A Usability Study on the Paeloko Website

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UNIVERSITY OF HAWAI‘I AT MĀNOA
LEARNING DESIGN AND TECHNOLOGY
SPRING 2017
OVERVIEW

• BACKGROUND
OVERVIEW

• BACKGROUND

• DESIGN
OVERVIEW

- BACKGROUND
- DESIGN
- USABILITY STUDY
OVERVIEW

• BACKGROUND
• DESIGN
• USABILITY STUDY
• NEXT STEPS
AUDIENCE POLL

Are you an educator?

- ✔ Yes
- ✗ No
BACKGROUND
BACKGROUND
BACKGROUND

◆ HISTORICAL
◆ EXCLUSIVE
◆ SELF-SUSTAINED
PROJECT OVERVIEW

◆ Locus of Control
◆ Access
◆ Need
AUDIENCE POLL

Have you been to Paeloko, Maui?

A. Yes
B. No
PROJECT DESIGN
PROJECT DESIGN - Original

Paeloko

Feeding the community, both physically and spiritually

Mission:
Paeloko, a Native Hawaiian organization providing hands-on learning opportunities through indigenous ancestral arts, culture, and language to the children and community of Maui Nui.

Vision:
Ma kiai hana la
Uke, o malama kau piko.
(Living your passion by doing the work).

About
[inset ED Biography and Photo]

LACKS
PROJECT DESIGN - Original

LACKS PHOTOS
PROJECT DESIGN - Original

LACKS

PHOTOS

VIDEOS
PROJECT DESIGN - Original

LACKS
PHOTOS
VIDEOS
TEXT
PROJECT DESIGN - Original

LACKS

PHOTOS
VIDEOS
TEXT
LINKS
PROJECT DESIGN - Original

LACKS
PHOTOS
VIDEOS
TEXT
LINKS
INCOMPLETE SECTIONS
PROJECT DESIGN - Goals

- PHOTOS
- VIDEOS
- EVENTS
PROJECT DESIGN
PROJECT DESIGN

◆ **FREE & EASY**
PROJECT DESIGN

◆ FREE & EASY
◆ REQUESTED
PROJECT DESIGN

◆ FREE & EASY

◆ REQUESTED

◆ APPLICATIONS
  ◆ DRIVE
  ◆ FORMS
  ◆ SHEETS
  ◆ DOCS
  ◆ CALENDER
  ◆ HANGOUTS VIA YOUTUBE
  ◆ SLIDES
PROJECT DESIGN

Improvements for Original Homepage

Welcome to Paeloko! Maui’s only 32-acre Hawaiian Cultural Learning Center.

Located in heart of Waihe’e, Maui, Paeloko is home to the fiber of coconut husks used to build the cordage to lasso the Sun from the Legend of Maui Snaring the Sun.

In the legend, the Demi-god Maui is the son of Hina who is a master kapa (traditional cloth) maker, uses the resources of the (knowledge), ke kumu (native plants), and ka laia (native arts).

Maui cut down the coconut trees from Paeloko, and gathered the fiber of coconut husks in great quantity and he manufactured the resources into strong cord to lasso the sun and slow down its movement... so his Mom, Hina would have more daylight to dry her kapa.

Paeloko preserves Native Hawaiian culture and traditions by providing hands-on learning opportunities through indigenous ancestral arts, culture, and language to the children and community of Maui Nui.

Stay informed! Connect with us and be the first to know of our Native Hawaiian workshops and málama ʻāina.
PROJECT DESIGN

Improvements for Original Homepage

Item A:
- Programs Tab
- Sub- Pages

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PROJECT DESIGN

Improvements for Original Homepage

Item A:
- Programs Tab
- Sub- Pages

Item B:
- Add Photos
- Add Videos
PROJECT DESIGN

Improvements for Original Homepage

Item A:
- Programs Tab
- Sub- Pages

Item B:
- Add Photos
- Add Videos

Item C:
- Organization
- F to One column
USABILITY
WHAT IS A USABILITY STUDY?

A usability study is a way to better a website for users with the “intention of making it easier for people to use”

LOST-OUR-LEASE USABILITY “LAB”

Test subject (A) sits in front of computer monitor (B), while facilitator (C) tells him what to do and asks questions. Camcorder (D) powered by squirrel (E) is pointed at the monitor to record what the subject sees.

Meanwhile, cable (F) carries signal from camcorder to TV (G) in a nearby room where interested team members (H) can observe.

So what would you do next?

I think I’d click here...

Well, I’ll be darned!

