



General Electric : Usability Tests

Group 3: Gaia Research

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Executive Summary

This report details findings and recommendations generated from five usability tests with millennials aged 24-29. The goal of the usability tests was to better understand how users interact with GE's website and get relevant information. Our tasks were designed to help us understand how millennials navigate GE's website to discover job opportunities, to find out about GE Digital and products offered by GE Digital. We recruited 5 users from diverse educational backgrounds, tech proficiency level and within the millennial age group. The test is designed with 4 main tasks with various subtasks nested within them. Tasks pertain to job search, finding out about employees' culture at GE, exploring products offered by GE Digital and exploring GE's social initiatives. We then determined the success criteria for each of these tasks as a benchmark to help us gauge the success of each user testing. Results are then interpreted via affinity diagramming to look for patterns and rated from the scale of 0-4. Issues rated 3 or 4 are then escalated as our key findings. Based on our analysis, we found GE's website has usability issues in three key areas - navigation, content and its search functionality.

Key Findings

1. Basic information about GE, its values, and initiatives, is hard to find
2. Lack of information on GE's homepage leads to a confusing experience for users who are looking to learn more about GE
3. Navigation does not map to user expectations
4. Users had a difficult time finding a job that was relevant to them
5. Product pages lack specific details that users expect to find

Recommendations

1. Make GE's company's values, cultures and initiatives easily accessible using the main navigation and footer.
2. Provide summary of valuable information such as About Us, Popular Projects, Achievements, Social Initiatives and News on GE home page.
3. Make it easy to navigate across GE websites by having a common navigation.
4. Simplify job search and reorganize the job description to make it easy to for job seekers to know if they are eligible for the jobs post at a glance.
5. Product pages should have a short summary about product and images of product/interfaces in the top section.

Introduction

General Electric is a 126-year-old startup that is in the process of rebranding itself from an industrial manufacturing company to become a top ten tech company by the year 2020 to compete with the likes of Google and Amazon.

Usability testing is a commonly used method for evaluating the ease of use of a product, service, or system by the intended users. “Typically, during a test, participants will try to complete typical tasks while observers watch, listen and takes notes. The goal is to identify any usability problems, collect qualitative and quantitative data and determine the participant's satisfaction with the product.” (Usability, 2013)

We conducted this usability study to find out any usability issues pertaining to interactions like job search, product search, and information gathering on GE.com and GE Digital from the perspective of job seekers and customers. Specifically, we seeked answers to questions like: how does the user interact when conducting a job search, what kind of information do they expect to see, can they find specific information, and what is their perception of the content present on the website. We also wanted to verify if our findings from the heuristic analysis hold true.

Methods

Test Plan

The test is designed with 4 main tasks with various subtasks nested within them. Tasks pertain to job search, finding out about employees' culture at GE, exploring products offered by GE Digital and exploring GE's social initiatives. We then determined the success criteria for each of these tasks as a benchmark to help us gauge the success of each user testing.

We also designed the pre and post-questionnaire to be provided to the participants before and after the user testing. The Pre-questionnaire are general demographic questions, questions to ascertain the tech proficiency of the users and their overall familiarity with GE. The post-questionnaire, on the other hand, is designed to help the users reflect on their testing experience and help us yield more specific feedback.

We set up the computer to screen record and turn on the webcam to record the user's facial expressions using QuickTime Player as the recording software.

Recruiting

We recruited the participants for our usability tests via introductions from friends and acquaintances using e-mail to account for time constraints. We ensured that we get a diverse and well-represented sample from the University of Michigan as a whole and all users match our target audience of millennials. We recruited one user from the Electrical Engineering & Computer

Science department, one user from the School of Public Health, one user from the School of Information, one user from the School of Natural Resources and Environments, and lastly but not the least, one user from the Ross School of Business. Three of our five tested users are females, the other two are males. Their age ranges between 24 - 29 years old.

Participant	Gender	Age	Major
User#1	Male	29	Business Administration
User#2	Female	24	Public Health & Environmental Health
User#3	Female	25	Human Computer Interaction
User#4	Male	24	Electrical & Computer Engineering
User#5	Female	24	Natural Resource & Environment

Pilot Test

The pilot test was conducted internally to test all the questions in our initial usability test. From that test, we have decided to make multiple changes to the questions to improve the overall flow of the usability test and make the questions asked to be clearer to the users. We also initially experimented with having multiple cameras set up around the user, but due to technical issues, we resorted to a more minimal setup instead - that involves only webcam recording and screen recording. We also found that ideally for the data logger to be seated behind the user and the moderator to be seated beside the user so that they can both view the screen while the test is happening.

The data were compiled with the aid of data logging sheets, screen recordings, and webcam recordings. These data are then interpreted over two meeting sessions and with the aid of affinity diagramming. The data are rated on a 0-4 scale, with 0 being negligible to 4 being a severe issue. Issues that are rated 3 & 4 are selected as our key findings.

Findings and Recommendations

Key Findings

- 1. Basic information about GE, its values, and initiatives, is hard to find**

One of our pre-task questionnaire questions was to ask the user: *What kind of information helps you to get to know a company from their website?* The most prominent among them were an about-us section, information on company values and culture, and showcase of significant projects or products. Testers expected this information to be on the homepage or as a link in the footer. However, there was no direct way of accessing this information from GE.com. The only successful user (#3) to find this information performed a Google search.

When asked if they looked at the footer, user #2 replied: *“Footer? Oh now I see it. I would look for a general About section to get a general overview of the company. As a whole what is GE about? I am only seeing its businesses.”* This was also observed by user #3, who was unable to find the “About Us” page and resorted to search for “what does GE do” on Google. Even after skimming the page, they only had a vague idea about what GE does.

User #1 found the site to be *“organized in the way that is for people who knows what GE does, or looking something specific to purchase for their business”*. Important projects/products are not displayed prominently, but are found on the department’s website, which are a few clicks away.

Task #4, which required the user to find out about social initiatives, assumed social initiatives reflected some of the company’s values. However, all users found it difficult to find such initiatives by GE. User #5 tried to find out about social initiatives in the GE Reports section, *interpreting GE Reports as News Reports*.

2. The lack of information on GE’s homepage leads to a confusing experience for users who are looking to learn more about GE

User #1 and #2 had strong opinions about GE’s homepage. User #1 wished for *“More general information about what the company is doing instead of clicking on the links to find out. Using up the real estate more efficiently instead of the big blue space.”* User #2 liked the search bar and was impressed by the scrolling list of popular topics, but was surprised by the lack of information on the home page. *“It is used as a navigation portal. It would be helpful to have info about what GE is. It doesn’t offer anything information wise.”*

User #1, results from searching “charity work”: *“There is some good stuff here, why are they not called out? Can’t tell from the homepage, just see the businesses. Maybe another section about what the company is doing. The search box is really bad. Maybe some of the stories on the front page”*

Only User #1 used the search box successfully to find information that wasn’t readily available from navigation menu, while User #3 used the search box instead of navigation

menu, just like using Google search instead of a browser's address bar. Users did notice the popular links, but found the continuously moving list, difficult to see and use.

"I don't know what to search for: General Mission. I typed one thing and animation started." — User #2

The home page is designed such that the footer isn't visible unless the user scrolls. It also lacks a link to 'About Us' which users expect to find somewhere on the home page.

User #2, on a job description page: *"Finally found the about us section which I was looking for on the home page. Very broad but nice to know."*

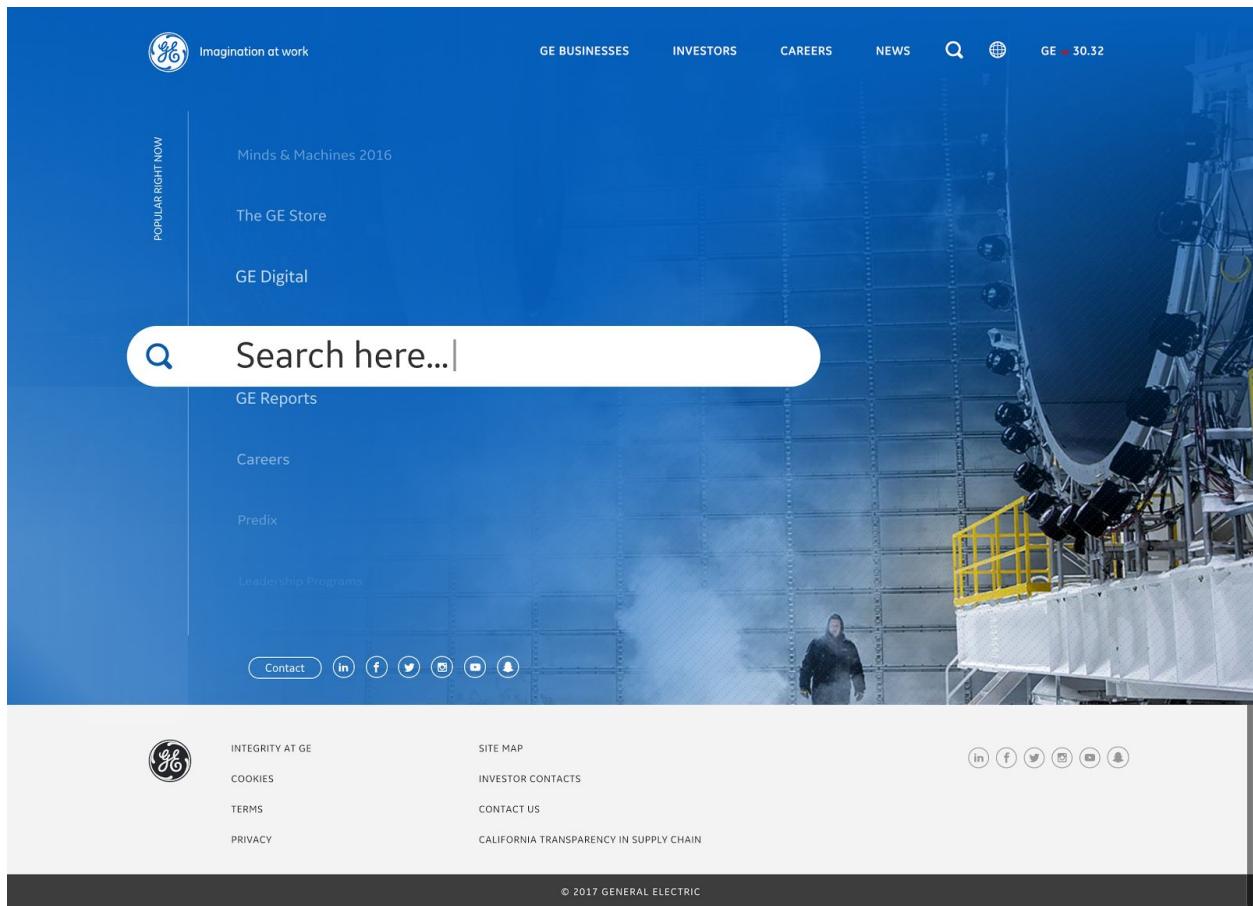


Fig 1. GE Homepage

3. The navigation does not map to user expectations

GE is a broad organization, with each department having its own website, linked from GE.com. As User #2 expressed, “The home page is used as a navigation portal”. This makes it difficult for users to understand the information architecture of the other websites. The websites do not follow a unified design and communication guidelines, and result in each of them having different navigation elements, and missed opportunities in terms of user experience and information access.

