

Usability Testing Report

for A2 Hosting

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SI 622 - Group 11

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1. Executive Summary

This report presents the process, the results and the analysis of usability testing conducted for A2 Hosting. Our research goal in usability testing in general was to get a better understanding of the interaction between a variety of users and how they interact with various support areas (blog, community area, tickets area, contact area, and their Knowledge Base) of the A2 Hosting website.

We conducted six usability tests (including a pilot test) on A2 Hosting customers. We ensured a variety of participants in terms of technical aptitude, context in which they use A2 Hosting, and gender so as to understand how different users may use the support areas of the website. The participants were given ten tasks encompassing most of the support areas, and they were asked to “think aloud” during the task so that we managed to comprehend their expectations and confusions. We also recorded the screen when users accomplished the tasks, which allowed us to do precise analysis on users’ actions, failure and comments after the tests. A pre-test questionnaire and a series of debriefing questions were included in debriefing for us to discuss with the users in depth about their experience with the support areas during the testing. For each test, there were one moderator and at least one observer. Every group member would collect data of the usability testing he/she was responsible for into a data log form (Appendix 7.2). After all the sessions were conducted, we had a combined data analysis meeting and we created a comprehensive account of our usability tests based on all the information in the data log forms. We then summarized our analysis into five findings and recommendations that are in page 10.

2. Introduction

A2 Hosting is a hosting service company based in Ann Arbor, Michigan. They were established in 2001 and have grown rapidly for a small company ever since. A2 Hosting’s reputation revolves around their quality customer service, fast hosting server speed, and excellent server

uptime. Our group is primarily interested in evaluating A2 Hosting's support areas. These areas broadly include a blog, community area, tickets area, contact area, and their Knowledge Base. Each of these support areas is comprised of specific information that is meant to better service customers.

We have previously used various methodologies to conduct significant research on A2 Hosting's support areas. This research has provided us with a solid base of improvements that we suggested. We are now focusing on the actual usability of the support areas with usability testing. This particular method will aid us in recording quantitative data about how usable the various support areas are. Usability testing can also provide qualitative data about the process of using the different support areas. We conducted usability testing on five users and a pilot test with one user. These users embodied a variety of characteristics that we wanted to capture through our usability testing in order to get a sense of how different users use the website. During the usability tests, users performed a series of tasks and were observed. These tasks lead the users to different parts of the support areas to discover how real users were using the website and various problems they encountered when trying to execute a specific task.

Key questions we want to answer include:

- How easy is it for users to find answers from A2 Hosting resources?
- Are there any major or minor usability problems that occur while using the support areas?
- Does the usability of the different support areas differ in any way, and if they do, how do they differ?
- Do users have problems with the site navigation?
- How do the users feel about the user interface of the support areas?
- Are there any confusing terms, icons, or elements?
- Are we able to locate further evidence to support previous findings?

3. Methods

Overview:

Usability testing is important to help understand what actions real users take as they perform tasks related to A2 Hosting's support areas. Our team ran six usability tests (including our pilot test) on A2 Hosting customers. These participants were given ten tasks to complete that aimed at encompassing most of the support areas. They were instructed to "think out loud" as they were performing the tasks, which simply means to speak their thoughts as they did actions. Our recording software allowed us to capture precise actions from the participants, start and end times of each specific task, and comments about the website and tasks. This provided us with substantial quantitative and qualitative data which helped inform the analyses that lead to our comprehensive findings and recommendations.

Participant selection:

Potential participants were chosen based on previously identified criteria of the target population. We were careful to recruit a variety of participants as we wanted information from a broad range of users. We were unable to personally contact users due to privacy issues so we had to use Andy, our stakeholder, as an intermediary. Andy contacted users based on the criteria we gave him that outlined the target population. Our target population includes a wide variety of users that varies in terms of technical aptitude, context in which they use A2 Hosting, and gender. Since our target audience was specifically A2 Hosting users, it was hard for us to personally find users. So, Andy sent out an email that gave participants \$100 of hosting credit if they participated in our user test. We managed to get over ten responses from that method. We also screened the potential participants with a survey so we could choose a variety of participants. We took a look at all of our potential participants and chose a sample that would be representative of users with different characteristics. Ultimately we recruited five participants and one pilot participant. The usability tests were planned to last around 40 minutes and occurred between April 4, 2014 and April 9, 2014.

Below is a summary of the demographic information pertaining to our participants.

User	Gender	Age Range	Highest Level of Education	Current Profession	Technical Web Level (1, no experience - 5, expert)
1	F	26-35	Masters	Academia	4
2	M	26-35	Bachelors	Technology	3
3	F	36-45	PhD	Business	4
4	M	26-35	Bachelors	Technology / Business	3
5	F	26-35	Masters	Director	2
Pilot	M	26-35	Masters	Health / Informatics	4

Setup:

We used a quiet meeting room in the basement of North Quad to conduct our usability tests. This was to ensure the privacy of our tests and the comfort of the participants. The usability sessions were recorded with Quicktime player to capture the screen and audio simultaneously. We provided the participant with a Macbook Pro to perform the tasks on and Firefox as the browser. The participant only saw the previously opened home page of A2 Hosting when they sat in their seat. The consent form, tasks sheet, and questionnaire was placed to the left of the laptop. The observer was on the opposite side of the participant, the notetaker was to the left and slightly behind the participant, and the moderator was to the right of the participant for easy access in case questions came up. To enhance the visibility of the participant's actions during the usability test, we connected the laptop with a larger screen to the right of the participant. This allowed others to watch the participant in more detail so they could accurately understand what the participant was doing.

