

Usability Testing Report for the Seattle Tilth Site

Introduction

This usability test project was designed to improve our understanding of how users of the Seattle Tilth website utilize and experience the site and whether they feel the site is an overall satisfactory experience or not. Our usability testing efforts were an attempt to assess the success of the site in three areas critical to the life of the Seattle Tilth organization. We also developed conclusions and design recommendations to remedy any issues that the test data revealed.

Our study was developed to determine what the baseline experience was when users encountered signing up for a class, making a donation, and getting information for an event. By testing users with tasks specific to these areas, we were able to gather data to determine just how well the website served the organization and furthered its mission.

Participants

A usability test typically recruits users from the website's member database. Invitations are emailed to the members briefly describing the purpose and nature of the test and ask whether the recipient is interested in participating. Once a sufficient number of responses is received, the potential participants are screened and informed of the time and venue of the test.

Due to time and budget constraints, the participant pool was changed to students in the Web Design or Web Development programs at Seattle Central College. It was felt that these student's advanced experience with websites would offset any loss from not having access to Seattle Tilth users. Since the students would probably be new to the site, issues that experienced users might gloss over would be very evident to them. It was also felt that the student's concentrated attention to typical website usability issues would innately qualify them for being test subjects.

Methodology

To perform this usability test the Seattle Tilth analysis team conducted a total of eight test sessions, four at the Seattle Central College venue, and four in outlying locations. These sessions occurred between May 25 and June 6, 2015. All the sessions were performed using the methods laid out in the Seattle Tilth Usability Test Plan. We tested eleven participants.

Participants were greeted, introduced to the testing process by the facilitator, and were asked to sit in front of a computer terminal with the facilitator to one side. The facilitator read an introduction, asked the subject to sign a consent form, and then gave the participants a brief pre-test questionnaire. Next the facilitator read a description of the usability test and began the test.

The video recording of the screen activity was begun. The participant was read the first task and given a card with the instruction for reference during the test. The participant was instructed to follow the think-aloud protocol to verbally describe their actions, motives, observations and thoughts. The facilitator took notes during the test. Even with the test being recorded, first-hand observations are often more revealing about test events and the participant's state of mind.

Once the task was completed, or the participant decided they were finished, the facilitator read the instructions for the next task and the process was repeated. With the third task completed or terminated, the facilitator gave the participant the post-test questionnaire. The test subject completed the questionnaire and was thanked for their time.

Test Data Analysis

The pre-test data we collected took the form of gender, age, and Seattle residency. We then inquired whether the participants had used the Seattle Tilth site prior to the test, and what topics they may have investigated. We also asked their assessment of their ability to find desired topics on the Internet.

Post-test questionnaire data involved ten statements about the Seattle Tilth website and the user was asked to strongly agree, agree, neither, disagree, or strongly disagree in a standard Likert Scales format (Likert, 1932). We also used a Semantic Differential Scale for the participants to evaluate the website experience.

Finally we asked the test subjects about their opinions about what needed to be improved on the site, what they found most satisfying, and any additional points they would like to make concerning the site.

The analysis team watched the test recordings numerous times. This allowed the team to take follow-up notes and transcribing participant's comments. This was also our source of data on click counts and task timings. Despite some technical issues with a few of the recordings, usable data was collected from this valuable resource.

We then tabulated all the pre- and post-data. We averaged experience and opinion data, elapsed times for each task, and recorded pages visited to complete tasks. Based on a figure of the minimum number of pages required to complete a task, we calculated the efficiency of each task completion.

We also determined that the average elapsed time for each task would speak for itself. Did it seem reasonable that looking for a particular class would take over four minutes? Does discovering whether your employer matched donations to Seattle Tilth seem like it should require forty-eight seconds?

Comprehensive analysis

Once all the numerical data was compiled and calculated, we looked over the comments the test participants submitted. We created logical groupings to sort the comments. We then could observe how many comments we addressing which issues. This was valuable feedback.

From this feedback we generated findings and recommendations based on the various issues that were commented upon.

Test Results

Task Completion Rate

The task completion rate is calculated by the number of successful task completions divided by the number of test participants.

