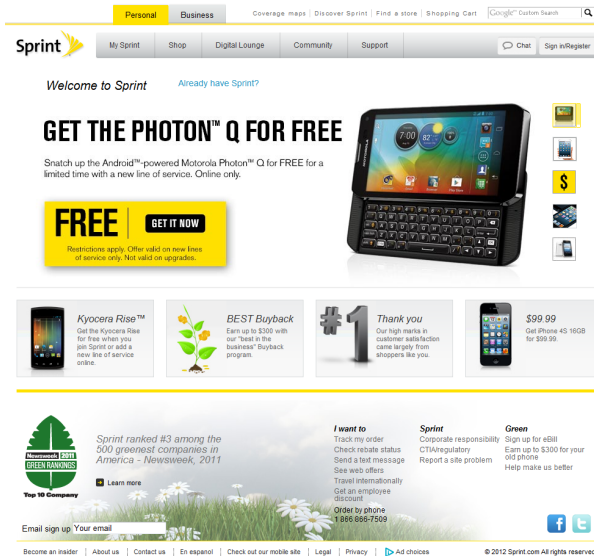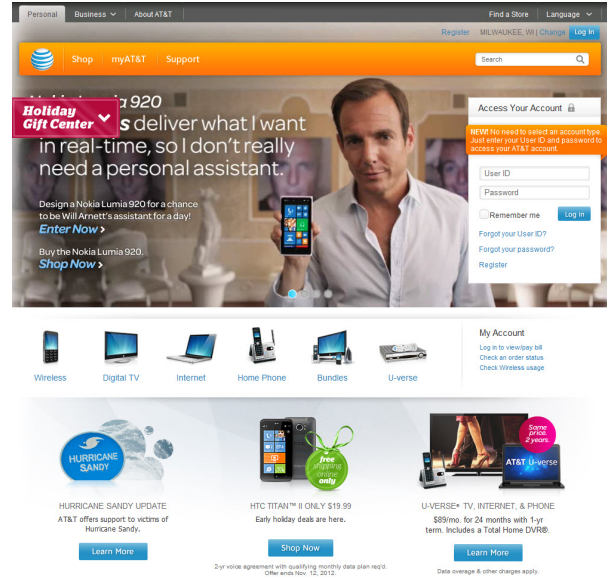# Summative Usability Study

A Usability Test of Sprint.com and ATT.com

Sprint.com

ATT.com

November 7, 2012 -- Version 1.0

Prepared by: 0 Degrees of Kevin Bacon

Jennifer Adam, Ben Fields, Ian Hall, Tara Hughes

Contents

1 Executive Summary

This report describes the results of a summative usability test commissioned by Sprint to test Sprint.com functionality against ATT.com. The test was carried out by the usability team of "0 Degrees of Kevin Bacon" between October 28th and November 4th.

Sprint.com and ATT.com are websites which allow users to compare mobile phones, mobile plans, coverage maps, and purchase mobile phones. The usability team tested thirty two participants total in a summative between-subjects usability study of the two sites. Group A tested Sprint.com with sixteen participants while Group B tested ATT.com with sixteen participants.

The task order presented to each of the participants was counterbalanced to ensure learning did not affect the overall results of the testing tasks. The following tasks were performed:

- Task A: Find the cost of the 16GB iPhone 4S.
- Task B: Compare the Samsung Galaxy S III and the Samsung Galaxy Note II to determine which device allows you to talk longer without having to recharge the battery.
- Task C: Find if you're likely to get good wireless service in the area in which you live.

The test moderators observed test participants as they completed the tasks using the assigned site and task order, and recorded:

- Success rate
- Time-on-task
- Ease of use rating

For Task A, "find the cost of the 16GB iPhone 4S," all participants completed the task and no statistical differences were observed on the effectiveness or the ease of use ratings.

For Task B, "compare the Samsung Galaxy S III and the Samsung Galaxy Note II to determine which device allows you to talk longer without having to recharge the battery," all participants completed the task, while participants on average were 28 seconds faster using Sprint.com but ATT.com participants were more satisfied with the experience.

For Task C, "find if you're likely to get good wireless service in the area in which you live," 94% of participants completed the task for both sites, and participants on average were 50 seconds faster when using Sprint.com while the ease of use rating only slightly favored Sprint.com over ATT.com.

2 Introduction

This document describes a summative usability study of the Sprint.com and ATT.com websites. Both websites are for facilitating phone service, device, and other product purchases.

The goals of this summative usability study includes evaluating the ability of participants to complete tasks, the speed with which participants can complete tasks, and the participants satisfaction during completion of the tasks.

The usability test objectives were to measure and compare effectiveness, efficiency, and satisfaction of the Sprint.com and ATT.com websites. Specifically, these study objectives were addressed through the findings for the following tasks:

- Task A: Find the cost of the 16GB iPhone 4S.
- Task B: Compare the Samsung Galaxy S III and the Samsung Galaxy Note II to determine which device allows you to talk longer without having to recharge the battery.
- Task C: Find if you're likely to get good wireless service in the area in which you live.

