

# GenAI Labs Demo Portal - Usability testing plan - demo detail page

Round 1 ( Apr 2025)

## Purpose

This usability testing aims to validate whether our proposed design solutions effectively address the pain points uncovered during recent user research. By testing with real presenters using our interactive prototype, we seek to confirm our understanding of user needs and assess whether the new design flows support their event preparation and demo discovery workflows.

## Scope

This usability test focuses on the GenAI Labs Demo Portal's **demo detail page**, comparing two distinct design approaches for that page based on user experience feedback. Specifically, the study will evaluate a **condensed version** of the demo detail page (with streamlined content presentation) against a **flexible version** (offering Solution Architects more control to customize the page's content and layout). By concentrating on this single page in two formats, the test aims to determine how each design impacts users' ability to understand the demo information and complete key actions. Participants will interact only with these two page variants, allowing for a direct comparison of their usability and clarity from the end-user perspective.

**In Scope:** The scope is limited to assessing the **demo detail page** in its two variations and the critical usability elements within that context. This includes:

- **Demo Detail Page Variations:** Evaluation of two design versions of the demo detail page:
  - *Condensed version* – a simplified layout that presents essential information in a streamlined manner.
  - *Flexible version* – an adaptable layout that gives Solution Architects (SAs) greater control over what information and sections are displayed.
- **Key Usability Factors:** Examination of specific aspects of the user experience on each page version, including:
  - Effectiveness of the page's information hierarchy (how well content is organized and prioritized).
  - Clarity of metadata presentation (e.g. clearly displaying demo details such as format, or resources can be accessed).
  - Ease of identifying the purpose of each of demo's format from the information provided.
  - Efficiency of executing primary actions on the page (for example, launching a live demo or accessing additional resource links).

**Out of Scope:** For clarity, the test will **not** cover areas beyond the above focus. Notably, it excludes:

- Any features or sections of the GenAI Labs Demo Portal outside of the demo detail page.
- Backend or configuration aspects of the flexible page design – for instance, how SAs set up or customize the detail page layout is not part of this test. The focus is only on the

end-user view of the resulting page, not the internal tools or processes used to configure it.

### **Testing questions - condensed version**

#### **1. First Impressions (overall)**

- a. When you first land on this page, what is your initial impression of the layout?
- b. Can you tell me what this page is about and what you think you can do here?

#### **2. Content Prioritization (for overview section)**

- a. What do you understand from each of these labels (Salesplay, Use Case, Hot Topic)? What kind of information would you expect to see in place of the placeholders?"
- b. Do you find the 30-second intro video helpful for quickly understanding the demo?
- c. Would you prefer to see this short video automatically featured, or have more flexibility to configure what appears first?
- d. What information do you get from the Quick Links section? Is there anything you expected to find here that isn't included?

#### **3. Navigating Demo Formats (for the tech implementation section)**

- a. How would you explore different demo formats available for this demo?
- b. Was it clear to you what each format (Code, Live Demo, Video) represents?
  - i. To confirm whether participants understand how to access the code, live demo, and deployment scripts.
  - ii. To assess whether participants can distinguish the purpose between the short intro video and the longer version.
- c. Which demo format would you choose to present during a live event and why?
- d. Did you notice anything different about the 'Clickthrough Demo' format compared to the others?

#### **4. Findability & Efficiency**

- a. Is it easy for you to locate the information you need, such as code repo, owner contact, or architecture diagram?
- b. Was there anything you expected to find on this page but couldn't?

#### **5. Support & sharable resources**

- a. Have you ever contacted a demo owner listed in this section?
- b. Was the information provided here (team name and contact email) sufficient for getting the help you needed?
- c. What kind of support do you typically expect from this section?
- d. Have you ever used materials like social media links or blog posts from this section?
- e. How useful do you find public-facing assets when preparing for an event or sharing with customers?
- f. Is anything missing from this section that would make it more helpful?

#### **6. General Feedback**

- a. Is there anything confusing or distracting on this page?

- b. On a scale of 1–5, how confident would you feel using this page during a customer engagement?
- c. If you could change one thing about this layout, what would it be?

## Testing questions - flexible version

### 1. Ease of Access

- a. How easy was it to find the information you were looking for on this version of the page?
  - i. Please pay attention to what data participants looking, **do not provide any hints here.**

### 2. Task: Please remove the widget that contains the in-depth demo video from this page.

### 3. Widgets

- a. Where would you go if you wanted to add new widgets?
- b. When you first saw the widget section, what did you think they were for?
- c. Which of the widgets drew your attention? Why?
- d. Were there any widgets you didn't understand or weren't sure about how to use?

### 4. Utility & Context

- a. Do any of these widgets help you better prepare for demo presentations or customer meetings?
- b. Are there widgets you think are particularly useful for specific moments in your workflow (e.g., before, during, or after an event)?

### 5. General Feedback

- a. Is there anything confusing or distracting on this page?
- b. On a scale of 1–5, how confident would you feel using this page during a customer engagement?
- c. If you could change one thing about this layout, what would it be?

### 6. Comparison to Condensed Layout and current layout

- a. Among the three versions—the condensed version, the flexible layout with widgets, and the current version on the Demo Portal—which one do you prefer overall?  
Is there any specific section or feature you found most helpful or enjoyable? Why?