www.pennyjuice.com
Project Report

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1   Introduction

1.1   Purpose

Penny Juice is a website which allows ordering of juice online. There are a no. of design issues in the website www.pennyjuice.com . A lot of improvements has to be done to the existing User Interface. The main aim of the website is to order the juice, however there are a lot of flaws in the Order page. The Navigation bar is present at the very bottom unlike at the top and is not well organized thus making it very difficult for the users to navigate to other pages in the website. Use of unwanted colors and animations also affects the overall performance of the website. There is no way a user can communicate with the supplier and this is one very major issue. Considering all these drawbacks the website had to be redesigned and thereby improving the efficiency of the website.

The prototype is published at:

http://erxm61.axshare.com/#g=1&p=home&c=1

1.2   Tasks Identified

The main aim of the website is to order the juice online. There are a no. of tasks associated with it. However there are two tasks which are the main focus of the project. The tasks are as follows

- Ordering apple juice
- Applying for distributorship

The first task is to order apple juice from the website and select the desired amount of bottles needed and successfully place the order by finishing off with the payment.

The Second task is to apply for distributorship. The company Penny Juice allows people to become distributors and also provide a lot of benefits to them. Hence the user has to successfully apply to become a distributor.

1.3   Assumptions

Since the ultimate goal of the website is the online ordering of juice, the user who uses this website is assumed to have some intermediate skills in online processing and transactions. However the website has been redesigned in such a way that even a novice user can proceed with the processing and transaction.

2   Analysis

2.1   Personas

Following are the personas that will be very must suitable and used during the analysis.

1.   15 Year old Boy [Venki]
    - Has Intermediate level of skills to do online transactions.
    - Order juice [desired flavor] from the website.
    - Might take help from his parents for filling out the bank details.

2. 35 Year old Female [Siri Venki]
   - Has High level of skills in performing online transactions.
   - Orders juice for her child.
   - Buy in huge quantities if satisfied with the product.
   - Will most probably look out for door delivery since she has to take care of her child.

3. 45 Year old Male [Ghost Gopal Varma]
   - Might be interested in becoming a distributor.
   - Will plan to make some good earning.
   - Apply for distributorship as there might be lack of distributors in their area.
   - Ready to put in the extra effort to achieve the desired.
4. 60 Year old Female [Diana]
   - Supervisor/In charge of a daycare.
   - Order the juice in huge quantities for children.
   - Order different flavors and order in regular intervals of time.
   - Will be looking out for Free Shipping option since huge quantities are bought.

2.2   Task Analysis Tools

The overall efficiency and performance of the system is measured in terms of usability of the application. There are a lot of tools which can be used in analyzing the application's usability. I have used tools such as Heuristic Analysis and Cognitive walkthrough to measure and analyze the usability of the application. By performing the Heuristic evaluation we can easily get the applications overall usability score and thus we can easily conclude about the overall efficiency and usability of the system. Performing a Cognitive walkthrough anyone can easily interpret the actions that are done while performing the task and how efficient was the system in helping the user perform the desired action.

2.3   Task #1 – Ordering Apple juice

2.3.1   Task Detail #1 – Ordering Apple juice

The task is to order Apple juice online. Penny juice offers a variety of flavors to order from. Here the task given to the user is to order Apple juice. The detail steps in ordering apple juice are as follows

- First open the website www.pennyjuice.com
- Check out for the various flavors available and choose apple juice and proceed to order page.
- The previous step of choosing the Apple flavor can also be done directly by navigating into the order/shop page.
- Enter the billing details as well as the shipping details.
- Choose the flavor and enter the exact amount of bottles of juice desired and check for the prices also and press Review Order.
- Review your order by ensuring that desired flavor and the quantity is chosen and proceed to payment page.
- In the payment page choose the desired mode of payment and if paying through card enter the payment details as well.

- Click on the Place order and if all details entered are successful, the order will be successfully placed and further details will be mailed to desired email id

2.3.2   Task #1 Analysis

The final result of this task is that the juice order being placed successfully. The user selects the desired flavor that he needs and chooses the quantity he wants. The user also enters his Billing and Shipping addresses. If all the details have been entered properly the user is rerouted to the payment page and on entering all the details, the order is placed successfully. At any particular point of time if the user has made any mistake like phone number not mentioned, an error pops out saying that details are incorrect and this feedback mechanism ensures that the user doesn't place a wrong order.

There are two metrics which are used in evaluating this task

- **Time on task** (Time in seconds)

Participant	Original Website	Prototype
1	30	
2	45	
3	38	
4		50
5		65
6		42

t = 2.4591
df = 7
standard error of difference = 5.964

Group	Group One	Group Two
Mean	37.67	52.33
SD	6.71	11.68
SEM	2.74	6.74
N	6	3

Correct value =2.78

The calculated t-value of 2.45 is smaller in magnitude than the C.V of 2.78, therefore we can reject the null hypothesis. There is a significant time difference between the prototype and website thus making the website better to use.

- **Successful completion of the task** – YES / NO

Participant	Original Website	Prototype
1	Yes	
2	Yes	
3	No	
4		Yes
5		Yes
6		Yes

Only 2 participants completed the task in the website

All the 3 participants completed the task in the prototype

2.3.3   Task #1 Discussion

This task "Ordering of juice "is a very simple task and has a number of actions associated to successfully complete the task. All the actions are sequential and is performed one after the other thus making it very simple for the user to successfully complete the task. The following are the actions that are associated with this particular task.

- Opening the website
- Take a look at the different flavors available
- Proceed to the order page
- Fill out the necessary details and go the payment page.
- Enter the required details and place the order successfully.

By interpreting the result of this task analysis we figure out the following.

Considering the first metric, **Time on task** we infer that

- The time taken to complete the task on the website is much lesser than the time taken for the same task on the prototype.
- However the task is not complete on the website. There is no means of payment option thereby having a huge drawback on the entire system.
- Hence we can conclude that the task is best done when performed on the prototype rather on the website.

Considering the second metric, **Successful completion of the task** we infer that

- The task when done on the prototype was successfully completed thrice unlike in the website where in it had been completed only twice.

2.4   Task #2 – Applying for Distributorship

2.4.1   Task Detail #2 – Applying for Distributorships

The task is to apply for distributorships on the penny juice website. Penny juice gives people an opportunity to apply for distributorships and also provides a lot of benefits and allows people to make a good earning out of it. The detailed steps in applying for distributorships are as follows

- First open the website www.pennyjuice.com
- There are 2 ways of visiting the distributor's page. One way is to go directly to the distributor's page and apply and the other way is to go via the about-us page.
- It is recommended to use the second strategy since it allows the people to have a very clear understanding of what is Penny Juice and the benefits of using Penny Juice.
- Read through all the benefits given in the distributorship's page and applying for becoming a distributor by entering all the necessary details.
- Upon successful completion of entering all the details, the application submitted is successful and further details will be sent via e-mail.

2.4.2   Task #2 Analysis

The final result of this task is successfully applying to become a distributor. Penny juice offers a lot of benefits for anyone who become a distributor. Some of the benefits are offering Street Sales training and also needs only minimum startup investment and so on. People who become a distributor and who are willing to put in the extra effort can make a very good earning out of becoming a distributor.