“The format of navigation bar varies across different pages. Clicking the brand icon does not link to GE home.” — User #4

Users identified differences in navigation elements between GE Home, GE Digital, GE News and My GE Story websites. Three users disagreed when asked if it was easy to navigate GE’s websites, whereas one was neutral about it. This difficulty in navigation, as well as difference in navigation elements, was also noted in our heuristic evaluation.

4. Users had a difficult time finding a job that was relevant to them

GE Careers was conveniently placed in the navigation bar of GE Home. However, most users felt frustrated with using the job search, primarily because of the “Business” and “Function” filters not resulting in any jobs.

“It takes time to find what I want from the dropdown list. There are many options to choose from, but no clear instruction to show me what to do next.” — User #4

Scroll down to review a list of the most recent four GE jobs posted, arranged by business. To view a complete list of each GE business' jobs, click "View All," or search for the jobs you are interested in..

The screenshot shows a job search form with the following fields: 'Search by Job # or Keyword', 'Country', 'State/Province', 'Business' (dropdown), 'Function' (dropdown), 'Experience Level' (dropdown), 'Search' button, and 'Reset' button. Below the form, there are links for 'Job Application FAQs' and 'Check Application Status'.

Fig 2. GE Careers Job Search

The screenshot shows a dark-themed job search interface with a large search bar containing 'Keyword or phrase' and 'location' fields, and a 'Search' button. Below the search bar is a link for 'Advanced Search'.

Fig 3. IBM Job Search

User #4 had enough time to perform the backup test of searching for a suitable job on IBM's website and they found it much easier to find a job on IBM than on GE Careers.

"I want to know opportunities in all businesses, but it does not work." — User #3

User 4, on IBM Job Search: *"It allows users to search all job positions, and makes the search more specific through restriction"*

Each job page had a long and detailed description, but the most important information for the job seeker like qualification was at the bottom. There was no way to filter by qualification and the only options under experience level were "Co-op/Intern", "Entry Level" and "Experienced".

"I will look for qualification. But it looks like I am not actually qualified because I don't have a degree in engineering. If I find that I am eligible, I would read the whole description." — User #2

Users appreciated the Life at GE and My GE Stories sections, but User #3 was skeptical about such information. User #3 & #4 preferred to read over watching videos, especially when the videos are long. They also found duplicated options for filters on MyGEStory.com

"I am afraid the company always put good stuff on their website, I will never go to GE to search this information. I will go to GlassDoor." — User #3

5. Product pages lack specific details that users expect to find

Users found the product pages to be the most confusing aspect of GE Digital's website. Each software product talked about its benefits by citing performance metrics, but it was not clear what the product was and if it was available to try or install, or if it required consultation. User #2 interpreted most information about the product by reading testimonials, and found that GE Digital also provides training for its products, which was not seen while skimming the page.

"It tells me about the product, but the information I need (if it exists) is not displayed in a prominent position. Product information and use cases should be front and center" — User #5 on Network Software for Rail

Users did not have easy access to whitepapers found at the bottom of product pages. Before they could read it, they needed to sign up in order to download them. Asking for personal information for downloading a file, especially without a summary of the document, was a big turnoff.

“Resources: bunch of links. Clicking on the first one. Shows popup. Don’t want to type information so will not read. I don’t know what whitepaper is. I don’t know why it needs my information to download it. I don’t want them to email me.”

— User #2 on Cyber Security Resources

Products (A-Z)	Description
ACHIEVING OPERATIONAL EXCELLENCE IN FOOD & BEVERAGE	IMPROVE OPERATIONAL EXCELLENCE IN FOOD & BEVERAGE MANUFACTURING TO MAXIMIZE PRODUCTIVITY, IMPROVE QUALITY, AND LOWER PRODUCTION COSTS. LEARN MORE
ADVISORY SERVICES	PARTNER WITH GE DIGITAL'S SERVICES TO UNCOVER WHICH BUSINESS OUTCOMES ARE MOST CRITICAL TO YOU USING THE INDUSTRIAL INTERNET OF THINGS (IIOT). LEARN MORE
ASSET PERFORMANCE MANAGEMENT	ENABLE INTELLIGENT ASSET STRATEGIES THAT BALANCE COST, AVAILABILITY AND RELIABILITY, AND RISK TO HELP OPTIMIZE YOUR OVERALL ASSET AND OPERATIONAL PERFORMANCE. LEARN MORE
ASSET PERFORMANCE MANAGEMENT FOR POWER	IDENTIFY POWER AND ENERGY ISSUES BEFORE THEY OCCUR, PREVENT FORCED OUTAGES, REDUCE DOWNTIME, AND EXTEND POWER ASSET LIFE. LEARN MORE
ASSET SOFTWARE FOR RAIL	CONNECT AND MONITOR RAILROAD ASSETS AND MAXIMIZE TRAIN PERFORMANCE—ENABLING RAILROADS TO REDUCE TRAIN DELAYS AND IMPROVE EFFICIENCIES. LEARN MORE
ASSET STRATEGY OPTIMIZATION	OPTIMIZE ACROSS AVAILABILITY, RELIABILITY, RISK, AND COSTS THROUGH INTELLIGENT ASSET STRATEGIES. LEARN MORE
BRILLIANT MANUFACTURING	DIGITIZE YOUR MANUFACTURING PLANT OR FACTORY TO GET INSIGHTS THAT UNLOCK UNPRECEDENTED EFFICIENCIES AND PROCESS OPTIMIZATION. LEARN MORE
BUSINESS OPTIMIZATION FOR POWER	GE'S BUSINESS OPTIMIZATION SERVICE ENABLES ENERGY MARKETING AND TRADING LEADERS TO IMPROVE PORTFOLIO PROFITABILITY. LEARN HOW , LEARN MORE
CIMPICITY	DRIVE REAL-TIME VISIBILITY FOR SMART OPERATORS WITH TRUE CLIENT-SERVER-BASED VISUALIZATION AND CONTROL. LEARN MORE
COMPLIANCE & INTEGRITY MANAGEMENT	HELP TO ENSURE ASSET INTEGRITY AND COMPLIANCE BY MONITORING CHANGING RISK CONDITIONS. LEARN MORE
CYBER SECURITY FOR OIL & GAS	DIGITALLY CONNECTED OIL & GAS OPERATIONS HELP TO IMPROVE PRODUCTION. GE OIL & GAS' SECURITY PROGRAM IS DESIGNED TO PROTECT YOUR OPERATIONS FROM DIGITAL THREATS. LEARN MORE , LEARN MORE
CYBER SECURITY FOR OT	TAKE THE RIGHT ACTIONS TO INCREASE RESILIENCE, HELP ENSURE SAFETY, AND MAINTAIN AVAILABILITY ACROSS YOUR OPERATIONAL TECHNOLOGY (OT) ENVIRONMENT. LEARN MORE

Fig 4. GE Product A-Z Listing

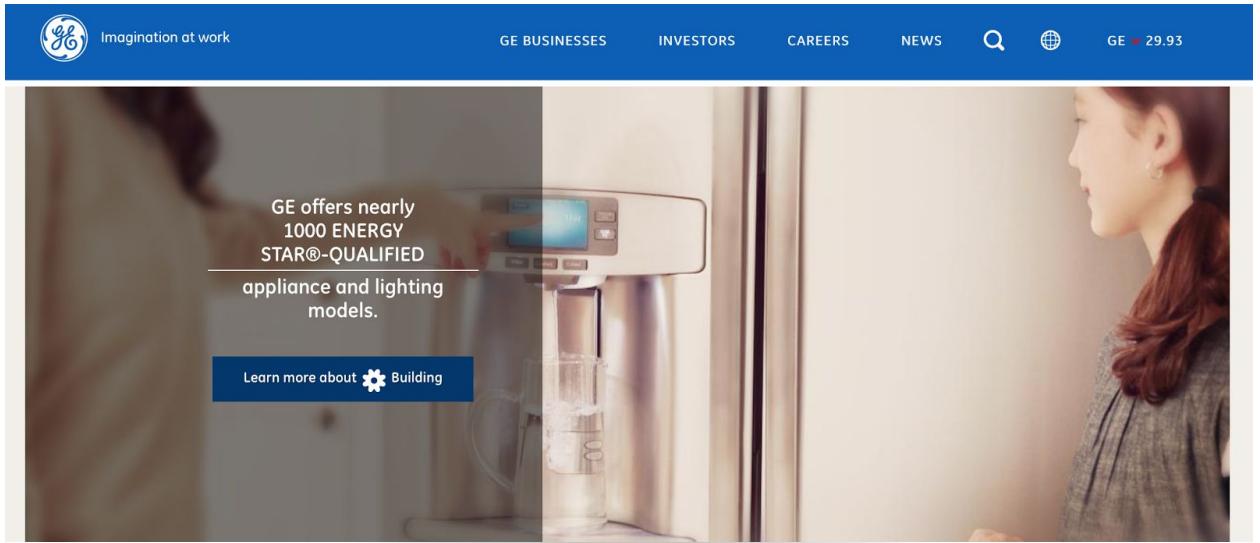
Similarly, it was not clear what Predix was and any detailed information was available only by downloading a whitepaper, which required the user to fill a pop-up registration form.

