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COMPUTER SCIENCE ENGINEERING

# Hypermedia Applications Usability Evaluation Report

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# **Chapter 1**

## **Introduction**

### **1.1 Abstract**

Usability is one of the most important factors that play a role in making a website successful. It is defined as the "ease of use", i.e. the efficacy and efficiency with which user attempts results in the intended output (for example, the effort that a user makes while using the website). As we could expect, this has a relevant impact on the users' experience and probability that they will use the website again. According to this, this report contains a usability evaluation for the website unicef.org, with the aim of highlighting possible flaws, errors and general issues throughout the pages of the website in order to have the possibility to improve the user's experience.

The work is divided in two main phases: the "Expert Inspection" in which our team of experts explores the website and, based on some selected heuristics, gives a score, and a second phase called "User Testing" which consists in collecting different users' opinions on specific pages of the website. This allow us to have a general and more precise judgement on the website.

In the following sections we will describe in a detailed way the methods we used and the reasons behind our choices.

### **1.2 Expert Inspection Phase**

The Expert Evaluation or Inspection process involves a team of usability specialists examining the website. The phase was split in 2 sub-phases: in the first one, after deciding the metrics to be used, each team member evaluated individually each selected page of the website; after that, the individual works are combined by discussing an agreement to produce the most complete list of issues that were discovered.

The analysis is based on a variety of qualitative rules (called heuristics), which provide the standards for evaluating all elements of a site's usability.

### **1.3 User Testing Phase**

User testing entails the involvement of a third party made up of individuals who are a sample of the users who are most likely to utilise the website. Users are frequently divided into subgroups to represent their shared features (e.g. students, young workers, adults, etc.), and they are then assigned tasks to complete while using the website under examination. The majority of these tasks involve looking for relevant details on the website. Although the users themselves are not the focus of the review, they can be helpful in simulating a user's natural interaction with the website and bringing attention to any potential usability problems. The information provided by these users — gathered through direct observation, interviews, and surveys taken out by the experts — is examined to identify the key issues a user can encounter when using the website.

# Chapter 2

## Expert Inspection

### 2.1 Heuristics Selection

Heuristics are a set of metrics to evaluate the usability of a site from different aspects. There are three main types:

- Navigation Heuristics: those are the ones related to how well the user can navigate throughout the site.
- Content Heuristics: those are the ones related to the information contained inside the site.
- Presentation Heuristics: those are the ones related to how the content is presented inside the website.

There is a huge number of heuristics that can be used among which the testers will choose.

Two of the most famous heuristic sets are Nielsen heuristics and MiLE (Milano-Lugano Evaluation Method) heuristics. For our project, we chose to use a subset of the 10 Nielsen heuristics and a subset of 10 MiLE heuristics, including only the relevant and suitable ones for our scope. Following a detailed description of each of them.

#### 2.1.1 Nielsen

- H1 - Visibility of system status: The system should always keep users informed about what's going on, through appropriate feedback within reasonable time. Examples of elements that allow to have a better visibility of the status are process labels, status bars, orientation map of the site and bread crumbs.
- H2 - Match between system and the real world: The site should use intuitive icons that users can simply recognise from the real word. An example of this may be using the icon of a letter to indicate the contact us function.
- H3 - User control and freedom Users often choose the wrong system functions and need to leave the unwanted state without having to redo everything but performing tiny changes without restarting it all. An example is booking.com possibility to change vacation period without redo all the previous steps.
- H4 - Consistency and standards Users shouldn't have to wonder what different buttons, icons or actions mean, there should be some conventions or standards to implement that can solve this problem. An example is the close button always represented as an "X" button.

- H5 - Error prevention A well-designed website should prevent errors from occurring. This can be done either by eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action. An example is the evaluation of the security level of a password during an account creation.
- H6 - Recognition rather than recall The objective here is to minimize the user's memory load by making objects, actions, and options visible. The system should give the user a list of possible choices guiding the user. An example is the list of possible places to go for an internship.
- H7 - Flexibility and efficiency of use The interface should be flexible, supporting both novice and advanced users, and transforming itself depending on the user. There should also be the presence of accelerators, used to speed up the interaction. Examples are landmarks.
- H8 - Aesthetic and minimalist design Interfaces of the website should be clear and should contain only relevant content. Aesthetic is useful for achieving this goal. An example is the learn more button in almost every Apple product's page.
- H9 - Help users recognize, diagnose and recover from errors Error messages should be clear and precise. They also should suggest the solution. An example is the “showing results for...” when searching with Google.
- H10 - Help and documentation Help and documentation should be easy to reach. This should be focused on the user's task, presenting a list of concrete steps to help users.

### 2.1.2 MiLE

Navigation/Interaction Heuristics:

- N1 - Interaction Consistency: the pages of the same type should have the same navigation links and interaction capability;
- N2 - Group Navigation: it should be easy to navigate from and among groups of “items”;
- N3 - Structural Navigation: it should be easy to navigate among the “components” (parts) of a topic;
- N5 - Landmarks: landmarks should be useful to reach the key parts of the web site.

Content Heuristics:

- C1 - Information overload: the information in a page shouldn't be too much or too little;
- C2 - Consistency of Page Content Structure: pages that present topics of the same category should have the same types of elements;
- C3 - Contextualized Information: the user can easily understand the context he/she is in by looking at the pages' elements
- C4 - Content Organization (hierarchy): hierarchical organization of topics should be appropriate for the topic relevance.

Presentation Heuristics:

- P1 - Text Layout: text should be readable and font size appropriate;
- P2 - Interaction placeholders-semiotics: textual and visual labels of interactive elements should reflect the meaning of the interaction and its effects;
- P3 - Interaction placeholders-consistency: the elements used always have the same meaning and are consistent through all the pages.

- P4 - Consistency of Page Structure: pages of the same type should have the same spatial organization for the various visual elements.
- P5 - Hierarchy: the elements in the pages are collocated in a way that reflects their importance
- P6 - Spatial Allocation: semantically related elements should be close and semantically distant elements should be far away;
- P7 - Consistency of Page Spatial Structure: do pages of the same type have the same spatial organization for the various elements

## 2.2 Scores Selection

The scores that were adopted follow the scale indicated below, and each point's meaning is then explained:

- 0 : the heuristic is not satisfied; it has severe impact on the user experience
- 1 : the heuristic is not satisfied; it still has violations but it has a discrete impact on the user experience
- 2 : the heuristic is partially satisfied; it include some violations that don't affect user experience
- 3 : the heuristic is satisfied; it does not include any violation, the user can accomplish his task but there are better alternatives.
- 4 : the heuristic is fully satisfied; it does not include any violation, the user experience is carried out in a delightful way.
- N/A: the heuristic cannot be evaluated

## 2.3 Page Selection

The analysis of the website was carried out by selecting a minimum number of pages equal to 10, including the most likely pages that a user could navigate. These pages are:

- HomePage
- Donate
- Press Centre
- What We Do - All Areas
- Health
- Children in Gaza need life-saving support
- Innovation
- Unicef Data
- Careers
- Careers - Search a Job

## 2.4 Evaluation Results

### 2.4.1 Table

The following table shows the final scores that the team agreed on assigning to the different heuristics explored. Each heuristic has been evaluated on each of the selected pages, and in the following section each of the scores is explained in details.

Heuristics			Score
Nielsen	Navigation	H1	VISIBILITY OF SYSTEM STATUS
	Presentation	H2	MATCH BETWEEN SYSTEM AND THE REAL WORLD
	Navigation	H3	USER CONTROL AND FREEDOM
	Presentation	H4	CONSISTENCY AND STANDARDS
	Presentation	H5	ERROR PREVENTION
	Presentation	H6	RECOGNITION RATHER THAN RECALL
	Navigation	H7	FLEXIBILITY AND EFFICIENCY OF USE
	Presentation	H8	AESTHETIC AND MINIMALIST DESIGN
	Presentation	H9	HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS
	Content	H10	HELP AND DOCUMENTATION
Mile	Content	C1	INFORMATION OVERLOAD
	Content	C2	CONSISTENCY OF PAGE CONTENT STRUCTURE
	Content	C3	CONTEXTUALIZED INFORMATION
	Content	C4	CONTENT ORGANIZATION (HIERARCHY)
	Navigation	N1	INTERACTION CONSISTENCY
	Navigation	N2	GROUP NAVIGATION 1
	Navigation	N3	GROUP NAVIGATION 2
	Navigation	N4	STRUCTURAL NAVIGATION
	Navigation	N5	LANDMARKS
	Presentation	P1	TEXT LAYOUT
	Presentation	P2	INTERACTION PLACEHOLDERS-SEMIOTICS
	Presentation	P3	INTERACTION PLACEHOLDERS-CONSISTENCY
	Presentation	P4	CONSISTENCY OF VISUAL ELEMENTS
	Presentation	P5	HIERARCHY ALLOCATION
	Presentation	P6	SPATIAL ALLOCATION
	Presentation	P7	CONSISTENCY OF PAGE SPATIAL STRUCTURE