I think I’d click here...
The purpose for this usability study was to improve the ease-of-use, user satisfaction and efficiency in aiding educators on the Paeloko website.
USABILITY – Pre-Survey
USABILITY – Pre-Survey

DEMOGRAPHICS
USABILITY

DEMOGRAPHICS

- 8 Participants
  - 7 Female
  - 1 Male
USABILITY

DEMOGRAPHICS

- **8 Participants**
  - 7 Female
  - 1 Male

- **Education Background**
  - (6) UH Maui
  - (2) Kamehameha Schools
USABILITY

DEMOGRAPHICS

- 8 Participants
  - 7 Female
  - 1 Male

- Education Background
  - (6) UH Maui
  - (2) Kamehameha Schools

- Experience & Background
  - Technology
  - Education
  - Native Hawaiian Culture
  - Culture
USABILITY – Design

Prototype 1

About Paeloko
Located in heart of Waihe'e, Maui, Paeloko is home to the fiber of coconut husks used to build the coriade to lasso the Sun from the Legend of Maui Snaring the Sun.

Photo Courtesy: Leilehua Mata
USABILITY – Design

Prototype 1

- Education tab

About Paeloko
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USABILITY – Design

Prototype 1

X Education tab
X Confusion

About Paeloko

Located in the heart of Waie'e, Maui, Paeloko is home to the fiber of coconut husks used to build the coracle to lasso the Sun from the Legend of Maui Snaring the Sun.
USABILITY - Design

FINAL PROTOTYPE
USABILITY - Design

▸ FINAL PROTOTYPE
  ▸ Programs
    ▸ Ease-of-Use
    ▸ Logical
USABILITY – Design

Prototype 1
- Clickable
- Overlapping
- Confusion
USABILITY – Design

Prototype 1
• Clickable
• Overlapping
• Confusion

Prototype 2
• Logo
• Memorable
• Less Confusion
# USABILITY – Pre-Survey

<table>
<thead>
<tr>
<th>Participants preferences on Website Content</th>
<th>Selected by participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Events</td>
<td>8</td>
</tr>
<tr>
<td>Photos</td>
<td>7</td>
</tr>
<tr>
<td>Video</td>
<td>6</td>
</tr>
</tbody>
</table>
### USABILITY - Results

#### PASS & FAIL

<table>
<thead>
<tr>
<th></th>
<th>Task 2</th>
<th>Task 3</th>
<th>Task 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Round 2 - 1</strong></td>
<td>Pass</td>
<td>Pass</td>
<td>Fail</td>
</tr>
<tr>
<td>2</td>
<td>Pass</td>
<td>Pass</td>
<td>Fail</td>
</tr>
<tr>
<td>3</td>
<td>Pass</td>
<td>Pass</td>
<td>Fail</td>
</tr>
<tr>
<td>4</td>
<td>Pass</td>
<td>Fail</td>
<td>Fail</td>
</tr>
<tr>
<td><strong>Round 1 - 1</strong></td>
<td>Pass</td>
<td>Pass</td>
<td>Fail</td>
</tr>
<tr>
<td>2</td>
<td>Pass</td>
<td>Pass</td>
<td>Fail</td>
</tr>
<tr>
<td>3</td>
<td>Pass</td>
<td>Fail</td>
<td>Fail</td>
</tr>
<tr>
<td>4</td>
<td>Pass</td>
<td>Pass</td>
<td>Fail</td>
</tr>
</tbody>
</table>

**Completion:** 100% 75% 0%

---

**Task 4:** You work for the University of Hawai‘i Maui College. As a Scholarship Program coordinator, will need to implement a volunteer community service workshop based on Native Hawaiian values. Where do you find volunteer opportunities?
## USABILITY – Post Survey

<table>
<thead>
<tr>
<th>Question</th>
<th>Round 1</th>
<th>Round 2</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website is visually appealing.</td>
<td>4.0</td>
<td>4.5</td>
<td>0.50</td>
</tr>
<tr>
<td>The pages were in logical order.</td>
<td>4.25</td>
<td>4.75</td>
<td>0.50</td>
</tr>
</tbody>
</table>

1 – Strong Disagree to 5 Strongly Agree
NEXT STEPS
NEXT STEPS

Enhance Photo & Video
NEXT STEPS

Enhance Photo & Video

Translate to ‘Ōlelo Hawai‘i
NEXT STEPS

Enhance Photo & Video

Translate to ‘Ōlelo Hawaiʻi

Closed – Captioned Videos
REFLECTIONS

★ Start On-time
REFLECTIONS

★ Start On-time

★ Plan Ahead
REFLECTIONS

★ Start On-time

★ Plan Ahead

★ Web Site Development
THANK YOU

★ Dr. Lin, Dr. Ho, Dr. Fulford
★ LTEC Instructors
★ Critical Friends
★ Angela
★ Pamela
★ Kristel
★ LTEC Friends
★ Nozomi & Chuck
★ Family & Friends
ANY QUESTIONS?

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