“Is Predix like a common thing would people know? Predix doesn’t tell me anything about the product. The operating system for industrial internet. Software to connect equipment. May be tells you efficiency or something. Getting data from machines. Making machine intelligent. Maximizes efficiency / output. Helpful / expected to see? Some examples. May be I see the video or clicked around I would find that I guess.” — User #2

Recommendations

1. **Make company’s values, culture and initiatives easily accessible using the main navigation or footer**

GE should consider making an About Us section on their website that is linked from their main navigation or footer, consistently across all their websites. This section should also inform the users about the company’s vision, values and culture. It could also be a good place to describe “Life at GE”. This section could also be valuable to a broad range of users like job applicants, customers, and investors.



About Us - Building

Like 144 Tweet Share 6 21 Pin it

BUILDING

CURING

MOVING

POWERING

Fig 5. GE's About Us page is not linked from the home page and directly goes into details without providing a summary

2. Provide summary of valuable information like **About Us, Popular Projects, Achievements, Social Initiatives and News** on GE Home Page

GE's home page should have information that describes GE at a broad level and the latest happenings at GE. It could have articles or blog posts about GE's newest developments, quick links to employee stories and experiences, or feature longform articles about GE's most exciting projects. This offers new users a streamlined experience into learning more about GE. Currently, IBM's homepage does a great job of making it possible for users to quickly gain access to new information about IBM.

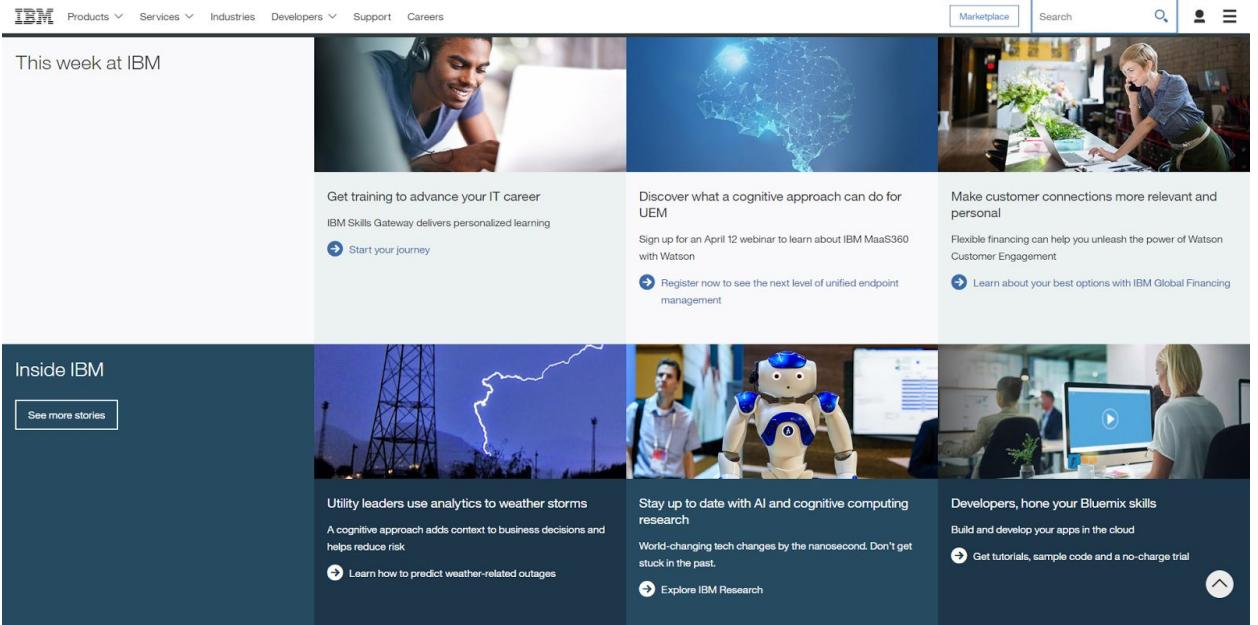


Fig 6. IBM's homepage

3. Make it easy to navigate across GE websites by having a common navigation

To connect all GE business websites, GE could consider implementing a common top navigation or footer. It should have links similar to navigation elements found on GE Home, like “About GE”, “GE Businesses”, “Careers”, and “News” such that the user does not need to navigate back to GE.com and can jump to different businesses or go back to GE.com easily from anywhere on the website.

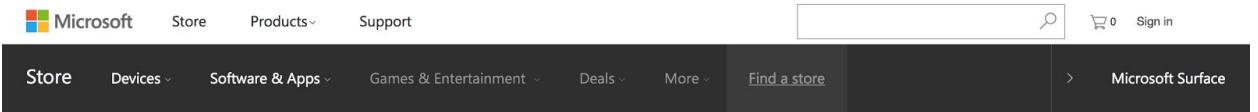


Fig 7. Microsoft uses a common top navigation across all its websites

4. Simplify job search and reorganize job descriptions to make it easy for job seekers to know if they are eligible for the job post at a glance

Although the job description is divided into sections, the most important information for a job seeker like “Qualifications / Requirements” and “Essential Responsibilities” should be prioritized and placed at the top. Some of the the descriptions could be rewritten as a bulleted list. This will require GE to create a communication guide for job descriptions.

The job search could be simplified by hiding all the filters except location under an Advanced Search option. Additionally, user could be offered to select filtering criteria like

qualification, business segment and job role after being presented with initial results, similar to Amazon product search.

The screenshot shows a job posting detail page. At the top, it says "Embedded Software Engineer –". To the right, it lists "2867855 Shanghai, ShangHai, China" and "Experienced". Below this, there are several sections with details:

- Business:** Current & GE Lighting
- Business Segment:** Current & Lighting GE Lighting
- Function:** Engineering/Technology
- About Us:** GE is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. Through our people, leadership development, services, technology and scale, GE delivers better outcomes for global customers by speaking the language of industry.
- Essential Responsibilities:** ". Work with design and system team to define product system specifications, . Take ownership to design, analyze and validate firmware/software applications for intelligent lighting applications. Design firmware for electronic lighting control products following GE specification and New Product Introduction (NPI) process . Join the system verification and validation, including the mobile app, LED driver, RF module, etc.. Release the manufacturing technical documents, trial run with the plant. Develop software development processes for Lighting business. Technical review and document design details into GE documentation system. Work with project team and partner/supplier to deliver the complete product and program"
- Qualifications/Requirements:** ". Bachelor degree and above in electronics/communication/automation/Computer science/etc.. Solid Experience with Embedded systems and programming . Proficiency on the C and C++ program skills, Strong debugging skills . Familiar with TCP/IP, WIFI, Bluetooth or Zigbee etc. Previous certification experience with Alexa voice service or HomeKit is preferred. Previous experience development on smart home or smart lighting products is preferred.. Experience in large NPI programs. Excellent team player.. Good interpersonal and communication skills, must be able to communicate effectively both in written and oral English in a global team.. Self-motivated and capable of working independently on extended assignments."

At the bottom of the page are two buttons: "Close" and "Apply".

Fig 8. GE Job Posting Detail Page

5. Product pages should have a short summary about the product, and images of product/interfaces in the top section

A website visitor should know what the product is, what are its features and how does it look from the first section of the website. Information such as product specifications should be showcased towards the top of the product page. Additionally, product pages should show examples of the product's interface as well as testimonials so that new customers can understand how the product can be utilized. Furthermore, help information such as articles or reports should be available to the user without having the user sign in or create an account. Adding a barrier to helpful information will disincentivize users to explore and learn more about a product.

Discussion

1. Unfortunately two of our usability tests ended early, therefore we did not get to debriefing questions for user #3 and user #5.
2. We modified the task #4 based upon the feedback from user# 3 for user# 4 and user# 5.
3. We understand that some of our recommendation are not feasible in the short term. Some recommendations are overarching suggestions, but GE should think about how to begin moving in that direction.
4. Our next steps is to compile a video to present our most important findings by reflecting upon the research methodologies conducted and presenting them accordingly.

Conclusion

The observations from these usability tests supported some of the key findings from our heuristic evaluations. The current GE website seems to be targeted towards its customers and investors. These key findings and recommendations would help GE improve their website's usability for a younger target audience and prospective employees. These findings could also be verified by analyzing the website traffic and session drop-off points .

References

Usability Testing. (2013, November 13). Retrieved April 02, 2017, from
<https://www.usability.gov/how-to-and-tools/methods/usability-testing.html>

Appendix

Recruiting messages

Hello [NAME],

We are conducting usability tests for a client project as a part of our class SI 622 Needs Assessment and Usability Evaluations. We feel like you have the right background to participate in this usability test and we are interested in your feedback about the system's performance. In return for your willingness to participate, we are offering a \$5 Amazon gift card. Thank you for your time!

Sincerely,

Gaia Research

Raymond Su, Nan Deng, Ru Jia, Anand Doshi, Brennan Sieck

Test script: intro/preamble and Task instructions

Hi, and thank you for your time today. My name is _____, and together with _____ and _____ over here, will be walking you through this usability test today.

We're asking people to try using GE's website on a web browser, so we can see if users are able to get to the information they are seeking, and find out any problems with the website's usability that we can report to our client along with recommendations on how to improve it.

We have this room for 60 minutes, although the test would likely take less time. The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. It is the company's loss if the user isn't able to use the website.

As you use the site, I'm going to ask you to try, as much as possible, to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions. If you have any questions as we go along, we can help answer them, but we specifically cannot help you perform any of the tasks.

You may have noticed the cameras. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. _____ will also be taking notes which we will use along with the video for analysis.

