



# Sample Usability Study Full Report: Retail Web Application

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## Example Overview

In this study, a retail web application that allows users to exchange goods and services using a new technology and retail model was evaluated. The client realized that they were introducing a revolutionary way of thinking about the exchange of goods and services and wisely wanted to evaluate the user experience of their product prior to launching it.

This is an example of a basic, traditional usability study. Users were asked to visit the client site, perform tasks using an interactive prototype of the new web application and provide feedback. While the users worked, they were observed and their actions, comments and performance were recorded by video tape with notes.

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# Usability Study Results

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UX EVALUATION PHASE

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## OVERVIEW & TOP FINDINGS

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The goal of this research effort was to assess the overall usability of the x.com website while it is still in development. Specifically, the product team was interested in learning whether users could gain a solid understanding of this new retail paradigm as well as easily perform common tasks. To meet this goal, a usability study was conducted of the current website design.

### TOP FINDINGS

**This is an exciting new idea.**

Users continually commented on how exciting and cool this concept was. It was clear many were starting to take what they were learning during the session and thinking of ways they could apply in their own businesses. Many asked when the website was going to be publically available.

**A new model for exchanging goods of services is presented, but it needs <x>.**

New users come to the X.com website with strong expectations for <x>. X.com doesn't meet many of these expectations nor does it make a strong enough effort to educate users about their unique way of <x>. The result is the potential for deep confusion for the user.

**The work flow through the site is often unclear.**

The flow new users go through when they first enter x.com needs to be rethought. New users want two things: to <x> and <y>. In the current new user flow, users are forced (or at least it's strongly nudged) to register and add content before being presented with ways to learn more. The flow through some pages could also be improved. Each page should clearly present the user with their action choices. New users will need to be shown which action is advised. Advanced users won't mind the advice, but will want to be allowed to easily override it and do their own thing in an efficient manner.

**The tutorial is a great start, but needs more content and more prominence.**

Tutorials are an excellent way to introduce new users to a new product or service and to help them build an accurate mental model. Tutorials are especially effective if they are fun and engaging. If done well, they can be an effective marketing tool as well. The current tutorial is done well, but is very limited and is deeply hidden in the site on a page that isn't related to the tutorial's content.

**More new user assistance is needed.**

It was discussed that new users will receive little to no training on how to use the product. Therefore, users should be provided with more on-screen instruction, more context-sensitive help, and a slightly expanded help area. These additions should only be a small amount of additional work, but will make a huge difference to new users.

## PROJECT METHODOLOGY

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Ten users were invited to the X headquarters in San Francisco to participate in a usability study of the X.com web site. During the test session, users were asked to perform several tasks including signing up to become a member, listing goods and services on the network, buying goods and services, and responding to offers. Users' errors, comments, and satisfaction ratings were observed and recorded during the study. Each test session lasted 2 hours and participants were paid \$125 for their time.

### TESTING ENVIRONMENT

The product evaluation was conducted on a computer running Windows XP, and viewed at a 1280 x 1024 pixel screen resolution using the Windows Explorer 7 browser. The review was conducted using interactive prototype screens published on March 18, 200X.

## USER PROFILE

An effort was made to recruit 10 users who fit the <x> customer profile. The participants were all decision-makers in their businesses and represented different business types and sizes, and Internet experience.

