3. Tasks performed by users

The users had to find the location of Agrisales head office. The reasoning behind this is to let the user go to the contacts page, where they can find the information about Agrisales headquarters as well as their other offices and contact information.

Users were required to navigate to the latest issue of the magazine so that they can view the equipment advertised on it. The user would be able to download the magazine.

The users had to register a new account on the website so that they can be able to place an advert on the website or magazine, or both.

Users were required to search for equipment, specifically tractors, which would return the equipment that fit the keywords that were used in the search. This will allow the user to be able to find the specific equipment they are looking for.

Users had to add a subscription to the magazine to their cart. This would allow them to purchase the magazine subscription for a year and have it delivered to their homes.

The users had to login to the website so that they can use the website’s functionality with their created account, which keeps a record of all the advertisements the user has and all the items the user purchased on the website.

The users were required to go to the checkout page from the subscriptions page. This would let the user go straight to the checkout page, where they will pay for what is in their cart, after adding a subscription space to their cart.

The users had to add an equipment advertisement to their cart. This would allow the users to learn how to add advertisements to their cart, which they can then pay for later.

Users were required to go to the Checkout page from the Advertisement page.This would let the user go straight to the checkout page, where they will pay for what is in their cart, after adding an advertisement space to their cart.

Finally, users had to send their details to the owner of an equipment. This would allow the equipment owner to contact the potential buyer so that they can then negotiate about the purchase of the equipment in question.

4. Evaluation methods

Time taken per task. To see how long each user takes to complete a certain task and to determine

the average time for users to complete a certain task.

Screen recording. To see anything that we might have missed at a certain particular moment in time.

Evaluation forms. To get user feedback of the interaction of the system and to have an idea of the

users opinion of the website.

Observation. So we can analyse how the user interacted with the system and take note of any errors that they might have made.

Number and type of errors per task, per user. Statistical data to see how successful or unsuccessful each user was in completing each task. And to see the number of users that make the same errors.