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MILANO 1863

USABILITY EVALUATION REPORT

HYPERMEDIA APPLICATIONS

Prof. Garzotto Franca - A.Y. 2022/2023

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1 Abstract

This **report** presents the usability evaluation of the website theinterngroup.com done by *Web Wizards*, a team of usability experts composed by CS Engineering students.

This document describes in a detailed way the methods we used and the choices we done.

Usability evaluation aims at giving the client some clues to improve the product's quality and to fix possible issues.

The work will be divided in two sections: *Expert Evaluation* (Inspection) and *User Testing*.

Having two different points of view, the analysis will surely be complete and useful.

2 Introduction

Usability is one of the most important factors that play a role in making a website successful.

Usability, which is defined as "*ease of use*", is the **efficacy** and **efficiency** with which user attempts results in the intended output (for example, how much time and effort a user expends going through the pages of a website to find the required information).

This has an influence on other parts of the entire **navigation**, such as user pleasure on keep visiting and browsing the website. As a result, it has to be evaluated as an essential and fundamental component, hence our study is perfect for this.

The analysis is carried out using two complementing methodologies that discover the primary issues that a site may have. These techniques are called *expert evaluation* and *user testing*, and are briefly described in the following sections.

2.1 Expert evaluation

The *Expert evaluation* or *Inspection* process involves a team of usability specialists thoroughly examining the website.

The team members initially use their expertise in usability metrics to evaluate each sample section of the website separately. After that, the individual works are combined and reviewed together to produce the most complete list of issues that were discovered.

The analysis is based on a variety of qualitative rules (called *heuristics*), which provide the standards for evaluating all elements of a site's usability.

2.2 User test

User testing entails the involvement of a third party made up of individuals who are a sample of the users who are most likely to utilise the website.

Users are frequently divided into **subgroups** to represent their shared features (e.g. students, young workers, etc.), and they are then assigned tasks to complete while using the website under examination.

The majority of these tasks involve looking for relevant details on the website.

Although the users themselves are not the focus of the review, they can be helpful in simulating a user's natural interaction with the website and bringing attention to any potential usability problems.

The information provided by these users — gathered through direct observation, interviews, and surveys — is examined to identify the key issues a user can encounter when using the website.

3 Expert Evaluation

3.1 General Methodology

Expert Evaluation, also called *Expert Inspection*, is a technique used for testing a site's usability.

It consists in assembling a group of people with previous knowledge about concepts and standards of usability for a site.

Everyone in the team conduct separate inspections on selected web pages, gathering then their conclusions and data to decide together the evaluation of the site.

The most common way of proceeding is the *Heuristics Inspection* that is based on checklists and **usability principles**.

Inspection is very useful since it provides a solid basis for a first general overview of the site, finding strength and weaknesses, having an initial idea of what modifications should be included by the client in the post-evaluation.

3.2 Heuristics

Heuristics are a set of rules to evaluate the usability of a site.

There are three main types:

- **Navigation Heuristics:** those are the ones related to how well the user can navigate throughout the site.
- **Content Heuristics:** those are the ones related to the information contained inside the site.
- **Presentation Heuristics:** those are the ones related to how the content is presented inside the website.

There is a huge number of heuristics that can be used among which the testers will choose. Two of the most famous heuristic sets are *Nielsen heuristics* and *MiLE* (Milano-Lugano Evaluation Method) heuristics.

In our project, we chose to use all the 10 Nielsen heuristics and a subset of 10 MiLE heuristics. A list containing all of these is contained in the next sections, along with a brief description for each one of them.

3.2.1 Nielsen Heuristics

H1 - Visibility of system status:

The system should always keep users informed about what's going on, through appropriate feedback within reasonable time.

Examples of elements that allow to have a better visibility of the status are process labels, status bars, orientation map of the site and bread crumbs.

H2 - Match between system and the real world:

The site should use intuitive icons that users can simply recognise from the real world.

An example of this may be using the icon of a letter to indicate the *contact us* function.

H3 - User control and freedom

Users often choose the wrong system functions and need to leave the unwanted state without having to redo everything but performing tiny changes without restarting it all.

An example is [booking.com](https://www.booking.com) possibility to change vacation period without redo all the previous steps.

H4 - Consistency and standards

Users shouldn't have to wonder what different buttons, icons or actions mean, there should be some conventions or standards to implement that can solve this problem.

An example is the *close* button always represented as an "X" button.

H5 - Error prevention

A well-designed website should prevent errors from occurring.

This can be done either by eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

An example is the evaluation of the security level of a password during an account creation.

H6 - Recognition rather than recall

The objective here is to minimize the user's memory load by making objects, actions, and options visible.

The system should give the user a list of possible choices guiding the user.

An example is the list of possible places to go for an internship.

H7 - Flexibility and efficiency of use

The interface should be flexible, supporting both novice and advanced users, and transforming itself depending on the user.

There should also be the presence of accelerators, used to speed up the interaction. Examples are landmarks.

H8 - Aesthetic and minimalist design

Interfaces of the website should be clear and should contain only relevant content. Aesthetic is useful for achieving this goal. An example is the *learn more* button in almost every Apple product's page.

H9 - Help users recognize, diagnose and recover from errors

Error messages should be clear and precise. They also should suggest the solution.

An example is the "*showing results for...*" when searching with *Google*.

H10 - Help and documentation

Help and documentation should be easy to reach.

This should be focused on the user's task, presenting a list of concrete steps to help users.

3.2.2 MiLE Heuristics

Navigation/Interaction Heuristics:

- **Group Navigation:** it should be easy to navigate from and among groups of “items”;
- **Structural Navigation:** it should be easy to navigate among the “components” (parts) of a topic;
- **Semantic Navigation:** it should be easy to navigate from a topic to a related one in both directions;
- **Landmarks:** landmarks should be useful to reach the key parts of the web site.

Content Heuristics:

- **Information overload:** the information in a page shouldn't be too much or too little;
- **Consistency of Page Content Structure:** pages that present topics of the same category should have the same types of elements;
- **Content Organization (hierarchy):** hierarchical organization of topics should be appropriate for the topic relevance.

Presentation Heuristics:

- **Text Layout:** text should be readable and font size appropriate;
- **Interaction placeholders-semiotics:** textual and visual labels of interactive elements should reflect the meaning of the interaction and its effects;
- **Spatial Allocation:** semantically related elements should be close and semantically distant elements should be far away;
- **Consistency of Page Structure:** pages of the same type should have the same spatial organization for the various visual elements.

Metrics Used

We decided to adopt a 5-tier model to evaluate the heuristics scores.

The scores are the following:

- **0:** The Heuristic is unsatisfied, and it misleads the user;
- **1:** The Heuristic is unsatisfied, but they don't have a drastic impact on user experience;

- **2:** The Heuristic is partially satisfied: there are weaknesses that don't affect user experience;
- **3:** The Heuristic is satisfied, but it could have been implemented better;
- **4:** The Heuristic is satisfied in a brilliant way;
- **N/A:** The Heuristic cannot be evaluated.

3.2.3 Page selection

At the beginning of the study, we decided to evaluate not the entire website, but to select among the pages the ones that are more important or representing a category of pages.

Therefore, we selected these 10 pages:

1. [Homepage](#);
2. [Apply now page](#);
3. [Career Field – IT & Computer Science](#);
4. [Application Process](#);
5. [Academic Credit](#);
6. [Program Fees](#);
7. [Summer Internship](#);
8. [University/college students](#);
9. [Our Team](#);
10. [Cost of Living](#).

3.2.4 Execution of the Study

Inspection was individually performed on each one of the above written pages.

This was done evaluating the selected in heuristics with the marks we agreed, using an inspection table to keep track of the results and additional notes.

Then we merged our results and after a short discussion we arrived at the following conclusions.

3.3 Inspection - Results

3.3.1 Table

The following table shows the **final** scores we decided to assign for each heuristic. As already mentioned, the scoring scale is set from 0 to 4 (the specific meaning of each value can be found above); anyway, the reason for which we assigned each score is given in detail in the next section.

| Heuristics | | | | Score |
|------------|--------------|-----|--|-------|
| Nielsen | Navigation | H1 | Visibility of system status / bread crumbs | 2 |
| | Presentation | H2 | Match between system and the real world | 4 |
| | Navigation | H3 | User control and freedom | 1 |
| | Presentation | H4 | Consistency and standards | 3 |
| | Presentation | H5 | Error prevention | 2 |
| | Nav/Pres | H6 | Recognition rather than recall | 4 |
| | Navigation | H7 | Flexibility and efficiency of use | 3 |
| | Presentation | H8 | Aesthetic and minimalist design | 4 |
| | Presentation | H9 | Help users recognize, diagnose and recover from errors | 2 |
| | Content | H10 | Help and documentation | 0 |
| Mile | Content | C1 | Information overload | 2 |
| | Content | C2 | Consistency of Page Content Structure | 4 |
| | Content | C3 | Content organization (hierarchy) | 3 |
| | Presentation | P1 | Text lay out | 4 |
| | Presentation | P2 | Interaction placeholders-semiotics | 3 |
| | Presentation | P3 | Spatial allocation | 4 |
| | Presentation | P4 | Consistency of Page Spatial Structure | 4 |
| | Navigation | N1 | Group navigation | 3 |
| | Navigation | N2 | Structural Navigation | 3 |
| | Navigation | N3 | Semantic Navigation | 2 |
| | Navigation | N4 | “Landmarks” | 3 |

Table 1: Agreed scores of the heuristics

3.3.2 Scores explanation

H1 – Visibility of system status

We noticed that, in general, **bread crumbs** have been implemented (statically) on the website to let users know about where they are.

