  **USERS**:  Ask at least TWO (2) people who are similar to those in your target audience to test the comparable sites.

* Watch each person as he or she explores each site.
* Ask each user what he or she likes and doesn't like about the site.
  + Say “Try to think out loud as much as possible as you explore the site.”
  + Say “Look around this page and tell me what you think everything is and what you would be likely to click.”
* Ask each user to perform THREE (3) representative tasks that can be accomplished on the site, such as:
  + Finding the number of a person to contact
  + Locating the president of the organization
  + Finding the date and time of a particular show
* Watch carefully as each user performs each task
* Ask each user the following questions:
  + What worked as expected in accomplishing the tasks?
  + What didn’t work as expected?
  + What features would you want to be sure were part of a site like this?
  + What features do you think should be included that were not?
  + What information on the site should be kept? What discarded?
  + What information do you think should have been included that was not?
  + What do you like best about the site?

 **CLIENT**:  Repeat the above steps with your client to gain additional insight into the information and features that your client wants for the Web site.

**Website #1 uwlax.edu**

*What she likes*

* The picture slideshow is a good size
* The quick links are very useful
* Big boxes on the side
* Blurb of events and fast facts
* Social Media buttons

*What she does not like*

* The trees at the bottom should be the background
* White is boring looking
* A-Z Index is too slow

*Three representative tasks*

**Find Contact email**- found immediately **Find the name of an upcoming event** – found on the homepage **Find the staff directory** – found but bothered by how slow it took to load

* + What worked as expected in accomplishing the tasks?   
    Everything seemed to work well for her
  + What didn’t work as expected?   
    She did not like the A-Z index but could not think of anything else
  + What features would you want to be sure were part of a site like this?   
    She really liked the picture slideshow, quick links, and big buttons on the side
  + What features do you think should be included that were not?  
    Could not think of anything
  + What information on the site should be kept? What discarded?   
    keep everything
  + What information do you think should have been included that was not?   
    Can’t think of anything
  + What do you like best about the site?  
    She really likes the ease of navigation

**Website #2 johnmarshalhs.org**

*What she likes*

* The ribbon and ribbon hover
* The picture slideshow
* News events and links
* Colors are nice
* Likes search this site
* Likes bottom detail

*What she does not like*

* The middle links extend too far. Should be a scroll box and a fixed length
* Upcoming events and news seems unnecessary
* Paypal button looks horrible
* Photo slideshow transitions are bad
* Scroll on the top is really distracting
* Hover color too bright

*Three representative tasks*

**Find Contact email**- found form instead **Find the name of an upcoming event** – found on the homepage **Find the staff directory** – found but not very informative

* + What worked as expected in accomplishing the tasks?   
    Everything seemed to work as expected
  + What didn’t work as expected?   
    Nothing that she could find
  + What features would you want to be sure were part of a site like this?   
    She really liked the picture slideshow, quick links, and big buttons on the side
  + What features do you think should be included that were not?  
    Could not think of anything
  + What information on the site should be kept? What discarded?   
    A lot of links seem unnecessary, maybe condense to important categories. Also paypal button is awkward and the news links could be shortened.
  + What information do you think should have been included that was not?   
    Not much more to included
  + What do you like best about the site?  
    The ribbon and colors (beside hover color) are appealing

**Website #3 wesleyanschool.org**

*What she likes*

* School alert in middle of page is appealing
* Success story is cool

*What she does not like*

* Pictures way too big
* Page is too long and cluttered
* Hates at a glance part of the page
* Athletics seems unnecessary for first page, no reason for athletics schedule
* Arts and Christian life seem like bloat
* Messed up picture scroll
* Footer is aligned funny
* Way too much, not sure where to start looking

*Three representative tasks*

**Find Contact email**- Could not find **Find the name of an upcoming event** – Could not find **Find the staff directory** – found immediately

* + What worked as expected in accomplishing the tasks?   
    kind of liked sidebar but was too much with navigation on top as well
  + What didn’t work as expected?   
    mainly navigation was hard to use
  + What features would you want to be sure were part of a site like this?   
    Slideshow picture, categories into simpler categories
  + What features do you think should be included that were not?  
    Could not think of anything
  + What information on the site should be kept? What discarded?   
    A lot of the information and navigation seemed really unnecessary and was distracting
  + What information do you think should have been included that was not?   
    Not much more to be included

What do you like best about the site?  
Really likes the school alert box