3 Method

This section provides a detailed description of the test setup and the method used for summative usability test. We describe the test participants, the test equipment, the tasks and the procedure utilized to execute this summative usability test. The test sessions were conducted October 28th – November 4th. Testing took place in the assigned location of each group member's convenience. Participants took part in the usability tests with a computer that had access to ATT.com or Sprint.com

3.1 Test Participants

Thirty two volunteers (15 females and 17 males) participated in the study. Their average age was 32.2 years (SD = 9.1). All participants reported using the Internet at more than once per day . None of the participants had prior experience using the Sprint or AT&T websites for purchasing telephone hardware. See Appendix A for participant details.

3.2 Stimuli

We tested two websites, sprint.com and ATT.com, for their ability to facilitate the purchase of new phone hardware, compare devices, and locate good wireless coverage. Each participant interacted one of the two live websites between October 28th and November 4th.
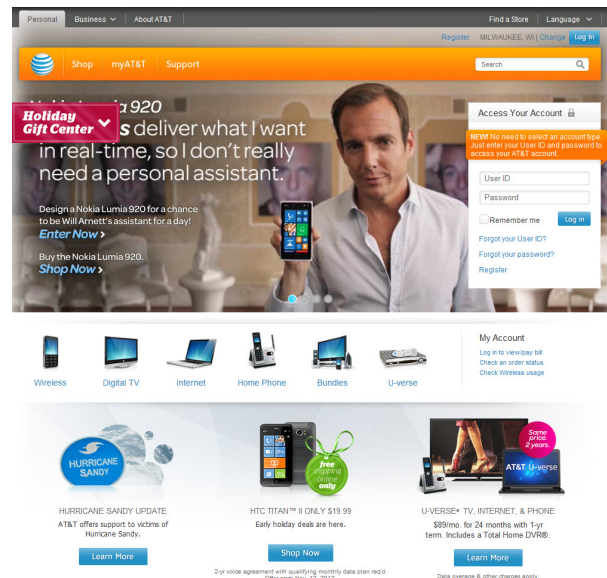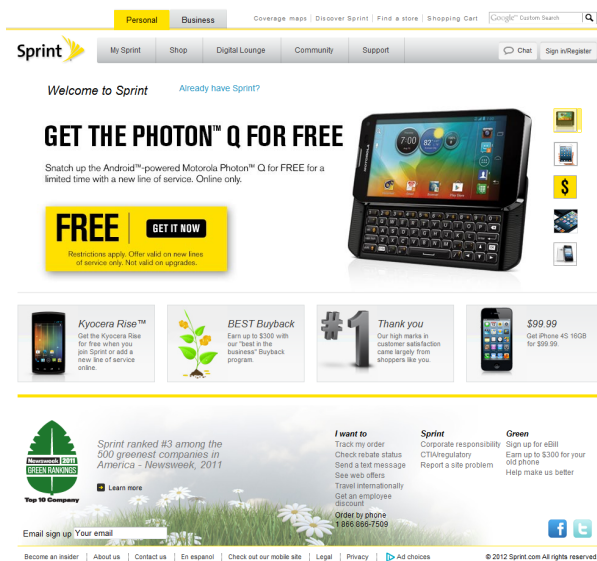
Sprint.com home page   **ATT.com home page**

Figure 1. Sprint and AT&T home pages

3.3 Procedure

3.3.1 Test Design

Participants were divided into two groups for a between subjects study. One group of 16 participants were asked to complete three tasks using ATT.com while the second group of 16 participants completed the tasks using sprint.com. The participant tasks were stated in the form of a scenario and required the participant to find the answer to a specific question, for example: "the price of a 16 GB iPhone 4S," or "which device has a longer talk time."

Task order was counterbalanced within the 16 participant groupings to ensure there were no learning effects from previous tasks impacting the success or speed-to-completion of the task results. Counterbalancing also allowed the study team to account for the first-time experience encountered by users of sprint.com in which they were presented with a 'Welcome' screen and prompted to select whether they are a current customer and whether they are a Personal or Business user.

The following task sequence pattern was repeated for the thirty two participants (see section 3.3.6 for high level description of tasks):

1. A, B, C
2. B, C, A
3. C, A, B
4. C, B, A
5. B, A, C
6. A, C, B

Tasks were printed in a booklet and presented in the appropriate order for each participant. Participants were asked to read the task aloud and instructed not to begin until told to do so. After reading the task, the participant was asked if they had any questions. Once questions had been satisfied, they were verbally cued by the moderator to "begin." To indicate that they were finished, participants were asked to say "done." Time on tasks was measured utilizing the recordings in either Morae or Silverback, which allowed the moderators to measure the time-on-task accurately despite varying environments.

3.3.2 Evaluation Measures

The usability team designed this study to measure two qualitative measures and three quantitative measures, the results of which were used to determine the summative usability of sprint.com and ATT.com.

The qualitative measures observed for the tasks included:

- Usability issues observed - Did the participant encounter trouble using the website for it's intended purpose?
- User comments (positive and negative) - What did the participant have to say about their experience on the website?

The quantitative measures observed for the tasks included:

- Success/failure for task completion - Did the participant complete the task?
- Time on task - How long it took a participant to complete the task?
- Overall Ease of Use Rating - How easy did the participant feel it was to complete the task?