There are two metrics which are used in evaluating this task

- **Time on Task (Time in seconds)**

Participant	Original Website	Prototype
1	60	
2	51	
3	49	
4		25
5		38
6		19

t = 3.9701
df = 4
standard error of difference = 6.549

Group	Group One	Group Two
Mean	53.33	27.33
SD	5.86	9.71
SEM	3.38	5.61
N	3	3

Correct Value = 4.60

The calculated t-value of 3.9701 is smaller in magnitude than the C.V of 4.60, therefore we can reject the null hypothesis. There is a significant time difference between the prototype and website thus making the website better to use.

- **Successful completion of the task** – YES / NO

Participant	Original Website	Prototype
1	no	
2	no	
3	No	
4		Yes
5		Yes
6		Yes

No participants completed the task in the website

All the 3 participants completed the task in the prototype

2.4.3   Task #2 Discussion

This task "Applying for distributorship "is a very simple task and has a number of actions associated to successfully complete the task. All the actions are sequential and is performed one after the other thus making it very simple for the user to successfully complete the task. The following are the actions that are associated with this particular task.

- Opening the Website.
- Read through all the details about penny juice in the about-us page
- Click on the apply for distributorship option which is present in the same page and this re-rotes to the apply page.

- The same action can also be done by directly navigating to the Distributorships page in the Navigation bar.
- Go through all the details mentioned in the distributorships page and apply for distributorships by entering all the required details.
- Upon successful completion of entering all the details, the application submitted is successful and further details will be sent via e-mail.

Considering the first metric, **Time on task** we infer that

- The time taken to complete the task on the prototype is much lesser than the time taken for the same task on the website.
- The task is not complete on the website. There is no way this task can be performed on the website since there is no email address provided which is very essential for the task.
- Hence we can conclude that the task is best done when performed on the prototype rather on the website.

Considering the second metric, **Successful completion of the task** we infer that

- The task when done on the prototype was successfully completed thrice unlike in the website where in it couldn't be completed at all.
- Hence we can conclude that the task is best done when performed on the prototype rather on the website.

3   Prototype and Design

3.1   Overview of Prototype and Design Features

This prototype has been developed with a prototyping tool called as AXURE. The main idea behind developing this prototype was to make a lot of improvements and increase the overall efficiency of the website www.pennyjuice.com . The prototype has been developed considering taking most of the UI Design principles into consideration such as Simplicity, Efficiency and so on. Performing Heuristic Evaluation on the prototype as well as the website we can easily notice a considerable amount of difference between the two scores thereby concluding that prototype designed is much better than the website. The main highlighting feature of the prototype is that it has feedback mechanism unlike as in the website which enables the user to reduce the difficulties they will face during the completion of the task.

3.2   Task #1

3.2.1   Task #1 Design

The task "Ordering Apple juice" on the website had a lot of issues and design flaws associated with it. A lot of improvements had to be done in the website to improve the overall efficiency and usability of the system. Unlike in the website, Prototype had to be very clear and concise to improve the overall usability of the application. Lot of unwanted animations and pictures were used in the website which had to be removed. Used consistent colors throughout the application which improves the overall performance. There were lot of flaws in the order page in the website. The entire User Interface of the order page had to be changed. All the icons in the order page were properly aligned thus making the page consistent. Added a payment option which wasn't available in the website improved the overall efficiency of the system. Adding Feedback mechanisms in case of error also adds to the increased

performance of the system. All the updates made in the prototype were expected to increase the overall usability of the system. As expected the updates played a very crucial role in improving the overall usability of the application (Measured from Heuristic Evaluation).

3.2.2   Task #1 Design Justifications

In order to improve the design of the website a lot of decisions were made while working on the prototype. These decisions were taken into considerations based on a lot of key factors such as Usability principles, results of Cognitive walkthrough and Heuristic evaluation and also on the user feedback. In the website there were lot of colors and animations used and entire user design interface was inconsistent. Considering Consistency principle a lot of the colors were removed and only consistent colors were used throughout the prototype. The overall usability score by performing heuristic evaluation on the website was 42/100 which we concluded to be poor. So improvements had to made and reflected in the prototype so that performing the same on the prototype yields us a much better result.

3.2.3   Task #1 Prototype

Screenshot of Task # 1-Ordering Apple Juice – Website

This is the screenshot of the Order page on the website. As it can be clearly seen the website is very inconsistent with a lot of colors being used and use of animations also worsens the situation.

Screenshot of Task # 1-Ordering Apple Juice – Prototype

This is the screenshot of the Order page on the prototype. As it can be clearly seen the prototype has been designed in such a way that at most importance has been given the User Interface Design principles.

3.2.4   Task #1 Prototype Rational

This particular prototype was chosen and designed in such a way that there is a huge difference in performance metric evaluation between the prototype and the website. There are two main tasks associated with the project and both the tasks are made simpler and efficient. The prototype is designed in such a way that most of the UI Design principles are taken into consideration while designing is done. UI Design principles such as Consistency, Simplicity and efficiency are given at most while designing the system thus making the process of successfully finishing the task easier for the end user. The main

drawback of the website is the use of unwanted colors and contrast and efforts have been made to ensure that this drawback has been overcame in the prototype.

3.3 Task #2

3.3.1   Task #2 Design

The task "Applying for Distributorships" on the website had a lot of flaws associated with it. The main drawback of this task on the website was that it was very difficult for the user to find out where this particular task is. Just by looking at the home page it is almost impossible for the end user to know if there is actually an option like this. In order to overcome this, the prototype has two ways of reaching this task page thus making the task easier to perform. In the website while applying for distributorships there were a lot of issues. There was only one way of applying for distributorship which is by sending them an email with our details. However there was no email id provided thus making this task impossible to perform. In the prototype the user enters all the details and then just click the apply button and the application is submitted successfully and further communications are made through email.

3.3.2   Task #2 Design Justifications

In order to improve the design of the website to perform this particular task a lot of decisions were made while working on the prototype. These decisions were taken into considerations based on a lot of key factors such as Usability principles, results of Cognitive walkthrough and Heuristic evaluation and also on the user feedback. It is very difficult to find this option to successfully complete the task in the website. A first time user will find a lot of difficulties to find this apply option to complete the task. Hence in order to improve the overall performance of this system a lot of improvements and changes were done in the prototype.

3.3.3   Task #2 Prototype

Screenshot of Task # 2-Applying for Distributorships – Website

As it can be clearly in the screenshot above, the task can never be completed as there is no email Id present. Since there is no email ID present, the user is struck with no option to complete the task. This drawback is overcame in the prototype where in the user just enter their details and clicks the submit button and all the details are sent automatically to the system.

Screenshot of Task # 2-Applying for Distributorships – Prototype

3.3.4   Task #2 Prototype Rational

This particular prototype was chosen and designed in such a way that there is a huge difference in performance metric evaluation between the prototype and the website. There are two main tasks associated with the project and both the tasks are made simpler and efficient. The prototype is designed in such a way that most of the UI Design principles are taken into consideration while designing is done. UI Design principles such as Consistency, Simplicity and efficiency are given at most while designing the system thus making the process of successfully finishing the task easier for the end user. The main

drawback of the website is the use of unwanted colors and contrast and efforts have been made to ensure that this drawback has been overcame in the prototype.

