USABILITY TEST REPORT

For http://www.bbonline.com

Leland Stoe

WRIT574-01

TABLE OF CONTENTS

EXECUTIVE SUMMARY

This report describes the website usability study of <http://www.bbonline.com>. This bed-and-breakfast (B & B) website focuses on helping targeted users identify, locate and browse bed and breakfasts across the United States and internationally.

The study was conducted by Leland Stoe from November 9th through November 14th, 2015. Its goal was to gather and analyze user-experience data to identify areas where the BBOnline website could improve its user experience.

The target user population for this study was identified through scripted phone interviews. The interview results were subsequently integrated into a single fictitious persona named "Gloria." Target users in this study were primarily middle-aged women with average to above average computer skills. None of these women had experience with <http://www.bbonline.com>.

Based upon "Gloria's" needs and opinions, six important task scenarios were identified. Cognitive walkthroughs of these six task scenarios were conducted while using BBOnline through the lens of "Gloria." The walkthroughs identified specific areas of focus for follow-on testing involving real users.

Task scenarios:
1) You and your significant other are planning a weekend getaway. Find B & B's in Red Wing, MN and compare to others in the area.
2) Find the Ellery House B & B in Duluth, MN by name and compare to others in the area.
3) Find a list of local activities for the Ellery House in Duluth, MN.
4) Browse the photo gallery for the Stone Boat Farm Bed & Breakfast in Jamaica, VT.
5) Read the online reviews for Xanadu Island Bed & Breakfast and Resort, Battle Lake, Minnesota.
6) Watch video of the B & B in Barbados.

Seven real users were selected through a scripted phone-screening process. Each of these users then tested the scenarios, thinking out loud as they attempted to complete each task. Data was

collected and analyzed to determine whether it correlated to the cognitive-walkthrough findings and whether it revealed areas for website improvement.

Usability test data included measured parameters, such as time on task, and subjective data, such as the level of user enjoyment. Objective data was measured, while subjective data was gathered through post-task surveys, observed body language and verbal feedback from the users.

The study identified several areas of strength, as well as areas for improvement. For example, while users typically found B & B's easily, almost none of the users used the breadcrumb navigation to track back to find nearby B & B's. It appeared that the users did not notice the breadcrumbs, because they were rather nondescript. Breadcrumb navigation would have improved users' search efficiency significantly, likely leading to increased satisfaction. Another key finding involved inconsistent and misleading search functionality. Here, the search results for "Red Wing" can return either 92 results or just two results.

Additional findings include insufficient photo galleries, broken links, unhelpful maps, non-hyperlinked activities lists, hard-to-read B & B reviews, and a sign-in requirement to watch a video.

Recommendations for site improvement include standardization of search-results, making breadcrumbs appear more prominent, growing the photo galleries, creating hyperlinks to activities, repairing broken links, adding white space to B & B reviews and removing the sign-in requirement for videos.

BACKGROUND & INTRODUCTION

The usability test took place between November 9th and 14th, 2015. It focused on the website http://www.bbonline.com, a tool enabling users to find information about bed & breakfasts (B & B's) locally and internationally. Specifically, the site was tested to judge its performance as real users attempted to complete six scripted task scenarios. Persona-based cognitive walkthroughs had been conducted prior to this usability test. The walkthroughs tested the same set of six task scenarios, deemed of high importance to the target persona, based upon user research in the form of a 23-question survey. This report characterizes the experiences of real users as they attempted to carry out the task scenarios.

The test objectives were threefold. First, assess the extent to which real users matching the target audience experienced the problems suggested by the cognitive walkthroughs. Second, explore the users' overall satisfaction with the site. Lastly, use the test results to suggest site improvements.

Critical findings, including positive findings, are outlined for each scenario in this report, and suggestions for improvement are shown at the end of each task summary.

USER ANALYSIS & PARTICIPANTS

As previously stated, phone interviews and a script of 23 questions were used to characterize the target users of the BBOnline website.

The charts on the right lend insight into the makeup of the study group. This information was taken from the pretest survey administered at the beginning of the usability study. In addition to the data shown in these charts, the study population also met the following qualifications:

- Must be female
- Must be employed
- No previous experience with <http://www.bbonline.com>
- Stayed at a bed & breakfast within the past two years
- Average to above-average computer skills (self-rated)
- At least somewhat comfortable making online purchases (self-rated)

Study group overview:
- Somewhat older population, with the exception of one younger person
- 100 percent college-educated, some with advanced degrees
- All spent at least four hours on a computer per day.
- All spent significant time on the Internet each week. Note that social-media time is included in this number.
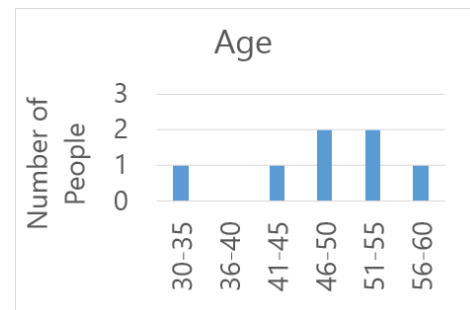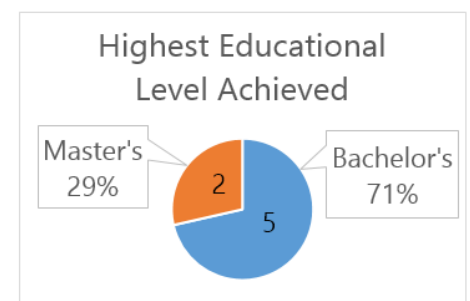
Figure 1

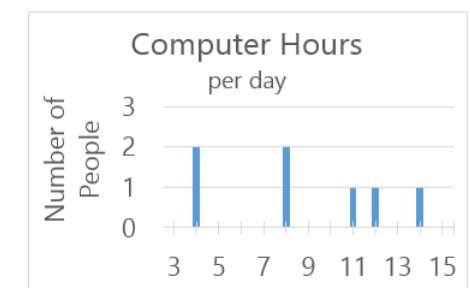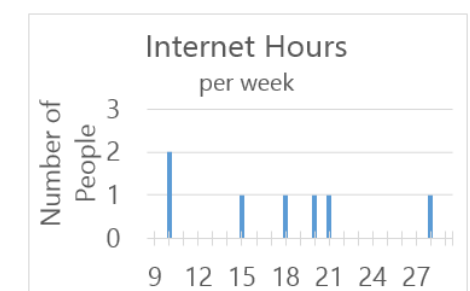**Figure 2**

Figure 3

Figure 4

METHODOLOGY

Target-user data, collected via the phone interviews, was first assigned to "Gloria," a fictional persona embodying these collective traits and preferences. Based upon "Gloria's" goals, a series of six high-value task scenarios were identified.

Task scenarios:
1) You and your significant other are planning a weekend getaway. Find B & B's in Red Wing, MN and compare to others in the area.
2) Find the Ellery House B & B in Duluth, MN by name and compare to others in the area.
3) Find a list of local activities for the Ellery House in Duluth, MN.
4) Browse the photo gallery for the Stone Boat Farm Bed & Breakfast in Jamaica, VT.
5) Read the online reviews for Xanadu Island Bed & Breakfast and Resort, Battle Lake, Minnesota.
6) Watch video of the B & B in Barbados.

These six scenarios were tested from two angles. First, each scenario underwent a cognitive walkthrough. That is, the user-experience was evaluated through the perspective of "Gloria." Second, each scenario was attempted by seven real users who closely matched the target audience profile. Data from both viewpoints was then compared and analyzed.

The study findings were based on task-scenario observations, including user body language, verbal feedback, and objective task metrics such as time on task, number of wrong pathways and task failure rate. In addition, post-task surveys provided subjective measures of user-experience in terms of task efficiency, navigational clarity and enjoyment. These post-task surveys were administered at the completion of each task scenario. An SUS (system usability survey) was administered after all six task scenarios were attempted, reflecting the users' subjective impression of their overall user-experience.

All testing took place in the same uninterrupted environment, on a Windows 10-based HP SPECTRE laptop PC.

FINDINGS

HOW TO READ THESE RESULTS

While reading and interpreting results for each task scenario, bear the following in mind:

- The scripted task scenario, marked with a √, is shown at the top of the first page for each task.
- The first page shows a visual overview of both the objective and subjective measures.
- The remaing pages contain a detailed discussion of each finding.
- The discussion section categorizes findings by whether they correlate to the cognitive walkthrough findings.
- The critical findings and suggestions section identifies the most important findings and suggests ways to mitigate problems.

SCENARIO 1

✓ You and your significant other are planning a weekend getaway. Find B & B's in Red Wing, MN and compare to others in the area.