3.3.3 Test Equipment

Computer	Operating System	Browser	Accessories/Set-up
MacBook Pro, 13-inch screen	OS X 10.6	Firefox 16	Built in keyboard and external mouse
Windows laptop, 15-inch screen	XP	Internet Explorer 8	Built in camera, trackpad (no external mouse or keyboard)
Windows laptop, 17-inch screen	Vista	Internet Explorer 9	External camera, keyboard and mouse
MacBook Air, 13-inch screen	OS X 10.6	Firefox 16	Built in keyboard and wireless external mouse

3.3.4 Timetable
Each test session should last no longer than 30 minutes. Testing sessions and followed the sequence below:

Activity	Start	Finish
Participant arrives/introduction to test	0 min	2min
Participant carries out tasks and responds post task question	5min	20min
Participant completes end-of-session question	25min	30min

3.3.5 Participant arrived / Introduction to test
When participants arrived they completed the Informed Consent Agreement (Appendix C) and a Background Questionnaire (Appendix D). The moderator introduced the test environment and explained that the purpose of the testing was to obtain feedback on the website. The moderator also emphasized the participant's rights as a human test participant.

Moderator explained the "rules" governing the test as follows:

- I will ask you to perform a series of tasks involving _____.com
- After each task, I'll ask you to answer a question about your experience.
- At the end of the session, I have a final question to ask you which will allow you to explain your experience with the website. Your answers will help us understand what worked for you and what did not.
- The session should not last any longer than 30 minutes.

The moderator began with reminding the participant in this research of the following:

- You may refuse to participate at any time
- You may take a break at any time
- You may ask questions at any time.
- Your answers are kept confidential.

See Appendix F for Moderator Guide details.

3.3.6 Participant carried out tasks

During the test execution phase, the participants were asked to carry out the following tasks.

- Task A: Find the cost of the 16GB iPhone 4S.
- Task B: Compare the Samsung Galaxy S III and the Samsung Galaxy Note II to determine which device allows you to talk longer without having to recharge the battery.
- Task C: Find if you're likely to get good wireless service in the area in which you live.

See Appendix E for detailed task scenarios.

3.3.7 Post-task questions

Upon completion of each task, the participant was asked to rate the following statement:

- I found this task to be easy to carry out using the _____.com website.

The participant was then asked to select whether they:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

The results of the participant responses were used to calculate the overall participant satisfaction with either sprint.com or ATT.com.

3.3.8 Participant completes end-of-session survey

Following the task portion of the participant testing session, the participant was asked to respond to the following question:

- Please describe your experience with this website today in 1-2 sentences.

The results from this question inform the qualitative results portion of the test results and provide insight into the participants overall feelings towards either sprint.com or ATT.com and allow for comparisons to be made between the respective sites.

4 Findings

This section provides a detailed description of the summative usability test findings. These findings are presented in three sections: Statistical Findings, Usability Findings, and Positive Findings and Recommendations.

4.1 Statistical Findings

Task A Statistics

Find the cost of the 16GB iPhone 4S.

Effectiveness - Task Completion (success rate)

Task A completion rate was 100% for both ATT.com and sprint.com. While success rate is identical we still conducted Fisher's Exact test to compare the task completion rate with the ATT.com web site (100%) to the task completion rate with the sprint.com web site (100%) and found no statistically significant difference (Two Tailed p-value: 1) at alpha level .1.

Efficiency - Time on Task

We conducted an independent samples t-test to compare the time on task for Task A between the two web sites. We found a significant difference ($t(30) = .64$, $p < .1$), such that participants who used sprint.com took longer to complete the task (M = 38.1 s, SD = 15.2 s) than participants who used ATT.com (M = 35.3 s, SD = 8.4 s).

Figure 2. Task A - Distribution of Time on Task (seconds)

Satisfaction - Ease of use ratings (Likert Scale 1-5; 1 = Strongly Disagree, 5 = Strongly Agree)

We also conducted an independent samples t-test to compare the ease of use ratings participants assigned to Task A for each web site. There was no significant difference between the ease of use ratings for ATT.com (M = 4.7, SD = .5) and sprint.com (M = 4.6, SD = .5) at alpha level .1 ($t(30) = -.36$, $p < .1$).

Task B Statistics

Compare the Samsung Galaxy S III and the Samsung Galaxy Note II to determine which device allows you to talk longer without having to recharge the battery.

Effectiveness - Task Completion (success rate)

Task B completion rate was 100% for both ATT.com and sprint.com. While success rate is identical we still conducted Fisher's Exact test to compare the task completion rate with the ATT.com web site (100%) to the task completion rate with the sprint.com web site (100%) and found no statistically significant difference (Two Tailed p-value: 1) at alpha level .1.

Efficiency - Time on Task

We conducted an independent samples t-test to compare the time on task for Task B between the two web sites. We found a significant difference ($t(30) = -3.18$, $p < .1$), such that participants who used ATT.com took longer to complete the task ($M = 94.8$ s, $SD = 26.1$ s) than participants who used sprint.com ($M = 66.9$ s, $SD = 23.5$ s).
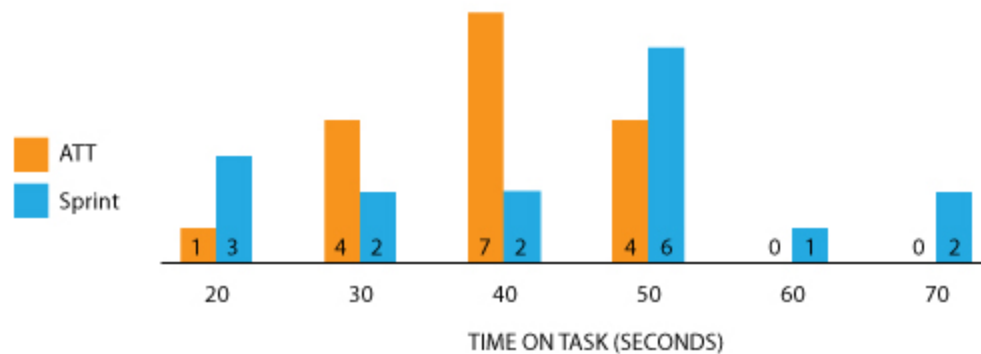