Figure 2.1: Agreed scores of the heuristics

### 2.4.2 Score Explanation

#### H1 - VISIBILITY OF SYSTEM STATUS

Code	Heuristic	Score
H1	Visibility of system status	2

The system should always inform users about what's going on when an action is taken, through appropriate feedback within reasonable time. Examples of elements that allow to have a better visibility of the status

are process labels, status bars, orientation map of the site and bread crumbs. In general, the majority of the pages have the bread crumbs implemented, for example

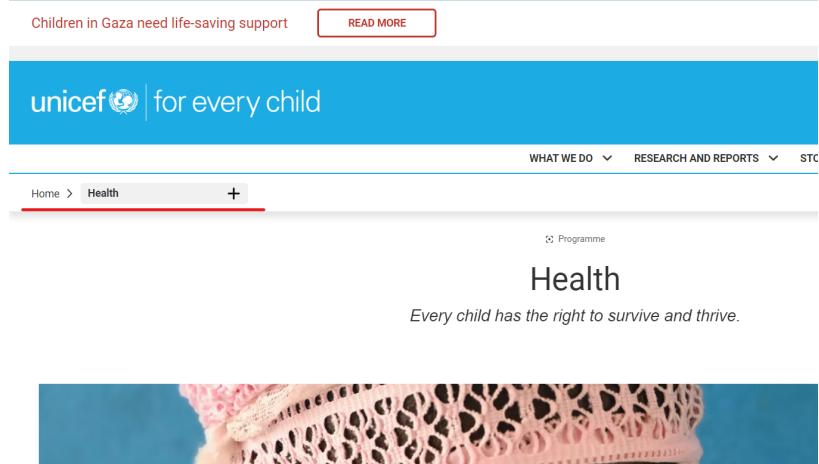


Figure 2.2: In red it is highlighted the bread crumb implemented for the page Health

However, some of them do not. Therefore, this does not fully satisfy the heuristic but it has a less relevant effect on the user's experience. Examples of these badly implemented pages are:



Figure 2.3: No bread crumb in Children in Gaza

## H2 - MATCH BETWEEN SYSTEM AND THE REAL WORLD

Code	Heuristic	Score
H2	Match between system and the real world	4

In general, there are no notable discrepancies between the real world and the system. Moreover, many icons and images are used to enable the user to quickly comprehend the topic and its importance. For example, on various pages, pictures relevant to the page's topic predominate, aiding in the understanding of their importance.

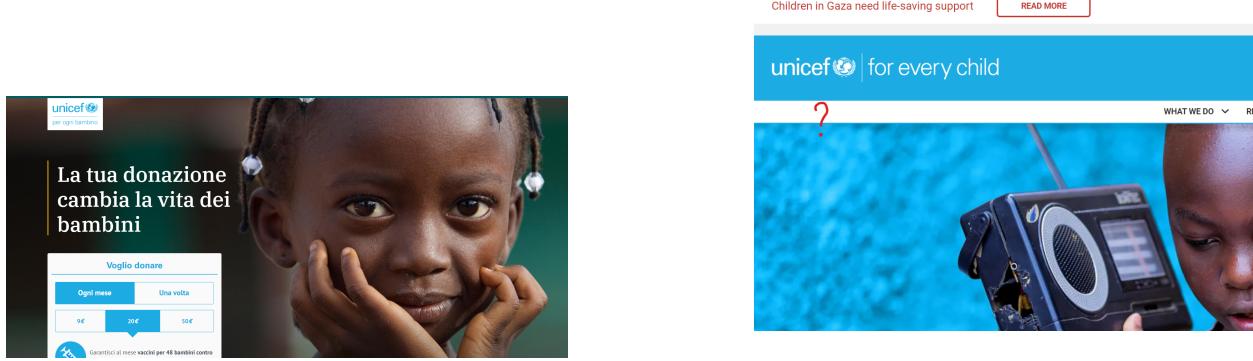


Figure 2.4: No bread crumb in Donate

Figure 2.5: No bread crumb in Press Centre

### H3 - USER CONTROL AND FREEDOM

Code	Heuristic	Score
H3	User control and freedom	N/A

This heuristic is not considered relevant for this website as there are not advanced path that the user can take. During the donate if i fill the form and then go back the information are not saved but there is the undo button, reevaluate score.

### H4 - CONSISTENCY AND STANDARDS

Code	Heuristic	Score
H4	Consistency and standards	3

Users shouldn't have to wonder what different buttons, icons or actions mean, there should be some conventions or standards to implement that can solve this problem. An example is the search bar defined by the magnifying glass.

The system fully satisfies this heuristic, it uses intuitive icons and buttons that do not lead the user to confusion. Overall the pages the same representations are used for the same meaning, thus giving coherence.

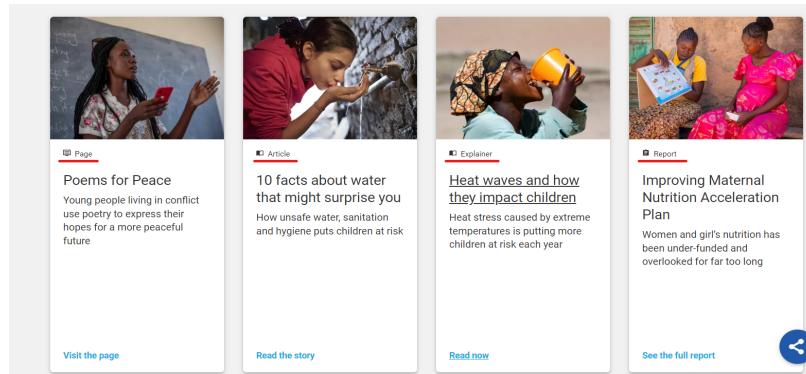


Figure 2.6: Good distinction between the different items the user can click on



Figure 2.7: Standard magnifying glass for the search bar

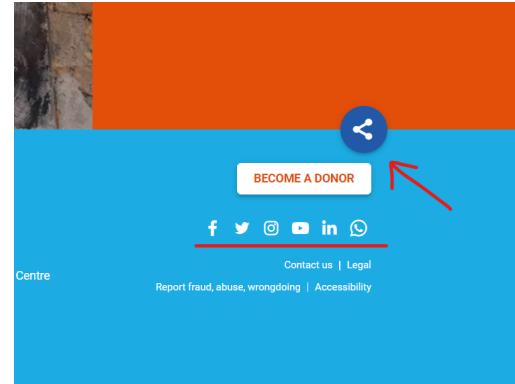


Figure 2.8: Standards ‘share’ and social networks icons, without the need to write an explaining text

## H5 - ERROR PREVENTION

Code	Heuristic	Score
H5	Error Prevention	2

The donation form is well designed, it provides email validation, and it clearly specifies to users to fill in all required fields before proceeding. Users are unable to advance until all necessary information is provided, as explicitly stated. However, the newsletter subscription form in the health section lacks email validation checks and robust error prevention measures. In addition we noticed a minor issue in the import choice bar of the "donate" in which it is allowed to type negative numbers and the letter "e", although all the other letters are prohibited.

Figure 2.9: Error prevention in the Donate Form

Figure 2.10: Newsletter subscribe form missing error prevention techniques

## H6 - RECOGNITION RATHER THAN RECALL

Code	Heuristic	Score
H6	Recognition rather than recall	4

Overall, the heuristic is well satisfied; navigating the website does not necessitate searching everything using the search bar, as everything is well categorized. Each time the user is prompted to input information, auto-complete options are provided. In cases where auto-complete is unavailable, the search function is complemented by numerous filters, such as those found on the “search for a job” page. On the donation page, users have the option to either enter a specific donation amount or choose from predefined options. Below some examples:

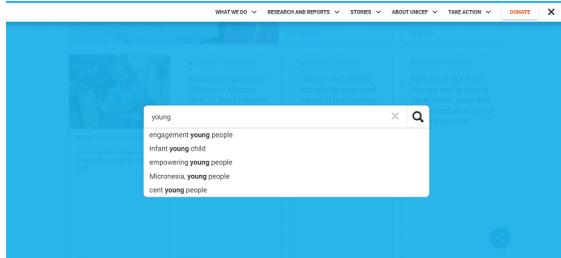


Figure 2.11: Suggestions of possible texts are provided

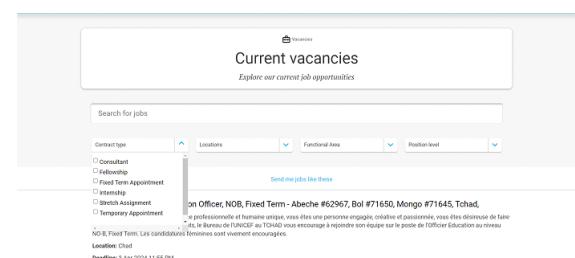


Figure 2.12: Filtering and selecting is possible

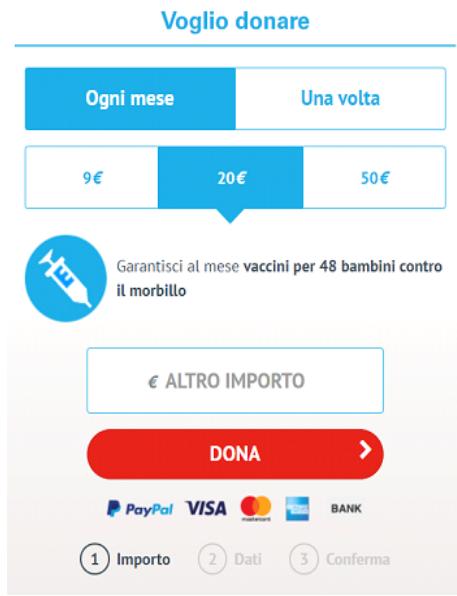


Figure 2.13: Default options are given

## H7 - FLEXIBILITY AND EFFICIENCY OF USE

Code	Heuristic	Score
H7	Flexibility and efficiency of use	1

Web accelerators such as language options and persistently visible nav-bar menu are implemented on some pages. However, navigation can be inconsistent across different pages. On some, returning to the homepage is difficult as the link is located at the end and not easily accessible. On others, the link is at the top but not very visible. On some pages, the only way to navigate back is by using the browser's back button. The donate button, which represents one of the main action of the website, does not appear on the innovation page.

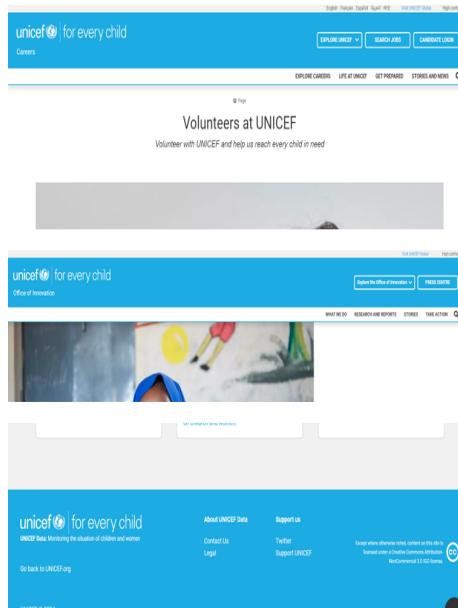


Figure 2.14: The 'Donate' button is not present in different pages

## H8 - AESTHETIC AND MINIMALIST DESIGN

Code	Heuristic	Score
H8	Aesthetic and minimalist design	2

The main problem here is the excessive amount of information on each page, it leads to extensive scrolling in each page to locate the desired content. Both the main navigation bar and secondary bars, such as the one "Data by topic", are highly congested. However, a notable positive aspect can be observed in sections like 'What We Do - All Areas,' which maintain a minimalist approach. Additionally, the articles in the page "Press centre" provides users with an initial description of the topic followed by the option to access further details through the "read now" or "visit the page" function.

Figure 2.15: Data By Topic

Figure 2.16: What We Do

## H9 - HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS

Code	Heuristic	Score
H9	Help users recognize, diagnose and recover from errors	3

The donation form on the website effectively validates the email and phone number inputs. It also requires all fields to be filled before allowing the user to proceed. The 404 page could be improved. The error message on the candidate login page could be more specific.

Figure 2.17: Input error

Figure 2.18: 404 error

## H10 - HELP AND DOCUMENTATION

Code	Heuristic	Score
H10	Help and documentation	4

The site provides email contacts for each office, along with an exhaustive FAQ page that answers the most frequently asked questions.

≡ Page

### Frequently Asked Questions

*Find answers to the most frequently asked questions about UNICEF*

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Available in: English [Français](#) [Español](#) [አማርኛ](#) [中文](#)

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- [What is UNICEF?](#)
- [Where does UNICEF work?](#)
- [What does the acronym UNICEF stand for?](#)
- [How can I make a donation to UNICEF?](#)
- [Where can I get the latest data on issues affecting children?](#)
- [Where can I find UNICEF publications?](#)
- [Where does UNICEF get its funding?](#)
- [How is UNICEF accountable for its work?](#)
- [What is the UNICEF Executive Board?](#)
- [How can I apply for a job with UNICEF?](#)
- [What is the Junior Professional Officers \(JPO\) Programme?](#)
- [How can I find an internship at UNICEF?](#)
- [How can I volunteer to work for UNICEF?](#)
- [How can I partner with UNICEF?](#)
- [I am a young person. What do you have for me?](#)
- [I am a member of the press. Where do I go for information?](#)
- [How can I obtain UNICEF videos, photos and other multimedia materials?](#)
- [What are the terms of use for the reproduction of materials found on the website, including photographs and graphic designs?](#)
- [I wish to report fraud, abuse or wrongdoing. Whom can I contact?](#)
- [I am having difficulty finding specific information on UNICEF.org. Where should I go?](#)

## C1 - INFORMATION OVERLOAD

Code	Heuristic	Score
C1	Information overload	2

The most relevant pages have the essential information and elements in order to take out the actions that the user would like to.



Figure 2.19: The Donate page has only the essential elements that allow the user to make a donation

Despite this, some pages have an overload of elements that could get the users confused or lead them to read and reason more about what to do, causing a bad impact on its experience; they could have been compressed more or organized in a lighter way. Examples are:

Figure 2.20: Data By Topic

Figure 2.21: What We Do

## C2 - CONSISTENCY OF PAGE CONTENT STRUCTURE

Code	Heuristic	Score
C2	Consistency of page content structure	4

The pages that present topics of the same category should have the same types of elements and be organized in the same way. In general all the pages of the website have the same style, built with the same colours, font and spatial representation. In particular, the subpages of a macroarea have equal organization of elements, giving a high degree of consistency and realizing a user comfortable experience. For instance, given the area What We Do, all of its sub-pages start with the same pattern of a title and a picture followed by related articles:



Convention on the Rights of the Child  
For every child, every right.

And global changes, like the rise of digital technology, environmental change, prolonged conflict and mass migration are completely changing childhood. Today's children face new threats to their rights, but they also have new opportunities to realize their rights.

What needs to happen  
The hope, vision and commitment of world leaders in 1989 led to the Convention. It is up to today's generation to demand that world leaders from government, business and communities end child rights violations now, once and for all. They must commit to action to make sure every child has every right.

Learn more about the Convention on the Rights of the Child

- Child rights and human rights explained  
The CRC is a convention that is applied to our human rights without discrimination  
[Visit the page](#)
- How the Convention on the Rights of the Child works  
Joining, implementing and monitoring the world's most widely ratified human rights treaty  
[Visit the page](#)
- Your questions on the CRC answered  
How many countries have ratified the Convention on the Rights of the Child? How does the Convention define 'child'?  
[Visit the page](#)
- History of child rights  
International standards on child rights have changed dramatically over the past century – explore the milestones  
[Visit the page](#)

Figure 2.22: Title followed by an image

Figure 2.23: Text of introduction and the related articles area

## C3 - CONTEXTUALIZED INFORMATION

Code	Heuristic	Score
C3	Contextualized information	4

The elements in a page help the user understand their content. The overall organization of the pages is very intuitive and suggest the users the context they are in. For example:

The screenshot shows a header with navigation links: DATA BY TOPIC, DATA BY COUNTRY, RESOURCES, SDGS, QUERY DATA, and BLOG. Below the header is a large image of a young girl. To the right of the image is a text box: "A data-driven assessment of female genital mutilation (FGM) around the world, narrating through numbers the stories of millions of girls and women who have survived the practice and the millions more who remain at risk." A blue button labeled "Access the report" is at the bottom of this box. Below the main image are six cards with icons and labels: "How Many?" (lightbulb icon), "Publications" (book icon), "Datasets" (database icon), "Guidance" (flag icon), "Journal articles" (document icon), and "Data visualizations & dashboards" (chart icon).

Figure 2.24: Data

The screenshot shows the UNICEF Research-Innocenti homepage. The header features the UNICEF logo and the tagline "for every child". Below the header are three main navigation tabs: RESEARCH (highlighted in red), PUBLICATIONS, and RESEARCH FACILITATION. The main content area has a decorative background image.