STATISTICAL SUMMARY (scenario 1)

Figure 5: Objective measures—task 1

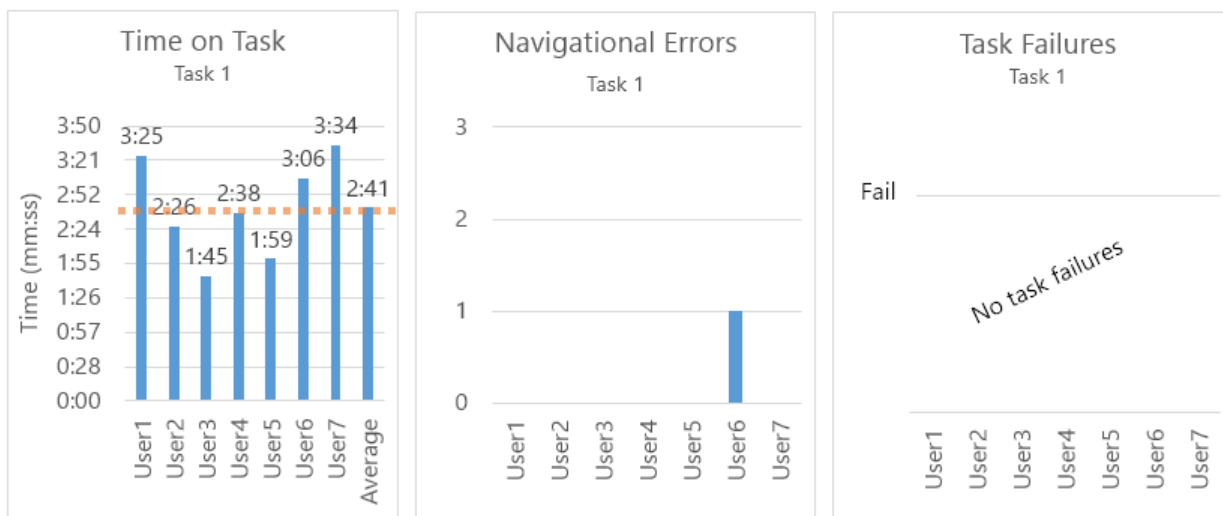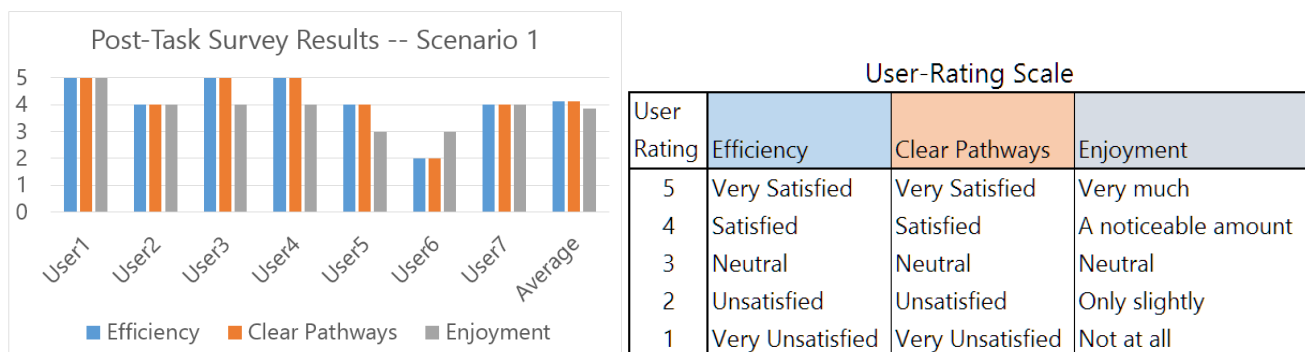| User Rating	Efficiency	Clear Pathways	Enjoyment
5	Very Satisfied	Very Satisfied	Very much
4	Satisfied	Satisfied	A noticeable amount
3	Neutral	Neutral	Neutral
2	Unsatisfied	Unsatisfied	Only slightly
1	Very Unsatisfied	Very Unsatisfied	Not at all

Figure 6: Subjective measures—task 1

DISCUSSION (scenario 1)

User ratings:

- Efficiency rating: "satisfied"
    - Average time on task: 2:41

- Clear pathways rating: "satisfied"
    - One of seven users chose an incorrect pathway to the goal.

- Enjoyment rating: "a noticeable amount" (3.9/5.0 points)
    - Users' body language and think-out-loud feedback indicated minimal frustration.
    - All users completed task successfully.

Findings correlated to cognitive walkthrough

- Users found comparison to be easy.

- Users found nearby B & Bs easily.

- Users noted the the inconsistent search functionality.

Findings not correlated to cognitive walkthrough

- No users noted the annoying ads.

- No users noted the unexpected tab-key behavior, where one cannot tab to the composed search text.

CRITICAL FINDINGS AND SUGGESTIONS (scenario 1)

- Users identified inconsistent search functionality
    - A search by "Red Wing," then pressing [enter] returns 92 results, only two of which are in Red Wing, MN (see Figure 7, left). However, if the user searches on "Red Wing," then clicks on the composed suggestion, the two correct results are returned (see Figure 7, right).

        ➢ Suggestion: Eliminate the noisy results and resulting confusion by searching based upon entire string (i.e. search on "Red Wing," not "Red" or "Wing."

Figure 7: Inconsistent search functionality

- Only one of seven users used the breadcrumb navigation to find nearby B & B's.
  - ➢ Suggestion: Make the breadcrumbs more prominent by applying background colors behind them. Use a contrasting color behind "Red Wing."

Figure 8: Underutilized breadcrumbs

- Three of seven users followed outbound links, requiring redirection back to <http://www.bbonline.com>.
  - ➢ Suggestion: Increase the content available within BBOnline to increase the site's retention rate. Users want a one-stop-shopping experience.

SCENARIO 2

✓ **Find the Ellery House B & B in Duluth, MN by name and compare to others in the area.**

STATISTICAL SUMMARY (scenario 2)

Figure 9: Objective measures—task 2

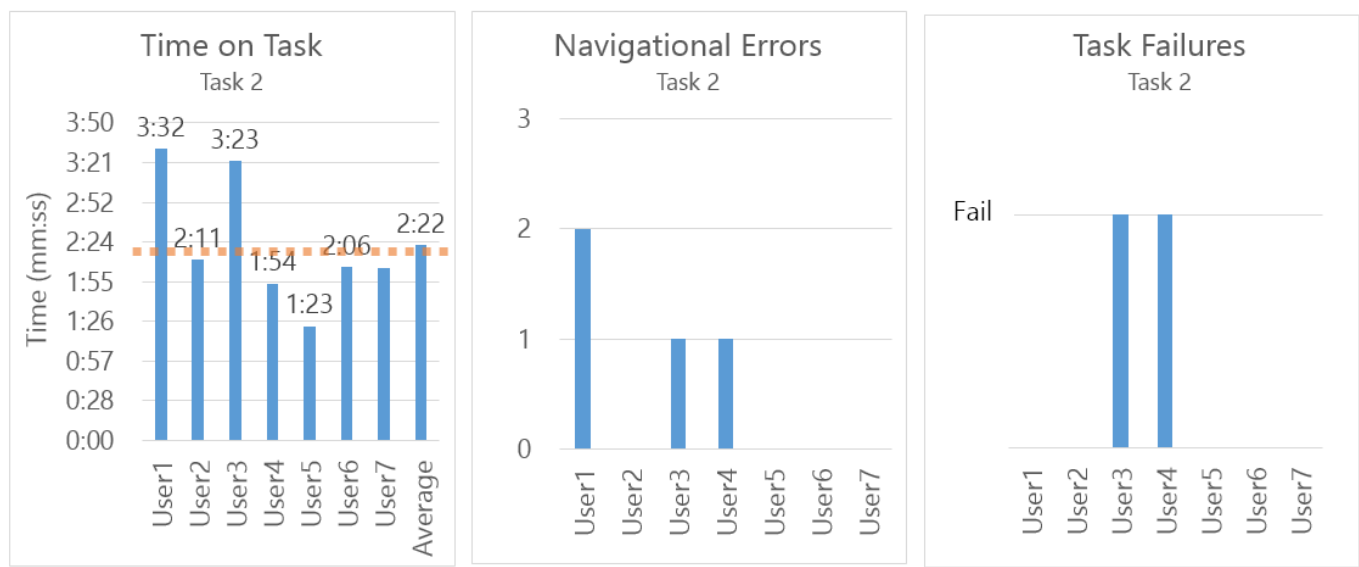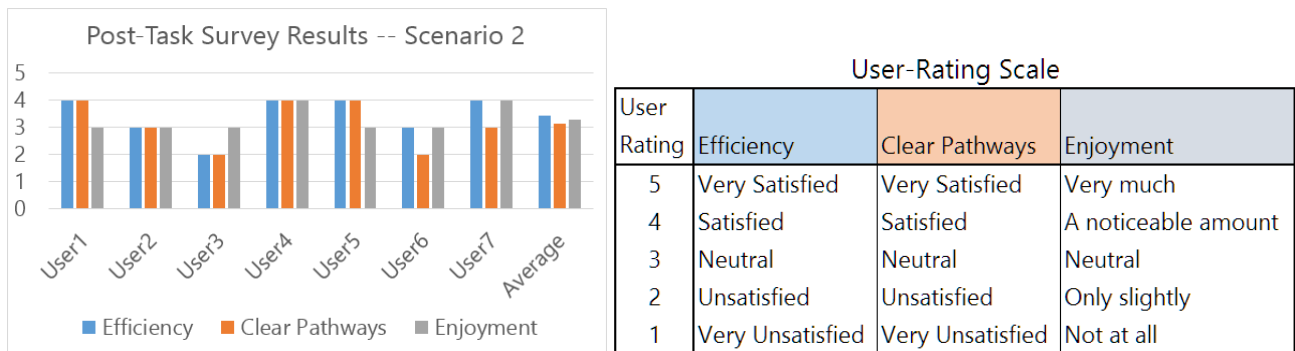| User Rating	Efficiency	Clear Pathways	Enjoyment
5	Very Satisfied	Very Satisfied	Very much
4	Satisfied	Satisfied	A noticeable amount
3	Neutral	Neutral	Neutral
2	Unsatisfied	Unsatisfied	Only slightly
1	Very Unsatisfied	Very Unsatisfied	Not at all

Figure 10: Subjective measures—task 2

DISCUSSION (scenario 2)

User ratings:

- Efficiency rating: "neutral"
    - Average time on task: 2:22

- Clear pathways rating: "neutral"
    - Two of seven users made a single navigational error. Both users failed to complete this task.
    - One user made two navigational errors, but completed the task.