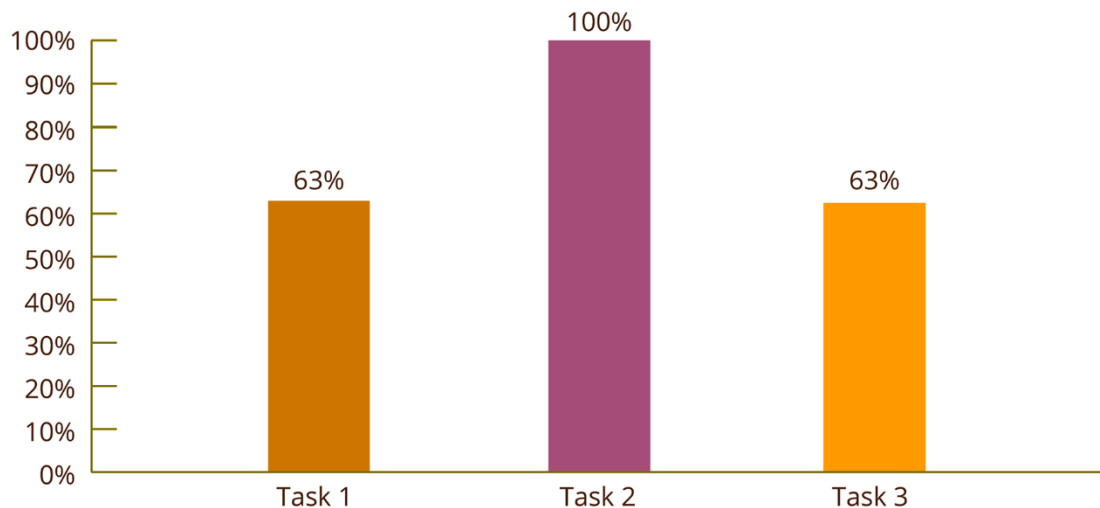


Figure 1. Task completion chart.

The standout here was Task 2 with a completion rate of 100%. It is interesting that Tasks 1 and 3 shared the same rather poor completion rate. It implies that there might be a problem with the users, but analysis of the data (see spreadsheet, Appendix) reveals that there is only minor commonality to the users failing Task 1 and those failing Task 3. Still, this correlation of completion rates warrants some additional study and perhaps additional testing.

Task Efficiency

There are numerous ways to calculate this efficiency. There is the concept of Lostness (Smith, 1996), which is a function of the minimum pages needed to complete a task against the maximum number of pages visited and the maximum pages visited minus repeat visits. Other variations include temporal data (Gwizdka & Spence 2007). Lostness a widely used metric in usability studies.

We decided against using this measure of the efficiency of our test participants due to the nature of the data manipulation, and how well it conveys its meaning to the end user of this report. First we felt that the formula tended to minimize the number of pages visited to complete a task by dividing it into the visited pages less

any repeats. We also found the formula was unnecessarily complicated for the result given. Finally the concept and the equation do not communicate well to the lay person.

This lay person might tend to consider something a little more direct. Consider the number of pages visited against the minimum number of pages required to complete a task. For example, for a task that has a minimum of 3 clicks and a test result of 12 clicks is calculated simply as:

$$\text{Standard Efficiency} = \frac{\text{(Number of pages visited/Minimum number of pages required for task)}}{\text{x Completion Rate}}$$

The result of this more intuitive calculation is a percentage rating of .25, or 25% multiplied by the completion rate of .70, resulting in an efficiency rating of 0.18. This result makes more immediate sense to the report user.

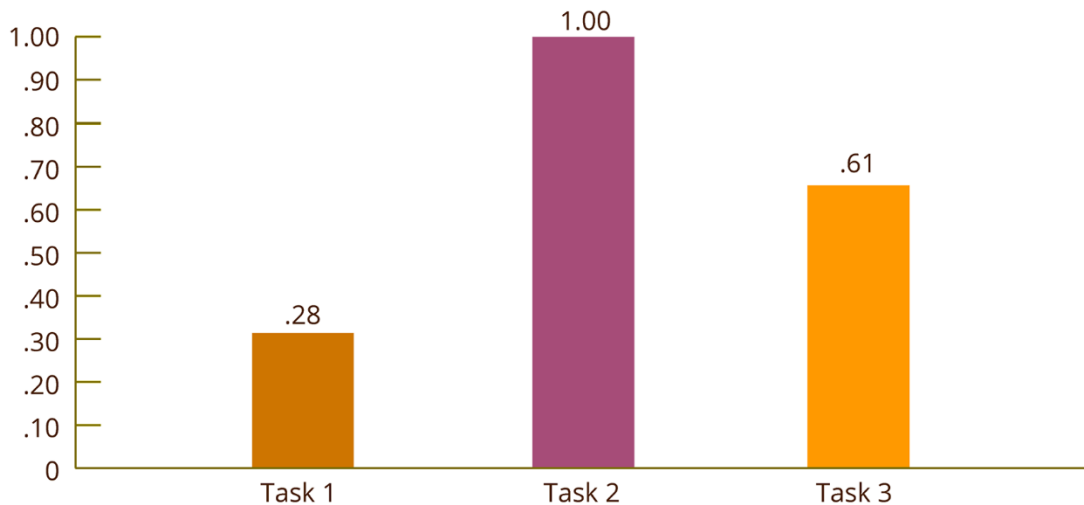


Figure 2. Task efficiency chart.

From the task efficiency chart it is clear that Task 1, finding information for a class proved to be very difficult to complete with any efficiency. It shared the lower completion rate with Task 3, but had an average efficiency rating of only .44 before the completion rate was factored in. This demonstrates a clear problem area for the websites functionality. Checking for donation matching was the object for Task 2 and was performed with 100% efficiency, presenting no usability issues. Task 3 had an efficiency rating of .95, but also suffered from the 63% completion rate. This

is another area of concern revealed by the test data as Task 3 concerned finding out information about events.

