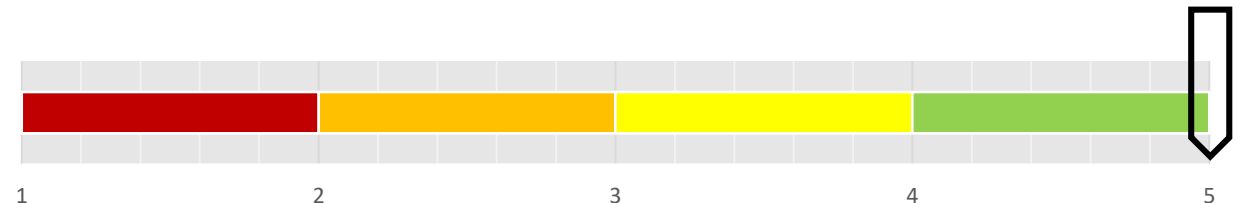


Usability Test – Task 1

Scenario: You have learned about the Refuge on the news and want to give money to the organization through the website.

Participant	Task Completion	Critical Errors	Non-Critical Errors	Time on Task
1	✓	0	0	1:46
2	✓	0	0	1:54
3	✓	0	0	1:39
4	✓	0	0	2:20
5	✓	0	0	2:04

Average rating: 5.0
(1 = very difficult; 5 = very easy)

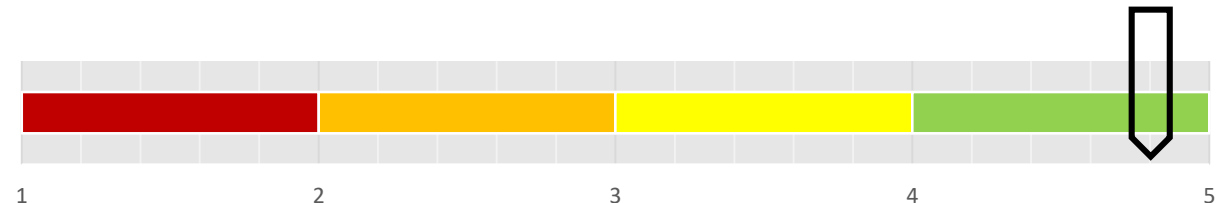


Usability Test – Task 2

Scenario: You are part of a business organization and want to give money on a corporate level to the Refuge through the website.

Participant	Task Completion	Critical Errors	Non-Critical Errors	Time on Task
1	✓	0	0	1:28
2	✓	0	0	1:42
3	✓	0	1	1:28
4	✓	0	0	2:06
5	✓	0	0	1:48

Average rating: 4.8
(1 = very difficult; 5 = very easy)

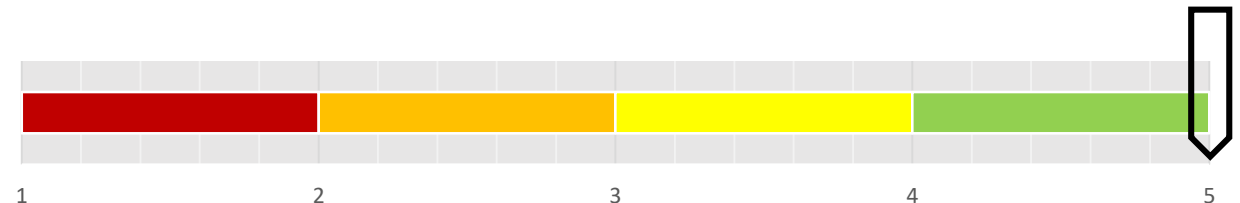


Usability Test – Task 3

Scenario: You have stumbled upon the Refuge website and want to follow them on Facebook.