Figure 2.25: Research

#### C4 - CONTENT ORGANIZATION (HIERARCHY)

Code	Heuristic	Score
C4	Content organization (Hierarchy)	4

Every page highlights with colors, buttons or text size the importance of each action appropriately; the user can easily understand the relevance hierarchy of the elements in the pages.

The screenshot shows the UNICEF homepage with several red arrows pointing to specific elements to illustrate the content organization hierarchy:

- A red arrow points to the "PRESS CENTRE" button in the top right corner.
- A red arrow points to the "DONATE" button in the top right corner.
- A red arrow points to a call-to-action banner at the bottom left: "Children in Gaza need life-saving support".
- A red arrow points to the "WHAT WE DO" dropdown menu in the top navigation bar.
- A red arrow points to the "RESEARCH AND REPORTS" dropdown menu in the top navigation bar.
- A red arrow points to the "STORIES" dropdown menu in the top navigation bar.
- A red arrow points to the "ABOUT UNICEF" dropdown menu in the top navigation bar.
- A red arrow points to the "TAKE ACTION" dropdown menu in the top navigation bar.
- A red arrow points to the search icon in the top right corner.

Figure 2.26: The main actions are to donate and to read the most relevant articles, represented by the top-right buttons. The article of the children's situation in Gaza is highlighted with a big image at the centre of the home page

#### N1 - INTERACTION CONSISTENCY

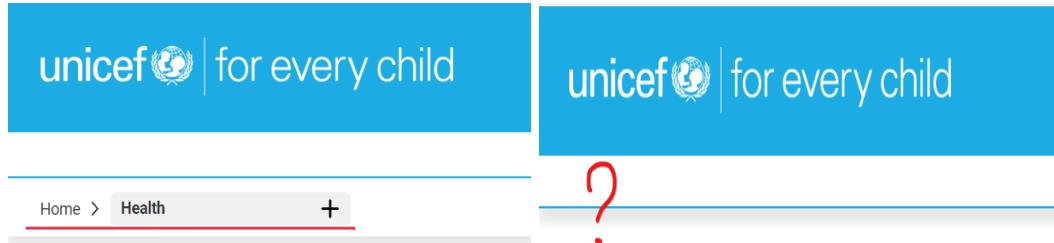
Code	Heuristic	Score
N1	Interaction consistency	2

All subpages under "What We Do" offer the same navigation options and exhibit similar behavior. However, unlike other pages in the same subcategory, the "Innovation" page does not display a "Donate" button. Also, some pages use different methods to navigate back to the home page.

#### N2 - GROUP NAVIGATION-1

Code	Heuristic	Score
N2	Group navigation	1

The breadcrumbs feature is only visible on the 'what we do' subpages, but not always complete (ex. it does not allow to go to the main "What we do" page). Breadcrumbs are not displayed on any other pages. This often makes it difficult, or even impossible, to navigate back to the previous page, the home page, or a few steps back.



### N3 - GROUP NAVIGATION-2

Code	Heuristic	Score
N2	Group navigation	1

The navigation bar contains an excessive number of options, leading to difficulty in navigation and potential cognitive overload, particularly in the 'What We Do' section. Furthermore, breadcrumbs are not consistently displayed across all pages, which complicates the process of finding relevant information.

### N4 - STRUCTURAL NAVIGATION

Code	Heuristic	Score
N4	Structural navigation	3

The heuristic is mostly satisfied. As an improvement, side menus could be added for an easier navigation through a topic, allowing users to see the most relevant information and subtopics.

### N5 - LANDMARKS

Code	Heuristic	Score
N5	Landmarks	1

Certain pages require users to use the browser's back button for navigation, lacking other visible means to return to the home page. The 'Donate' button, a significant call-to-action, is not visible on all pages, such as the 'Innovation' page. This inconsistency could potentially hinder the user experience and the website's goal of encouraging donations.

### P1 - TEXT LAYOUT

Code	Heuristic	Score
P1	Text layout	4

In general, this principle has been well satisfied throughout the entire website. All content is readable and presented in appropriate font sizes corresponding to their respective importance.

### P2 - INTERACTION PLACEHOLDERS-SEMIOTICS

Code	Heuristic	Score
P2	Interaction placeholders-semiotics	3

The system fully satisfies the heuristic. Most of the links are easily comprehensible and frequently accompanied by meaningful icons. However, an observation was made regarding the 'What We Do - All Areas' page, where not all links immediately make the user understand their importance.

### P3 - INTERACTION PLACEHOLDERS-CONSISTENCY

Code	Heuristic	Score
P3	Interaction placeholders-consistency	3

All labels and interactive elements on the website demonstrate consistency in terms of wording, color, and position, with the exception of the home button. This button is often either entirely absent from the page or subject to changes in both its position and aesthetic appearance.

## P4 - CONSISTENCY OF VISUAL ELEMENTS

Code	Heuristic	Score
P4	Consistency of visual elements	4

We found the entire website correctly done from this point of view.

## P5 - HIERARCHY

Code	Heuristic	Score
P5	Hierarchy allocation	3

Overall, the website satisfy this heuristic; however, there are specific pages where certain links could have been more greatly highlighted by adjusting their order. For example, on the “Health” page, the “explore topics” button could have been emphasized. Furthermore, resizing some images could have created additional space for more critical elements.

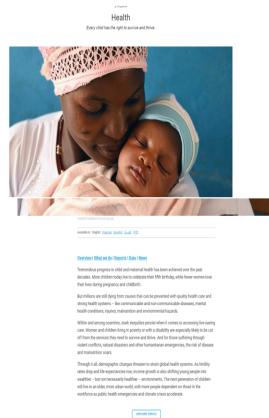


Figure 2.27: The size of the image has the proper impact on the user

## P6 - SPATIAL ALLOCATION

Code	Heuristic	Score
P6	Spatial allocation	4

The heuristic is satisfied, we did not identify any issue.

## P7 - CONSISTENCY OF SPACE SPATIAL STRUCTURE

Code	Heuristic	Score
P7	Consistency of space spatial structure	4

Pages of the same type throughout the whole website are organized in the same way. The optimal exemplification of this within the website is the section 'What We Do' where all the sub-pages are structured similarly. They feature relevant articles at the bottom, the pathway of the sub-area at the top left, and images within the same area.