Likert Scale Ratings

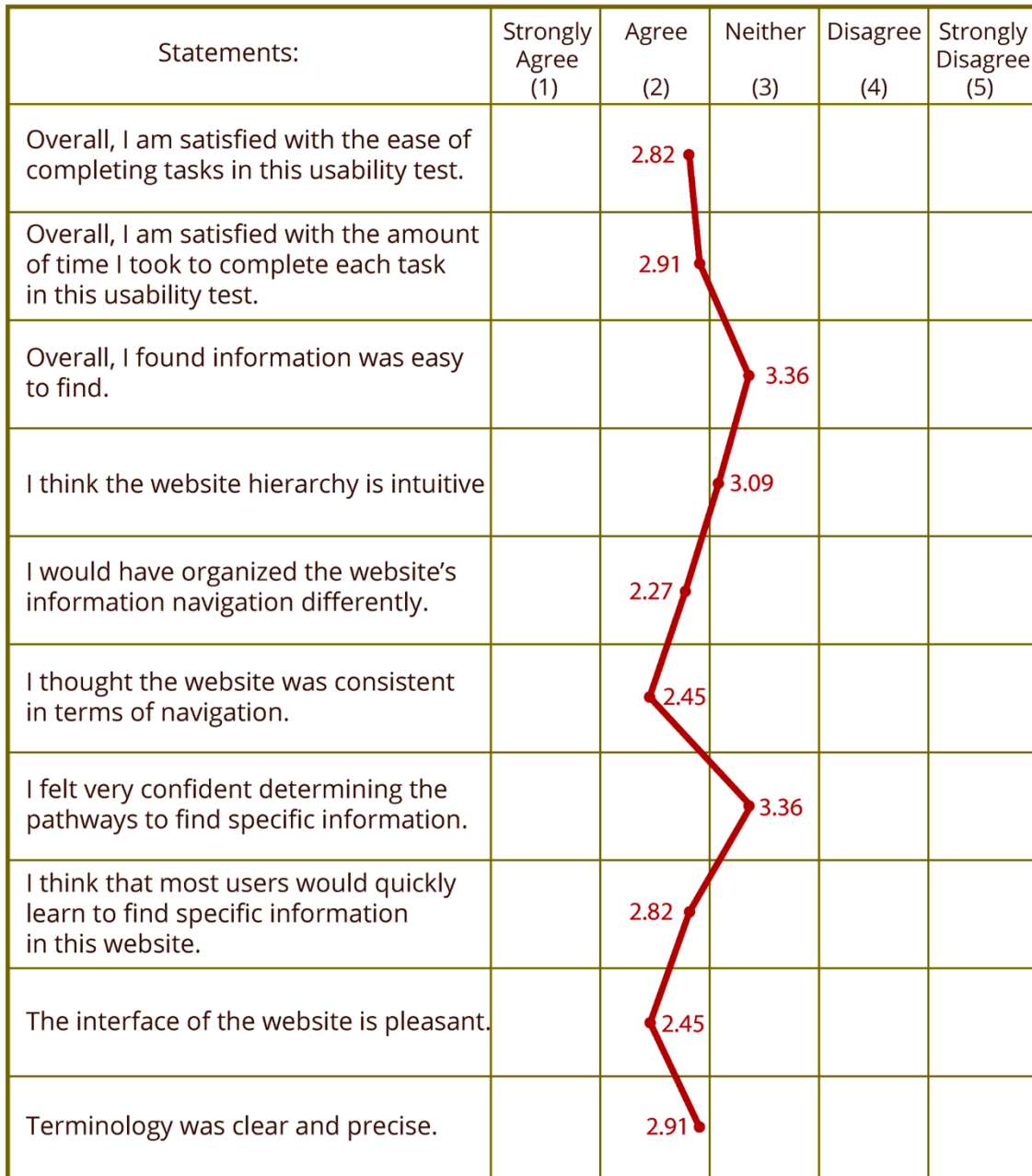


Figure 3. Likert Scale.

Results from the post-test questionnaire were of the participant's opinions about different aspect of the Seattle Tilth website that they encountered during the test.

The Likert scale indicates that test participant’s opinions about the Seattle Tilth website is not generally positive. There are few positive indicators and quite a few concerns about the design of the site’s navigation and its terminology. However, test results revealing strong opinions about the navigation being somewhat consistent is odd considering the other negative opinions about the navigation. This is another area that may need more focused study in the future.

Semantic Differential Scale

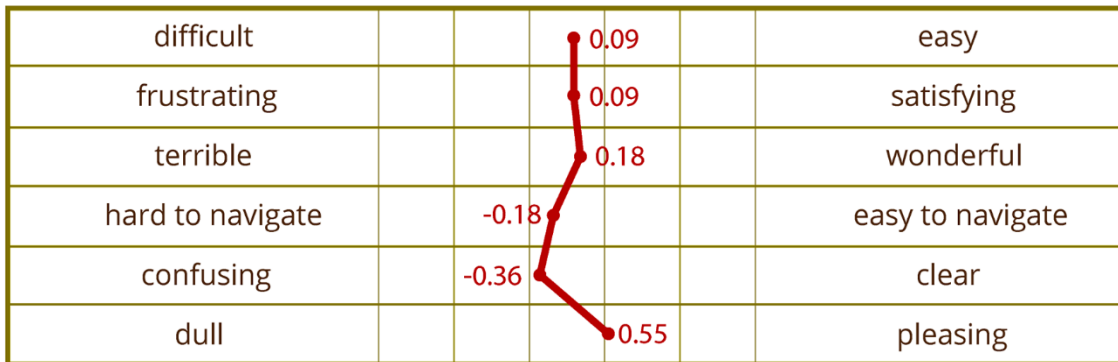


Figure 4. Semantic Differential Scale.

