End User Testing Report [Autumn testing]

4 December 2019

Table of contents

1. Purpose of the testing

The Commission coordinated an end-user testing at Member State level to test a prototype of the Europass e-Portfolio, Europass v0.4.

With this end-user testing of the prototype tool, the Commission:

- Assessed if test users can **successfully complete specified tasks** e.g. create and update a profile
- Measured **user satisfaction** (concept, functionalities, user-friendliness)
- Collected detailed feedback from **potential future Europass users**
- Compiled **key issues / change requests** to be resolved by the next releases
- Formulated **lessons learnt** on the approach for user testing

2. Organization of the user testing

Started: 5 September 2019

Ended: 4 October 2019

More than **35 organizations** from approx. **22 countries** participated and were able to recruit **221 test users**.

These organisations include:

- National Europass Centres

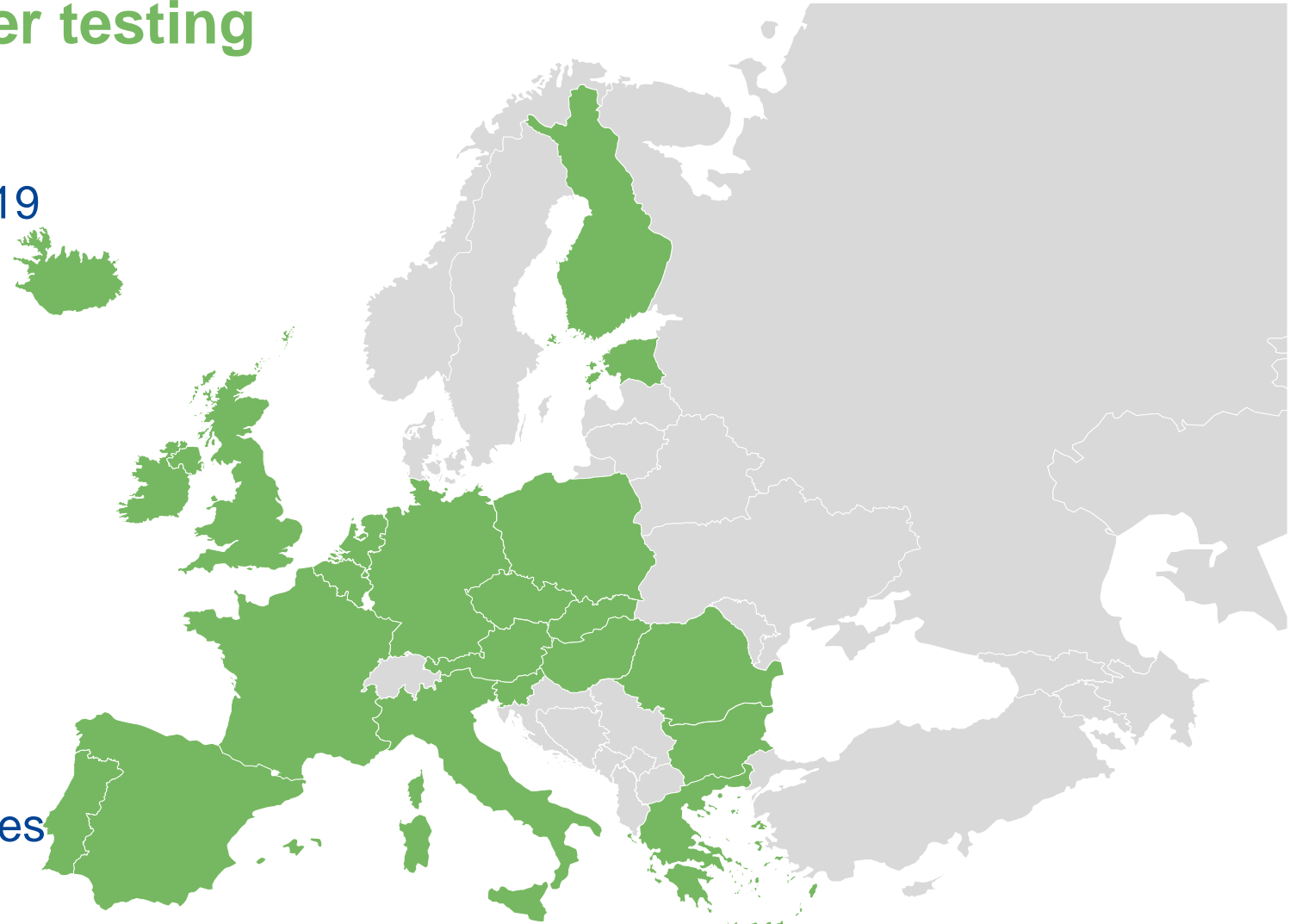- National Euroguidance centres

- Civil society organizations

Figure 1: Overview of participating countries

Results Test Organizers survey

 26 test organisers from **19 countries** filled the survey

Main improvements proposed by Test Organisers:

- **Translate test documentation and demo tool** in national languages of test organisers (14)

- Resolve issues around **EU Login registration** or **provide login details** for test users (7)

- Make **test scenario's less complex** (i.e. language, length, nature of tasks) (5)

- Set realistic **test duration** (30 min. introduction, 1h testing, 30 min. survey) (3)

- Avoid holidays or inconvenient periods for Test Users (2)

- **Longer preparation phase** (2)

- Provide **all test documentation at the start** of the preparation phase (2)

Results Test Organizers survey – demo-tool

- **Testers seemed satisfied** with it and described it e.g. as user friendly, understandable, problem free, useful, easy to use, intuitive (8)