4   A/B Testing

4.1   Participants

For this study 6 participants were used to test the application, where in 3 participants did their tasks on the original website and the rest on the prototype. These participants were chosen by referral from friends and roommates. The Participants who undertook the study had diverse skills. 2 participants had some basic HCI knowledge and one participant had totally zero knowledge in HCI as he was from totally a different background (Music). Some Participants were frightened by the term HCI and hence didn't agree to do the study.

4.2   Scenarios

The Following are the correct pathways to successfully completing the task. If the user proceeds in the correct pathway as mentioned then the user is assured of definite success in the task.

Task 1: Ordering Apple Juice 6 gallons/12 bottles [Prototype]

- First open the website www.pennyjuice.com
- Check out for the various flavors available and choose apple juice and proceed to order page.
- The previous step of choosing the Apple flavor can also be done directly by navigating into the order/shop page.
- Enter the billing details as well as the shipping details.
- Choose the flavor and enter the exact amount of bottles of juice desired and check for the prices also and press Review Order.
- Review your order by ensuring that desired flavor and the quantity is chosen and proceed to payment page.
- In the payment page choose the desired mode of payment and if paying through card enter the payment details as well.
- Click on the Place order and if all details entered are successful, the order will be successfully placed and further details will be mailed to desired email id

Task 1: Ordering Apple Juice 6 gallons/12 bottles [Website]

- Opening the website www.pennyjuice.com
- Choose the desired version
- Find the option "Got Juice?" on the homepage and click on that option to navigate to the order page.
- Enter the user details and choose the apple juice and enter the quantity.
- Click on the Submit option to complete the order.

Task 2: Applying for Distributorships [Prototype]

- Opening the Website.
- Read through all the details about penny juice in the about-us page
- Click on the apply for distributorship option which is present in the same page and this re-rotes to the apply page.

- The same action can also be done by directly navigating to the Distributorships page in the Navigation bar.
- Go through all the details mentioned in the distributorships page and apply for distributorships by entering all the required details.
- Upon successful completion of entering all the details, the application submitted is successful and further details will be sent via e-mail.

Task 2: Applying for Distributorships[Website]

Even though this task cannot be complete [email ID not present] the foolowing is the ideal way to complete the task.

- Opening the website www.pennyjuice.com
- Choose the desired version
- Find the Option "What is Penny juice?" and find out the option " To find a Distributor near you" and click it.
- Click on the option "Distributorships Apply" and finish the task.

4.3   Equipment

The study was conducted in a closed environment. The Equipment that was used for the study was a HP ENVY Laptop 15''. The laptop which was used had Windows 10 OS running on it and Google Chrome was the browser on which the study was performed. The other Equipment's that were used for the study are as follows

- Stopwatch - Used for measuring the time taken for each task.
- Paper and Pen – Used for recording the answers on the Post-Survey Questionnaire.

4.4   Subjective Metrics

Background questionnaire was a pre-study survey which was done to gather most of the details. It was just simple questions which they had to circle out and from the solutions all the demographic details was easily obtained. This was done mainly to gather the level of expertise in using a related system.

The Background questionnaire can be found in the appendix

Post session questionnaire was a post-study survey which was done to analyze the satisfactoriness of each participant after completing the study. Analyzing the results of this post session questionnaire we can easily interpret the overall efficiency of the system in terms of user satisfaction. 10 questions were asked in the post session questionnaire and 5 options were given which had weightages accordingly. The scores were assigned on a grading scale of 1-5.

The post session questionnaire can be found in the appendix

4.5   Quantitative Metrics

There are two tasks to be done by each participant and there are 2 metrics for each task which are as follows

- Time on Task
- Successful completion of the Task

Time on Task: The amount of time it takes the participant to complete the task.

Successful Task Completion: Each scenario requires the participant to obtain specific data that would be used in a typical task. The scenario is successfully completed when the participant indicates they have found the answer or completed the task goal.

The time taken to perform each task is measured and the results of this task are fed into the t test calculator. The t test calculator works on our values and gives out the desired result and how much was the standard deviation and so on.

By using these metrics as a measure of evaluation, one can easily interpret and analyze the ease of use and communication between the user and the application. For example, from the second metric "Successful completion of a task" it could be easily found out how efficient the system was to successfully complete the task.

4.6   Test results

These are the results of the t test for Task 1 – Ordering Apple Juice

QuickCalcs

1. Select category   2. Choose calculator   3. Enter data   **4. View results**

Unpaired *t* test results

P value and statistical significance:
The two-tailed P value equals 0.0435
By conventional criteria, this difference is considered to be statistically significant.

Confidence interval:
The mean of Group One minus Group Two equals -14.67
95% confidence interval of this difference: From -28.77 to -0.56

Intermediate values used in calculations:
t = 2.4591
df = 7
standard error of difference = 5.964

Learn more:
GraphPad's web site includes portions of the manual for GraphPad Prism that can help you learn statistics. First, review the meaning of P values and confidence intervals. Then learn how to interpret results from an unpaired or paired *t* test. These links include GraphPad's popular *analysis checklists*.

Review your data:

Group	Group One	Group Two
Mean	37.67	52.33
SD	6.71	11.68
SEM	2.74	6.74
N	6	3

The following are the results of the t test for task 2 – Applying for Distributorships

QuickCalcs

1. Select category   2. Choose calculator   3. Enter data   **4. View results**

Unpaired *t* test results

P value and statistical significance:
The two-tailed P value equals 0.0165
By conventional criteria, this difference is considered to be statistically significant.

Confidence interval:
The mean of Group One minus Group Two equals 26.00
95% confidence interval of this difference: From 7.82 to 44.18

Intermediate values used in calculations:
t = 3.9701
df = 4
standard error of difference = 6.549

Learn more:
GraphPad's web site includes portions of the manual for GraphPad Prism that can help you learn statistics. First, review the meaning of P values and confidence intervals. Then learn how to interpret results from an unpaired or paired *t* test. These links include GraphPad's popular *analysis checklists*.

Review your data:

Group	Group One	Group Two
Mean	53.33	27.33
SD	5.86	9.71
SEM	3.38	5.61
N	3	3

System Usability Scale

Test Results

Question\Participants	1	2	3	4	5	6
1	3	3	4	2	1	2
2	4	4	4	2	1	2
3	4	5	5	3	4	3
4	4	4	4	4	3	4
5	3	3	3	1	2	2
6	4	4	4	2	1	1
7	4	5	4	3	3	2

8	5	4	4	4	5	5
9	5	5	4	3	3	2
10	4	4	4	4	4	4
Total	40	41	40	28	27	27
Average	4	4.1	4	2.8	2.7	2.7

5   Conclusions

5.1   Discussion of Results

The main interpretation from this project was the prototype was considered to be better than the website. Various metrics were used and tasks were chosen and these tasks were performed on the website and the prototype. The tasks were evaluated with the various metrics and the results were found to be in favor of the prototype. The results obtained after evaluation were used to perform the t test and the results of the t test clearly indicated that there were significant amount of difference between the tasks when performed on the prototype as well as the website. From the results of measures such as Heuristic Evaluation and Cognitive walkthrough the prototype was considered to be a success. However the performance of the prototype could also have been improved by making certain alterations to the system. Even though a proper feedback mechanism was employed on the prototype, a more accurate feedback mechanism (point out where the error occurs while filling out the details) would definitely improve the overall efficiency of the prototype.

5.2   Lessons Learned

As a result of this project, I learnt in detail about the following.

