

Appendix E: Observation Sheet (to be filled by moderator)

E.0 Participant Information	
E.0.1 Participant ID: <u>7</u>	E.0.2 Session date: <u>11-APR-2025</u> <small>/DD-MM-YYYY/</small>

E.1 Session timing	
E.1.1 Session Start Time: <u>18:42</u>	E.1.2 Session End Time: <u>19:53</u>

E.2 Session Environment	
E.2.1 Session is conducted: <input type="checkbox"/> Face-to-Face <input checked="" type="checkbox"/> Remotely	E.2.2 Location of the face-to-face session or software used for remote access and observation: <u>TEAMVIEWER</u>

E.3 Pre-test impression of participant	
E.3.1 The participant seems: <input checked="" type="checkbox"/> Calm <input type="checkbox"/> Nervous <input type="checkbox"/> Tired <input type="checkbox"/> Irritated / Annoyed <input type="checkbox"/> _____	E.3.2 The participant's verbal behavior seems: <input type="checkbox"/> Talkative / Verbally expressive <input type="checkbox"/> Minimal answers / Quiet <input checked="" type="checkbox"/> Balanced – nether talkative, nor quiet <input type="checkbox"/> _____

E.4 Observation Summary	
<p>The participant had a very logical approach that led to them making very few mistakes despite their unfamiliarity with the system. Two of the tasks were not completed to their full requirements.</p> <p>No error repetition. Some drifting off the task requirements.</p>	
<p>Combined time for all tasks: 53 minutes.</p>	
<p>1. Overall Usability Issues Identified: It should be more obvious what and where the header is. An introduction into Wix Marketplace could be useful. The colours menu (Design) sh does not make a clear enough distinction between separate elements.</p>	
<p>2. Positive Feedback: Found it intuitive and interesting.</p>	
<p>3. Improvement Recommendations: A "guided tour" before they start was suggested.</p>	

E.5 Task Observations

E.5.1 Task 1 Observation			E.5.2 Task 2 Observation		
E.5.1.1 Task Timing			E.5.2.1 Task Timing		
E.5.1.1.1 Task start time: <u>18:50</u>	E.5.1.1.2 Task end time: <u>19:05</u>	E.5.1.1.3 Total time spent on this task: <u>15</u> minutes	E.5.2.1.1 Task start time: <u>19:07</u>	E.5.2.1.2 Task end time: <u>19:14</u>	E.5.2.1.3 Total time spent on this task: <u>7</u> minutes
E.5.1.1.4 Time allowed for this task: 20 MINUTES			E.5.2.1.4 Time allowed for this task: 20 MINUTES		
E.5.1.2 Task Events Timeline (notable quotes, critical incidents)			E.5.2.2 Task Events Timeline (notable quotes, critical incidents)		
<div style="border: 1px solid black; padding: 10px;"> <div style="background-color: #003366; color: white; text-align: center; padding: 2px 5px;">TASK START</div> <p>- Spent too much time figuring out the name of the site we are going to make.</p> <p>- Tried to register a domain..</p> <p>ER - Tried to create a blog post instead of a home page.</p> <p>! - Needed to plug their laptop to charge.</p> <p>ER - Did not put title and menu in the header, but instead on the home page.</p> <div style="background-color: #003366; color: white; text-align: center; padding: 2px 5px;">TASK END</div> </div>			<div style="border: 1px solid black; padding: 10px;"> <div style="background-color: #003366; color: white; text-align: center; padding: 2px 5px;">TASK START</div> <p style="text-align: center;">No errors. Found it easy.</p> <div style="background-color: #003366; color: white; text-align: center; padding: 2px 5px;">TASK END</div> </div>		
E.5.1.3 Task Execution Overview			E.5.2.3 Task Execution Overview		
E.5.1.3.1 Completion: F = Fully completed P = Partially Completed N = Not Completed	E.5.1.3.2 Total number of assists (AS): <u>0</u>	E.5.1.3.3 Total number of errors (ER): <u>2</u>	E.5.2.3.1 Completion: F = Fully completed P = Partially Completed N = Not Completed	E.5.2.3.2 Total number of assists (AS): <u>0</u>	E.5.2.3.3 Total number of errors (ER): <u>0</u>
E.5.1.3.4 Total number of task breakdowns (TB): <u>0</u>			E.5.2.3.4 Total number of task breakdowns (TB): <u>0</u>		

E.5.3 Task 3 Observation			E.5.4 Task 4 Observation		
E.5.3.1 Task Timing			E.5.4.1 Task Timing		
E.5.3.1.1 Task start time: <u>19:14</u>	E.5.3.1.2 Task end time: <u>19:32</u>	E.5.3.1.3 Total time spent on this task: <u>18</u> minutes	E.5.4.1.1 Task start time: <u>19:33</u>	E.5.4.1.2 Task end time: <u>19:38</u>	E.5.4.1.3 Total time spent on this task: <u>5</u> minutes
E.5.3.1.4 Time allowed for this task: 20 MINUTES			E.5.4.1.4 Time allowed for this task: 20 MINUTES		
E.5.3.2 Task Events Timeline (notable quotes, critical incidents)			E.5.4.2 Task Events Timeline (notable quotes, critical incidents)		
<div style="border: 1px solid black; padding: 5px;"> <p>TASK START</p> <p>! - "Mindfulness blog", selected earlier as website type, did not add the blog app.</p> <p>ER - Did not add blog app and made a manually created "Articles" page with headlines listed.</p> <p>ER - Assumed the above was enough for the task.</p> <p>AS - Had to add the blog app.</p> <p>ER - Tried to change navigation colours instead of blog post colours</p> <p>ER - "Manage posts" for customising article page.</p> <p>TASK END</p> </div>			<div style="border: 1px solid black; padding: 5px;"> <p>TASK START</p> <p>ER - "Blog Settings" for creating a post.</p> <p>! - Page froze and needed to be reloaded.</p> <p>TASK END</p> </div>		
E.5.3.3 Task Execution Overview			E.5.4.3 Task Execution Overview		
E.5.3.3.1 Completion: F = Fully completed P = Partially Completed N = Not Completed	E.5.3.3.2 Total number of assists (AS): <u>1</u>	E.5.3.3.3 Total number of errors (ER): <u>4</u>	E.5.4.3.1 Completion: F = Fully completed P = Partially Completed N = Not Completed	E.5.4.3.2 Total number of assists (AS): <u>0</u>	E.5.4.3.3 Total number of errors (ER): <u>1</u>
E.5.3.3.4 Total number of task breakdowns (TB): <u>0</u>			E.5.4.3.4 Total number of task breakdowns (TB): <u>0</u>		

E.5.5 Task 5 Observation

E.5.5.1 Task Timing

E.5.5.1.1 Task start time:

19:40

E.5.5.1.2 Task end time:

19:48

E.5.5.1.3 Total time spent on this task:

8 minutes

E.5.5.1.4 Time allowed for this task: 20 MINUTES

E.5.5.2 Task Events Timeline (notable quotes, critical incidents)

TASK START

Accidentally deleted the text they put on the home page. Had to undo.

No errors.
Found it easy.

TASK END

E.5.5.3 Task Execution Overview

E.5.5.3.1 Completion:

F = Fully completed
P = Partially Completed
N = Not Completed

F

E.5.5.3.2 Total number of assists (AS):

0

E.5.5.3.3 Total number of errors (ER):

0

E.5.5.3.4 Total number of task breakdowns (TB):

0

E.5.6 Additional Notes (if applicable)

1. Went through the account registration process

Total:
AS: 1
ER: 7

Completion:
F - 3
P - 2
N - 0