- **Not yet ready** for end-user testing, e.g. unfinished graphics, functionalities not working (3)

- Issues with **EU login** (3)

- Some testers **struggled to understand due to User Interface in English only** (3)

- **Poor conversion of e-Profile into CV format** (1)

- **Good looking CV templates** (1) vs **unattractive CV lay out** with **only two templates** (1)

- **Hard to find** where to **upload** of attachments / files (1)

- Dropouts due to length of test session (1)

Results Test Organizers survey – main observations

Main questions raised by test users during user testing:

- Related to **creation of EU Login** (6)

- To **understand English instructions and User Interface**(2)

- Related to **former validation rule to list websites** (2)

Main support provided by test organisers during user testing:

- Translating and explaining **English instructions and User Interface** (5)

3. Composition of the test audience

To obtain reliable results and ensure that the test audience is a representative sample of the potential end-user of the future Europass, the following criteria were used to recruit the test audience:

user type • Be composed of **learners**, **jobseekers** and **workers**

gender • Represent an **equal gender balance**

age • Cover an age range **between 15 and 65 years** old

education level • Represent **all levels of education**, grouped as EQF levels 1-2, 3-5 and 6-8

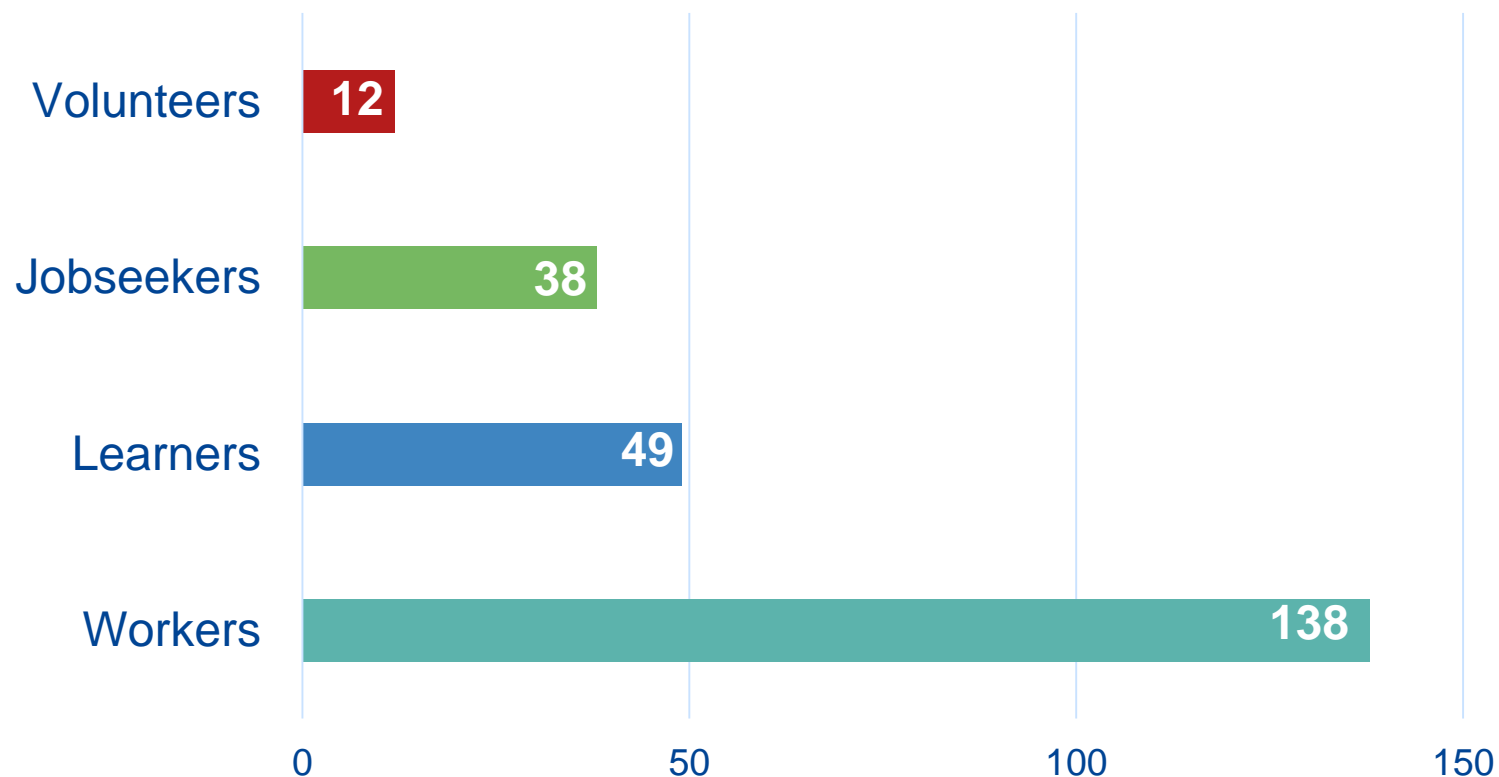*Europass user status* • Be composed of test users **familiar with** and **new to Europass**

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an **NTT DATA** Company

User type

Figure 2: Participants distribution per user type

Out of ten:

- **6** test users described themselves as **worker / employee**

- **2** as **learner**

- **1,5** as **jobseeker**

- **0,5** as **volunteer**

The **majority** of test users (58%) has **created a Europass CV before**, while **39% were first time Europass users**.
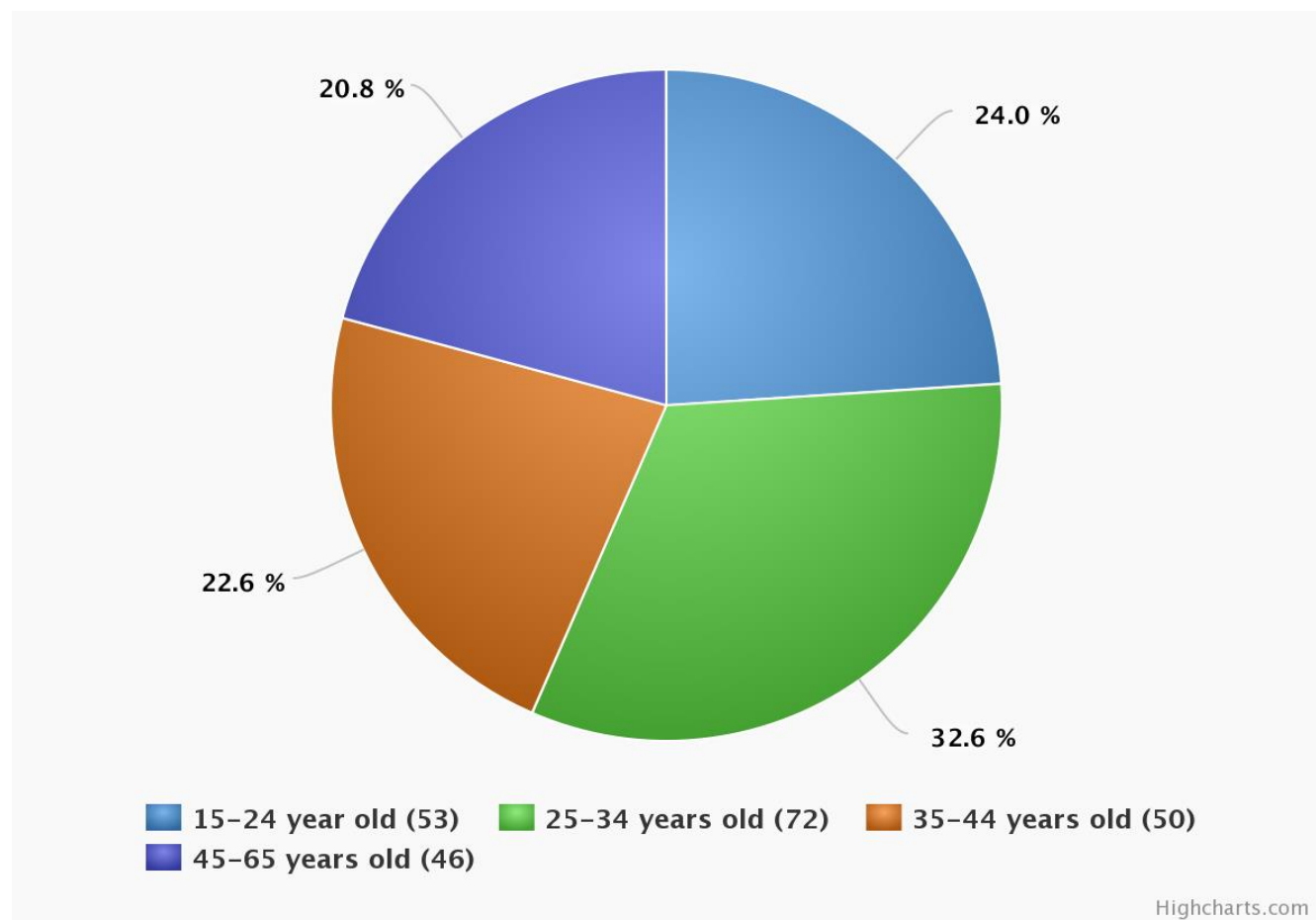
Age

Figure 3: Distribution age groups test users

Each age group was well represented in the test audience:

- Between 15-24: 24%
- Between 25-34: 32.6%
- Between 35-44: 22.6%
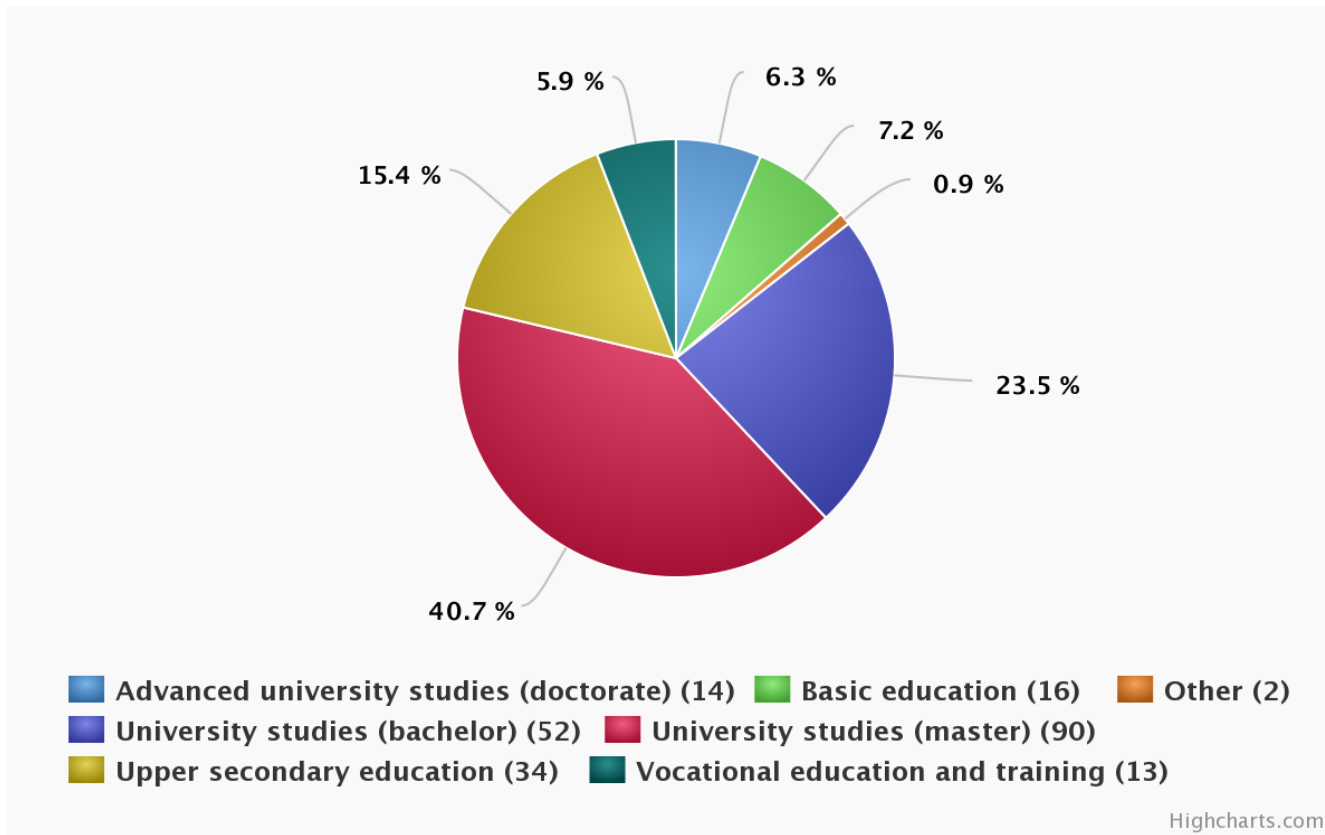- Between 45-65: 20.8%

Education level

Figure 4: Participants distribution per education level

Based on the survey, the **majority of test users completed higher education** (71%) .

Only **6%** obtained **VET as highest qualification.**

Possibly not all test users with VET or up to upper secondary education completed the user testing / filled the survey, which may have **distorted results**.

4. Results user testing analysis

Overview

This chapter summarises the analysis of the survey responses from **test users** as well as **exploratory testing** performed by **Cedefop** (who is managing the current Europass)

As such, it reflects results of the **combined quantitative & qualitative analysis per tool** to:

1. Identify per tool the **functionalities end-users struggled with the most**

2. **Prioritise** functionalities for improvement

3. List **key issues and improvement suggestions**

General notes:

- Most likely, part of the test audience used stars to measure task completion as a **rating**

- Although six to ten surveys responses received were highly similar, they were still included into the analysis

- Most likely, part of the test audience had expertise in the e.g. fields of IT, employment and/or education and training policies, Europass and/or European skills Frameworks