However, these bread crumbs have 2 problems:

- They always start with “Main/...” making the information about the visibility of system status redundant, since every page derives from the root page “Main” (See Figure 1).
- Bread crumbs reflect URLs instead of the path followed by the user to reach a specific page; this could cause confusion inside users. An example is outlined by Figure 2: “Cost of living” page, whose bread crumb is “Main/Applicants/Cost of living”, is reachable from a different path: *How it works > Eligibility (or Financing, or Academic credit) > Cost of living*.
- Few pages are totally devoid of bread crumbs.

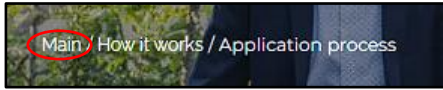


Figure 1: "Main" is redundant

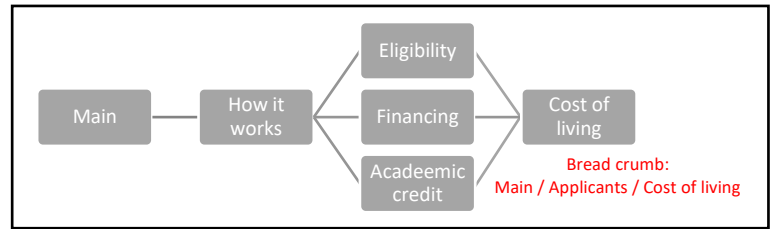


Figure 2: No matching between path and bread crumb

H2 – Match between system and the real world

In general, elements have been made intuitive as much as possible; in particular, we appreciated the choice of icons on the entire website and the “calendar style” lists of dates in many pages (such as the one on *Program Fees* page).

H3 – User control and freedom

In the only page containing forms to fill (*Apply now* page), we noticed that once reached the phase where the user can book an interview with an Admission Consultants, there’s neither way to modify the personal information previously inserted nor to go back to previous phase of application process to do it.

For example, if a user realises to have inserted wrong data into personal information’s fields, he/she must restart the entire application process from the begin.

H4 – Consistency and standards

In general, this heuristic is well satisfied. The only flaw is the bug shown in Figure 3: in some pages (such as *Application Process*, *Summer Internship*, *University/College students*, *Our team* and *Cost of living* pages) even if the *previous* button **can** be clicked, it is shown in grey, intuitively meaning that it can’t be clicked at that moment.

Figure 3: the grey button can be clicked

H5 – Error prevention

Into the *Apply now* page’s form, fields are well-handled since their correctness is checked during user insertion of data.

However, this doesn’t happen when a user decides to request information by clicking on the *Contact us* button (present in almost every page) or to receive news about internship programs by filling the *Subscribe* field on the bottom of every page: here the check is done only **after** the user clicks the *submit* button.

H6 – Recognition rather than recall

On the entire website, this principle has been always applied when possible: wherever the user needs to choose between 2 or more elements, the website is provided with a

list containing all the possible choices; in this way the user has just to click on his/her preferred choice instead of writing its name in a blank field.

An example can be seen in *Apply now* page: *Country code*, *Nationality*, *Country of residence*, *Career field* and *Destination* fields can be filled with elements from a list.

H7 – Flexibility and efficiency of use

In general, the website is not so difficult to use. The presence of various landmarks in almost every page surely gives a great contribution to this. However, *Apply now* page is nearly devoid of landmarks (it only has the one linked to home page), bringing this page in a lower level than the others from the point of view of efficiency of use.

Moreover, the website supports only one single language (English); this could make the website not accessible to some kinds of user.

H8 – Aesthetic and minimalist design

We found the entire website well-done from this point of view.

H9 – Help users recognize, diagnose and recover from errors

This principle has been taken into account, since *Apply now* page and *Contact us* pop-up help users to prevent errors while compiling fields by showing (in red) which field has been filled wrongly.

However, there are 2 problems on other pages:

- If a user inserts an invalid email in the field on the *Subscribe* section on the bottom of every page, the system shows the **generic** error “One or more fields have an error. Please check and try again”, saying “One or more” even if the field to fill is only one (this problem has been considered minimally, since it isn’t a serious problem at all).
- Few links in some pages (such as the button *Learn more* referred to *IT & computer science internship in Italy* on the bottom of *Career Field – IT and Computer Science internship* page) bring users to an “Error 404” page like the one shown in Figure 4 (that is, some links bring to a not existing page).

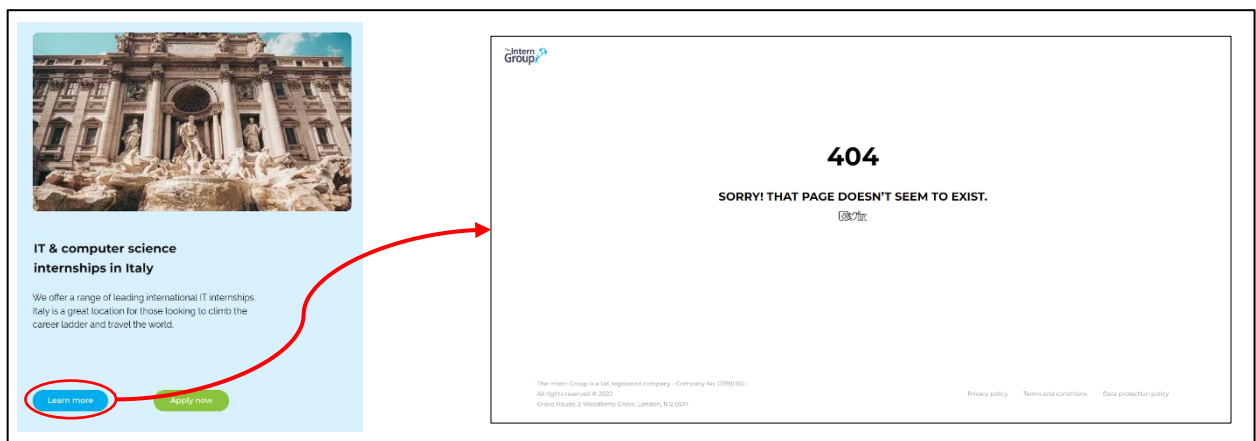


Figure 4: “Learn more” button is linked to a not existing page (“Error 404” page)

We remark that we obviously considered the second problem much more than the first one for the evaluation of this heuristic.

H10 – Help and documentation

The website has lot of page and lot of information, but there isn't any type of guide/help page to help users to orient themselves while navigating. This fact can be a great problem (especially for users that are impractical on using websites): in fact, a user who is searching for a specific information on the website could get nervous after spending lot of time navigating among pages without finding what he/she is searching for and, eventually, he/she could also give up and choose another website to retrieve that information. Some type of “user-guide” page would help to avoid situations like the one just described.

C1 – Information overload

Some pages (such as home page and *Career field – IT & Computer Science internship* page) contain too much information, making a single page too **dispersive**.

Moreover, these data are often unnecessarily duplicated: the same information can be found in many pages of the website: for example, as shown in Figure 5, home page and *Career field – IT & Computer Science internship* page both contain exactly the same texts, boxes and links about the provided programs.

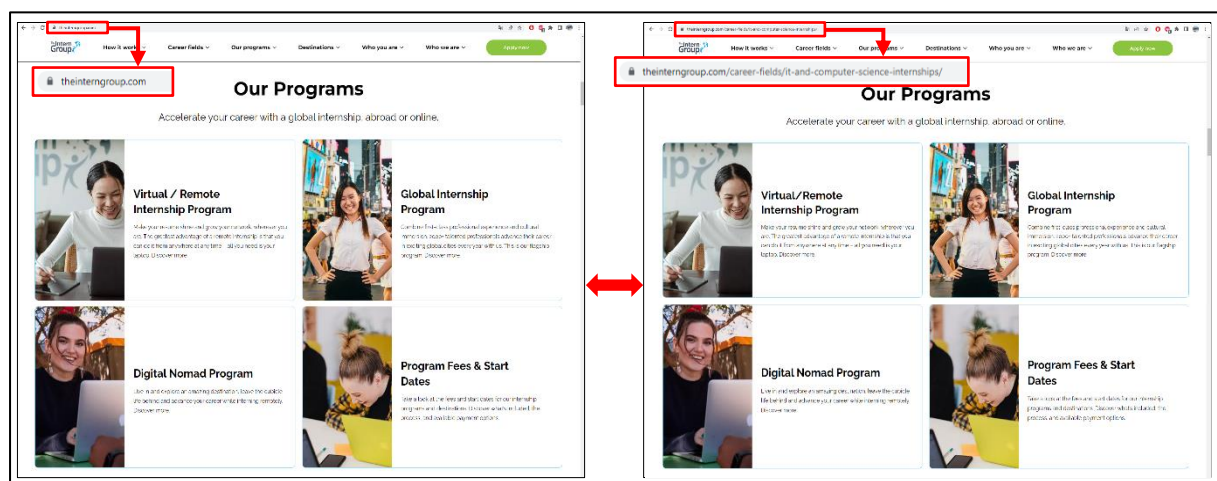


Figure 5: Identical content on 2 different pages of the websites

C2 – Consistency of Page Content Structure

In our opinion, on the entire website all the pages belonging to a certain category have the same types of elements organized in the same way. For example, all the *Career fields* pages are consistent and coherently organized from this point of view.

C3 – Content organization (Hierarchy)

Despite that almost all the pages have a good overall content organization, there are few pages whose content order could be better implemented.

For example, in the home page and in *Career fields – IT & Computer Science internship* page, sections which contains leading information (such as *How it works* section of the home page, which, empirically, many people would look for) should have placed before the ones containing secondary information (such as *Partner universities* section of the home page, which only few people would be interested in).

