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Dr. Wilkes
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Assignment User Testing Document

Set 1: General (For the Group)

Task 1: Sign up for a race

1. On the top of the page, in the navigation menu, select All Races.
2. In the drop-down menu, select Find by State.
3. Select a state on the map.
4. Select a race from the Featured Listings.

Task 2: Find the sign-up page for the “Cape Girardeau Road Runners” club in Missouri

1. Type in the your browser search bar <https://runningintheusa.com>
2. When you reach the page, click on the menu located on the right side of the page and located the club section
3. After clicking on clubs, then scroll down to ‘Find by State’ and click there
4. Once the page loads, then you will use a map of the United States. Please click on the state of Missouri with the abbreviation of ‘MO’

5. Then locate the ‘Cape Girardeau Road Runners’ club on the screen.
6. Once you find the club, click on the club website at the bottom of the club info
7. Once the website, click on the membership tab and find the become a member tab

Set 2: For User

Task 1: Find a multisport event in California

1. Type in the browser <https://runningintheusa.com/> . Once the page loads then click on the menu
2. Then look for the Multisport Events tab and click on “Find by State”
3. Once you click on the “Find by State”, it should bring you to a map. On the map, click on the state California
4. When you click on California, then you should be able to see a list of multisport events happening in California

Task 2: Look for the Contact Info

1. Type in the browser <https://runningintheusa.com/> . Once the page loads then click on the menu
2. Once the menu drops down, look for the “More” tab. It should reveal other tabs.
3. Then click on the “Contact Us” tab which should bring you to the page contacts

Task 3: Go find the Site’s News for news on Aug 28th, 2017

1. Type in the browser <https://runningintheusa.com/> . Once the page loads then click on the menu
2. Once the menu drops down, look for the “More” tab. It should reveal other tabs.
3. Then click on the “Site News” tab. Once the page loads scroll down until you see the article dated August 28th, 2017

Results & Findings

For this assignment, I decided to use my father since he fits the description of the type of user I am looking for. He is an average adult male with the interest in running in different races in his spare time. For each task, I have chosen carefully to test the website as best as possible. Some of these tasks, I considered the time implications and amount of work the user would have to do. For the first set of tasks, my group created them for a type of user we made. The other members on my team have their own users. For my user, it is an adult male who loves to run in his spare time. So, I curated my possible ideas for tasks based on the information I already had. As for the second set, I decided to test the site by itself. So, I played around by doing different things. Each task for Set 2 is based on the different things I could find within the site.

The first three are results of my findings in the menu drop down. I created each simple task on one of the tabs I clicked through while studying the site. The

test was held on a Saturday where my dad (the user) did not have to work. I gave him instructions to complete each task within 30 minutes after I pressed the start button on my watch. For the first set of tasks, the user was able to complete them within ten minutes. He recalled some frustration with the website at first. Majority of his reasoning was similar to mine when I first used the website. The user commented on the design of the site as okay. But when looking for information, he explained how the site was “all over the place”. The user also stated he wished some of the information located at the bottom were moved to the top to make it “easier”. I noticed the user making a lot of concentrated facial expressions which tells me the tasks were a little hard. As for errors, there were only a few in the beginning. The first error was trying to find the menu which I had to point out. There were no more errors after that because the user was able to complete each task quickly. Each task in both sets took about 3 to 5 minutes depending on the goal the user was trying to achieve.

At the end of the test, the user explained how well he was able to complete the test because the directions are simple. In the end, the test shows that there are some issues the site needs to address. For example, the directory or navigation of the site is one of the major areas the user had trouble with. He explained how he would not find the menu if he did not recognize the button. Although the user did

highlight how well the site hides everything which is not exactly good if the average person is looking for anything on the site. One way to fix this issue is to change the navigation by including tabs to lead users to the information easier. Another thing the results revealed is the site's lack of innovative design.

When conducting the test, the user explained how the site looked very generic. In order to fix this issue, the designers of the website would have to look at the color trends and properties to make the site stand out. The last major thing the test results revealed is the user having some issues with ads on the site. He explained how the ads were a little distracting at times. I think this issue can be solved if the site's moderators were able to get rid of the ads. Overall, the website my group has some strengths such as visualization with its image carousel and FaceBook feed. Also the website has a strength in its categorization as well. All of the information is sorted into the correct categories although it can be hard to find sometimes. I think with the new redesigns and additions to the site, it will look a lot better than before.

Word Count: 1092 including everything, 700 for the results paragraph