User #	Sex / Age	Job Title/ Company	Business Type	Platform / Browser	Internet Experience	<x> Experience
1	M 30-39	Co-Owner Work of Art Catering	Standard Service 16-150 employees	Mac Safari	Advanced > 2 years, 12 hours/week shopping & financial transaction exp.	Yes
2	M 40-49	Owner, Auto Body Repair	Standard Service 4 –15 employees	Windows Internet Explorer	Intermediate 6 mo. –2 years 12 hours/week shopping & financial transaction exp.	Yes
3	M Over 50	Co-owner, All Travel Agency	Standard Service 4 –15 employees	Windows Firefox	Intermediate > 2 years > 12 hours/week shopping exp.	No
4	M 40-49	Owner, Windshield Wizard (repair)	Standard Service 1-3 employees	Windows Firefox	Intermediate > 2 years 6-12 hours/week shopping exp.	No
5	F Over 50	Owner, Yoko's Flowers	Retail 4-15 employees	Windows Firefox	Beginning > 2 years 1-3 hours/week	Yes
6	F 40-49	Co-Owner, Crackerjacks (children's clothing)	Retail 1-3 employees	Macintosh Safari	Intermediate > 2 years 1-3 hours/week financial transaction exp.	Yes
7	M 40-49	Dentist	Professional Service 4-15 employees	Windows Internet Explorer	Beginning 6 months – 2 years 1-3 hours/week financial transaction exp.	No
8	F 30-39	Owner, Big Star Printing	Professional Service 1-3 employees	Windows Internet Explorer	Intermediate > 2 years > 12 hours/week shopping & financial transaction exp.	Yes
9	F 30-39	Cosmetologist/ Hair Stylist	Standard Service 4-15 employees	Macintosh Safari	Intermediate > 2 years 6- 12 hours/week shopping & financial transaction exp.	Yes
10	M 40-49	Manager, Blutman's Printing, Inc.	Professional Service 1-3 employees	Windows Internet Explorer	Intermediate > 2 years > 12 hours/week shopping & financial transaction exp.	No

## USABILITY FINDINGS & RECOMMENDATIONS

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### ISSUE SEVERITY RATING KEY

The symbols below are used to rate each usability issue or finding in terms of its importance or impact to the usability of the web site. Ratings are based on the number of users who had the problem and also how seriously the problem affected the user or kept the user from completing his or her task.

Each individual user experience issue documented in this section was assigned a priority level based on the following criteria:

**Low:** User may experience insignificant time delays or mild frustration, but will be able to complete desired task.

**Medium:** User may experience noticeable delay or frustration, but will be able to complete the task with added effort.

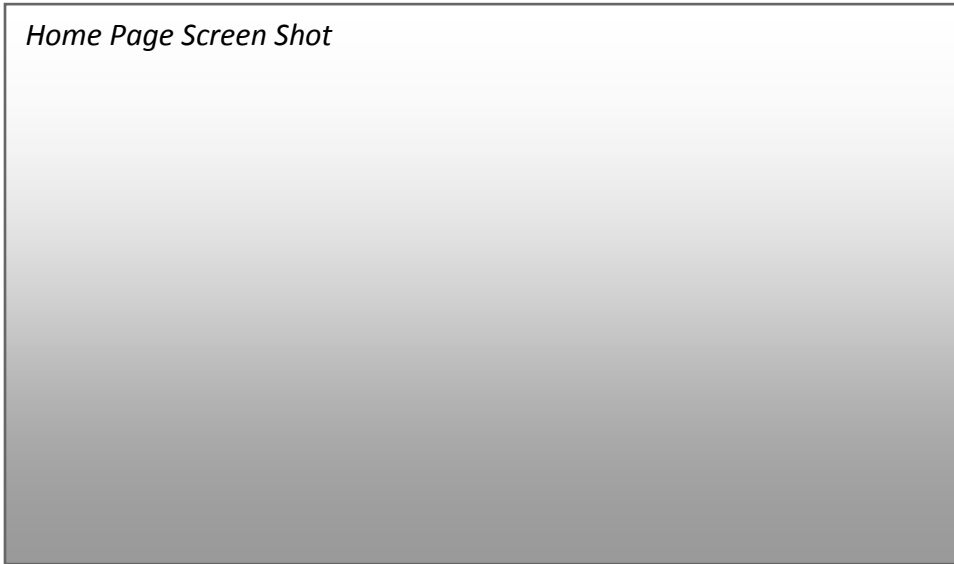
**High:** User will experience noticeable delay or frustration, may not be able to complete the task.

**Success:** Users were able to easily perform their desired task

**Data:** Describes summarized data of interest

## HOME PAGE ISSUES

*Home Page Screen Shot*



### 1. Web Site Visitation

### Data

After reading a short summary of the X service, users were asked to predict whether they would visit the X web site. Users' responses are summarized in the table below. As can be seen, most users predicted that they would visit the X site. Those who didn't said that they would not either because they didn't think their business lent itself well to <x>, because they needed some sort of <x>, or because they've had bad experiences before.