P1 – Text lay out

In general, this principle has been well satisfied in the entire website.

The only tiny remark we would be that on few pages there are quite long texts devoid of any type of text-formatting (bold, italic, etc.) which could bore users, but this is not a real problem, so we didn't consider it for the evaluation.

P2 – Interaction placeholders-semiotics

In general, the interactive elements are totally intuitive, but we noticed that *Apply now* page is reachable from many buttons with different labels, as exemplified in Figure 6; a single label for every button linked to *Apply now* page would create less confusion.

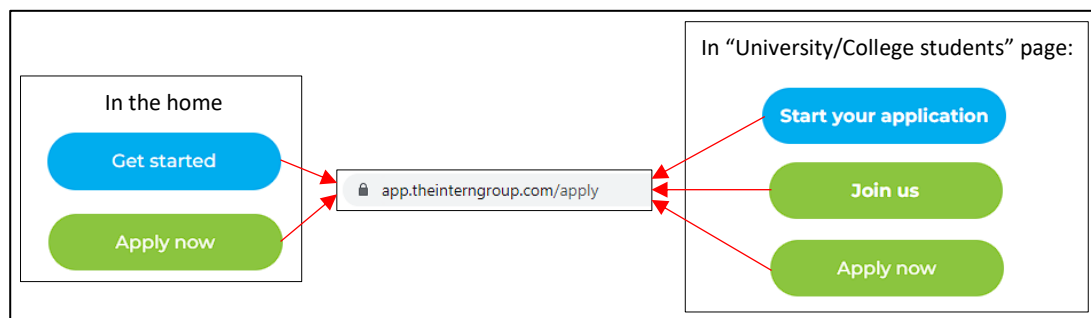


Figure 6: Many buttons which are all linked to “Apply now” page

P3 – Spatial allocation

We didn't notice anything wrong concerning this heuristic: “semantically related” elements are close, “semantically distant” elements are distant.

P4 – Consistency of Page Spatial Structure

The spatial organization of elements is coherent and consistent in the entire website: for example all the *Career fields* pages (which, obviously, are all of the same type) have the same spatial organization.

N1 – Group navigation

In general, this heuristic has been well satisfied; in particular, we appreciated the presence of *Next* and *Previous* buttons on many pages (such as *Application Process*, *Summer Internship*, *University/College students*, *Our team* and *Cost of living* pages).

However, there are 2 small problems:

- There are some lists of images whose only way to switch between them is to click on the small circles under the list (each representing one element of the list); an

additional way to navigate among them would have been better. An example can be found on the home page (shown on Figure 7).

- In *Our team* page, when opening the drop-down menu which filters people based on their nationality, the last elements of the drop-down menu are hidden behind the profile image of the first person, and then they are unclickable (see figure 8).



Figure 7: Images of the home page with small circles as only way to switch

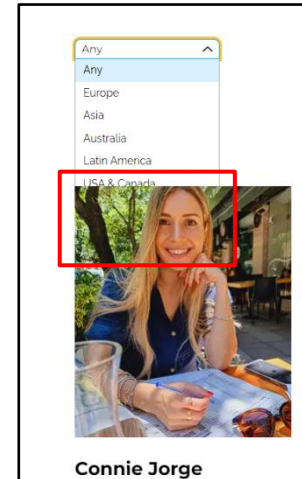


Figure 8: drop-down menu hidden behind the image

N2 – Structural navigation

In general, the pages are rich of ways to navigate among components of a topic; the only weakness here, is that some pages (such as *Career field – IT & Computer Science internship* and *University/College students* pages) are devoid of lateral menu.

N3 – Semantic navigation

There are some pages that **aren't** directly **indexed**, meaning that they can't be reached directly from the menu on the top of every page. The only way to reach them is through other specific pages (often, there is not even correlation between the 2 pages).

An example to understand better can be *Cost of living* page: this page isn't indexed on the top menu and the only way to reach it is by going on *Eligibility*, *Academic credit* or *Financing* page (which, instead, are indexed on the top menu); once the user is on one of these pages, on the lateral menu the link *Cost of Living* appears (so, the top menu and the lateral one are not coherent).

N4 – “Landmarks”

Landmarks are present (and well inserted) in every page but *Apply now* page: here the only landmark implemented is the one which allows to go back to home page; some additional landmark should have been included.

Charts with aggregated scores

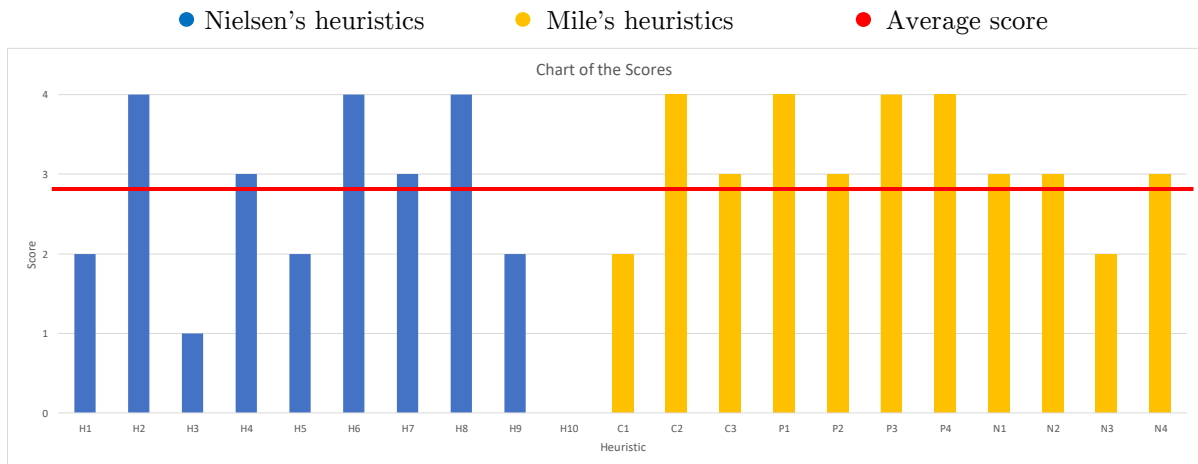


Figure 9: Chart of the aggregated scores of the heuristics & average score

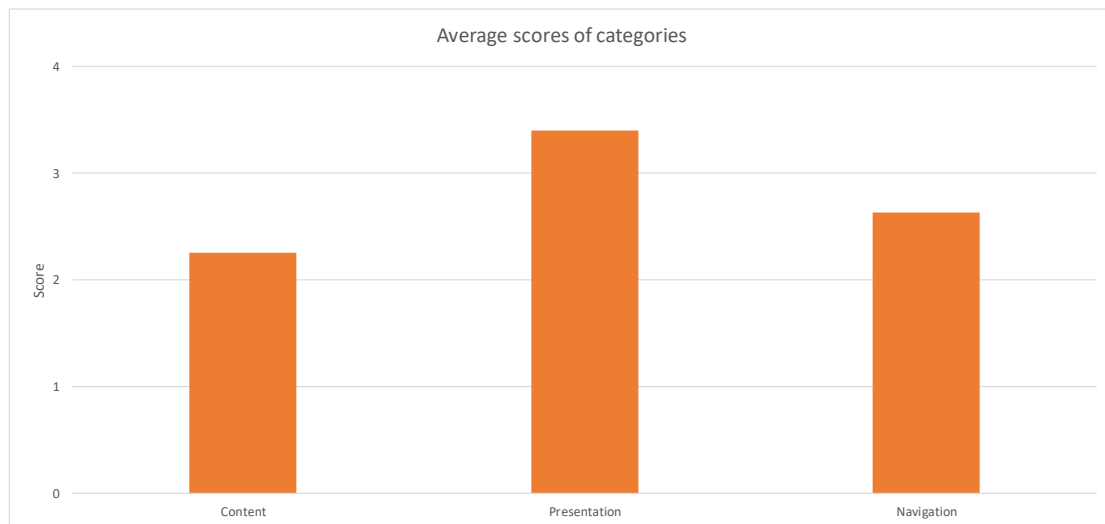


Figure 10: Average scores of every single category of heuristic

3.3.3 Discussion about the results

The **average** value of our evaluation is 2.86 (see Figure 9 to compare the scores among them); this highlights that the website is overall well done, even if it can be further improved.

In our analysis, the **three categories** in which all the heuristics are split have been considered in different percentages: we analysed 21 heuristics: 10 of them belong to “Presentation” category (47%), 8 to “Navigation” category (38%) and 4 to “Content” category (19%); Into our analysis, H6 have been counted both for “Presentation” and “Navigation” category.

As shown in the chart on Figure 10, the website excels from the **aesthetics** point of view, with an average score of heuristics belonging to “Presentation” category of 3.4:

its intuitive elements (H2), its minimal design (H8) and its coherent disposition of elements in the pages (P3, P4) have been particularly appreciated and awarded with an awesome score.

The only part of the “Presentation” category which should be improved a little more is the one concerning **errors prevention** and recovers (H5, H9): here, in our opinion, a better care of details should be taken into account.

Also, from the “Navigation” point of view we have to recognize a good care: the **great variety** of landmarks available on almost every page (H7, N4) and the great number of ways to navigate among topics/pages (N1, N2) have let the average score of this category to be pretty high (2.63 exactly).

However, the website flaws a little on the precision about where the user is and where he/she has been before (mainly H1, but also N3): **bread crumbs** are very important for users to orient themselves (especially in a website containing lot of information), so they can’t be neither overshadowed nor implemented superficially.