Participant	Task Completion	Critical Errors	Non-Critical Errors	Time on Task
1	✓	0	0	0:13
2	✓	0	0	0:27
3	✓	0	0	0:26
4	✓	0	0	0:22
5	✓	0	0	0:21

Average rating: 5.0
(1 = very difficult; 5 = very easy)

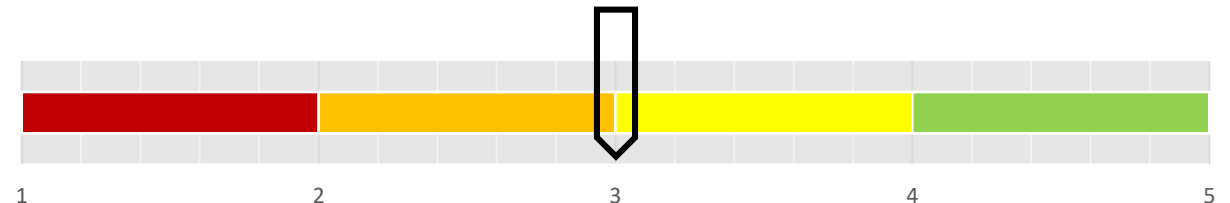


Usability Test – Task 4

Scenario: You plan on hosting a home gathering event and want to invite one of the Refuge spokesperson to come for a speaking engagement to raise awareness on the issue of domestic minor sex trafficking.

Participant	Task Completion	Critical Errors	Non-Critical Errors	Time on Task
1	X	1	1	1:48
2	✓	0	1	1:31
3	✓	0	0	1:14
4	X	1	2	2:27
5	✓	0	1	1:39

Average rating: 3.0
(1 = very difficult; 5 = very easy)

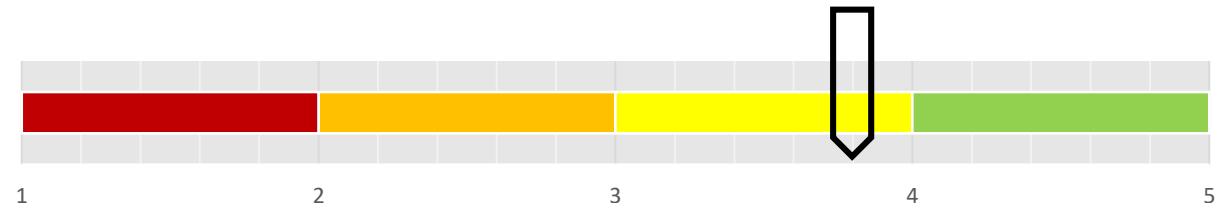


Usability Test – Task 5

Scenario: You know someone who may be a victim of DMST and want to find the right resources. You've heard about the Refuge before and so decide to visit their website.

