

DRAWING THE LINE

USER TESTING FINDINGS

INTRO

Drawing the line is a developing website with the purpose of providing activists for American public education a tool to visualize and amplify their work. This user testing period was done to provide insights into the most recent iteration of its design.

METHOD

This testing period involved a basic post-use survey as well as a live talk-aloud test. Participants were invited via various teachers' groups on Facebook. Some participants viewed the site on their own time and completed a post-use survey. Others took a pre-use survey to provide demographic information and then talked aloud through their use of the site during a live video chat with screen sharing. These users answered the survey questions out loud after exploring the site.

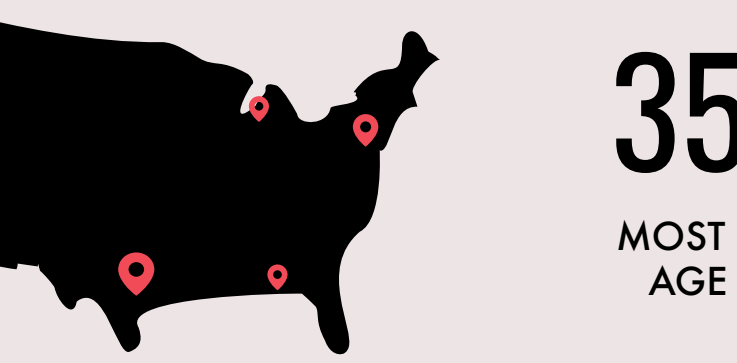
USERS



"I teach math, so for me for a website to be legitimate, I want to see data."



"I'm an activist for teachers, and I could use a tool."



LOCATION OF USERS

35-44

MOST COMMON AGE BRACKET



MOST COMMON DEVICE: IPHONE



MOST COMMON USER: TEACHER



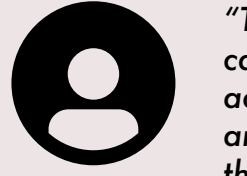
LEVEL OF INVOLVEMENT IN ACTIVISM

7

SURVEY

4

TALK-ALoud TESTING



"This would be helping my career as far as offering to advocate on educators' behalf and the community around them"



"I see that the purpose is about ending educational practices that cause harm, but I felt like I had to dig a bit to get to clear, specific demands. I think the purpose of the site could be more explicitly defined."

FEEDBACK

DESIGN

CONTENT



VISUAL ATTRACTIVENESS



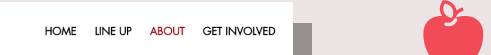
EASE OF NAVIGATION



PERCEPTION OF LEGITIMACY



UNDERSTANDING OF SITE'S PURPOSE



LEVEL OF VALUE FOR USER'S WORK



LIKELIHOOD OF SHARING SITE

ENGAGEMENT

DESIGN

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JOINED THE LINE

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