HCDE Human Centered Design & Engineering

Microsoft Playtest Enrollment Evaluation

Project Overview

Our task for this project was to evaluate and assess the usability and functionality of the Microsoft Playtest site. The purpose of the site is to invite participants to sign-up for Playtest studies.

The Study

30 min LUTE lab sessions

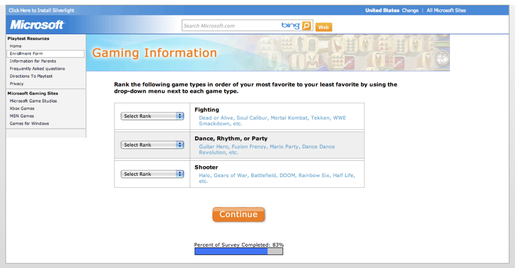
- Initial impression of the site (Tobii eye tracker)
- Enrollment process
- Survey and discussion

The Results

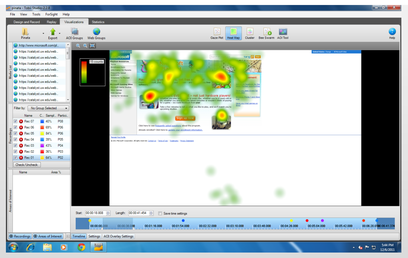
- Average time to complete enrollment ~ 5 minutes
- Several said they would recommend to a friend "if I had a better idea about what I signed up for"
- 8 would tell a friend by word of mouth

Current Design

"The website looks like it was from the 1990. It seems too old for a survey in 2011" – participant 4



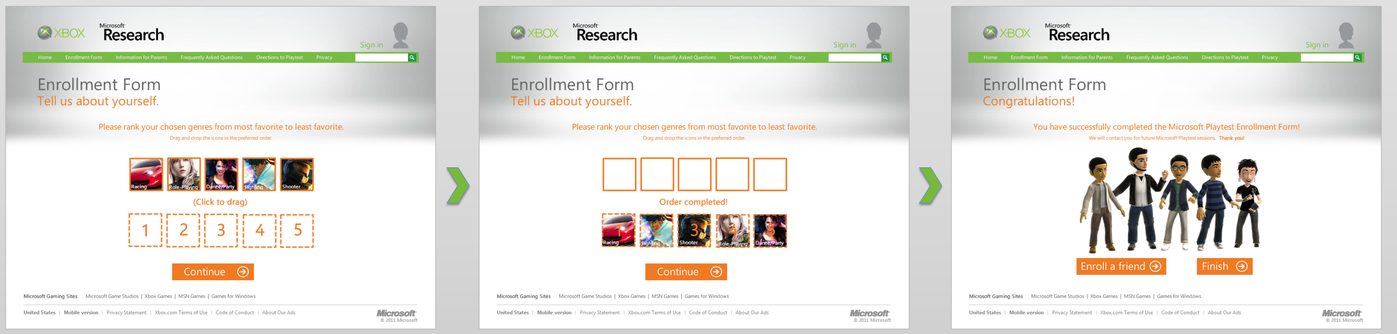
6 out of 9 participants indicated that the ranking procedure was their least favorite part of the enrollment process.



Using the Tobii Eye Tracker, we analyzed the fixations of the users of the site and determined areas of interest, which drove our designs.

Eye Tracker Data

Proposed Redesign



The goals of our redesign were to make the site more intuitive and have an aesthetic that matched the company's branding. But most importantly, our main objective was to encourage participant sign-up.

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