Distribution of test users over the four test scenario's

24 (11%)
Scenario 4

31 (14%)
Scenario 3

124 (56%)
Scenario 1

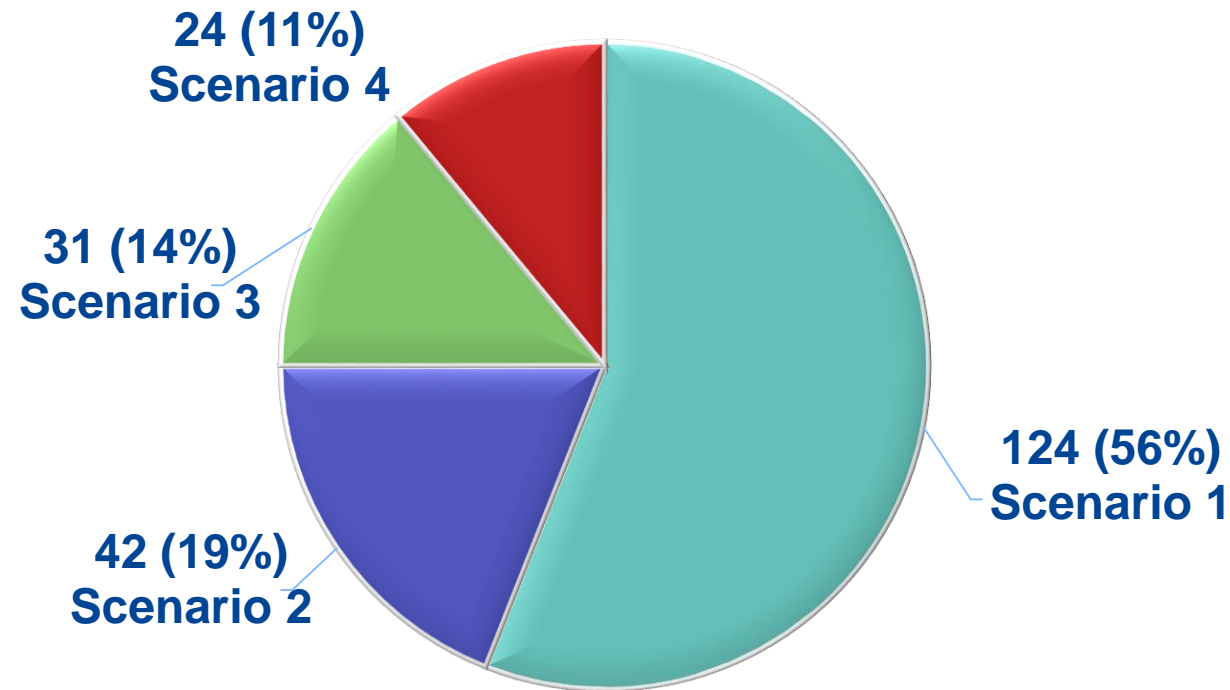**42 (19%)**
Scenario 2
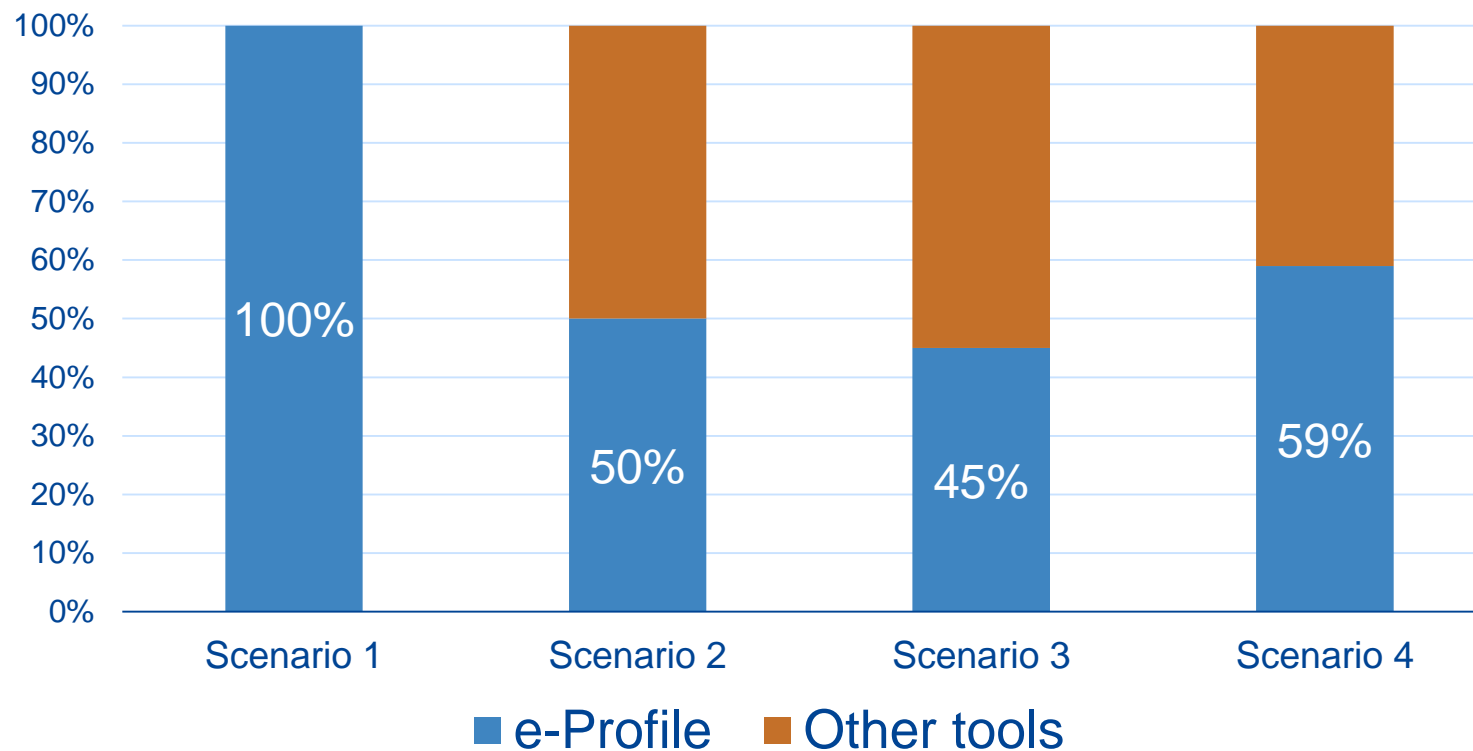
Figure 5: Participants distribution per test scenario

