Gender:

|  |  |
| --- | --- |
| Male | Female |
| 5 | 1 |

Age:

|  |  |
| --- | --- |
| 18-20 | 21-24 |
| 0 | 6 |

Difficulty of tasks:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 – Very Easy | 2 - Easy | 3 - Medium | 3 - Hard | 5 – Very hard |
| 3 | 3 | 0 | 0 | 0 |

Navigation:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 – Very Easy | 2 - Easy | 3 - Medium | 3 - Hard | 5 – Very hard |
| 2 | 4 | 0 | 0 | 0 |

Magazine or website?

|  |  |
| --- | --- |
| Magazine | Website |
| 6 | 0 |

User Performance:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | User 1 | User 2 | User 3 | User 4 | User 5 | User 6 |
| Task 1 | 30 | 50 | 17 | 15 | 11 | 22 |
| Task 2 | 78 | 146 | 6 | 36 | 6 | 15 |
| Task 3 | 93 | 120 | 42 | 35 | 107 | 48 |
| Task 4 | 78 | 141 | 8 | 6 | 21 | 34 |
| Task 5 | 114 | 150 | 348 | 40 | 78 | 66 |
| Task 6 | 78 | 145 | 15 | 17 | 17 | 27 |
| Task 7 | 77 | 66 | 18 | 26 | 42 | 44 |
| Task 8 | 92 | 116 | 59 | 42 | 58 | 59 |
| Task 9 | 101 | 173 | 40 | 66 | 62 | 57 |
| Task 10 | 92 | 154 | 17 | 14 | 37 | 37 |