Below is the physical setup of the usability tests.

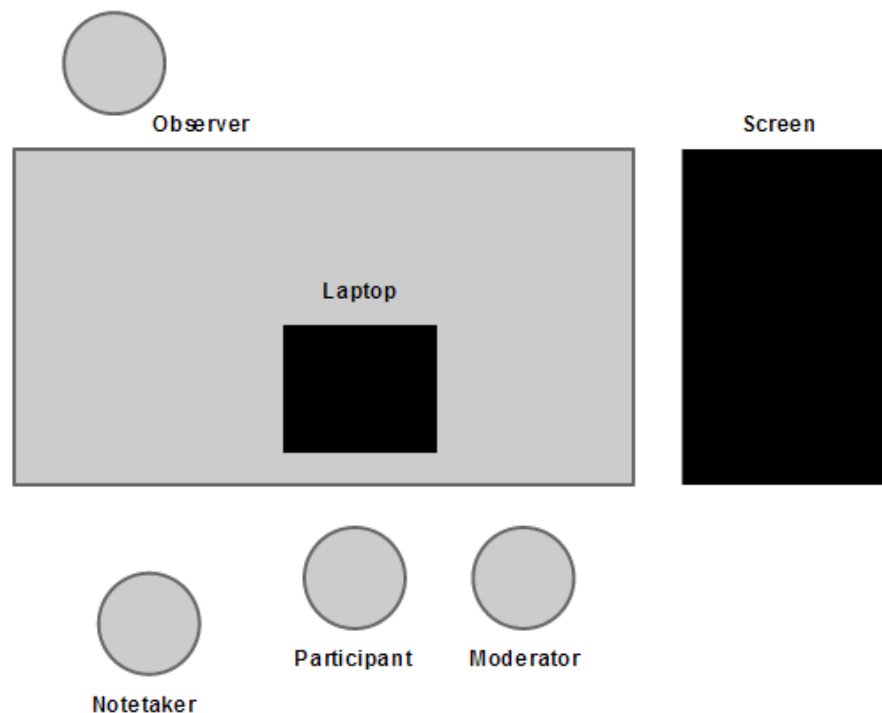


Figure 1

Roles

Each member of the group had distinct roles while performing the usability tests. This was to ensure the success of the tests and to limit confusion during testing. At least two members were present for each usability test. For half of the tests, we had three members present. During the usability tests, one member acted as a moderator. The moderator would bring the participant to

the room, obtain consent, disseminate the survey, administer the tasks, perform debriefing, and generally answer any questions the participant had during the test. The other member acted as an observer/ note taker. The observer / note taker was in charge of printing out the consent and surveys, setting up the technical aspects of the test, taking detailed notes about the usability test, helping the moderator when necessary, and asking more focused questions during the debriefing.

Tasks

We created ten specific tasks to discover how users use the support areas of A2 Hosting's website. These tasks were comprehensive in covering the support areas that we were interested in evaluating. The generation of the tasks were informed from previous research, such as the heuristic evaluation and the comparative analysis. This research gave us a good base to start designing our tasks. Some of these tasks were created in attempt to confirm problem areas that we previously identified or hypothesized. Other tasks were chosen because they represented common and frequent actions users took. We were interested in seeing if participants would take different paths to accomplish the same task. A few tasks were more obscure and we wanted to see if users would know what to do in unfamiliar territory, as that requires effective usability on A2 Hosting's part. We were also really interested particularly with how participants navigated through various support areas so we designed the flow of our tasks to require participants to navigate to different parts. Participants were given any amount of time they needed to accomplish the task and were explicitly instructed to tell the moderator when they finished a task. If a participant was having a very difficult time with a task and was getting frustrated, we would move them on to the next one.

The tasks can be found in Appendix 7.1.

Test Protocol:

We started off the usability test with a preamble where we introduced how the usability test works and the point of the test. It was important to emphasize that the usability test was testing the website and not the participant's abilities. The preamble was prewritten so each moderator would say the same thing to each participant. The full text of the preamble can be found in the Appendix. Then, we set-up the participant in front of the laptop and had him or her fill out a consent form to give us permission to use their data and to record the session. Next, the moderator administered the pre-test questionnaire. After the questionnaire, the moderator gave the participant the list of tasks to read and complete. As the participant completed each task, he or she was instructed to let the moderator know when it was finished. The observers and notetaker were watching the participant and took detailed notes on anything that seemed interesting or different. The moderator was allowed to move the participant on if he or she really got stuck on a task. We did not want the participant to experience too much frustration as he or she was going through the tasks. After the tasks were completed, the moderator moved on to ask the debriefing questions. Other group members were allowed to jump in and ask follow-up questions when appropriate. We ended the session by thanking the participant and walking him

or her out of the building.

Debriefing:

Debriefing included a pre-test questionnaire (instead of a post-test one) and a series of debriefing questions that helped us understand what the participants were thinking throughout the test and how they felt about various factors. The debriefing time allowed participants to justify and explain their actions and make comments on any part of the test. The pre-test questionnaire was deployed by the moderator before the usability test and mostly asked for demographic information about the participant. The debriefing questions were aimed at going more in-depth into how the participants completed the tasks. We were interested in gathering qualitative data on how difficult they found the tasks, their interpretation of the tasks, any problems they encountered while completing the tasks, and any comments they wanted to tell us. We also asked follow-up questions if something the participant said piqued our interest and we deviated from the debriefing questions when we noticed something unusual about the usability test that we wanted to address. The pre-test questionnaire, debriefing questions, and answers to the questionnaires can be found in the Appendix 7.1.