Finally, for what concerns “Content” heuristics, the average score of 2.25 can’t be defined low, considering that, as already mentioned, only 19% of heuristics contributed to this evaluation; here the main strength is the consistency of content into the pages (C2), while the worst weakness is the total **absence** of any type of help documentation or guide on the use of the website (H10), which, in some cases, it is not so trivial.

4 User Test

4.1 General methodology

During the *Inspection* phase, we discovered a few problems with the website's usability from our technical point of view. It's time to determine whether these flaws affect the end-user as well. We used a method known as *User testing* to confirm or refute our findings. The fundamental goal of user testing is to identify the kinds of **problems** that heuristics may not fully understand or, more accurately, that inspectors were unable to identify during the *Expert Evaluation* step.

As the name would imply, it is based on the personal experiences of a carefully chosen sample of users who are typical of the website's intended audience. Twenty participants were given different **tasks** to complete on the website, and their activities were carefully monitored without interfering with the test by consensually recording their face and the screen. This allowed researchers to study participants' behaviour, facial mimic, and cursor movements. After that, a questionnaire was used to gather additional data. After integrating all of the collected data, we ultimately learned a lot about the genuine and most important issues with the website.

4.2 Design of the study

User testing has a well-defined approach that must be followed. The primary aspects that needed to be addressed in order to begin the correct testing phase are described in the section that follows.

4.2.1 User selection

The website is intended for a wide variety of young people, from high school students to those in the highest study positions so it's possible that the number of users interested in the website's material will be vast and heterogeneous while still young. Although we believe that young adults between the ages of 15 and 30 who are technologically inclined would use this site primarily, there are also sections designated for the parents of the individuals in question.

We identified 20 persons who represented the desired targets. The important thing is to make sure each class has enough participants for the test to represent a statistically significant sample. It should be pointed out that, according to the **Nielsen Curve**, 5 individuals should be sufficient to identify 85% of problems, and 15 users should be required to identify every issues.

We decided to include two groups of persons in our study:

- *Students*, age 17-25;
- *Parents of students*, age 45-65.

4.2.2 Evaluation criteria

The evaluation criteria are not fixed or at all predefined. There are some that show up in every user test (like *success measurement* or *completion time*), but there is no particular restriction.

In carrying out our own analysis, we adopted:

- **Success** in completing the task.

Measured using a straightforward metric: **N** (wrong answer or not completed), **Y** (completed).

- **Attempts** to complete the task.

According to the difficulty of each task, we chose to give a different number of attempts to deliver the found answer.

- **Time** to complete the task.

According to the difficulty of each task, we chose to introduce a different threshold. The execution was stopped when the time expired.

- **Times** the user resorted to the *home shortcut*.

We interpreted this as a sign that the user wants to start over on a new page, indicating some perplexity and disorientation.

- **Times** the user resorted to the *back browser arrow*.

To evaluate how effective the website was at preventing the user from using it.

- **Notes**.

Here, all of the user's insightful comments — especially the critical ones — were gathered. Furthermore, any qualitative observation about a person's behaviour went here.

4.2.3 Tasks

Users were given a slightly different set of tasks to complete in the same sequence:

- 1a. Submit an application using the data provided (without submitting it);
- 1b. Find testimonials from other parents whose children have participated in an internship program;
2. Find the average price to live a week in New York (extra-curricular activities);
3. Find out what is not included in the program fee;
4. Find all and only Latin American employees and open the *LinkedIn* profile of one of them (of your choice);
5. Find the accommodation photos for a spring internship.

Students were assigned tasks 1a, 2, 3, 4, 5, whereas **parents** were assigned tasks 1b, 2, 3, 4, 5. We reasoned thus since the two groups play distinct roles in accessing

this website. Every task has a time restriction and an attempt limit, however we chose to extend each time limit by 1 minute for the class of parents to compensate for their inexperience navigating a never-before-seen website.

4.2.4 Execution

Before Test

The users were given the task sheet with a brief introduction and the primary directive to follow, customised for their class. The full task sheet for each class can be found in the annex.

Regardless of the version, each user was given a **real scenario** in which to operate:

- **Students** who want to participate in an international internship to expand their knowledge;
- **Parents** who want to send their children abroad and are curious about the price and the feedbacks from other parents about this programme.

During Test

We maintained the following guidelines for the test's execution:

- Assuring users that they were not being evaluated. There is no need to worry about their failure or need for assistance, in particular because it is precisely a useful component for the website evaluation;
- Encouraging individuals to speak their opinions aloud, whether positive or negative;
- Not helping;
- Encouraging users to leave negative reviews without concern if they wanted to;

Direct user observation and audio and video recording of the computer screen and camera were both used to collect data.

After Test

After completing all of the tasks, each participant offered feedback on the website by completing a questionnaire (*System Usability Scale (SUS)*) on their overall perceptions of the site's content, comfort of use and exploration, as well as overall satisfaction.

Users were asked to rate their level of agreement with each line on a **scale** from 1 (strongly disagree) to 5 (strongly agree). The responses were gathered using *Microsoft Form*.

4.3 User Test - Results

This subsection is dedicated to the discussion of the *User Testing* findings and the subsequent analysis of the extrapolated aggregated data, which are provided in the form of various charts.

4.3.1 Success rate

The table below illustrates whether each user completed the various tasks successfully. For a clear visualization of the data, each cell contains a **Y** (meaning yes, the user completed it) or an **N** (meaning not completed by the user), and may only be vacant in the case of the first task, since it was designed differently based on the user's profile.

| Task | GI | | | | | GR | | | | | AI | | | | | FL | | | | | Success rate |
|------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--------------|
| | 01 | 02 | 03 | 04 | 05 | 01 | 02 | 03 | 04 | 05 | 01 | 02 | 03 | 04 | 05 | 01 | 02 | 03 | 04 | 05 | |
| 1a | Y | | Y | Y | | Y | Y | | | Y | | | Y | Y | Y | Y | | | Y | Y | 1 |
| 1b | | Y | | | Y | | | Y | Y | | Y | Y | | | | | N | Y | | | 0,875 |
| 2 | Y | Y | Y | N | Y | N | N | N | N | Y | N | N | N | N | N | N | Y | Y | Y | Y | 0,45 |
| 3 | N | N | Y | Y | N | Y | N | N | N | Y | Y | Y | N | Y | Y | N | Y | N | N | Y | 0,5 |
| 4 | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | 1 |
| 5 | Y | N | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | 0,95 |

Table 2: Table with Completed/Not Completed tasks per user and Success rate per task

As previously stated, a completed task equates to a score of 1 and a not finished one corresponds to a score of 0, with no values in between.

The **Success Rate** can be therefore calculated as

$$SR = \frac{(1 * CompletedTasks + 0 * NotCompletedTasks)}{TotalTasks}$$

in our case $SR = \frac{(1*77 + 0*23)}{100} = 0,77$ (in percentage **77%**).

Although we cannot state that this is low, we are not completely satisfied with it. As we dive deeper into the results analysis, we will see how this percentage is at this stage for reasons that mostly involve missing widgets, disorganization, misleading pages and minor defects that might be easily corrected. We believe that it can be much raised with a few adjustments on the website.

In any case, from this table it is clear that users had the most difficulty finishing the second and third tasks, but the majority was able to complete the others. Furthermore, there was no clear divide between parents and students, even though we were expecting it.

4.3.2 Elapsed time

The graph below compares the average time it took users to complete the tasks.

Generally, **parents** spent slightly more time than **students**, mainly due to the fact that they had to translate the page using an external web extension, as this feature is not integrated. We imagined that this could have been an obstacle and, in fact, we gave them a less stringent threshold.

Both profiles took more time to complete tasks 2 and 3, because of the poor organisation of the website and the lack of links between correlated pages. Another significant factor is the absence of a research bar.

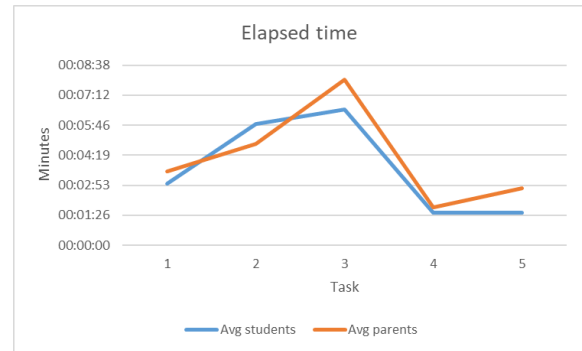


Figure 11: Average elapsed time for completing each task by students and parents

4.3.3 Frequency of Homepage usage

Returning to the homepage implies that users faced some **difficulties** when carrying out the tasks: it happened that after a few failed attempts they had no clue where to find the information so went by chance.

The graph shows that **students** had no issues completing task 1a, but they struggled with tasks 2 and 3. They also returned to the homepage more frequently than **parents** for these ones.

Parents had the most difficulties with tasks 3 and 1b, but had no trouble with task 5.

