12 responses

View all responses

Summary
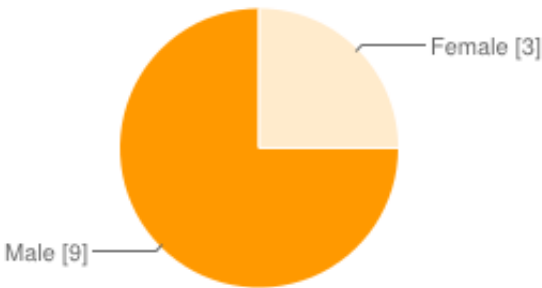
Participant Information

Participant Age
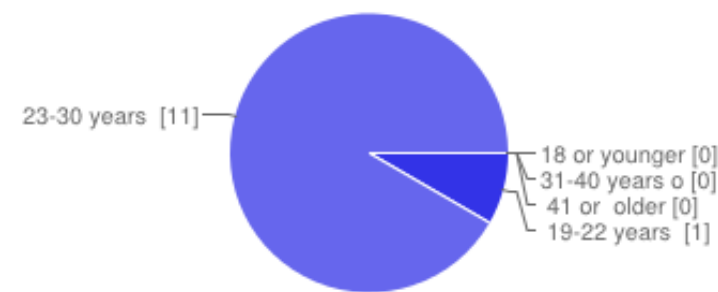
18 or younger	**0**	0%
19-22 years old	**1**	8%
23-30 years old	**11**	92%
31-40 years old	**0**	0%
41 or older	**0**	0%

Participant Gender

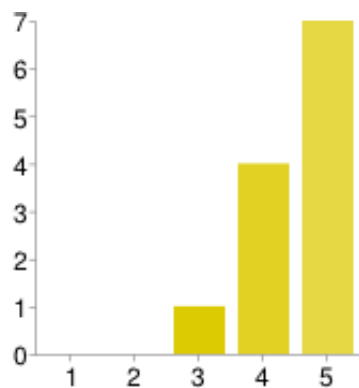|		
Male	**9**	75%
Female	**3**	25%

Qualitative Measurement

Roughly how many minutes did it take the participant to perform the task? *
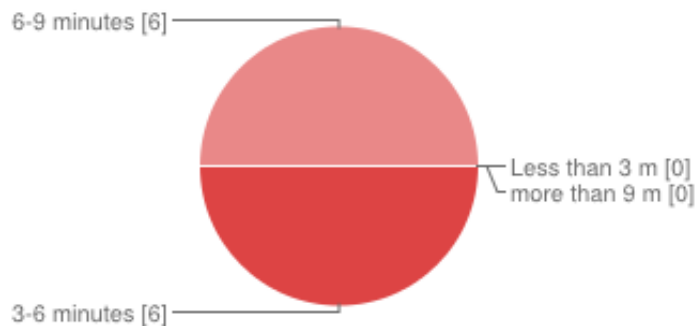
Less than 3 minutes	0	0%
3-6 minutes	6	50%
6-9 minutes	6	50%
more than 9 minutes	0	0%