### 2.4.3 Charts and discussion about the results

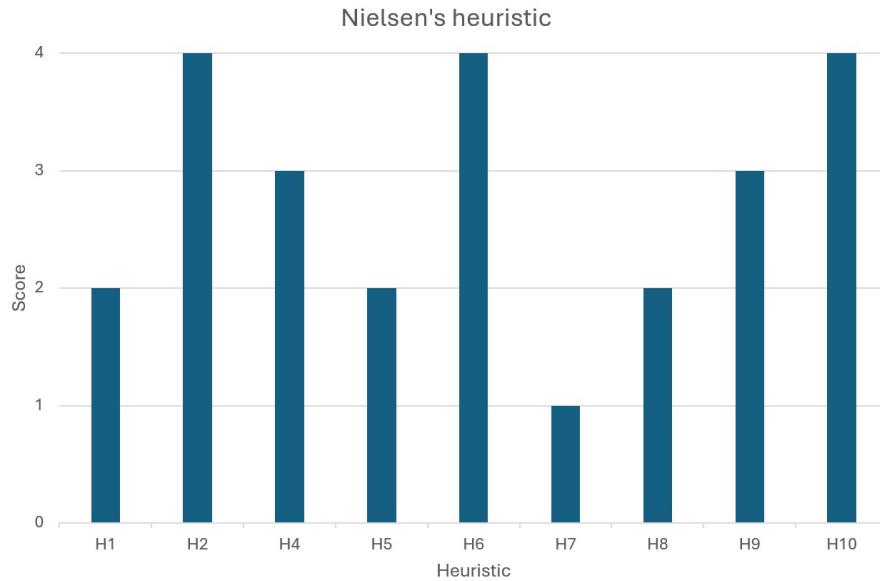


Figure 2.28: Aggregated scores of the Nielsen heuristics

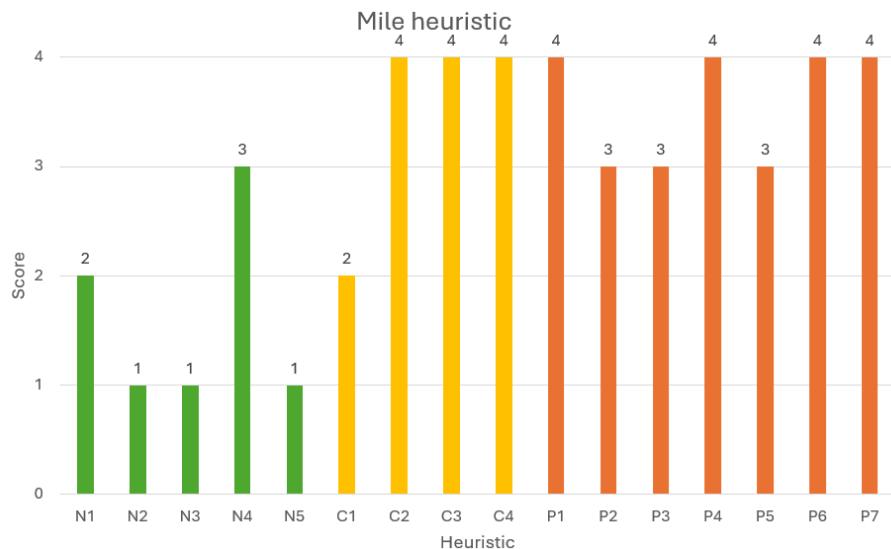


Figure 2.29: Aggregated scores of the Mile heuristics

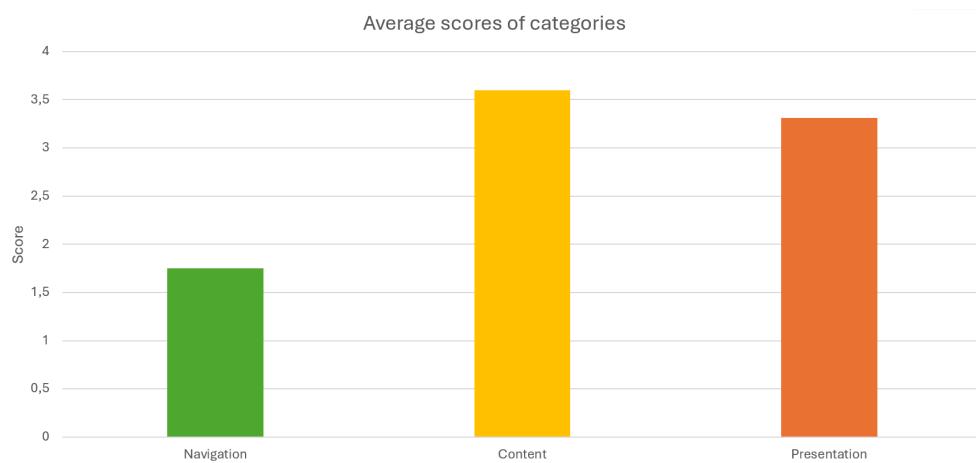


Figure 2.30: : Average scores of every category of heuristic

The average value of our evaluation is 2.96; this highlights that the website is overall well done, even if it can be further improved. In our analysis, we have considered the three categories into which all the heuristics are divided, each represented by different percentages. We examined 26 heuristics: 13 of them belong to the 'Presentation' category (50%), 8 to the 'Navigation' category (31%), and 5 to the 'Content' category (19%). As shown in the chart on Figure 2.30, the category with the highest score is the Content one achieving an average of 3.6. The only negative drawback of this category is Heuristic C1 (information overload), which received a score of 2. Although its impact on user experience is not severe it could be improved. The Presentation category also received an high average score of 3.3 generally with high scores, except for H5 and H8 which received a score of 2. The main issues we found on the website were in the "navigation" category, which indeed received a score of 1.6. Heuristics N2, N3 and N5, since all of them received a score of 1, mainly contributed to decrease the average score of the category. The site's navigation could be enhanced for a more user-friendly experience. For instance, many pages lack a clear path back to the homepage or any previous page, which can be disorienting for users. Also, the nav-bar might be overwhelming due to the abundance of options, particularly within the 'What We Do' section. Moreover, the website could benefit from the consistent use of breadcrumbs across all pages to aid users in understanding their navigation path and easily going back to previous pages or sections.

# Chapter 3

## User Testing

User testing is a technique that involves recruiting a representative sample of candidates who embody the potential users of the site, and observing their interactions with it. Typically, candidates are assigned tasks to complete under the supervision of an expert observer, who collects data throughout the process.

### 3.1 User Testing Design

The principal aspects that must be addressed in order to begin the appropriate testing phase are delineated in the subsequent section.

#### 3.1.1 User Selection

We decided to include two groups of persons in our study:

- Students (age 19-25)
- Workers (over 25)

These groupings were divided based on the nature of the tasks assigned to them. Upon reviewing the task descriptions, it becomes evident that a significant portion of them concern to acquiring information and articles, activities relevant to both students and workers. However, certain tasks, such as making donations and applying for employment, may not align perfectly with the interests or capabilities of young students.”

#### 3.1.2 Evaluation Variables Definition

To analyse the whole process of user testing we choose a number of parameter useful to understand the difficulties and points of strength of the website, we adopted:

- **Effectiveness**

Success in completing the task.

Metric: C (completed), A (completed with slight assistance), I (incomplete).

- **Efficiency**

Time to complete the task.

- **Number of errors**

We decided to count each time the tester made a mistake. It is considered an error to click on something that certainly would not help completing the task.

- **Times** the user resorted to the **home shortcut**.

We interpreted this behavior as an indicator that the user wants to start over on a new page, suggesting a degree of perplexity and disorientation.

- **Times** the user resorted to the **back browser arrow**.

To evaluate how effective the website was at preventing the user from using it.

### 3.1.3 Task Definition

A total of seven tasks were assigned to each candidate, which will be presented in detail in this section. Tasks were selected based on generally relevant aspects of the site, with particular attention given to areas identified as problematic during the Inspection phase. The following list provides an explanation for each task along with a brief motivation for its selection.

- **Task 1: Donate**

*"You have watched a television advertisement depicting images of malnourished children and have chosen to make a one-time donation of an amount less than 75 euros, intended for malnourished children."* Considering that making a donation is a primary action on the website and a key objective for UNICEF, users were assigned the task of contributing. Additional details have been included in the task explanation to provide a more specific request that comprehensively analyzes all potential actions within the form.

- **Task 2: Share on Facebook**

*"Share with your Facebook friends the UNICEF program focusing on migrants and refugee children."* Sharing information about UNICEF's program in a specific area not only amplifies awareness about some topics but also has the potential to mobilize support for UNICEF's initiatives. Given the importance of this action, we included this task to ensure that the sharing feature is easy to find for users, without any major usability problems.

- **Task 3: Apply for a job**

*"You are seeking employment as a Nutrition Specialist in Venezuela: submit a job application to the UNICEF team."*

We recognized this as a realistic scenario where a user aims to apply for a job at UNICEF. By having a user navigate through the actual application procedure, we can better ascertain the usability of this section.

- **Task 4: Find out data about a country**

*"Discover the number of new HIV infections among youths aged 15 to 24 in Ecuador."*

We recognized this as a realistic scenario where a user aims to apply for a job at UNICEF. By having a user navigate through the actual application procedure, we can better ascertain the usability of this section.

- **Task 5: Read Publications**

*"Locate the page containing UNICEF publications and search for the publication titled 'Triple Threat'."*

The inspection phase identified issues in finding the section that displays all publications along with various filters and in the search functionality of this page. This task was selected to assess whether this difficulty is experienced by end users.

- **Task 6: Back Home**

*"Download the annual Supply report for the year 2022, then read the article on the situation of children in Gaza."*

In the inspection phase, we noticed a potential issue regarding users' ability to return to the homepage from certain pages. To evaluate its impact on the overall user experience, we assigned two random tasks that could potentially lead users to encounter this situation.

- **Task 7: Sign up to the newsletter**

*"You want to stay informed about the latest news from UNICEF, subscribe to the newsletter regarding Health news."*

Users may desire to stay informed about the UNICEF program in a particular area, such as the health sector, by receiving regular updates. These updates are delivered through the newsletter, which ideally should be easily accessible and straightforward to subscribe to. However, having noticed some issues in the inspection phase, we decided to include this task to assess the user experience for this feature.

### 3.1.4 user testing execution

#### Before the test

The test was clearly explained to each user, it was made clear that the evaluation concerns the website and not their performance. The users were given the task sheet with a brief introduction and the primary directive to follow. Since the test was conducted in presence, we gave each user a laptop with the website home page already opened on google Chrome,

#### During the test

The user reads the first task aloud, and when ready, proceeds to the homepage of the website to begin task completion. At that point the evaluators start the time, and observe the user's actions and reactions. Upon completion of each task, the time is stopped.

#### After the test

After completing all tasks, each participant provided feedback on the website by completing a questionnaire regarding their overall perceptions of the site's content, ease of use and navigation, and overall satisfaction. Users were instructed to rate their level of agreement with each statement on a scale from 1 (strongly disagree) to 5 (strongly agree). The responses were collected using Microsoft Forms.