User	Would you visit the X.com website?	User Comments
1	Maybe	If I were led to it with some sort of <X>
2	Yes	This is always something I've always liked – I do it in my business now
3	Yes	I've been a business owner all my life, I'm curious to see what this is all about. As a business owner, you have to keep up with these things.
4	Yes	It's a great way of <X>, it opens up a whole new way of doing business.
5	Probably Not	Only if someone told me to.
6	Yes	Because I could access what I need without going to <x>.
7	Probably Not	It's difficult to <x>. I've done some on my own, but it hasn't worked out well, <x>.
8	Yes	I'm already part of <x>. This will be better than the emails or the letter. It should be easier to <x>.
9	Yes	This will be easier to <x> and it will be more professional.
10	Maybe	Curiosity might bring me there, but I've had a bad experience <details>.



## 2. First Clicks from Home

## Data

Users were next asked to look at the home page and comment on which links they would click. Most users would have visited the "What is <x>?" page as well as the Online Demo.

User	First Links Selected
1	What is <x> ?
2	Online Demo, Membership Directory
3	Online Demo, Free Registration, What is <x>?, Customer Success, Membership Directory
4	Search field
5	What is <x>?, Online Demo, Customer Success, Search
6	What is <x>?, Membership Directory, Online demo
7	Getting Started
8	About <x>, What we Offer, Who We Are, Online demo
9	What is <x>?, Online Demo, Customer Success, Trip to Hawaii
10	What is <x>?, Online Demo, Membership Directory, Customer Success, News Clips, Press Releases

## Recommendation:

- Knowing that many users will visit the "What is <x>?" Page and the Online Demo, provides an opportunity to expose users to important instructions, explanations, and tips for using the web site in these pages. While it is expected that the Online Demo was developed for marketing purposes, it is recommended that this area also focus on how to use the site as a tutorial would.

## 3. Would You Sign Up?

High

After exploring the home page, users were asked if they would become a member of the X network. If users hesitated, they were asked what additional information they would need to see before joining.

User	Would you sign up?	Information Wanted Prior to Signing Up
1	Maybe	<ul style="list-style-type: none"> <li>Are there any Fortune 500 companies as members?</li> <li>How will tax work?</li> <li>What's available on the network to buy – is it limited?</li> </ul>
2	Yes	<ul style="list-style-type: none"> <li>What are the laws and regulations for this type of business transaction?</li> <li>When will I be allowed to &lt;x&gt;t?</li> </ul>
3	Maybe	<ul style="list-style-type: none"> <li>If you don't &lt;x&gt;, how to do you &lt;x&gt;?</li> <li>I want to see &lt;X&gt;— if you can't sell your stuff, you'll be soaked!</li> <li>I need to see if the market is deep enough</li> <li>Does the company have &lt;x&gt;?</li> </ul>
4	Yes	
5	No	<ul style="list-style-type: none"> <li>Assurance that there are &lt;X&gt;</li> <li>Someone would have to tell her to sign up and &lt;X&gt; before she'd do it on her own.</li> </ul>
6	Yes	<ul style="list-style-type: none"> <li>Do I have to register if I'm a &lt;X&gt;member already?</li> </ul>
7	No	<ul style="list-style-type: none"> <li>Can you &lt;x&gt;?</li> <li>How do you guys know &lt;x&gt;?</li> <li>Search for &lt;x&gt;</li> </ul>
8	Yes	
9	Yes	<ul style="list-style-type: none"> <li>Is this for small businesses like mine?</li> </ul>
10	Maybe	<ul style="list-style-type: none"> <li>How does it work?</li> <li>What expenses do you incur?</li> <li>How do you pay sales tax?</li> </ul>

Most users had questions or concerns about joining that they would need to have addressed prior to joining the network. Most users wanted to see a list of the items available for purchase before joining and many wondered how these transactions would be taxed.

**Recommendations:**

- Address users' common concerns in the areas that they are likely to visit as non-members (the Home Page, What is <x>?, and the Online Demo). If the information is not appropriate for any of these locations, provide pointers to the information from these likely-to-see pages.
- Provide some instruction for current <x> members regarding how they join the <x> network.

**4. Initial Understanding****Medium**

It was clear that at least two users (4 and 9) expected that <x>.

**Recommendations:**

- The fact that the network does not require this <x> is one of its biggest selling points. This point should be made in advertising and on the home page or at a minimum on the What is <x>? Page or Online Demo.

