

A decorative pattern of purple squares of various sizes and orientations is scattered across the top and bottom of the page. The squares are semi-transparent and have a soft, rounded appearance.

TECHNICALLY SPEAKING

User Research Report



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01. Overview

Technically Speaking conducted usability testing on the *technicallyspeaking.cool* site prototype that links from our TikTok account with the goal of identifying problems related to navigation, layout, and overall video content coherence. Our findings are outlined below.



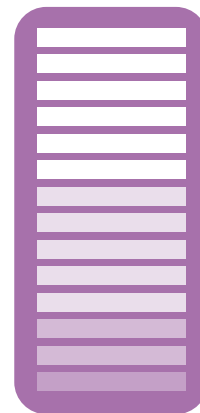
≤ 68

Our System Usability Scales came back below average at an average of 49.375.

4 ≤

Both “I thought the product was easy to use” and “I felt confident using the product” average rating

02. Positive Findings



Voice

“Y’all strike a great balance of informative and informal.”

“I’m so glad it wasn’t corporate sounding — I tend to scroll past those videos on TikTok.”

Design

5/8 participants noted enjoying consistent website branding choices



03. Roadblocks



Logo

"Why doesn't the circle logo have TS in it?"

— 2/8 subjects

Worksheets

did not find the accompanying downloadable PDF



50%

404

Popular Videos

6/8 of participants went to Topics page first.

04. Minor Issues

Titles

3/8 of participants were bothered by inconsistent title graphics from Branding to Design or Web Dev

"It just feels less professional when only one is off — if all three were different it would be different."

— Advertisement professional

HELLO
MY NAME IS

technically speaking

Bios

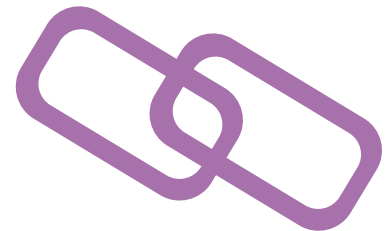
Streamline experience and improve credibility by:

- Hosting all qualifications internally rather than linking externally
- Include any relevant portfolio work

Links

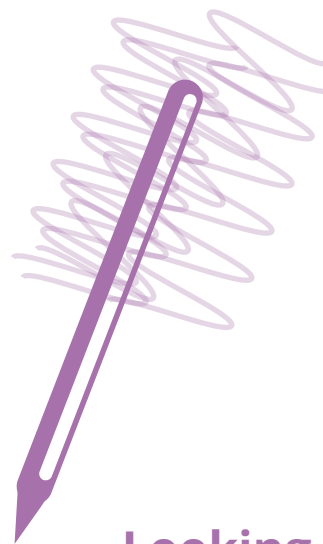
Several links led to wrong areas of the website including:

- Choose Your Destination
- Watch Web Dev
- Team LinkedIn Profiles



05. Appendices

a pen disease



Looking for the rest?

<https://tinyurl.com/gerlach>