## 3.2 User Testing Results

### 3.2.1 Effectiveness

The table below illustrates whether each user completed each task successfully or not. To have a better understanding of the data, each cell contains a **C** (completed), an **A** (assisted) or an **I** (Incomplete).

The **Success Rate** was calculated as follows

$$\text{SuccessRate} = \frac{(1 * \text{NumCompleted}) + (0.5 * \text{NumAssisted})}{\text{NumUsers}}$$

Task	AD					MF					FP					Success rate
	U1	U2	U3	U4	U5	U1	U2	U3	U4	U5	U1	U2	U3	U4	U5	
T1	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	100,00%
T2	C	C	C	C	C	C	C	C	C	C	C	C	C	A	C	96,67%
T3	C	C	C	C	C	C	C	C	C	C	I	C	A	C	C	90,00%
T4	C	C	C	C	C	C	C	C	A	C	C	C	C	C	C	96,67%
T5	I	C	C	C	C	C	C	C	A	C	C	C	C	C	A	86,67%
T6	C	C	C	C	C	C	I	C	C	C	C	C	C	C	C	93,33%
T7	C	C	C	C	C	C	C	C	C	C	C	C	C	I	C	93,33%

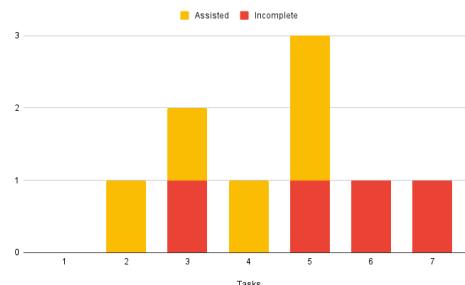


Figure 3.1: User effectiveness results

The average **Success Rate** was **93,81%**

### 3.2.2 Efficiency

System efficiency is measured by the amount of time it takes a user to complete a given tasks. This time is defined as the time that elapses between the opening of the homepage and the instant in which the user completes the activity. The measured times are reported in the following table and they are expressed in minutes.

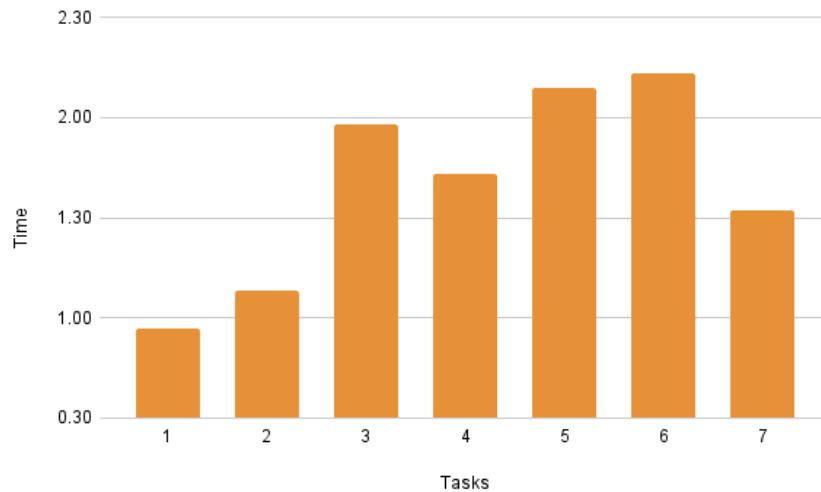


Figure 3.2: Average time per task graph

### 3.2.3 Number of errors

The “Number of errors” variable measures the number of wrong actions or paths taken by the user while browsing the website. Here we can observe the values recorded during the tests.

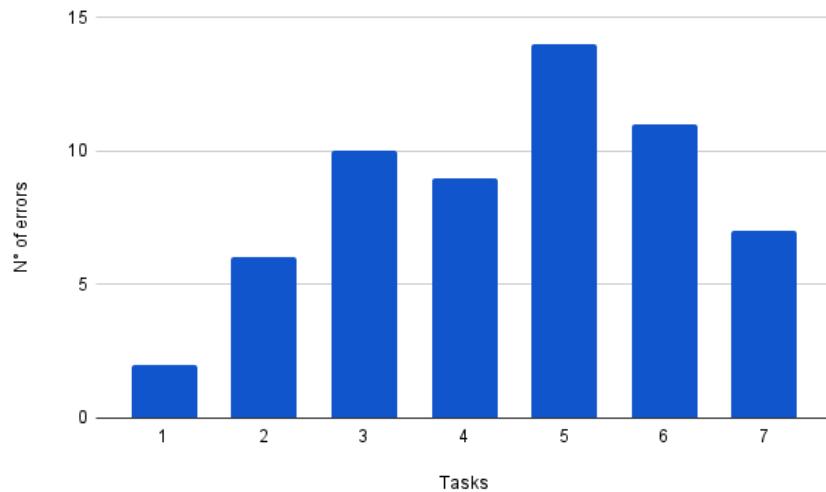


Figure 3.3: Total number of errors for each task

### 3.2.4 Homepage button frequency usage

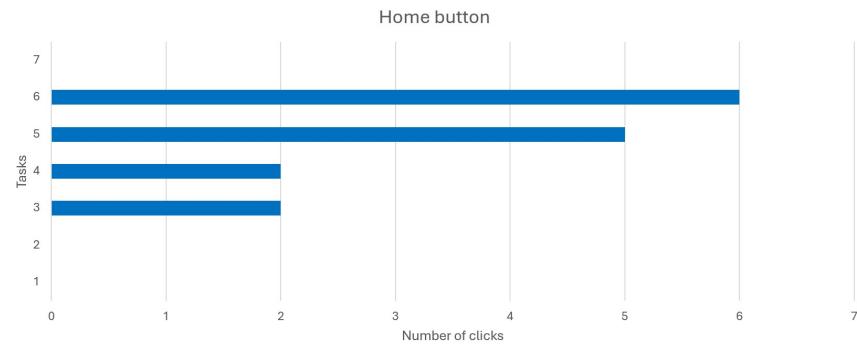


Figure 3.4: Total number of times that the users used the Homepage button for each task

### 3.2.5 Browser back button frequency usage

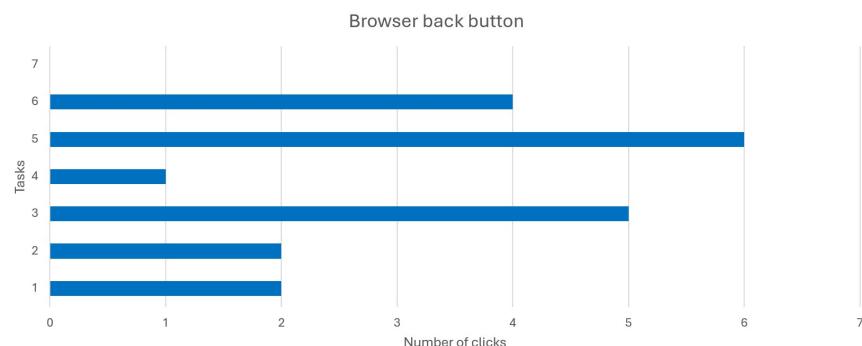


Figure 3.5: Total number of times that the users used the browser back button for each task

### 3.2.6 Search bar frequency usage

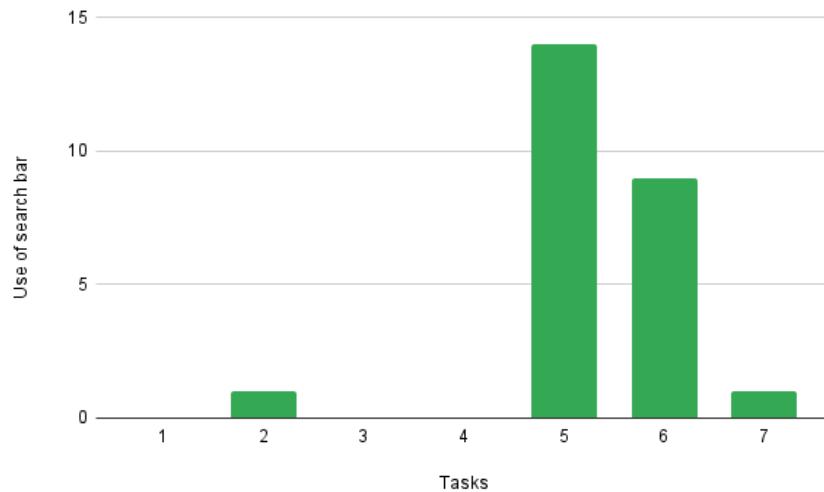


Figure 3.6: Number of times the user used the Home search bar for each task

### 3.2.7 Analysis for each task

By combining the user's feedback, the data and what we observed during the tests we give our analysis for each task.