**Home Page Questionnaire Data****5. User Comments about the Home Page****Data**

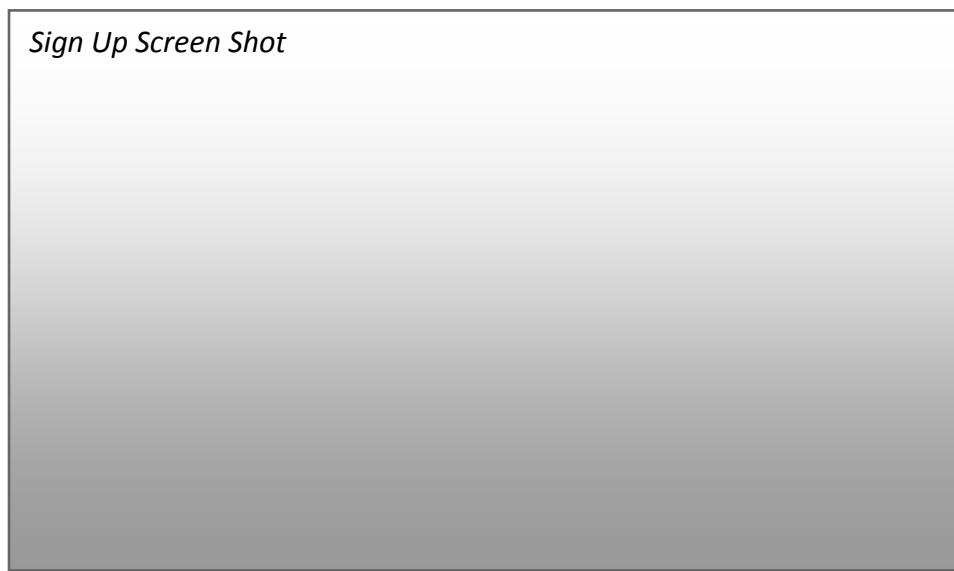
User	Comment
1	The text on the left is blurry.
1	Do the two What is <x>? links do the same thing?
3	The name <x> brings to mind a savings and loan institution, but we (the public) suspect that you're trying to boost the trust image. Since you're the first on the scene you can use that name since no one else has it yet – sounds reliable, established.
4	I have very high standards for the Internet right now – I expect <x> and a good quality layout for the site.
5	I hate these <x> things
9	Is this really happening? I do <x> on my own, but I had no idea! (excited)
9	On this page (the Home page), you first see the center column of text, then the red text, then the left hand column where all the good stuff is. The link <x> should be more prominent – this would help explain your service.

**6. Users' Ratings after Initial Exploration****Data**

Based on what you see on this page, what are your expectations for using this site?

Confusing	1	2	3	4	5	6	7	Clear
Mean = 6.2								
Difficult to Use	1	2	3	4	5	6	7	Easy to Use
Mean = 5.8								

## SIGN UP ISSUES



### 7. Home or Business Phone?

**Medium**

At least 5 users were puzzled by the Primary User section of the membership form. They wondered if it wanted their home or business phone number. Most users input their business phone number but were then confused once they got to the Business Info section because they were asked for their business phone a second time.

#### Recommendations:

- Specify which phone number is needed with a more exact label (e.g., Business Phone).
- See the recommendations for issue 11 below.

### 8. PIN Number Confusion

**Medium**

Most users hesitated when they reached the 4-digit PIN field. They weren't immediately sure if this was something that they should make up or if it was a number that they should already have or know. One user (7) asked if it was his account number. Another user (3) skipped this section stating that he has too many passwords already and didn't want another.

#### Recommendations:

- This field needs more on-screen instruction. Say something like "Please type in a 4 digit number that will serve as your password for future access to the X network." and then "In order to confirm your PIN number, please retype it here."

*Screen shot of suggested design*



### 9. Referral Code Confusion

**High**

The Referral Code field confused users since they were not given a referral code in this task scenario. Most left this field blank but wondered if this would be a problem later. One user (5) typed "N/A" and another typed "01".

*Code screen shot*



#### Recommendations:

- Again, instructions must be provided for this field, especially if it is required. Provide an explanation of where they should have received a code and provide an example code so they know the number format to look for. See example below:

*Redesign Suggestion*



### 10. Secret Word Confusion

**Medium**

Users also hesitated when they reached the Secret Word field. Three users (2 7 9) asked if it could or had to be a number. User 9 wondered if it was the same thing as his PIN number. None of the users seemed to correctly understand how this word would be used and, therefore, few seemed to give much thought to the word they provided. It is predicted that most would have forgotten their word.