How much of the task did this participant complete? *

1	0	0%
2	0	0%
3	1	8%
4	4	33%
5	7	58%

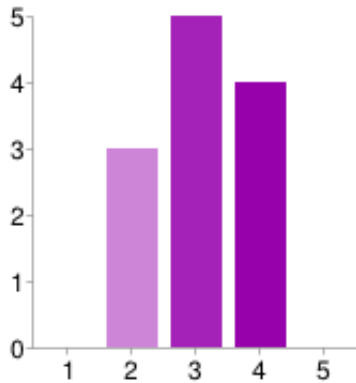# Expectation Measurement

How much difficulty did the participants anticipate before actually using the form? *
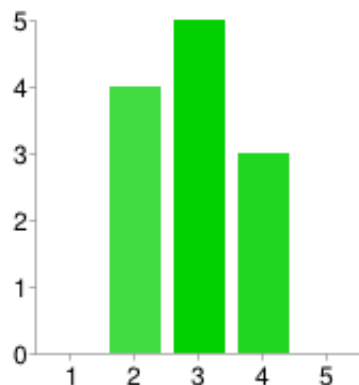
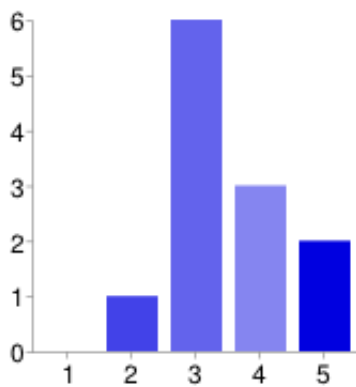| 1	0	0%
2	4	33%
3	5	42%
4	3	25%
5	0	0%

How much difficulty did the participants anticipate after actually using the form? *

1	0	0%
2	3	25%
3	5	42%
4	4	33%
5	0	0%

Emotional Measures

Before using the form, how negative or positive was your participant's emotion?

1	0	0%
2	1	8%
3	6	50%
4	3	25%
5	2	17%

Before using the form, how dominant was your participant's emotion?
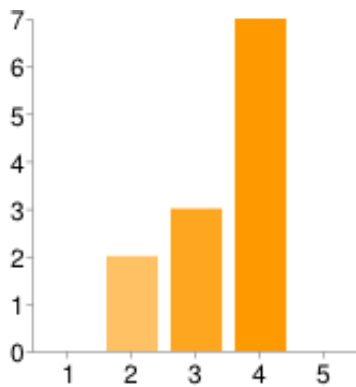
1	0	0%
2	2	17%
3	3	25%
4	7	58%
5	0	0%

Before using the form, how energetic was your participant's emotion?
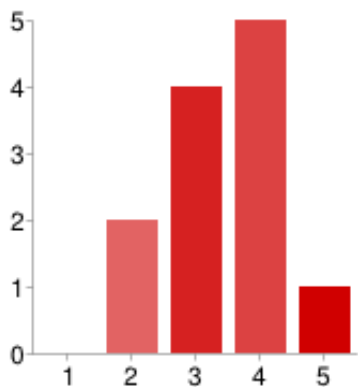
1	**0**	0%
2	**2**	17%
3	**4**	33%
4	**5**	42%
5	**1**	8%

Before using the system , how confident did you feel about using the system.
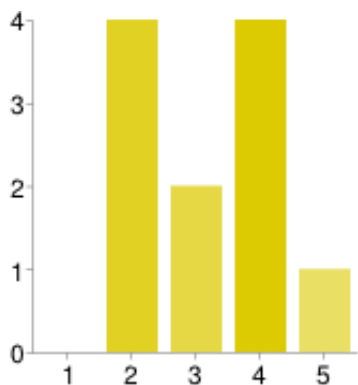
1	**0**	0%
2	**4**	36%
3	**2**	18%
4	**4**	36%
5	**1**	9%

After using the form, how negative or positive was your participant's emotion?
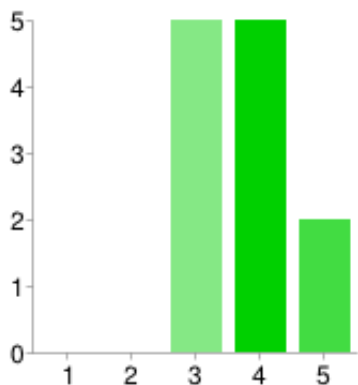
1	**0**	0%
2	**0**	0%
3	**5**	42%
4	**5**	42%
5	**2**	17%

After using the form, how dominant was your participant's emotion?
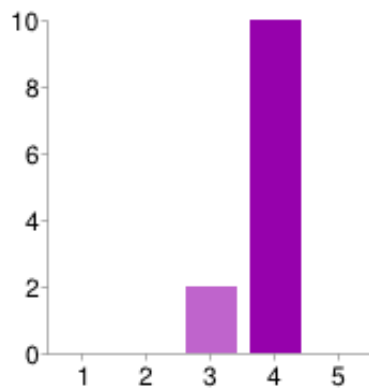
1	0	0%
2	0	0%
3	2	17%
4	10	83%
5	0	0%