- Enjoyment rating: Neutral (3.3/5.0 points)
    - Four of seven users voiced frustration for various reasons during this scenario.

Findings correlated to cognitive walkthrough

- The map was not helpful for finding nearby B & B's, strongly contributing to one task failure. Specifically, the map showed no other B & B's in Duluth (see Figure 11).
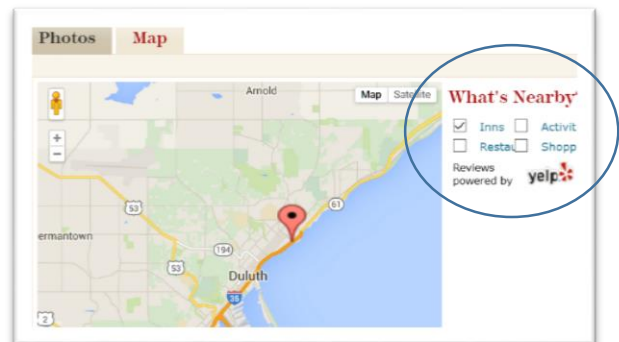

Figure 11: Unhelpful map

- Nearly half of the users (three of seven) never noticed breadcrumb links to Duluth.
    - One user gave up, resulting in task failure.

Findings not correlated to cognitive walkthrough

- One of seven users clicked on outbound link for more detailed information.
- One user was disappointed that there was no comparison checkbox as on other sites.

CRITICAL FINDINGS AND SUGGESTIONS

- The map is not helpful for finding nearby B & B's.
  - ➤ Suggestion: Find the root cause of the map malfunction. Then test using multiple municipalities before updating the website.

- Three of seven users noted disappointment that BBOnline located only two B & B's in Duluth.
  - ➤ Suggestion: Increase content as noted in Scenario 1 suggestions to increase user retention

- Three of seven users did not notice the breadcrumb navigation.
  - ➤ Suggestion: Use contrasting background colors as noted in Scenario 1 suggestions.

✔ **Find a list of local activities for the Ellery House in Duluth, MN.**

STATISTICAL SUMMARY (scenario 3)

Figure 12: Objective measures—task 3

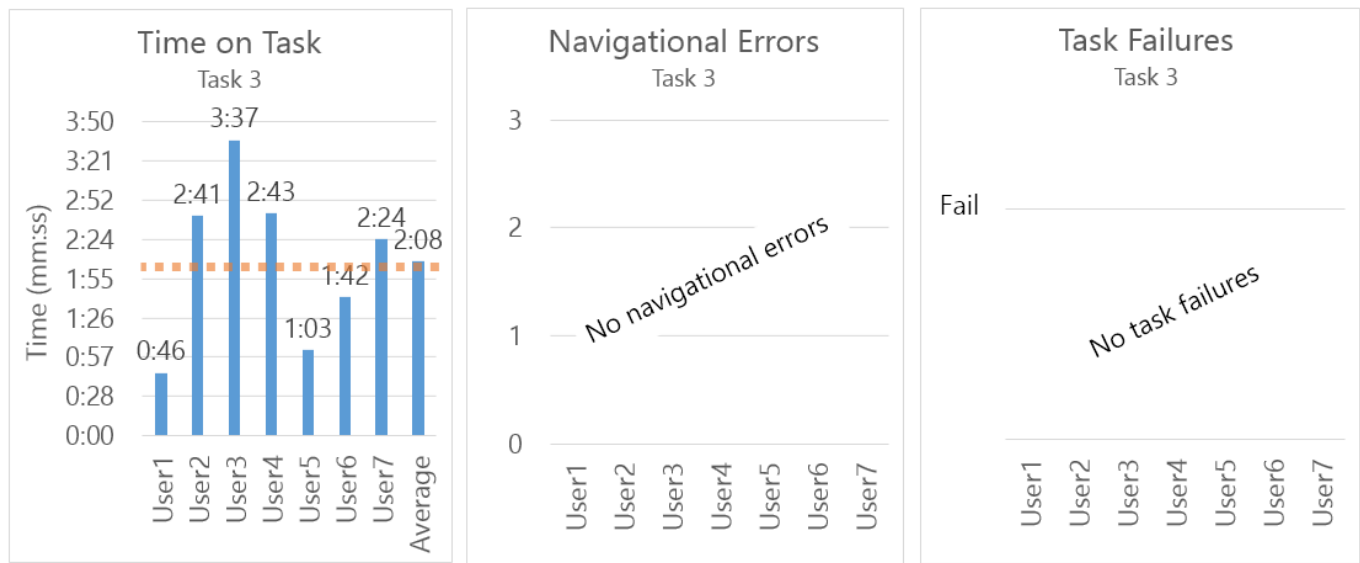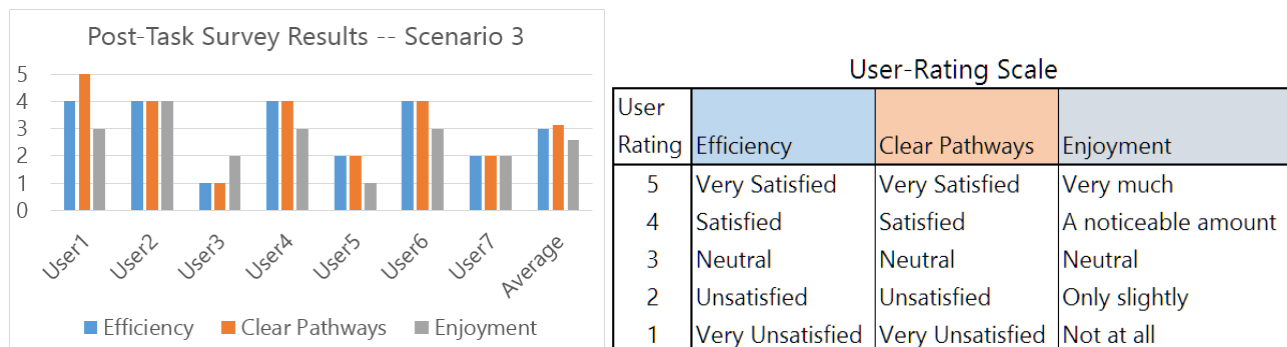| User Rating	Efficiency	Clear Pathways	Enjoyment
5	Very Satisfied	Very Satisfied	Very much
4	Satisfied	Satisfied	A noticeable amount
3	Neutral	Neutral	Neutral
2	Unsatisfied	Unsatisfied	Only slightly
1	Very Unsatisfied	Very Unsatisfied	Not at all

Figure 13: Subjective measures—task 3

DISCUSSION (scenario 3)

User ratings:

- Efficiency rating: "neutral"
  - Average time on task: 2:08

- Clear pathways rating: "neutral"

- Enjoyment rating: "neutral" (2.6/5.0 points)

Findings correlated to cognitive walkthrough

- Five of seven users expressed disappointment that activities were not hyperlinked. (see Figure 14.)

- Think-out-loud commentary showed frustration with level of detail available for activities.
  - One user said "This is a good high-level summary, but I would Google the actual activity now."
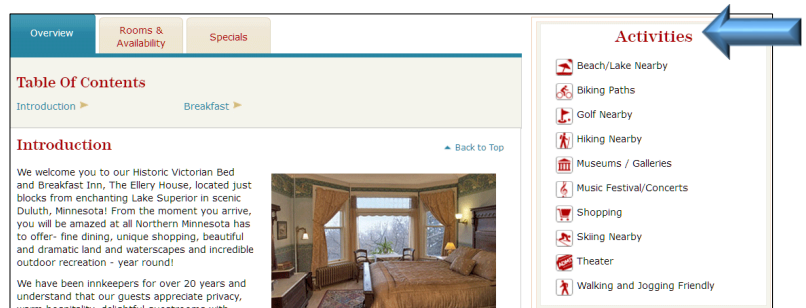

Figure 14: Activities not hyperlinked

Findings not correlated to cognitive walkthrough

- All users successfully completed this scenario.

- Despite the "neutral" user rating for "clear pathways," no users selected wrong pathways toward the goal.

CRITICAL FINDINGS AND SUGGESTIONS

- All users found the activities easily, but wanted hyperlinks to detailed information on the activities.