- Learnt in detail about most of the concepts of Human Computer Interaction.
- Learnt on how to evaluate any website in terms of factors such as Performance, Usability, and Efficiency and so on.
- Understood the concepts of User Interface Design Principles and how these principles play a very crucial role in affecting the overall performance of the system.
- Learnt about the various methodologies and Guidelines to be adopted in order to improve the overall efficiency of the system.
- Learnt about how a system can be viewed i.e. in the point of view of users from the HCI background and those from the Non HCI background.

5.3   Conclusion

The main aim of the project was to understand all the concepts of HCI design principles. The website www.pennyjuice.com was redesigned using the prototyping tool AXURE RP. Two tasks were chosen and participants performed the tasks on the website as well as the prototype. It was found out from the 2 metrics, Time on task and Successful completion of task that the prototype was well designed and

efficient than the website. As a Final conclusion, this project helped in analyzing the design of any webpage and how improvements could be done to improve the webpage to increase the Performance, Usability and Efficiency.

6   Appendixes

6.1 HEURISTIC EVALUATION

Heutistic Review Template (Source: http://www.uxforthemasses.com/)

Score

Comments

ⓘ Hover over a guideline for more information, examples of good practice and importance to the overall user experience.

N/A = not applicable or can't be assessed

Optional - Provide a short rational for the score, such as a description of the issues found; examples of good practice and the likely impact for users.

Features & functionality

#	Guideline	Score	Comments
1	Features and functionality meet common user goals and objectives.	Poor	There are a lot of flaws in the website.Eventhough the user can easily find out from where to order the juice, the order page has lots of flaws in it.
2	Features and functionality support users desired workflows.	Very poor	There is no option of saving the current work.If the user does some mistake then the user cannot reutrn back to previous stage.
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).	Poor	The navigation bar is usually at the top but in this website it is present at the very bottom and the colors used make it very difficult to navigate to the homepage.
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).	Poor	There is no help provided to novice users thus making it very difficult for the user to successfully complete his desired task.
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.	Poor	There are only few call to actions such as submit,order but they are not very clear in terms of size and font used.

Homepage / starting page

#	Guideline	Score	Comments
6	The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.	Very poor	The homepage is poorly designed.The User Interface is not proper.There are a lot of unwanted colors used thus making the homepage very unattractive.

7	The home page / starting page is effective in orienting and directing users to their desired information and tasks.	**Moderate**	*The homepage has certain features which redirects to the correct functionality but it could have been more well defined.Certain features should have been given different names.*
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.	**Very poor**	*The start page has a lot of deign issues.Use of unwanted colors makes it very unattractive and difficult to use.Animations are unnecessary and impact the user intrerface of the homepage.*

Navigation

9	Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).	**Excellent**	*The URL is very clear and easily to remember.When searched on any search engine we get the desired result and the URL is very easily predictable.*
10	The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.	**Poor**	*There is no proper menu mainted for the website.The navigation bar is present at the very end and is not well organized.*
11	The navigation has sufficient flexibility to allow users to navigate by their desired means (e.g. searching, browse by type, browse by name, most recent etc…).	**Very poor**	*There is no option for the user to navigate via the search menu since there is no search menu at all.Hence there is no flexibility to allow users to navigate by their desired means.*
12	The site or application structure is clear, easily understood and addresses common user goals.	**Poor**	*The structure of the website is not clear.All the features in the website are not well organized.*
13	Links are clear, descriptive and and well labelled.	**Poor**	*Eventhough there are few links present, these are not very clear.Use of unwanted color and font makes the links hard to find and use.*
14	Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.	**Poor**	*Browser standard functions are supported but the progress is not saved and so if the user moves back or front the progress is lost*
15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).	**Moderate**	*The current location is clearly indicated but the font used is not good and is not highlighted.*

16 Users can easily get back to the homepage or a relevant start point.

| Poor | *There is a navigation bar present at the bottom of the page but it is not well organized* |

17 A clear and well structure site map or index is provided (where necessary).

| Very poor | *There is no site map present and thus making the user to only use the navigation bar.* |

Search

18 A consitent, easy to find and easy to use search function is available throughout (where desirable).

| N/A | |

19 The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).

| N/A | |

20 The search facility deals well with common searchs (e.g. showing most popular results), misspellings and abbreviations.

| N/A | |

21 Search results are relevant, comprehensive, precise, and well displayed.

| N/A | |

Control & feedback

22 Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).

| Moderate | *Appropriate feedback is given when the juice is ordered.However even for unsuccessful attempt the same feedback is given.* |

23 Users can easily undo, go back and change or cancel actions; or are at least given the chance to confirm an action before commiting (e.g. before placing an order).

| Poor | *There is no chance for the user to confirm an action before committing.Before placing the final order there is no option for confirmin the order* |

| 24 | Users can easily give feedback (e.g. via email or an online feedback / contact us form). | **Very poor** | *Eventhough a link has been given, there is no email id given on the website thus making it impossible for the user to contact the customer supportr.* |

Forms

25	Complex forms and processes are broken up into readily understood steps and sections. Where a process is used a progress indicator is present with clear numbers or named stages.	**Poor**	*The order page is poorly designed.All the details are scattered through out the webapge.*
26	A minimal amount of information is requested and where required justification is given for asking for information (e.g. date of birth, telephone number).	**Moderate**	*The website asks for the user details but there is no mandatory content to be provided by the user.*
27	Required and optional form fields are clearly indicated.	**Very poor**	*There is no required and optional form fields present thus making the website to process the order even if no details are provided.*
28	Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.	**Poor**	*No such option is available and since the ordering can be done only in multiples of 6, there sholud have been an option kept for that*
29	Help and instructions (e.g. examples, information required) are provided where necessary.	**Poor**	*No help and instructions are provided thus making it very difficult for novice users to successfully complete their task.*

Errors

| 30 | Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.). | **N/A** | |
| 31 | Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary. | **N/A** | |

32	Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.	**N/A**	
33	Users are able to easily recover (i.e. not have to start again) from errors.	**N/A**	

Content & text

34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.	**Very poor**	*The animations used in the website is used unnecessarly and images have no relation with the website.*
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.	**N/A**	
36	Language, terminology and tone used is appropriate and readily understood by the target audience.	**Moderate**	*The font used throughout the website is not consistent.In certain areas the font is capitalized and in some areas it is not thus making the website inconsistent.*
37	Terms, language and tone used are consitent (e.g. the same term is used throughout).	**Very poor**	*The font used throughout the website is not consistent.Certain places there is a prticular font used and in ceratin places different font isused.*
38	Text and content is legible and scanable, with good typography and visual contrast.	**Poor**	*There is a major flaw in the text and content.There is no proper visual contrast.*

Help

39	Online help is provided and is suitable for the user base (e.g. is written in easy to understand langugage and only uses recognised terms). Where appropriate contextual help is provided.	**N/A**	

40	Online help is concise, easy to read and written in easy to understand language.	N/A	
41	Accessing online help does not impede users (i.e. they can can resume work where they left off after accessing help).	N/A	
42	Users can easily get further help (e.g. telephone or email address).	Very poor	

Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	Good	*The overall performance in terms of speed is good and there is no considearble dealy in the website.*
44	Errors and reliabilty issues don't inhibit the user experience.	Poor	*There are a lot of flaws in the website.There is no option for the user to contact the designated person.*
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.	Excellent	*The website is properly supported on all the browsers.*

Overall usability score (out of 100) *	42	-	Poor

* Very poor (less than 29) - Users are likely to experience very significant difficulties using this site or system and might not be able to complete a significant number of important tasks.