Do you have any questions for us at this point? OK. Before we look at the site, I'd like to ask you just a few quick questions.

Tasks

Pre-task: Explore GE.com, and make some comments

Task 1:

- **Statement**

You are interested in pursuing a career at GE and are trying to find opportunities that match your interests. Go ahead and explore the different types of careers that GE has to offer.

- **Success Criteria**

Finds one job that is relevant and interesting

Task 2:

- **Statement**

After researching the opportunities at GE, you are interested in learning more about what a GE employee experience is like. Try and find out as much information as possible about current employee experiences at GE.

- **Success Criteria**

Finds mygestory.com website and accesses at least 1 story

Task 3:

- **Statement**

After skimming GE's story, you have known (assume) of GE's new digital initiative, you are curious to learn more the GE Digital.

- Skim the GE Digital website, and describe GE Digital with your own word.
- Try and find out about the various software products that GE has developed or is developing.
- Try and find out as much information as you can to know GE's efforts and insights on software, try to describe it.

- **Success Criteria**

- Successfully describe what GE Digital is.
- Goes to GE Digital website and explores at least 1 product
- Successfully describe what GE Digital is trying to achieve in digital field.

Task 4:

- **Statement**

Before finalizing your application at GE, you decide you want to research GE's newest endeavors and social campaigns. Go ahead and try to find out as much information as possible regarding GE's social initiatives.

- **Success Criteria**

Find out about Balance the Equation movement.

- **Statement**

After knowing about GE Digital, you think the GE Digital is promising and want to work for GE Digital. Try to explore a job that specifically about GE Digital.

- **Success Criteria**

Finds out a job on GE Digital Career website.

Backup Task:

- **Statement**

- Go to IBM.com and find information that is necessary for you to consider a career at IBM
- Find a job opportunity that you are interested in on IBM career website.

- **Success Criteria**

- Explores IBM Careers and finds relevant information
- Finds out a job on IBM Career website.

Backup Questions:

1. Search for a job that might be relevant to you?
 - a. If not, give them a specific position
 - b. Go about applying to that job, but don't click apply?
2. Find information about what it is like to work at GE from the perspective of an employee
3. Find out what software GE makes?
 - a. Which is their most prominent software?
4. Find out about the latest cause / movement at GE?

Pre-test questionnaire

1. Please specify your:

Age:

Gender:

2. What is your major?

3. Do you follow technology company on social media?

Yes / No

4. Are you interested in their feed?

Yes / No

4. What kinds of information help you to know a company from their website?

____ Company Value

- Company culture
- Projects / products
- News
- Others

5. Use three words to describe GE in your mind.

Post-test questionnaire

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Overall, I feel the overall navigation on GE.com is understandable and instructive.					
It is easy to apply for a job on GE website.					
I get the page that I expect when make a click on GE website.					
I feel the system makes me feel comfortable as an employee in GE.					
The overall website requires more instructions for users.					
GE website has some redundant features.					
I found task 1 is easy to accomplish.					
I found task 2 is easy to accomplish.					
I found task 3 is easy to accomplish.					
I found task 4 is easy to accomplish.					

Responses

User #1

Pre-questionnaire

Age = 29
Gender = M

Major = MBA
Follow technology company on social media? = No
Interested in their feed? = No
What kind of information help you to know a company from their website? = Company culture, Projects / products, History, Key Personnel, Initiatives - Charity / Donations
3 words to describe GE = Big company, industrial, machines, air conditioners, huge appliances, not consumer

Post-questionnaire

Three things that are missing are -			
More general information about what the company is doing instead of clicking on the links to find out. Using up the real estate more efficiently instead of the big blue space. User do not follow companies via social media and such. Middle of the road in terms of the experience of applying to GE. Did not know the footer exists at the bottom of the page.			
Might be a good idea to pull up Life at GE instead of embedded under the Careers section			
User dont think that people will use the search box to find anything. Organized in a very product-centric way. The site is organized in the way that is for people who knows what GE does, or looking something specific to purchase for their business. They could create consumer site and business site. It is a lot of stuff that the user don't care about. He doesn't care about the investor section.			
Overall, I feel the overall navigation on GE.com is understandable and instructive.	Disagree		
It is easy to apply for a job on GE website.	Neutral		
I get the page that I expect when make a click on GE website.	Disagree		
I feel the system makes me feel comfortable as an employee in GE.			
The overall website requires more instructions for users.			
GE website has some redundant features.			
I found task 1 is easy to accomplish.	Agree		

I found task 2 is easy to accomplish.	Neutral		
I found task 3 is easy to accomplish.	Strongly Agree		
I found task 4 is easy to accomplish.	Disagree		

User #2

Pre-questionnaire

Age = 24
Gender = F
Major = Public Health, Environmental Health
Follow technology company on social media? = No
Interested in their feed? = No
What kind of information help you to know a company from their website? = Design, About Us, Projects / products
3 words to describe GE = Technology, Electricity, Software, I've seen their ads

Post-questionnaire

Overall nav?	Agree They have an easy navigation bar. Careers was easy to navigate.
Easy to apply?	Strongly agree I liked the options. Especially 'Entry Level'. It was nice to choose business or not. Function was confusing. Having 'dashes' and labeling the select options.
I get the page what I would expect on clicking a link	Agree
Comfortable as a potential GE Employee?	Neutral. I could figure it out. They weren't hiding anything. It was mostly intuitive. Could not find about GE generally. It is a broad company. But it would be nice to have a broad mission. Why are they in all these different sectors. Are they trying to monopolize all of energy. I found it in the jobs section and it was nice to have an overview.
Overall website requires instructions?	Disagree
GE website has some	Disagree

redundant features?	Each category on website is quite separate. I don't remember seeing anything twice between pages.
Task 1	Agree Nice to search. French was confusing.
Task 2	Disagree -> Neutral Not easy to accomplish. Click around and read a bunch of profiles. You just have to search a lot. The employees could be grouped. Just realized you can filter. Filter works and this is helpful.
Task 3	Agree Simple tab for finding products. Is Predix like a common thing would people know? Predix doesn't tell me anything about the product. The operating system for industrial internet. Software to connect equipment. May be tells you efficiency or something. Getting data from machines. Making machine intelligent. Maximizes efficiency / output. Helpful / expected to see? Some examples. May be I see the video or clicked around I would find that I guess.
Task 4	Strongly disagree Didn't even do it. I don't even know what social endeavours mean. Is it the diversity thing? No. That's like the law.

User #3

Pre-questionnaire

age	25
gender	female
major	HCI
follow technology company on social media?	Some
Are you interested in their feed?	Only job seeking
What kinds of information help you to knownna company from their website?	student career page
use three words to describe GE in your mind.	B-B company, enterprise, lots of business, know nothing,

Post-questionnaire

Overall nav?	disagree
Easy to apply?	agree
I get the page what I would expect on clicking a link	disagree
Comfortable as a potential GE Employee?	Neutral.
Overall website requires instructions?	Agree
GE website has some redundant features?	Neutral.
Task 1	disagree
Task 2	disagree
Task 3	disagree
Task 4	disagree

User #4

Pre-questionnaire

age	24
gender	Male
major	ECE
follow technology company on social media?	No
Are you interested in their feed?	No
What kinds of information help you to know a company from their website?	from friends
use three words to describe GE in your mind.	No idea

Post-questionnaire

Overall nav?	neutral
Easy to apply?	disagree
I get the page what I would	neutral

expect on clicking a link	
Comfortable as a potential GE Employee?	Neutral.
Overall website requires instructions?	Agree
GE website has some redundant features?	Neutral.
Task 1	disagree
Task 2	agree
Task 3	agree
Task 4	disagree

User #5

Pre-questionnaire

age	24
gender	Female
major	SNRE
follow technology company on social media?	No
Are you interested in their feed?	No
What kinds of information help you to know a company from their website?	NA
use three words to describe GE in your mind.	Industry, Equipment, Electricity

Post-questionnaire

Overall I feel the navigation on GE.com is understandable and instructive
It is easy to apply for a job on GE website
I get the page I expect when I click on GE website
I feel that the system make me feel comfortable as an employee at GE
The overall website requires more instructions for users

GE website has some redundant features
I found task 1 to be easy to accomplish
I found task 2 to be easy to accomplish
I found task 3 to be easy to accomplish
I found task 4 to be easy to accomplish

Basic task performance data (completion, timing if appropriate)

User	Task	Time
User 1	Task 1	10 mins
	Task 2	5 mins
	Task 3	5 mins
	Task 4	5 mins
User 2	Task 1	5 mins
	Task 2	3 mins
	Task 3	4 mins
	Task 4	4 mins
User 3	Task 1	5 mins
	Task 2	8 mins
	Task 3	7 mins
	Task 4	5 mins
User 4	Task 1	3 mins
	Task 2	3 mins
	Task 3	8 mins
	Task 4	3 mins
User 5	Task 1	7 mins
	Task 2	12 mins

	Task 3	7 mins
	Task 4	-

Debriefing Scripts

Thank you so much for participating in our usability test for GE.com. As a last step, we would like to ask you some general questions and overall feedback for the site. Feel free to browse the website while you answer the questions.

Debriefing Questions

- What were your general impressions of this website now that you have completed the usability test?
- Were there any notable pain points that you encountered? What was significant about these instances?
- What did you like or dislike about the website?
- Do you think you were able to access the information you desired?
- Were there any comments made during the test that warrant further clarification? If so, ask the user to expand on this.