After using the form, how energetic was your participant's emotion?
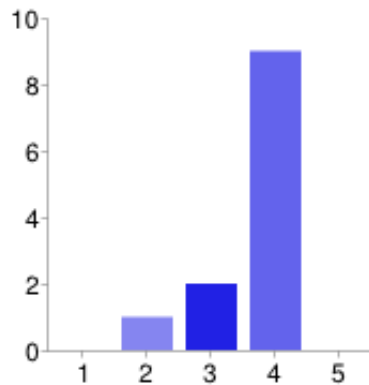
1	0	0%
2	1	8%
3	2	17%
4	9	75%
5	0	0%

After using the system , how confident did you feel about using the system.
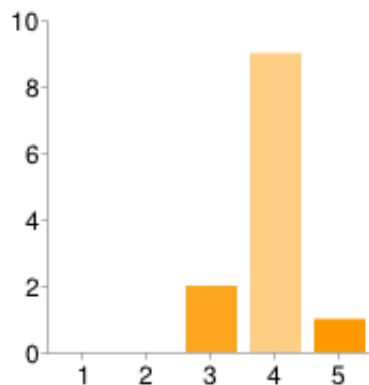
1	0	0%
2	0	0%
3	2	17%
4	9	75%
5	1	8%

Notes

What worked well?

It was easier to find certain task details as links mentioned the appropriate title - like business name registration.   Even though user was not able to complete one the task, he was able to locate most of the information.   first three tasks were pretty straight forward not posing a lot of challenge on my part.   Wire-frames: The business registrations went well. The Licencing part

from wire-frames for common businesses went well too. For not so common the participant preferred to talk to the executive before moving on further. Maryland Look-up Tool: The participant was happy with searching capabilities   The participant could complete all the tasks. She found the "Business Registration" links very helpful. The navigation seemed simple to her. Only, in some cases, she thought there was too much information on the page to comprehend.   The flow of the website was good.   The business registration navigation flow. He practically breezed through the Business Registration part.   She did the fourth subtask in very less time. The county part was intuitive for her. After getting a hang of the website, her speed increased.   The first hint about Business Registration got the participant started in the right way. Once the participant go confident about the relevance of a category the further procedure was good with all the required information readily available on the page.   Registration pages worked well enough   User was able to locate all the information needed for tasks.

What did not work well?

For tasks regarding school and ferry registration, it wasn't clear whether the links provided would give the complete information.   She took time reading through the information and trying to comprehend all. In some cases, even after reaching the right page and section, she seemed unsure that her answer was right.   The participant got confused to choose down the eact business type he wanted.   NA   The participant struggled to find which sub-category legal services would belong to. She did not think about doing a keyword search for 'eye' or 'optometrist' while searching for license for optician. The links and search mechanisms were not intuitive to her.   Sample videos explaining how to do business reg. for some scenarios would have helped user.   As per the user, the interface was not intuitive and found that there were too many details.   Participant was looking something specific when encountered with Ferry example   Wire-frames: Participant seemed slightly confused with landing pages but being wire-frames it was bound to happen. Maryland Look-up Tool: Too slow to get results. Ambiguous results for certain keywords. Zero context search.   The site had a lot to read and somewhat quicker way of representation like good organization and pictures could have been better.   In some places, a lot of information present confused the participant a little and it took her a while to figure out what she needed. Also, the meanings of different Business corporations, LLP etc. were unknown to participant and as a result, she was unsure of which set of links to follow.   Slight difficulty navigating wireframes

When was the participant unhappy or frustrated with what they encountered?

NA   She seemed frustrated while searching for the licenses for optician. Also, the different categories without any explanation or hints was confusing to her.   Wire-frames: Participant was happy when using licencing for common scenarios.   Participant was unhappy that for some tasks (school, ferry) he could not judge whether he had the complete information at the end of the task completion.   She seemed a little frustrated when there was too much

information on any page.   Seeing the variety of business corporations disoriented the participant for a while. At one place, some text which looked like a link was not a link. So, it took a while for the participant to figure out how to proceed next.   User was not able to perform 2nd task of study - "You want to start a Ferry business. What all information you need about the shares of the corporation? In case of any questions, whom should you contact?"   Participant was confused by the list of various types of business organization and could not easily drill down the one he was interested in.

