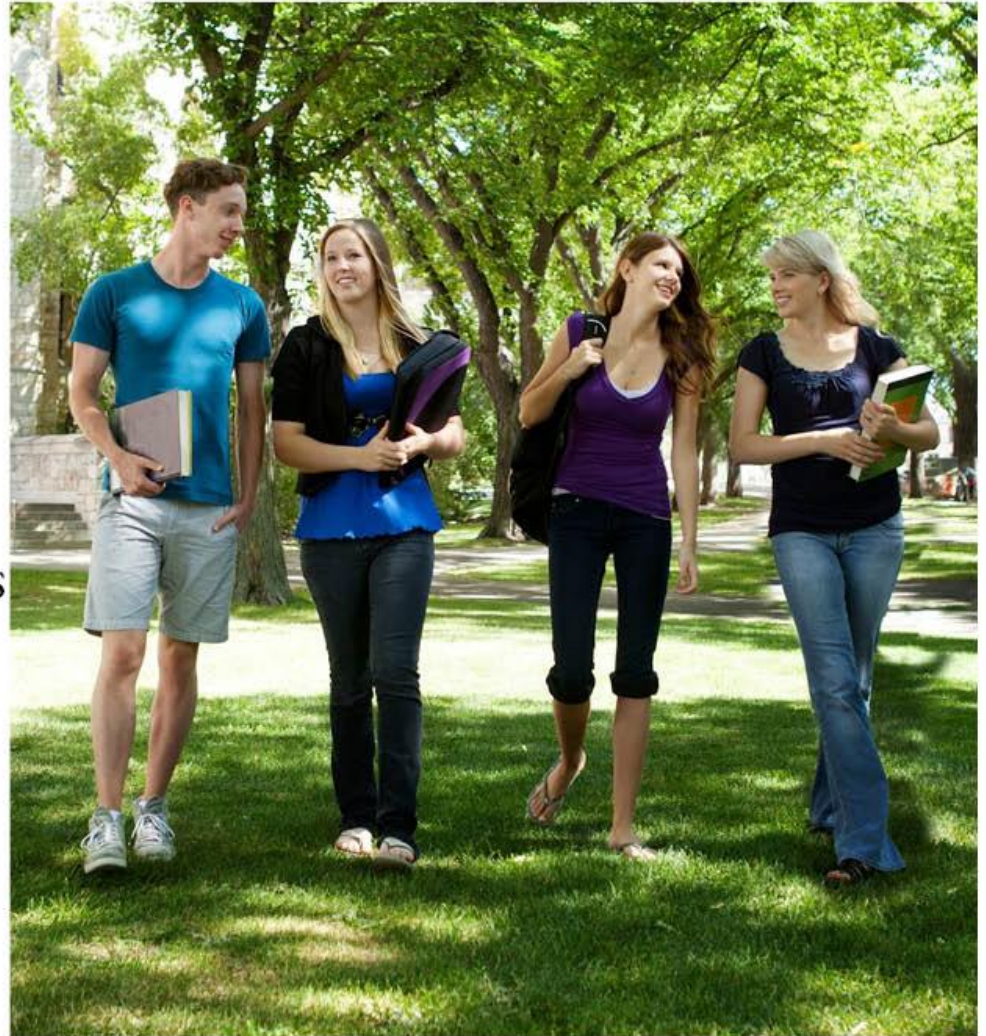
- What are common problems that users encounter with the website?
- What areas of the website do users focus on more than others? Why?
- Is the user nervous or apprehensive about filling out any required or requested information?

Methods & Procedures

- Participants
- Testing Environment
- Methods Used
- Data Collected

Participants

- Four Students from UW
- Currently Enrolled in the Autumn 2014 Quarter
- Not Enrolled in HCDE, CSE, or INFO Programs
- Haven't Participated in a Focus Group or Usability Study in the Past 6 Months
- Hadn't Visited a Crime Reporting Site in the Past 6 Months



Testing Environment

- Quiet Classroom in SIEG Hall
- Friday Evening
- MacBook Pro & Mouse
- Moderator
- Note Taker - Objects Clicked
- Note Taker - Points of Interest
- Technician
- Tested Using Actual Website



Methods Used

- Small, Formative, Lab-Based Usability Test
 - Defined User Profile
 - Created Task-Based Scenarios
 - Encouraged Think-Aloud Process
 - Participant Cognitive Walk-Through
- Qualitative
 - Think Aloud Data
 - Facial Expressions
- Quantitative
 - Task Success Rate
 - Pre/Post Task, SUS Questions

