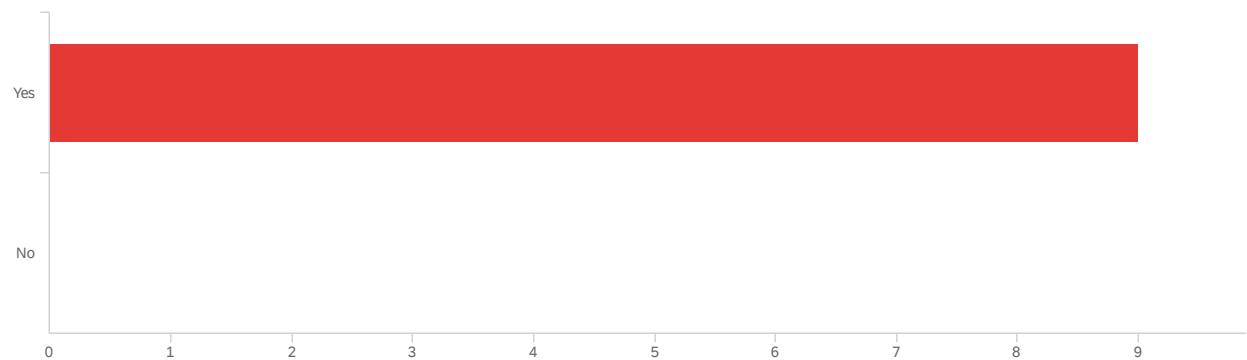


Default Report

CPTS 543 Evergreen Data Usability
April 28, 2022 12:05 PM MDT

Q8 - I consent to this usability study.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I consent to this usability study.	1.00	1.00	1.00	0.00	0.00	9









#	Field	Choice Count
1	Yes	100.00% 9
2	No	0.00% 0

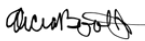
9

Showing rows 1 - 3 of 3

Q33 - Signature:

Q33_Id - Id

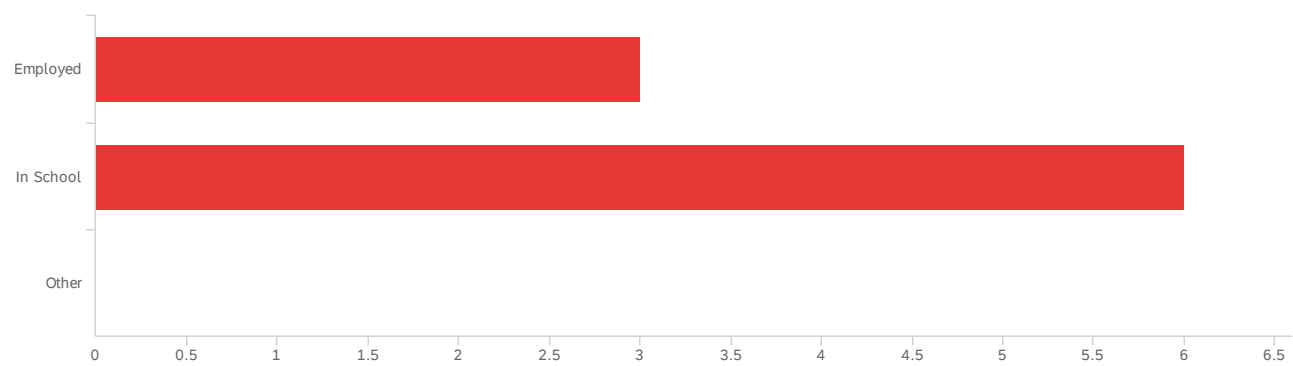
Thumbnail	Name	Size	Type
	signature.png	11.56KB	image/png
	signature.png	4.62KB	image/png
	signature.png	8.23KB	image/png
	signature.png	13.83KB	image/png
	signature.png	20.38KB	image/png
	signature.png	13.95KB	image/png
	signature.png	10.88KB	image/png
	signature.png	11.15KB	image/png

Thumbnail	Name	Size	Type
	signature.png	18.97KB	image/png

Q34 - Date:

Date:
4/25/2022
4/25/2022
4.25.2022
4/25/2022
04/25/2022
04/24/22
4/23/2022
2022-04-23
4/23/22

Q26 - What is your employment status?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your employment status? - Selected Choice	1.00	2.00	1.67	0.47	0.22	9

#	Field	Choice Count
1	Employed	33.33% 3
2	In School	66.67% 6
3	Other	0.00% 0
		9

Showing rows 1 - 4 of 4

Q26_3_TEXT - Other

Other

Q9 - If employed, what do you do? If in school, what year are you and what is your major?