#### T1: Donate

All users successfully completed this task without encountering any issues. The form proved to be remarkably simple and intuitive, devoid of any significant usability challenges. No complaints by users regarding this section, asserting its ease of use.

#### T2: Share on Facebook

Similar to the preceding task, users encountered no significant issues while completing this task. The share button remained prominently visible throughout the process, positioned conveniently within the scroll. Its presence and accessibility were correctly integrated, making use of the standard icon universally recognized for sharing functionality, contributing to a smooth user experience without any notable issue. Some users showed concerns regarding the volume of information within the "What We Do" navbar section, which occasionally made it challenging to locate the desired area.

#### T3: Apply for a job

While navigating through this section, users didn't encounter any significant issue. However, some expressed a desire for a search option within the location filter in the "Search Job" page, which they felt would enhance usability. Despite this suggestion, all users successfully completed the task without any significant problem, indicating that the overall navigation path was clear and intuitive.

#### **T4: Find out data about a country**

Users easily located the Data section, which showed intuitive filtering options. All participants successfully completed the task with no major issues reported. This underscores the effectiveness of the design and usability of the Data section, affirming its ease of use and functionality.

#### **T5: Read publications**

This task proved challenging for all users, primarily due to the difficulty to access the publications section (where the user can search or filter all the publications) since the path to access this page goes through the Data page. Without access to this section, users were limited to the publications by topic page, which only allowed filtering by topic, thus hindering their ability to complete the task effectively. Furthermore, even upon reaching the publications section within the data page, users encountered a non-functional search bar, further impeding their progress.

Users who managed to complete the task resorted to using the search bar on the home page, bypassing the obstacles encountered within the publications section. As a conclusion the users feedback highlighted significant issues within the publications section of the data page, including the lack of intuitive access and functionality limitations.

#### **T6: Back to home**

The primary mistake made by users was navigating to the annual report section initially, leading to difficulty in finding the desired supply annual report. However, upon realizing that wasn't the correct path, most users resorted to using the search bar to locate the report successfully. The majority of users who visited the annual report page expressed dissatisfaction with its design.

For users who didn't utilize the search bar, some encountered issues when attempting to return to the home page from the Supply section to complete the final part of the task. This challenge was identified during the inspection phase and underscores the importance of intuitive navigation paths and clear instructions for users to efficiently accomplish their objectives.

#### **T7: Sign up to the newsletter**

Completing this task posed no significant challenges for users, as no major issues were identified during the process. However, some users suggested that the sign-up for the newsletter section could be made more visible for improved accessibility. Despite this minor observation, most of the users successfully completed the task, indicating a smooth and effective user experience overall.

### 3.2.8 People's feedback

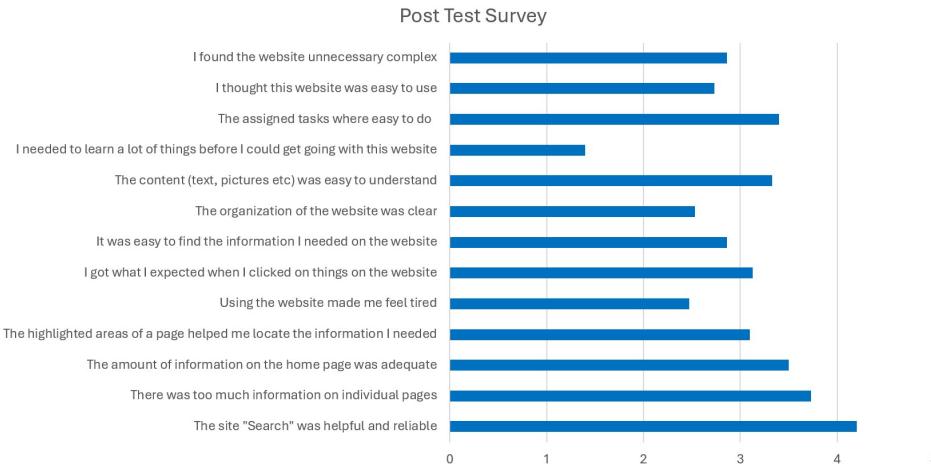


Figure 3.7: Average scores given by users in the post-test survey

## 3.3 Conclusion

### 3.3.1 Final Results

Overall both expert evaluation and user testing almost highlighted the same weaknesses and strengths. Concerning the expert evaluation the website obtained a discrete average score of 2.96 out of 4.

Between the three categories Content and Presentation received high scores.

We have been positively impressed by the aesthetic of the website, which represents a relevant factor in ensuring a better user experience. The navigation category instead showed the worst results constituting the main problem of the site, drastically reducing its usability.

These results have been almost in line with the ones achieved by the user testing. The majority of the users were able to complete all the tasks with relative ease.

However, most of them highlighted difficulties navigating throughout the pages of the website perceiving a sense of general disorientation: such findings fully validate the issues identified in the expert evaluation, giving a non-technical support to our results.

To conclude, the website is well done, though some improvement could be done.

### 3.3.2 Improvement suggestions

Basic suggestions to redesign the website for a better user experience

- the implementation of breadcrumbs into each page, helping the user to better orientate
- strengthen up the website's consistency by conforming the Home button and increasing its visibility and reachability
- the Publications page could be more easily accessed by adding a shortcut in the main pages
- give the possibility to filter the jobs by 'Location' also by typing it, without only scrolling several options
- add mandatory fields' marks (such as asterisks) and email validation checks in order to guarantee a better error prevention

- the implementation of side menus that simplify the navigation through a single page, allowing a better identification of the main subtopics
- reducing the information overload in the navigation bars by decreasing the amount of shown topics and prioritizing the most important ones

## 3.4 Annex

### 3.4.1 Heuristics Tables

Table of the scores given by each member of the group.

Arbi Demiraj

Heuristics			Score	
Nielsen	Navigation	H1	VISIBILITY OF SYSTEM STATUS	2
	Presentation	H2	MATCH BETWEEN SYSTEM AND THE REAL WORLD	4
	Navigation	H3	USER CONTROL AND FREEDOM	N/A
	Presentation	H4	CONSISTENCY AND STANDARDS	2
	Presentation	H5	ERROR PREVENTION	3
	Presentation	H6	RECOGNITION RATHER THAN RECALL	3
	Navigation	H7	FLEXIBILITY AND EFFICIENCY OF USE	2
	Presentation	H8	AESTHETIC AND MINIMALIST DESIGN	1
	Presentation	H9	HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS	4
	Content	H10	HELP AND DOCUMENTATION	4
Mile	Content	C1	INFORMATION OVERLOAD	3
	Content	C2	CONSISTENCY OF PAGE CONTENT STRUCTURE	4
	Content	C3	CONTEXTUALIZED INFORMATION	3
	Content	C4	CONTENT ORGANIZATION (HIERARCHY)	3
	Navigation	N1	INTERACTION CONSISTENCY	3
	Navigation	N2	GROUP NAVIGATION 1	1
	Navigation	N3	GROUP NAVIGATION 2	1
	Navigation	N4	STRUCTURAL NAVIGATION	3
	Navigation	N5	LANDMARKS	1
	Presentation	P1	TEXT LAYOUT	4
	Presentation	P2	INTERACTION PLACEHOLDERS-SEMIOTICS	3
	Presentation	P3	INTERACTION PLACEHOLDERS-CONSISTENCY	3
	Presentation	P4	CONSISTENCY OF VISUAL ELEMENTS	4
	Presentation	P5	HIERARCHY ALLOCATION	3
	Presentation	P6	SPATIAL ALLOCATION	4
	Presentation	P7	CONSISTENCY OF PAGE SPATIAL STRUCTURE	4

## Michael Fiano

Heuristics			Score	
Nielsen	Navigation	H1	VISIBILITY OF SYSTEM STATUS	2
	Presentation	H2	MATCH BETWEEN SYSTEM AND THE REAL WORLD	4
	Navigation	H3	USER CONTROL AND FREEDOM	N/A
	Presentation	H4	CONSISTENCY AND STANDARDS	3
	Presentation	H5	ERROR PREVENTION	2
	Presentation	H6	RECOGNITION RATHER THAN RECALL	4
	Navigation	H7	FLEXIBILITY AND EFFICIENCY OF USE	1
	Presentation	H8	AESTHETIC AND MINIMALIST DESIGN	2
	Presentation	H9	HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS	3
	Content	H10	HELP AND DOCUMENTATION	4
Mile	Content	C1	INFORMATION OVERLOAD	2
	Content	C2	CONSISTENCY OF PAGE CONTENT STRUCTURE	4
	Content	C3	CONTEXTUALIZED INFORMATION	4
	Content	C4	CONTENT ORGANIZATION (HIERARCHY)	4
	Navigation	N1	INTERACTION CONSISTENCY	2
	Navigation	N2	GROUP NAVIGATION 1	1
	Navigation	N3	GROUP NAVIGATION 2	1
	Navigation	N4	STRUCTURAL NAVIGATION	3
	Navigation	N5	LANDMARKS	1
	Presentation	P1	TEXT LAYOUT	4
	Presentation	P2	INTERACTION PLACEHOLDERS-SEMIOTICS	3
	Presentation	P3	INTERACTION PLACEHOLDERS-CONSISTENCY	3
	Presentation	P4	CONSISTENCY OF VISUAL ELEMENTS	4
	Presentation	P5	HIERARCHY ALLOCATION	3
	Presentation	P6	SPATIAL ALLOCATION	4
	Presentation	P7	CONSISTENCY OF PAGE SPATIAL STRUCTURE	4