* Poor (between 29 and 49) - Users are likely to experience some difficulties using this site or system and might not be able to complete some important tasks.

* Moderate (between 49 and 69) - Users should be able to use this site or system and complete most important tasks, however the user experience could be significantly improved.

* Good (between 69 and 89) - Users should be able to use this site or system with relative ease and should be able to complete the vast majority of important tasks.

* Excellent (more than 89) - This site or system provides an excellent user experience for users. Users should be able to complete all important tasks on the site or system.

Usability guidelines

Features & functionality

1	**Features and functionality meet common user goals and objectives** Key and common user goals and objectives (e.g. carry out some transaction, find some information, carry out some research etc…) should have been identified and addressed. Ideally the site or application should allow users to meet all of their key goals and objectives.	**Very Low**
2	**Features and functionality support users desired workflows** The site or application should support or at least be compatible with the way that users wish to work. For example, users might want to be able to carry out bulk transactions or be able to save and return to their work.	**Very High**
3	**Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported** For example short cuts and a login to retrieve details might be provided to speed up the completion of frequently carried out tasks.	**Low**
4	**Users are adequately supported according to their level of expertise** For example, novice users are given help and instructions and features are progressively disclosed (e.g. advanced features not being shown by default).	**Medium**
5	**Calls to action (e.g. register, add to basket, submit) are clear, well labelled and appear clickable** Possible actions should always be clear and the primary call to action (i.e. the most common or desirable user action) should stand out on the page or screen.	**Medium**

Homepage / starting page

6	**The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available** For example, an introduction and overview of the site is provided together with section snapshots and example content.	**Medium**
7	**The homepage / starting page is effective in orienting and directing users to their desired information and tasks** Users should be able to work out where they need to go to complete a given task (e.g. carry out some research, complete a transaction).	**High**
8	**The homepage / starting page layout is clear and uncluttered with sufficient 'white space'** Users should be able to quickly scan the homepage and make sense of both the content available and of how the site is structured.	**Medium**

Navigation

9	**Users can easily access the site or application** For example, the URL is predictable and is returned by search engines. If a user attempts to find the site via a search engine, it should ideally be returned on the first page of search results for likely queries.	**Low**
10	**The navigational scheme is easy to find, intuitive and consistent** Users should be able to very easily locate and use the navigational scheme (e.g. left hand menu, top menu, tabbed menu), and it should not be significantly different across the site or application (unless a decision has been made to specifically differentiate a given section or area).	**Low**
11	**The navigation has sufficient flexibility to allow users to navigate by their desired means** For example a user might want to be able to search for an item or browse by size, name or type. Although not all user preferences can or indeed should be addressed, the most useful and common navigational means should be supported.	**Medium**
12	**The site or application structure is clear, easily understood and addresses common user goals** For example, gathering information, submitting data, carrying out research. Users should be able to work out where they need to go to carry out common user goals and be able to quickly gain an understanding of how the site or application is structured.	**Very high**
13	**Links are clear, descriptive and well labelled** Links should be clearly 'clickable' (e.g. underlined or colourised) and it should be clear to users where any given link goes to. Non-descriptive links such as 'click here' should be avoided and any links going to an external website or opening a new window should be identified as such.	**Medium**
14	**Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported** Users should be able to bookmark a page (or be presented with a URL to use) and go back and forth without breaking the site or losing any information they have entered.	**High**
15	**The current location is clearly indicated (e.g. breadcrumb, highlighted menu item)** Users should always know where they are in the site or application.	**Low**
16	**Users can easily get back to the homepage or a relevant start point** For example, a homepage link might be part of the breadcrumb or a home link might be available as part of the header.	**Low**
17	**A clear and well structure site map or index is provided (where necessary)** The sitemap might be part of the header or footer and should ideally be available from every page on the site.	**Very low**

Search

18	**A consistent, easy to find and easy to use search function is available throughout** The search function (where required) should be directly available from most pages on the site or application and should be consistently positioned (e.g. top left, top right or top centre).	**High**

19	**The search interface is appropriate to meet user goals** For example users are able to filter search results, an advanced search is available (if necessary) and common search conventions such as quotation marks (") and natural language searches are handled.	**High**
20	**The search facility deals well with common searches, misspellings and abbreviations** Ideally synonyms (e.g. 'coat' should also match 'jacket') should mean that logical and appropriate search results are returned for common user queries. Popular search results (e.g. top matches) should also be identified for common queries.	**Low**
21	**Search results are relevant, comprehensive, precise, and well displayed** It should be easy for users to see what has been returned, to work out why something has been returned and to determine how many results there are.	**High**

Control & feedback

22	**Prompt and appropriate feedback is given** For example, a confirmation message is shown following a successful transaction, input errors are promptly highlighted and it's made clear to users when a page has been updated.	**High**
23	**Users can easily undo, go back and change, or cancel actions** If an action can not be undo then users should at least be given the chance to confirm an action before committing (e.g. before placing an order). For example, users can return to a step and change their options or dynamically change a value without having to start again. Where an action can't be undone (e.g. a deletion), this should be made clear to users.	**Medium**
24	**Users can easily give feedback** For example, via email or an online feedback / contact us form. There should be an indication of how long users can expect to wait for a response if a query has been made.	**Very low**

Forms

25	**Complex forms and processes are broken up into readily understood steps and sections** For example, a checkout process might be broken up in to 'address', 'delivery options', 'payment' and 'confirmation'. Where a process is used a progress indicator is present with clear numbers or named stages.	**Medium**
26	**A minimal amount of information is requested and where necessary justification is given for asking for information** For example a site might outline that a telephone number is required in case there is an issue with a transaction. Users shouldn't be asked for extraneous information and where possible information should be auto populated (e.g. postcode lookup, code lookup) to keep input to a minimum.	**Low**

27	**Required and optional form fields are clearly indicated (e.g. using text or '*')** Where most fields are required the optional fields should be identified and when most fields are optional the required fields should be identified.	**Low**
28	**Appropriate input fields are used and required formats are indicated** Appropriate input fields might include calendar for date selection, drop downs for selection and radio button for small selections. Text might be used to indicate the required format or an example might be provided. Field lengths should correspond to the expected input so for example an email input field should be long, where as an initials input field should be very short.	**Medium**
29	**Help and instructions (e.g. examples, information required) are provided where necessary** Where input is non trivial or is likely to require some explanation this should be provided. Where a-lot of explanation is necessary a link to a page outlining what is required should be provided.	**Medium**

Errors

30	**Errors are clear, easily identified and appear in appropriate locations** Errors should be immediately apparent to users and ideally be located close to the offending input or function (e.g. adjacent to an input entry field). Inputs causing an error should be highlighted, together with an explanation for the error.	**High**
31	**Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary** Errors should avoid using very technical terms or jargon and should be written from the user's perspective.	**Medium**
32	**Common user errors have been taken into consideration and where possible prevented** Common user errors might be missing fields, invalid formats and invalid selections. For example, fields might limit input to particular a format (e.g. numbers only) or only become available once certain criteria have been met. JavaScript might also be utilised to provide immediate feedback for common formatting errors or errors caused by missing fields.	**Medium**
33	**Users are able to easily recover (i.e. not have to start again) from errors** For example, users might be able to re-edit and resubmit a form or enter a different value.	**Medium**

