

To: Professor Smith

From: Alayna Bauer

Date: 4/8/23

RE: CLASS research keyword testing

For the 3 user tests I used 3 members of my direct family who had no information other than the fact that they would be looking something up while I watched and took notes. All 3 tests took place on desktop computers owned by the individuals and took around 15 minutes with the exception of the last which took 2 minutes. In order, the tests were done by a 51 year old woman who works with systems, a 54 year old man who works remotely and an 18 year old who enjoys building desktop computers and systems.

The first test started with the user looking up in google "College of liberal arts and social sciences UNT." After navigating through the CLASS home page and finding no obvious tab labeled research she chose to check people and commented on the lack of information on the people represented and the lack of professors in the list. Returning to google and adding "research" to the previous search terms she ends up returning to the CLASS home page this time checking the News tab. Finding nothing again she returned to google and tried "Research at UNT" she finds a page on the UNT main site "Research and Innovation" she looks around for a while and decides that the information there is enough to meet the prompt and ends the test.

The second began with the user writing down the prompt then proceeding to look up in google "UNT liberal arts research". He found the CLASS home page and checked the following tabs in this order: People, about us, resources, departments, then about us again. After commenting on the lack of information in the people tab he returned to google and used the same search terms turning "research" to "Researchers." This led him to the same place so he tried looking up "Types of research at unt" which led him to the UNT main sites research showcase. He looked through research units and facilities and other resources tabs but found nothing specific to CLASS and at about the 15 minute mark gave up.

The third and final test began with the user looking up "what research is going on at unt?" on google. One of the results was "Research news." Clicking this the user found on the resulting page that he could filter what news showed up and filtered to only

CLASS studies. He then sat staring at me confused as he thought it would be harder to find.

Overall the search terms used were overall what was expected with the prompt given and those terms led them mainly the main CLASS website first the UNT main home page second. Outside of the final test the major takeaways of the testers was how little information there was on the “people” tab of the CLASS website. The first 2 testers expressed that they expected to find small paragraphs on the purpose or work of the individuals listed and more people to be listed to begin with.