**ENGL 314: Technical Communication**

**Usability Testing Activity/Assignment**

*Note:*instructor needs to provide a list of hotels to students

**Scenario**

Imagine that your company is planning to hold regional meetings for your most important clients in different parts of the United States. You are researching hotels where these meetings could be held. Your group will need about 25 hotel rooms of different sizes and types, as well as one function room where the group of up to 25 people can meet during the day. You want the hotel’s catering department to prepare most meals for the group.

Each of the hotels whose website you will look at has an acceptable location in one of the regions, so you need not consider that. You will be holding meetings in every region of the United States, so you are not comparing hotels with one another directly.

**Task**

Explore each website in order to determine whether the hotel seems like a good place for one of the regional meetings. Your goal is to make a well-informed decision in which you have confidence, not necessarily to make a fast decision. If you decide “yes,” this means that you will keep the hotel on the list of possibilities and your assistant will contact the hotel for further information, such as group pricing.

**Questionnaire**

1. How long did you take to make a well-informed decision?
   1. Start time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. End time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   3. Elapsed time in minutes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. How many screens did you look at? \_\_\_\_\_\_\_\_\_\_\_\_ To see your list of screens, view your browser’s history “by order visited today.” Print the list.
3. Referring to the test scenarios, what is your decision?

Yes, based on the website information, this hotel seems like a good place for one of the regional meetings, and I want to keep it on the list of possibilities.

No, based on the website information, this hotel does not seem like a good place for one of the regional meetings, and I want to eliminate it from the list of possibilities.

Rate the quality of this hotel as a place for your company’s meetings based on the website information. The scale is 1 to 10, with 1 = totally unacceptable and 10 = excellent. \_\_\_\_\_\_\_\_\_\_\_

1. What elements *of the hotel website* most influenced your decision about this hotel?
2. How easy to use was the website? Circle your answer and add an explanation:

1 = very easy

2 = Moderately easy

3 = Neutral

4 = Moderately difficult or frustrating

5 = very difficult or frustrating

Explanation:

1. How much information did the website give you? Circle your answer and add an explanation:

1 = not enough

2 = less than I wanted

3 = just the right amount

4 = more than I wanted

5 = too much

Explanation:

1. From the user’s perspective, what are your positive comments about the website?
2. From the user’s perspective, what are your negative comments about the website?
3. What specific suggestions would you make to improve the website?

*Retrieved from*: Jameson, D. A. (2013). New options for usability testing projects in business communication courses. *Business Communication Quarterly*, *76*(4), 397-411.