User-Experience Design: Considerations for Multi-Method, Web-Based Assessment Centers

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Poll Questions

• Who has experienced an AC as a participant?
• Who has designed an Assessment?
• Who has implemented a multi-method assessment?
• Who has used an administrator interface?
What We’ll Cover

• Balancing “WOW” factor & Assessment Integrity
• Overview of User Experience Design principles
• Design Alignment when using multiple Assessments
• Implications for participant experience / receptivity
• Good design is not just for participants
Important to Find the Balance

WOW!  INTEGRITY
User Experience Design
Usability Defined

A quality attribute that assesses how easy user interfaces are to use. It is defined by several components:

- Learnability
- Efficiency
- Memorability
- Errors
- Satisfaction
- Utility
Building Usability into Design

To build usability into your design:

• Determine objectives.
• Conduct user research, task analysis, and user personas. (Also consider, when and where)
• Design following best practices (page layout, typography, icons, and color)
• Conduct usability testing early and often.
• Analyze results, propose solutions, revise design.
• Retest.
Design Basics

• Page Layout & Visual Hierarchy
• Text Presentation
• Icon Usage
• Color Usage
A Few Examples
The graph above depicts the monthly sales revenue for a company's top four salespeople. Examine the graph to determine whether each salesperson has a declining revenue trend, an increasing revenue trend, or no detectable revenue trend from July through December. Drag a green circle (declining revenue), a red circle (increasing revenue), or a yellow circle (no detectable revenue trend) beside each salesperson's name to indicate the type of trend.
Page layout improvements

The graph below depicts the monthly sales revenue for a company’s top four salespeople. Examining the graph, we can identify a declining revenue trend, increasing revenue trend, or no detectable revenue trend from July through December for each salesperson’s name to indicate the type of trend.

- Visual Hierarchy
- Consistency of Line & Marker Colors
- Alignment
- Proximity
- Functional Consistency
Page Layout Key Points

Do:
• Keep things consistent
• Draw attention to important elements on the page
• Group related items with proximity and color
• Use the right controls for their associated functions

Don’t:
• Create inconsistencies for the sake of variety
• create a new page layout, or visual hierarchy for each test item
• draw emphasis to page elements that are purely decorative or serve little value
• Don’t overlook small details (e.g., alignment)
The graph below shows the average number of sales calls a salesman (Tom) makes per day as his years of experience increase. The graph also shows the average number of sales calls made per day as years of sales experience increase. Examine the graph and read each statement below. Determine whether each statement is supported by the data in the graph, and indicate your decision by selecting either “Trend Supported” or “Trend NOT Supported.”

- Tom’s average sales calls per day increase as his years of experience increase.
- If the trends were to continue, after 20 years of experience, Tom would likely have more sales calls per day than the company average.
- At 6 months of sales experience, Tom made more sales calls per day than the company average.
Text Improvements

- Shorter line width
- Improved contrast
- Left-justified
- Removed Color; Adjusted Case
- Changed all fonts to Arial, 12 pt, no italics
- Adjusted Case & left-justified
Text Key Points

Do:
• Size the text appropriately for audience
• Utilize UPPERCASE sparingly
• Provide ample contrast between text color and background color (dark text on a light background is most legible)
• Avoid rotated text if possible
• Use shorter line widths.
• Left align paragraphs

Don’t:
• Don’t use too many fonts, sizes, faces, and colors
Icons – What can be improved?

Not Applicable Internationally

Doesn’t truly convey intent

Not Representative

Text in Icon

Different Styles

3D vs. 2D

US Centric

Stereotypical

Behaviors to handle making a mistake with a customer’s order

1st

2nd

3rd

Next
Icon Improvements

- Replaced Icons w/ Words
- Removed Icons; More Focus on Behavior
- Less Busy; More Focus on Words / Meaning
- Replaced Icon; More representative of action
Icon Key Points

Do:
• Use icons that augment the content rather than distract from it
• Use icons that are truly representative of function/context
• Use 2D icons instead of 3D icons
• Use globally applicable icons rather than US-centric icons
• Use icons that are stylistically similar

Don’t:
• Include an icon for everything in order to add visual appeal
• Include text in icons
Color – What can be improved?

Color Not Necessary

Total Colors = 6

Dark background color draws association w/ color block above.

Yellow arrow inaccurately attracts attention

Green = Good or OK

Color associates w/ 2nd Data Sheet

Only color used to signify correct or incorrect
Color Improvements

- Removed unnecessary colors
- Used gray background to draw eye / align
- Shape + Color Used to Indicate Response
- Removed invalid color associations
- Color border attracts attention
Color Key Points

Do:
• Use color + shape
• Use colors that are appropriate for a global audience (symbolism)
• Use colors to provide contrast and attract attention

Don’t:
• Use too many, unnecessary colors (less is more)
• Don’t draw inappropriate associations using color
Design Alignment Across Assessment Methods
Design Consistency Across Assessment Methods
Considerations

- Delivery Modality
- Single sign-on
- Length of overall experience
- Outputs / Reports
Implications for Participant Experience
Common Design Pitfalls

• Predictor Contamination
  – measuring constructs other than intended

• Participant Fatigue
  – inaccurate evaluation

• Negative Participant Reactions

• Impact on length of assessment

• Item/Scenario generation efficiency

• Translation efficiency
Good Design Can be Measured

<table>
<thead>
<tr>
<th>Item</th>
<th>Scale 1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall, I am satisfied with how easy it is to use this system.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>It was simple to use this system.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
<td>I was able to complete the tasks and scenarios quickly using this system.</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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</tr>
<tr>
<td>I felt comfortable using this system.</td>
<td>0</td>
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<tr>
<td>It was easy to learn to use this system.</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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<td>0</td>
</tr>
<tr>
<td>I believe I could become productive quickly using this system.</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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<td>0</td>
</tr>
<tr>
<td>The system gave error messages that clearly told me how to fix problems.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
<td>Whenever I made a mistake using the system, I could recover easily and quickly.</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
</tr>
<tr>
<td>The information (such as online help, on-screen messages and other documentation) provided with this system was clear.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
</tr>
<tr>
<td>It was easy to find the information I needed.</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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<td>0</td>
</tr>
</tbody>
</table>

System Usability Scale (SUS)
Good Design is Not just for Participants
Assessor Interface

Good Design leads to:

- Efficiency
  - Quicker turn around time
  - Lower cost
  - Better data integrity
  - Success for the end user

- Integrated Outputs
Questions?
THANK YOU!