POTP Usability Test
Section 1: Task Scenarios

Scenario 1

You are a Pilates enthusiast and are relatively new to the Auburn-Opelika area. From a quick Google search, you have stumbled upon POTP's website. Tell us: What is your initial first impression of the site?

Scenario 2

You are an Auburn University student, and your friend has persuaded you to sign up for an Intro to Pilates class through the POTP website. She has texted you a link to the website, which brings you to the studio's Home page. Locate the class, and follow the instructions for booking. Please narrate your thoughts as you do so. Can you tell us the steps you completed for booking, including which page(s) you visited in the process?

Scenario 3

You would now like to learn more about the lead instructor, Becky Anders, for your upcoming class. Please use the POTP website to locate Becky's staff description, and tell us when you have done so.

Scenario 4

It is the morning of your Intro to Pilates class. Having never visited the studio, you navigate to the POTP website and look for their address. Tell us when you have done so. Follow up: Where and how did you locate their address?

Scenario 5

You are 22 weeks pregnant, and several members of your "Expecting Moms" Facebook Group have raved about a prenatal fitness class being offered at POTP: "Strong Like a Mother". You are interested in signing up but are unsure about whether the class is safe for women in their second trimester of pregnancy. Navigate through the POTP website and tell us what information you discover about the class.

Scenario 6

It is Sunday, April 7, at 3 p.m. You are an Auburn University graduate student who booked a Pilates Equipment class for Monday, April 8 at 9:15 a.m. But, you forgot you have a mandatory team meeting, which conflicts with the class time. Use the POTP website to locate information about canceling a class, and tell us when you have done so.

Section 2: Product Reaction Cards

We now invite you to participate in a Desirability Test using the Microsoft Product Reaction Cards. There are 118 cards in total. Please take a moment to browse, and then select any combination of positive, negative, or neutral cards that best characterize your experience with navigating the website. We recommend choosing 3-5 cards; however, feel free to choose as many as you are comfortable with. We ask that you point to each chosen card, narrate the word, and then explain why you chose that particular word.

Accessible	Creative	Fast	Meaningful	Slow
Advanced	Customizable	Flexible	Motivating	Sophisticated
Annoying	Cutting edge	Fragile	Not secure	Stable
Appealing	Dated	Fresh	Not valuable	Sterile
Approachable	Desirable	Friendly	Novel	Stimulating
Attractive	Difficult	Frustrating	Old	Straight-forward
Boring	Disconnected	Fun	Optimistic	Stressful
Business-like	Disruptive	Gets in the way	Ordinary	Time-consuming
Busy	Distracting	Hard to Use	Organized	Time-saving
Calm	Dull	Helpful	Overbearing	Too Technical
Clean	Easy to use	High quality	Overwhelming	Trustworthy
Clear	Effective	Impersonal	Patronizing	Unapproachable
Collaborative	Efficient	Impressive	Personal	Unattractive
Comfortable	Effortless	Incomprehensible	Poor quality	Uncontrollable
Compatible	Empowering	Inconsistent	Powerful	Unconventional
Compelling	Energetic	Ineffective	Predictable	Understandable
Complex	Engaging	Innovative	Professional	Undesirable
Comprehensive	Entertaining	Inspiring	Relevant	Unpredictable
Confident	Enthusiastic	Integrated	Reliable	Unrefined
Confusing	Essential	Intimidating	Responsive	Usable
Connected	Exceptional	Intuitive	Rigid	Useful
Consistent	Exciting	Inviting	Satisfying	Valuable
Controllable	Expected	Irrelevant	Secure	Simplistic
Convenient	Familiar	Low maintenance		