The semantic differential scale tells a similar story as the Likert Scale. Positive opinions are lukewarm overall. Other than the general appearance, any divergence from the middle ground is toward the negative end of the scale and indicates there are serious issues to address. Chief among these is the confusion factor.

Findings and Recommendations

The Seattle Tilth website analysis team generated a number of findings about the website based on the test data and participant’s comments and opinions. There are seven findings ranging from specific issues such as organizing class group terminology to more general findings concerns overall site organization.

The findings are rated using three metrics as a way to prioritize addressing usability issues. These are presented as a descriptive way to help Seattle Tilth rate the findings as far as effort and expense vs. impact on the site’s functionality. The metrics are Scope, Severity, and Complexity.

The Scope how wide ranging the issue is in the website. A local scope refers to an issue that is localized to a small number of pages on the site. A global scope indicates a more pervasive problem affecting the site as a whole.

The Severity measure refers to how much of an impact the issue is to the website's usability. The range is Disastrous, Serious, or Cosmetic.

The Complexity scale ranges from a Difficult Fix, a Moderate Fix, or a Quick Fix. It indicates the amount of effort required to resolve the issue.

Finding 1:

Users had trouble finding that beekeeping classes are found under the category Urban Livestock.

Problem statement:

Users do not correlate Beekeeping with Urban Livestock and therefore had trouble finding specific classes on the subject.

Recommendation:

Change the topic name to *Urban Livestock and Beekeeping*, create a separate topic named *Beekeeping* or create a topic named *Insect Management* that includes beekeeping and pest control.

Scope: Local

Severity: Serious

Complexity: Easy Fix

Participant Quotes Supporting the Finding:

P7: "I clicked on Permaculture and Sustainable Landscapes because that makes sense for bees... Are bees urban livestock?" (P7)

P5: "Where does beekeeping go? I don't know; it's not livestock." (P5)

P1: "I don't see it under browse by topic..."

Finding 2:

Several users commented that they were confused as to why internal links were opening into new tabs.

Problem statement:

Users were confused by internal links opening up in a new tab.

Recommendation:

Change links so that internal links open within the site and external links open in a new tab. According to usability expert Jakob Nielsen, "Links that don't behave as expected undermine users' understanding of their own system. A link should be a simple hypertext reference that replaces the current page with new content." A successful navigation and information architecture will guide the user with ease through the site.

Scope: Global

Severity: Serious

Complexity: Moderate Fix

Participant Quotes Supporting the Finding:

P3: "Seriously, everything opens in a new tab, though. It's maybe a little over the top."

P9: "Here is a link that says Donations, which seems like it would be good. It did pop open another tab; now I have three open." (P9)

P11: (After clicking Donations in Quick Links) "... again, it's opening in a new page, which I'm not expecting, because it's keeping me on the same website."

Finding 3:

Both links, Donate in the utility navigation and Donations in the Quick Links lead to the same place.

Problem statement:

Users were unsure if the links went to different pages.

Recommendation:

Remove Donate from the utility and the Quick Links navigation entirely, both are not needed and they take the users to the same page. Nielsen Norman Group refers to QUICK LINKS as a “logical short-term fix” for “hard to find” important links. Nielsen suggests “a longer term fix” with better navigation pathing. Therefore, create a category in the main navigation named Donate or create a subnavigation system in which Donate is a subcategory of Get Involved.

Scope: Global

Severity: Serious

Complexity: Difficult Fix

Participant Quotes Supporting the Finding:

P3: “I see two versions of donate. I don’t know if there’s a difference there...”

Finding 4

Users find multiple poor path options to class listings more confusing than one poor path.

Problem Statement: Users had great difficulty finding classes and switched between three options when any one option became too frustrating. Some searches ended in failure.

Recommendation:

Make one listing of classes like a post excerpt with a description of one or two lines and an option to read more. Presently the class listings with full description test the patience of the user by requiring numerous page navigations. Also develop an alphabetical sort option to arrange classes by name.

Scope: Global

Severity: Serious (Finding class success rate of only 63%)

Complexity: Difficult Fix

Participant Quotes Supporting the Finding:

P1: "I don't see it under browse by topic..."

P3: "Oh, Filter by Terms, look at that! Oh no, not as helpful as I was hoping..."

P8: "Oh boy, there are seven pages."

P9: "I'll try Learn (from main navigation). I end up at this similar list (List View). I've already tried Adult Classes a couple of times. I might skip that one (this time)"

Finding 5

Users experienced confusion over where they might find information on any given page. Every page is designed differently.

Problem Statement: Lack of a standard uniform primary and secondary page information structures adds to user confusion and prevents learnability.

Recommendation:

Design a standard page format that has clear standardized structure.

