

Bloom Learning Management System Usability Research

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Who we did research with

6 participants from UzerZoom panel

by

Online unmoderated research with a script that tasked them with accessing the **Prepare to Export** course.

Hypotheses

To try and add structure to general usability testing, we applied 3 Hypotheses to the research

Hypothesis 1

The Bloom LMS will be easy to use

Hypothesis 2

The course will be viewed as worthwhile

Hypothesis 3

The components of the course will be viewed as worthwhile

Hypothesis 1: Partially Supported

Hypothesis: **The Bloom LMS will be easy to use**

Findings:

- The overall package is easy enough to use
- Certain UI elements confused users. Large Blue Arrows were viewed as obvious calls to action.
- The inclusion of a News section also added to the complexity of using the system.

Recommendations:

- Remove News
- Remove layers of hierarchy within courses (Flatten to One or Two layers)

Hypothesis 2: Supported

Hypothesis: **The course will be viewed as worthwhile**

Findings:

- Everyone understood the intention of the course
- Everyone understood the need for the course

Recommendations :

- Continue, but review the findings of the other two Hypotheses

Hypothesis 3: **Not supported**

Hypothesis: **The components of the course will be viewed as worthwhile**

Findings:

- The initial “Welcome to Prepare to Export” video was fast, musical and confusing to everyone. It removed “Choice” from users about pacing and learning style.
- The levels of Hierarchy in the course menu confused users
- The lack of a clear Call To Action of the course was also noted by all.

Recommendations:

- Don't use videos unless custom made for LMS usage.
- Follow Knowledge Management rather than Marketing content norms.
- Have clear Paths and Objectives within the courses

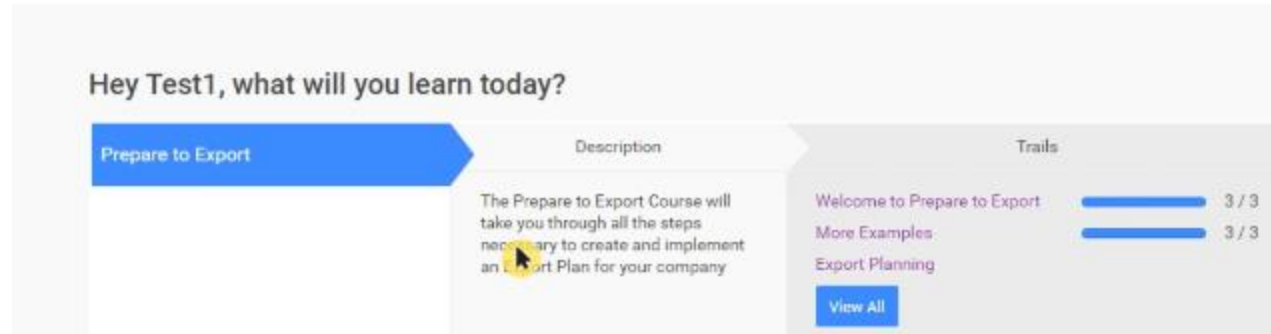
UI Elements

Confusing

The Blue Arrow looks like a button to users

The Blue Button looks like the next thing to click.

Clicking the text at the far right was not initially obvious to most

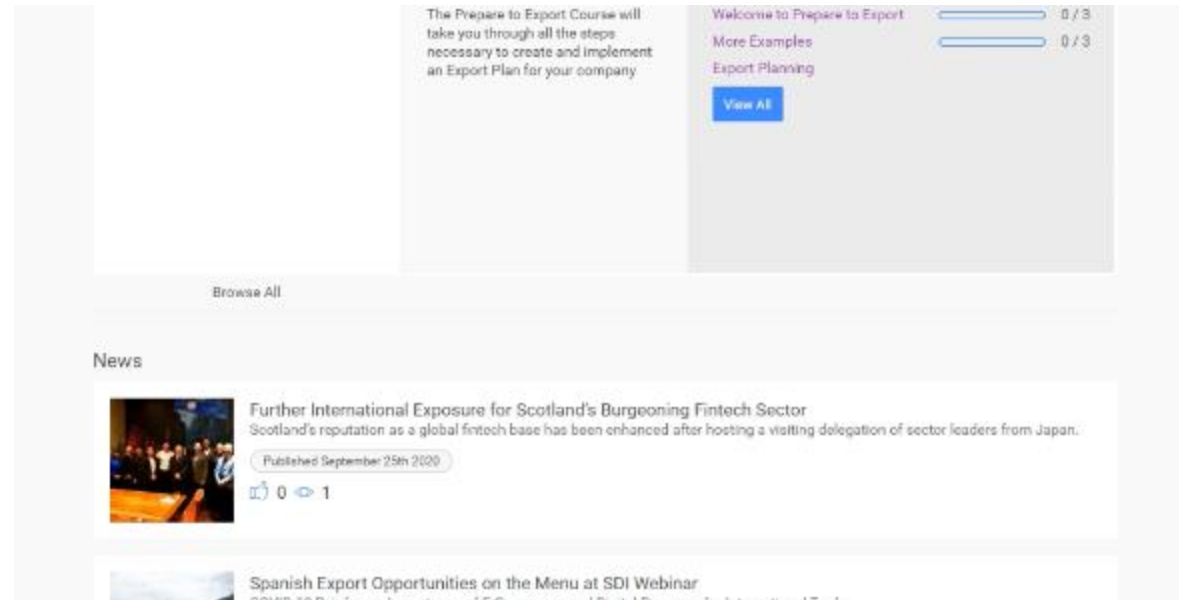


News

Confusing

“Why is there News on the site. I thought I was here to do a course”

With an already confusing UI, the News section just added Noise and Confusing.