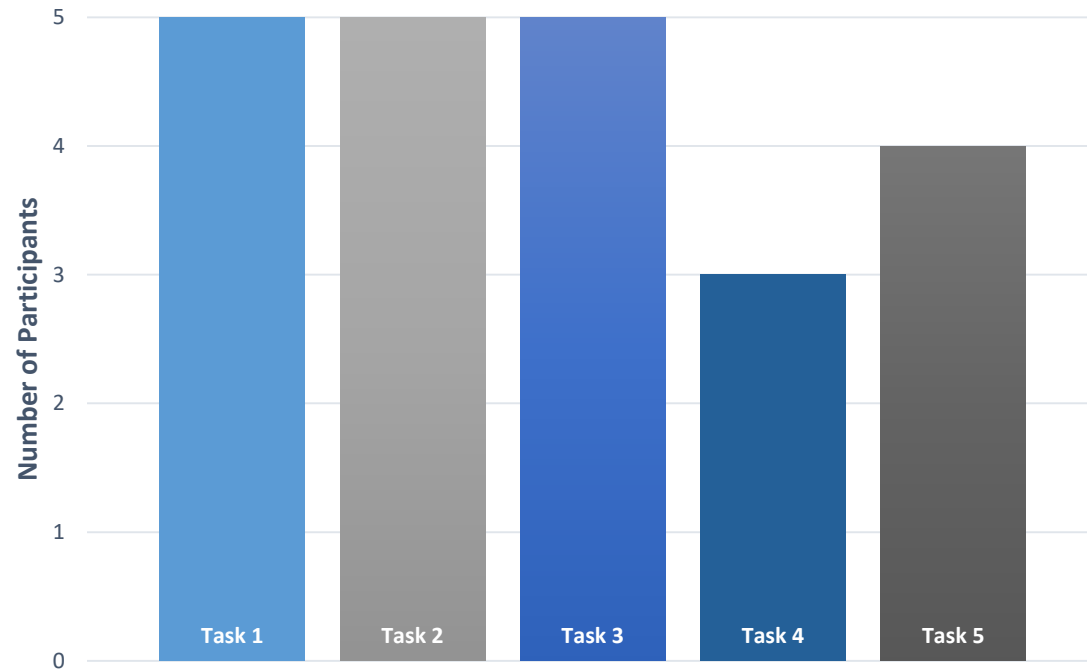
Participant	Task Completion	Critical Errors	Non-Critical Errors	Time on Task
1	X	1	3	1:18
2	✓	0	1	0:54
3	✓	0	1	0:51
4	✓	0	0	0:17
5	✓	0	1	1:20

Average rating: 3.8
(1 = very difficult; 5 = very easy)