If employed, what do you do? If in school, what year are you and what is yo...

Junior; Development Economics

PhD Student - Computer Science

National Account Manager at KREM 2 News

I am a Junior and majoring in Applied Math

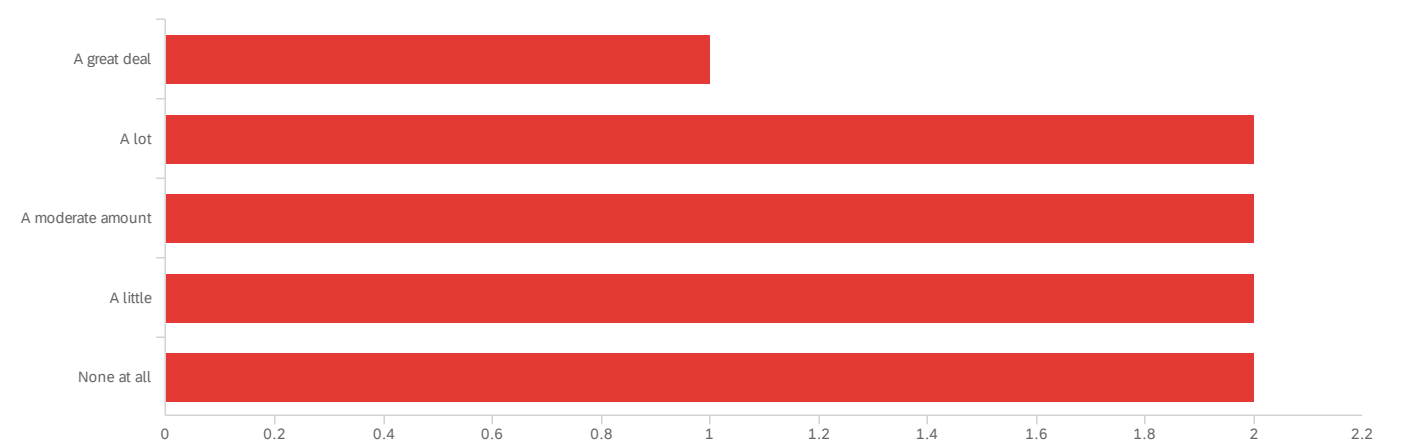
2nd year MS in CS

2nd, Communications

Content Publisher for a scuba diving company

programmer

Q10 - How much experience do you have with creating websites?