Debrief notes

User #1

Three things that are missing are -			
More general information about what the company is doing instead of clicking on the links to find out. Using up the real estate more efficiently instead of the big blue space.			
User do not follow companies via social media and such. Middle of the road in terms of the experience of applying to GE. Did not know the footer exists at the bottom of the page.			
Might be a good idea to pull up Life at GE instead of embedded under the Careers section			

User #2

Initial impressions?	Lot of blue. I liked the scroll thing. It is cool. Also the search bar. I was surprised that there was no information on the home page. It is used as a navigation
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	portal. It would be helpful to have info about what GE is. It doesn't offer anything information wise.
Pain points?	Social outreach. It was difficult - what is social outreach? Not being able to find it. Am I misunderstanding it? Add social outreach in navbar if they are trying to prioritize it. It shouldn't be tucked under something like careers.
What did you like?	Liked how businesses was broken down and career search
Dislike?	Didn't love the Life at GE section. But, now because of filters, I might like it more.
Desired info access?	If I wanted job - yes. Social outreach - no
Questions?	<p>What is social outreach? What was I supposed to find it?</p> <p>Cannot get back to Balance the Equation because now I cannot find it in the scrolling thing. I don't know how to find it without letting it scroll.</p> <p>It is a societal issue, and I am sad GE has to highlight it.</p> <p>No one is going to search for Balance the Equation.</p>
	I want to see a tab for social initiatives and some information on the home page.

Data logging forms

Task 1				
Success Criteria	Finds one job that is relevant and interesting	<input type="checkbox"/>		
Estimated Time	10 mins			
Time	Step	Screen	Type	Notes
Start _____				
Task 2				
Success Criteria	Finds mygestory.com website and accesses at least 1 story	<input type="checkbox"/>		
Estimated Time	5 mins			
Time	Step	Screen	Type	Notes
Start _____				
Task 3				
Success Criteria	Goes to GE Digital website and explores at least 1 product	<input type="checkbox"/>		
Estimated Time	5 mins			
Time	Step	Screen	Type	Notes
Start _____				
Task 4				
Success Criteria	Finds out about Balance The Equation movement	<input type="checkbox"/>		
Estimated Time	5 mins			
Time	Step	Screen	Type	Notes
Start _____				
Backup Task				
Success Criteria	Explores IBM Careers and finds relevant information	<input type="checkbox"/>		
Estimated Time	10 mins			
Time	Step	Screen	Type	Notes
Start _____				

Data Logging Form for User#1

Task 1						Codes:
Success Criteria	Finds one job that is relevant and interesting	□				CU — Comment by user
Estimated Time	10 mins					E — Error
						! — Critical Incident
Time	Step	Screen	Type	Notes	Severity Rating	S — Completion of step
Start 10:27	Go to GE.com and explore – went to google	Google			0	
	Ge.com main page -- navigation bar --	Main page			0	
	GE Digital		S	Went to GE Digital because most big companies have a digital wing, just to see what the digital transformation is; a lot of photos, seems random	0	
	Back to GE.com, clicked on students under careers		!	scrolled up and down; don't break down graduate students opportunities which user dislike; clicked on leadership programs go back to the normal job search, searched for digital, project management, does not know what experience means, no results found. no good feedback found when there is no results displayed.	3	
	Clicked under job search		E	did a new search under all businesses, but the results are in small prints and not easy to use. call up the most important info such as degree required, if they will sponsor int'l student, list it in big bullet points rather than in long info.	4	
Task 2						
Success Criteria	Finds mygestory.com website and accesses at least 1 story	□				
Estimated Time	5 mins					
Time	Step	Screen	Type	Notes		
Start _____	Went back to GE.com, went to GE energy connections (to find out what is the employee experience), Global Electric Product Management				0	
	Tried the search box searched for 'employee engagement'		E	It didn't work and he feels that is it a database dump, clicked on the first result on culture and diversity. He did not expect the results he is getting. He expects what is the life going to be like at the company. He feels that the website is tailored towards the customer of GE, not job applicants	4	
	User clicked on 'Life at GE', office.jobs		S	CU - not the most beautiful, not the easiest to find, but it is here. 'people who work there, documenting the things that they do.'	2	
Task 3						
Success Criteria	Goes to GE Digital website and explores at least 1 product	□				
Estimated Time	5 mins					
Time	Step	Screen	Type	Notes		
Start _____						
10:39	Went to GE Manufacturing, Predix			There are a lot of cool numbers here. User worked in a plant for 3 months so the numbers make some sense. "Seems like it is an efficiency product, users will be less concerned about the results rather will focus on how easy it is to use the information. More info on the latter." User scroll up and down a lot to scan for information.	1	
	Contact information			User found 'send an email' or 'call us', but he thought it is not very useful	3	
Task 4						
Success Criteria	Finds out about Balance The Equation movement	□				
Estimated Time	5 mins					
Time	Step	Screen	Type	Notes		
Start 10:43	Navigate via nav links, search box, typed "charity work"		E	Found out that if there are appliances that you don't want anymore, they will help you donate them. "There are some good stuff here, his comment is why are they not called out. Can't tell from the homepage, just see the businesses. Maybe another section about what the company is doing" "The search box is really bad" "Maybe some of the stories on the front page"	4	

Backup Task					
Success Criteria	Explores IBM Careers and finds relevant information	<input type="checkbox"/>			
Estimated Time	10 mins				
Pre Questionnaire					
Age = 29					
Gender = M					
Major = MBA					
Follow technology company on social media? = No					
Interested in their feed? = No					
What kind of information help you to know a company from their website? = Company culture, Projects / products, History, Key Personnel, Initiatives - Charity / Donations					
3 words to describe GE = Big company, industrial, machines, air conditioners, huge appliances, not consumer					
Post Questionnaire					
Three things that are missing are -					
More general information about what the company is doing instead of clicking on the links to find out. Using up the real estate more efficiently instead of the big blue space.					
User do not follow companies via social media and such. Middle of the road in terms of the experience of applying to GE. Did not know the footer exists at the bottom of the page.					
Might be a good idea to pull up Life at GE instead of embedded under the Careers section					
User dont think that people will use the search box to find anything. Organized in a very product-centric way. The site is organized in the way that is for people who knows what GE does, or looking something specific to purchase for their business. They could create consumer site and business site. It is a lot of stuff that the user don't care about. He doesn't care about the investor section.					
4					
Overall, I feel the overall navigation on GE.com is understandable and instructive.					
Disagree					
It is easy to apply for a job on GE website.					
Neutral					
I get the page that I expect when make a click on GE website.					
Disagree					
I feel the system makes me feel comfortable as an employee in GE.					
The overall website requires more instructions for users.					
GE website has some redundant features.					
I found task 1 is easy to accomplish.					
Agree					
I found task 2 is easy to accomplish.					
Neutral					
I found task 3 is easy to accomplish.					
Strongly Agree					
I found task 4 is easy to accomplish.					
Disagree					

Data Logging Form for User#2

Task 1					Codes:	
Success Criteria	Finds one job that is relevant and interesting				□	CU — Comment by user
Estimated Time	10 mins					E — Error
Time	Step	Screen	Type	Notes		! — Critical Incident
Start 12:20	Careers > Job Search	GE Home	S			S — Completion of step
	Job Search: Filtering Renewable Energy	Job Search	CU	They have environmental health and safety, experience level and specify entry level. Search results in no results found.		Pre-questionnaire
	Go back and remove filter for function	Job Search	CU	Cannot remove the function filter. Let's refresh the page. It worked. So 'Function' was the general thing.		General Design, if not good I won't go on reading
	Go back and remove filter for function	Job Search	!	One position came up. Looks like it is in French. Not helpful. Specific to french but the position is in the US. Let's look somewhere else.		Using cos for job searching, so mission is important
		Job Search	S	Healthcare. I like healthcare. More options in english. Client Service Technician, one in NY.		However I am not interested in a lot of tech companies
12:25			CU	I will look for qualification. But it looks like I am not actually qualified because I don't have a degree in engineering. If I find that I am eligible, I would read the whole description. Finally found the about us section which I was looking for on the home page. Very broad but nice to know. Then, will read responsibilities.		Product or shop?
						Not just mechanics anymore. Technology, electricity, software — seen their ads on TV about — I am working for GE now, no it's software.
Task 2					12:16 explore GE	
Success Criteria	Finds mygestory.com website and accesses at least 1 story				□	I don't like the search bar. I can click on the scrolling list. Randomly clicked on. Balancing the Equation. Outreach towards women. I would like this.
Estimated Time	5 mins					GE Business has a bunch of section, I am interested in renewable energy
Time	Step	Screen	Type	Notes		Hydro plant is pretty cool, wind turbines too. It is pretty broad.
Start 12:25	GE Home > Careers > Life at GE	Life at GE				Back isn't there. Close the tab and go back to home page.
	Looking at 'Life at GE'	Life at GE	CU	Looking for culture, they have different types of people. Clicked on Meet our people. I am not interested in these types of stories. What would you be interested in such search? Interested in different offices. Could work in any number of places and culture varies between departments. I want to see something about collaboration within, don't want to work in a hierarchical place. Self starters opportunities. Pursue with their own work within their job without micromanagement.		Not interested in career, so not going to click there.
	Click on link and navigate to mygestory.com	mygestory.com	S / CU	Click on My Very First Job. Will read his story. I guess this could be helpful. (Sighs). Not interested in job. (Text looks tiny).		Footer? Looking for a general about section. General overview of the company. As a whole what is GE about? I am only seeing its businesses.
12:28	Read a GE employee story	mygestory.com	S	I guess that is helpful. I understand why they would have this section		I don't know what to search for: General Mission. I typed one thing and animation started.
						I don't understand why GE is so broad.
Task 3						
Success Criteria	Goes to GE Digital website and explores at least 1 product				□	
Estimated Time	5 mins					
Time	Step	Screen	Type	Notes		
Start 12:28	Going back to the Home Site					
	GE Businesses > GE Digital					
	GE Digital > Products	GE Digital	!	I don't know what Predix is. I know what Cybersecurity is. I will click on it. Reading the overview which is very helpful.		
	Cybersecurity Page	GE Digital / Cyber Security	CU	Cyber attacks in power generation and utility companies. That's terrible and I didn't know about this.		
	Cybersecurity Page	GE Digital / Cyber Security	CU	What software? It is very abstract right now. If it is a software you would install or if it is more consulting. Testimonials show that it looks like a software that something you would purchase and keeps track of your network. Testimonials are helpful. May be they do training too. (Reading testimonials)		
12:32	Resources Section	GE Digital / Cyber Security	S	Resources: bunch of links. Clicking on the first one. Shows popup. Don't want to type information so will not read. I don't know what whitepaper is. I don't know why it needs my information to download it. I don't want them to email me.		
Task 4						
Success Criteria	Finds out about Balance The Equation movement				□	
Estimated Time	5 mins					
Time	Step	Screen	Type	Notes		
Start 12:32	Back at the home page of GE Careers	Careers		Looking under careers > diversity?		