Data Collected

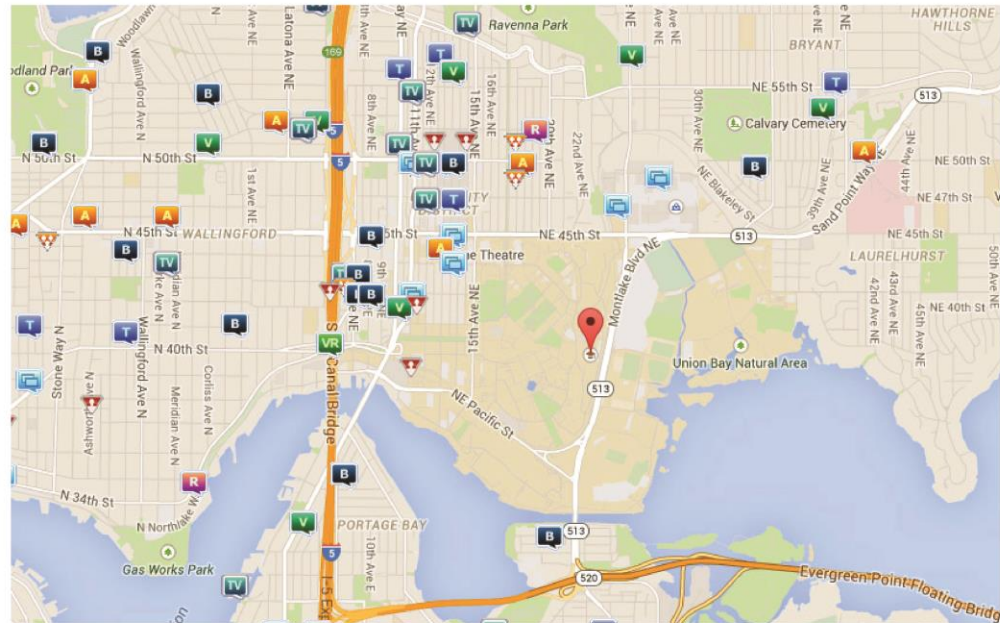
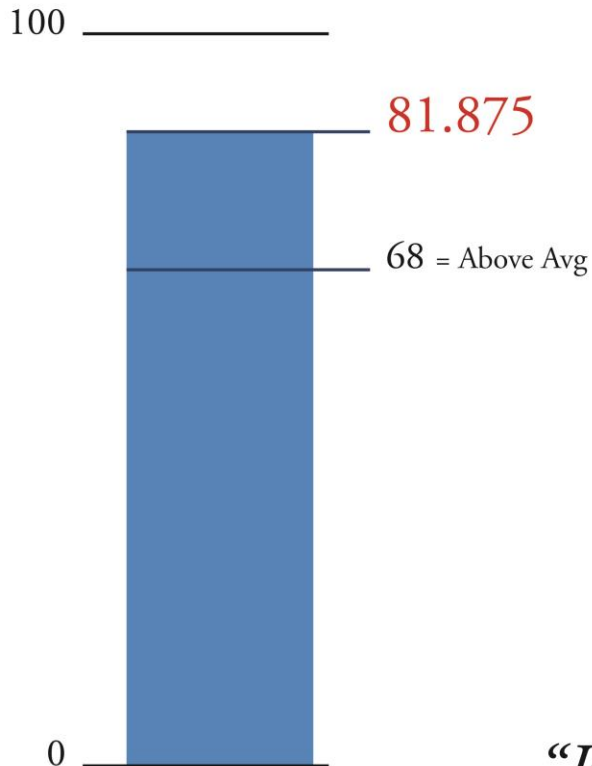
- Notes & Screen Recordings
 - Success/Error Rates (completed task with or without help)
 - Time on Task
 - Points of Interest
- Screening/Pre-Test Questions
- Subjective Satisfaction
- Post Task Questions
- Post Test: System Usability Scale (SUS) Scores