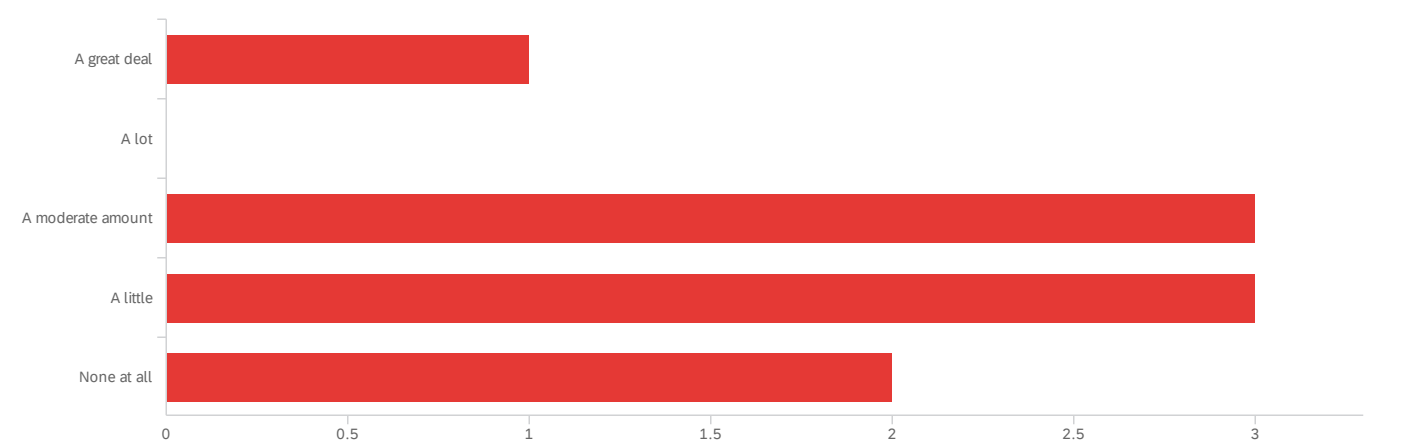


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much experience do you have with creating websites?	13.00	17.00	15.22	1.31	1.73	9

#	Field	Choice Count
13	A great deal	11.11% 1
14	A lot	22.22% 2
15	A moderate amount	22.22% 2
16	A little	22.22% 2
17	None at all	22.22% 2
		9

Showing rows 1 - 6 of 6

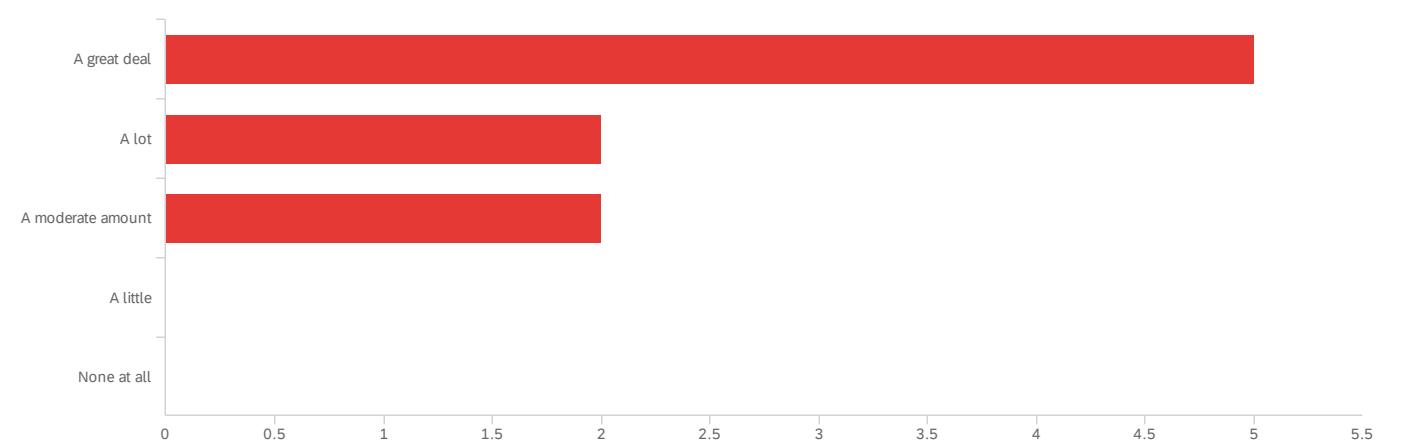
Q11 - How much experience do you have with testing websites or user interfaces with users?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much experience do you have with testing websites or user interfaces with users?	30.00	34.00	32.56	1.17	1.36	9

#	Field	Choice Count
30	A great deal	11.11% 1
31	A lot	0.00% 0
32	A moderate amount	33.33% 3
33	A little	33.33% 3
34	None at all	22.22% 2
		9

Q12 - How much experience do you have with tablet computers?

