MEMORANDUM
TO: Dr. Goldsmith
FROM: Amber Kolar, Connor Neeley, Curtis Baney, and Salma Parnell
SUBJECT: WR 327 - Methods Memo
DATE: 2-26-18

Summary

Our group will use several methods to collect data about the usability of the Oxford Hotel Bend, Oregon website (www.oxfordhotelbend.com).

Target Demographic

This usability testing will focus entirely on middle-aged users because people who use the Oxford Hotel Bend, Oregon website are likely to be middle-aged.

Task-Oriented Methods

Using the two following methods, our group will directly gather information about performance and ability of the Oxford Hotel Bend, Oregon website from willing participants:

- Our group will have a survey which first asks participants to carry out different tasks on the website, then has a few questions to go with each task.
- A member of our group will time participants to see how long it takes them to complete the tasks assigned by the survey.

Task List

These are the tasks which participants will be asked to complete in order for our group to use the task-oriented methods:

- The first task will ask each participant to book a room for five people.
- The second task will be to find the location of the hotel in Bend.
- The third task will have each participant find two different room types on the website.

Autonomous Method

Our group will also collect information about the performance and ability of the Oxford Hotel Bend, Oregon website using an autonomous method: social media. Social media websites (such as Twitter) will show our group the general public's apparent viewpoints of and thoughts on the Oxford Hotel Bend, Oregon website.