Data Collection:

We collected data through a variety of ways. We distributed a pre-test questionnaire that gathered demographic information. We had quantitative data on how long it took the participant to complete each task. This was recorded through Quicktime player. We collected both qualitative and quantitative data from group members through logging information about each usability test in a data log form (which can be found in the Appendix). The data log form includes filling out the time it took for each specific task, noted errors, critical incidents, and comments, and success or failure of each task. The data log form was filled out from replaying the recorded video of each usability test and observing certain aspects.

Data Analysis:

After all of the sessions were conducted and the data log forms were filled out, we gathered together to have a combined data analysis meeting. We aggregated all the information from the data log forms to create a comprehensible account of our usability tests. We compared the time it took for participants to complete each task, which helped us judge which tasks were straightforward in usability and which we would have to analyze in more detail. We had a thorough discussion about the difficulties each participant faced and reflected on what the related usability issues were. We took into account all of the comments the participants made and used them to inform our analysis of the usability of the support areas. Ultimately, We distilled our observations and analyses into a succinct and clear group of findings and created recommendations to address each finding. The full details of these insights can be found in our

findings and recommendations section.

4. Findings & Recommendations

Finding 1: There is an inherent and continuous navigation problem on A2 Hosting's support pages.

Every user who took the test mentioned something about the navigation issues at one point or another. There are simple problems such as poorly placed links to larger problems such as the complete inability to navigate away from the forums page. The lack of navigational consistency also does not allow A2 Hosting to funnel specific clients to the right place. This happens because of differently named links that go to the same place or conversely, similarly named links that go to different places. This is a violation of standard web site design protocol. Additionally, A2Hosting stores many important links in the footer of the page rather than in the menu or toolbar. The double menus are already over crowded, however there should be more relevant links located there.

In community, deleting a post is a three step process. This is to protect users from accidental deletion of information, but the popup for confirmation is often overlooked by the user because of it's position. The popup occurs below the edit post segment, which can only be noticed if the user scrolls down.

Recommendation 1: Review and redesign site map.

With a simple navigational analysis A2 Hosting can determine where these errors exist. There should be consistency in links and buttons including color, shape and size. In addition they should always act the same. The A2 Hosting logo should always return user to the home page. The site navigation links should be the same in the footer of each page, even in the support section . The MyA2Hosting page should have a consistent look and feel throughout, even if it is slightly different from the look and feel of the main "sales" pages.

In community, the popup for confirmation of deletion of a post needs to be an actual popup (for example: a javascript popup) instead of a secluded confirmation box below the edit box.

Finding 2: Submitting a ticket is confusing.

When a user has decided that they would like to submit a service ticket, it is not entirely clear where they should go, or what they should do. There are five separate buttons that are all listed in the "Submit a Ticket" page. Four of which, lead to pages that look almost identical. The difference between "service Issue" and other issue are not made clear. Though all of our users

have found the right way to submit a ticket, two of them mentioned that this page could be improved by making the process clear and more straightforward.

USA/Canada: 1-888-546-8946 International: +1 734-222-4678 | Logout | Live Chat | 24/7 Support | Contact

A2 HOSTING Web Hosting Reseller Hosting VPS Hosting Managed VPS Hosting Cloud Hosting Dedicated Hosting

myA2 HOSTING

Home Services Domains Billing Support Open Ticket Hello Jiye

Sales Ticket

Submit a Sales Ticket if you have any questions about what our servers can do for you.

Service Issue

Please select either support or billing from the list of your domains and hosting packages below:

Domain Name	Product Name		
si622.a2hosted.com	Prime Web Hosting	<input type="button" value="Support"/>	<input type="button" value="Billing"/>

Other Issue

Do you need help with something that isn't a domain issues or hosting issue?

Figure 2

Recommendation 2: Replace multiple ticket forms with a single form.

A2Hosting can collect the same information they are looking for without the confusing buttons. This can be accomplished by adding a drop down to the bottom of the entry form to allow the user to identify what type of ticket they are submitting. This can be a required field, with a hard stop that will block the ticket from being submitted if an option was not selected. This would eliminate a lot of confusion for the users.

Finding 3: The support area contains too much promotion/sales information.

Out of five users taking the usability testing, three users mentioned that from their point of view, the support area contains too much promotion/sales information. The products sale information ("Web Hosting," "Reseller Host," etc.) of the header all along exists even after users go to their user management portal or to the support pages. On the main page of the support area, the "Order New Services" section is irrelevant with addressing users' problems but rather intending to promote products. Such sales information makes a page to appear busy and prevents users to effectively find the support-related information they are looking. Furthermore, such sales information on the support area may not have much effect – some users mentioned that they feel annoyed on seeing the products sale of the header after logging in and they would just skip it.

Recommendation 3: The support area should focus more on assisting in user operation and management, less on sales.

The support pages should make the information related to support the most salient to users. For instance, on the main page of the support area, the “Search Knowledge Base” section and the “Submit a Support Request” section can be highlighted or moved up. The “Live Chat” and Forum should be added onto this page. Information updated in “Recent Blog Activity” and “Our Latest Tweets” should be more focusing on support. In addition, the information irrelevant to support should be deleted or made less salient. The “Order New Services” section can be deleted or moved down, and the products sale header can be hided or change to a less noticeable appearance.

Finding 4: The categories part in the Knowledge Base is unnoticeable and too tech-oriented.

Almost all the users encountered problem when they were asked to use the categories function to find Drupal information in the Knowledge Base during the usability testing. The Drupal information is hidden under the category titled “Softaculous” which is not sensible to almost any of the users. Four users could not accomplish this task after trying hard. The user who found the information is technically proficient and has used A2 Hosting for over ten years. All the users mentioned during the testing that the topics in the categories were tech-oriented and hard to understand. All the users expressed that they had barely used the categories for navigation, and two users said they had never noticed categories in knowledge base before.