#### Recommendations:

- More instructions would be helpful here as well. The current text “(for identification purposes)” is too vague; it didn’t mean much to users. Change the text to something like: “Please provide a word that you will remember. If you ever forget your PIN, you will need to provide this word.”

*Screen shot of suggested design*

## 11. Redundant Information Required

**High**

For many users the form currently requires that redundant contact information be entered. For example, for some individuals the business contact information is requested four times (Primary User, business physical, business shipping, and billing). Users either noticed this and complained or were confused and wondered if they were filling out the form correctly. To exasperate the problem, about half of the users were slow hunt and peck typists. Five of nine users found and used the checkboxes to reduce the amount of typing required, but the other four users did not. One user (1) checked the check boxes, but proceeded to fill in the information anyway.

### Recommendations:

- It is recommended that this form be broken up into a series of screens which carefully lead the user through the required information. This will allow the form to be more intelligent with the questions that are and are not asked.
- The first question users should be asked is what type of business they are in (sole proprietor, limited partnership, or corporation), the answer to this question should then dictate which further questions they are asked. If the user responds that they are a sole proprietorship, it can be assumed that the same person will be the primary user and the principal so that these areas can be filled out for the user.
- At the mailing address screen, the billing address screen and any other possible location, present an option for using previously entered information and skipping the question. In this example, when users check the “Same as Home Address” option their home address information automatically populates the business address fields.

**Business Information** (continued)

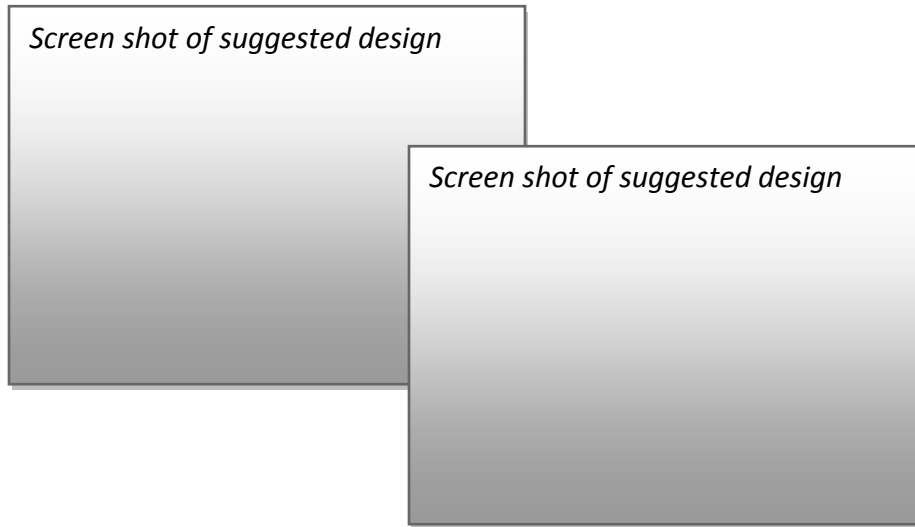
**Business Mailing Address**

☐ Same as Home Address

Address:

Address:

Street:



## 12. Primary User vs. Principle Info

Medium

At least 2 users (3 and 9) were confused by the difference between the Primary User and Principal sections. The text "(Small business owner, sole proprietor, etc.)" displayed after Principal Info did not help. One user wondered if he was supposed to click on one of these options.

*Screen shot*

### Recommendations:

- Provide friendly, thorough explanations of Primary User and Principal User. For example, the Primary user screen might say, "Each business on the X network has a primary contact person who <x>. This person is the primary user of the <x>." This explanation may be inaccurate, but the point is that the Primary User is explained. It would also be helpful to explain how this information will be used in the network. Is it the person <x> will call with any problems? Will this person's name and phone number be on all the transactions?

*Redesign*

## 12. 2 Address Fields

Medium

Interestingly, most users were confused by all the “Address 2” fields. They all incorrectly concluded that this was where they would type a 2<sup>nd</sup> address if they had two store locations. When talking about this misunderstanding later, user 9 said that part of her confusion was that the two address field labels were different colors so they seemed more unrelated than they actually were.