Did the participant find anything especially interesting or surprising?

.   Didn't use help option when he was confused for Ferry business   At one place, some text which looked like a link was not actually a link and the message regarding that was written down somewhere. It surprised the participant for a moment.   NA   Maryland Look-up Tool: Used categorical search more often than free form search. It seemed he preferred to drill through categories because the search was too slow. Additionally he started multi-tasking since the entire tool was too slow.   It was interesting to note that she didn't seem fully convinced that her response was correct or task was complete in some cases.   interesting to know where to lead about if planning on starting a business

Other Feedback from participant

It was good that there were links to helpline and biz resource specialist contact details. It was present in all sections of the site and would be helpful for novice users.   The participant was well satisfied the website.   Liked the design for new NC State site. Seemed to hate the Maryland sit because of its slowness. He seemed to be comparing it with Google and found it dissatisfying.   Easy to use and intuitive   She found the website pretty usable and navigation easy to follow. Only there was too much information on some pages.   Information layout could have been more better   On the whole a good experience. The meanings of different business corporation terms should have been clearer.   She said she preferred the NC State wireframe lookup more. She found it simpler than the Maryland one.   some instructions about what each link on the home page would have been a little bit of help i feel
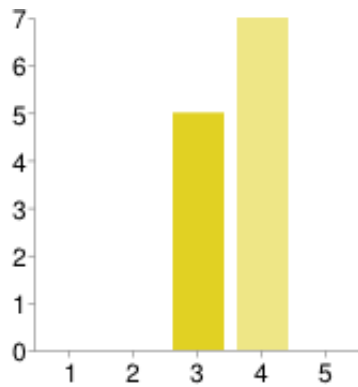
Additional Measurement [Usability, Credibility, Loyalty]

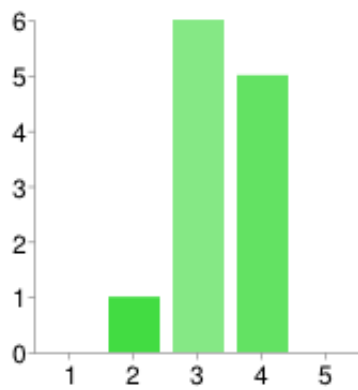## How valuable was the information on this website?
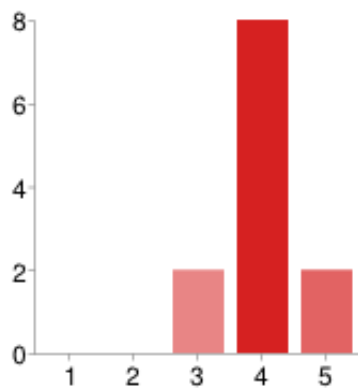
1	0	0%
2	0	0%
3	2	17%
4	8	67%
5	2	17%

How easy was it to navigate within the website?

1	0	0%
2	0	0%
3	5	42%
4	7	58%
5	0	0%

How likely are you to recommend this website to a friend or colleague?

1	0	0%
2	1	8%
3	6	50%
4	5	42%
5	0	0%

How well were the various functions in this system integrated?
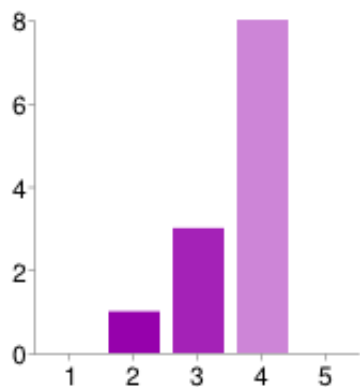
1	**0**	0%
2	**1**	8%
3	**3**	25%
4	**8**	67%
5	**0**	0%

Number of daily responses