1.

For our usability test, we decided to choose 6 users at random from the general public. The chosen users were of similar age groups, i.e., 20 to 24. They were told about the current website and the magazine that the company provides, and the differences in functionality that the 2 provide. Furthermore, some improvements that were made to the website were conveyed to the users to allow them to have an idea of how the improved version of the website works.

The tasks we asked the users to complete, were compiled so as to test the ease of use of the website. Each task was compiled with consideration to its difficulty considering it would be the users first time using the website.

2.

We sat each user down at a computer as each user would need to work on their own. We introduced ourselves as well as explained the website and what we plan to achieve with it. Before we proceeded to testing the website, we provided each of the users with a consent form. The users were asked to read and sign the informed consent form, therefore agreeing to the term and conditions of the study. After the users signed the informed consent forms, we loaded the website for each of them and we then provided each of the users with a document containing the tasks that will be performed during the usability testing.

There were 3 moderators, the one observing 2 users each. The session lasted approximately 30 minutes. While testing, we used notepads and assigned a success ratio for each user, for each task, so that we would have an idea of how well each user performed a certain task. During the session we recorded the screen actions of each user while we monitored their interaction with the website, we also noted down how well they performed each task and whether they had any issues with the website.

Each task began from the homepage. We indicated to the users when and what tasks to perform. The users performed the tasks in order as listed in the following question. Once all the users finish a certain task, we would indicate that they should proceed to the next task. Once all the tasks were completed by all the users, we asked them to complete the satisfaction questionnaire that we have provided them with.