Recommendation 4: The categories part should be placed in a more noticeable place and uses item titles sensible to even non-tech-savvy users.

To make the categories part in the Knowledge Base really functional to most users, firstly this part should be placed in a more noticeable place on the page. One suggestion is that, as people usually read from left to right, the categories can be placed on the left of the page, and it can be maintained in the same place in the sub-pages. Secondly, the titles in the categories should be changed to be more sensible to normal and novice users. For instance, the word “Softaculous” can be changed to a more direct term “Content Management System Installer”.

The titles of the categories can start with a “verb” and named according to users’ intention, such as “Use CMS to manage your site”. The ultimate purpose is to let users more effectively browse over the Knowledge Base, find the suggestions they look for as well as the information they may be interested.

Finding 5: The blog appears busy and the “Recent Blog Activity” on the main page of the support area makes little sense to the users.

During the usability testing, users were asked to browse over the blog section. Two users commented that the blog front page appeared really busy to them and they were unable to grasp the essential information every post intended to convey. One user said that since all blog posts are shown in entirety on the blog front page, she needed to scroll over and over again to view all the articles and was still unable to understand most of them. Another user mentioned that the posts in the “Recent Blog Activity” on the main page of the support area made no sense to her, and she would rather to be informed about her latest website status and relevant issues.

Recommendation 5: The main blog front page should show only a preview of every post and the “Recent Blog Activity” can be replaced by more meaningful information to users.

A summary or a blurb of every blog post can be shown on the main blog front page instead of the whole article. This change can make the front page less busy and enable users to better understand what every post is talking about in a quick fashion. Furthermore, blog articles that relate to the issues that users often encounter or functions they use the most can replace the posts in the “Recent Blog Activity”. And a user’s website status or related issues can also be reported to him/her in that section.

5. Discussion

The usability tests successfully revealed and confirmed a couple of issues in the support area. For the recruiting process, we carefully did a pre-test user screening to minimize the bias concerns. Overall, all the usability tests went well.

However, there were still a few minor flaws with our test. First, we did not include the pilot test in our test plan. Though we carefully designed the specific task instructions, our first usability test actually revealed some problems. We did not emphasize in the instructions that we were focusing on the support area of A2 Hosting website rather than the entire site. The first user also thought some of the expressions in the task instructions could be phrased in a better way. We then immediately changed the wording of some of the instructions based on the first user's feedback, and decided to make the first test as the pilot test. Thanks to the solid support from A2 Hosting, we did an extra test later. From this experience, we thought a planned pilot test could be really helpful.

Second, we should have provided both Mac and Windows test environment for the users. All the tests were conducted on the Mac environment. Two of our users mentioned that they were more familiar with Windows.

6. Conclusion

In conclusion, performing usability testing on actual users helped us locate usability flaws in the support areas. By findings these flaws, we saw practical ways to improve user experience while using support areas. Through informed improvement of the support areas, we expect customers to use the provided resources more effectively and be more satisfied and happy when they are using those resources.

7. Appendices

Appendix 7.1: Session Script

1. Pre-test Questionnaire

User Name : _____

1. What is your gender?
 - ☐ Male
 - ☐ Female
 - ☐ Not listed
 - ☐ Don't want to answer

2. What best describes your age range?
 - ☐ Under 18
 - ☐ 18-25
 - ☐ 26-35
 - ☐ 36-45
 - ☐ 46-55
 - ☐ 56 and over
 - ☐ Don't want to answer

3. What is the highest level of education you have completed?
 - ☐ High School
 - ☐ Associate
 - ☐ Bachelors
 - ☐ Masters
 - ☐ PhD
 - ☐ Not listed
 - ☐ Don't want to answer

4. What is your current profession?
 - o Student
 - o Technology
 - o Business
 - o Academia
 - o Health Field
 - o Media
 - o Other: _____
5. What is your technical level related to web technologies?
 - o 1 (no experience) - 5 (expert) _____

2. Introduction

Hi, My name is _____. Thank you for helping us with our study today. I would like to start by explaining the objective of the test. We want to know more about how users use the support area of A2 Hosting website.

We are not evaluating your skills. We are evaluating and testing A2 Hosting, specially, we are evaluate the support area of the website. We want to see where it can be improved.

I will ask you to walk me through what you're thinking and doing as you perform certain tasks with the website. It's very important to think aloud when you are doing these tasks. Please say whatever you have in your mind during the tasks. It will help us a lot to understand your thought.

If you happen to go quiet, I might ask you to talk about what you're doing or thinking, but I'll mostly be observing as you work your way through different tasks. Please let me know when you are done with each task before you move onto the next one.

If you got stuck during the tasks, I may choose not to answer your questions since we're interested in how people would do when they got stuck. But I will help you out if you can't finish a task. Remember that if you can't finish a task, it's not your fault. It's because the website sucks.

There is no time limit for tasks, and no penalties if you can't complete them. Feel free to take as long as you need. You can end the test at any time if you feel uncomfortable.

Do you have any questions before we get started?