With 124 out of 221 test users, **more than half of the test users executed scenario 1.**
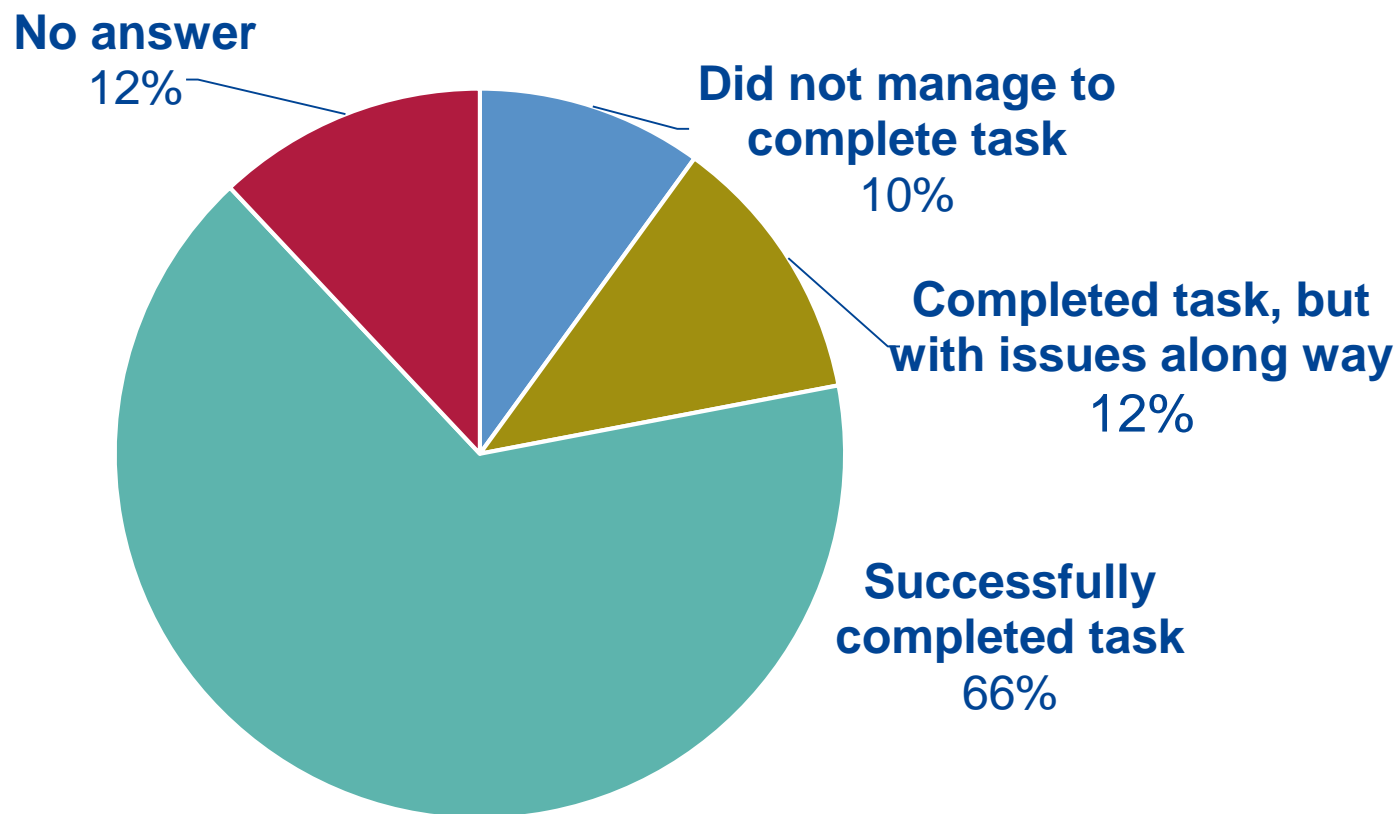
For upcoming user testing, the Commission will aim for a **more even distribution** of test users over the available test scenario's.

e-Profile – Overview

- All scenarios tested e-Profile functionalities

- Share of scenario-specific questions:

e-Profile – Average success rate to complete tasks

No answer
12%

Did not manage to complete task
10%

Completed task, but with issues along way
12%

Successfully completed task
66%

On average, **66%** of test users could **successfully** complete e-Profile tasks without experiencing issues.

22% of test users **experienced issues** to complete 1 or more tasks, of which **10%** **could not complete** some tasks.

Figure 6: Average success rate to complete tasks

e-Profile – Functionalities with most issues reported

Ranking	e-Profile tasks	Nr of test users with issues per task	Share of test users with issues per task
1	Document **digital skills**	82	37,1%
2	Document **education and training**	68	30,8%
3	To **upload / attach file** to profile	68	30,8%
4	Document **work experience(s)**	60	27,2%
5	**Add new section(s)** to profile	43	19,5%
6	Document **language skills**	39	17,7%
7	Set **wizard language** on 'English'	28	12,7%
8	**Generate profile** in final step of wizard	22	9,95%
9	Document **volunteering experience**	16	7,24%
10	Add a **profile picture**	14	6,33%

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e-Profile – Tasks related to documenting digital skills

Main challenges reported :

1. Difficulty **formulating/listing digital skills** (11), without **examples** (14) and/or **suggestions** (7)

2. Understanding:

    - The **concept of digital skills** (7)

    - The **setup of the section** (6)

    - How to **group** digital skills (5)

    - **Drag and drop** functionality (5)

e-Profile – Tasks related to documenting 'Education and Training experiences'

Reported issues were **diverse with only few recurring**.

Main challenges reported:

1. Understanding the **scope** and **instructions** (6)

2. Difference between '**experience'** and **'qualification awarded'** (2)

3. Functionality to **add *Field of Study*** (4):

   • Combination of dropdown and free text unclear

   • Difficult to add the most appropriate field of study / lack of explanation

4. Access to and visibility of ***Additional information (4)***

5. **Technical issues** (e.g. to save, add date fields) (10)

e-Profile – Tasks related to uploading / attaching file(s) to profile

Reported issues were **diverse with only few recurring**.

Main challenges reported:

1. **Technical issues** (9) (e.g. failed upload, multiple attempts required)
2. **Unclear where** to upload/attach a file (6)
3. **Unable to save** after uploading (3)

e-Profile – Tasks related to documenting 'Work experience(s)'

Main challenges reported:

1. **Validation rule** for website address too restrictive (10)
2. **Date fields**:
   - Errors in the display (5)
   - Format too restrictive (requires day, month and year) (3)
3. **Unable to save** a work experience (5)
4. **Saving** a work experience **takes too long** (2)

e-Profile – Tasks related to adding a new section(s) to profile

Main challenges reported:

1. **Access to and visibility of** functionality (5)
2. Understanding **purpose of functionality** & **instructions to add/hide** sections (3)

e-Profile –Tasks related to documenting language skills

Main challenges reported:

1. **Design, layout and accessibility**:

   - Positioning of different elements of language proficiency and descriptions of proficiency levels

   - Scalability of the section

2. **Date fields**:

   - Errors in the display (5)

   - Format too restrictive (requires day, month and year) (3)

3. **Unable to save** a work experience (5) and **saving** a work experience **takes too long** (2)

Suggestions for improvement - General

- Adapt validation rule for **website address** to allow e.g. www.google.com

- Broaden **date format options** to allow MM/YYYY and YYYY

- Improve functionality to upload files by **allowing upload of multiple files at once**

- **Nationality, country, country prefix for phone number** are not **arranged in alphabetical** order. Ideally, the Europass countries and nationalities should be listed first in alphabetical order, followed by all other in alphabetical order.

