Toronto Star Website

thestar.com

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Tasks

1. Subscribe to newsletter

2. Find the latest news

3. Watch news videos

4. Advertise on the newspaper or website

5. Search for the latest news on a topic

Scenarios

1. You care about everything happening in the city, so please subscribe to newsletter so that you can get the latest new every time you check you email.

2. You are an owner of a restaurant, and you want to advertise on the business section of newspaper. Please find out the rate of advertising on the print version of Toronto star

Soo Ah

1. She went directly to the bottom and found the newsletter link.
2. Staring by clicking on the “classified” section on the side, and tried to read the the FAQ on that page. Then she went back to home page and clicked on business section on the side, after spending sometime on the page, she finally found out it is the business news section. She found the correct link after reading the footer carefully.

Raj

1. He spent some time on the side bar and tried to find useful information, then went to footer and found the link.
2. He also tried to click on “classified” section to find information on advertising. After a long time, with some help, he found the correct link in the footer.

User#3

1. It took her some time to go through almost every section on the page, and she found newsletter at the bottom of the website.
2. She also went to “classified” section the find advertising information. After taking the hint, she was able to find the link in the footer, but then was unwilling to spend more time digger deeper to find the actual rate of advertising.

Issues

1. All the participants were complaining about the lack of useful navigation on the site, there are only news sections on the side. On the other hand, there are too many links in the footer.
2. All of three participants went to classified to look for advertising information, but it actually redirect user to another website.
3. Font size on the website seemed to be too small for some people, they have to read very carefully when they tried to find the correct links.