	Reading GE Careers page	Careers	CU	Our Diversity Outreach — that's kind of a social initiative. I just read a report about diversity is a white concept.	
	Reading GE Careers page	Careers	CU	I would approach this initiative with caution and if it is consistent throughout the company. If none of the diversity is in management, I would be suspicious.	
	Reading GE Careers page	Careers	CU	Social initiative could be volunteering, giving back, unrelated to hiring.	
	Reading GE Careers page	Careers	CU	Leadership is very career focused. Social initiatives are not clear.	
12:36	Reading GE Careers page		!	Where would you expect it to be? May be news? It should be in a different category than the current nav options. Should be social programs or community outreach. Right now all I could say is that they are hiring a diverse workforce.	
Backup Task					
Success Criteria	Explores IBM Careers and finds relevant information		<input type="checkbox"/>		
Estimated Time	10 mins				
Time	Step	Screen	Type	Notes	
Start _____					
Pre Questionnaire					
	Age = 24 Gender = F Major = Public Health, Environmental Health Follow technology company on social media? = No Interested in their feed? = No What kind of information help you to know a company from their website? = Design, About Us, Projects / products 3 words to describe GE = Technology, Electricity, Software, I've seen their ads				
Post questionnaire					
Overall nav?	Agree They have an easy navigation bar. Careers was easy to navigate.				
Easy to apply?	Strongly agree I liked the options. Especially 'Entry Level'. It was nice to choose business or not. Function was confusing. Having 'dashes' and labeling the select options.				
I get the page what I would expect on clicking a link	Agree Neutral. I could figure it out. They weren't hiding anything. It was mostly intuitive.				
Comfortable as a potential GE Employee?	Disagree Could not find about GE generally. It is a broad company. But it would be nice to have a broad mission. Why are they in all these different sectors. Are they trying to monopolize all of energy. I found it in the jobs section and it was nice to have an overview.				
Overall website requires instructions?	Agree Disagree				
GE website has some redundant features?	Disagree Each category on website is quite separate. I don't remember seeing anything twice between pages.				
Task 1	Agree Nice to search. French was confusing.				
Task 2	Disagree -> Neutral Not easy to accomplish. Click around and read a bunch of profiles. You just have to search a lot. The employees could be grouped. Just realized you can filter. Filter works and this is helpful.				
Task 3	Agree Simple tab for finding products. Is Predix like a common thing would people know? Predix doesn't tell me anything about the product. The operating system for industrial internet. Software to connect equipment. May be tells you efficiency or something. Getting data from machines. Making machine intelligent. Maximizes efficiency / output. Helpful / expected to see? Some examples. May be I see the video or clicked around I would find that I guess.				
Task 4	Strongly disagree Didn't even do it. I don't even know what social endeavours mean. Is it the diversity thing? No. That's like the law.				
Debrief					
Initial impressions?	Lot of blue. I liked the scroll thing. It is cool. Also the search bar. I was surprised that there was no information on the home page. It is used as a navigation portal. It would be helpful to have info about what GE is. It doesn't offer anything information wise.				

Pain points?	Social outreach. It was difficult - what is social outreach? Not being able to find it. Am I misunderstanding it? Add social outreach in navbar if they are trying to prioritize it. It shouldn't be tucked under something like careers.			
What did you like?	Liked how businesses was broken down and career search			
Dislike?	Didn't love the Life at GE section. But, now because of filters, I might like it more.			
Desired info access?	If I wanted job - yes. Social outreach - no			
Questions?	<p>What is social outreach? What was I supposed to find it?</p> <p>Cannot get back to Balance the Equation because now I cannot find it in the scrolling thing. I don't know how to find it without letting it scroll.</p> <p>It is a societal issue, and I am sad GE has to highlight it.</p> <p>No one is going to search for Balance the Equation.</p> <p>I want to see a tab for social initiatives and some information on the home page.</p>			

Data Logging Form for User#3

					Codes:
Task 1					
Success Criteria	Finds one job that is relevant and interesting				CU — Comment by user E — Error ! — Critical Incident S — Completion of step
Estimated Time	10 mins				
Time	Step	Screen	Type	Notes	
Start _____	directly searching "Career GE" in Google.	Google search		I am not familiar with this company, so I google it directly.	
	choose "university student" at GE career page	career at GE		I do not know what "balance the equation" means or if the pictures are clickable.	
	choose "internship" at university career page	http://talent.gecareers.com/university		I do not know what the job will be, so I want to learn more information about it.	
	watch a video on "http://talent.gecareers.com/university/internships"	http://talent.gecareers.com/university/internships		I think there is nothing in video, and I get bored. I still know nothing about work in GE.	
	search interns	Opportunities at GE		I want to know opportunities in all business, but it does not work	
	use filters to find a job related to "ux design"			I am confused about the search choices, I do not know what options fit my skills best.	
5'28"	try different business for 6 times				
	no result found				
Task 2					
Success Criteria	Finds mygeostory.com website and accesses at least 1 story				
Estimated Time	5 mins				
Time	Step	Screen	Type	Notes	
Start _____	go to ge.com	google search			
	ge business	ge.com		I do not like choosing, esp when I know nothing about it.	
	google research "what does GE do"				
	found about us page	about us page		I could not find about us page from ge.com.	
	skim the page			I feel lost, I am not clear what they are doing.	
				poving, curing make sense, moving makes no sense for me.	
				May be it is related to engines.	
				I forgot my task.	
	search employee on about us page	search employee on about us page		It feels the website is not GE anymore, but I still read it.	
	culture and life in GE	culture and life in GE		I do not know if it is reliable.	
	Working environment in GE.	Working environment in GE.	S	Successfully describe the working in GE,	
8'05"				I am afraid the company always puts good stuff on their website, I will never go to GE to search this information. I will go to Glassdoor to check this information.	
Task 3					
Success Criteria	Goes to GE Digital website and explores at least 1 product				
Estimated Time	5 mins				
Time	Step	Screen	Type	Notes	
Start _____	go to GE digital	GE Digital		I am lost and can not understand the task.	

	stop at "aviation" sliders		seems other company do		
	stop at the "strategic partner"		I do not know the company listed in strategic partners.		
	click the logo		I give up.		
	give up and google what GE Digital does		I do not know anything from GE Digital.		
	clarify the task and click the search products on GE Digital	products page	I will stop at this point. It does not make any sense to me.		
7'20'	choose one example.		I may still want to google it directly.		
Task 4					
Success Criteria	Finds out about Balance The Equation movement	□			
Estimated Time	5 mins				
Time	Step	Screen	Type	Notes	
Start _____	go back to ge.com			I do not know how to go back from GE Digital to GE.com	
	type in search bar				
	career page				
	search application status			nothing recorded	
	almost sign in			social initiatives?????????????????????????	
	search social initiatives in career page			look through the search page	
	watch a video on initiative page	initiatives search page		the videos are repetitive.	
5'48"	I will stop at this page.			a lot of contents on this page is repetitive.	
Post questionnaire					
Overall nav?	disagree		pre questionnaire		
Easy to apply?	agree		age	25	
I get the page what I would expect on clicking a link	disagree		gender	female	
Comfortable as a potential GE Employee?	Neutral.		major	HCI	
Overall website requires instructions?	Agree		follow technology company on social media?	Some	
GE website has some redundant features?	Neutral.		Are you interested in their feed?	Only job seeking	
Task 1	disagree		What kinds of information help you to known a company from their website?	student career page	
Task 2	disagree		use three words to describe GE in your mind.	B-B company, enterprise, lots of business, know nothing.	
Task 3	disagree				
Task 4	disagree				

Data Logging Form for User#4

					Codes:
					CU — Comment by user
					E — Error
					! — Critical Incident
Task 1					S — Completion of step
Success Criteria	Finds one job that is relevant and interesting				
Estimated Time	10 mins				
Time	Step	Screen	Type	Notes	
Start 2'16"	Google > GE Homepage	GE Homepage	S	Choose GE website from the recommended history on Google.com	
	Click "Job Search" from "Career" dropdown list	Opportunities at GE	S	Make Selection from all dropdown lists	
	Make Selection to all dropdown lists	Opportunities at GE	CU	"It takes time to find what I want from the dropdown list" "There are many options to choose from, but no clear instruction to show me what to do next"	
	Get "No result" when searching for jobs	Opportunities at GE	S		
4'56"	Try to search for jobs in other business divisions	Opportunities at GE	CU	"Why it shows 'no result' in so many fields"	
Task 2					
Success Criteria	Finds mygestory.com website and accesses at least 1 story				
Estimated Time	5 mins				
Time	Step	Screen	Type	Notes	
Start 4'56"	Choose "GE Newsroom" from "NEWSs" dropdown list	GE Newsroom	S	Reach the News page of GE	
	Click the photo on Newsroom Homepage	GE 4th Quarter 2016 Earning Webcast	S	Search for "latest" news about GE	
	Back to last page by clicking the backward arrow on Chrome	GE Newsroom	S	Try to get more information from the brief description on each picture	
	Scroll between different images on the top of Newsroom page	GE Newsroom	CU	"Although I am able to know what happened to GE according to the description, there is no enough information for me"	
	Choose "Newsroom" from "News" dropdown list	GE Newsroom	E	The option leads user to the same page again	
	Try to get some keywords in the search bar	GE Newsroom	CU	"I do not have enough information to search for, and the content in the search bar just flash and disappear" "It makes me feel really confused"	
	Choose "Corporate" from the "Business Group" drop down list in the search bar	GE Newsroom	S	Reach the news/business group page	
7'22"	Try to find another business field from the dropdown list	News/Business Group page	CU	"I do not know what to do next based on the content shown, the navigation is too confusing"	
Task 3					
Success Criteria	1. Successfully describe what GE Digital is 2. Goes to GE Digital website and explores at least 1 product 3. Successfully describe what HE is trying to achieve in digital field				
Estimated Time	5 mins				
Time	Step	Screen	Type	Notes	
Start 7'30"	Find "Digital" in navigation bar and choose "Industrial Internet Insights" from the dropdown list	Digital/Industrial Internet Insights	S	Search for the insights of GE	
	Look for the right button from the navigation bar	Digital/Industrial Internet Insights	CU	"The format of navigation bar varies across different pages"	
	Click "Who we are" from "Digital" dropdown list	About GE Digital	S	Reach the description page of GE Digital	
	Browse the "About GE Digital" page	About GE Digital	S	Read content related to what GE digital is about	
	Choose "Analyst Insight" from "Digital" dropdown list	Digital/Industry Analyst Report & Insight	E	The user tries to get related information about GE digital but feels the page he reaches is not the right one	
	Back to "About GE Digital" page	About GE Digital			
	Choose "Predix" from "Products" dropdown list	Digital/Predix	E		
	Choose "Asset Performance Management" from "Products" dropdown list	Digital/Asset Performance Management	E		
	Choose "Cyber Security" from "Products" dropdown list	Digital/Cyber Security	E		
	Browse the Resource part	Digital/Cyber Security	CU	"The resource cannot be viewed without downloading"	
15'30"	Click "IIOT Insights" in the navigation bar	Digital/Industrial Internet	CU	"The description of each product is quite detailed" "I do not know what is the difference between different buttons at the top"	