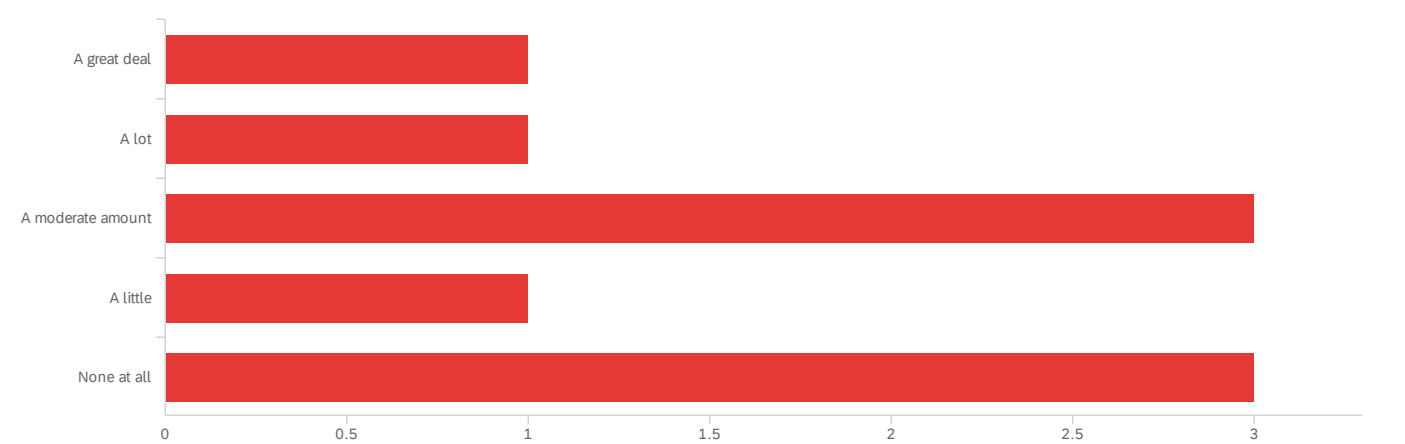


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much experience do you have with tablet computers?	1.00	3.00	1.67	0.82	0.67	9

#	Field	Choice Count
1	A great deal	55.56% 5
2	A lot	22.22% 2
3	A moderate amount	22.22% 2
4	A little	0.00% 0
5	None at all	0.00% 0
		9

Showing rows 1 - 6 of 6

Q32 - How much experience do you have with writing articles for a website or blog?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much experience do you have with writing articles for a website or blog?	1.00	5.00	3.44	1.34	1.80	9

#	Field	Choice Count
1	A great deal	11.11% 1
2	A lot	11.11% 1
3	A moderate amount	33.33% 3
4	A little	11.11% 1
5	None at all	33.33% 3
		9

Showing rows 1 - 6 of 6

Q13 - What are the three software/hardware tools that you use the most?

What are the three software/hardware tools that you use the most?

