

Usability Test

Users look at the screen for 5 seconds, then input what they remember seeing:

Five Second Test



You're about to do a Five Second Test
...but first some basic information

- Look at the interface for 5 seconds and remember as much as you can
- Answer the questions that appear when the time is up

Continue



Please read these instructions.

You want to catch up on the latest news.

☒ I have read the above instructions.

Start the test

Usability Test Results

Users identified the most important thing on the screen:

- Answered “news” most frequently
- “UK,” the first story shown, was a close second
- Other top answers were related to the UK story
- A few answers noted they were confused/
distracted by the design
- But in the end, the main goal of people
perceiving this as a news site was accomplished

her
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with
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prime
top
uk
minister
image
text
there
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idea
side
piece
line
street
busy
navigation
bar
every
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can
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then
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about
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man
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way
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topics
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headlines
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Users identified other items they remembered:

- Still answered “news” most frequently
- But a close second was “blue,” indicating the background color is drawing too much of users’ attention

Only 1 person remembered an individual news story, through several did note the photo details:

- This suggests the imagery is too prevalent and the content too secondary in hierarchy

[illegible]

Only 1 person remembered the ad, showing how users are trained to absolutely ignore anything that looks like an ad

Aa What was the most important thing on that screen?

[Answers](#) [Word cloud](#)

picture and headline

news

The top stories

news

I watched only first line text.

a lot of pix

The main story - it was about the UK election

i have no idea- there was a lot going on there

Aa What else do you remember seeing?

[Answers](#)
[Word cloud](#)

name of paper

No answer given

a man cleaning on the street

there was a lot of bright blue which made it difficult to focus on any o

First line "what important if..."

the guy wears glasses

The name of the company - Hamodia?

i was trying to read the title

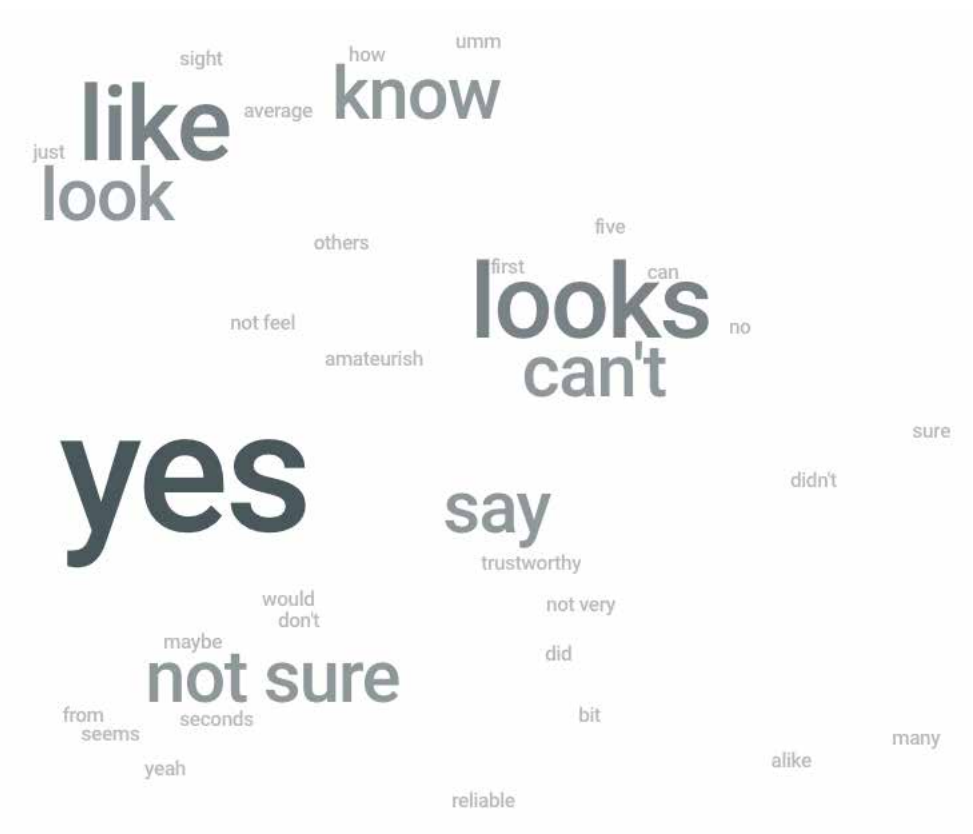
a photo of a man with a broom and a lot of blue&white

other articles underneath the bio picture

Usability Test Results

When asked if it seemed like a trustworthy site, only 10 people answered yes

- Again, the amount of ad/promos with different design and coloring detracts from the site’s authority
- Only 3 people said a clear no—the site falls within general expectations



Was that a trustworthy news site?	
Answers	Word cloud
don't know	
No answer given	
Yes	
not sure	
It looks trustworthy.	
average	
Yes	
i can't be sure of that from just five seconds	
didn't look like it	

Users also rated the site

- 60% judged it average
- 24% judged it worse than average
- 12% judged it better than average
- There is definitely room to improve the site’s design!

