

Overview

The pitch of a new and improved Craigslist website will provide users with a secure third-party selling platform. The proposed website will be evaluated based on its progression through the phases of design and implementation by examining the extent to which the initial expectations and requirements are being met. It is expected that users of the Craigslist platform will find it far easier to traverse the far more organized user interface and will also feel much more secure indulging in shopping on the platform. User feedback is immensely important and as such occasional surveys will be made necessary for users to give their remarks on the user interface of the website, the added features and the overall upkeep of the website. Progress reports including customer satisfaction statistics and reviews will be prepared quarterly to ensure that the project has maintained a certain standard and keeps making steady improvements.

USER TESTING

User Specifications:

The aim is to allow customers to conduct activities in a safe, secure and user-friendly online platform. The measurable objectives that we will be trying to achieve include, efficiency, effectiveness, functionality and how the different users respond to the new Craigslist.

Population:

A random sample was sent out to one hundred candidates to gather information on what are their thoughts about the current Craigslist website.

Task Script:

The developers issued the following tasks below to users and outline why some of these tasks were chosen.

1. Create a user account, this was done so as the developers could see whether or not the problem of security was addressed.
2. Purchase products on the website. This task was chosen to see the amount of time the user took to navigate through the website in order to purchase the product.
3. Buyer paying for the product(s). This was done to see if the users could use the different methods of payment in an effective and safe manner to make their purchases.

Roles:

The project team is comprised of four skilled IT professionals with specialities ranging from Web Design to Computer Science. The members of the team are Darryl Brown, Christina Petri, Odane Robinson and Carlisle Welsh, each member will take on a different role in the testing process.

- Darryl Brown: Directing the users of the site.
- Christina Petri: Taking notes on critical events and changes.
- Odane Robinson: Recording task times and efficiency
- Carlisle Welsh: Issuing surveys to acquire user feedback and recording errors.

Informed Consent

User Testing Informed Consent Form

Study Administrator Name: _____

Participant Name: _____

Participant Number: _____

This is a study about a website called Craigslist, which is a third-party selling platform which doubles as a classified advertisements website with sections devoted to jobs, housing, personals, for sale, items wanted, services, community, gigs, resumes, and discussion forums. This site has

been around for quite some time now but has desperately needed an overhaul, as such we took matters into our own hands and redesigned the entire website and made improvements in all lacking areas. Our goal is to boost Craigslist's traffic as well as its reputation in the third-party selling space on the internet by providing an attractive, easy to use and navigate user interface with secure means of carrying out transactions. Your participation is necessary for us to achieve our goal.

For this testing process, you will be asked to use the prototype Craigslist site. You will be asked to perform regular tasks that any user may do at any given time such as registering a new account and buying a product. A member of the design team will be present to observe and take notes, with another member giving you instructions as to what to do next, this member will also assist you if you have any problems, questions or concerns.

All information collected in this process belongs to the design team of Craigslist and will be used for internal purposes. Results from this process may be published in reports but will be confidential and will not include any of your personal information. You may stop your participation in the study at any time.

Statement of Informed Consent

I have read the description of the study and of my rights as a participant. I voluntarily agree to participate in the study.

Print Name: _____

Signature: _____

Data Gathering

User Data Gathering Form

Age: _____

Gender: _____

Errors: _____

Comments: _____

Critical Events: _____

HEURISTIC (EXPERT) REVIEW

INTRO

Heuristic Expert Review: In a heuristic evaluation, usability experts review your site's interface and compare it against the accepted usability principles. The analysis results in a list of potential usability issues. It is a commonly used method because it is able to provide quick and relatively inexpensive feedback from designers and also suggest corrective measures to these designers.

We did heuristic evaluations on several users of our prototype for the new Craigslist website.

We used Nielsen's Heuristics in our evaluation. These include:

- Visibility of system status
- User control and freedom
- Consistency and standards
- Help users recognize, diagnose, and recover from errors
- Match between system and the real world

The functions selected were navigating the website, setting up an account and purchase of a product.

1. Visibility of system status

- Always keep users informed about what is going on.
- Provide appropriate feedback within reasonable time.

Functions

- Shopping cart
- Order product

Evaluation

- All users were able to navigate through the website seamlessly.
- All users were able to add, delete and modify items in their shopping cart
- All users were authenticated through the setting up of an account so that they could be able to make purchases and see their shopping carts.

2. User control and freedom

- Support the cancellation of purchase
- Modify shopping carts.

Function

- Product purchasing
- Cancel purchase
- Add/ remove item(s) from shopping cart(s).

Evaluation

- Users were able to cancel a purchase if they were no longer interested in acquiring the product.
- Users were able to modify their shopping carts by adding or deleting items.

3.Consistency and standards

- Users should not have to wonder whether different words, situations, or actions mean the same thing.

- Follow platform conventions.

Functions

- Product purchase
- Website navigation

Evaluation

- There was an extremely high level of consistency on the website. This was reflected in the interface of each website, words used, phrases, colour schemes, fonts, etc.

4. Help users recognize, diagnose, and recover from errors

- Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Functions

- Account sign-in / sign up

Evaluation

- Users were provided with the necessary error messages when the username and password they provide did not match what we had in the database.
- The system provided possible solutions to the problem such as a link to change their password.

5. Match between system and the real world

- The system should speak the users' language, with words, phrases, and concepts familiar to the user, rather than system-oriented terms.

Functions

- Product purchasing

Evaluation

- The universal language English was utilized throughout the entire website and common terms were used where the users had to perform certain operations.

COGNITIVE WALK-THROUGH QUESTIONS

1. Will the customer realistically be trying to do this action?
2. Is the effect of the current action the same as the users' goal? (Conceptual model)
3. Is the control for the action visible? (Is everything clearly displayed on the screen?)
4. Is there a strong link between the control and the action?
5. Will the user get or understand the feedbacks? (Is the feedback appropriate?)
6. Will the user know what to do?
7. Does the page give information about the organization?
8. Is the purchasing page effective in completing the user's task?

ACTION SEQUENCE

User clicks check-out from the shopping cart

User Task	Will the customer realistically be trying to do this action?	Is the effect of the current action the same as the users' goal?	Is the control for the action visible?	Is there a strong link between the control and the action?	Will the user get or understand the feedbacks?	Will the user know what to do?	Does the page give information about the organization?	Is the purchasing page effective in completing the user's task?
User clicks on the check-out button in cart	YES	YES	YES	YES	YES	YES	YES	YES
User clicks about us page	NO	YES	YES	YES	YES	YES	YES	NO
User clicks sign out	YES	YES	YES	YES	YES	YES	NO	NO