### Recommendations:

- I took a quick survey of how other standard forms handle this issue and found little agreement.
- I would recommend adopting Amazon’s labeling system: Address Line 1 and Address Line 2. This keeps the second field’s meaning flexible enough to handle most non-standard addresses while still keeping its relationship with the first address field clear.

*Redesign*





## 13. Secure Information Requested

Medium

Users had varied reactions to the information they were asked to provide. The following fields were left blank:

Field	Users	Comments
<Field >	1 2 3 6 7	<ul style="list-style-type: none"> <li>I thought &lt;x&gt;</li> <li>If you tell me why you need it, I might provide it</li> <li>I'm concerned about security over the internet</li> </ul>
<Field >	6 7 9	<ul style="list-style-type: none"> <li>Why do they need this information?</li> </ul>
<Field >	2 9	<ul style="list-style-type: none"> <li>Why do they need this information?</li> <li>I'd call to see why they needed this information and if the reason was solid, I'd provide it</li> </ul>
Home Address	1 7	<ul style="list-style-type: none"> <li>Why do they need this information?</li> </ul>
Email	9	<ul style="list-style-type: none"> <li>I don't want to receive a lot of email</li> </ul>
<Field >	9	<ul style="list-style-type: none"> <li>Why do they need this information?</li> </ul>

Additionally, two users asked if all the information they were providing would be kept confidential. Both would have felt more comfortable had this been clearly stated on the page. User 2 suggested that if a user leaves a field such as <x> blank, a prompt could be displayed containing a phone number they could call to talk with someone about their concerns.

**Recommendations:**

It has been a consistent finding across usability studies that users are more willing to provide private information if they are told how the information will be used and that it will be kept confidential.

- Add a brief message at the beginning of this form explaining that information will be kept confidential and why it is necessary to collect business and financial information.
- Add a "Why We Need This" buttons after required key fields such as <x> and <x>. This buttons should display a page stating exactly how the <x> information will be used.

*Redesign*



## 14. Final Step

Medium

One user (1) stated that a bigger button was needed at the bottom of the page and that he was expecting an option to review the data he had input for accuracy.

**Recommendations:**

- Provide a review screen prior to the final Apply or Submit button. Users must be given a method for correcting any mistakes from this review screen. Make all navigation buttons throughout the form large and 3D.

## 15. Thank You Screen

Success

When presented with the Thank You screen after filling out the form, all users easily understood that an email would be sent to them within 24 hours. One user, however, wondered if he was a member yet or not.

Confusing	1	2	3	4	5	6	7	Clear
Mean = 6.2								

## Signing Up Questionnaire Data

## 16. Users' Ratings after Signup Task

Data

Rate this task:

Difficult	1	2	3	4	5	6	7	Easy
Mean = 5.4								

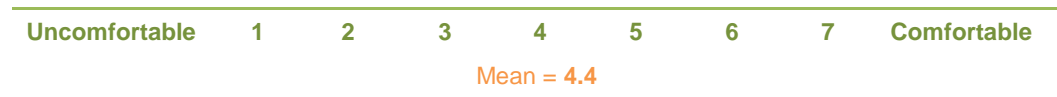
Rate the form you were asked to fill out:

Unexpected Content	1	2	3	4	5	6	7	Expected Content
Mean = 4.6								

Unexpected Length	1	2	3	4	5	6	7	Expected Length
Mean = 5.6								

Poorly Organized	1	2	3	4	5	6	7	Well Organized
Mean = 5.2								

Rate how comfortable you felt providing the information requested in the form:



## GENERAL SITE ISSUES

### 17. <x> Understanding

High

Users did not readily understand that the site was broken down into three main areas: <x>, <y> and <z>. Even after they had seen or heard the description of each area, they would later look for a feature in the wrong place or forget that they could switch between areas. For example, users 7 and 8 were concerned when the offer on their catering services disappeared from the <x> page once they accepted it. They thought this meant that their ad for catering services had disappeared and they would have to re-add it. Clearly, they had failed to realize that the <x> page and the <y> page were in two different locations showing different types of data. This was a repeated confusion for half the users: 5, 6, 7 and 9.