3. Task Instructions

1. Log in to A2 Hosting using this account:
email: **jjyeh@umich.edu**

password: **si622**

2. Assume that you purchased your domain name from another domain registrar and you are trying to host (transfer) it on A2 Hosting: **use whatever resources you want to find the solution.**
3. Now you've figured out how to transfer your domain name to A2 Hosting. You heard from your friend that using some content management system could help you build your website. On A2 Hosting, you realize A2 Hosting has a content management system you are unfamiliar with - Wordpress. **Please only use A2 Hosting resources to find the solution that tells you how to install it.**
4. Assume that you are now familiar with Wordpress. You want to access your Wordpress MYSQL database in cPanel to edit something, but you find it takes a long time to access the MYSQL database page. You are not sure if this is a widespread problem on A2 Hosting or this is isolated to your site. **Please go to the community area to find if other users have a similar problem.**
5. You realized the solution wasn't there. Here is the solution. **Post it as a reply** so that others know the answer.
"You may need to update your Wordpress to the latest version. There is some issue between the connection with the old-version Wordpress and the latest MYSQL server."
6. After posting the response to the forum, you realized the solution actually made your problem worse. **Go delete your solution from the forum.**
7. Now your only choice is to submit a ticket to A2 Hosting and hope they can solve your problem. **Please submit a ticket together with a screenshot of the problem.**
(Screenshot is under Desktop/A2 Hosting. Use the following texts in your ticket: " This is a school of information usability test ticket. Please ignore.")
8. As you are waiting for A2 Hosting to reply, **go to the blog area of A2 Hosting and find out something new.**
9. You want to take a look at the tickets you submitted before. Go and find the page.
10. Assume that you are annoyed at Wordpress because it has weird problems so you want to learn more about another CMS called Drupal. **Look through the KnowledgeBase categories to find more information about Drupal.**

4. Debriefing Questions (Review the screen recording if necessary)

1. How do you feel about the experience of the tasks?

2. How do you feel about the site navigation?
3. Did you find any terms/descriptions/concepts confusing during the tasks?
 - a. Yes
 - i. What are they? _____
 - b. No
4. What do you think of the search function on A2 Hosting?
5. What do you think of the experience of submitting a ticket, viewing a ticket?
6. What do you think of the forum community?
7. What do you think of the knowledge base?
8. Did you feel confused about any area?
9. What was the difficulty levels of the tasks?
10. What's your favorite feature / least favorite features?
11. What problems did you encounter when you were performing the tasks?
12. Were there any surprises while performing the tasks?
13. Which part was frustrating?

Appendix 7.2: Data Log Form (compiled)

Shorthand codes for data logging notes:

Shorthand Code	Event
E	Error/ Incorrect action
I	Critical Incidents
P	Prompted by moderator
CU	Comment by user
H	User asked for help

Data Log Form: User1

Task: 1. Log into A2 Hosting using this account.

Email: jiveh@umich.edu

Password: si622

Success: Able to log in to A2 Hosting account

Begin Time: 00:01

End Time: 00:09

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
00:09	Log-in		The user just click login cuz the username and password has been remembered in the test computer

Task: 2. Locate information about transferring your domain name to A2 Hosting using any resources.

Success: Was able to locate relevant information using any resources.

Begin Time: 00:21

End Time: 00:50

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
00:21-00:38	My A2 Hosting Landing Page		User was trying to find the search box in the landing page. Go to the knowledge via the black nav bar "Support - Knowledge Base"
00:40-00:45	Knowledge Base		User typed the keywords "transfer domain" in the search box
00:46-00:50	Knowledge Base search results page		User clicked on the first result

Task: 3. Find information about how to install Wordpress, only using A2 Hosting resources.

Success: Was able to find relevant information with only A2 Hosting resources.

Begin Time: 01:28

End Time: 01:31

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
1:28-1:31	Knowledge Base		User typed the keywords "install wordpress" in the knowledge base search box
1:33-1:42	Knowledge Base search results page		User clicked on the 4th result

Task: 4. Go to the community area and locate if other users have a similar problem with the lengthy time to access MYSQL.

Success: Was able to find other users talking about a similar problem in the community.

Begin Time: 02:06

End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
02:06-02:17	Knowledge Base		tried to find the entry point of the community, ended up going back to the home page by clicking the top left logo
02:19-02:28	A2 Homepage	CU	The user tried to find the community entry on the homepage, then he clicked the "Login" button at the top bar to go back to the "My A2 Hosting" page
02:29-02:32	My A2 Hosting		Went to the community via the black nav bar "Support - Community"
02:34-02:54	Community Homepage	CU	Tried to enter the related section while ended up with searching the keywords "problems with MySQL"
02:55-02:56	Community Homepage Search Results		Clicked on the only result

Task: 5. Post the given solution as a reply.

Success: Was able to post a reply.

Begin Time: 03:40

End Time: 03:55

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
03:40-03:55	Forum		Clicked on the "Post Quick Reply" button

	thread page		

Task: 6. Delete your response from the forum.
Success: Was able to delete posted response from the forum.
Begin Time: 04:10
End Time: 04:26

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
04:10- 04:26	Forum thread page		Clicked on the Edit Post button and then delete the post

Task: 7. Submit a ticket together with a screen shot of the problem area.
Success: Was able to submit both a ticket and a screen shot.
Begin Time: 05:08
End Time: :07:12

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
05:08- 05:19	Forum thread		Clicked on the top left logo and tried to go out of the community. It actually led to the forum homepage

05:20-05:35	Forum homepage	CU	Randomly clicked on several buttons at the top bar to try to go back to the support area homepage, but failed Suddenly found the small "My A2Hosting" button at the very bottom when he tried to go back via retype the url in the browser address bar
05:36-05:50	Support Area Portal Home		Clicked the "Submit a Support Request" button
05:51-05:58	Submit Ticket Page		Clicked on the Support button under Service Issue
05:59-07:12	Submit Ticket Page	CU	Skipped the admin password. Typed the subject and content, uploaded the error image provided. Didn't understand what is the affected domain, put a question mark here.