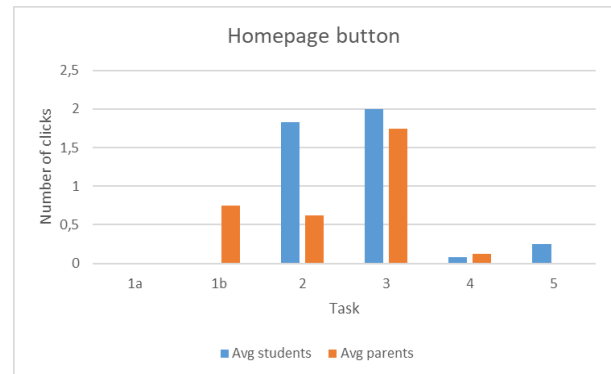


Figure 12: Average number of times that students and parents returned to the homepage for each task

4.3.4 Frequency of Browser back button usage

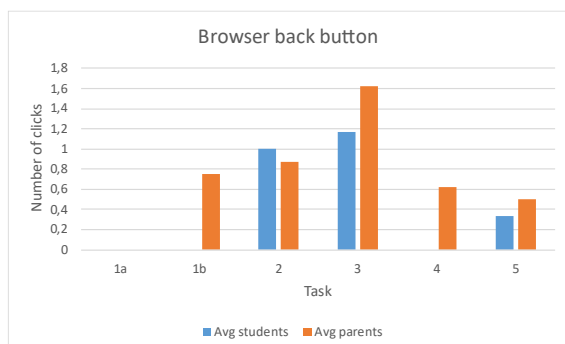


Figure 13: Average number of times that students and parents used the browser back button for each task

Some parts of the website have incorrect bread crumbs or no bread crumbs at all, leaving users unable to go back by other means than their browser “back button” functionality.

An example of this is the *Program Fees* page.

Parents, on average, relied on this function more frequently than **students**. However, both profiles felt the need to rely more on this button for tasks 2 and 3.

4.3.5 Details for each task

Task 1a: Application

This task was intended specifically for **students**, since they are the ones who must fill out the form with their personal information, the type of internship they are looking for, as well as their professional sector and cities of interest. The website contains several buttons that lead to the application page, which has a clear structure: each form field has placeholders or lists and, in the event of a mistake, explicitly defines it in simple terms. For these reasons, we were not expecting difficulties.

As a matter of fact, everyone completed this task and perceived it as easy, even though some users thought it might have taken less time if not for certain minor drawbacks.

As an example, when entering their **phone number**, the user was also required to pick their Country Code from a drop-down menu. The Italian one was in the beginning of the list, and not in the position it should have been according to the alphabetical order. Some of the users immediately scrolled down, and felt a little bit perplexed and disoriented as they did not find it there.

Others felt they wasted time by not clicking on the *Apply now* link at the top of the page (missing it due to distraction), but rather accessing a specific section of the website (e.g. *Application Process* or *University/College student*), reading a portion or all of it, and then sending the application from a link found there.

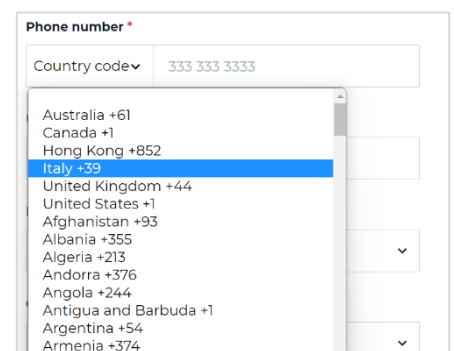


Figure 14: Italian country code is not placed in alphabetical order

Task 1b: Parent's testimonials

This task was designed for **parents** because (especially in the case of high school students) it is reasonable that they would seek out other parents' perspectives and opinions, and highly value them, in order to feel reassured that their daughter or son will actually benefit from the programs offered by this specific organization. The page of the website containing this information is not directly accessible from the upper menu, but it seemed **intuitive** to reach it via *Who you are > A parent of an applicant*.

This task had a high Success Rate and it was not considered difficult overall.

It is worth noting though that some users wasted a significant amount of time roaming through the Homepage, or focused their attention on other sections of the website that were equally plausible, for example *Blog > Parents and Internship*.

Task 2: New York cost of life

This was a tricky task, meant to demonstrate that the desired information is in an entirely different section than our intuition would take us to. The correct path to find the average cost of life for a week in New York is *How it works > Eligibility* or *How it*

works > *Financing*, and then going to the *Cost of living* section that appears on the left menu. One would expect this information to be included on the city's page, so our guess was that most users would not manage to find it.

Indeed, it has the **lowest** Success Rate: most of the people found it very difficult and weren't able to complete it in the given time.

The ones who succeeded mainly found it by chance, after receiving a little help or because they were really fast in jumping from one page to the other. And still they pointed out how hard it was to find or how oddly it was located. They lost so much time into carefully reading everything that was written in the *New York* or *Program Fees* pages, while some also tried to apply for an internship in NY to see if the information would appear there.

Task 3: What's NOT included in the fee

This is another tricky task, introduced to prove that also in this case the information is not where it should be. What's NOT included is in fact written in the *FAQs* section, reachable after going to *How it works* > *Financing*.

This task had a 50% success rate, and just like the previous one was perceived as difficult. People were nervous during this task because they felt like they were not capable of retrieving the information they were seeking.

Generally, they tried to find it going to the *Program Fees* page, which only referred to what is included. It did not have any link to the *FAQs* section. Many attempts were taken trying to figure what was **missing** in the “included things” list, giving answers that was reasonable but incorrect, coming from personal experience (e.g. “the flight is not included”) but not found on the website.

Some doubts on the meaning of the task itself were also raised (e.g. “which program are we talking about?”).

Task 4: Employees' profiles

This task required users to navigate to the *Who we are* > *Our team* page, filter for Latin American employees and find one of them with a LinkedIn profile to open.

Everyone succeeded but not without issues.

The drop-down menu that allows you to filter for nationality **overlaps** with the first picture of the page as it opens below (as it was also mentioned in the Inspection part of this report). Many users encountered this problem and felt disoriented. Some tried to fix it and casually managed to, others were led to thinking that they had to manually check each profile, or even that it was not the proper page and left, only to return later.

Some users almost did not notice the menu at first because it is not accompanied by words, and they were moving too quickly towards the images. It has a tiny placeholder that merely says “Any”, so does not provide relevant information but one has to presume that's what they have to click.

Task 5: Accommodation photos

This is another task for which users had to reach a page not immediately accessible from the upper menu. In this case, the path to follow was *Destinations* > *By Season* > *Spring Internships 2023*, and then find the pictures of the accommodations in the dedicated section.

95% of the users completed this task and did not perceive it as difficult.

However, many users spent a lot of time in other areas of the website since they had not noticed the *By Season* option under *Destinations*, that allows to actually filter for season.

Some users therefore initially tried to guess hypothetical cities where it would be possible to go in Spring, or tried to select a specific date in the calendar of the *Program Fees & Start Dates* page, a thing that the website does not allow.

4.3.6 People's feedback

After the test, users were asked to respond to eight questions on their happiness, general perceptions of the site's content, ease of use, and exploration. Each question received a score ranging from 1 (strongly disagree) to 5 (strongly agree).

We can back up what we already know from the data by analysing the findings of this **post-test questionnaire**: content organization and navigation struggles are a major issue that detracts from the overall user experience.

Everyone understood the tasks' requirements quite well, and the visuals of the website were appreciated. They complained though about the fact that not every section of the website was easily accessible, which created annoyance and upsetting, and therefore received the lowest grade.

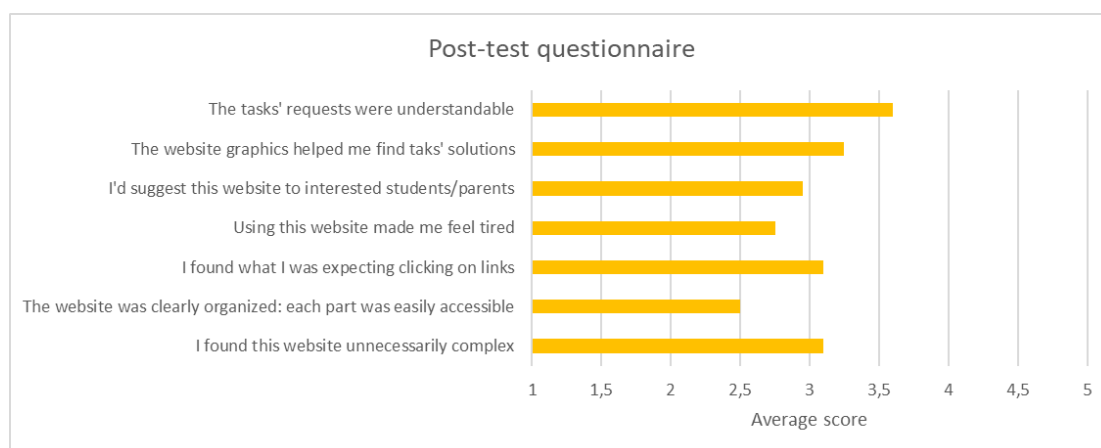


Figure 15: Average scores given by users in the post-test questionnaire

Even though the topic is relevant and intriguing, and involved persons must see the website in any case if they are interested in doing internships offered by this organization, users did not appear to be convinced in recommending it to others.

Finally, they were asked for more remarks, both favourable and negative. They mostly focused and dwelled on the negative ones, and the highlighted aspects are the following:

- some parts of the website are **difficult to find** (e.g. *Cost of living* page, fees related *FAQs* ...), due to **disorganization** and to the **lack of useful links** that connect related topics;
- the website **lacks of a research bar**;
- there are pages that contain the same material as others, making the website redundant, sometimes confusing, and resulting in **information overload**;
- there is no possibility of **changing the language** of the website natively.