Word, Excel, Computer

Microsoft Word, Visual Studio Code, Google Chrome

InDesign, Photoshop & Wide Orbit

Google Chrome, VScode, Word

PyCharm, Visual Studio, RStudio

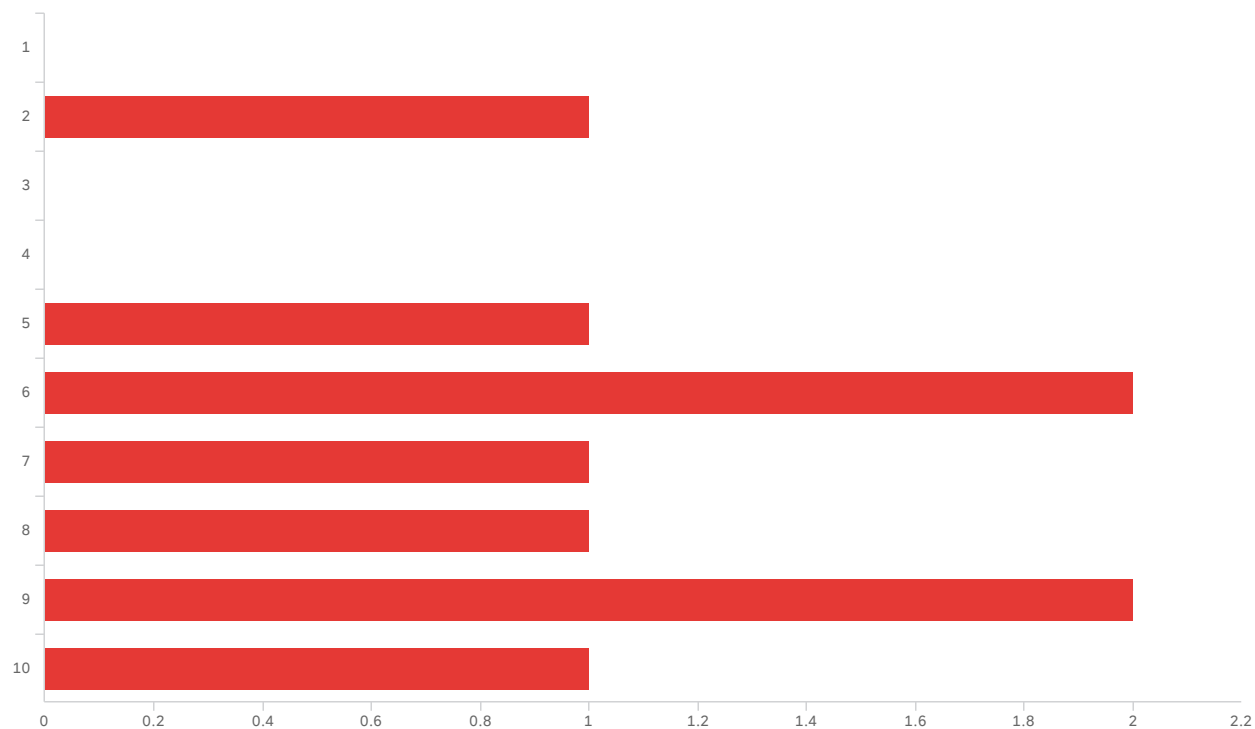
microsoft office suite, spss, excel

Drupal, Wordpress, CommerceTools

IntelliJ Idea, Postman, Kubernetes

Word, excel, spss

Q17 - On a scale of 1 to 10, with 1 being "very difficult" and 10 being "very easy," how would you rate the ease of use of Evergreen Data?