Figure 3: Task B - Distribution of Time on Task (seconds)

Satisfaction - Ease of use ratings (Likert Scale 1-5; 1 = Strongly Disagree, 5 = Strongly Agree)

We also conducted an independent samples t-test to compare the ease of use ratings participants assigned to Task B for each web site. We found a significant difference ($t(30) = -1.91$, $p < .1$), such that participants rated ATT.com ($M = 4$, $SD = 1.0$) easier to use than sprint.com ($M = 3.25$, $SD = 1.2$) at alpha level .1.

Task C Statistics

Find if you're likely to get good wireless service in the area in which you live.

Effectiveness - Task Completion (success rate)

Task C completion rate was 94% for both ATT.com and sprint.com. While success rate is identical we still conducted Fisher's Exact test to compare the task completion rate with the ATT.com web site (94%) to the task completion rate with the sprint.com web site (94%) and found no statistically significant difference (Two Tailed p-value: 1) at alpha level .1.

Efficiency - Time on Task

We conducted an independent samples t-test to compare the time on task for Task C between the two web sites. We found a significant difference ($t(28) = -6.75$, $p < .1$), such that participants who used ATT.com took longer to complete the task (M = 73.1 s, SD = 26.3 s) than participants who used sprint.com (M = 23.4 s, SD = 8.2 s).
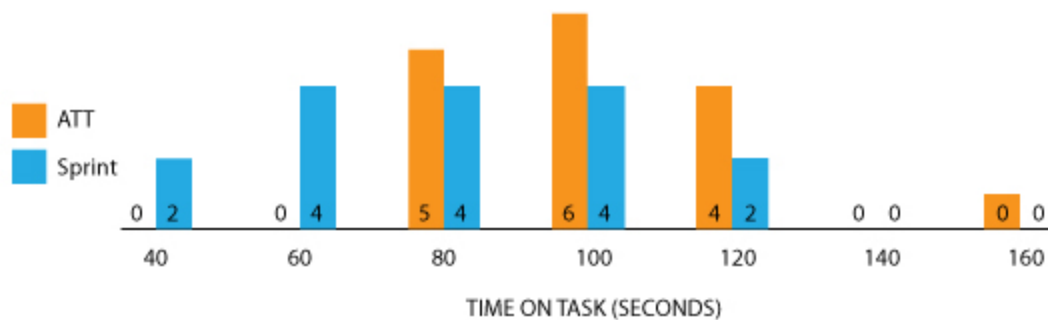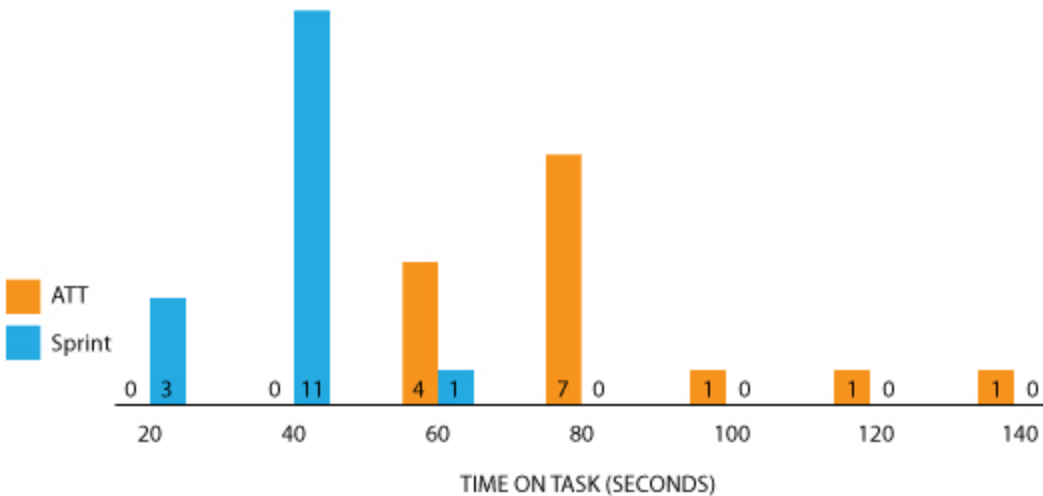

Figure 4: Task C - Distribution of Time on Task (seconds)

Satisfaction - Ease of use ratings (Likert Scale 1-5; 1 = Strongly Disagree, 5 = Strongly Agree)

We also conducted an independent samples t-test to compare the ease of use ratings participants assigned to Task C for each web site. We found a significant difference ($t(28) = 2.91$, $p < .1$), such that participants rated sprint.com (M = 4.5, SD = .4) easier to use than ATT.com (M = 4.1, SD = .9) at alpha level .1.