  - ➢ Suggestion: Create hyperlinks to activity details. Warn user that they are about to open a new browser tab. This warning should minimize occurrences where users feel lost when a foreign window appears.

SCENARIO 4

✓ **Browse the photo gallery for the Stone Boat Farm Bed & Breakfast in Jamaica, VT.**

STATISTICAL SUMMARY (scenario 4)

Figure 15: Objective measures—task 4

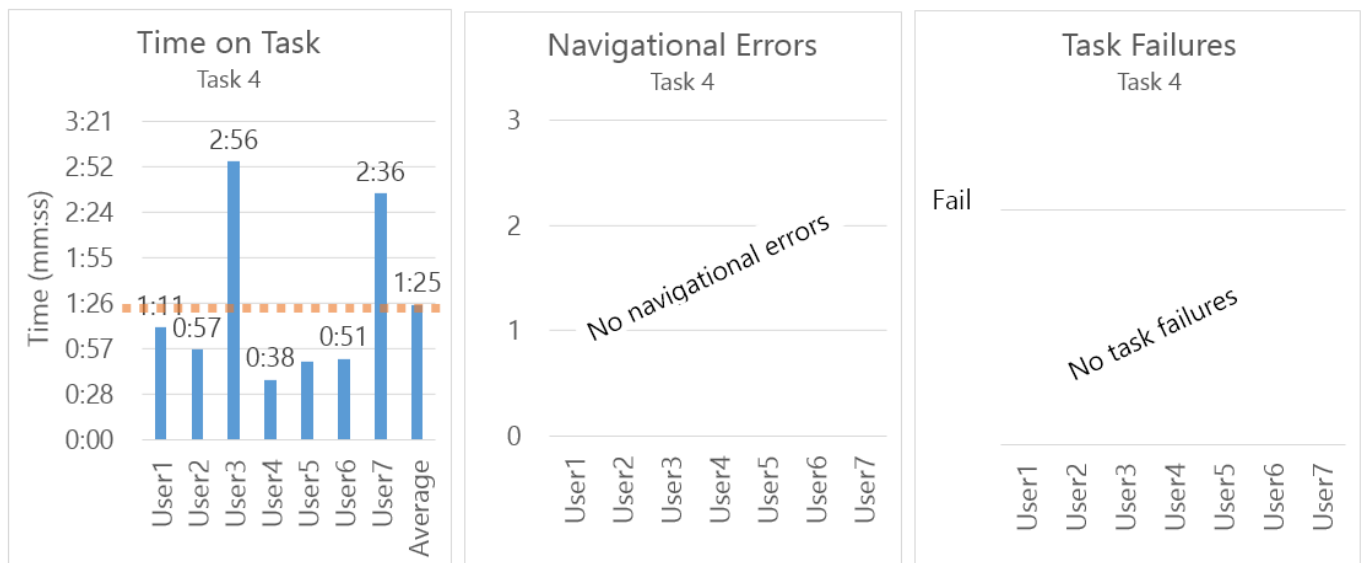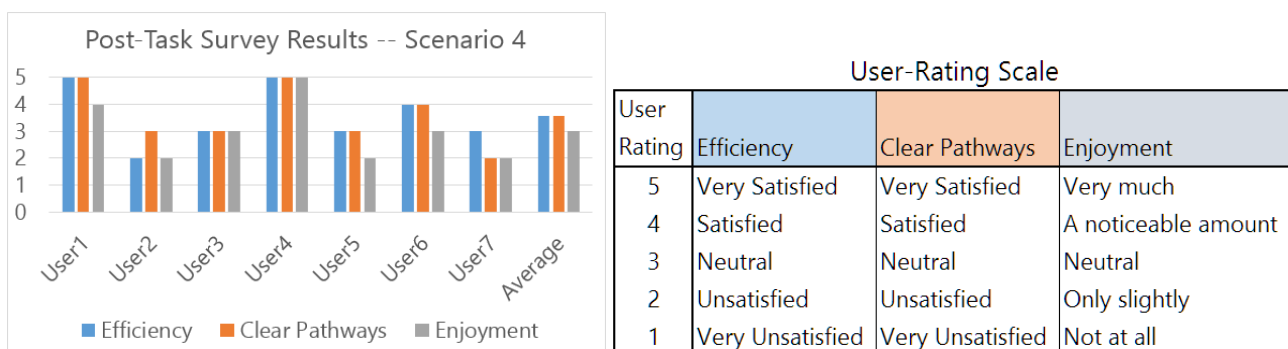| User Rating	Efficiency	Clear Pathways	Enjoyment
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4	Satisfied	Satisfied	A noticeable amount
3	Neutral	Neutral	Neutral
2	Unsatisfied	Unsatisfied	Only slightly
1	Very Unsatisfied	Very Unsatisfied	Not at all

Figure 16: Subjective measures—task 4

DISCUSSION (scenario 4)

User ratings:

- Efficiency rating: "satisfied"
    - Average time on task: 1:25
- Clear pathways rating: "satisfied"
- Enjoyment rating: "neutral"

Findings correlated to cognitive walkthrough

- Five of seven users said that they expected to see more than just four photos in the gallery. (see Figure 17.)
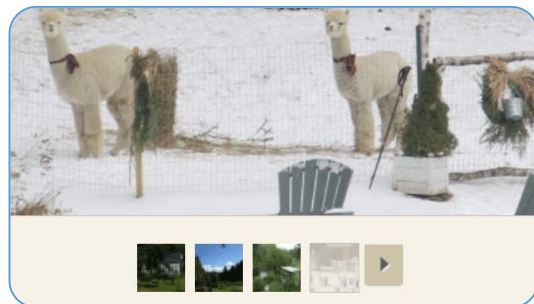

Figure 17: Insufficient photo gallery

- One of seven users followed an outbound link to the inn's website.
- One of seven users expressed the desire to follow an outbound link for more pictures.

Findings not correlated to cognitive walkthrough

- No task failures.
- No wrong pathways selected.
- The wide range in time on task was largely driven by certain users dwelling on each photo for a much longer time period. These users considered photos key to decision making.

CRITICAL FINDINGS AND SUGGESTIONS

- Users want to see more photos of the inn.
    - ➢ Suggestion: Improve the tool for posting photos. Strongly encourage innkeepers to post extensive galleries.

SCENARIO 5

✓ **Read the online reviews for Xanadu Island Bed & Breakfast and Resort, Battle Lake, Minnesota.**

STATISTICAL SUMMARY (scenario 5)

Figure 18: Objective measures—task 5

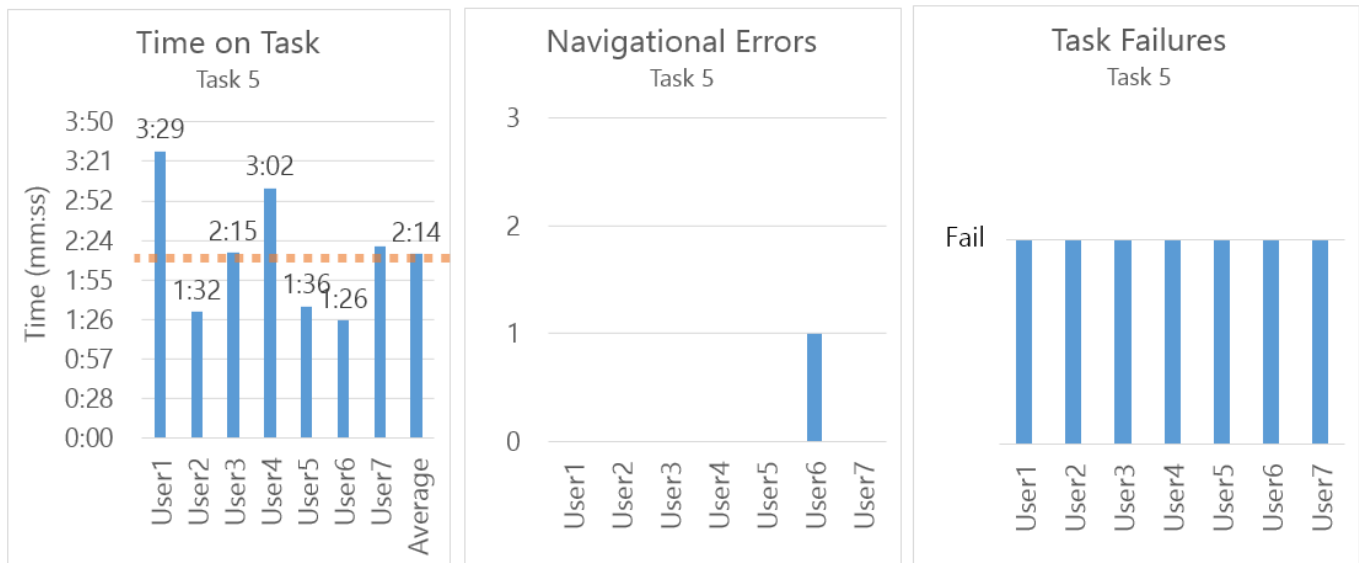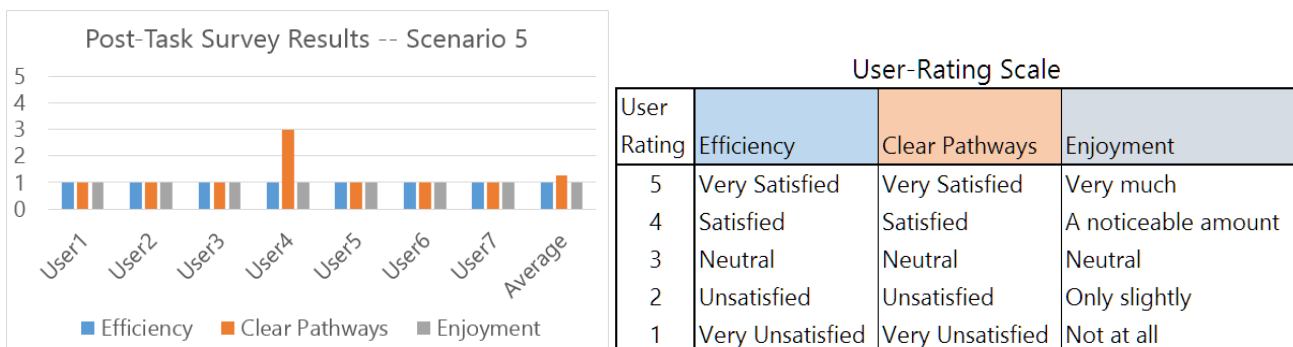| User Rating	Efficiency	Clear Pathways	Enjoyment
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3	Neutral	Neutral	Neutral
2	Unsatisfied	Unsatisfied	Only slightly
1	Very Unsatisfied	Very Unsatisfied	Not at all