Most likely the following three issues contributed to this result:

- The link names were misunderstood by most.
  - <x> was often interpreted as the place to go to <x>.
  - <y> was thought by most to be the list of <x>. No user immediately understood that this was an area unique to them containing only <x>. At the end of the session, one user pointed out that it didn't make sense that <x>.
  - <z> was often selected when users wanted to <x>. It was thought of a place that held <x>
- For some, the large links were not readily seen on the page. User 6 was given a hint to click on the <x> link, but then could not find it on the page! It seems likely that other page elements such as the category label in the search drop down menu and the <x> header were grabbing too much user attention relative to the <x> link.
- The <x>.

#### Recommendations:

- Rename the three links. The following labels match users' mental model better and clarify the fact that these pages contain their unique data (see next issue).
  - "<x>" to "<x'>"
  - "<y>" to "<y'>"
  - "<x>", or "<z'>"
- The visual design of this page needs improving so that the three links and the areas they represent are more obvious. This is closely related with the navigation issue described below.

## 18. &lt;x&gt; vs. &lt;y&gt;?

Medium

At least three users (3 6 8) wondered if <x>. Because they did not understand this concept, these users had added difficulty recognizing <x> and understanding <x>.

**Recommendations:**

- Adding the word “My” to each <x> label should clarify that <x> than <y>.

## 19. Navigation Cues Missing

High

On multiple occasions, users clicked the <x> link when they were already on the <x> page. Users were also observed clicking on the <x> link when already on the <x> page.

**Recommendations:**

- This problem is closely related to the fact that users misunderstood the meaning of the three main links (see above issue), but may have also occurred because the three main pages weren’t labeled well and lacked a unique visual identity. The current site needs to provide a stronger “sense of place” to users. The figure at the end of this section suggests a possible design direction which corrects for these problems.

## 20. Terminology

High

As a limitation of the prototype used, the <x>, <y> and <z> data were not updated during task performance as it normally would. In order to check users’ understanding of these indicators, they were told that they had just performed <task> and asked to predict how the three numbers would update. Most users correctly predicted that the <x> would change from \$0 to \$50, but few predicted the correct answer for the <y> and <z> indicators.

User	Value Predictions		
	<x>	<y>	<z>
3	\$50	\$1000	\$1050
4	\$50	\$1050	\$50
5	\$50	Wrong answer	Wrong answer
6	\$50	\$1050	\$50
7	\$50	\$1050	\$1050
8	Unsure	\$1050	unsure
9	\$50	\$950	\$950
10	\$50	\$950	\$1050

After their prediction, users were told the correct answer, given an explanation of each number and asked to suggest improved labels for each. Few were able to come up with viable labels, however, several agreed that <x> would be a good name for <x>.

User	Term Suggestions		
	<x>	<y>	<z>
1	<new term>	<new term>	<new term> <new term>
3	<new term>	<new term>	<new term>
8	No suggestion	No suggestion	<new term>
9	No suggestion	No suggestion	<new term>
10	No suggestion	No suggestion	<new term>

**Recommendations:**

- Change <x> to <x'>.

## Suggested Design direction for the X.com Header

Logo

John Doe's Account

Available Balance: \$50.00  
Available Credit: \$1,000.00  
Available Total: \$1050.00

Search  for

## Benefits of this design include:

- The three <x> areas have their own distinct visual design.
- The Manage areas have been given more descriptive names that emphasize the private vs. public nature of the pages.
- The Manage tab selected has a visual relationship with the rest of the page displayed (the tab melts into the page) and with the page title itself (they share the same visual identity).
- All the action controls (Manage controls, Search, Help) are part of the same grouping.
- The user's name is made more prominent.
- The Open to Buy label has been changed Available Total which should be more explicit.

## **PAGE <X> ISSUES**

(CONTENT REMOVED FR EXAMPLE BREVITY)

## **ADDING INVENTORY ISSUES**

(CONTENT REMOVED FOR EXAMPLE BREVITY)

## **RESPONDING TO AN OFFER ISSUES**

(CONTENT REMOVED FOR EXAMPLE BREVITY)

## **SEARCHING / SEARCH RESULTS ISSUES**

(CONTENT REMOVED FOR EXAMPLE BREVITY)

## **MAKING AN OFFER ISSUES**

(CONTENT REMOVED FOR EXAMPLE BREVITY)

## APPENDIX A: QUESTIONNAIRE RESULTS

### FINAL QUESTIONS

1. Rate your overall impression of the web site you used today:

Difficult to Use	1	2	3	4	5	6	7	Easy to Use
Mean = 4.3								
Confusing	1	2	3	4	5	6	7	Clear
Mean = 4.3								
Cluttered	1	2	3	4	5	6	7	Clean
Mean = 5.6								
Boring	1	2	3	4	5	6	7	Exciting
Mean = 5.0								
User	Comment							
5	Frustrating!							