4.2 Usability Findings

Task A Findings

Task A success rate was 100% for both sprint.com and ATT.com. The 100% success rate shows that the path taken to find the iPhone is effective on both sites. Time on task scores revealed that sprint.com had a slower completion time than ATT.com. This would result in a search-for-device process that is less efficient than ATT.com. Ease of use ratings showed equality between the two sites. Participants agreed that the search-for-device process satisfied their needs.

The qualitative interview question revealed an overall satisfaction with the task of searching for an iPhone. One participant judged the quality of the ATT.com site based on the ease of navigation. "It was easy to find what I was looking for so I was happy with the quality of the website.", said Participant 5. Qualitative results revealed the sprint.com site matching the mental model for search-for-device functionality, as stated by Participant 8, "Finding phones was like other cellular sites."

While quantitative measures of effectiveness and satisfaction were equal the measure of efficiency swayed toward ATT.com. This could be due to additional browser windows needed to access the home and phone listing page. When first visiting sprint.com users are welcomed with an entry page that requires a selection of user type. This selection delayed entry to the home page and added time to the first task. Another addition was a pop-up modal upon entering the phone listing page. This modal required an extra click before the user was able to interact with the phone listing page. ATT.com had neither of these extra steps when searching for the iPhone.

Task B Findings

Like Task A, both ATT.com and sprint.com received a 100% success rate for Task B. Time on task scores revealed ATT.com taking significantly longer to search, find and compare information between two devices than sprint.com. The average time on task for ATT.com was 94.8 seconds (SD = 26.1) while the average time for sprint.com was 66.9 seconds (SD = 23.5). Thus making sprint.com significantly more efficient for searching and comparing phone specifications.   Interestingly, while tIme on task for ATT.com was significantly longer than sprint.com participants rated ATT.com easier to use by a significant amount. ATT.com users struggled with how to use the compare functionality. Either they didn't notice it was there, or couldn't find the "Compare" button to activate the compare feature. Sprint.com users found the display of the content within the phone detail pages overwhelming. They also found that searching for a phone using the left filter options was confusing due the number of options.

The qualitative interview question revealed both satisfying and dissatisfying comments toward the compare functionality of ATT.com. "I don't understand how to compare products," said Participant 1. On the other hand, Participant 22 said, "I like it. It's shiny. It's easy to find things. It gives you pretty much all the options you could want right away. It makes me want

to look around and browse a little bit. I don't just want to get my thing done, I actually want to check it out a little bit." Comments about sprint.com swayed toward an aggrevation with the search and compare task. "Trying to find the talk time was tough. There was a lot of words to dig through.", said Participant 7. Participant 29 stated, "There are too many options on the left for finding phones. It should be simpler."

Task C Findings
Task C success rate was 94% for both sprint.com and ATT.com. One participant from each site failed the task of searching for coverage in their area. Sprint.com failed to load the Coverage Map after Particpant 6 had selected the link on the home page. "It was easy to navigate when it worked." ATT.com was rated the least efficient site due to significantly lower time on task measurements. ATT.com averaged 73.1 seconds compared to an average time of 23.4 seconds on sprint.com. Participants rated sprint.com easier to use that ATT.com by a significant margin.

The location and visibility of the Coverage Map link played a major part in the results of this task. ATT.com particpants were having trouble finding the link on the site. Sometimes the participants had to resort to secondary methods for searching like entering keywords into the search bar. The inability to initially find the Coverage Map link delayed the time on task completion for participants of ATT.com. The location of the coverage map link in the header bar of sprint.com was visible and met user expectations for the location. This resulted in an experience that was significantly more efficient than ATT.com. "Finding the coverage map was easy.", stated Participant 25 about the location of the Coverage Map link on sprint.com.

4.3 Positive Findings and Recommendations
While sprint averaged quicker time on task results for 2 of the 3 tasks (task B and task C), the ease of use rating on task B was lower than ATT.com. As mentioned earlier, qualitative comments revealed that some participants enjoyed spending more time on the ATT.com web site. One of the overall observations that could have led to this lower ease of use rating is the use of additional screens when users initially enter the sprint.com web site.

When users initially access ATT.com they are taken immediately to the home page to begin their desired tasks. When users initially access Sprint.com they are presented with a 'Welcome' page where they must choose if they are a Current Customer (Personal or Business) or Just browsing (Personal or Business). After selecting their preference they are taken to the home page to begin their desired task.

When users enter the phone listing page on ATT.com they can begin searching for their desired phone. When users enter the phone listing page on Sprint.com they are

presented with a modal pop-up that involves interaction before they have access to search the phones.

These additional tasks could be causing additional cognitive load that is resulting in user frustration, hindering them from executing their desired task.