Figure 19: Subjective measures—task 5

DISCUSSION (scenario 5)

User ratings:

- Efficiency rating: "very unsatisfied"
  - Average time on task: 2:14

- Clear pathways rating: "very unsatisfied"
  - One user gave a "neutral" rating, because she was confident that she had followed the correct path and that site was broken.

- Enjoyment rating: "very unsatisfied"

Findings correlated to cognitive walkthrough

- Note: The link to this B & B has broken since the cognitive walkthrough. Therefore, no users could access the reviews.

Findings not correlated to cognitive walkthrough

- Video showed clear, outward frustration by all users.

- All users experienced task failure.

- The search results confused users by giving conflicting messages when they searched using the "city, state or inn name" option.
  - All users were taken to a blank white screen after searching by "Xanadu Island Bed & Breakfast."
  - Users received incorrect search results when searching on "Xanadu Island." The resulting page contained a low-resolution, pixelated image for the Minnesota Bed & Breakfast Association. Users expressed confusion. (See Figure 20.)
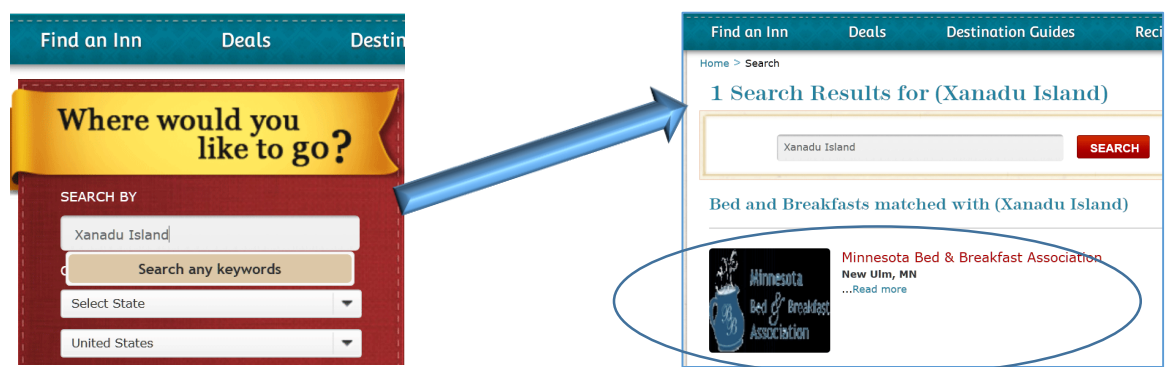

Figure 20: Incorrect and confusing search result

- o Four users searched on "Battle Lake, MN," but received the message, "We are sorry. There are no inns located in this location…" This appears to be true, but is inconsistent with the previous search results for a nonexistent inn.
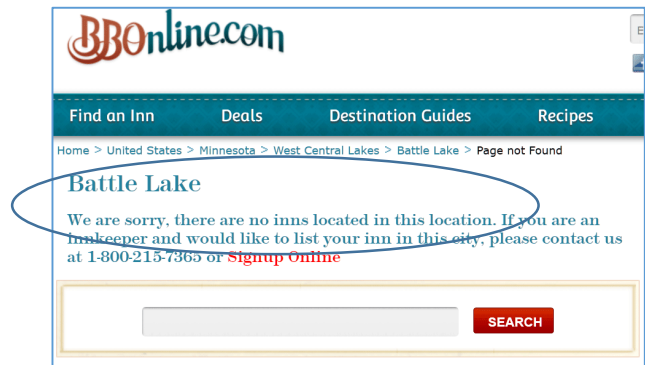

Figure 21: Correct, but conflicting search result

CRITICAL FINDINGS AND SUGGESTIONS

- Some searches take users to blank white screens, creating confusion.
  - o Standardize search results for inns no longer affiliated with <http://www.bbonline.com>. The result shown in Figure 21 appears to give useful information.

- Search results are confusing.

  - ➤ Standardize search results as noted above.

- During the cognitive walkthrough, the target persona found it difficult to read reviews for Xanadu Island Bed & Breakfast.

  - ➤ Though users were unable to access the reviews to validate this potential issue, designers should strongly consider reformatting reviews so users can easily discern where each review starts and ends. Add white space to review webpages to improve readability.

SCENARIO 6

✓ **Watch video of the B & B in Barbados.**

STATISTICAL SUMMARY (scenario 6)

Figure 22: Objective measures—task 6

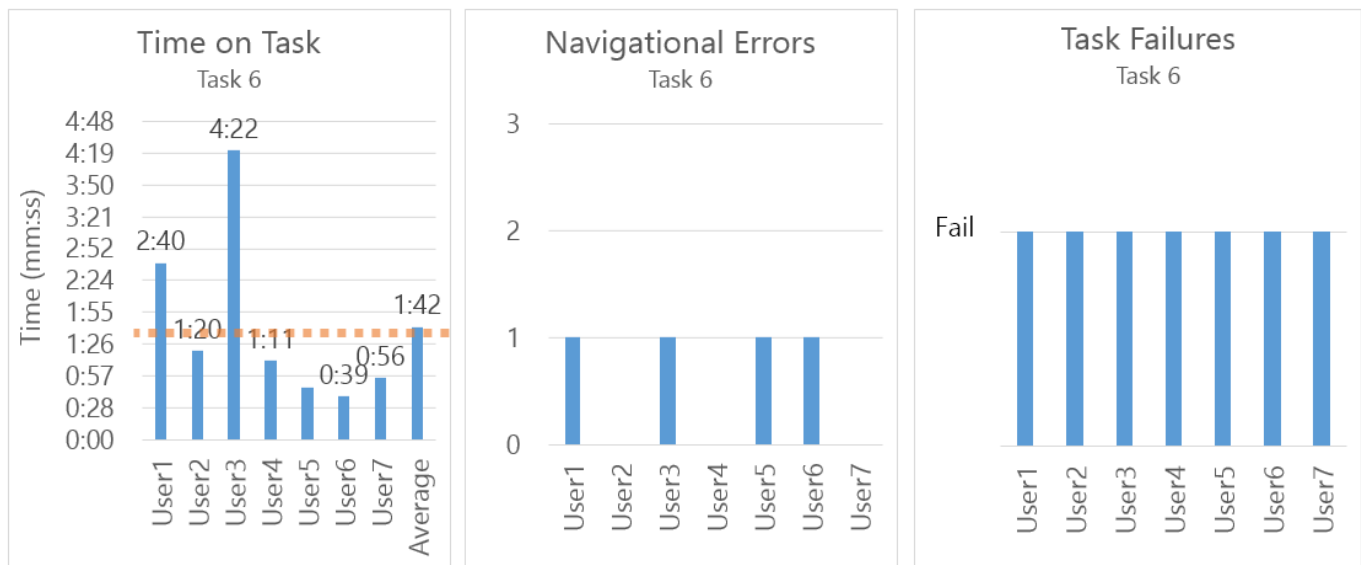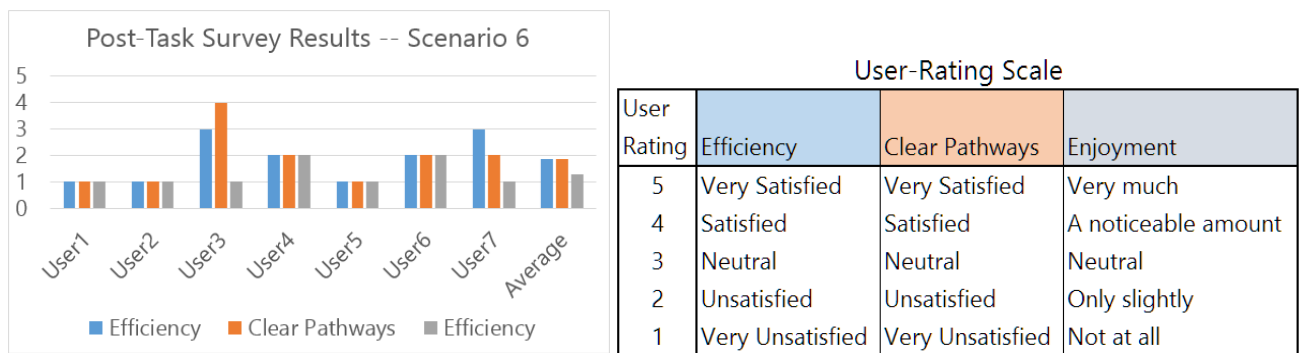| User Rating	Efficiency	Clear Pathways	Enjoyment
5	Very Satisfied	Very Satisfied	Very much
4	Satisfied	Satisfied	A noticeable amount
3	Neutral	Neutral	Neutral
2	Unsatisfied	Unsatisfied	Only slightly
1	Very Unsatisfied	Very Unsatisfied	Not at all