Scope: Global

Severity: Serious

Complexity: Moderate Fix

Participant Quotes Supporting the Finding:

P2: "What if I still have questions is hidden down below on the last line... it did not really jump to it" (After clicking on link)

P4: "I don't see anything for FAQs about the auction."

P7: "This is poorly formatted."

Finding 6

Users experienced difficulty in finding information on topics.

Problem Statement: Users experienced confusion about where to find information on classes and events.

Recommendation:

Establish an information hierarchy that goes from general to specific on each class and event page. Make links to more detailed information prominent and above the fold where ever possible.

Scope: Global

Severity: Serious

Complexity: Quick Fix

Participant Quotes Supporting the Finding:

P1: "I don't see it under browse by topic..."

P3: "Oh, Filter by Terms, look at that! Oh no, not as helpful as I was hoping..."

P8: "Oh boy, there are seven pages."

Finding 7

Users encounter outdated information.

Problem Statement:

Users experienced frustration when a PDF of class listings was for classes already past.

Recommendation:

Establish a scheduled checklist of resources that need to be updated with references to related materials.

Scope: Global

Severity: Serious

Complexity: Moderate Fix

Participant Quotes Supporting the Finding:

P2: "Here . . . oh that's Winter 2015, I don't want that! (in June of 2015)"

P6: "I'm going to have to assume that this is the next available class because there is nothing else on there."

Appendix

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Recruiting Email

Participants Needed for Usability Study of Seattle Tilth Website

You are invited to participate in a usability testing analysis for a research study on the user experience of the Seattle Tilth website (www.seattletilth.org).

Therefore, we are looking for participants for the usability study to evaluate Seattle Tilth's current website. The study will roughly be about an hour and a half and will be conducted on the campus of Seattle Central College. Compensation in the form of pizza will be provided to you for your time.

If interested, please fill out the form below:

Name: (required)

Email: (required)

Phone: (required)

Are you familiar with the Seattle Tilth website?

Yes No

How many times have you visited the Seattle Tilth website?

1 2 3 4 or more

Available Time(s):

Please tell us know if you are available at 3:30-5:00 pm on Thursday, June 4, 2015.

Yes No

Comments:



Thank you! We will follow up with you via email to confirm your participation.



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Screening Questionnaire

Participant # ____

1. Are you familiar with the Seattle Tilth?

]

Yes

[Continue]

]

No

[Terminate]

(Recruiter: Participant must be familiar with Seattle Tilth.)

2. Are you familiar with the Seattle Tilth website (www.seattletilth.org)?

]

Yes

[Continue]

]

No

[Terminate]

(Recruiter: Participant must have visited the Seattle Tilth website.)

3. Which of the following web pages have you looked for in the past, if any?

] Events

] Classes

] Donations

] Volunteering

] Membership

] CSA

Kids and Teens Programs

Adult Classes

Garden Store

[Recruiter: Participant must have looked for at least two of these pages.]

Facilitator Test Script

Testers: Cameron Kunz, Jeff Reynolds, Michelle Szvedo

Session Overview

“Good afternoon and welcome to our usability testing study on the Seattle Tilth website. I’d like to thank you for participating in this study.”

“My name is [NAME], and I will be the test moderator today. [NAMES] will be observing the study and will be assisting me by taking notes.”

“This usability evaluation, in its entirety, will last for approximately a half hour. You as the participant will be seated here at this computer, [ask participant to take a seat] while the observers will be watching the study on this external monitor [ask observers to take their seats].

“As you may already be aware, we will be looking at the Seattle Tilth website today. Your participation and feedback is greatly appreciated, because it will help us understand how to improve the site in the future.”

“Now, I would like to describe the session to you.”

“First, I want to emphasize that we are not testing you or your abilities – we are testing the Seattle Tilth website.”

[show participant the website]

“Secondly, we are interested in your feedback about all aspects of your experience during this session, so you should feel free to comment about anything about the site. (This might include site organization, buttons, navigation tools, terminology, graphics, colors, or layout.)”

“I would like to also inform you that we will be recording your interaction with the website as well as the conversation during this session. This will allow us to study your interaction with the website in greater detail.”

"In order to conduct this study, we ask that you sign a consent form"

[hand participant the consent form]

"Please read this form carefully before signing and let me know if you have any questions."

[participant returns the consent form]

"Great... thank you!"

"I will also need you to fill out this questionnaire to obtain some basic information about you."

[hand participant the questionnaire]

"Let's take a moment to fill this out. Please let me know if you have any questions."

[participant fills out and returns the questionnaire]

"Great... thank you!"

Getting Started

"Now, let's get started!"

"First, let me now describe what we are going to do..."

"During this session, I will be asking you to perform some tasks on the Seattle Tilth website."

"I ask that you **think aloud** while you are performing these tasks on the website."

"By asking you to think aloud, I am asking you to simply tell me what you are looking at, what you are thinking, and why you are doing something while you use the website."

"The purpose of thinking aloud is to give me an understanding of your thought process and give us insights on how to improve the website."

"During this session, you may ask for help clarifying a specific task, but I may not be

able to answer questions about how to complete the task because I want to replicate, as closely as possible, how you would use the site if I were not here.”