Recommendation: Streamline the number of steps/pages needed to reach the phone listing page by:

1.   Moving the intro page information to a location where it does not affect the initial interaction with sprint.com.
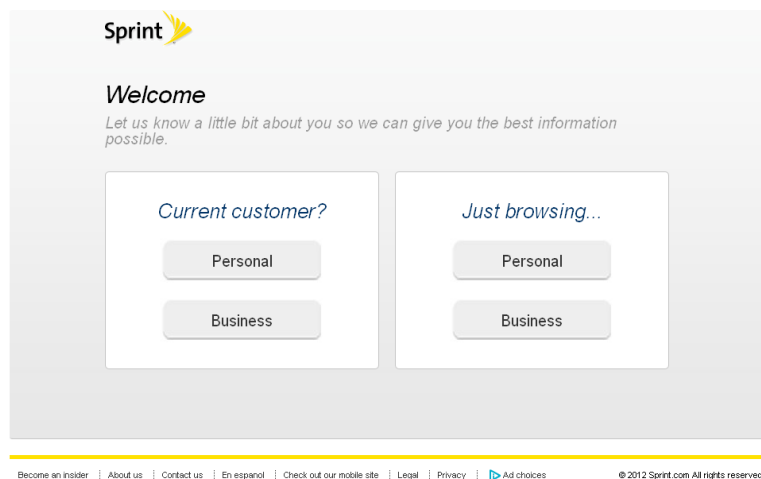
Figure 5: Sprint.com 'Welcome' screen

2.   Moving the 'Buyback' splash page to a location where it does not block the user's interaction with the phone listing page.

Figure 6. Sprint.com 'Buyback' splash page

Positive Findings

The location of the Coverage Map link on the home page of Sprint.com resulted in effective and efficient usability. The ease of use and time on task ratings for the task of finding coverage resulted in the higher user satisfaction rating than ATT.com.

Appendix A: Participant Details
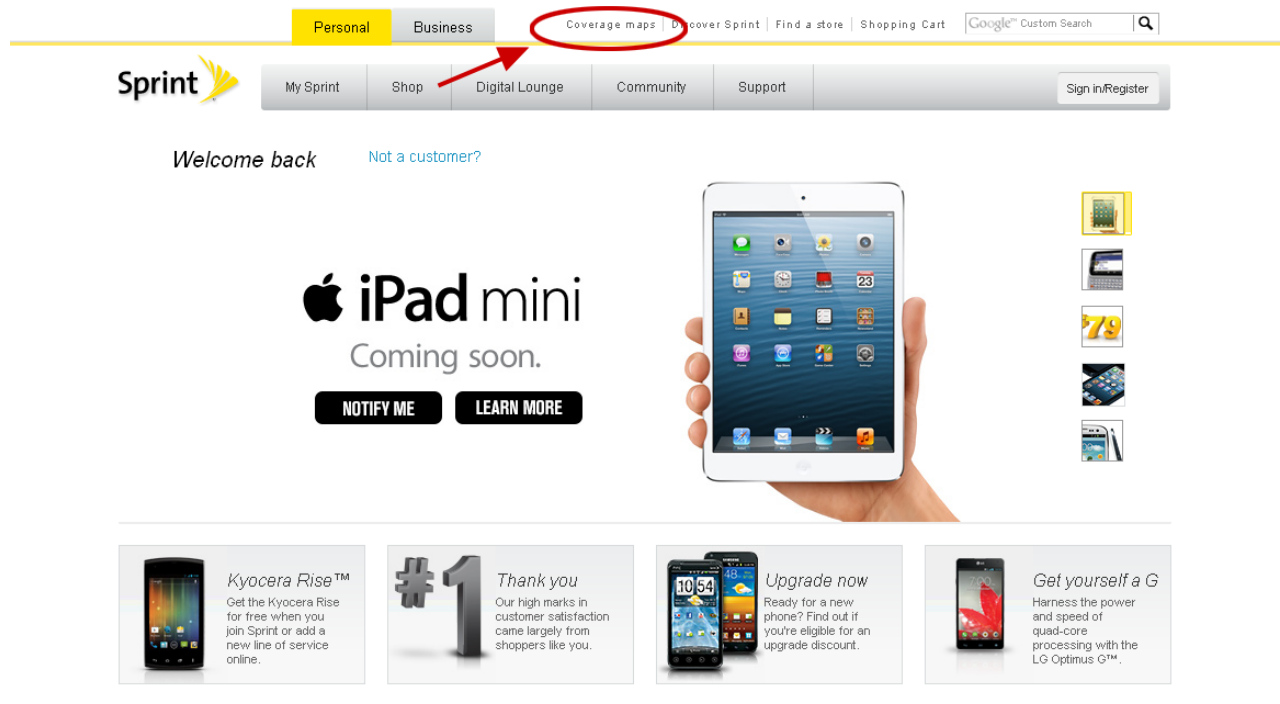
P#	Gender	Age Range	Computer Use	Internet freq.	Site Tested
1	F	23	Often	> 1x/day	ATT
2	M	24	Always	> 1x/day	ATT
3	F	18	Often	> 1x/day	ATT
4	M	18	Often	> 1x/day	ATT
5	M	48	Often	> 1x/day	ATT
6	F	28	Always	> 1x/day	Sprint
7	M	37	Always	> 1x/day	Sprint
8	F	30	Always	> 1x/day	Sprint
9	M	31	Always	> 1x/day	Sprint
10	F	46	Always	> 1x/day	Sprint
11	M	25	Always	> 1x/day	Sprint
12	M	28	Always	> 1x/day	Sprint
13	M	33	Always	> 1x/day	Sprint
14	F	23	Always	> 1x/day	Sprint
15	F	23	Always	> 1x/day	Sprint
16	M	24	Always	> 1x/day	ATT
17	F	46	Always	> 1x/day	ATT
18	F	27	Always	> 1x/day	ATT
19	M	27	Always	> 1x/day	ATT
20	M	34	Always	> 1x/day	ATT
21	M	50	Always	> 1x/day	ATT
22	M	30	Always	> 1x/day	ATT
23	F	32	Always	> 1x/day	ATT