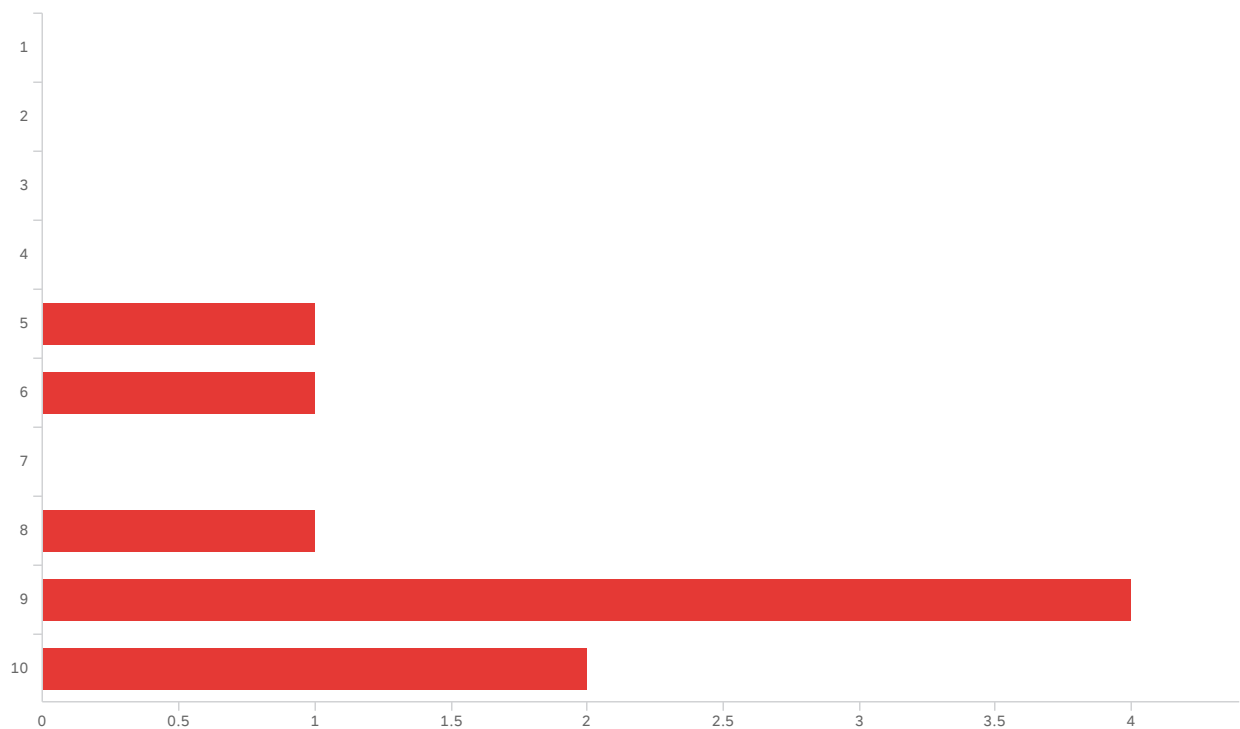


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	On a scale of 1 to 10, with 1 being "very difficult" and 10 being "very easy," how would you rate the ease of use of Evergreen Data?	2.00	10.00	6.89	2.33	5.43	9

#	Field	Choice Count
1	1	0.00% 0
2	2	11.11% 1
3	3	0.00% 0
4	4	0.00% 0
5	5	11.11% 1
6	6	22.22% 2
7	7	11.11% 1

#	Field	Choice Count
8	8	11.11% 1
9	9	22.22% 2
10	10	11.11% 1

Q18 - On a scale of 1 to 10, with 1 being "very difficult to learn" and 10 being "very easy to learn," how would you rate the learnability of Evergreen Data?

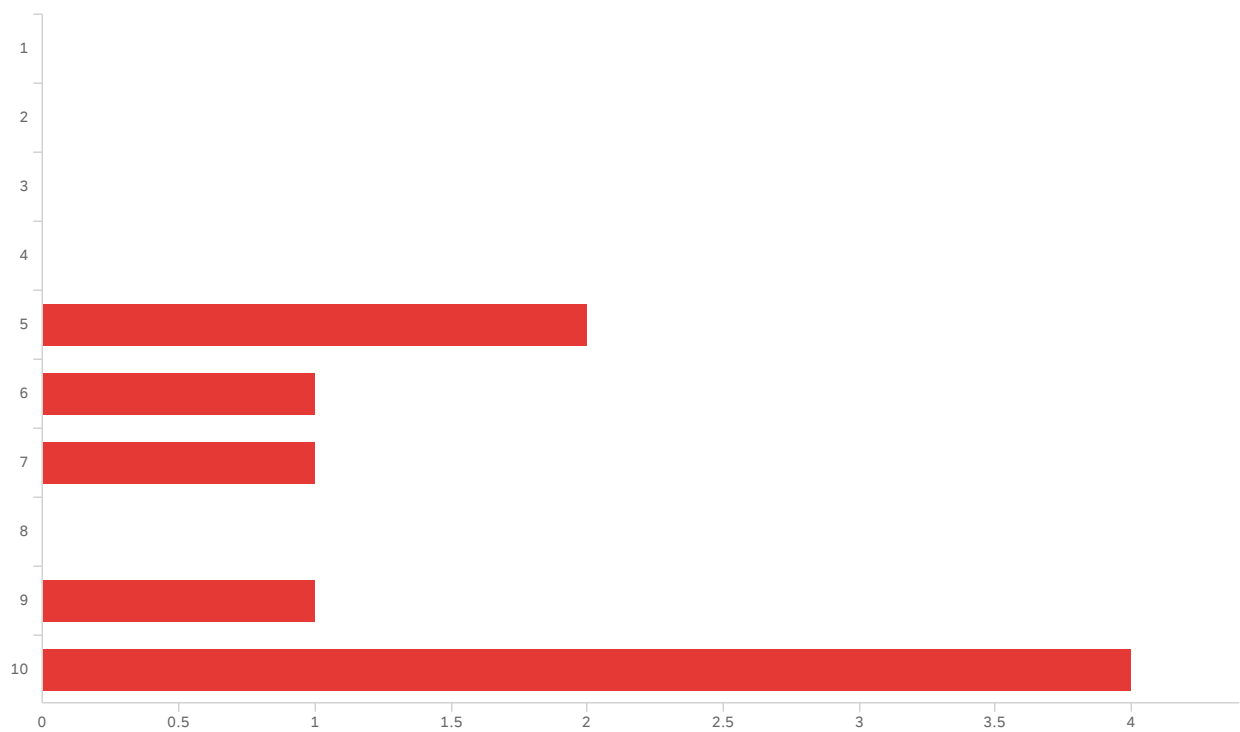


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	On a scale of 1 to 10, with 1 being "very difficult to learn" and 10 being "very easy to learn," how would you rate the learnability of Evergreen Data?	5.00	10.00	8.33	1.63	2.67	9