Content & text

34	**Content available (e.g. text, images, video, audio) is appropriate and sufficiently relevant, and detailed to meet user goals** Content should also be appropriately formatted, so for example videos and audio should be directly playable (i.e. shouldn't need to be downloaded to be played) and images should be of a sufficient quality.	**Very high**
35	**Links to other useful and relevant content (e.g. related pages, external websites or documents) are available and shown in context** For example there might be links from an article to related articles, related content or related external websites.	**Low**

36	**Language, terminology and tone used is appropriate and readily understood by the target audience** Jargon should be kept to a minimum and plain language should be used where ever possible.	High
37	**Terms, language and tone used are consistent (e.g. the same term is used throughout)** Capitalisation (e.g. 'Main title'; 'Main Title'; 'MAIN TITLE') and grammar should be consistent, together with the use of formal or informal terms (e.g. could not vs couldn't; what's vs what is etc...).	Medium
38	**Text and content is legible and scanable, with good typography and visual contrast** Users should be able to quickly scan headers and body text, in order to get an overview of what's available.	Medium

Help

39	**Online help is provided and is suitable for the user base** Help should be written in easy to understand language and only uses recognised terms. Users should be able to easily find and access help and where appropriate contextual help should be available, such as help for a specific page, feature or process.	High
40	**Online help is concise, easy to read and written in easy to understand language** Help should cover the essentials without providing excessive detail and shouldn't use jargon or technical terminology that isn't likely to be understood by users.	Medium
41	**Accessing online help does not impede users** Users should be able to resume work where they left off after accessing help. Ideally help should be available directly on a page or using a new window. If help is provided in the form of a document, it should be formatted for the web (e.g. PDF, rather than a Word document).	Medium
42	**Users can easily get further help (e.g. telephone or email address)** If a telephone help number is provided the hours of operation should be shown. If an email address or online form is provided, an indication should be given of how long a response is likely to take (e.g. within the next 24 hrs).	Low

Performance

43	**Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays)** Web page downloads shouldn't take longer than 5 seconds and on page interactions (e.g. using an application or AJAX functionality) shouldn't take any longer than 1 second to respond. Interactions taking longer than 1 second to respond should provide suitable feedback to show that something is taking place (e.g. an hour glass or swirling graphic).	High
44	**Errors and reliability issues don't inhibit the user experience** Sites and applications should be free of bugs and shouldn't have any broken links.	Medium

| 45 | **Possible user configurations (e.g. browsers, resolutions, computer specs) are supported**
 Websites should be usable at a 800x600 screen resolution and should work with the most common browsers (IE, Firefox, Opera, Chrome etc…). Applications should be usable with common computer specifications (operation system, memory, available disk space) and screen resolutions (e.g. 800x600, 1025x768). | **Medium** |

Rating below	Rating	Rating ranges			
0					
1	Very Poor	less than	29		
29	Poor	between	29	and	49
49	Moderate	between	49	and	69
69	Good	between	69	and	89
89	Excellent	more than	89		

Tasks

Task 1
Ordering 12 bottles / 6 gallons of Apple juice

Actions
1. *Choosing the version*
2. *Navigate to the Order page*
3. *Fill the user details*
4. *Choose the flavor and quantity*
5. *Place the order*

Concise Table

	1	2	3	4	5
Know the action?	Yes	Yes	Yes	Yes	Yes
See the control?	Yes	No	Yes	Yes	Yes
Understand the control?	No	No	Yes	No	No
See the feedback?	Yes	Yes	Yes	Yes	Yes

Comments / Recommendations

Task 1 – *Ordering 12 bottles/6 gallons Apple juice*

There are 5 actions to be performed for completing this task. All these actions are performed one after the other.

Action 1 – Choosing the Version
Understand the Control?

The action of choosing the version is the very first stage while performing the task. Even though both the options are displayed, it is not well organized. Use of contrasting colors for the font and the background makes it difficult for the user to easily complete this action.

Recommendations

Both the options have to be well organized and unwanted colors in the font and the background have to be removed.

Action 2 – Navigate to Order page
See the Control?

The second action to be performed in the task is to navigate to the webpage after the version is chosen. There is no proper navigation bar to aid the users to navigate to the order page. There is an option called "Got Juice?" which is same as the order page.

Recommendations

A navigation bar at the home page would have made this task easier. Proper font should have been used and instead of using the word "Got Juice?" this could have been replaced with the word "Order page".

It is very difficult to understand the control. Absence of a navigation bar makes the task very difficult. The user has to find out which option leads to the order page and complete the task.

Recommendations

A navigation bar at the home page would have made this task easier. Clearly indicate which action leads to the desired page.

Action 4 – Choosing the flavor and quantity

Understand the Control?

The action is not at all clear. Penny juice accepts orders which can be made in multiples of 6 bottles. This is not clearly mentioned and first time users will find it very difficult to complete this task successfully.

Recommendations

Instead of keeping blank fields and asking the user to enter the quantity, it would be much better to keep the quantity as a drop down list and thereby making the task simpler for the user.

Action 5 – Place the order

Understand the control?

There is no means of validating the order placed. Even if the wrong order is placed the website accepts the order and processes it. Even if no details are pressed and the submit button is pressed the order gets placed which shouldn't have been the case.

Recommendations

Using some validation mechanisms would have definitely improved this task. Feedback mechanisms should have been employed thus making the task easier to perform for the user.

Task 2
Applying for Distributorships

Actions
1. *Choosing the version*
2. *Navigate to the Apply page*
3. *Apply for distributorship*

Concise Table

	1	2	3
Know the action?	Yes	Yes	Yes
See the control?	Yes	No	Yes
Understand the control?	No	No	No
See the feedback?	Yes	Yes	No

Action 1 – Choosing the Version

Understand the Control?

The action of choosing the version is the very first stage while performing the task. Even though both the options are displayed, it is not well organized. Use of contrasting colors for the font and the background makes it difficult for the user to easily complete this action.

Recommendations

Both the options have to be well organized and unwanted colors in the font and the background have to be removed.

Action 2 – Navigate to the Apply page

See the Control?

It is almost impossible to find where the apply page is. This option is present in the about us page and the control is present at the very bottom making it impossible for view of the user.

Recommendations

Creating a navigation bar and embedding this option in the navigation bar makes the task simpler and easier to perform.

Understand the Control?

The option to apply for distributorship is not present at a very pleasing place and is very difficult for the first time users

Recommendations

 A navigation bar with embedding this option makes the task simpler and easier to perform. The user can then easily find out where the option is and the task is completed successfully.

Action 3 – Apply for distributorship

Understand the Control?

While applying for Distributorship the user sends his/her details to the company via mail. This task is definitely impossible to do as there is no email ID to contact is mentioned and thus making this task a failure to perform on the website.

Recommendation

Proper working email Id should be mentioned in the website or a form could be maintained where in the user enters all their details and submit their details to the company.

See the Feedback?

There is no feedback mechanism provided with this task. Even though it is an impossible task to perform, atleast a feedback would have ensured that the details have been submitted successfully.

Recommendations

A feedback mechanism would have been the best choice to ensure that the details entered by the user are submitted successfully and no details are lost in the middle.