2. Rate the instructions located throughout the site:

Confusing	1	2	3	4	5	6	7	Clear
Mean = 4.1								
Unhelpful	1	2	3	4	5	6	7	Helpful
Mean = 4.4								
More Needed	1	2	3	4	5	6	7	Ample Amount
Mean = 3.6								

If you rated that more instructions are needed, what additional instructions should be added?

User	Comment
2	Create a drag on HELP box



## 3. Rate your agreement with the following statement.

I always knew exactly where I was in the web site and how to get to where I was going.



If you disagreed with this statement, where did you feel lost?

User	Comment
1	User ID, Password, Authorization, and Hold
4	In the beginning, getting to the first transaction. After this initial state, the remaining was fine.
6	Terminology
9	Add button for <x>

## 4. Do you still have any unanswered questions about how the &lt;x&gt; service works at this point?

User	Comment
1	<ul style="list-style-type: none"> <li>Do I get a statement from &lt;x&gt;?</li> <li>Do I need to &lt;x&gt;?</li> <li>Are the legal requirements the same anywhere in the US or the world?</li> <li>I know from my background that this is all necessary. I'm nervous how this will work, and I know many won't know how it will work. What recourse or ethical standards are there for not paying?</li> </ul>
9	<ul style="list-style-type: none"> <li>Do I get &lt;x&gt;?</li> <li>How does the &lt;x&gt; work?</li> </ul>

5. After this brief introduction to the <x> Network, would you be interested in listing your good or services for <x>?

User	Response	Comments
1	No	Won't work for <x> because there are too many details. In addition, I would want to use my own contract.
2	Maybe	
4	Maybe	
5	No	
6	Yes	
7	No	Won't work for <x>
8	Yes	
9	Yes	
10	No	I want to <x>. I like the old way of doing it.

6. Do you have any final comments to make regarding the <x> web site or service?

User	Comment
1	<ul style="list-style-type: none"> <li>It is easy to use. However, I don't know what my incentives are to use the service. I go through all this work to set up my account when I could have used my efforts to &lt;x&gt;.</li> </ul>
4	<ul style="list-style-type: none"> <li>&lt;x&gt;. should have a &lt;x&gt;. You have to be careful when working outside the normal way of doing business. Something new is hard and dangerous.</li> </ul>

## WHAT'S NEXT?

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### NEXT STEP RECOMMENDATIONS

#### Conduct Iterative Usability Testing

As the team was expecting, users are genuinely excited about this new method of <x>. They predict they will use this technology both personally and in business. However, there are some road blocks present in the current design that will prevent new users from being able to easily walk up and use this technology. As a result, many have predicted that they may not continue to use the service. To prevent this end, as the next iteration of the site is being designed and developed, get user feedback early and often.

Many companies do iterative testing by scheduling 2-4 users to come in on every Friday morning, for example. During these informal sessions, the users are shown work in progress either on paper, static images or via interactive prototype. Users can be asked to comment on the designs, test their usability through task performance or even co-design with a team member. By scheduling users to come in weekly and keeping the sessions informal, the rapid progress is made and little time is wasted on design ideas that don't work.

We can perform these iterative sessions for you, or teach you to do them yourselves.

#### Conduct a Visual Design Review

Because many of the usability issues mentioned in this report were caused by problems with the visual design (competing elements on a page, poor legibility, comments about color, etc.), visual design consultation is recommended. A quick, inexpensive way to get feedback on your look is to conduct a visual design review. In this technique, our visual designer examines your product for maximum visual impact and looks at what needs to be removed, altered, or added to the visual environment. New visual design is done through brainstorming, sketches, and mockups to explore the various options and bring them together in context. As a deliverable, you'll receive our findings and recommendations in both written and visual form. This technique is especially helpful for clients who don't have a visual designer on staff and are creating the design themselves.