Your report should roughly follow this format:

*Review class materials for details and descriptions of this process  
Make sure to put your name on your work and/or in your file name*  
  
**INTRO & OVERVIEW**

Explain what category of website you've chosen to explore and what your goal is for this evaluation.

* Brief summary of what you’re going to be doing in this report

**RESEARCH**

*This part involves you ranking and selecting amongst a range of sites.*

Explore a range of sites (around 6) within your category. Describe the general look and feel for this range of sites, plus how they handle situations and content relevant to your category. Evaluate these choices, and indicate which site you're going to select for your evaluation and subsequent user testing -- and why.

* When choosing a category/topic:
  + Be specific – not just schools, but *elementary* schools, not just florists, but *local* florists.
* Don't select a site you are very familiar with -- it makes it harder for you to see the problems. (This is also often a problem for those working on sites.. which is another reason user testing is so important.)
* Include a list (urls) of the “peer” sites you’ve reviewed (should be around 6) – feel free to include screenshots if you want to
* Then write a narrative discussing similarities and differences in approach – this should be no more than a few paragraphs.
  + For example, the peer sites will have similar problems to solve and information to share and actions for users to take – how do the sites in this category you’ve chosen handle these issues?
  + We're more interested in how information is handled and presented than in getting a tour of what the sites look like
* And finally describe why you’ve chosen one particular site from your list

**ANALYSIS & EVALUATION**

Analyze the site you've selected. Then give a few paragraph evaluation of the usability issues you will explore in your testing.

* Use the **usability** **worksheet** to identify usability problems with the site (choose 3 or 4 to look into further) and then in your narrative, describe what you think about these issues in terms of usability
  + Be specific...not just "the navigation", but "the navigation doesn't reflect the kinds of things a user would want to search for"
  + When specifying your issues, it may help to select a user action or pathway that you think is going to be an issue... "the subscription button is hidden"

**BACKGROUND ON USERS**

Who were your subjects? What is their background? How experienced / familiar are the users with the site you chose and with using the web? How long did your user tests take? *This should be brief and aggregated – no need for specific names and ages – but do feel free to include age ranges and anything relevant, like job or location or familiarity with the category.*

**FINDINGS (from your testing with 3-4+ users)**

Present EACH USABILITY ISSUE you tested for, describe what happened in your user testing related to that issue, and make a recommendation for improvements.

* Summarize / aggregate the result, and use the details to support – we are expecting a **narrative** not a bullet point list
* Include **screen shots** of EACH USABILITY ISSUE and any **quotes / details / numbers / specifics** from the user test data to support your description -- we are not looking for a blow-by-blow account of the interview
* Include the **questions / tasks / scenarios** that you asked users about each of the issues *(please include as an addendum – see below)*

**CONCLUSION**

Reiterate the purpose of your study and your design recommendations from your findings. **Suggest future actions to take** – this will potentially include more specific testing.

**ADDENDUM: REFLECTION QUESTION**

Answer the following question at the end of your report:   
**How successful were you at creating tasks / scenarios for each usability issue?**

Explain.

*Did your tasks help to illustrate whether or not the issue was there? Do you wish you had written any of them differently?*

**ADDENDUM: TESTING NOTES**

Please include your notes from your user tests. These can be placed as pictures or as text within your report – whatever format is easiest for how you have saved your notes, as long as the notes are readable.