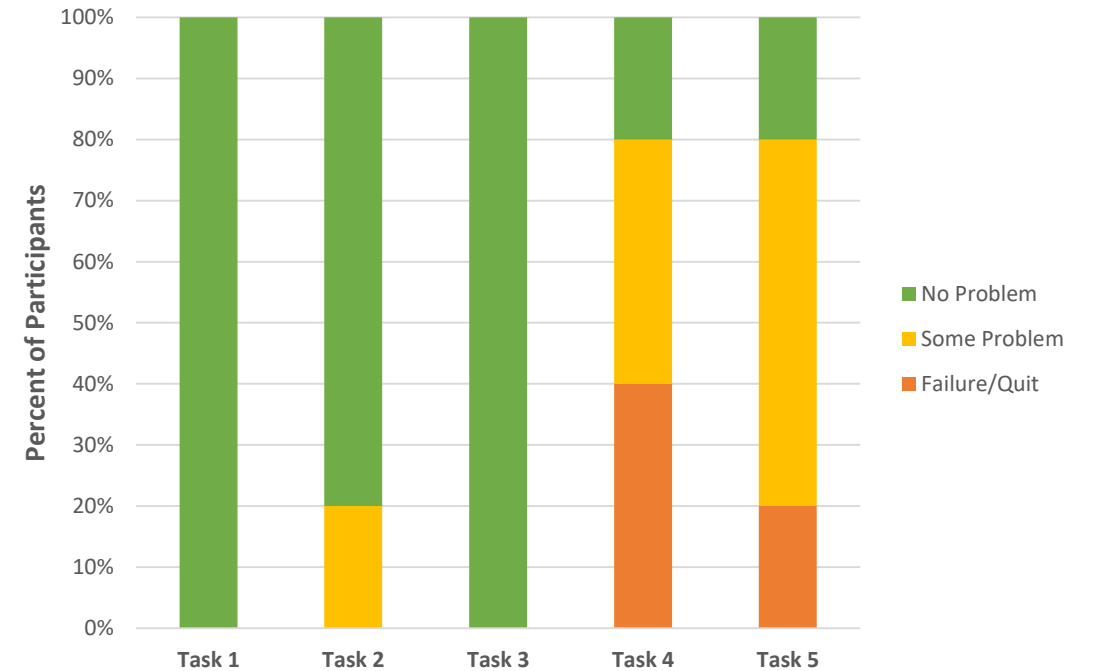


Task Completion

Participants Who Successfully Completed Task

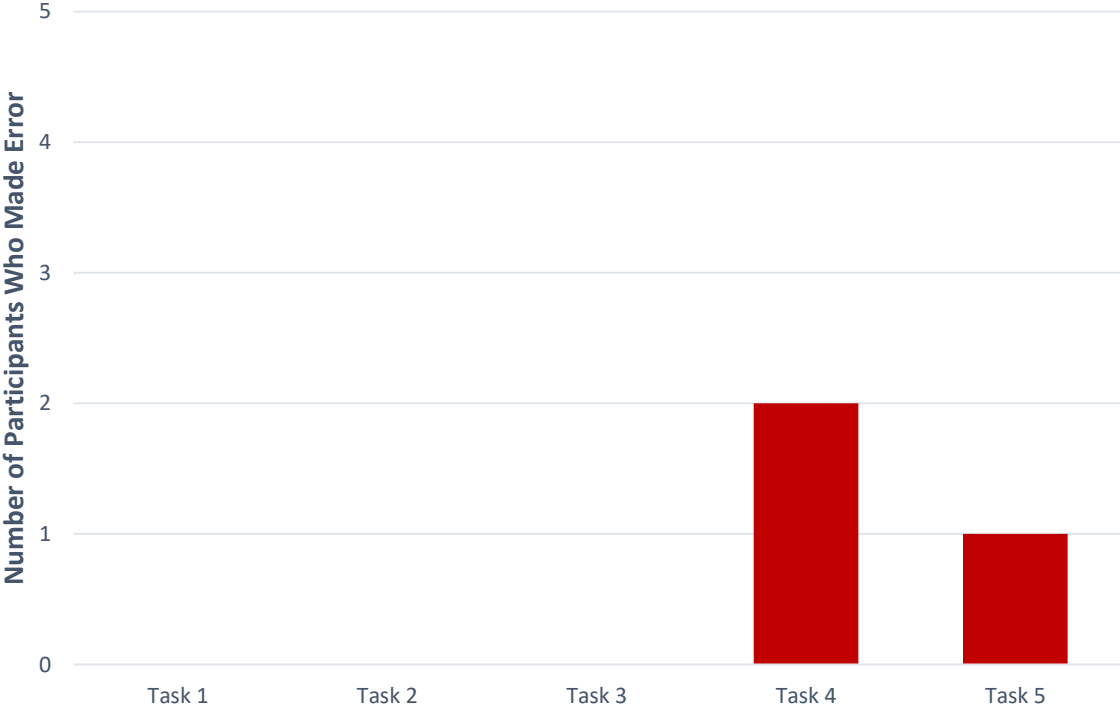


Levels of Success, by Task

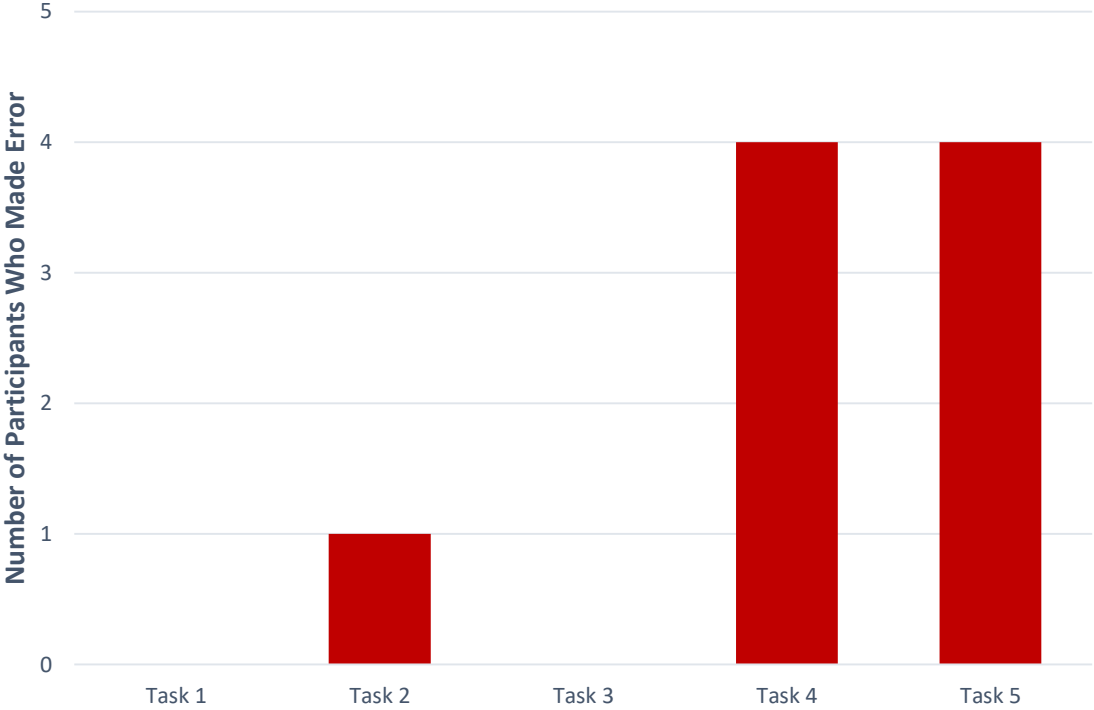


Error Rates

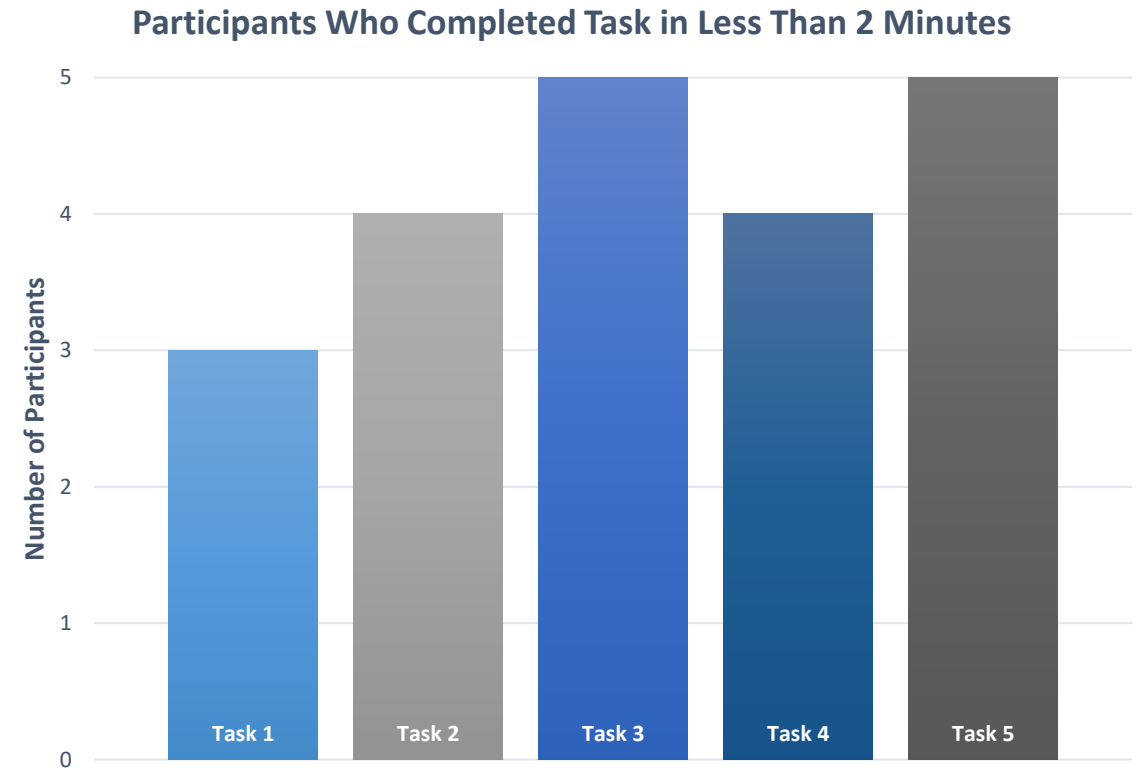
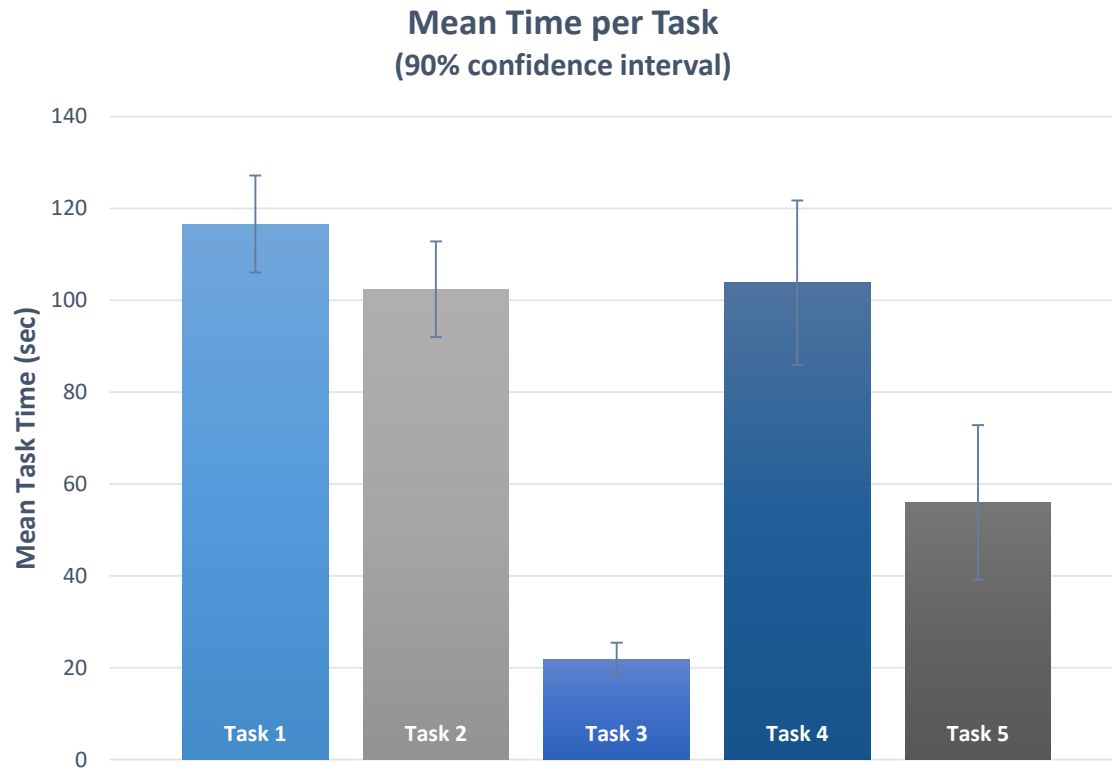
Critical Error by Task



Non-Critical Error by Task



Time on Task



System Usability Scale (SUS)

	Average score
I think that I would like to use this system frequently	3.4
I found the system unnecessarily complex	2.0
I thought the system was easy to use	4.6
I think I would need the support of a technical person to be able to use this system	1.0
I found the various functions in this system were well integrated	4.0
I thought there was too much inconsistency in this system	2.6
I would imagine that most people would learn to use this system very quickly	4.2
I found the system very cumbersome to use	2.2
I felt very confident using the system	4.2
I needed to learn a lot of things before I could get going with this system	3

(1 = strongly disagree; 5 = strongly agree)