- Include a **concrete example of what Europass offers to end- users** on the homepage, e.g. "Stefane Godemann is looking for a new job and wants to move to Portugal". -> EuroPass --> explanation how the platform can support.

Suggestions for improvement – e-Profile (1/2)

- Add **improved instructions**, including tooltips and FAQ:
  - For the **digital skills section**, explaining the concept and importance of digital skills
  - For the **education and training section**
- Offer additional **support to list, formulate and group digital skills** in the form of:
  - **Typeahead** functionality in the field to add digital skills with **most frequently used digital skills**
  - **Typeahead** functionality in the field of digital skills group with **most frequently used digital skills groups**
  - **Digital skills suggestions** based on most frequently used digital skills and user similarity
- **Revisit functionality to add Field of Study** as it is unclear to end users and perceived as complex. End-users struggled to find and add the most appropriate field of study.

Suggestions for improvement – e-Profile (2/2)

- Improve **access to and visibility of upload file functionality** by moving it out of "Additional information"- section for Work experience and Education and Training
- Improve **access and visibility of the section "Additional information".**
- **Rename field label "title of qualification awarded"** to shift focus to experiences
- In the section **Work Experience**, City and Country are displayed both in the basic and additional information section. If already filled in the basic section, when opening "Additional information" section these fields should be prefilled.
- **Languages in section Language skills (personal skills)** are not arranged in alphabetical order. Ideally, the languages of Europass countries should be listed first in alphabetical order, followed by all other in alphabetical order.

Suggestions for improvement – My Skills, My Interests, My Library

- Add **improved suggestions, instructions, including tooltips and FAQ** for **My Skills** section

- Improve and clarify **tags, provide examples and more explanation** for **My Interests** section

- Choice between more than 2 CV templates
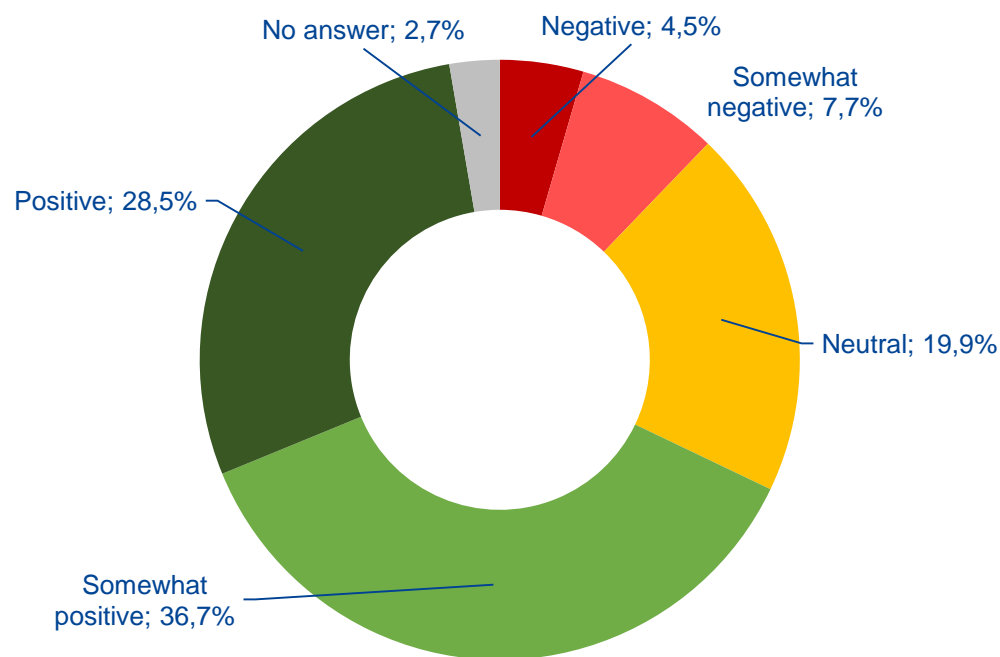
5. User experience analysis

Figure 7: General user experience

The general user experience is mainly positive.

28.5% of all test users had a 'very positive' and **36.7%** a 'somewhat positive' first impression. **19.9%** were neutral and **12.2%** were negative (**7.7%** 'somewhat negative' and **4.5%** 'negative').