Task: 8. Go to the blog area of A2 Hosting and find out something new.

Success: Was able to visit blog area and find new information.

Begin Time: 07:28

End Time: 08:16

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
07:28-07:30	submit ticket (start screen)		Clicked on the top left logo to go back to the homepage
07:31-08:04	homepage	CU	Failed to find the entry of blog in the home page. Used the top right search bar to search for "Blog"
08:05-08:16	search results page		Clicked on the first result to go to the blog

Task: 9. Go find a history of previously submitted tickets.
Success: Was able to find the correct page that displays previous tickets.
Begin Time: 08:27
End Time: 09:16

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
08:27	blog (start screen)	CU	Clicked on the login button at the top. Commented that he hoped he was still logged in.
08:28-08:35	my A2 Hosting	P	Scanned whole page and clicked on the View Ticket button and viewed the single ticket. The moderator prompted that the user was supposed to go to the page that lists all the previous tickets.
09:10-09:16	my A2 Hosting	CU	Clicked on the View button under Account Overview - Number of Support Tickets. User commented that the button could be a little bit bigger.

Task: 10. Look through the KnowledgeBase categories to find more information about Drupal.
Success: Was find information about Drupal using KnowledgeBase categories.
Begin Time: 09:38
End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
09:38-09:42	My A2 Hosting		Went to the black nav bar, clicked on Support - Knowledge Base
09:43-10:08	KB		Went through the categories and clicked on "Does A2 Hosting Support...?"
10:09-10:17	Does A2 Hosting		Realized it was not the the area he should refer to.

	Support... in KB		
10:18-10:20	KB		Clicked on Developer Corner
10:21-10:28	Developer Corner		Looked through list and went back
10:29-10:30	KB		Clicked on Installable Applications
10:31-10:49	Installable Applications in KB		Clicked on Manual Installation and still did not find it
10:50-10:51	KB		Went back to the previous page and Clicked on Softaculous - Portals and CMS, and found Drupal

Comments / debriefing:

- Commented that he clicked on “Log In” to go back to his account because he tried that before, he already knew that it would lead him to the right page. But the “Log In” is not an intuitive expression. “My Account” is better.
- Commented that the support section might be too small. It’s in the footer.
- Commented that he always wanted to skip over the products sale in the header of support area, because it’s not helpful for him.
- Commented that there are too many menus in the support area homepage.
- Never used the community before. Would like to search in the knowledge base.
- Had a hard time to go back from community. The logo should always point him to the homepage.
- Never noticed that the knowledge base has categories, because it was on the right sidebar and they all seemed to be a link instead of a multi-layer menu. It could be better if A2 change the categories link into more menu-like bar. Current categories are not intuitive (both the design and the naming of the information)
- It was not easy to navigate between the sections in the support area.
- As a customer, he did not want to see the product selling promotion after he logged in.
- The personal nature of the A2 Hosting support is great.

Data Log Form: User2

Task: 1. Log into A2 Hosting using this account.

Email: jiyeh@umich.edu

Password: si622

Success: Able to log in to A2 Hosting account

Begin Time: 00:01

End Time: 00:10

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
00:09	Log-in		it was already logged in (browser cache)

Task: 2. Locate information about transferring your domain name to A2 Hosting using any resources.

Success: Was able to locate relevant information using any resources.

Begin Time: 00:40

End Time: 02:13

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
00:40-02:05	My Domains	CU / H	Usually transfers domain from prior hosting site (GoDaddy)
02:05-02:13	Search results page		Chose 2nd link
	Chosen search result	CU	Should do bullet list in the actual article to make information more clear

Task: 3. Find information about how to install Wordpress, only using A2 Hosting resources.
Success: Was able to find relevant information with only A2 Hosting resources.
Begin Time: 03:30
End Time: 03:55

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
03:30-03:48	search results		searched for Wordpress, chose 2nd link
		CU	used to have install packages, called something different from before

Task: 4. Go to the community area and locate if other users have a similar problem with the lengthy time to access MYSQL.
Success: Was able to find other users talking about a similar problem in the community.
Begin Time: 05:00
End Time: 05:45

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
05:00-05:10	KB (start screen)		used the footer to navigate to community
05:10-05:33	Forum		searched the forum
05:33-05:36	Search results		chose 2nd option
05:36-05:45	SQL thread		

		CU	used to searching forums but usually doesn't do a lot of posting, search google to get her to forums
		CU	will only search forum to see if everyone's having problems with something specific to A2 Hosting, other technologies she will not use A2 forums

Task: 5. Post the given solution as a reply.

Success: Was able to post a reply.

Begin Time: 06:43

End Time: 07:13

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
06:43-07:13	SQL thread		

Task: 6. Delete your response from the forum.

Success: Was able to delete posted response from the forum.

Begin Time: 07:25

End Time: 08:00

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
07:25-07:30	SQL post (start screen)		clicked edit post
07:30-	edit post	E, I	clicked delete multiple times (5x), then read below and

08:00			saw the delete message, then clicked delete post
		CU	2 delete buttons, why? don't put a delete button in the top row, what does the first delete button do? should have been a pop-up, more obvious, didn't realize it popped-down below, this is uncommon

Task: 7. Submit a ticket together with a screen shot of the problem area.

Success: Was able to submit both a ticket and a screen shot.