24	M	31	Always	> 1x/day	Sprint
25	F	42	Always	> 1x/day	Sprint
26	F	30	Often	> 1x/day	Sprint
27	M	29	Always	> 1x/day	Sprint
28	F	47	Always	> 1x/day	Sprint
29	M	34	Always	> 1x/day	Sprint
30	M	49	Always	> 1x/day	ATT
31	F	34	Always	> 1x/day	ATT
32	F	28	Always	> 1x/day	ATT

Appendix B: Participant Screener

Overall Criteria:

○ Total of 32 participants

○ Age 18-50

○ Must have completed high-school education

○ Not employed by Market Research, Web/Software development, Media

○ Must not have experience using Att.com or Sprint.com

○ Mix of male and female

Introduction:

Hello, my name is _____ I am a graduate student from DePaul University. We are recruiting people to participate in a usability study on a website interface. We would like to ask you some questions to see if you meet our criteria and would like to participate. This is for research purposes only; you will not be paid for your time. This should only take 5 minutes. Would you mind if I asked you a few questions?

1. What is your age? Age: _____

○ Between 18 and 50 years old [Continue]

○ Less than 18 or greater than 50 [End interview]

2. What is the highest level of education you've completed?

○ Less than a high school education [End interview]

○ High school or greater [Continue]

3. Please tell us about where you work.
Occupation:_____
[DO NOT READ QUESTION TO RESPONDENT] End interview if candidate works in any of the following business:

○ Market research

○ Website or software development

○ Journalism or news media (including blogging)

○ Advertising

4. About how often do you use the Internet (other than for email) on any device (PC, Smartphone or tablet)? (Do not prompt. Wait for spontaneous answer and

check the most appropriate response below.)

- ○ At least once a day [Continue]

- ○ At least once a week [Continue]

- ○ Less than once a week [End interview]

5. Not including email or search engines, please list three websites or web applications you use most frequently.

6. From the websites/applications you just mentioned, what is your favorite feature? Discontinue if candidate has difficulty answering and articulating the sites and favorite feature.

7. Do you have experience using ATT.com or Sprint.com for purchasing telephone hardware?

- ○ Yes [End Interview]

- ○ No [Continue]

8. Are you male or female (ask if it is not obvious)

- ○ Male

- ○ Female

Recruit a mix of male and female

_____

Note to recruiter:

The candidate must be articulate in English. Otherwise, decline the participant.

Information to be read to the Participant

Before finishing the call go over the following information with the participant:

- ○ The session is scheduled for [Insert time and date] at [location]

- ○ If you normally wear corrective lenses when using a computer or reading, please be sure you bring them with you.

- ○ You will be video and audio recorded during the session. Your information will be used only for the purpose of this study and will be kept confidential.

- ○ You will be asked to sign a consent form prior to participating in the study.

- ○ The session will last about 30 minutes. Please arrive for the session at least 10 minutes ahead of time

- ○ If you have questions about this study, please contact: [Ben Fields benfieldsfive@gmail.com, Jennifer Adam at jlynnadam@gmail.com, Ian Hall at flamingballofwreckage@gmail.com or Tara Hughes at thughes719@gmail.com]

Do you agree with and accept these requirements? Yes / No

Appendix C: Participant Agreement

Consent to Participate in Research

What is the purpose of this research? We are asking you to participate in a research study to
determine how you use ATT.com or Sprint.com. You are invited to participate in this study
because you are a first time user of ATT.com or Sprint.com. This study is being conducted by
graduate students at DePaul University.

How much time will this take? This study will take about 30 minutes of your time.

What will I be asked to do if I agree to participate in this study? If you agree to participate
in this study, you will be asked to use a computer to perform common actions on ATT.com
and Sprint.com.

What are the risks involved in participating in this study? Participation in this study does
not involve any risks outside of those you would encounter in daily life.

What are the benefits of my participation in this study? You will not personally benefit from
participating in this study.

Will I be recorded? Your on-screen actions and your facial expressions may be recorded.

Can I decide not to participate? If so, are there other options? Yes, you may choose not to
participate. Even if you agree to be in the study now, you may change your mind later and
leave the study at any time. There will be no negative consequences if you decide not to
participate now or change your mind later.

How will the confidentiality of the research records be protected? The records of this
study will be kept confidential. In any report we might publish, we will not include any
identifying information. Research records will be stored securely and only the researchers
will have access to records that could identify you. Our research may be subject to review by
oversight committees. For example, the DePaul University Institutional Review Board, the
funding agency for the research and/or the Data and Safety Monitoring Board may review the
information gathered in this research. If they view our records, your information will remain
confidential.

Whom can I contact for more information? If you have questions about this study, please
contact Ben Fields benfieldsfive@gmail.com, Jennifer Adam at jlynnadam@gmail.com, Ian
Hall at flamingballofwreckage@gmail.com or Tara Hughes at thughes719@gmail.com.

You will be given a copy of this information to keep for your records.

Statement of Consent:
I have read the above information. I have all my questions answered. (Check one:)

   o   I consent to be in this study.
   o   I DO NOT consent to be in this study.