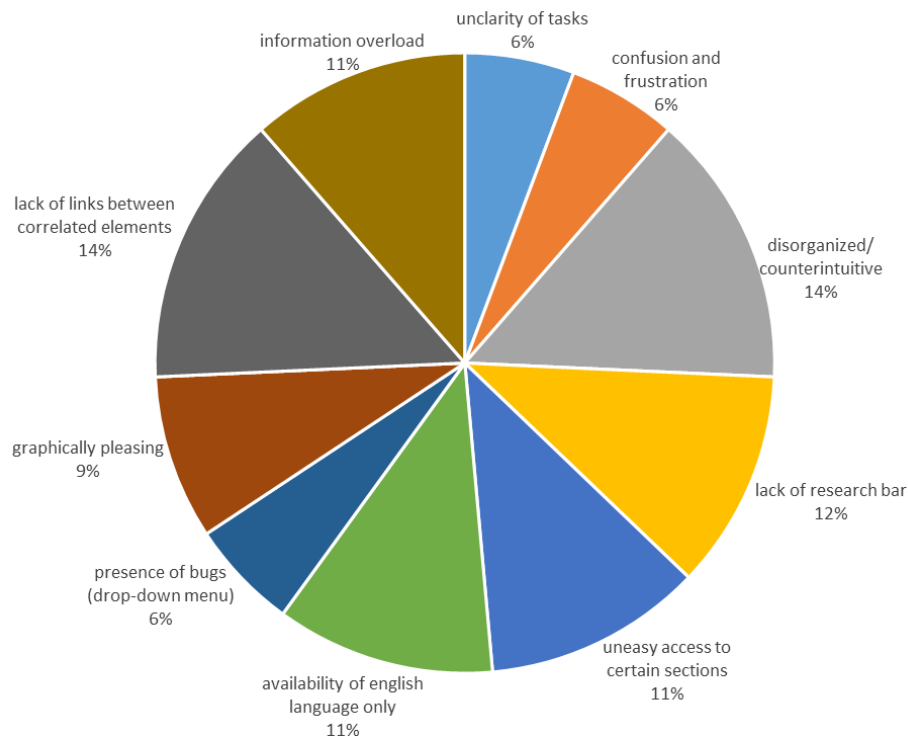


Figure 16: People's general comments on the website

5 Conclusion

5.1 Final results

Both inspection and user testing gave **good** results.

For what concerns *Inspection* analysis, the website obtained a good average score of 2.86 out of 4, even if there is discrepancy among the three main categories; we have been **positively** impressed from the *aesthetic* of the website (that is evaluated by the heuristics belonging to “Presentation” category), which, in our opinion, it’s really well done; the other two categories, instead, gained a **lower score**; in fact we noticed that from the points of view of “Navigation” and “Content”, the website has some shortcomings (especially about the last one).

These results have been almost in line with the ones achieved by *User Testing* analysis: here we obtained a percentage of success in completing tasks correctly of 77%, which is a nice result. However, as already explained, part of the people who participated to *User Testing* hasn’t been satisfied about the website and some of them affirmed that they wouldn’t suggest “The Intern Group” to their friends potentially interested in internship programs. This is mostly due to the difficulty they found in researching specific information inside the website, whose organization of content results to be quite confusing.

To sum up, we can state that the website is quite well done, but there’s surely room for improvement.

5.2 Redesign suggestions

We would finally suggest some **improvements** that could be implemented into the website:

- replace *static* bread crumbs with *dynamic* ones to achieve an higher precision and provide additional ways to easily navigate among the website;
- check every text field *while* filling it;
- give users the possibility to *edit* their personal data during the second phase of the application;
- make the website more accessible by implementing *more languages* (at least the most common ones);
- standardise *every* page (*Apply now* page as well) with landmarks, top menu and lateral one;
- complete the menus with non-listed pages, making them easily accessible (e.g. *Cost of Living* page);

- create clear ways to help users finding the information they are searching for by implementing a *search bar*, a *guide* page or an *automated bot* able to answer their simplest doubts;
- avoid content *duplication* where possible;
- rearrange the contents based on their *relevance* in information pages;
- reorganise the link in the menu to follow a more appropriate *structure*, i.e. move the *By Season* entry of the *Destination* menu before the list of continents to avoid it being overlooked;
- even though this could be a strategy to catch the attention of more users, it would be better, from a technical point of view, to *uniform* the button *labels* that link to the same pages;
- check the presence of visual and graphics *bugs* to fix them (e.g. drop-down menu in the *Our team* page, or the clickable but grey *Previous page* arrow);
- gather all the information related to the same topic either in the same page-groups or link *all* the related pages (e.g. include what's not included in the program fee in the *Program Fees* page and not in the *FAQs* page, or what's the extracurricular activities cost per week of the city in the group of pages concerning the specific place).

6 Annex

6.1 Inspection tables

Tables containing each group member's ratings and comments for each heuristic and website page.

a. Giandomenico Roberto

| Heuristics | Homepage | Apply now page | Career Field – CS | Application Process | Academic Credit | Program Fees | Summer Internship | University/college students | Our Team | Cost of Living | Overall Grade |
|------------------|----------|--|------------------------------------|---------------------|-----------------|--------------|-------------------|-----------------------------|----------|---------------------------------|---------------|
| H1 | NA | 1 | 3 | 3 | 1 | 0 | 1 | 1 | 2 | 2 | 1 |
| H2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| H3 | NA | 1 | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| H4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| H5 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| H6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| H7 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| H8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| H9 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| H10 | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| C1 | 4 | NA | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| C2 | 4 | NA | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| C3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| P3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| N1 | NA | NA | 4 | NA | 4 | NA | 4 | 4 | NA | NA | 4 |
| N2 | 3 | NA | 4 | 0 | 0 | 2 | 3 | 4 | 3 | 0 | 1 |
| N3 | 2 | 0 | 3 | 0 | 0 | 0 | 1 | 2 | 1 | 1 | 1 |
| N4 | 4 | 0 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| Notes (optional) | | it's a new whole isolated webpage w/out landmarks or anything else | all career fields are very similar | | | | | | | difficult to find from Homepage | |

b. Grimaldi Francesca

| Heuristics | Homepage | Apply now page | Career Field – CS | Application Process | Academic Credit | Program Fees | Summer Internship | University/college students | Our Team | Cost of Living | Overall Grade |
|------------------|--|---|---|--|--|--|--|---|--|--|---------------|
| H1 | N/A | 2 | 3 | 3 | 1 | 0 | 1 | 1 | 2 | 1 | 1 |
| H2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| H3 | N/A | 1 | 3 | 3 | 3 | N/A | 3 | 3 | N/A | 3 | 2 |
| H4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| H5 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 |
| H6 | 4 | 4 | 4 | N/A | N/A | 4 | N/A | N/A | 4 | N/A | 4 |
| H7 | 3 | 0 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| H8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| H9 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| H10 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| C1 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| C2 | 4 | N/A | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| C3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 |
| P3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P4 | N/A | N/A | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| N1 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | N/A | 1 | 4 | 3 |
| N2 | 4 | N/A | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 |
| N3 | 3 | 0 | 4 | 0 | 0 | 0 | 3 | 2 | 2 | 0 | 1 |
| N4 | 4 | 0 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| Notes (optional) | H1 not applicable (no path bc homepage); P2 Get started vs Apply Now same link but different names; C1 a bit redundant | H1 no path (it's easy to access the page but without it you have to remember what you were doing before); H3 you can't go back and change anything after going to the calendar page; H5 is ok when inserting email, dates etc; N3 and N4 are 0 because there are no landmarks or other links in general but only the ability to return to the homepage; H9 client error + doesn't give the possibility to re-check the information inserted, not even using the browser back button | H1 is correct but there is also 'main'; H5 no email placeholders when you try to download guide and case study; H9 404 page (e.g. clicking on IT & computer science internships in Italy) could have had more personality and a return button | H1 is correct but there is also 'main' | H1 path is wrong if you access the page through how it works > academic credit | H1 no path; C1 a bit confusing: it is difficult to find out the differences between the programs as they're not aligned but one always has to scroll | H1 path is wrong destinations > by season > summer | H1 path is wrong who you are > college student; H5 email field when submitting personal info has no placeholder; H9 email error doesn't tell the user which is the correct format; P2 Join us/Start your application vs Apply Now same link but different names | H1 path is not completely wrong but About us page is the one you reach by clicking on who we are so it's not visible and may be confusing; N1 menu error | H1 path is wrong and this page is almost impossible to reach from homepage | |

c. Infantino Andrea

| Heuristics | Homepage | Apply now page | Career Field – CS | Application Process | Academic Credit | Program Fees | Summer Internship | University/college students | Our Team | Cost of Living | Overall Grade |
|------------------|----------|----------------|-------------------|---------------------|-----------------|--------------|-------------------|-----------------------------|----------|----------------|---------------|
| H1 | N/A | 1 | 3 | 3 | 2 | 0 | 2 | 2 | 2 | 2 | 2 |
| H2 | 4 | N/A | N/A | N/A | N/A | 4 | N/A | N/A | N/A | N/A | 4 |
| H3 | N/A | 0 | N/A | 4 | 4 | N/A | N/A | N/A | N/A | N/A | 3 |
| H4 | 4 | N/A | N/A | N/A | 4 | N/A | 4 | 4 | 1 | N/A | 4 |
| H5 | 2 | 4 | 3 | 3 | 3 | 0 | 0 | 3 | N/A | N/A | 2 |
| H6 | 4 | 4 | N/A | N/A | N/A | 4 | N/A | N/A | N/A | N/A | 4 |
| H7 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| H8 | 3 | N/A | 3 | 4 | 3 | 4 | 2 | 2 | 4 | 2 | 3 |
| H9 | 2 | 4 | 0 | N/A | N/A | N/A | N/A | 4 | N/A | N/A | 2 |
| H10 | N/A | 2 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | 2 |
| C1 | 4 | 3 | 1 | 4 | 1 | 4 | 1 | 1 | 3 | 1 | 2 |
| C2 | N/A | N/A | 4 | 4 | 2 | N/A | 4 | 4 | N/A | N/A | 3 |
| C3 | N/A | N/A | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| P1 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| P2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | N/A | 4 |
| P3 | 4 | N/A | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P4 | N/A | N/A | 4 | 4 | 4 | N/A | 4 | 4 | N/A | N/A | 4 |
| N1 | 3 | N/A | 3 | 4 | 4 | N/A | N/A | N/A | N/A | N/A | 3 |
| N2 | N/A | N/A | 2 | 4 | 4 | N/A | 4 | 2 | 4 | N/A | 3 |
| N3 | 4 | N/A | 4 | 4 | N/A | 4 | 4 | 4 | N/A | N/A | 4 |
| N4 | N/A | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Notes (optional) | | | | | | | | | | | |

