IdeaBase Website User Tasks

Pre Task Questions

- Have you ever worked with a design agency before?
  - If yes who, and how was the experience?

  - If no, do you plan to?

- Are you familiar with IdeaBase?

- What are your first impressions of the IdeaBase website? Take a minute and browse the site and tell me any thoughts that you have about it.
  - What are some words you would use to describe it?

  - Is there anything that stands out to you?

User Tasks	Success?	Fail?	Time taken	Notes
1) Can you tell me what services are offered by IdeaBase? *Success if user locates Process page and can identify services offered.*				
2) You are interested in hiring IdeaBase to create a new website for your business, how would you find out how much this service would cost? *Success if user locates "get in touch today" and fills out contact form or locates "sounds great how much does it cost?" from Process page.*				
3) You have heard IdeaBase has a User Testing Lab, can you find more information about that service? *Success if user locates "user experience testing lab" page.*				

4) Could you locate information about the IdeaBase design team? *Success if user locates "staff profiles" section of People page.*				
5) You have a meeting with a designer at the IdeaBase office, can you find where it is located on the website? *Success if user can locate IdeaBase address on page.*				
6) Can you find examples of work IdeaBase has completed for other clients? *Success if user locates "Projects" page.*				
7) You are interested in hiring IdeaBase and want to contact someone at IdeaBase about starting a new project. How would you do that? *Success if user locates "Get in touch today" and fills out contact form, or locates email or phone# and indicates they would email or call.*				

8) What are the techniques IdeaBase uses to solve design problems clients have? *Success if user locates Process or Projects page.*			
9) (former student task) Where can you find information about working for IdeaBase as a student designer? *Success if user locates "Work for IdeaBase" located under "People" page.*			
10) Blog posts			
11) Classroom experiences			
12) About			
13) What do all the buttons / Navigation links do?			

Follow up questions

- If there were any tasks that couldn't be completed, ask why they missed/couldn't locate specific features?
  - ○
- ● After spending some time on the IdeaBase site what are your thoughts?
  - ○ Does anything stand out to you?

- Based on how the IdeaBase website looks visually, what is the quality of work you would expect from our IdeaBase designers)? (High, Low, Expensive, cheap, good quality...?)

- What do you like about the site?

- What don't you like about the site?
    - Why?

- What would you change?
    - Why?
- Contact preference? (phone, form, email...)
    - Why?