Signature: _____

Printed name: _____

Date: _____

Appendix D: Background Questionnaire

1. What is your name and email address?

Name _____

Email Address _____

2. Gender (Multiple choice – one choice option)
- ○ Male
- ○ Female

3. Which category below includes your age? (Multiple choice – one choice option)
- ○ Less than 18
- ○ 18-25
- ○ 26-35
- ○ 36-45
- ○ 46-50
- ○ 50+

4. What is your experience with using computer? Please select the option below that best reflects your experience with computer. (Multiple choice – one choice option)
- ○ I 'Always' use the computer
- ○ I use the computer 'Often'
- ○ I 'Sometimes' use the computer
- ○ I 'Never' use the computer

5. What type of Internet user are you? Please select the option below that best reflects your frequency of use of the World Wide Web. (Multiple choice – one choice option)
o At least once a day
o At least once a week
o Less than once a week

6. Do you have experience using Evernote? (Multiple choice – one choice option)
- ○ Yes
- ○ No

8. Do you have experience using ATT.com or Sprint.com for purchasing telephone hardware?Multiple choice – one choice option)
- ○ Yes
- ○ No

Appendix E: Task Scenarios

Task A: Now that the iPhone 5 is on sale, you'd like to see if you can get a good deal on the iPhone 4S. Please go to _____.com and find out how much a 16GB iPhone 4S is.

Task B: You've heard good things about the new Samsung devices. You'd like to compare the Samsung Galaxy III to the Samsung Galaxy Note II. Please look at the 2 devices and tell me which one allows you to talk on the phone longer without having to recharge the batteries.

Task C: You're interested in _____, but would like to know whether you're likely to get good wireless service in the area where you live. Please find this information on the site.

Appendix F: Moderator Guide

Project 3 Moderator Guide

Test: sprint.com vs. att.com
October 28 - November 3, 2012

<mark>**IMPORTANT:** First check to make sure consent form has been signed and background questionnaire has been filled out.</mark>

INTRODUCTION

My name is_____, I'm a student at DePaul University conducting a usability study on the functionality of _____.com and web site. We want to know how well the functionality works for people who are first-time users of the site. To find out, we ask people like yourself to use the _____.com web site and then give us your feedback.

We are going to be measuring how well the site facilitates your purchase of a phone. Only members of the research team will see the results. These results will not be used for public broadcast or promotion.

The procedure we are going to follow today goes like this:

- I will ask you to perform a series of tasks involving _____.com
- After each task, I'll ask you to answer a question about your experience.
- At the end of the session, I have a final question to ask you which will allow you to explain your experience with the website. Your answers will help us understand what worked for you and what didn't.
- The session should not last any longer than 30 minutes.

Let me start by reminding you that as a participant in this research:

- You may refuse to participate at any time.
- You may take a break at any time.
- You may ask questions at any time.
- Your answers are kept confidential.

In a minute, we will begin the tasks, but first let me give you some instructions about how to approach the tasks today.

The tasks you will carry out are printed in this booklet. I'll ask you to read each task aloud before starting it.

Once you have read the task I will ask if you have any questions about the task. Once all questions have been answered I will tell you when to begin. Once you have completed the task please say "Done."

In the session today, we want to create the most realistic situation possible. So as you do the tasks, I will not be able to answer questions about how to do the tasks. Even though I'm not able to answer your questions, please ask them anyway. It is very important that I hear all your questions and comments. I do not want to bias you toward liking or disliking the application - so don't be surprised if sometimes I do not say anything in response to your comments or if my response is something neutral.

Do not be worried if you are having trouble completing the task. If you get to the point where you feel you can not complete the task then please let me know. I will stop the time and we will move on to the next task.

The most important thing to remember when you're using the web sites is that you are testing the website — the website is not testing you. There is absolutely nothing that you can do wrong.

Any questions before we begin?

==TASKS SECTION BEGINS HERE [Time Check :10 minutes]==

==[Open web browser]==

OK, let's get started.
Please open the task booklet and read the first task aloud.

==[Start timer when participant finishes reading each task and moderators says "Please begin". Stop the timer when participant says "Done."]==

Task A: Now that the iPhone 5 is on sale, you'd like to see if you can get a good deal on the iPhone 4S. Please go to _____.com and find out how much a 16GB iPhone 4S is.

Please rate the completion of this task:

1. I found this task to be easy to carry out using the _____.com website.
   (1 = strongly agree, 5 = strongly disagree)

Task B:You've heard good things about the new Samsung devices. You'd like to compare the Samsung Galaxy III to the Samsung Galaxy Note II. Please look at the 2 devices and tell me which one allows you to talk on the phone longer without having to recharge the batteries.

Please rate the completion of this task:

1. I found this task to be easy to carry out using the _____.com website.
   (1 = strongly agree, 5 = strongly disagree)

Task C: You're interested in _____, but would like to know whether you're likely to get good wireless service in the area where you live. Please find this information on the site.

Please rate the completion of this task:

1. I found this task to be easy to carry out using the _____.com website.
   (1 = strongly agree, 5 = strongly disagree)

[After completion of all the tasks]

Thanks for completing these for me. I'd now like to ask a question about your experience.

1. Please describe your experience with this website today in 1-2 sentences.

Thank you. Do you have any final questions or comments?

Okay, that's it; we're finished. Thank you so much for your time!