Your report should roughly follow this format:

*Review class materials for details and descriptions of this process  
Make sure to put your name on your work and/or in your file name*  
  
**INTRO & OVERVIEW**

Explain what category of website you've chosen to explore and what your goal is for this evaluation.

* Brief summary of what you’re going to be doing in this report

**RESEARCH**

*This part involves you ranking and selecting amongst a range of sites.*

Explore a range of sites (around 6) within your category. Describe the general look and feel for this range of sites, plus how they handle situations and content relevant to your category. Evaluate these choices, and indicate which site you're going to select for your evaluation and subsequent user testing -- and why.

* When choosing a category/topic:
  + Be specific – not just schools, but *elementary* schools, not just florists, but *local* florists.
* Don't select a site you are very familiar with -- it makes it harder for you to see the problems. (This is also often a problem for those working on sites.. which is another reason user testing is so important.)
* Include a list (urls) of the “peer” sites you’ve reviewed (should be around 6) – feel free to include screenshots if you want to
* Then write a narrative discussing similarities and differences in approach – this should be no more than a few paragraphs.
  + For example, the peer sites will have similar problems to solve and information to share and actions for users to take – how do the sites in this category you’ve chosen handle these issues?
  + We're more interested in how information is handled and presented than in getting a tour of what the sites look like
* And finally describe why you’ve chosen one particular site from your list

**ANALYSIS & EVALUATION**

Analyze the site you've selected. Then give a few paragraph evaluation of the usability issues you will explore in your testing.

* Use the **usability** **worksheet** to identify usability problems with the site (choose 3 or 4 to look into further) and then in your narrative, describe what you think about these issues in terms of usability
  + Be specific...not just "the navigation", but "the navigation doesn't reflect the kinds of things a user would want to search for"
  + When specifying your issues, it may help to select a user action or pathway that you think is going to be an issue... "the subscription button is hidden"

**BACKGROUND ON USERS**

Who were your subjects? What is their background? How experienced / familiar are the users with the site you chose and with using the web? How long did your user tests take? *This should be brief and aggregated – no need for specific names and ages – but do feel free to include age ranges and anything relevant, like job or location or familiarity with the category.*

**FINDINGS (from your testing with 3-4+ users)**

Present EACH USABILITY ISSUE you tested for, describe what happened in your user testing related to that issue, and make a recommendation for improvements.

* Summarize / aggregate the result, and use the details to support – we are expecting a **narrative** not a bullet point list
* Include **screen shots** of EACH USABILITY ISSUE and any **quotes / details / numbers / specifics** from the user test data to support your description -- we are not looking for a blow-by-blow account of the interview
* Include the **questions / tasks / scenarios** that you asked users about each of the issues *(please include as an addendum – see below)*

**CONCLUSION**

Reiterate the purpose of your study and your design recommendations from your findings. **Suggest future actions to take** – this will potentially include more specific testing.

**ADDENDUM: REFLECTION QUESTION**

Answer the following question at the end of your report:   
**How successful were you at creating tasks / scenarios for each usability issue?**

Explain.

*Did your tasks help to illustrate whether or not the issue was there? Do you wish you had written any of them differently?*

**ADDENDUM: TESTING NOTES**

Please include your notes from your user tests. These can be placed as pictures or as text within your report – whatever format is easiest for how you have saved your notes, as long as the notes are readable.

INTRO

Have you visited this site before?

1. No
2. No
3. Yes

What do you think the purpose of this site is before accessing it?

1. Events going on on-campus.
2. Student News and Events.
3. IU Students News.

Navigate to the Home page. What do you think the most important content is?

1. Recent News/Events (based on the largest article pictured).
2. News.
3. The large articles in the middle of the page.

Now navigate to a topic that you are interested in. What is the topic and is the displayed information what you were looking for?

1. Navigated to the men’s basketball section. The user found articles in relation to what they were searching for.
2. Navigated to the sports section and then found articles for the topics they were looking for.
3. Navigated to the classifieds section. The information was not what they were looking for as they wanted to see things for sale from IU students.

Can you navigate to the IDS social media links? Is this where you expected them to be? How difficult was it to find this information?

1. The social media links are not where they expected them to be. Started search at the top of the page and was looking through each of the tabs for Instagram before scrolling all the way down and eventually finding the link. Rated it extremely difficult to find the links.
2. Clicked the support us button. Scrolled to the bottom and eventually found the links after some searching. Rated it neither difficult, nor easy.
3. Started by looking at the top drop-down menus. After quickly noticing it was not up there, they scrolled to the bottom and quickly found the links. Rated it neither difficult, nor easy.

You want to subscribe to receive updates from the newsletter. How would you go about doing this?

1. Clicked the support us button. Eventually found their way at the bottom to find the subscribe button.
2. Saw the subscribe button while looking for the social media links and knew where to click.
3. Saw the subscribe button while looking for the social media links and knew where to click.

Now that you have accessed the subscribe page, are you able to return to the IDS home page?

1. Had to click the Google back button.
2. Had to click the Google back button.
3. Had to click the Google back button.

Does the homepage present information well? Please speak on the hierarchical way the information is presented and what it represents.

1. Overall solid flow but believes that the pictured articles appear cluttered on the page and can create for confusing navigation.
2. Information is not presented well, and they are confused on what is an article and what is not.
3. No, the ad at the top of the screen takes up too much space. Navbar is poorly weighted as they believe some of the topics can fit under the news tab.

What would be one change that you would make to this site?

1. Spread out the articles and separate the topics in a cleaner way (Mentioned that color changes could help with the displaying of information and articles).
2. Change the banners at the top and the middle of the page to more represent IU and make navigation easier.
3. Rethink the topic choices at the top of the page (Sports can be considered news so it should fit under the news tab).