d. Lamperti Federico

| Heuristics | Homepage | Apply now page | Career Field – CS | Application Process | Academic Credit | Program Fees | Summer Internship | University/college students | Our Team | Cost of Living | Overall Grade |
|------------------|--|----------------|---|---|---|---|---|---|---|---|---|
| H1 | N/A | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 |
| H2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| H3 | N/A | 3 | 3 | N/A | N/A | N/A | N/A | 3 | 3 | N/A | 3 |
| H4 | 4 | 4 | 4 | 2 (Prev button is grey, seems to be inactive, change only when mouse on it) | 3 | 3 | 2 (Prev button is grey, seems to be inactive, change only when mouse on it) | 2 (Prev button is grey, seems to be inactive, change only when mouse on it) | 2 (Prev button is grey, seems to be inactive, change only when mouse on it) | 2 (Prev button is grey, seems to be inactive, change only when mouse on it) | 2.5 |
| H5 | 3 | 3 | 1 | N/A | N/A | N/A | N/A | 1 | N/A | N/A | 3 |
| H6 | 3 | 3 | 4 | 3 | 3 | 3 | N/A | N/A | 3 | N/A | 3 |
| H7 | 3 | N/A | 3 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 3- |
| H8 | 2 | 4 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 2 | 2.5 |
| H9 | 1 (Insertion of Email at the bottom page) | 4 | 1 (Insertion of Email at the bottom page) | 1 (Insertion of Email at the bottom page) | 1 (Insertion of Email at the bottom page) | 1 (Insertion of Email at the bottom page) | 1 (Insertion of Email at the bottom page) | 1 (Insertion of Email at the bottom page) | 1 (Insertion of Email at the bottom page) | 1 (Insertion of Email at the bottom page) | 1.5 |
| H10 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| C1 | 1 (too much content) | 4 | 2 (Useless repetition of sections) | | 3 | 2 (Learn more buttons are way better) | 2 (Learn more buttons are way better) | 1 | 3 | 2 | 2.5 |
| C2 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3+ |
| C3 | 1 (Subscribe and search abroad options at bottom page) | 3 | 2 (I would change the order fo parts) | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P1 | 4 | 3 | 4 | 4 | 3 | 2 (Icons are bigger then needed) | 3 | 3 | 3 | 2 | 3- |
| P2 | 3 | 3 | 4 | | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| P3 | 3 | 3 | 3 | 2 | 3 | 2 (Icons are bigger then needed) | 2 (Icons are bigger then needed) | 3 | 3 | 2 | 3 |
| P4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 |
| N1 | 2 (Can change only clicking dots not by scrolling) | N/A | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| N2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| N3 | 3 | 1 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 2 | 3 |
| N4 | 4 | N/A | 3 | 3 | 3 | 1 (Absent but not a big deal) | 3 | 3 | 3 | 3 | 3 |
| Notes (optional) | | | Molte pagine portano a 404 capire in che euristica rientano | | | | | | Some pages lead to a 404 Error page | | Email error everywhere in H9, Apply now button spammed everywhere |

6.2 User testing reports

Timings and other quantitative data for each user tested are listed in the tables below, divided by group member.

a. Giandomenico Roberto

| User Code | Task Number | Elapsed Time | Task Completed | Number of attempts | Number of times they went back to the homepage | Number of times they used the back browser button | Comments on the observed behaviour |
|-----------|-------------|--------------|----------------|--------------------|--|---|--|
| GI01 | 1 | 00:02:08 | Y | 1 | 0 | 0 | facilità di accesso alla pagina |
| | 2 | 00:05:38 | Y | 2 | 3 | 0 | pagina ben nascosta, molto difficile da scovare |
| | 3 | 00:08:00 | N | 3 | 4 | 0 | si va a trovare cosa è incluso e poi fare la differenza, errando |
| | 4 | 00:00:54 | Y | 1 | 0 | 0 | facilmente accessibile dalla homepage |
| | 5 | 00:01:24 | Y | 2 | 0 | 0 | una volta esplorato un po' il sito, è più chiaro dove cercare le richieste |
| GI02 | 1 | 00:04:00 | Y | 1 | 2 | 0 | iniziale difficoltà, poi una volta esplorato il sito diventa più familiare |
| | 2 | 00:01:01 | Y | 1 | 0 | 0 | andando a caso ha trovato la soluzione |
| | 3 | 00:09:00 | N | 2 | 1 | 0 | ha trovato cosa non è incluso in un'altra sezione, errando |
| | 4 | 00:02:18 | Y | 1 | 0 | 0 | si fa confusione perché il menù a tendina viene coperto |
| | 5 | 00:06:00 | N | 1 | 0 | 0 | utente non finiva di leggere il menù a tendina fino alla fine e ha fallito |
| GI03 | 1 | 00:01:50 | Y | 1 | 0 | 0 | difficoltà a trovare Italy +39 |
| | 2 | 00:01:18 | Y | 1 | 0 | 0 | inizialmente è andata sulle destinazioni, poi ha trovato la strada giusta |
| | 3 | 00:01:28 | Y | 1 | 0 | 0 | ha subito intuito che non essendo presente, qualcuno se lo sarà chiesto -> FAQ |
| | 4 | 00:03:16 | Y | 1 | 0 | 0 | ha perso tempo con la tendina, che ha depistato ed è andata poi in altre parti del sito, per poi ritornarci |
| | 5 | 00:00:22 | Y | 1 | 0 | 0 | dopo aver preso familiarità con il sito è stato immediato |
| GI04 | 1 | 00:03:25 | Y | 1 | 0 | 0 | non ha cliccato il tasto in alto a dx l'ha trovato nella pagina Application Process, difficoltà a trovare Italy +39 |
| | 2 | 00:07:00 | N | 2 | 3 | 2 | ha perso tutto il tempo a cercare nella destinazione NY, spesso cliccava sul tasto Apply Now per poi tornare indietro |
| | 3 | 00:05:30 | Y | 2 | 1 | 0 | l'ha trovato a caso, bazzicando su financing e poi sulle FAQ |
| | 4 | 00:00:50 | Y | 1 | 0 | 0 | casualmente ha risolto il bug della tendina |
| | 5 | 00:00:25 | Y | 1 | 0 | 0 | dopo aver preso familiarità con il sito è stato immediato |
| GI05 | 1 | 00:03:10 | Y | 1 | 0 | 0 | non ha trovato subito la sezione dedicata ai genitori perché era in fondo al menù a tendina |
| | 2 | 00:03:40 | Y | 1 | 0 | 0 | curiosando in giro l'ha trovato, non si è trattenuta molto nella destinazione NY |
| | 3 | 00:10:40 | N | 1 | 3 | 1 | ha perso tempo in Program Fees e dopo esser andata nella sezione giusta, ha perso tempo a leggere tutti i paragrafi e tutte le schede utilizzando le frecce next e previous, ma avrebbe fatto in tempo senza usare le frecce |
| | 4 | 00:03:13 | Y | 1 | 0 | 0 | casualmente ha risolto il bug della tendina, ma ha avuto difficoltà perché non tutti i profili hanno LinkedIn |
| | 5 | 00:00:40 | Y | 1 | 0 | 0 | dopo aver preso familiarità con il sito è stato immediato |