“Once we are done with the list of tasks, I will also be asking you some questions about your experience with the Seattle Tilth website.”

“If you wish to stop the session at any time you are free to do so.”

“Again, I thank you for your time and your participation. We appreciate it.”

Performing Tasks

“Now, I will be giving you six specific tasks that we’d like you to complete on the website.”

“I have each of the tasks written on these cards.”

[show participant the cards]

“During these tasks, I will be sitting here with you...”

“Again... remember that we are not testing you or your abilities – we are testing the Seattle Tilth website.”

“Please also remember to think aloud while you are performing these tasks.”

[read each task aloud to the participant from the cards — remind them to keep talking during each task]

“Great! Thank you... that concludes the tasks section of this session!”

Post Test Interview

“I would now like to ask you some question about your experience with the website.”

[present the post-test questionnaire to the participant and record their answers]

“Great! Thank you... that concludes the session!”

“Again... we appreciate your participation in this study! This will definitely help us in the redesign of the Seattle Tilth website.”

“Thank you very much!” [escort participant out]



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Consent Form

Participant # _____

Testers: Cameron Kunz, Jeff Reynolds, Michelle Szwedlo

You are invited to participate in a usability testing analysis for a research study on the user experience of the Seattle Tilth (www.seattletilth.org) website.

From the information collected and studied in this project, we hope to improve our understanding of how typical users of the Seattle Tilth website to find and use information as it relates to the public outreach activities and the mission of Seattle Tilth.

Procedures:

With your permission, we would like to have you participate in a usability testing session. In this session you will be asked to:

1. Fill out a pre-test questionnaire about yourself.
2. Perform a series of tasks on the Seattle Tilth website during which we will ask you to “think aloud” as you perform the tasks.
3. Fill out a post-test questionnaire about the usability of the website. Video and audio of this session will be recorded using Google Hangouts video recording software.

Risks & Benefits:

There are no anticipated risks associated with this study. We cannot and do not guarantee or promise that you will receive any benefit from this study.

Time Involvement:

If you agree to participate, your participation in this study will not require more time from you other than this instance where this study is explained to you. This session will take approximately 30 minutes.

Payments & Compensation:

You will be offered a slice of pizza to participate in this study. The pizza is provided by an outside source. The quality of said pizza is in no way guaranteed and the Seattle Tilth Analysis Team takes our pizza seriously and will not be held responsible for inferior quality pizza.

Participant's Rights:

If you have read this form and have decided to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time. Your identity will not be disclosed in any published and written material resulting from the study.

Authorization to Use Your Survey Results for Research Purposes

Because information about you is personal and private, it generally cannot be used in a research study without your written authorization. If you sign this form, it will provide that authorization.

This document is intended to inform you about how the video and audio of your usability testing session and survey results information will be used or disclosed in the study. Your information will only be used in accordance with this authorization form and the informed consent form and as required or allowed by law.

Please read the following carefully before signing this authorization form:

1. This research project seeks to improve our understanding of how users of the Seattle Tilth website use the site to find and use information as it relates to a the community outreach and mission of Seattle Tilth.
2. You do not have to sign this authorization form. But if you do not, you will not be able to participate in this research study.

3. If you decide to participate, you are free to withdraw your authorization regarding the use and disclosure of survey results information (and to discontinue any other participation in the study) at any time. After any revocation, your survey results will no longer be used or disclosed in the study, except to the extent that the law allows us to continue using your information (e.g., necessary to maintain integrity of research).

4. If you wish to revoke your authorization for the research use or disclosure of your survey information in this study, you must do so in writing.

5. Your name from this research study will be disclosed to the researcher and research team only.

6. Audio and video from the session will be disclosed to the researcher, research team and stakeholders of the website only.

7. Your survey results from this research study will be disclosed to the researcher, research team and stakeholders of the website only.

8. Post test data analysis will be disclosed to the researcher, research team and stakeholders of the website and be published anonymously on the researcher's website only.

9. The following researchers are authorized to use your survey results information in connection with this research study as described above:

Cameron Kunz, Michelle Szwed, Jeff Reynolds
Seattle Tilth Analysis Team
ITC298: UX Research Methods Usability Test Kit
Seattle Central College

Name of Participant (Please Print)

Signature of Participant / Date



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Pre-Test Questionnaire

Participant # _____

Testers: Cameron Kunz, Jeff Reynolds, Michelle Szvedo

This questionnaire is an opportunity for the facilitator to get to know the participant while also gathering additional data which may or may not be used during data analysis. This questionnaire will be moderated by the facilitator.

1. Observed Gender

Male

Female

2. Age: ____

3. Do you live in Seattle?

Yes

No

4. Have you used the Seattle Tilth website before?

Yes

No

5. Would you say your ability to find information on the web is...

No Experience

Very Little Experience

Some Experience

Average Experience

A Lot of Experience

Very Experienced

6. Please check any topics you have searched for on the web...

CSA Subscriptions

Non Profit Donations

Gardening Classes

Teen Programs

Cooking Classes

Farmers Markets



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Task List

Testers: Cameron Kunz, Jeff Reynolds, Michelle Szvedo

Task 1 • Find a Class

From the homepage (without using the search feature), find the next available class date/time, location and price for **Backyard Beekeeping 101**.

