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.

30 min LUTE lab sessions
- Initial impression of the site (Tobii eye tracker)
- Enrollment process
- Survey and discussion

The Study
- 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

The Results

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.

Supporting Microsoft User Research, Autumn 2011
Leo Ham, Jon McClay, Brian Espinosa, Julius Magsino, Johonna Nutter