Begin Time: 08:25

End Time: 11:44

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
08:25-08:30	SQL post (start screen)		
08:30-08:35	submit ticket		clicked on link someone left in a reply
08:35-11:44	support ticket		clicked on support ticket, had some issues finding the actual screenshot, and wrote out the whole problem
		CU	if they want to encourage people to send screen shots, that button should be between subject and message box, I know to scroll down for more, but for people who are in a hurry and just want to get it done, they might not notice it. everyone will write a message but not everyone will attach a screen shot
		CU	looked at each category, found the one she wanted (service) and chose the appropriate button, didn't even notice the other buttons because she already found the correct one

Task: 8. Go to the blog area of A2 Hosting and find out something new.

Success: Was able to visit blog area and find new information.
Begin Time: 11:58
End Time: 12:15

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
11:58-12:04	submit ticket (start screen)		went to footer to find blog
12:04-12:15	blog	CU	commented that the blogs were too long, maybe just show a preview of each post on that main blog front page

Task: 9. Go find a history of previously submitted tickets.
Success: Was able to find the correct page that displays previous tickets.
Begin Time: 12:57
End Time: 13:21

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
12:57-13:02	blog (start screen)		went to footer and clicked "support" heading
13:02-13:19	my A2 Hosting	I	scanned whole page and couldn't find, then clicked support dropdown from menu, then clicked tickets
13:19-13:21	tickets page		

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Task: 10. Look through the KnowledgeBase categories to find more information about Drupal.
Success: Was find information about Drupal using KnowledgeBase categories.
Begin Time: 13:42
End Time: 14:53

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
13:42-13:57	tickets page (start screen)	I	went up to the menu area, couldn't find what she wanted
13:57-14:32	KB		went down to footer, clicked on KB
		E	wanted to use search instead, looked into popular guides (seems that the categories was hard to want to look at, not intuitive to look at maybe)
14:32-14:38	installable applications in KB		clicked installable applications
14:38-14:51	softaculous in kb	I	looked through list, thought through where to look
14:51-14:53	portals and CMS in kb		found drupal
		CU	has installed drupal on one of her websites before, but hasnt searched for it in kb, drew knowledge from cpanel
		CU	will search, not browse because it's slower
		CU	categories kinda make sense but drilling down limits options, the answer / information could be anywhere

Comments / debriefing:

- easy for her since she has been doing this stuff for awhile, using A2 Hosting for 10 years
- she can see how it would be hard for someone else

- if she had no clue, she would probably Google
- site navigation = standard, most site have a support area in the footer
- a lot of websites have flashy buttons up top but she just uses the footer to see exactly what the site has (she really likes that)
- doesn't want to search through all the headers, etc.
- footer doesn't have too detailed info, so then she uses other menus
- looks at the footer most of the time to get to where she needs to go
- in the past has gone directly to support.a2hosting.com
- search: pretty good, usually found it in first or second link
- top search bar is similar to the browser search so it makes sense
- search bars in specific sections she feels like will only search that section
- she doesn't expect websites to filter, she will drill down first and then search
- mostly just submits a ticket, but hasn't happened in awhile
- submitting a ticket > has an ID, can be tracked, employee cannot blow you off, updates you on its status
- asking for password is normal to her, but she would not opt into giving password first time around
- look over CPanel interface

Data Log Form: User3

Task: 1. Log into A2 Hosting using this account.

Email: jiyeh@umich.edu

Password: si622

Success: Able to log in to A2 Hosting account

Begin Time: 00:45

End Time: 00:56

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
00:52	Log-in		found the log in button no problem
1:00	myA2	CU	like the feature that saves login

Task: 2. Locate information about transferring your domain name to A2 Hosting using any resources.

Success: Was able to locate relevant information using any resources.

Begin Time: 02:00

End Time: 06:13

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
02:15	My Domains	H	Needed clarity regarding the tasks and was helped
03:24	Hosting purchase	E	was swaying away from the task and quickly brought in to the task
05:17	Products and services	CU	Mentioned that there is a need to have the settings sent via e-mail.

Task: 3. Find information about how to install Wordpress, only using A2 Hosting resources.
Success: Was able to find relevant information with only A2 Hosting resources.
Begin Time: 07:30
End Time: 17:55

【Y】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
07:30	CPanel	E	went around to install wordpress
11:26	KB	P	got the user to read the kb
11:46	KB	CU	Most search engines on websites suck but im going to use it anyway
13:46	softaculous	CU	I started with one tab and now I have 5,

Task: 4. Go to the community area and locate if other users have a similar problem with the lengthy time to access MYSQL.
Success: Was able to find other users talking about a similar problem in the community.
Begin Time: 14:00
End Time: 22:00

【N】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
16:00	Ticket	E	User sways on to start a ticket
17:00	ticket	CU	"A2 is too big to rely on community for answers"
17:00	Ticket	CU	"I don't care if the community is friendly or not"
17:15	Community	I	Community categories aren't descriptive enough
18:35	Community	CU / I	"I would want to see a status page in recent blog activity section"

21:23	community	H	Had to help keep the user engaged in the tasks
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Task: 5. Post the given solution as a reply.

Success: Was able to post a reply.

Begin Time: 22:43

End Time: 23:13

【 Y】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
22:55	Community	CU	I would just leave it up there

Task: 6. Delete your response from the forum.

Success: Was able to delete posted response from the forum.

Begin Time: 23:25

End Time: 24:00

【 N】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
23:34	community		clicked edit post
23:45	Community	E, I	couldn't delete, (radio button)
23:50	community	CU / I	"Eh man! This ain't working for me"

Task: 7. Submit a ticket together with a screen shot of the problem area.

Success: Was able to submit both a ticket and a screen shot.

