

Usability Test: Empire Eats

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Proposed Focus

Do users understand the intent of the Empire Eats website and how do they find content within the existing site?

Three Usability Goals

- i. Derive clarity about where users are getting lost
- ii. Figure out crucial information users want to know about the company
- iii. Provide recommendations for future site redesign

USER TEST SCRIPT

Hi, _____. My name is _____ and I'm going to be walking you through this session today.

Before we begin, I want to give you some information. I'm going to read through it to make sure I don't forget anything.

We're here today asking people to try using a web site that we're testing so we can see whether it works as intended. Our goal is to improve the site by seeing how you use it. The session should take no longer than a half hour.

We're here testing the site, not you or your performance. Just stay relaxed and have fun! You can't do anything wrong.

It would be really helpful while you're going through the site to speak out loud about any issues you're having. For instance, if you can't find a specific page, just say "I'm having trouble finding the page," so we can get a better idea of where you and others are likely to going to get stuck. Conversely, if you see something you really like or find helpful also voice this opinion. We will also be asking open ended questions about your user experience at the end of this test.

If you give us permission, we are going to record the screen and your voice as you use the site so that we can better understand how users interact with it. This recording will not contain any personal information and will only be used for research purposes and seen by the people involved in this study.

Be totally honest. We're doing this to make this site better so your feedback is incredibly valuable. So please speak your mind while going through the site.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

Do you have any questions so far?

The consent form we are asking you to sign is to make sure you understand the goals and are clear what we will be asking you do to today.

CONSENT FORM FOR USABILITY TEST

Empire Eats

Purpose of the project:

Team B Productions is conducting a usability study to evaluate the design of the Empire Eats website. The study is for an assignment for The Iron Yard course UI Design. The results of the usability test will be used to improve content location on the site, as well as overall site design and usability.

Procedures:

As a subject you will be asked to:

- 1) Fill out a pre-experiment questionnaire.
- 2) Be observed as you spend a specified amount of time viewing the presentation.
- 3) Complete a series of tasks on the site.
- 4) Complete post-experiment questions.

The computer screen and subject's voice will be recorded for research purposes.

Confidentiality:

Participation in this usability study is voluntary. All information will remain strictly confidential. The descriptions and findings may be used to compile a report about the site's effectiveness and the overall usability of the site structure and design. However, at no time will your name or any other identification be used. You are at liberty to withdraw your consent to the experiment and discontinue participation at any time without prejudice.

I have read and understood the information on this form and had all of my questions answered.

Participant's signature

Date

Usability tester

Date

PRE-EXPERIMENT QUESTIONS

Before we look at the site, I would like you to fill out a survey about your Internet usage.

Age: _____

Gender (check one): M____ F____

Highest level of education completed (circle one):

High school

Some college

Bachelors

Masters Degree

Doctorate

On average, how many hours do you spend on the Internet each day (circle one):

0-3 4-6 7-9 10-15

On average, how often do you look up information on the Internet each day (circle one):

0-3 4-6 7-9 10-15

How often do you research things on a mobile/tablet device opposed to a computer
(circle one, 1 being rarely and 5 being often):

1 2 3 4 5

On a scale of 1-5 (with 1 being no experience, and 5 being expert) **please rate your comfort level with:**

Computers in general: 1 2 3 4 5

The Internet: 1 2 3 4 5

Research on the Internet: 1 2 3 4 5

Please list your favorite 3 websites you spend the most time on:

1. _____

2. _____

3. _____

Have you ever heard of Empire Eats? YES _____ NO _____

Have you ever been to the Empire Eats website? YES _____ NO _____

Web browser should be open to Empire Eats. Start recording device for both audio and computer.

FREE OBSERVATION CHECKLIST

Empire Eats

I'm going to pull up a website. Feel free to navigate throughout the site for as long as you would like (stop after 5 minutes)

1. How long does the user spend on the home page before clicking on anything?
2. What does the user click on first? How much time does he or she spend here?
3. How many different pages did the user navigate to?
4. How much time was spent on each page? (write pages in order clicked)

Page:	Time spent:
Home page	

5. How did the user navigate the site?

Type of Navigation:	Number of times used:
Top Menu Bar	
Homepage Links	

USABILITY TASKS

Now that you have become acquainted with the site, I am going to ask you to complete a few tasks. Remember that this is an assessment of the site, not your ability to complete the tasks successfully. Complete the tasks however you would in a normal setting.

For tester: Allow a maximum of 2 minutes to complete each task.

1. You have family coming in town for the holidays and would like to host a private dinner at Sitti. Please find who you would need to contact to organize the event.
2. You recently ate at Sitti and noticed the restaurant, Gravy, next door. Find the type of food Gravy restaurant serves and who the executive chef is.
3. You have a family member who loves getting coffee at Morning Times every morning. Purchase a gift card for \$25 to give to them for Christmas this year to use at Morning Times.

POST-EXPERIMENT QUESTIONS

Empire Eats

Rate your overall impression about the following elements ON THE WEBSITE.
(circle one: 1- poor , 3 -neutral, 5- excellent)

Textual Information

Not readable 1 2 3 4 5 Readable

Website Layout/Structure

Unorganized 1 2 3 4 5 Well-organized

Navigational controls

Confusing 1 2 3 4 5 Easy to use

Overall Impression

Negative 1 2 3 4 5 Positive

What level of interest in the content does the website generate

Low 1 2 3 4 5 High

POST-EXPERIMENT DISCUSSION QUESTIONS

How clear is the intent of this site and why?

What feature of the site was most attractive and why?

Where on the site did you spend most of your time and why?

What is your feeling of the overall layout on the site and why?

Was the site difficult to navigate? Why or why not?

Was the site easy to navigate? Why or why not?

Are there features of the site or information you feel are missing and why?

Are there features you feel should be better placed and why?

What features caused the most frustration for you?

Is there anything else you wish to tell us about your experience?