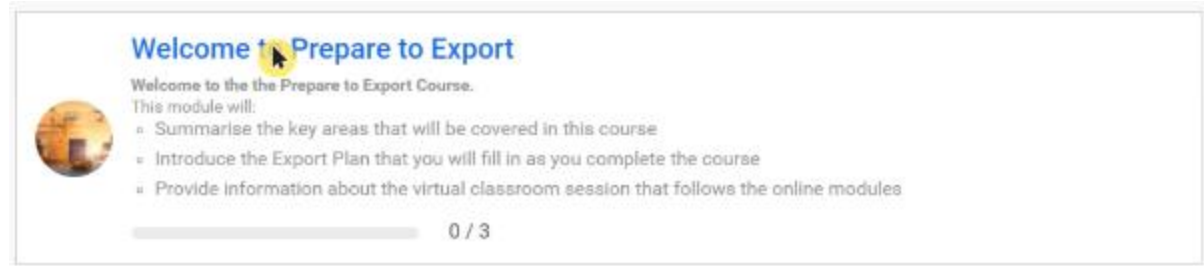
Intro Text

Confusing

“There should be a button that says START”

Users found the number of elements that have no Call To Action quite frustrating

The following Welcome to Prepare to Export section does have a start button, which lead to people enquiring why there needed to be two similar sections



Video 1

Annoying

Video is too fast.

"It is good that it is short, but the pace is too fast"



Video 2

Good

People liked this video

BUT

It suffered buffering issues,
presumably due to size?

Recommendations would be
to use Video in shorter and
more focused ways.

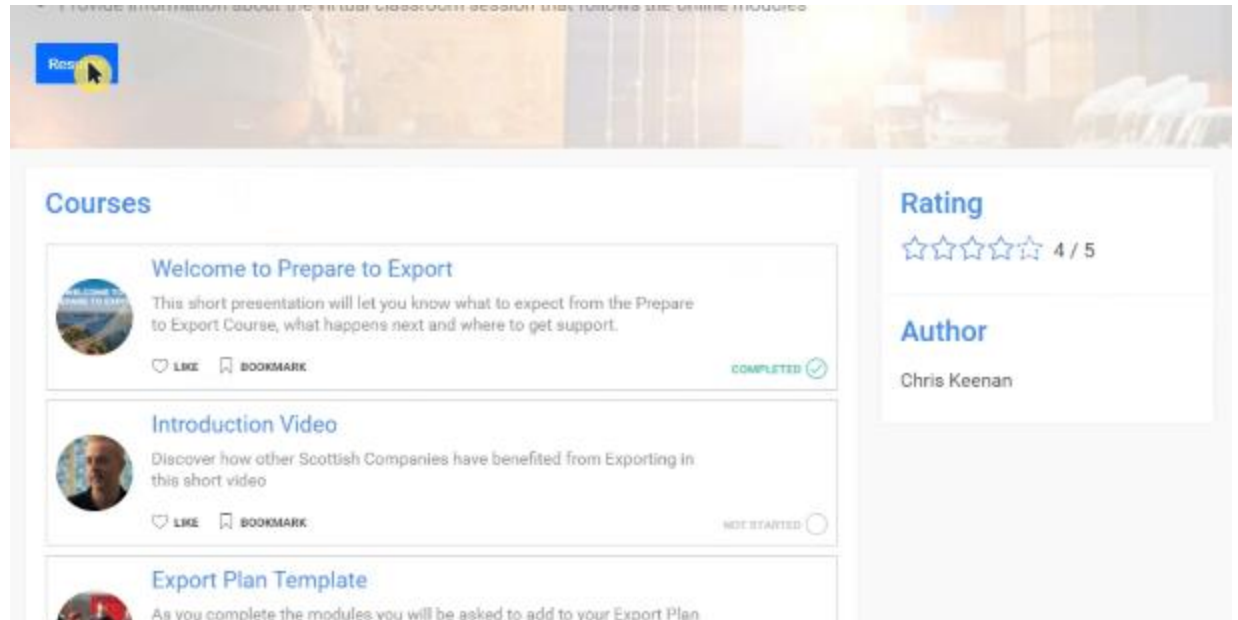


Courses

Confusing

"I see ANOTHER link to an Introduction Video. Is that not what I just watched"

Courses was viewed as the high level "Prepare to Export" and seeing the language here again was confusing.



Courses

- Welcome to Prepare to Export**
This short presentation will let you know what to expect from the Prepare to Export Course, what happens next and where to get support.
LIKE BOOKMARK COMPLETED ✓
- Introduction Video**
Discover how other Scottish Companies have benefited from Exporting in this short video
LIKE BOOKMARK NOT STARTED ○
- Export Plan Template**
As you complete the modules you will be asked to add to your Export Plan

Rating
☆☆☆☆☆ 4 / 5

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Final Summary

Observations

- People understand and welcome the idea of online learning.
- It lets them learn at their own pace, and if it also supports their preferred learning style, then that is better still.

Recommendations

- Think about learning styles (Audio, Visual, Written Word etc..)
Ensure that nothing “removes that personal choices”
- Use this to support Accessibility measures
Ensure that videos are captioned or transcribed.
- Design courses on paper and test them before creating online versions. It is easier to change at this point.
- Avoid adding elements such as News etc...
- Keep it simple