Task 4				
Success Criteria	Finds out about Balance The Equation movement	□		
Estimated Time	5 mins			
Time	Step	Screen	Type	Notes
Start 15'35"	Click the icon at the top left corner	GE Digital	CU	"It does not link to the Homepage?"
	Choose to use the page opened already	Opportunities at GE	CU	"I cannot get information on that page (GE Digital), I feel this (Opportunities at GE) might be the only place that I can find the result"
	Repeat what he did in task#1	Opportunities at GE	E	Unable to find "Digital Career" on Digital page
18'10"	Get "No result" for multiple times	Opportunities at GE	CU	"Still keep showing 'No result'"
Backup Task				
Success Criteria	Explores IBM Careers and finds relevant information	□		
Estimated Time	10 mins			
Time	Step	Screen	Type	Notes
Start 18'22"	Search "IBM" on Google.com	Google.com	S	Reach IBM Homepage
	Browse the homepage	IBM Homepage	S	Look for information related to career
	Choose "Career" in the Navigation bar	IBM Career	S	Reach the career page
	Click the search bar	Job Search Welcome	S	
	Type keywords in the search bar	Job Search Welcome	CU	"It allows users to search all job positions, and make the search more specific through restriction"
Post questionnaire				
Overall nav?	neutral	age	24	
Easy to apply?	disagree	gender	Male	
I get the page what I would expect on clicking a link	neutral	major	ECE	
Comfortable as a potential GE Employee?	Neutral.	follow technology company on social media?	No	
Overall website requires instructions?	Agree	Are you interested in their feed?	No	
GE website has some redundant features?	Neutral.	What kinds of information help you to know a company from their website?	from friends	
Task 1	disagree	use three words to describe GE in your mind.	No idea	
Task 2	agree			
Task 3	agree			
Task 4	disagree			

Data Logging Form for User#5

					Codes:
					CU — Comment by user
					E — Error
					! — Critical Incident
Task 1					
Success Criteria	Finds one job that is relevant and interesting				
Estimated Time	10 mins				
3 words about GE	industry, Equipment, Electricity				
Time	Step	Screen	Type	Notes	S — Completion of step
Start 11:55am	Goes to GE.com looks at the directory	Main Page	CU	Feels the website is very complex	
	Goes to ge.com/careers	Careers			
	Navigated to careers -> Students	talent. gecareers.com			
	Selected Entry Level Positions	same			
	Browsed the master list of positions				
	Selected GE Renewable Energy from dropdown				
	Clicked on the job posting	Brassring		Was confused about the lack of info about position. Not sure if she should click "apply" for more info.	
	Browsed the job posting page to read about the position		CU	Looking for the requirements to see if she was qualified. Also looking for what the job responsibilities are.	
	Decided that this was the job she was interested in		S		
Task 2					
Success Criteria	Finds mygestory.com website and accesses at least 1 story				
Estimated Time	5 mins				
Time	Step	Screen	Type	Notes	
Start 12:15	Goes to career drop down -> Life at GE	Life at GE	CU		
	Played the "How GE Works" video				
	Continued to browse the Life at GE page	Life at GE	CU	I would prefer articles and paragraphs over videos. Doesn't like to watch a ton of videos	
	Continued to browse the Life at GE page	Life at GE	CU	She would like to learn more about the specific business culture that her job was from, rather than the overall GE culture. She is trying to find the specific place she will work at	
	Navigated to my GE Story	My GE Story		Filtered stories by business (GE Renewable Energy).	
	browsed my GE story		CU	Not sure why there are two options for GE Renewable Energy	
	Clicked on a story		!	Could not view it due to a flash requirement	
	Clicked on contact US		CU	Tried to find info on how to chat with the people who wrote the GE story	
	Browsed the GE story page		CU	She chose to browse this section of the site in order to learn more about GE because she knows very little	
	Browsed the GE story page		CU	She wants to learn more before deciding if GE is a place she would want to work	
			S		
Task 3					
Success Criteria	Goes to GE Digital website and explores at least 1 product				
Estimated Time	5 mins				
Time	Step	Screen	Type	Notes	
Start 12:27	GE.com	Home		Went to business drop down	
	GE Digital	GE Digital	CU	She thought the website was ok, it was easy to find	
	Browsed GE Digital			Did not really click on anything or explore the sliders	
	Product Drop down -> A-Z Listing			Filtered the list by Transportation software	
	Viewed the Network Software for Rail page	Network Software for rail	CU	It tells her about the product, but the information she needs might not be displayed in a prominent position. She thinks that the product information and use cases should be front and center.	
	Product Drop down -> A-Z Listing				
	Viewed GE Education Services			Went through the sliders	
	Tried to learn more about Predix			Was surprised that she had to sign in to view more info on Predix	
	Browsed GE Educational Services page		CU	This page made more sense to her because she can understand what the software is for.	
			S		
Task 4					

Success Criteria	Finds out about Balance The Equation movement	□			
Estimated Time	5 mins				
Time	Step	Screen	Type	Notes	
Start 12:34	Clicked on the world directory	Global sites		She couldn't figure out how to get back home.	
	Browsed world directory		CU	Didn't know what a social initiative was	
	Clicked on investors			She seems confused about to to find out about GE's social initiatives	
	Viewed Earnings report			She seems a little lost on how to get find info about GE	
	Clicked on 2016 annual report		CU	Shes has no idea where to go	
			!	Could not get back to GE homepage without re-entering GE.com	
	Back at GE homepage				
	Clicked on "GE Reports" within the main scrolling search		CU	She thought that info might be here because someone might report it	
	Back to GE Home		!	Task cancelled. She could not find the information that she needed	
Final Comments	The website seemed designed by different people. Some pages were hard to understand, some were easy. Information was not shown in a prominent or logical order.				
Likes	She likes the first page, how it shows categories				
Dislikes					

Data Interpretation

Task	User	Note	Importance
Exploring GE	User 1	First impressions : There are a lot of photos on GE Digital, seems random	0
Exploring GE	User 1	User scrolled up and down GE Digital a lot when exploring the site	0
Exploring GE	User 1	Don't break down the student opportunities which user dislike; clicked on leadership programs, go back to normal job search, searched for digital, project management, do not know what experience are required, no results found on initial search. Found that there is no good feedback when no results are displayed.	3
Exploring GE	User 1	Did a new search under all businesses, but the results are in small prints and not easy to use. The listing should call up the most important info such as degree required, if they will sponsor international students work visa etc. List it in bullet points rather than in long form.	4
Task 1	User 1	Went back to GE.com, went to GE energy connections (to find out what is the employee experience), Global Electric Product Management	0
Task 1	User 1	Tried the search box searched for 'employee engagement' and he feels that is it a database dump, clicked on the first result on culture and diversity. He did not expect the results he is getting. He expects what is the life going to be like at the company. He feels that the website is tailored towards the customer of GE, not job applicants	4
Task 1	User 1	GE Stories is not the most beautiful, not the easiest to find, but it is here. The page is to find out about 'people who work there, documenting the things they do', but Google do it in a much better way.	2
Task 2	User 1	There are a lot of cool numbers here. User worked in a plant for 3 months so the numbers make some sense. "Seems like it is an efficiency product, users will be less concerned about the results rather will focus on how easy it is to use the information. More info on the latter." User scroll up and down a lot to scan for information.	1
Task 2	User 1	User found 'send an email' or 'call us', but he thought it is not very useful	3
Debriefing	User 1	Found out that if there are appliances that you don't want anymore, they will help you donate them. "There are some good stuff here, his comment is why are they not called out. Can't tell from the homepage, just see the businesses. Maybe another section about what the company is doing" "The search box is really bad" "Maybe some of the stories on the front page"	4
Debriefing	User 1	Might be a good idea to pull up Life at GE instead of embedded under the Careers section	3
Debriefing	User 1	User dont think that people will use the search box to find anything. Organized in a very product-centric way. The site is organized in the way that is for people who knows what GE does, or looking something specific to purchase for their business. They could create consumer site and business site. It is a lot of stuff that the user don't care about. He doesn't care about the investor section.	4
Exploring GE	User 2	I don't like the search bar. I can click on the scrolling list. Randomly clicked on. Balancing the Equation. Outreach towards women. I would like this.	3
Exploring GE	User 2	GE Business has a bunch of section, I am interested in renewable energy	0
Exploring GE	User 2	Hydro plant is pretty cool, wind turbines too. It is pretty broad.	0