b. Grimaldi Francesca

| User Code | Task Number | Elapsed Time | Task Completed | Number of attempts | Number of times they went back to the homepage | Number of times they used the back browser button | Comments on the observed behaviour |
|-----------|-------------|--------------|----------------|--------------------|--|---|---|
| GR01 | 1 | 00:04:20 | Y | 1 | 0 | 0 | non si era accorta di Apply Now in alto a destra; è arrivata tramite il link in fondo alla pagina Who you are > University Student; ha perso del tempo nel cercare la sua università (che non c'era) |
| | 2 | 00:07:00 | N | 2 | 0 | 0 | cerca la risposta nella sezione dedicata a new york, perdendo tempo a leggere tutto; dà una prima risposta sbagliata ("Program Fees") |
| | 3 | 00:07:47 | Y | 1 | 0 | 1 | cerca prima cos'è incluso; ha dubbi sulla task e sul tipo di internship a cui fare riferimento per le tariffe; trova in questo contesto la risposta alla task 2 |
| | 4 | 00:03:31 | Y | 1 | 0 | 0 | inizialmente non vede il menu a tendina e non filtra quindi scorre tutta la pagina; perde del tempo perché apre un po' di profili che non hanno il link all'account LinkedIn |
| | 5 | 00:01:23 | Y | 1 | 0 | 0 | nessun problema |
| GR02 | 1 | 00:03:37 | Y | 1 | 0 | 0 | ha perso del tempo nel cercare la sua università (che non c'era) |
| | 2 | 00:07:00 | N | 2 | 1 | 1 | cerca la risposta nella sezione dedicata a New York, perdendo tempo a leggere tutto; effettua procedura di application pensando che possa uscire il prezzo per una settimana; dà una prima risposta sbagliata ("Program Fees") |
| | 3 | 00:08:00 | N | 1 | 0 | 0 | legge tutte le sezioni che riguardano costi, ricavando solo ciò che è incluso o gli sconti; trova in questo contesto la risposta alla task 2 |
| | 4 | 00:01:30 | Y | 1 | 0 | 0 | inizialmente non filtra; perde un po' di tempo per il bug del menu a tendina |
| | 5 | 00:03:32 | Y | 1 | 0 | 1 | in un primo momento non si rende conto dell'esistenza della sezione Destinations > By Season |
| GR03 | 1 | 00:05:10 | Y | 1 | 0 | 0 | scorre prima tutta la Homepage, poi tutta la sezione dedicata alle internship |
| | 2 | 00:08:00 | N | 2 | 0 | 0 | cerca su Program Fees con destinazione New York, dà quella come prima risposta |
| | 3 | 00:09:00 | N | 2 | 0 | 0 | fa una prima panoramica di tutte le sezioni e scarta Financing; cerca prima cos'è incluso e dà una prima risposta errata ("shared room options" trovato in "Program Fees") |
| | 4 | 00:01:53 | Y | 1 | 0 | 0 | nessun problema |
| | 5 | 00:04:24 | Y | 1 | 0 | 0 | in un primo momento non si rende conto dell'esistenza della sezione Destinations > By Season e pensa di dover fare un'ipotesi su una località dove si potrebbe andare in primavera quindi cerca le accommodation per quella città ("Dublino"); poi cerca su Program Fees per data |
| GR04 | 1 | 00:02:15 | Y | 1 | 0 | 0 | significativo il tempo perso a tradurre ogni pagina con l'estensione di Chrome; ha difficoltà a scorrere alcuni menu a tendina perché vi si sovrappone il widget del traduttore |
| | 2 | 00:04:05 | N | 3 | 0 | 0 | cerca la risposta nella sezione dedicata a New York; non capisce bene il significato della task; dà tre risposte sbagliate (trovate in "Program Fees"); task fallita per il numero di tentativi |
| | 3 | 00:09:00 | N | 2 | 1 | 0 | cerca prima cos'è incluso; dà una prima risposta sbagliata ("il viaggio"); trova in questo contesto la risposta alla task 2 |
| | 4 | 00:01:12 | Y | 1 | 0 | 0 | nessun problema |
| | 5 | 00:02:16 | Y | 1 | 0 | 0 | in un primo momento non si rende conto dell'esistenza della sezione Destinations > By Season |
| GR05 | 1 | 00:01:39 | Y | 1 | 0 | 0 | nessun problema |
| | 2 | 00:03:09 | Y | 1 | 0 | 1 | all'inizio non capisce bene il significato della task; fa presente che sarebbe stato utile un widget per la ricerca; cerca la risposta nella sezione dedicata a New York; prima persona ad utilizzare CTRL+F |
| | 3 | 00:06:10 | Y | 2 | 0 | 1 | cerca prima cos'è incluso e andando per esclusione dà prima una risposta sbagliata ("il volo") |
| | 4 | 00:00:59 | Y | 1 | 0 | 0 | perde un po' di tempo per il bug del menu a tendina |
| | 5 | 00:01:43 | Y | 1 | 0 | 0 | in un primo momento non si rende conto dell'esistenza della sezione Destinations > By Season, quindi cerca le date d'inizio dei programmi e fa un'ipotesi su dove potrebbero andare le persone in primavera ("Madrid") |

c. Infantino Andrea

| User Code | Task Number | Elapsed Time | Task Completed | Number of attempts | Number of times they went back to the homepage | Number of times they used the <i>back</i> browser button | Comments on the observed behaviour |
|-----------|-------------|--------------|----------------|--------------------|--|--|------------------------------------|
| IN01 | 1 | 00:02:48 | Y | 1 | 0 | 0 | |
| | 2 | 00:08:00 | N | 2 | 2 | 0 | |
| | 3 | 00:04:14 | Y | 1 | 1 | 0 | |
| | 4 | 00:00:45 | Y | 1 | 0 | 0 | |
| | 5 | 00:01:48 | Y | 1 | 0 | 0 | |
| IN04 | 1 | 00:02:43 | Y | 1 | 0 | 0 | |
| | 2 | 00:07:00 | N | 2 | 2 | 0 | |
| | 3 | 00:04:52 | Y | 2 | 1 | 0 | |
| | 4 | 00:00:28 | Y | 1 | 0 | 0 | |
| | 5 | 00:00:44 | Y | 1 | 0 | 0 | |
| IN03 | 1 | 00:03:50 | Y | 1 | 0 | 0 | |
| | 2 | 00:07:00 | N | 2 | 0 | 0 | |
| | 3 | 00:08:00 | N | 2 | 2 | 0 | |
| | 4 | 00:01:38 | Y | 1 | 1 | 0 | |
| | 5 | 00:00:39 | Y | 1 | 0 | 0 | |
| IN02 | 1 | 00:01:05 | Y | 1 | 0 | 0 | |
| | 2 | 00:08:00 | N | 2 | 1 | 1 | |
| | 3 | 00:05:53 | Y | 1 | 2 | 1 | |
| | 4 | 00:01:22 | Y | 1 | 0 | 0 | |
| | 5 | 00:00:32 | Y | 1 | 0 | 0 | |
| IN05 | 1 | 00:03:47 | Y | 1 | 0 | 0 | |
| | 2 | 00:07:00 | N | 1 | 3 | 1 | |
| | 3 | 00:05:01 | Y | 2 | 4 | 0 | |
| | 4 | 00:00:31 | Y | 1 | 0 | 0 | |
| | 5 | 00:01:11 | Y | 1 | 1 | 0 | |

d. Lamperti Federico

| User Code | Task Number | Elapsed Time | Task Completed | Number of attempts | Number of times they went back to the homepage | Number of times they used the back browser button | Comments on the observed behaviour |
|-----------|-------------|--------------|----------------|--------------------|--|---|--|
| FL01 | 1A | 00:04:12 | Y | 1 | 0 | 0 | Country code button misleads |
| | 2 | 00:07:00 | N | 0 | 4 | 3 | Molto tempo giustamente passato sulla pagina dei programmi in new york, commenti negativi su error 404 page, frustrazione per non riuscire |
| | 3 | 00:08:00 | N | 0 | 3 | 1 | frustrazione e nervoso, troppa roba messa non in ordine e non c'è quello che serve |
| | 4 | 00:02:33 | Y | 1 | 0 | 0 | Molto chiaro e veloce se non fosse per un errore che non faceva aprire il menù a tendina che risultava nascosto allega screen |
| | 5 | 00:01:31 | Y | 1 | 0 | 0 | easy |
| FL02 | 1B | 00:07:00 | N | 1 | 3 | 2 | Va sulla pagina genitori e stage del blog, non è lì l'obiettivo anche se avrebbe senso |
| | 2 | 00:03:04 | Y | 1 | 2 | 1 | Si sta abituando al sito e comprende meglio la struttura, avrebbe cambiato l'ordine dei dati della pagina finale |
| | 3 | 00:06:52 | Y | 1 | 4 | 4 | Non andava messo nelle faq ma nella pagina in cui si parla dei costi, difficile da trovare e senza senso, ciò causa nervoso |
| | 4 | 00:02:02 | Y | 2 | 0 | 0 | Non tutti i dipendenti hanno linkedIn, tolto quello e qualche bug tutto ok |
| | 5 | 00:01:37 | Y | 1 | 0 | 0 | Easy |
| FL03 | 1B | 00:02:53 | Y | 1 | 1 | 4 | Molte volte ha sbagliato pagina ma ci è arrivato facilmente |
| | 2 | 00:03:12 | Y | 2 | 0 | 5 | Aveva frainteso la richiesta ma ci è arrivato subito |
| | 3 | 00:09:00 | N | 0 | 2 | 7 | Ha navigato nel sito senza trovare nulla |
| | 4 | 00:01:54 | Y | 1 | 1 | 5 | Ha trovato subito la pagina giusta ma non ha filtrato, poi dopo un po ha capito come fare, solito problema della tendina |
| | 5 | 00:04:43 | Y | 1 | 0 | 4 | Voleva mettere i giorni nella pagina con il calendario per vedere le foto |
| FL04 | 1A | 00:02:09 | Y | 1 | 0 | 0 | Easy |
| | 2 | 00:06:22 | Y | 2 | 4 | 3 | Cerca su finanziang , dopo mio aiuto visto che guardava la pagina new York. Poi dopo essersi innervosito trova tutto |
| | 3 | 00:08:00 | N | 0 | 5 | 8 | Trova subito la pagina cosa è incluso ma non è lì e non capisce il perchè. Cerca in ogni menù a tendina ma non si ritrova, allora cerca in ogni pagina, sembra nervoso |
| | 4 | 00:01:10 | Y | 1 | 0 | 0 | Easy |
| | 5 | 00:03:22 | Y | 2 | 2 | 2 | Voleva mettere i giorni nella pagina con il calendario per vedere le foto |
| FL05 | 1A | 00:01:42 | Y | 1 | 0 | 0 | Easy |
| | 2 | 00:04:28 | Y | 2 | 2 | 1 | Va sulla pagina di New York poi torna indietro e trova tutto |
| | 3 | 00:07:11 | Y | 1 | 4 | 3 | Va in program fees e non trova la domanda, poi gira a caso nel sito e trova la risposta |
| | 4 | 00:01:23 | Y | 1 | 0 | 0 | Come sopra problema per il bug ma tutto ok |
| | 5 | 00:02:22 | Y | 1 | 0 | 1 | Easy |