

Evaluation Summary Report for Project

Team Members :

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Participant Characteristics:

The 11 participants of the evaluation were from different backgrounds in order to understand how the site meets their individual needs. One of the participants was a business user with extensive experience in data analytics field. His feedback would give us a perspective on how easily the data available on the site can be used for analysis. Another participant was a student who would use the website for finding public libraries close to her residence and she would want this to be done as quickly as possible. A user with a computer science background evaluated the system and her goal was to access relevant statistics of education, business or transformation as quickly as possible. We also used some users not residing in North Carolina just to get a perspective on how easy it would be for them to use the system without knowledge of the places and counties in NC. We had some industry web designers, some users with no background in computer science, some users from outside NC and a technology consultant whose goal would be to perform background research for his project.

Evaluation Report of initial survey for the LINC website

Task List: Make the participant browse to linc.state.nc.us and ask them to perform the tasks mentioned below:

1. Find the contact information of SDC affiliate for Nash County.
2. Close the pop-up that appeared in Task 1 and try to find the contact of the SDC affiliate of Nash County again.
3. Locate the website for "State Demographics - Estimates/ Projections"
4. Find total housing units in Wake County in the year 1980 and 2000
5. Find total urban population in Wake County in the year 1980 and 2000

Summary of evaluation results for LINC Website:

Most users found the tasks 1 to 3 straightforward and easy. Task 4 was difficult. But task 5 being similar to 4, users could use correlation and complete it. The long process of navigation required to finally arriving at some concrete and relevant information was found to be complex and confusing. Many users complained about inconsistency in the design of web pages. The vast amount of information present on some of the pages, requiring users to scroll down a lot was daunting to the users. Few users even gave up completing the tasks 4 and 5 after they got disoriented and frustrated with the unintuitive interface. A few users, felt looking up data was very troublesome due to the display of a lot of data on one page of the website. A few other participants, found the navigation within the website to be interesting. According to them, there was no difference between the representation of links to other websites and links to other pages of the same website.

Participants experience and emotions recorded: Frustration, Confusion, 'Lost', Unintuitive, Negative, Lack of Trust, Complex

We decided our User Experience Objectives to be as such: Trustworthy, Positive, Innovative, Simple, Easy to Navigate and Find Information, Aesthetically Appealing.

Evaluation Report of survey with our Prototype LINC site

Task List: The tasks 4 and 5 were modified to suit the Prototype mocked up data, but they are at the same level of granularity as the data set asked in survey with the current link site.

The first three tasks were the same as those in the previous evaluation.

Task 4: Find Yr-Rd housing units with steam/hot water heating equipment in 2010

Task 5: Find Yr-Rd housing units w/ Fireplace, stove or Rm heaters in Wake and Greene county in 2011

Summary of evaluation results for our prototype:

The participants could complete all the tasks assigned to them with ease and with agility. The emotional state, subject experience with the website was positive. Never during the span of the task did the participant show any frustration. Moreover all the participants completed all of the tasks. LINC was designed keeping into mind that it is a government site which has a lot of data sets available and hence it needed to be simple yet innovative and intuitive. A lot of participants said that when they see something that is aesthetically pleasing and something that has an element of least surprise is something that they would trust. Thus a majority of the participants also found the website to be trustworthy - a core criteria for government related websites.

Why the prototype succeeded?

The LINC prototype was designed keeping into mind the various difficulties faced by the participants in the actual LINC website. By keeping the navigation elements where the user would look for them at first glance led to zero frustration and a better and happy emotion. The actual LINC website was very complicated and makes the user go through a series of continuous steps finally reaching the page where they would get textual data rather tabular data. This had led to a lot of frustration. The prototype take care of this problem first by reducing the navigation to just 2 pages and not only providing a tabular view but also an export data functionality for offline read. This led to a sense of satisfaction in the participants.