1. Go to Adult Classes
2. Go to Urban Livestock
3. Find **Backyard Beekeeping 101**
4. Click on **Backyard Beekeeping 101** to find price, location, date and time.

User finds that the next available class date is Saturday September 19th from 10:00am-12:00pm at the Good Shepherd Center Rm. 107. The price is \$36.00 for an individual, \$25.00 for a member and \$54.00 for a household of 2 adults.

Estimated time: 5 min

Task 2 • Donation Matching

In this task you work for Google.

From the Seattle Tilth homepage (without using the search feature), check to see if your "company" does a donation match.

1. Go to donate at the top of the homepage (new tab will open).
2. Click *company match gifts* link at the second bullet point.
3. View the list of companies to see if your company is there.

Users will find that Google does do a donation match for Seattle Tilth.

Estimated time: 2-3 min

Task 3 · Asking a question about the Gala Auction that is not in the FAQs

From the homepage (without using the search feature), locate the Gala Auction and find a way to ask additional questions that do not appear in the FAQs.

1. Go to Events
2. Go to Gala Auction
3. Find **Questions?**
4. Click **FAQ**.
5. Click on the last question "What if I still have questions?"
6. Read the answer.
7. Locate **Contact**.
8. Click on **Contact**. Email choice window will appear.

User finds the Contact button on the footer nav below the FAQ section. Once the Contact button is pushed, the email choice window appears which terminates the test.

Estimated time: 3 min

Task 01 Classes

From the homepage (without using the search feature), find the next available class date/time, location and price for Backyard Beekeeping 101.

Task 02 Donations

In this task you work for Google.

From the Seattle Tilth homepage (without using the search feature), check to see if your "company" does a donation match.

Task 03 Events

From the homepage (without using the search feature), locate the Gala Auction and find a way to ask additional questions that do not appear in the FAQs.



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Usability Test Notes

Date: _____ Testers: Cameron Kunz, Jeff Reynolds, Michelle Szvedo

Participant # _____ Participant's Name: _____

Tester/Data Logger: _____

Shorthand Code

P	Prompted my test moderator
S	Task completed successfully
E	Error detection

Task No.	Notes	Code
01	From the homepage (without using the search feature), find the next available class date/time, location and price for Backyard Beekeeping 101 .	

Task No.	Notes	Code
02	<p>In this task you work for Google.</p> <p>From the Seattle Tilth homepage(without using the search feature), check to see if your "company" does a donation match.</p>	

Task No.	Notes	Code
03	From the homepage (without using the search feature), locate the Gala Auction and find a way to ask additional questions that do not appear in the FAQs.	



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Post Test Questionnaire

Participant # _____

Testers: Cameron Kunz, Jeff Reynolds, Michelle Szvedo

1. Please rate Seattle Tilth’s website by checking off the level of your agreement with the statements provided:

Statements:	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Overall, I am satisfied with the ease of completing tasks in this usability test.					
Overall, I am satisfied with the amount of time I took to complete each task in this usability test.					
Overall, I found information was easy to find.					
I think the website hierarchy is intuitive					
I would have organized the website’s information navigation differently.					
I thought the website was consistent in terms of navigation.					
I felt very confident determining the pathways to find specific information.					
I think that most users would quickly learn to find specific information in this website.					
The interface of the website is pleasant.					
Terminology was clear and precise.					

2. Using the following scale, please circle the number nearest the term that most closely matches your feelings about Seattle Tilth's website:

difficult	-2	-1	0	1	2	easy
frustrating	-2	-1	0	1	2	satisfying
terrible	-2	-1	0	1	2	wonderful
hard to navigate	-2	-1	0	1	2	easy to navigate
confusing	-2	-1	0	1	2	clear
dull	-2	-1	0	1	2	pleasing

3. I found the following aspects of Seattle Tilth's website that need to be improved:

a.

b.

4. I found the following aspects of Seattle Tilth's website to be satisfying:

a.

b.

5. Please add any else you found important to point out about Seattle Tilth's website that did not get covered in this questionnaire:



Seattle Tilth Usability Test Data Sheet

Participant (tester initials + number of test)	Participant 1 - MS21	Participant 2 - JSR1	Participant 3 - JSR2	Participant 4 - CK2	Participant 5 - MS22	Participant 6 - CK1	Participant 7 - JSR3	Participant 8 - JSR4	Participant 9 - CK1	Participant 10 - CK4	Participant 11 - MS23
Pre-Test Questionnaire											
Participant Name	Emily	Beth	Kaela	Sam	Danny	Clare	Mary Grace	Alexi	?	Nikki	Katie
Observed gender (m/f)	F	F	F	F	M	M	F	F	F	M	F
Age	31	30	25	34	30	30	22	46	31	36	64
Seattle Resident (y/n)	Y	Y	Y	N	Y	Y	Y	Y	Y	N	Y
Used Seattle Tilth site before? (y/n)	N	N	Y	N	Y	N	N	N	N	N	N
Ability to find information on web	5	6	6	6	6	6	5	6	5	6	5
1=No experience, 2=Very Little, 3=Some, 4=Average, 5=A lot, 6=Very experienced											
Check any topics searched											
(A-CSA, N=Non-profit donations, G=Gardening classes, T=Teen Programs, C= Cooking Classes, F= Farmer's Markets)				A		A			A		A
A											
N											
G				G		T			G		G
F											T
C			C			C		C		F	C
F			F	F		F		F		F	F
Post-Test Questionnaire											
1=Strongly Agree, 2= Agree, 3= Neither, 4=Disagree, 5=Strongly Disagree											
1-01. Satisfied with ease of task completion	4	2	2	5	4	3	3	1	2	1	4
1-02. Satisfied with time to complete tasks	4	3	2	4	3	4	4	2	1	1	4
1-03. Information easy to find	4	5	1	5	4	3	4	2	3	4	4
1-04. Hierarchy is intuitive	4	4	4	4	4	3	3	1	4	2	4
1-05. Would have organized differently	2	2	3	2	2	1	2	2	2	3	2
1-06. Consistent navigation	2	4	2	4	2	2	2	2	2	2	2
1-07. Confident finding paths to information	4	4	2	5	4	4	4	2	2	2	4
1-08. Could quickly learn site paths	2	4	2	4	3	2	2	1	3	2	4
1-09. Interface is pleasant	1	4	1	2	4	4	2	1	2	2	4
1-10. Terminology clear and precise	3	5	2	5	4	3	2	1	2	2	3
Range = -2, -1, 0, 1, 2											
2-01. Difficult/Easy	0	-2	2	-2	0	0	0	1	2	1	-1
2-02. Frustrating/Satisfying	1	-1	1	-2	0	0	-1	2	0	2	-1
2-03. Terrible/ Wonderful	1	-1	2	-1	-1	0	0	2	0	1	-1
2-04. Hard to Navigate/Easy to Navigate	-1	-2	2	-2	-1	-1	0	2	1	1	-1
2-05. Confusing/Clear	-1	-2	2	-1	-1	-1	-1	2	-1	1	-1
2-06. Dull/Pleasing	2	-1	2	1	-1	1	0	1	1	1	-1
3. Site aspects that need to be improved:											
Naming Conventions	Overall menu structure, finding info was confusing	utility nav and sidebar nav redundant	Wording of Links (nav)	Repetitive Info, Conflicting Info	Too many layers	Organization of classes, method to lookup by title	Font too small overall	Course listing need to be better organized	Making finding a class easier		
Links that took me in a circle	Link colors are hard to ID	Need more padding: right; on horizontal nav	Poorly organized information and structure	Better grouping of classes	Home page seems crowded		Different color scheme, green background dated	Could have explained CSA better	Color usage is a little heavy		
		Bees is a keyword, dammit!							confusing. Might work better to have more main pages with specific titles.		
4. Site aspects satisfying:											
Consistent layout	Logo and main page image	Looks great! Colors are pleasing and make sense with seasons	Colors are pretty nice.	Logo	Color scheme	Colors	The way the site is organized	Look was pleasant			
Readability	Color of nav menu	Pleasant overall		Font easy to read	Contact info at bottom of every page	Logo was a link (to home)	Seattle Tilth is cool organization, encourages user to seek more info				
5. Additional points:											
Interesting Content	Everything is confusing, get stuck, difficult to navigate, info is hidden			Donations page was slow to load							They might wish to consider mobile visitors, as their website does not adjust to smaller screen sizes.
Task Completion and Efficiency											
Task 1	Completed? (Y/N)	Y	Y	N	Y	Y	Y	N	N	Y	N
Time to completion	07:34	00:3865741	01:48	04:55	02:44	02:26	03:35	03:47	06:30	04:14	03:40
Total pages visited to complete task (counting repeats)	N/A	12	6	10	7	7	12	8	9	6	7
Minimum pages needed to complete task	3	3	3	3	3	3	3	3	3	3	3
Efficiency	#VALUE!	0.25	0.5	0.30	0.428571429	1.00	0.25	0.38	0.333333333	0.50	0.428571429
Task 2	Completed? (Y/N)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Time to completion	00:51	0.000509259	00:24	00:45	01:03	00:58	00:20	00:54	01:27	00:48	00:37
Total pages visited to complete task (counting repeats)	2	2	2	2	2	2	2	2	2	2	2
Minimum pages needed to complete task	2	2	2	2	2	2	2	2	2	2	2
Efficiency	1	1	1	1.00	1	1.00	1	1.00	1	1.00	1
Task 3	Completed? (Y/N)	N	Y	Y	N	Y	Y	Y	Y	Y	N
Time to completion	00:53	0.000821759	01:40	00:55	01:23	01:20	01:46	01:18	03:02	02:50	00:28
Total pages visited to complete task (counting repeats)	N/A	4	6	4	4	4	4	4	4	4	3
Minimum pages needed to complete task	4	4	4	4	4	4	4	4	4	4	4
Efficiency	#VALUE!	1	0.666666667	FALSE	FALSE	1.00	1	1.00	1	1.00	FALSE

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