#	Field	Choice Count
1	1	0.00% 0
2	2	0.00% 0
3	3	0.00% 0
4	4	0.00% 0
5	5	11.11% 1
6	6	11.11% 1
7	7	0.00% 0

#	Field	Choice Count
8	8	11.11% 1
9	9	44.44% 4
10	10	22.22% 2

Q20 - On a scale of 1 to 10, with 1 being "not useful at all" and 10 being "very useful," how would you rate the usefulness of Evergreen Data as a tool for constructing website prototypes?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	On a scale of 1 to 10, with 1 being "not useful at all" and 10 being "very useful," how would you rate the usefulness of Evergreen Data as a tool for constructing website prototypes?	5.00	10.00	8.00	2.11	4.44	9

#	Field	Choice Count
1	1	0.00% 0
2	2	0.00% 0
3	3	0.00% 0
4	4	0.00% 0
5	5	22.22% 2

#	Field	Choice Count
6	6	11.11% 1
7	7	11.11% 1
8	8	0.00% 0
9	9	11.11% 1
10	10	44.44% 4

Q21 - Did you find any of the tasks to be confusing? Which ones? How would you change the tasks to make them easier to understand?

Did you find any of the tasks to be confusing? Which ones? How would you ch...

I found task 4 to be slightly confusing. I think that the wordings should be made clearer, more precise and there should be a thorough understanding of what is required to be done.

Task 4 was confusing because I didn't know I will be able to find the article in Author breakdown. That title seems confusing and it seems that that would provide a breakdown for each author and not the written articles. Which is why it's the last place I checked for that task.

Not really, I thought all of the tasks were fairly easy to use and were straightforward which was nice and made the process more smooth.

Some of the terminology was a little confusing, but that was mainly because I am unfamiliar with journalism lingo.

Task with portfolio generation was a bit strange. I haven't been asked about the number of articles to use for the portfolio but it was in the app and I didn't know which one to choose. Also there were awkward tabs on that page (Article 6?) but I've seen a huge green button with the word "Generate!" and clicked on it. So I guess, one can understand what to do but with some doubts.

No, I just had trouble understanding what the results meant after the task

The display of the information on the Author Section Breakdown was a bit weird. Coming from an analytics background and searching through Google Analytics Dashboards it would be nice to have all the data laid out in a chart with all the articles as a side by side comparison of how they are performing.

The "Author Breakdown" section probably was supposed to be "Article Breakdown", which tripped me up for a bit. Also, I could not change the dashboard duration from 30 or 60 days when I wanted to make it a week. This might just be Figma though.

Some steps were missing, or I didn't understand the background as to why something was auto-filled for me

Q22 - What did you like about the software you used? Were there any features that you found particularly useful? Why?

What did you like about the software you used? Were there any features that...

I liked the fact that there is not so much on the app making it simple to navigate through. I think the graphs, bar charts and statistics that accompany the data would be useful in terms of helping the user make decisions

I liked the Dashboard - it showed a quick overview of things happening with good filters for authors. I liked the Section breakdown - as it showed some graphs for each publishing section I liked portfolio because it makes it easy to create a portfolio for someone.

I found that having many icons and titles of different sections was really nice and helped me to navigate the site easier. This website was well-constructed and having each category outlined was great.

I thought the section breakdown and the author breakdown were useful. I thought they did a good job of summarizing information. Although the author breakdown could display more at the same time.

The sections were clear, understandable. The opening screen is a dashboard which must be one of the most viewed sections. All the buttons are huge and it's easy to click on them.

The buttons were similar to other dashboard I've used, so those were intuitive.

It was easy to navigate and had most of the function that you would find in a proper website analytics tool such as Google Analytics 4.

Each significant action I wanted to do was a tab at the top. Previously used tags was useful.

It was fairly well labeled. Nothing stood out

Q23 - What did you not like about the software you used? Were there any features that gave you particular grief? Why?

What did you not like about the software you used? Were there any features...

