

Case Study: Teachers TV

Teachers TV is an independently run, government funded organization whose mission is to support the professional development of anyone involved with teaching – from trainee teachers to governors. It achieves this largely through its website which provides classroom resources, videos and an online community. In addition to the website, Teachers TV programmes are available via various satellite, cable and Freeview channels as well as most recently, iTunes U.

Overview

This case study is an example of how usability testing can contribute to identifying improvements that will drive engagement and reach of the core content of a website in order to help meet key website targets.

Turning video content into relevant, engaging material for teachers: redesigning the Teachers TV video landing page.

“Foviance was able to provide significant insights from user testing while ensuring a very fast turnaround on this project.”

Walter Williams, Project Manager - Teachers TV

The business challenge

Video is a core part of Teachers TV offering and to ensure it is fulfilling its mission, the organisation has very strict KPIs around both the reach and the consumption of online video content. It is fundamental that the videos and related community tools are easy to find and use, and that the video content is relevant and engaging so that users watch the whole video and get the most out of the resources. Teachers TV found it needed to improve the video player landing page, in particular the presentation of videos and related tools in order to:

- Increase the number of users who watch videos.
- Encourage users to watch videos all the way through.

Foviance was commissioned to run user evaluations to capture in depth task performance data relating specifically to the video functionality. Additional findings such as users' feelings about the site, their likes, dislikes and desired future functionality was also collected.

The project

Within a two week time-frame, Foviance undertook two phases of usability testing with a total of 16 user testing sessions on a prototype design of the video player landing page. The turnaround time between the two phases of testing was very tight, with designs still being tweaked by Teachers TV on the morning of user tests.

The usability testing was split into two phases. Foviance tested the first design with eight participants before rapidly analysing the results and running a workshop with all stakeholders to discuss findings and deliver recommendations. It was essential that this analysis was turned around quickly to ensure that the findings and recommendations could be agreed upon to feed into the next round of usability testing.

These enhancements were used by Teachers TV to revise the designs for the second phase of user testing, which was then followed by a second workshop to discuss all recommendations as well as delivering a final recommended wireframe (mock-up web page). Again, the analysis and delivery of these findings and recommendations was required within a two-day turn around to ensure that the technical specifications could be delivered in time to meet internal project deadlines.

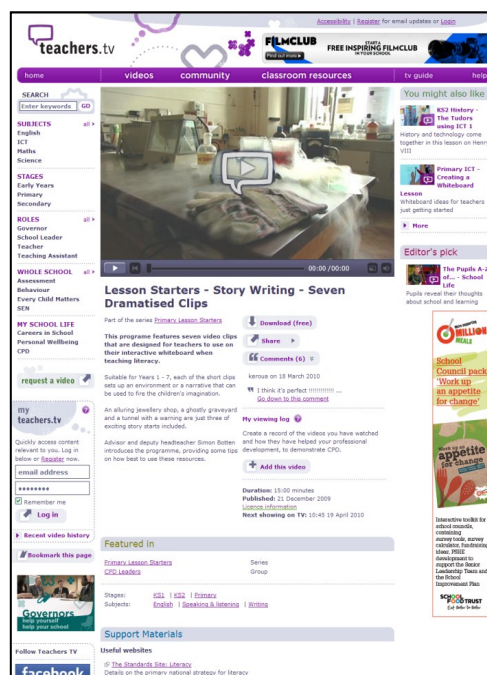
Objectives

- To improve the reach of, and engagement with, the video content of the site.
- To improve access and usability of videos and tools on the video player landing page.

The results

Throughout the testing, Foviance elicited comments from the participants that led to insightful recommendations on the navigation and other vital elements of the website that impacted the overall user experience. These findings resulted in significant changes to the layout of the page - for example, the new design incorporated suggestions of related videos that the user might be interested in and an option to add to or review comments from other users. Foviance was also able to respect the tight deadlines and deliver results in time.

Initial version



New version



Challenges

- Very tight Teachers TV internal project deadline

Results

- Improved video player landing page
- Usability insights for other areas of the website
- Timely delivery of results

Summary

The final video player page will go live in September, in line with the academic calendar, when it will be possible to measure the actual impact of the changes. In the meantime, Teachers TV can work on the development of the new designs, confident that they are based on the needs of current users of the website and incorporate the up-to-date thinking of professional usability specialists.

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