SNAPSHOTS – Prototype

Order Page

PENNY JUICE   Home   About   Distributors   Feedback   Flavors   Contact us   Shop

READY TO ORDER ?

BILLING ADDRESS

COMPANY NAME*

CONTACT NAME*

ADDRESS*

CITY   AK ▼   ZIP

E-MAIL ADDRESS*

PHONE NUMBER*

SHIPPING ADDRESS

COMPANY NAME*

CONTACT NAME*

ADDRESS*

CITY   AK ▼   ZIP

E-MAIL ADDRESS*

PHONE NUMBER*

☐ SAME AS BILLING ADDRESS

FLAVOR	QTY bottles
APPLE	0 ▼
WHITE GRAPE	0 ▼
STRAWBERRY BANANA	0 ▼
STRAWBERRY KIWI	0 ▼
CITRUS PUNCH	0 ▼
PEACH MANGO	0 ▼
BLUE RASPBERRY	0 ▼
GREEN WATERMELON	0 ▼
ORANGE RASPBERRY	0 ▼
CRAN-APPLE	0 ▼
ORANGE PINEAPPLE	0 ▼
BERRY	0 ▼
CHERRY(COLOR FREE)	0 ▼
FRUIT PUNCH(COLOR FREE)	0 ▼
TANGERINE(COLOR FREE)	0 ▼
MIX PITCHERS	0 ▼

PRICE   1 CASE $79

1 GALLON $3.29

1 OUNCE 2.5cents

1 BOTTLE = HALF-GALLON

ORDERING ONLY IN INCREMENTS OF 6 BOTTLES

1 CASE = 24 GALLON = 48 BOTTLES

DELIVERY FREE - MIN ORDER 1 CASE

TOTAL COST

REVIEW ORDER

Distributors Page

DISTIBUTORSHIPS AVAILABLE

SELECT MARKETS AVAILABLE TO QUALIFIED PROSPECTS

Complete Sales and Marketing

- STREET SALES TRAINING
- MINIMUM STARTUP INVESTMENT
- 100% PROFIT MARGINS AVAILABLE
- NATIONAL AND MULTI-UNIT CONTACTS PROVIDED
- K.I.S.S METHOD PERSONIFIED

Would you like to become a Distributor? »

COLLABORATE WITH US FOR A GREAT BUSINESS OPPORTUNITY

TO BECOME A DISTRIBUTOR

NAME *

LOCATION *

PHONE NO *

E-MAIL *

APPLY

Payment Page

PAYMENT

CHOOSE THE MODE OF PAYMENT

- CASH ON DELIVERY

- CREDIT/DEBIT CARD

TYPE OF CARD	VISA ▼
NAME	Sri Venki
CARD NUMBER	1234567891234567
EXPIRY	01 ▼ 2016 ▼
CVV CODE	123

CONFIRM

Thank you for your purchase!

ORDER SUCCESSFUL

WE HAVE RECEIVED YOUR ORDER AND IT IS BEING PROCESSED

THE DELIVERY DETAILS WILL BE MAILED TO YOU AS SOON AS THE ORDER IS READY

Home Page

Home   About   Distributors   Feedback   Flavors   Contact us   Shop

What is PENNY JUICE ?

Penny Juice is a 100 % blended fruit juice concentrate that is specifically designed for Childcare centers , Preschools , Headstarts and so on.

We use only the highest quality fruit juice products available.

Flavors Page

FLAVORS

Click on the flavors to have a look at the juice

Juice cannot be ordered by just clicking on the flavor

APPLE	ORANGE RASPBERRY
WHITE GRAPE	CRAN APPLE
STRAWBERRY BANANA	ORANGE PINEAPPLE
STRAWBERRY KIWI	BERRY
CITRUS PUNCH	CHERRY (COLOR FREE)
PEACH MANGO	FRUIT PUNCH (COLOR FREE)
BLUE RASPBERRY	TANGERINE (COLOR FREE)
GREEN WATERMELON	MIX PITCHERS

To Order the juice please click the Order button

ORDER

6.4   INSTRUCTIONS TO PARTICIPANTS

Welcome to my Usability study

There are 2 tasks to be completed in the study. The instructions will assist you on how to complete the tasks successfully. Please feel free to stop and ask if you encounter any difficulties or have any questions.

The time taken for the completion of the task will be monitored.

If you are not able to complete the task assigned, please mention it as Incomplete.

Before beginning the study we should complete the background questionnaire which helps us better understand your purpose and goal for using this website.

Please let know if you want to stop the study any time in the middle.

Before we start with the questionnaire ask me if you have any questions.

Tasks

Task 1

Ordering Apple Juice

Order 12 bottles/6 gallons of Apple juice

In the website provided find the order page. Take a look at the different flavors available and Order Apple juice and select 12 bottles and place the order successfully. Please enter the final amount in the box below.

Enter the total price here

Task 2

Applying for Distributorship

In the website provided find the option to apply for distributorship and apply with your details as mentioned in the website. Please enter the reference number which you see on the website

Enter the reference number here

Tasks

Task 1

Ordering Apple Juice

Order 12 bottles/6 gallons of Apple juice

In the website provided find the order page. Take a look at the different flavors available and Order Apple juice and select 12 bottles and place the order successfully. Please enter the final amount in the box below.

Enter the total price here

N/A

Task 2

Applying for Distributorship

In the website provided find the option to apply for distributorship and apply with your details as mentioned in the website. Please enter the reference number which you see on the website

Enter the reference number here

N/A

Tasks

Task.1

Ordering Apple Juice

Order 12 bottles/6 gallons of Apple juice

In the website provided find the order page. Take a look at the different flavors available and Order Apple juice and select 12 bottles and place the order successfully. Please enter the final amount in the box below.

Enter the total price here   19.74

Task 2

Applying for Distributorship

In the website provided find the option to apply for distributorship and apply with your details as mentioned in the website. Please enter the reference number which you see on the website

Enter the reference number here   ABC 123

Tasks

Task 1

Ordering Apple Juice

Order 12 bottles/6 gallons of Apple juice

In the website provided find the order page. Take a look at the different flavors available and Order Apple juice and select 12 bottles and place the order successfully. Please enter the final amount in the box below.

Enter the total price here $\qquad$ $ 19.74

Task 2

Applying for Distributorship

In the website provided find the option to apply for distributorship and apply with your details as mentioned in the website. Please enter the reference number which you see on the website

Enter the reference number here $\qquad$ ABC123

Tasks

Task 1

Ordering Apple Juice

Order 12 bottles/6 gallons of Apple juice

In the website provided find the order page. Take a look at the different flavors available and Order Apple juice and select 12 bottles and place the order successfully. Please enter the final amount in the box below.

Enter the total price here | 19.74 |

Task 2

Applying for Distributorship

In the website provided find the option to apply for distributorship and apply with your details as mentioned in the website. Please enter the reference number which you see on the website

Enter the reference number here | ABC123 |

Tasks

Task 1

Ordering Apple Juice

Order 12 bottles/6 gallons of Apple juice

In the website provided find the order page. Take a look at the different flavors available and Order Apple juice and select 12 bottles and place the order successfully. Please enter the final amount in the box below.