Although the app is simple, the wordings used for the tabs at the top prove to be quite difficult to understand if you are a very first-time user.

Author breakdown is confusing - it's not author breakdown, it seems to be article breakdown. Tagging - the idea to tag was good but the page wasn't working fine. I think that the existing tags should be listed first instead the create new tag box - so as to prevent creating a tag that already exists. Portfolio - I could recreate a new portfolio without exporting the wrong one I created. Because I couldn't find the generate button again.

Having the green color-scheme helped quite a bit to distinguish the categories and with each task I knew where to look for the next section.

I did not really get the point of the portfolio section and the tagging aspect was clunky to use.

Nothing really bad. Just that portfolio generation section with tabs that I didn't fully understand.

I was expecting the buttons to be clickable. I wasn't sure what a lot of the terms meant, like I wasn't sure what was going to happen when I clicked portfolio.

I think some of display features could have been better using charts and anything that is visual instead of the singular data table views.

Besides what seem to be a few typos, it was intuitive. Although when generating a portfolio, it would be nice to be able to regenerate. Separating the generate and export buttons would accomplish this, and avoid changing a button I clicked to a significantly different action.

Why doesn't it cover the whole screen?

Q24 - If you were designing this software, how would you change it so that it worked better for you?

If you were designing this software, how would you change it so that it wor...

Same as above, just more information needed on the tabs to help a user navigate through. I would also suggest that some kind of tutorial be made available to a first-time user of the app, either through the app itself or a text that explains how it works.

I probably would rename Author Breakdown to Article Breakdown. I probably would move the existing tag up. And I would also add the ability to remove existing tags. I probably would make it drag and drop for tagging I probably would add a Generate (or Regenerate) button at the top so that a new portfolio can be generated at any point in time even if I've not exported the current one displayed.

I think the one thing I would change would be having an area where you can type in the category you are looking for rather than scrolling through the drop down, where it would auto-populate at the top when typed out.

I would change the author breakdown section to article breakdown and display more stats per article.

I would hide everything that's not needed in the portfolio section behind some button like ("more options"). On the first page I would say some thing like "choose an author" as a placeholder for the Author dropdown menu so that it would be more obvious.

I'd add some notes about what is being measured on the dashboard, like what CTR means, or what is counted as a view, and if there was a target number of views/average number of views. I also wasn't sure what tagging or section breakdown meant in this context and how they could be helpful to me

Added more functionality to the buttons and how the data was laid out on a few of the tabs. Particularly how in the Portfolio tab there were discrepancies in information when I clicked the Article 6 tab you would assume that the information for article 6 displays but the information for Article 8 displays instead and if I didnt click a specific article tab and re ran the portfolio article 8's information was missing.

I'd imagine in the section breakdown, as more sections appear, there might end up being a lot of tabs. I'd make the numbers a bit bigger to fill their boxes on the dashboard screen.

More specific drop downs to get to my data

Q25 - Is the software you used something that you could see yourself using again? Why or why not?

Is the software you used something that you could see yourself using again?...

Definitely! It looks like a potential app that comes in handy for calculating metrics and data in the journalism space.

Yes, I see myself using it again. It gives a quick overview of the various articles in circulation and the stats on these articles. These stats would help improve the operations of the Evergreen Daily.

Yes, I would use this software later on since it definitely appears to be more modern and was labeled well which would allow users to more efficiently work with the data and information that is presented to them. Having a clear & straightforward layout is helpful and I appreciated that about this web application.

Probably not. It is fine I just normally do my own data analytics in python or R.

If I were an Evergreen journalist, I guess, it would be nice to have something like that and I would use it. You can easily add tags, see the stats for different articles, authors. Even the portfolio generation.

I think it would make sense if I wanted to know a specific view count for an article page, or if I wanted to see my overall articles published, or if I was trying to decide what new topics would garner higher view counts.

If it was cleaned up more and had more drill down ability to have features like geo-targeting or keyword search ability for crawling the articles to see how they are optimized for SEO. I would use it again if these were addressed.

I'd use it again - it gets the job done efficiently. There were a couple hiccups in the beginning, but once I figured them out, all subsequent tasks were quick and painless.

No, don't work for a paper

End of Report