

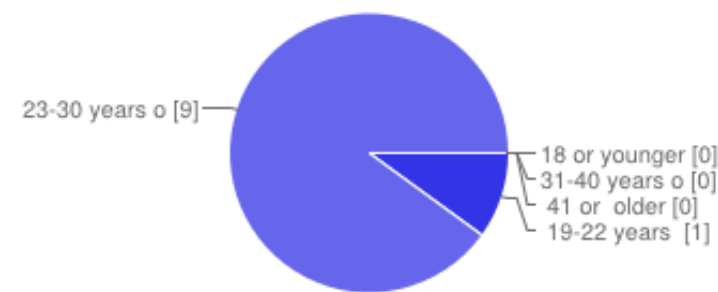
10 responses

[View all responses](#)

Summary

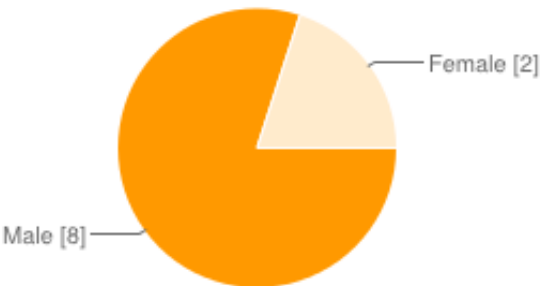
Participant Information

Participant Age



18 or younger	0	0%
19-22 years old	1	10%
23-30 years old	9	90%
31-40 years old	0	0%
41 or older	0	0%

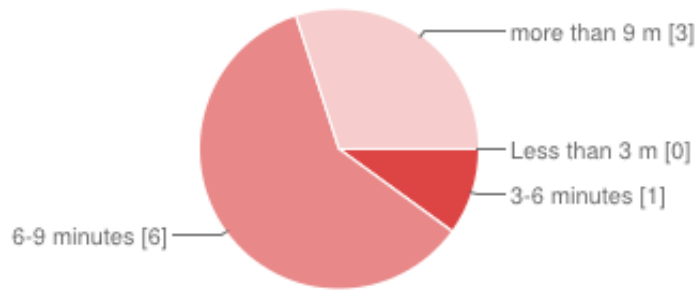
Participant Gender



Male	8	80%
Female	2	20%

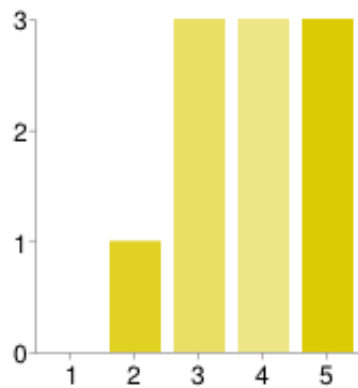
Qualitative Measurement

Roughly how many minutes did it take the participant to perform the task? *



Less than 3 minutes	0	0%
3-6 minutes	1	10%
6-9 minutes	6	60%
more than 9 minutes	3	30%

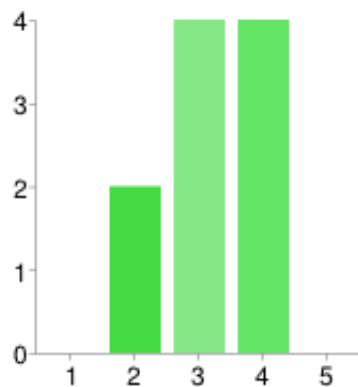
How much of the task did this participant complete? *



1	0	0%
2	1	10%
3	3	30%
4	3	30%
5	3	30%

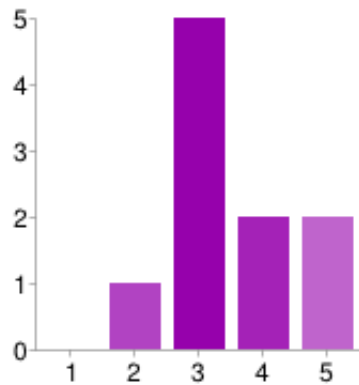
Expectation Measurement

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



1	0	0%
2	2	20%
3	4	40%
4	4	40%
5	0	0%

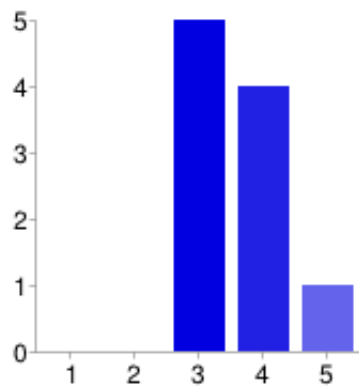
How much difficulty did the participants anticipate after actually using the form? *



