

Project	Website: American Forest Foundation	Facilitator	Team Tetris
Scenario	UX Usability Testing	Date	January 22, 2015

	User Background	Quantitative (Observations)	Qualitative (Feedback)
1	Subject: Male, 20 Occupation: Engineering Online Presence: 20hrs/week Online Usage: FB, YouTube	simple. nav good. took a while to find contact info, went to news doesn't know where Mission Statement is (landing page) finally went to About us. reports good	mission statement on landing page
1	Subject: Female, 25 Occupation: Pre-Health Online Presence: Average Online Usage: FB, Netflix	plain wants to tap dot. toggle wasn't obvious mission statement good reports good.	doesn't like toggle
3	Subject: Male, 20-25 Occupation: Business Mgmt. Online Presence: 5hrs/day Online Usage: Social Media, General	scrolled back & forth significantly physically looked down to see text (text size too small!!) knew what the website & company was about (non-profit) Q1 (Location of AFF) — hesitated, checked About Us then Contact Q2 (Mission Statement) — Immediate success! Q3 (Reports) — Significant hesitation, located after 1 minute.	mobile site should utilize full width of device
4	Subject: Female, 45-55 Occupation: Recreation-Coord Online Presence: 6hrs/week Online Usage: FB, YouTube	immediately knew what company & website was about (non-profit) noted that text size too small! knew what the website & company was about (non-profit) Q1 (Location of AFF) — Immediate success! Q2 (Mission Statement) — Immediate success! Q3 (Reports) — Immediate success!	noted logo place holder looked similar to art installation questioned what logo placeholder would do/signifies expected to see color or cover noted that text size too small, but was quick to utilize zoom experience with web dev, SEO, and graphic design.
5	Subject: Null Occupation: Null Online Presence: Null Online Usage: Null		