Begin Time: 26:25

End Time: 29:44

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
26:30	Community	CU / I	"I'd expect clicking logo will take me to home page but instead it takes me to the same stupid bulletin board"
27:30	Open Ticket	CU / I	"Why are there so many similar buttons"
28:21	Open Ticket/service	I	Temp password and upload files sections can be more decriptive.

Task: 8. Go to the blog area of A2 Hosting and find out something new.

Success: Was able to visit blog area and find new information.

Begin Time: 30:58

End Time: 31:15

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
30:58	blog	CU	Why do we have so many things here? (referring to KB, blog and community)

Task: 9. Go find a history of previously submitted tickets.

Success: Was able to find the correct page that displays previous tickets.

Begin Time: 31:57

End Time: 32:21

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
32:00	Tickets	CU	"I'm going to click on login because I know it takes me to myA2hosting page, If i didn't I'll be lost"

Task: 10. Look through the KnowledgeBase categories to find more information about Drupal.

Success: Was find information about Drupal using KnowledgeBase categories.

Begin Time: 32:42

End Time: 36:53

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
33:00	KB	CU / I	"Dude, this is a bad spot for categories, this is where most websites have ads"
33:10	KB	CU/I	"It is 2014 and there is this new thing called search"
33:58	KB	CU / I	"If I want Drupal information, I'll search somewhere else not on a hosting company website"

Comments / debriefing:

- User likes that A2 saves password using IP session
- User much rather likes instructions sent to him via e-mail rather than him searching for them
- auto scrolling in Cpanel sub sections is abysmal
- Can't trust a installer, can install the not latest version (A2 installer makes no case that their version is infact based on latest wordpress even though it is the case)
- Uses search a lot in KB, feels its okay compared to other sites
- categorization in community is irrelevant
- ** Recent blog activity makes no sense on "MyA2Hosting " page. It should be replaced by a system status that tells if MySQL is running slow.
- Deleting is unacceptable
- it(community) looks like an alien webpage
- I click on login to go to my A2hosting page, only people who have used this before know this.
- Categories on the A2hosting KB are on wrong place, they are in exactly the area where ads ususally are and also looks the same
- Confused between notification center vs service bulletin naming diferences
- User feels community is not necessary, it's not active anyway

Data Log Form: User4

Task: 1. Log into A2 Hosting using this account.

Email: jiyeh@umich.edu

Password: si622

Success: Able to log in to A2 Hosting account

Begin Time:

End Time:

【 Y 】 Success?

Time	Screen	Type CU, E, I	Notes
less than 1 minute	log-in		quickly logged in

Task: 2. Locate information about transferring your domain name to A2 Hosting using any resources.

Success: Was able to locate relevant information using any resources.

Begin Time:

End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
< 3 minutes	Domain Transfer Screen inside A2 website		Find the solution very quickly by exploring the “domain” and “transfer domain” tabs in the A2 Hosting website

Task: 3. Find information about how to install Wordpress, only using A2 Hosting resources.

Success: Was able to find relevant information with only A2 Hosting resources.

Begin Time:

End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
< 3 minutes	Knowledge Base		Search in the Knowledge Base and find the solution very quickly

Task: 4. Go to the community area and locate if other users have a similar problem with the lengthy time to access MYSQL.

Success: Was able to find other users talking about a similar problem in the community.

Begin Time:

End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
5 - 6 minutes	main page and the community area page	I, CU ("En...it took me long	After going back to the main page, unable to get to the community very quickly, because: 1) unfamiliar with community 2) the first community entrance is on the footer - hard to see; another community entrance is on the black

		time.”)	navigation bar which is also hard to see

Task: 5. Post the given solution as a reply.
Success: Was able to post a reply.
Begin Time:
End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
< 5 minutes	Community Posting Screen		Successfully Posted

Task: 6. Delete your response from the forum.
Success: Was able to delete posted response from the forum.
Begin Time:
End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
3 - 4	Community	E, I	After clicking the first “delete” button, unable to

minutes	Post Delete Screen		recognize immediately that she needed to enter a message and click the second “delete” button

Task: 7. Submit a ticket together with a screen shot of the problem area.

Success: Was able to submit both a ticket and a screen shot.

Begin Time:

End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
4 -5 minutes	community screen when trying to get back; ticket screen	I, CU (“I guess it is support ...”)	Unable to find out how to get back from the community area very quickly Confused when seeing four buttons on the ticket page; unable to figure out which button is the right one to click; clicked the button without fully understanding their meanings

Task: 8. Go to the blog area of A2 Hosting and find out something new.

Success: Was able to visit blog area and find new information.

Begin Time:

End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
3 - 4 minutes	support area main page; blog page	I	It took time for her to find the blog entrance - the blog entrance on the footer is not salient to her

Task: 9. Go find a history of previously submitted tickets.
Success: Was able to find the correct page that displays previous tickets.
Begin Time:
End Time:

【 Y 】 Success? (Y or N)

Time	Screen	Type CU, E, I	Notes
3 - 4 minutes	support area main page; ticket page		very quickly done

Task: 10. Look through the KnowledgeBase categories to find more information about Drupal.
Success: Was find information about Drupal using KnowledgeBase categories.
Begin Time:
End Time:

【 N 】 Success? (Y or N)



Time	Screen	Type CU, E, I	Notes
> 5 minutes	KnowledgeBase	E; I	Browsed around the category and did not know which item to click; tried three times and finally gave up

Debriefing:

1. Most of the tasks were easy for her. The last one was hard.
2. The support area is more for “sales”.
3. Feel it is hard to go to blog.
4. Knowledge base category is confusing.
5. The labels in the ticket-submitting page is confusing. No idea what they mean.
6. A search person. Not a forum person.