1	0	0%
2	1	10%
3	5	50%
4	2	20%
5	2	20%

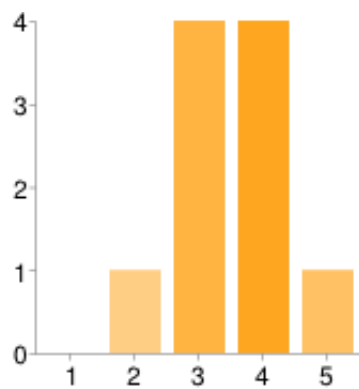
Emotional Measures

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



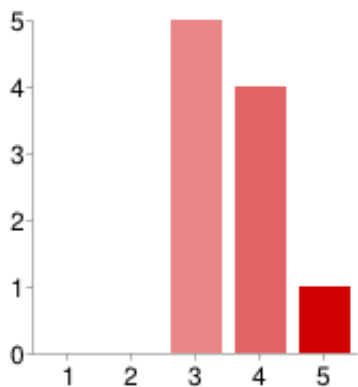
1	0	0%
2	0	0%
3	5	50%
4	4	40%
5	1	10%

Before using the form, how dominant was your participant's emotion?



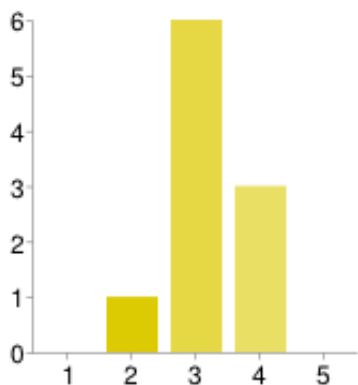
1	0	0%
2	1	10%
3	4	40%
4	4	40%
5	1	10%

Before using the form, how energetic was your participant's emotion?



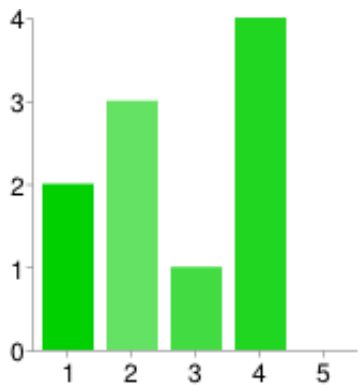
1	0	0%
2	0	0%
3	5	50%
4	4	40%
5	1	10%

Before using the system , how confident did you feel about using the system.



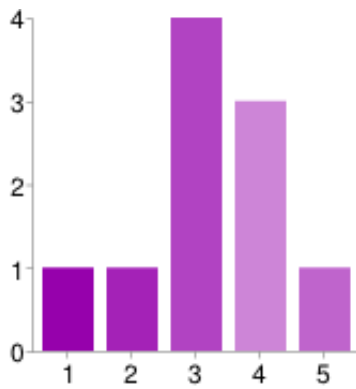
1	0	0%
2	1	10%
3	6	60%
4	3	30%
5	0	0%

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



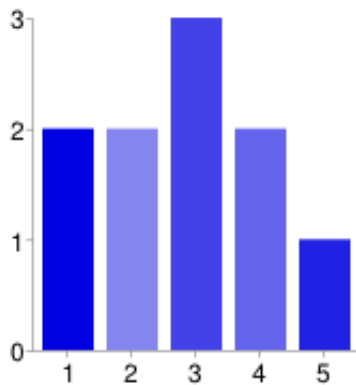
1	2	20%
2	3	30%
3	1	10%
4	4	40%
5	0	0%

After using the form, how dominant was your participant's emotion?



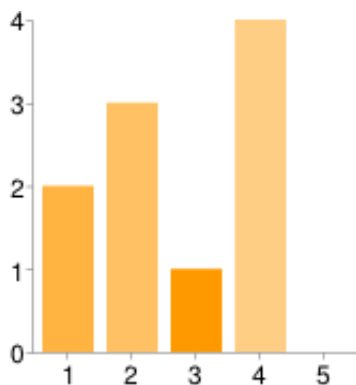
1	1	10%
2	1	10%
3	4	40%
4	3	30%
5	1	10%

After using the form, how energetic was your participant's emotion?



1	2	20%
2	2	20%
3	3	30%
4	2	20%
5	1	10%

After using the system , how confident did you feel about using the system.



1	2	20%
2	3	30%
3	1	10%
4	4	40%
5	0	0%

Notes

What worked well?

the search by category was a nice touch for a website like this. The participant could complete all the tasks. It took her little time to understand the navigation in the website. She was confused which licenses from the search results would actually be useful. The keyword search helped her a lot. She could complete the second and third tasks using that. She did

mention that she would call the website helpline if she had any issues. But she couldn't find such a number anywhere on the webpage. The search categorization was somewhat good. Could locate tasks based on county Search by category - keyword - county was intuitive. Also, look of the website was good. The participant was happy with searching capabilities and easy location based information. Categorical structure of information. UI of the site was very simple and intuitive. The business registration navigation flow. User was able to locate most of the information. The tasks where the categories were pretty obvious, so proceeding with the task was easy. The County related task was also very easy because the County search box was bold and available on the home page itself.

What did not work well?

