

Final IN.gov Usability Test Analysis: Current Site vs. Design 2

Executive Summary

This analysis compares the final usability test results between the current IN.gov website and Design 2 (the hybrid prototype). Nine participants completed identical tasks on both designs and provided comparative feedback.

Key Findings:

- Design 2 delivers **significant efficiency improvements** with 30-55% faster task completion times
- Visual appeal ratings are comparable between both designs
- Design 2 is rated as more intuitive by twice as many participants
- User preferences are evenly split with 1/3 preferring each design and 1/3 having no preference

Based on these results, Design 2 successfully achieves its goals by maintaining visual appeal while delivering substantial usability improvements.

User Preferences

Preference Category	Current IN.gov	Design 2	No Preference
Visual Appeal	4 (44%)	5 (56%)	-
Ease of Use	3 (33%)	6 (67%)	-
Overall Preference	3 (33%)	3 (33%)	3 (33%)

Design 2 was considered more visually appealing by a slight majority (56%) and substantially more intuitive/easier to use (67%). Overall preference was evenly split, with a third of participants having no strong preference between the designs.

Subjective Ratings (Scale 1-5)

Rating Category	Current IN.gov	Design 2	Difference
Visual Attractiveness	4.33	4.00	-0.33 (-8%)
Clean/Simple Design	4.44	4.22	-0.22 (-5%)
Ease of Finding Items	4.44	4.67	+0.23 (+5%)

Both designs received strong ratings across all categories (4.0+). The current site scored slightly higher on visual attractiveness (-8%) and clean presentation (-5%), while Design 2 rated higher on ease of finding information (+5%).

Task Performance

Average Task Completion Times (seconds)

Task	Current IN.gov	Design 2	Improvement
Finding Medicaid info	82.4	38.1	53.8%
Finding BMV branches	41.0	28.9	29.5%
News item interaction	59.6	26.8	55.0%
Moving to IN scenario	80.8	38.6	52.3%
Overall Average	66.0	33.1	47.7%

Design 2 demonstrated dramatic efficiency improvements across all tasks, with users completing tasks an average of 48% faster.

Average Clicks Required

Task	Current IN.gov	Design 2	Improvement
Finding Medicaid info	7.1	6.8	4.2%
Finding BMV branches	5.2	4.9	5.8%
News item interaction	7.2	6.5	9.7%
Moving to IN scenario	7.1	5.4	23.9%
Overall Average	6.7	5.9	11.9%

Design 2 required fewer clicks across all tasks, with the most substantial improvement in the scenario-based task.

Success Criteria Evaluation

Success Criteria	Goal	Result	Status
Visual Appeal	Within 10% of current site	8% lower	✔ Met
Task Completion Time	At least 15% improvement	48% improvement	✔ Exceeded
User Preference	At least 60% prefer hybrid	33% prefer, 33% no preference	✘ Not Met
Ease of Finding	Equal or better ratings	5% improvement	✔ Met

Design 2 met or exceeded 3 of 4 success criteria, falling short only on the overall preference metric.

Qualitative Feedback Analysis

What Users Liked About Design 2

- Organization of information in logical categories
- Clear visual hierarchy with important elements prominently displayed
- Improved search functionality and filtering
- More intuitive navigation structure
- Simplified services categorization

What Users Disliked About Design 2

- Some found the design "too modern" or "less official looking"
- Color scheme preferences varied significantly
- Some preferred the familiarity of the current site

Recommendations

1. **Proceed with Design 2 Implementation** with minor adjustments:
 - The substantial task efficiency improvements (30-55%) justify moving forward
 - Visual appeal rankings remain strong, meeting the threshold for acceptability
2. **Address Key Concerns:**
 - Review color contrast ratios to ensure accessibility compliance
3. **Future Testing:**
 - Plan for post-launch evaluation focusing on specific user segments
 - Consider A/B testing for particularly contested design elements

- Monitor analytics to validate the performance improvements in real-world usage

Conclusion

The final usability test confirms that Design 2 achieves its primary objectives - maintaining the visual appeal of the current site while substantially improving usability and task efficiency. The 48% overall improvement in task completion time represents a significant enhancement to the user experience.

The even split in overall preference (with a third having no preference) suggests that users appreciate elements of both designs. This balanced response, combined with the significant performance improvements, indicates that Design 2 is a successful hybrid approach that should be implemented with the recommended refinements.