Figure 23: Subjective measures—task 6

DISCUSSION (scenario 6)

User ratings:

- Efficiency rating: "unsatisfied"
  - Average time on task: 1:42

- Clear pathways rating: "unsatisfied"

- Enjoyment rating: "not at all"

Findings correlated to cognitive walkthrough

- Note: Users could not watch the video, as a sign-in requirement has been added since the cognitive walkthrough.

- Four of seven users chose a wrong pathway.
  - Users searched "Barbados" using the "city, state or inn name" option, as shown in Figure 24. While "Barbados, Caribbean" comes up as a suggestion, when the user clicks the composed text, the search results return no inns. Figure 25 shows the correct pathway to "Barbados, Caribbean."

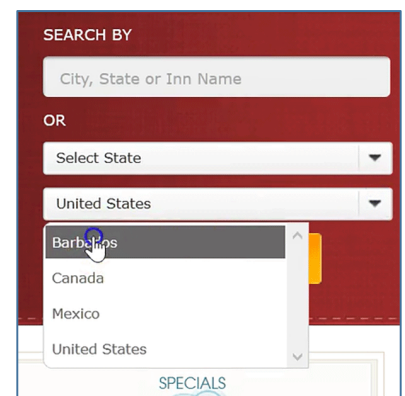**Figure 24: Misleading navigation choice**

Figure 25: Correct pathway

Findings not correlated to cognitive walkthrough

- When users tried to watch the video, the website required that they sign in first. (See Figure 26.)
  - o Users wondered, "How do I sign in? Where do I sign in?"
  - o BBOnline gives no clear directions for signing in.

Message: "Please sign in to view this video."
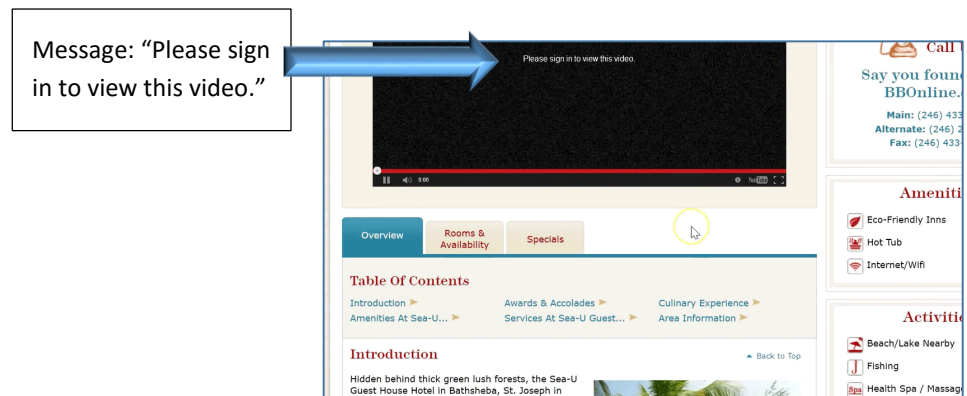
Figure 26: Sign-in requirement

- Users indicated, "I don't think I should have to sign in to watch the video. I'm not going to sign in to watch the video."
- Even those willing to sign in could net determine how to sign in to view the video.
- All users experienced task failure.

CRITICAL FINDINGS AND SUGGESTIONS

- "Barbados, Caribbean" is selectable, though not available when searching using "city, state or inn name" search method. Many users search in this way.
  - ➢ Suggestion: Create link to "Barbados" under "city, state or inn name" search method.

- Users are required to log in before viewing the Barbados video.
  - ➢ Suggestion: Remove the sign-in requirement.

SYSTEM USABILITY SURVEY (S.U.S.)

The chart on the right shows how users felt about their overall user-experience. The S.U.S. survey is a standard test where users answer 10 Likert-scale questions regarding their satisfaction level. A composite score is produced, as shown in the chart.

User6 rated the site very poorly, skewing the average somewhat. However, removing this low score only raises the average composite score from 57.1 to 63.8.

According to the U.S. Department of Health & Human Services (2015), a S.U.S. score of 68 is considered average. Thus, by this measure, <http://www.bbonline.com> received a slightly below average S.U.S. score.
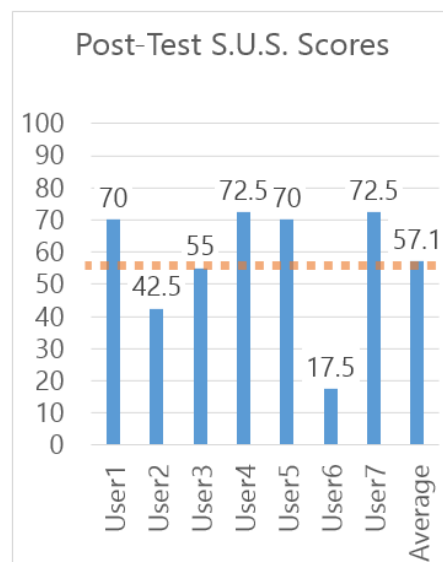
Figure 27: S.U.S. survey results

A separate study suggests that a S.U.S. score of 57.1 may fall between the descriptive categories of "okay" and "good." (Bangor, Kortum, & Miller, 2009). The full range of descriptive words defined by the study authors includes: "Best Imaginable," "Excellent," "Good," "OK," "Poor," "Awful" and "Worst Imaginable."

Admittedly, seven users is a relatively small test sample, but by either of the above measures, a S.U.S. score of 57.1 suggests that there is room for site improvement.

CONCLUSIONS

While the usability test results show that BBOnline meets many of the target users' needs, the results also suggest that the website would likely benefit from a number of changes.

SITE STRENGTHS

- Users found searches and comparisons to be easy in most cases.
- Users successfully completed most of the scenarios.
- Users appreciated the quality of the gallery photos.
- Contrary to "Gloria's" experience, real users were not annoyed by ads.

SITE WEAKNESSES

Scenario 1: **You and your significant other are planning a weekend getaway. Find B & B's in Red Wing, MN and compare to others in the area.**

- Inconsistent search functionality
- Underutilized breadcrumbs
- Limited content causes users to follow outbound links.

Scenario 2: **Find the Ellery House B & B in Duluth, MN by name and compare to others in the area.**

- Unhelpful map
- Limited selection of B & B's causes users to follow outbound links.
- Underutilized breadcrumbs

Scenario 3: **Find a list of local activities for the Ellery House in Duluth, MN.**

- Activities list not hyperlinked

Scenario 4: **Browse the photo gallery for the Stone Boat Farm Bed & Breakfast in Jamaica, VT.**

- Too few photos in photo gallery

Scenario 5: **Read the online reviews for Xanadu Island Bed & Breakfast and Resort, Battle Lake, Minnesota**

- Inconsistent search results for inns with broken links or inns no longer affiliated with BBOnline
- Reviews run together (unable to validate during usability test.).

Scenario 6: **Watch video of the B & B in Barbados.**

- "Barbados Caribbean" search produces inconsistent search results.
- User login required before viewing Barbados video.

RECOMMENDATIONS

Ideally, the site's assets should be audited beforehand, so these recommendations are applied consistently across BBOnline. The audit would also identify assets no longer requiring support, allowing designers to focus on making meaningful site changes.

HIGH PRIORITY

- Standardize the search results across the site to eliminate confusion. Use Boolean AND, rather than OR, search logic to process two-word strings (i.e. "Red Wing"). This will eliminate a host of seemingly unrelated search results.
- Create a dialog box that clearly tells users when a B & B is no longer affiliated with BBOnline. Give the users the option of opening a link to the Minnesota B & B Association in a new browser tab, but remove the pixelated MN B & B Association logo and replace it with this optional link.
  - ➢ Present users with this new dialog box, rather than the current blank white screen, anytime a search result returns no results (i.e. "Xanadu Island").
- Improve or create a new marketing strategy to attract and retain more B & B's, resulting in fewer users leaving the site looking for more content.
- Embellish the existing content for each B & B to maximize user retention by minimizing their need to go elsewhere for more detailed information.
- Repair the map functionality, so it shows nearby B & B's, or eliminate it altogether.
- Remove login requirements for watching videos.

