**SSW 567 - Assignment 8**

**Group 5**

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**Assignment Description**

You are to compare two websites for usability

Select two different websites that are competitors

Examples:search engines, pc purchasing,or even dating websites

Determine the criteria you will use and the key metrics

Create simple pre-test, post-task, and post-test questionnaires

Recruit at least 3 testers (don’t leave this until the last hour to do… line up ahead of time)

Execute test, recording results and time required for testing

Analyze results. Include Kiviat charts (aka, spider diagrams) if appropriate.

Document, including observations and key learnings.

**Results**

Websites selected: Google ([www.google.com](http://www.google.com)) and Yahoo ([www.yahoo.com](http://www.yahoo.com))

What will be tested: 2 above search engines

Who will be testing: 3 users

Criteria:

* Functionality (features)
* User satisfaction
* Ease of completing a task
* Ease of learning
* Availability

Key Metrics:

* Time to find suitable match (matches what user is looking for)
* Number of clicks to find suitable match

Pre-test questionnaire:

* Age
* Gender
* Job Title
* Approximate number of hours per week spent on internet
* Familiar with Google? (Y/N) How familiar (Scale of 1-10)
* Familiar with Yahoo? (Y/N) How familiar (Scale of 1-10)
* Operating System/Device accessing from

Post-task questionnaire (written per task):

* How easy or difficult was it to complete the task? (1 – very easy, 5 – very difficult)
* More specific questions about the site (Did the site load right away?)
* How many clicks did it take to get to your desired result?
* Was the site available when you tried to access?

Post-test questionnaire:

* What is your overall perception of each site’s usability?
* What are your concerns about this site?
* What are your favorite features?

Task Scenarios:

1. Find the best Egyptian restaurant in Santiago, Chile
2. Find the best scenic route driving from Washington, DC to Grand Rapids, Minnesota
3. Search for information about a car you might like to buy. Discover available features, price, locations where you can buy the car.

***Test Script***

* Introduction: Break the ice and explain what’s going to happen during the session
* Introductory Interview (Pre-test questionnaire)
* Task Scenarios (Post-task questionnaire after each task)
* Post-test questionnaire

Observations & Key Learnings are included in Lessons Learned below.

**Lessons Learned**

As we conduct our testing, one thing that was apparent was that since we were conducting testing regarding Search Engine Website, there seemed to be some bias toward the Search Engine that they are familiar with. Information presented by the familiar Search Engine is much easier for the testers to pick up and to process. As the test results shown, they tend to favor the familiar Search Engine as well. In addition, we also noticed that the test scenarios should be thoroughly checked out before conducting our testing. One of the test scenarios was to find the best Egyptian restaurant in Santiago, Chile. However, though there are many Mediterranean restaurants in Santiago; there isn’t a specific Egyptian restaurant.

For our second scenario (find a scenic route between two cities), this was slightly difficult to search in a short amount of time. This might be a type of vacation planning that takes hours to complete. However, the mapping program that yahoo offered did give options that helped find a route that were not available on the google mapping program.

It was also obvious that similar content would be brought up by both search engines. Testers strived to find a different route to the information instead of going right to the same links, if possible. This was by the tester’s choice, to check out the different available information and fully compare the websites.

One tester noted that accuracy of results was not provided, and that used to be a feature that he remembered that search engines had. This would have been helpful in these searches, especially the restaurant search where there was not a specific restaurant to be found.

The time and number of clicks were good metrics for searching. It gives a feel for the strengths of each search engine. Yahoo has an ‘Autos’ feature on its homepage that made our last search (search for a car you’d like to buy with features, price, locations) easy. It was much more difficult on google.

There is a change within our group. Earlier this week, we found out that Miguel Camacho, the third member of our group, has been selected for Military Deployment in the near future. So starting this week, there will only be 2 members in our group.

**Honor Pledge**

We pledge on our honor that we have not given or received any unauthorized assistance on this assignment/examination. We further pledge that we have not copied any material from a book, article, the Internet or any other source except where I have expressly cited the source.