Exploring GE	User 2	Back isn't there. Close the tab and go back to home page.	2
Exploring GE	User 2	Not interested in career, so not going to click there.	0
Exploring GE	User 2	Footer? Looking for a general about section. General overview of the company. As a whole what is GE about? I am only seeing its businesses.	3
Exploring GE	User 2	I don't know what to search for: General Mission. I typed one thing and animation started.	3
Exploring GE	User 2	I don't understand why GE is so broad.	1
Task 1	User 2	They have environmental health and safety, experience level and specify entry level. Search results in no results found.	2
Task 1	User 2	Cannot remove the function filter. Let's refresh the page. It worked. So 'Function' was the general thing.	3
Task 1	User 2	One position came up. Looks like it is in French. Not helpful. Specific to french but the position is in the US. Let's look somewhere else.	4
Task 1	User 2	Healthcare. I like healthcare. More options in english. Client Service Technician, one in NY.	0
Task 1	User 2	I will look for qualification. But it looks like I am not actually qualified because I don't have a degree in engineering. If I find that I am eligible, I would read the whole description. Finally found the about us section which I was looking for on the home page. Very broad but nice to know. Then, will read responsibilities.	4
Task 1	User 2	Time taken = 5 mins	0
Task 2	User 2	Looking for culture. they have different types of people. Clicked on Meet our people. I am not interested in these types of stories. What would you be interested in such search? Interested in different offices. Could work in any number of places and culture varies between departments. I want to see something about collaboration within, don't want to work in a hierarchical place. Self starters opportunities. Pursue with their own work within their job without micromanagement.	3
Task 2	User 2	Click on My Very First Job. Will read his story. I guess this could be helpful. (Sighs). Not interested in job. (Text looks tiny).	2
Task 2	User 2	I guess that is helpful. I understand why they would have this section (mygestory.com)	0
Task 2	User 2	Time taken = 3 mins	0
Task 3	User 2	I don't know what Predix is. I know what Cybersecurity is. I will click on it. Reading the overview which is very helpful.	3
Task 3	User 2	Cyber attacks in power generation and utility companies. That's terrible and I didn't know about this.	0
Task 3	User 2	What software? It is very abstract right now. If it is a software you would install or if it is more consulting. Testimonials show that it looks like a software that something you would purchase and keeps track of your network. Testimonials are helpful. May be they do training too. (Reading testimonials)	4
Task 3	User 2	Resources: bunch of links. Clicking on the first one. Shows popup. Don't want to type information so will not read. I don't know what whitepaper is. I don't know why it needs my information to download it. I don't want them to email me.	4
Task 3	User 2	Time taken = 4 mins	0
Task 4	User 2	Looking under careers > diversity?	2
Task 4	User 2	Our Diversity Outreach — that's kind of a social initiative. I just read a report about diversity is a white concept.	0
Task 4	User 2	I would approach this initiative with caution and if it is consistent throughout the company. If none of the diversity is in management, I would be suspicious.	0

Task 4	User 2	Social initiative could be volunteering, giving back, unrelated to hiring.	3
Task 4	User 2	Leadership is very career focused. Social initiatives are not clear.	1
		Where would you expect it to be? May be news? It should be in a different category than the current nav options. Should be social programs or community outreach.	
Task 4	User 2	Right now all I could say is that they are hiring a diverse workforce.	3
Task 4	User 2	Time taken = 4 mins	0
Post Questionnaire	User 2	Overall Nav = They have an easy navigation bar. Careers was easy to navigate.	2
Post Questionnaire	User 2	Easy to apply? = I liked the options. Especially 'Entry Level'. It was nice to choose business or not. Function was confusing. Having 'dashes' and labeling the select options.	3
Post Questionnaire	User 2	Comfortable as a potential GE employee? Could not find about GE generally. It is a broad company. But it would be nice to have a broad mission. Why are they in all these different sectors. Are they trying to monopolize all of energy. I found it in the jobs section and it was nice to have an overview.	4
Post Questionnaire	User 2	Redundant features? Each category on website is quite separate. I don't remember seeing anything twice between pages.	0
Post Questionnaire	User 2	Task 2: Neutral Not easy to accomplish. Click around and read a bunch of profiles. You just have to search a lot. The employees could be grouped. Just realized you can filter. Filter works and this is helpful.	1
Post Questionnaire	User 2	Task 3: Agree Simple tab for finding products. Is Predix like a common thing would people know? Predix doesn't tell me anything about the product. The operating system for industrial internet. Software to connect equipment. May be tells you efficiency or something. Getting data from machines. Making machine intelligent. Maximizes efficiency / output. Helpful / expected to see? Some examples. May be I see the video or clicked around I would find that I guess.	3
Debrief	User 2	Initial impressions? Lot of blue. I liked the scroll thing. It is cool. Also the search bar. I was surprised that there was no information on the home page. It is used as a navigation portal. It would be helpful to have info about what GE is. It doesn't offer anything information wise.	3
Debrief	User 2	Pain Points? Social outreach. It was difficult - what is social outreach? Not being able to find it. Am I misunderstanding it? Add social outreach in navbar if they are trying to prioritize it. It shouldn't be tucked under something like careers.	1
Debrief	User 2	Liked? Liked how businesses was broken down and career search	2
Debrief	User 2	Disliked? Didn't love the Life at GE section. But, now because of filters, I might like it more.	3
Debrief	User 2	Access to desired info? If I wanted job - yes. Social outreach - no	1
		Questions for us? "What is social outreach? What was I supposed to find it? Cannot get back to Balance the Equation because now I cannot find it in the scrolling thing. I don't know how to find it without letting it scroll.	

		It is a societal issue, and I am sad GE has to highlight it.	
		No one is going to search for Balance the Equation."	
Debrief	User 2	I want to see a tab for social initiatives and some information on the home page.	1
Exploring GE	User 3	I would rather use google search to search the information. There are so many options in the drop-down menu. I do not like to choose.	2
Task 1	User 3	The video on career page is boring and does not provide effective information for job search.	2
Task 1	User 3	I can not search job in all businesses. I do not know where are the job opportunities or which job can best match my skills.	3
Task 2	User 3	I could not find "about us" page from ge.com.	2
Task 2	User 3	I feel lost, and I am not clear what they are doing.	3
Task 2	User 3	Some content makes no sense for me. From "about us" page, I think they are making engines.	3
Task 2	User 3	I will not trust the website about their employee's life. I would like to check it in Glassdoor.	
Task 3	User 3	I do not know the company listed in strategic partners. I do not know anything from GE Digital. I may still want to google it directly.	2
Task 4	User 3	I do not know how to go back from GE Digital to GE.com. Nothing recorded in application status. I do not even understand social initiatives. The videos are repetitive. A lot of contents on this page is repetitive.	3
Task 1	User4	There is so much content to choose from, but no clear instruction provided. I do not know what to do next for accomplishing the task.	2
Task 1	User4	It is so hard to choose what I want from the dropdown lists because it has so many options and do not allow me to type in keywords	3
Task 2	User4	Only 5 latest new can be found on the Homepage	1
Task 2	User4	Although there is a short description for each picture, but I cannot know the details without clicking it and reach another page	3
Task 2	User4	I do not know how the search bar works. The dropdown list disappears after a short flash	4
Task 2	User4	The options in the navigation bar are quite confusing and requires clarification	4
Task 3	User4	Format of Navigation columns varies across different pages, I cannot figure out how to use the one in a new page based on previous experience	3
Task 3	User4	I am unable to understand the difference between buttons in navigation bars, so do not know whether I can reach my goal by clicking a certain one of them	4
Task 3	User4	I can only find limited information about GE Digital, and still unclear about what is for	2
Task 4	User4	The icons on some page do not link to the homepage while others do	3
Task 4	User4	The use of Capital letter makes me feel hard to read	1
Task 4	User4	I do not know how to go back to GE's Homepage, so maybe what I can only do is go back to the page that I opened before	3
Back-up Task	User4	IBM provides different interface for clients and potential employees to use	
Back-up Task	User4	The job search feature in IBM website allows me to type in keywords while searching for jobs	
Exploring GE	User 5	Feels the website is very complex	2
Task 1	User 5	Was confused about the lack of info about position. Not sure if she should click "apply" for more info.	3
		Looking for the requirements to see if she was qualified. Also looking	

Task 1	User 5	for what the job responsibilities are.	1
Task 2	User 5	Tried to find info on how to chat with the people who wrote the GE story	2
Task 2	User 5	Not sure why there are two options for GE Renewable Energy	4
Task 2	User 5	She wants to learn more before deciding if GE is a place she would want to work	2
Task 3	User 5	She thought the website was ok, it was easy to find	
Task 3	User 5	Was surprised that she had to sign in to view more info on Predix	4
Task 3	User 5	This page made more sense to her because she can understand what the software is for. (Education Services)	
Task 3	User 5	It tells her about the product, but the information she needs might not displayed in a prominent position. She thinks that the product information and use cases should be front and center.	4
Task 4	User 5	She couldn't figure out how to get back home.	4
Task 4	User 5	Could not get back to GE homepage without re-entering GE.com	4
Task 4	User 5	She thought that info might be here because someone might report it (GE Reports)	2
Task 4	User 5	Task cancelled. She could not find the information that she needed	4
Task 4	User 5	She seems a little lost on how to get find info about GE	4
Task 4	User 5	She seems confused about to to find out about GE's social initiatives	2
Post-Questionnaire	User 5	Overall I feel the navigation on GE.com is understandable and instructive	0
Post-Questionnaire	User 5	It is easy to apply for a job on GE website	0
Post-Questionnaire	User 5	I get the page I expect when I click on GE website	2
Post-Questionnaire	User 5	I feel that the system make me feel comfortable as an employee at GE	1
Post-Questionnaire	User 5	The overall website requires more instructions for users	2
Post-Questionnaire	User 5	GE website has some redundant features	2
Post-Questionnaire	User 5	I found task 1 to be easy to accomplish	0
Post-Questionnaire	User 5	I found task 2 to be easy to accomplish	1
Post-Questionnaire	User 5	I found task 3 to be easy to accomplish	2
Post-Questionnaire	User 5	I found task 4 to be easy to accomplish	4
Debrief	User 5	The website seemed designed by different people. Some pages were hard to understand, some where easy. Information was not shown in a prominent or logical order.	3