## Francesco Palumbo

Heuristics			Score	
Nielsen	Navigation	H1	VISIBILITY OF SYSTEM STATUS	2
	Presentation	H2	MATCH BETWEEN SYSTEM AND THE REAL WORLD	3
	Navigation	H3	USER CONTROL AND FREEDOM	N/A
	Presentation	H4	CONSISTENCY AND STANDARDS	3
	Presentation	H5	ERROR PREVENTION	2
	Presentation	H6	RECOGNITION RATHER THAN RECALL	4
	Navigation	H7	FLEXIBILITY AND EFFICIENCY OF USE	2
	Presentation	H8	AESTHETIC AND MINIMALIST DESIGN	2
	Presentation	H9	HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS	3
	Content	H10	HELP AND DOCUMENTATION	4
Mile	Content	C1	INFORMATION OVERLOAD	3
	Content	C2	CONSISTENCY OF PAGE CONTENT STRUCTURE	4
	Content	C3	CONTEXTUALIZED INFORMATION	4
	Content	C4	CONTENT ORGANIZATION (HIERARCHY)	3
	Navigation	N1	INTERACTION CONSISTENCY	2
	Navigation	N2	GROUP NAVIGATION 1	1
	Navigation	N3	GROUP NAVIGATION 2	0
	Navigation	N4	STRUCTURAL NAVIGATION	3
	Navigation	N5	LANDMARKS	1
	Presentation	P1	TEXT LAYOUT	4
	Presentation	P2	INTERACTION PLACEHOLDERS-SEMIOTICS	4
	Presentation	P3	INTERACTION PLACEHOLDERS-CONSISTENCY	3
	Presentation	P4	CONSISTENCY OF VISUAL ELEMENTS	4
	Presentation	P5	HIERARCHY ALLOCATION	4
	Presentation	P6	SPATIAL ALLOCATION	4
	Presentation	P7	CONSISTENCY OF PAGE SPATIAL STRUCTURE	4

### 3.4.2 User Testing

Arbi Demiraj

	Task	Task result	Elapsed Time	Number of errors	Number of tries to go back to the home page	Number of use of the back button	Notes
User1	T1	C	00:50	0	0	0	
	T2	C	01:50	1	0	0	
	T3	C	02:34	0	0	0	Tried to search the location in the dropdown menu filter for the location
	T4	C	02:15	1	0	0	Opened data by topic
	T5	I	06:30	2	0	2	Arrived to the publications page but the search input does not work, incomplete
	T6	C	04:17	1	1	0	Opened annual report(said it was bad), used search bar
	T7	C	01:12	0	0	0	
User2	T1	C	00:46	0	0	0	
	T2	C	00:42	0	0	0	
	T3	C	02:30	1	0	0	
	T4	C	01:05	0	0	0	
	T5	C	01:18	0	0	0	search bar
	T6	C	01:40	1	1	0	opened annual report, used search bar
	T7	C	02:40	2	0	0	
User3	T1	C	00:57	0	0	0	No problem
	T2	C	01:34	0	0	0	Searchbar didnt found
	T3	C	01:35	1	0	1	Explore career used
	T4	C	01:07	0	0	0	Ok
	T5	C	01:04	0	0	0	Searchbar didnt found
	T6	C	01:02	0	1	0	Searchbar
	T7	C	02:10	1	0	0	Partner with us, but because didnt understand well the task
User4	T1	C	00:40	0	0	0	
	T2	C	00:34	0	0	0	
	T3	C	00:55	0	0	0	
	T4	C	02:30	1	0	0	Opened annual report to see the data
	T5	C	01:40	1	0	0	Opened publications by topic, search bar
	T6	C	01:30	0	0	1	From supply and logistic
	T7	C	01:20	0	0	0	
User5	T1	C	00:33	0	0	0	
	T2	C	02:04	1	0	0	Difficulties because opened the what we do general page and did not use the navbar
	T3	C	00:54	0	0	0	
	T4	C	01:25	0	0	0	
	T5	C	02:55	1	0	0	Opened all publications like all, then used search bar
	T6	C	01:30	1	0	0	Opened annual report
	T7	C	00:55	0	0	0	Search bar

## Michael Fiano

	Task	Task result	Elapsed Time	Number of errors	Number of tries to go back to the home page	Number of use of the back button	Notes
User1	T1	C	02:25	1	0	2	
	T2	C	01:44	1	0	0	Used facebook icon at the end of the page
	T3	C	00:57	2	0	0	Different path
	T4	C	01:05	0	0	0	
	T5	C	02:00	0	0	0	Search bar
	T6	C	03:57	3	0	0	Annual report, found with search bar
	T7	C	01:02	0	0	0	
User2	T1	C	01:00	0	0	0	
	T2	C	00:55	0	0	0	Clicked explore career then used searchbar
	T3	C	02:57	2	0	0	
	T4	C	02:03	1	0	0	
	T5	C	00:58	0	0	0	Search bar
	T6	C	03:04	0	1		Annual report then search bar
	T7	C	02:58	1	0	0	Opened press centre
User3	T1	C	00:54	0	0	0	
	T2	C	01:05	1	0	0	
	T3	C	02:53	0	0	0	
	T4	C	03:02	1	0	0	Accessed to data by topic
	T5	C	02:05	1	0	0	Publications by topic, then searchbar
	T6	I	05:12				
	T7	C	02:10	1	0	0	Searchbar and did not find
User4	T1	C	01:56	1	0	0	Firstly did the donation for every month
	T2	C	02:00	0	0	0	
	T3	C	02:05	0	0	0	
	T4	A	02:53	2	0	0	Went in data by topic and data warehouse
	T5	C	00:53	1	0	0	Publications by topic then search bar
	T6	C	03:10	2	0	2	Annual report then publications instead of press centre
	T7	C	00:59	0	0	0	
User5	T1	C	00:55	0	0	0	
	T2	C	02:01	0	0	0	
	T3	C	02:42	1	1	2	Went to the Venezuela's site
	T4	C	01:35	0	0	0	
	T5	A	03:06	1	2	2	Publications by topic then Data by topic and country and used search bar
	T6	C	02:34	1	0	0	Annual report then search bar
	T7	C	02:12	0	0	0	

## Francesco Palumbo

	Task	Task result	Elapsed Time	Number of errors	Number of tries to go back to the home page	Number of use of the back button	Notes
User1	T1	C	00:28	0	0	0	
	T2	C	00:53	0	0	0	
	T3	C	00:46	0	0	0	
	T4	C	01:10	0	0	0	Use of the searchbar
	T5	C	01:58	1	1	0	
	T6	C	00:43	0	0	0	
	T7	C	00:49	1	0	0	
User2	T1	C	00:35	0	0	0	
	T2	C	00:49	0	0	0	
	T3	I	04:32	-	-	-	Not able to find the Nutrion specialist job
	T4	C	01:33	1	1	0	
	T5	C	02:03	2	0	1	Accessed activities
	T6	C	01:30	0	0	0	
	T7	C	00:39	0	0	0	
User3	T1	C	00:44	0	0	0	
	T2	C	00:30	0	0	0	
	T3	C	01:42	1	1	1	
	T4	C	01:02	0	0	0	
	T5	C	02:30	1	1	0	
	T6	C	01:19	1	1	0	Accessed wrong report
	T7	I	-	-	-	-	Cannot find the newsletter page
User4	T1	C	00:41	0	0	0	
	T2	C	01:10	0	0	0	
	T3	A	02:36	2	0	1	Looking for an explicit link for facebook
	T4	C	01:23	0	0	0	
	T5	C	00:32	0	0	0	
	T6	C	00:53	0	0	1	
	T7	C	00:50	0	0	0	
User5	T1	C	00:53	0	0	0	
	T2	A	01:45	2	0	2	
	T3	C	02:32	2	0	2	
	T4	C	01:26	2	0	1	
	T5	A	02:40	3	1	1	
	T6	C	01:00	1	0	0	
	T7	C	01:36	1	0	0	