The search results were not convincing. The participant felt that she was getting the same results for almost everything and this confused and disoriented the participant. Also, she could not easily trust the results of 'Search by Keyword' facility and stopped using it for a while. As per user, a multi-level menu would have helped. User took more than the expected amount of time to complete the tasks. The search was slow at times. Search did not yield results when searched based on category name. Website was too slow. She struggled to understand the category which could contain "legal services". Also, the keyword search seemed incomplete to her. While searching for a license for an optician, keywords "eye" and "optometrist" work. She used "eye" just before giving up on the task. Previously, she tried "optician" but got no results. The mapping of keywords was inadequate according to her. Too slow to get results. Ambiguous results for certain keywords. The site had a lot to read and somewhat quicker way of representation like good organization and pictures could have been better. the website was really really slow and tested my patience....and did not list the proper categories in the home page for the new user to move forward easily. Search and website itself was too slow. Search results were not listed properly. E.g The search for school bus transport license required the participant to scroll down for actual link providing the information

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

when the specific department was not found when searched for. Participant was confused by the list of various types of business organization and could not intuitively drill down the one he was interested in. During majority of the tasks, the participant was frustrated with the time taken by any small activity on the website. Also, the search results were not listed properly. Search not yielding correct results and missing back or navigation buttons. When user was not able to perform the 3rd task of study- "Suppose you are starting a School Bus Transportation service. Look up matching types of licenses." When searching among seemingly right sub categories did not lead her to Optometrist licenses. She concluded that she will need to find out more by contacting for help. Slow search. No context based search. She seemed a tad unhappy while searching for a license for an optician and the keyword "optician" failed. Also, she seemed frustrated when there were no hints or steps mentioned to

guide her with the "search by category".

Did the participant find anything especially interesting or surprising?

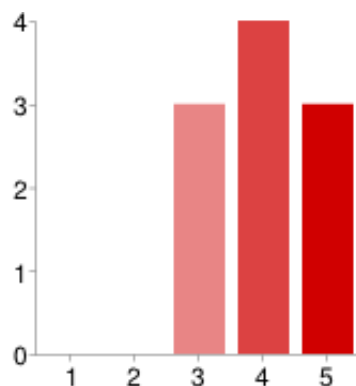
. NA The page to search results loads slower than when it searches and gets results. Used categorical search more often than free form search. It seemed he preferred to drill through categories because the search was too slow. Additionally he started multi-tasking since the entire tool was too slow The website seemed simple to use to the participant but it was not actually so. The participant was not convinced about the relevance and accuracy of the results and kept on scrolling up and down among the various license results returned. The large amount of licenses daunted her. She found it hugely surprising when searching for licenses for an optician. She thought it was weird that a keyword search on "optician" yielded no results whereas a search on "eye" worked.

Other Feedback from participant

the search results were not appropriate for legal services . The licenses results seemed all the same. They all had the initial few licenses same which confused the participant a lot. A categorization of licenses would have made things easier for the participant, in her opinion. Terribly slow. Didn't expect the free form search to yield correct results hence used categorical search. She thought the keyword search could be made better by adding easier and relevant keywords Seemed to be wary of Maryland sit because of its slowness. He seemed to be comparing it with Google and found it dissatisfying.

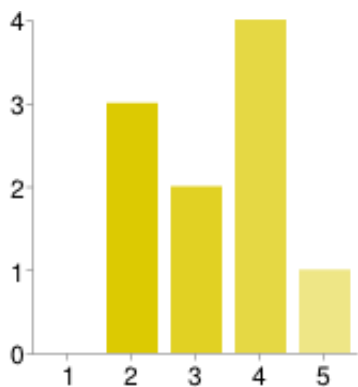
Additional Measurement [Usability, Credibility, Loyalty]

How valuable was the information on this website?



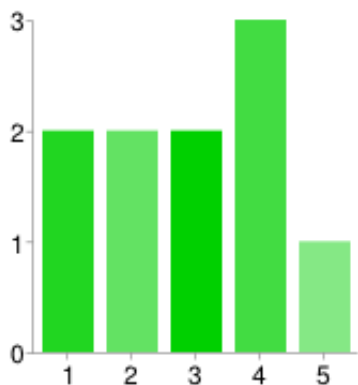
1	0	0%
2	0	0%
3	3	30%
4	4	40%
5	3	30%

How easy was it to navigate within the website?



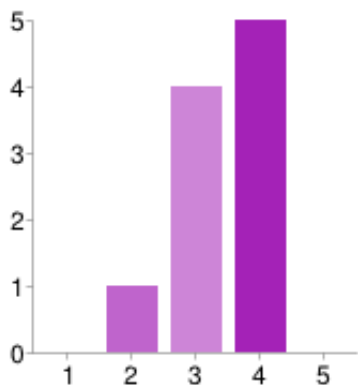
1	0	0%
2	3	30%
3	2	20%
4	4	40%
5	1	10%

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



1	2	20%
2	2	20%
3	2	20%
4	3	30%
5	1	10%

How well were the various functions in this system integrated?



1	0	0%
2	1	10%
3	4	40%
4	5	50%
5	0	0%

Number of daily responses