Enter the total price here   N/a

Task 2

Applying for Distributorship

In the website provided find the option to apply for distributorship and apply with your details as mentioned in the website. Please enter the reference number which you see on the website

Enter the reference number here   N/a

Tasks

Task 1

Ordering Apple Juice

Order 12 bottles/6 gallons of Apple juice

In the website provided find the order page. Take a look at the different flavors available and Order Apple juice and select 12 bottles and place the order successfully. Please enter the final amount in the box below.

Enter the total price here | Not Applicable

Task 2

Applying for Distributorship

In the website provided find the option to apply for distributorship and apply with your details as mentioned in the website. Please enter the reference number which you see on the website

Enter the reference number here | Not Applicable

6.5 GUIDELINES TO RESEARCHER

The first step is to read out the instructions for the study to the participants.

After the instructions have been read out, hand over the Background questionnaire to the participant and ask them to complete it.

To start off with the tasks, ask the participant to open his/her browser.

Ask the participant to open

www.pennyjuice.com

(or)

Prototype link

Inform the participant that the screen might be recorded and the task time will be monitored.

Before the participant begins the task ask him/her whether they have any questions and if so clarify their queries.

Once the participants starts with the task don't assist the participant with any help and the timer is started exactly when the participant begins the task.

At any time in the middle of the study, the user can leave the task

Once the task is finished, stop the timer and greet the participant for undertaking the study.

6.6 BACKGROUND QUESTIONNAIRE

(Circle the Appropriate answers)

1. What is your Gender?

        MALE   FEMALE

2. Select your appropriate Age group?

        <18   18-25   25-40   40-60   >60

3. Which Ethnicity/Race do you belong to?

        Asian   American-Indian   White

        African   I do not choose to reveal my Race

4. What is your Marital Status?

        Single   Married   Divorced

5. The number of children I have is/are

        0   1   2   more than 2

6. Select the age group of your child, if any?

        0-5   5-10   10-15   more than 15

7. How often do you shop online?

        Every week   once a month   Few times a year

BACKGROUND QUESTIONNAIRE

(Circle the Appropriate answers)

1. What is your Gender?

(MALE)   FEMALE

2. Select your appropriate Age group?

<18   18-25   (25-40)   40-60   >60

3. Which Ethnicity/Race do you belong to?

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(Circle the Appropriate answers)

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   0-5   5-10   10-15   more than 15

7. How often do you shop online?

   Every week   (once a month)   Few times a year

(Circle the Appropriate answers)

1. I found out that I will use this website on a regular basis.

    Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

2. I found the website pointlessly mind boggling.

    Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

3. I found the website very easy to use.

    Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

4. I think that I would require the backing of a specialized individual to help me using this website.

    Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

5. I found the various functions in this system were very well integrated.

    Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

6. I found out that there was an excessive amount of irregularity in this website.

    Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

7. I found out that most people would learn to use this system very quickly.

    Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

8. I found the website to be very slow and time consuming.

Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

9. I felt very confident after using the website.

Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

10. I found out that I would require a lot of skills before I can use the website efficiently.

Strongly Agree   Agree   Moderate   Disagree   Strongly disagree

POST SESSION QUESTIONNAIRE

(Circle the Appropriate answers) ORIGINAL WEBSITE

1. I found out that I will use this website on a regular basis.

   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

2. I found the website pointlessly mind boggling.

   Strongly Agree   (Agree)   Moderate   Disagree   Strongly disagree

3. I found the website very easy to use.

   Strongly Agree   Agree   (Moderate)   Disagree   Strongly disagree

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   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

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   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

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   (Strongly Agree)   Agree   Moderate   Disagree   Strongly disagree

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   Strongly Agree   (Agree)   Moderate   Disagree   Strongly disagree

8. I found the website to be very slow and time consuming.

   Strongly Agree   Agree   Moderate   Disagree   (Strongly disagree)

9. I felt very confident after using the website.

   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

10. I found out that I would require a lot of skills before I can use the website efficiently.

   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

POST SESSION QUESTIONNAIRE

(Circle the Appropriate answers) Original Website

1. I found out that I will use this website on a regular basis.

   Strongly Agree   Agree   Moderate   Disagree   ~~Strongly disagree~~

2. I found the website pointlessly mind boggling.

   ~~Strongly Agree~~   Agree   Moderate   Disagree   Strongly disagree

3. I found the website very easy to use.

   Strongly Agree   ~~Agree~~   Moderate   Disagree   Strongly disagree

4. I think that I would require the backing of a specialized individual to help me using this website.

   Strongly Agree   Agree   ~~Moderate~~   Disagree   Strongly disagree

5. I found the various functions in this system were very well integrated.

   Strongly Agree   Agree   Moderate   ~~Disagree~~   Strongly disagree

6. I found out that there was an excessive amount of irregularity in this website.

   ~~Strongly Agree~~   Agree   Moderate   Disagree   Strongly disagree

7. I found out that most people would learn to use this system very quickly.

   Strongly Agree   Agree   ~~Moderate~~   Disagree   Strongly disagree

8. I found the website to be very slow and time consuming.

Strongly Agree   Agree   Moderate   Disagree   (Strongly disagree)

9. I felt very confident after using the website.

Strongly Agree   Agree   (Moderate)   Disagree   Strongly disagree

10. I found out that I would require a lot of skills before I can use the website efficiently.

Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

POST SESSION QUESTIONNAIRE

(Circle the Appropriate answers) Website

1. I found out that I will use this website on a regular basis.

   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

2. I found the website pointlessly mind boggling.

   Strongly Agree   (Agree)   Moderate   Disagree   Strongly disagree

3. I found the website very easy to use.

   Strongly Agree   Agree   (Moderate)   Disagree   Strongly disagree

4. I think that I would require the backing of a specialized individual to help me using this website.

   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

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    Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

POST SESSION QUESTIONNAIRE
(Circle the Appropriate answers)   PROTOTYPE

1. I found out that I will use this website on a regular basis.

   Strongly Agree   (Agree)   Moderate   Disagree   Strongly disagree

2. I found the website pointlessly mind boggling.

   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

3. I found the website very easy to use.

   (Strongly Agree)   Agree   Moderate   Disagree   Strongly disagree

4. I think that I would require the backing of a specialized individual to help me using this website.

   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

5. I found the various functions in this system were very well integrated.

   Strongly Agree   Agree   (Moderate)   Disagree   Strongly disagree

6. I found out that there was an excessive amount of irregularity in this website.

   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

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   Strongly Agree   (Agree)   Moderate   Disagree   Strongly disagree

8. I found the website to be very slow and time consuming.

   Strongly Agree   Agree   Moderate   ~~Disagree~~ (circled)   Strongly disagree

9. I felt very confident after using the website.

   Strongly Agree   (Agree) (circled)   Moderate   Disagree   Strongly disagree

10. I found out that I would require a lot of skills before I can use the website efficiently.

   Strongly Agree   Agree   Moderate   (Disagree) (circled)   Strongly disagree

POST SESSION QUESTIONNAIRE

(Circle the Appropriate answers) Prototype

1. I found out that I will use this website on a regular basis.

   Strongly Agree   Agree   (Moderate)   Disagree   Strongly disagree

2. I found the website pointlessly mind boggling.

   Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

3. I found the website very easy to use.

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Strongly Agree   Agree   Moderate   (Disagree)   Strongly disagree

POST SESSION QUESTIONNAIRE

(Circle the Appropriate answers) _Prototype_

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   Strongly Agree   Agree   (Moderate)   Disagree   Strongly disagree

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