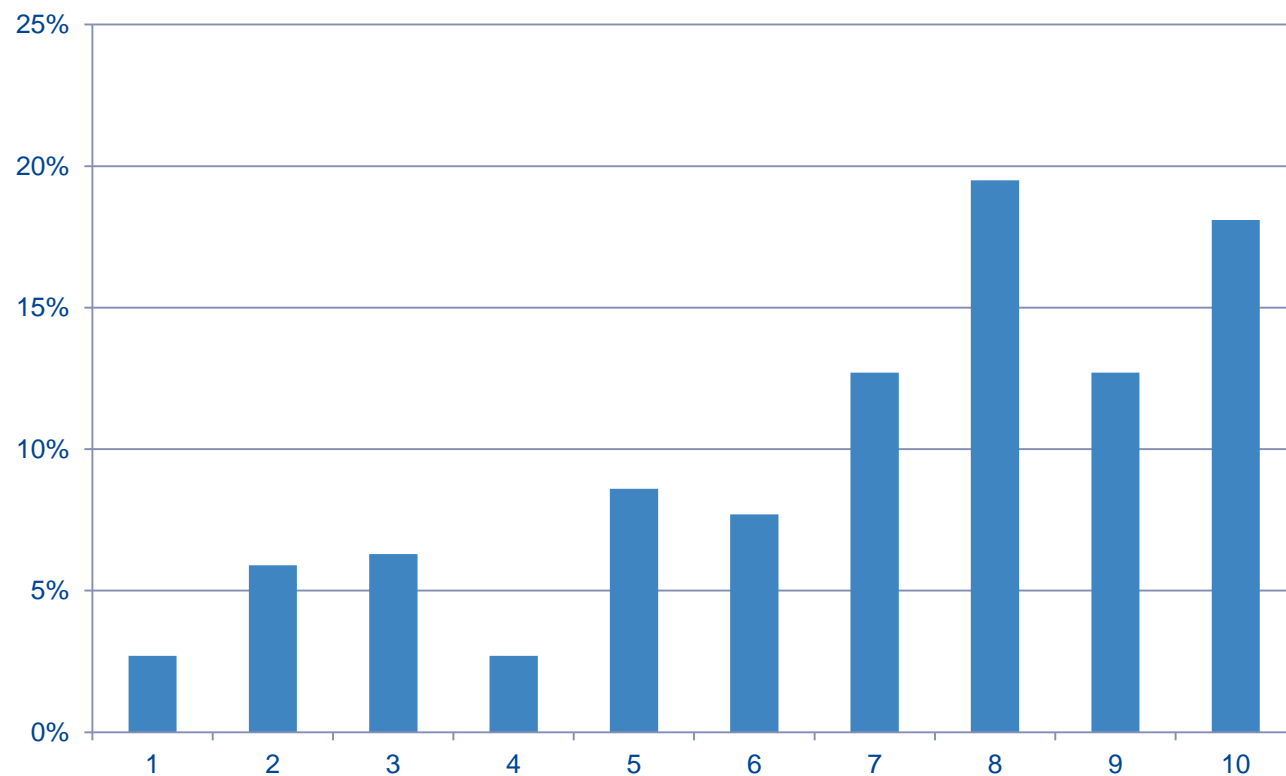# Would you recommend Europass to a friend, colleague or peer?

Figure 8: Recommend Europass

63% of the test users gave a rating between 7-10/10 (**18.1%** rated 10/10, **12.7%** rated 9/10, **19.5%** rated 8/10 and **12.7%** rated 7/10).

19% gave rather neutral ratings (**7.7%** rated 6/10, **8.6%** rated 5/10 and **2.7%** rated 4/10).

14.9% would not necessarily recommend the platform (**6.3%** rated 3/10, **5.9%** rated 2/10 and **2.7%** rated 1/10).

Added value of Europass as reported by test users

Overall:
- Helpful to manage lifelong learning, document skills and find relevant and quality assured training and job opportunities

Design:
- Modern, visually appealing and intuitive to use and navigate
- Functionalities of the platform should remain simple to be accessible to different types of users (i.e. users with low levels of digital skills, users with a disability or older users)

Documenting skills and managing lifelong learning
- Possibility to self-assess your digital, soft and language skills;
- Possibility to store all documentation about your learning and working in one place;
- Platform being open, free and accessible and available in 29 languages;

Areas for improvement as suggested by test users (1)

- **Better explain the added value** of Europass compared to existing commercial service offers.
- Improving **design of the platform** and **generated CVs**. The platform should also offer the possibility to choose between a variety of different CV formats and to customise the CV in order to adapt it to different requirements in different sectors or work cultures.
- Ensuring colour, font size and design of buttons meet **accessibility** requirements.
- Use of **graphics**, **integrated spell-checks** and **high-quality translations** in other languages.
- The **lists** should be **continuously adapted** to reflect changes in the labour market and in education and training systems.

Areas for improvement as suggested by test users (2)

- An **FAQ** or **tutorial video** to help first time users or users with low levels of digital skills to use the platform. **More and targeted tooltips** (e.g. EQF levels; definition of digital skills) as well as **suggestions** and **type-ahead functions** could be added to guide the user through the e-profile, Library and 'My Skills' and 'My Interest' sections.
- Further development is necessary to **improve the technical functioning** of the platform (e.g. time required to save changes made to the profile; character limits; drag & drop; drop-down lists) and to **resolve remaining bugs** (e.g. EU Login; upload of media files).

Suggestion to organise a new round of user testing in all languages and for all types of potential users before the launch in 2020.

6. Final conclusions
Lessons learnt – test audience

- **More preparation time is needed** for test organisers to recruit outside of their usual networks.
- To steer test audience recruitment a **stronger focus on end-users** and **follow up during preparation phase** is needed. More targeted user-testing, e.g. with Public Employment Services, Education and Training providers, could be considered.
- **Next user testing should focus on vulnerable groups** – e.g. persons with disability, unemployed persons, persons with lower levels of education and digital skills.

Lessons learnt – test documentation

- Consider **translating test documentation into the national languages** of the test organisers to lower participation threshold for vulnerable groups
- Task remains complex, even for test users with higher education background. To reduce the number of test users dropping out:
  - opt for **shorter test scenarios** and a **shorter survey** with **more precise instructions** using easy to understand language
  - ask test users to use the demo-tool as they would as real users
- Provide **general information about Europass to test users**.
- Provide paper version of survey so users have choice between notes on paper or directly filling the online survey during the user testing.

Thank you!