MEDIUM PRIORITY

- Increase the breadth of photos in the galleries.
- Add internal hyperlinks to activities held at the B & B itself.
- Add external hyperlinks to other activities. Expicitly tell the user that a new browser window will open, and give them the option to cancel the action.
- Restyle the B & B reviews, clearly delineating one from another by adding white space.

LOW PRIORITY

- Apply contrasting background colors to the breadcrumb navigation to make it pop, so users spot it easily.

REFERENCES

Bangor, Aaron, Kortum, Phillip, & Miller, James A. (2009). Determining what individual SUS

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Retrieved from http://www.usability.gov/how-to-and-tools/methods/system-usability-

scale.html

APPENDIX A: TEST PROTOCOL

CANDIDATE SCREENER WITH SCRIPTS

Hello, my name is Leland Stoe. I am a student at Metropolitan State University and will be conducting a website usability study in November, as part of my class on Usability for Technical Communication. I'm looking for volunteers who have stayed at a bed & breakfast during the past two years and are familiar with computers and the Internet.

The study would take place at my home during the week of November 8th. Your time commitment for this study would be approximately one hour, and I would accommodate your schedule as much as possible. If this sounds interesting to you, I'd like to ask you a few more questions to determine whether you fall within the target-user audience selected for this study. Are you interested? **If yes, skip to screening questions below. If not, read termination script to candidate**.

Termination Script for uninterested candidates:
Thank you for considering participation in my usability study. I appreciate your time. Have a nice day.

Termination Script for candidates terminated during follow-on questioning:
Unfortunately, based upon your responses, my target demographic is not optimally matched to you. I'm sorry that I am unable to include you in my study, but I will keep you in mind for any future studies. Thank you for your time today.

Screening Questions (Read termination script as applicable.)

1. Are you male or female? [_____] **Terminate if male.**
2. How many times have you stayed at a bed & breakfast during the past two years? [_____] **Terminate if never.**
3. Have you ever visited http://www.bbonline.com? [yes / no] **Terminate if Yes**.

4. On average, how many hours do you spend on a computer each day?

   [_____] **Terminate if < 2.**

5. How comfortable are you using the Internet for purchases?

   [not comfortable, somewhat comfortable, very comfortable]

   Terminate if not comfortable.

6. On average, how many hours do you spend on the Internet per week? [_____] **Terminate if < 2.**

7. How would you rate your computer skills?

   [below average, average, above average] **Terminate if below average.**

8. In the last year, how often have you made purchases online?
   [weekly, monthly, once every few months, once per year, never]

   Terminate if never.

9. What platform(s) do you prefer to use for online purchases?

   [_____]

10. What is your age? [_____] **Terminate if < 30 or >65.**

11. How much do you work? [full-time, part-time, unemployed, retired] **Terminate if unemployed or retired.**

Acceptance Script for matched candidates:

Based on your responses, you are a suitable match for my target audience. I'd like to confirm your contact information. I will use this information to send you an appointment confirmation that includes my contact information. May I have your name and cell phone number? If you'd prefer, I can contact you by email, rather than cell-phone.

Name of participant: _____

Cell-phone number: _____-_____-_____

Email (optional): _____

As I said earlier, the study will take place during the week of November 8th. Is there a particular time that works best for you? _____

Thank you. I will send you a confirmation text shortly. You will also receive a reminder text two days before the usability study. Do you have any questions before we finish?

If you have additional questions for me later on, feel free to contact me by voice or text message at 952-200-0134.

Thank you, and have a great day.

PARTICIPANT GREETING

Welcome, and thank you for taking time for this website usability study. The study is likely to last approximately one hour. During our time together, you will be asked to complete six pre-defined tasks.

Please be assured that this study is not meant to test you or your abilities. Its purpose is to measure the extent to which the website meets your needs while attempting to achieve prescribed goals. You will be asked to complete short questionnaires before and after the study and after each individual test scenario. The questionnaires serve as the voice of you the customer, providing additional insight to help me analyze the test results.

As you work, please think out loud, as this provides critical insight into your expectations—what you find confusing, annoying, helpful and such. I may ask you for clarification at times, to better understand what is working or not working for you along the way. There are no right or wrong answers, so I strongly encourage you speak your mind freely.

Everything you say, and all data collected today, is confidential and will not be shared outside of the study group. To protect your privacy, please enter only your first name and last initial when completing the user surveys. Any voice or video recordings will be destroyed immediately after having been analyzed.

There is a restroom up the stairs and to the right. If you need to use it, or if you need a break at any time during this session, just let me know and I will pause the test. Please don't be afraid to speak up.

Do you have any questions before we start today's usability session?

Moderator: *Hand the consent form to the user and explain briefly as required.*

Please complete this consent form, which grants permission for me to record this session and possess the personal data until the study has been completed.

PRE-TEST QUESTIONNAIRE

SCRIPT

Please complete this short demographic survey by clicking this desktop shortcut (**Moderator: identify the survey shortcut**). The information you enter is strictly confidential and will be destroyed immediately after the overall study project has concluded. This information helps me to better understand the makeup of the study group by knowing a little more about each of you.

QUESTIONNAIRE

1. What age range fits you?
   [30-35, 36-40, 41-45, 46-50, 51-55, 56-60, 61-65]

2. What is your highest level of education?
   [High school, Associate's degree, Bachelor's degree, Master's degree, Ph.D.]

3. On average, how many hours do you spend using a computer each day _____?

4. On average, how many hours do you spend on the Internet each week _____?

Moderator: *Thank the participant for taking this survey.*

TEST SCENARIOS

SCENARIO 1

✓ **You and your significant other are planning a weekend getaway. Find B & B's in Red Wing, MN and compare to others in the area.**

Guidelines:
- Remember to think out loud.
- Say "help" if you feel stuck and need help.
- Say "I'm done" if you feel that you've finished your task.

Moderator: *Hand the participant the hardcopy showing the task and briefly explain as required. Read this script aloud before beginning this task.*

Please remember to let me know if you need a break between scenarios.

Here is task scenario 1. Please remember to think out loud as you run through this task. This is extremely important, and will help me understand your thought processes as you progress through this task.

If at any time you feel stuck or feel you need help, please say "help." I may be able to provide a hint or I may ask you to keep trying, depending upon the situation. It is possible that you may not complete this task. Remember, this is not a test of your ability; it is a test of the website. We can move on to the next task scenario if needed.

Please read this scenario aloud and ask any questions that you have. When you feel ready to begin the task, say "ready" before proceeding. That will be my cue that the test has begun. When done with the task, please say "I'm done."

You may now start task scenario 1. **Moderator:** *Begin recording on user's cue.*

POST-TASK QUESTIONNAIRE

Moderator: *Thank the user for working on the task, and direct the user to the Survey Monkey link on the computer desktop. Stop recording.*

1. How satisfied are you with the efficiency of this website for this task?
    [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

2. How satisfied are you that this website provided clear pathways to your task goal?
    [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

3. To what extent did this website provide an enjoyable experience for you while completing this task?
    [1 not at all, 2 only slightly, 3 neutral, 4 a noticeable amount, 5 very much]

SCENARIO 2

✓ **Find the Ellery House B & B in Duluth, MN by name and compare to others in the area.**

Guidelines:
- Remember to think out loud.
- Say "help" if you feel stuck and need help.
- Say "I'm done" if you feel that you've finished your task.

SCRIPT (scenario 2)

Moderator: *Hand the participant the hardcopy showing the task and briefly explain as required. Read this script out loud before beginning this task.*

Thank you for completing the post-task survey. Let's move on to scenario two.

Here is task scenario 2. Please remember to think out loud as you run through this task. This is extremely important, and will help me understand your thought processes as you progress through this task.

If at any time you feel stuck or feel you need help, please say "help." I may be able to provide a hint or I may ask you to keep trying, depending upon the situation. It is possible that you may not complete this task. Remember, this is not a test of your ability; it is a test of the website. We can move on to the next task scenario if needed.

Please read this scenario aloud and ask any questions that you have. When you feel ready to begin the task, say "ready" before proceeding. That will be my cue that the test has begun. When done with the task, please say "I'm done."

You may now start task scenario 2. **Moderator:** *Begin recording on user's cue.*

POST-TASK QUESTIONNAIRE

Moderator: *Thank the user for working on the task, and direct the user to the Survey Monkey link on the computer desktop. Stop recording.*

1. How satisfied are you with the efficiency of this website for this task?
    [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

2. How satisfied are you that this website provided clear pathways to your task goal?
    [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

3. To what extent did this website provide an enjoyable experience for you while completing this task?
    [1 not at all, 2 only slightly, 3 neutral, 4 a noticeable amount, 5 very much]

SCENARIO 3

✓ **Find a list of local activities for the Ellery House in Duluth, MN.**

Guidelines:
- Remember to think out loud.
- Say "help" if you feel stuck and need help.
- Say "I'm done" if you feel that you've finished your task.

SCRIPT (scenario 3)

Moderator: *Hand the participant the hardcopy showing the task and briefly explain as required. Read this script aloud before beginning this task.*

Thank you for completing the post-task survey. Let's move on to scenario 3.