Findings & Recommendations

- 3 Major Findings
- What Worked
- What Didn't Work
- Our Recommendations

High SUS Score

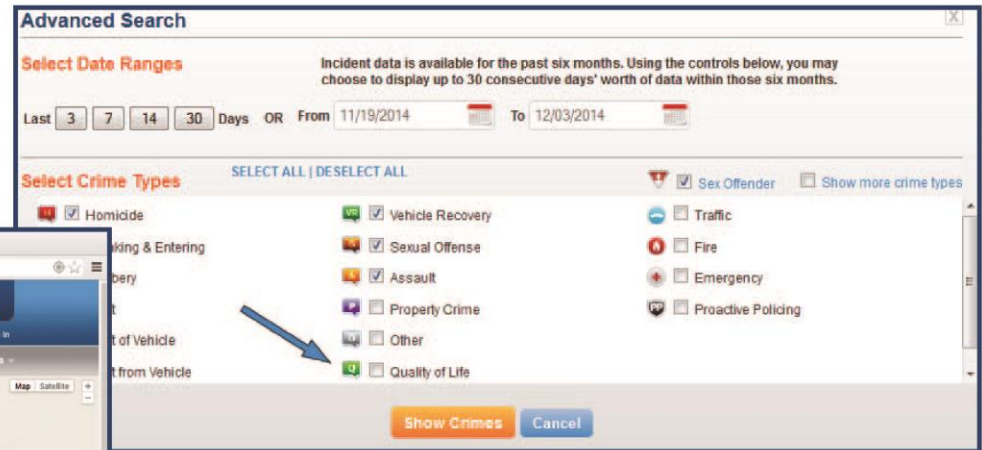
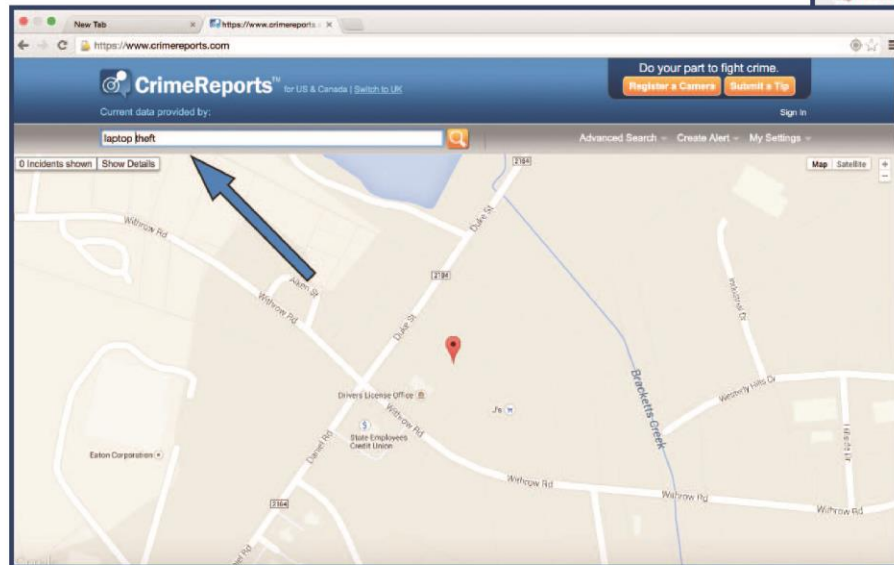
“Results were laid out using basic map functions I’m most accustomed to”



“It was very clear where the crimes I was in took place.”

Comprehension

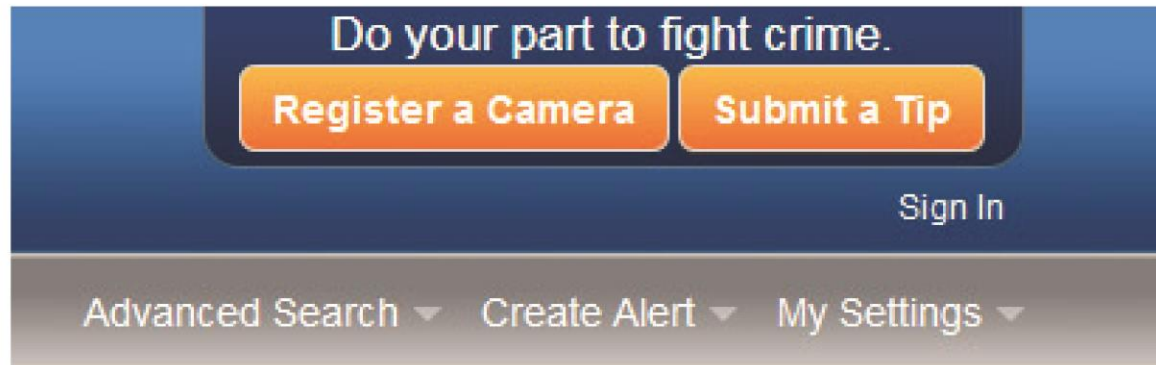
“I don’t understand why quality of life is on there, that’s not a crime”



“Advanced search function was unclear. I did not know there were non-crime related reports on map until seeing the legend.”

Ambiguity

- Ambiguous wording on “Create Alert” & “Submit a Tip”



- When asking participants to sign up with crimereports to receive crime notifications: *“I’m not sure that create alert is the right thing to do”*
- Participants felt “Submit a Tip” ≠ Report a Crime

Recommendations

“What do the different icons mean?”

- Include More Detail & Add Legends to Home Screen
- Reduce Ambiguity by Changing “Submit a Tip” to “Report a Crime”



“Odd that there’s no results on campus”

Future Changes

- If We Were to Run the Study Again:

Increase user demographic & sample size

Closing

- Common problems users encountered with the website
 - Ambiguity, Basic Design Issues
- Areas of the website users focused on more than others
 - Legend, Clarity of Options
- Apprehension to filling out requested information
 - Issues of Clarity & Feedback

Questions



Thank you: Robert Racadio, Katie Derthick, & Our Participants