Here is task scenario 3. Please remember to think out loud as you run through this task. This is extremely important, and will help me understand your thought processes as you progress through this task.

If at any time you feel stuck or feel you need help, please say "help." I may be able to provide a hint or I may ask you to keep trying, depending upon the situation. It is possible that you may not complete this task. Remember, this is not a test of your ability; it is a test of the website. We can move on to the next task scenario if needed.

Please read this scenario aloud and ask any questions that you have. When you feel ready to begin the task, say "ready" before proceeding. That will be my cue that the test has begun. When done with the task, please say "I'm done."

You may now start task scenario 3. **Moderator:** *Begin recording on user's cue.*

POST-TASK QUESTIONNAIRE

Moderator: *Thank the user for working on the task, and direct the user to the Survey Monkey link on the computer desktop. Stop recording.*

1. How satisfied are you with the efficiency of this website for this task?
   [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

2. How satisfied are you that this website provided clear pathways to your task goal?
    [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

3. To what extent did this website provide an enjoyable experience for you while completing this task?
   [1 not at all, 2 only slightly, 3 neutral, 4 a noticeable amount, 5 very much]

✓ **Browse the photo gallery for the Stone Boat Farm Bed & Breakfast in Jamaica, VT.**

Guidelines:
- Remember to think out loud.
- Say "help" if you feel stuck and need help.
- Say "I'm done" if you feel that you've finished your task.

Moderator: *Hand the participant the hardcopy showing the task and briefly explain as required. Read this script aloud before beginning this task.*

Thank you for completing the post-task survey. Let's move on to scenario 4.

Here is task scenario 4. Please remember to think out loud as you run through this task. This is extremely important, and will help me understand your thought processes as you progress through this task.

If at any time you feel stuck or feel you need help, please say "help." I may be able to provide a hint or I may ask you to keep trying, depending upon the situation. It is possible that you may not complete this task. Remember, this is not a test of your ability; it is a test of the website. We can move on to the next task scenario if needed.

Please read this scenario aloud and ask any questions that you have. When you feel ready to begin the task, say "ready" before proceeding. That will be my cue that the test has begun. When done with the task, please say "I'm done."

You may now start task scenario 4. **Moderator:** *Begin recording on user's cue.*

POST-TASK QUESTIONNAIRE

Moderator: *Thank the user for working on the task, and direct the user to the Survey Monkey link on the computer desktop. Stop recording.*

1. How satisfied are you with the efficiency of this website for this task?

   [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

2. How satisfied are you that this website provided clear pathways to your task goal?

    [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

3. To what extent did this website provide an enjoyable experience for you while completing this task?

   [1 not at all, 2 only slightly, 3 neutral, 4 a noticeable amount, 5 very much]

SCENARIO 5

✓ Read the online reviews for Xanadu Island Bed & Breakfast and Resort, Battle Lake, Minnesota.

Guidelines:
- Remember to think out loud.
- Say "help" if you feel stuck and need help.
- Say "I'm done" if you feel that you've finished your task.

Moderator: *Hand the participant the hardcopy showing the task and briefly explain as required. Read this script aloud before beginning this task.*

Thank you for completing the post-task survey. Let's move on to scenario 5.

Here is task scenario 5. Please remember to think out loud as you run through this task. This is extremely important, and will help me understand your thought processes as you progress through this task.

If at any time you feel stuck or feel you need help, please say "help." I may be able to provide a hint or I may ask you to keep trying, depending upon the situation. It is possible that you may not complete this task. Remember, this is not a test of your ability; it is a test of the website. We can move on to the next task scenario if needed.

Please read this scenario aloud and ask any questions that you have. When you feel ready to begin the task, say "ready" before proceeding. That will be my cue that the test has begun. When done with the task, please say "I'm done."

You may now start task scenario 5. **Moderator:** *Begin recording on user's cue.*

POST-TASK QUESTIONNAIRE

Moderator: *Thank the user for working on the task, and direct the user to the Survey Monkey link on the computer desktop. Stop recording.*

1. How satisfied are you with the efficiency of this website for this task?
   [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

2. How satisfied are you that this website provided clear pathways to your task goal?
   [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

3. To what extent did this website provide an enjoyable experience for you while completing this task?
   [1 not at all, 2 only slightly, 3 neutral, 4 a noticeable amount, 5 very much]

SCENARIO 6

✓ **Watch video of the B & B in Barbados.**

Guidelines:
- Remember to think out loud.
- Say "help" if you feel stuck and need help.
- Say "I'm done" if you feel that you've finished your task.

Moderator: *Hand the participant the hardcopy showing the task and briefly explain as required. Read this script aloud before beginning this task.*

Thank you for completing the post-task survey. Let's move on to the final scenario.

Here is task scenario 6. Please remember to think out loud as you run through this task. This is extremely important, and will help me understand your thought processes as you progress through this task.

If at any time you feel stuck or feel you need help, please say "help." I may be able to provide a hint or I may ask you to keep trying, depending upon the situation. It is possible that you may not complete this task. Remember, this is not a test of your ability; it is a test of the website. We can move on to the next task scenario if needed.

Please read this scenario aloud and ask any questions that you have. When you feel ready to begin the task, say "ready" before proceeding. That will be my cue that the test has begun. When done with the task, please say "I'm done."

You may now start task scenario 6. ***Moderator:*** *Begin recording on user's cue.*

POST-TASK QUESTIONNAIRE

Moderator: *Thank the user for working on the task, and direct the user to the Survey Monkey link on the computer desktop. Stop recording.*

1. How satisfied are you with the efficiency of this website for this task?

    [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

2. How satisfied are you that this website provided clear pathways to your task goal?

    [1 very unsatisfied, 2 unsatisfied, 3 neutral, 4 satisfied, 5 very satisfied]

3. To what extent did this website provide an enjoyable experience for you while completing this task?

    [1 not at all, 2 only slightly, 3 neutral, 4 a noticeable amount, 5 very much]

POST-TEST SCRIPT & SUS QUESTIONNAIRE

SCRIPT

Moderator: *Direct the user to the Survey Monkey link on the computer desktop.*

Thank you for taking part in today's study. I would appreciate your completing this final post-test questionnaire. It provides subjective data representing your overall impression of the website we are testing today. This is the final step in today's study.

Moderator: *Read the following aloud after the SUS questionnaire has been completed.*

Thank you again for taking time for this study. Your efforts are greatly appreciated. Do you have any questions before we conclude this session?

SUS QUESTIONNAIRE

Participant: _____

		Strongly Disagree				Strongly Agree
1	I think that I would like to use this website frequently.					
		1	2	3	4	5
2	I found the website unnecessarily complex.					
		1	2	3	4	5
3	I thought the website was easy to use.					
		1	2	3	4	5
4	I think that I would need the support of a technical person to be able to use this website.					
		1	2	3	4	5
5	I found the various functions in this website were well integrated.					
		1	2	3	4	5
6	I thought there was too much inconsistency in this website.					
		1	2	3	4	5
7	I would imagine that most people would learn to use this website very quickly.					
		1	2	3	4	5
8	I found the website very cumbersome to use.					
		1	2	3	4	5
9	I felt very confident using the website.					
		1	2	3	4	5
10	I needed to learn a lot of things before I could get going with this website.					
		1	2	3	4	5

SUS Score: _____.

Consent to testing and session audio/video recording

I voluntarily agree to take part in this usability study administered by Leland Stoe. Further, I consent to audio and video recording of this session via Screencast-O-Matic, for use in data analysis.

I understand that all personal data collected today, in paper or electronic format, is the property of Leland Stoe until the study data has been analyzed, after which time it shall be destroyed.

I have been informed of my right to withdraw from this usability study at any time. Should I feel uncomfortable continuing. I will raise any such concerns immediately.

By signing below, I freely consent to the aforementioned terms and conditions.

Name (print) _____   Date: ___/____ /2015

Name (signature) _____   Date: ___/____ /2015

MODERATOR CHECKLIST

- ☐ Send out reminder (text or email) to test participants two days in advance.
- ☐ Create desktop shortcuts to all surveys (on primary laptop <u>and</u> on backup PC).
- ☐ Print a copy of the test protocol, including mediator scripts.
- ☐ Print seven copies of scenario instructions for study participants to follow.
- ☐ Print seven consent forms for study participants to sign.
- ☐ Review the moderator scripts until they become familiar.
- ☐ Gather clipboard and paper for note-taking.
- ☐ Review test plan one day before the study.
- ☐ Gather pens for participant forms completion
- ☐ Find and test stopwatch.
- ☐ Test screen capture and recording equipment functionality.
- ☐ Verify Task Observation spreadsheet functionality one day in advance
- ☐ Conduct a dry run one day in advance.

SUPPORTING TOOLS & MATERIALS

OBSERVATION SPREADSHEET

Click the link below to open the Excel tool for task metrics, task notes and SUS questionnaire scoring.

Usability Observation Spreadsheet.xlsx

SURVEY MONKEY LINKS

Pretest Questionnaire:

https://www.surveymonkey.com/r/TSL8GTN

Post-Task Questionnaire:

https://www.surveymonkey.com/r/TS52QX3

SUS Post-Test Questionnaire:

https://www.surveymonkey.com/r/K23PYF3\