

Usability Testing Final Report

For Compurangers.com Website

*Online-Learning.com
Assignment #4*

Prepared for: Online-Learning.com

Adina Manoli, Instructor

Prepared by: Lyse Tremblay, Student

Date: November 15, 2004

TABLE OF CONTENTS

	Page
Executive Summary	3
Introduction	5
Background	5
Usability Test Objectives	5
Methodology	6
Participants	6
Usability Test Results	8
Usability Test Metrics	8
Task Scenarios	8
Post-Test Questionnaire	13
Analysis of the Usability Test Results	19
Severity Ratings	19
Recommendations	25
Appendices	
Appendix “A” - Usability Test Participants Profiles	26
Appendix “B” - Usability Test Participants Screening Questionnaire	27
Appendix “C” - Usability Test Orientation Script	28
Appendix “D” - Usability Test Task Scenarios	29
Appendix “E” - Usability Post-Test Questionnaire	30
Appendix “F” - Usability Test Data Logging	32

EXECUTIVE SUMMARY

This report describes the results of the usability test for the *Compurangers Inc. (CRI)* website.

Usability testing was recently conducted by Lyse Tremblay, of the **Compurangers Inc. (CRI)** website <<http://www.compurangers.com/>>. The purpose of the usability test of *CRI's* website was to determine:

- if the website contained the information required to meet its stated mission and goals
- if the website could be easily accessed to find that information.

In addition, the usability test assessed user satisfaction and performance by measuring the following:

- success in finding information quickly and easily
- time it took to complete the tasks
- awareness as to where one was while performing the tasks
- website's ease of use and appearance
- usefulness of website information/content, including terminology
- logical organization of the content
- consistency throughout the content and navigation
- attraction to the website
- overall satisfaction with and perception of the website.

The first step of the usability test was to develop a usability testing plan. This helped determine which aspects of the website to test and provided guidance in developing task scenarios in preparation for conducting the usability test on the website.

Four users participated in this usability test and they were asked to perform specific tasks to measure the effectiveness, efficiency and satisfaction of the website.

Participants were entrepreneurs managing small to medium businesses with varying degrees (basic, intermediate and expert).

Some positive observations did emerge from the usability test:

- Essential information that exists is well written and presented
- Good contact section
- Standard layout and navigation is used
- **However, most participants were not satisfied with some of the website elements and organization.** For example, all participants failed to find detailed information on networking, WAN, internet, customer feedback, web resources, staff, etc.
- The lack of information was most evident in customer area, events, downloads, products and services, company and partners.

Overall the information that exists on the website is generally good but not compelling. The dull presentation, lack of specific information caused participants to remark that they would not be inclined to pursue contact with *Compurangers Inc.* for its services and products based on their website content.

The existing information was found to be too technical for many participants and potential users. Too much technical jargon was not defined and therefore understandable only to IT specialists.

Most participants felt that the website presentation was dull and tedious. The reliance on standard paragraph text and limited use of graphics resulted in key information not being accessed quickly and decisively. Instead participants had to wade through a great deal of textual information.

The report contains a description of all of these issues and recommendations.

INTRODUCTION

Lyse Tremblay is a student participating in the Professional Usability Testing Course offered by Online-Learning.com. She has conducted the usability test, analyzed the results, authored this usability testing final report, and submitted it as a course assignment.

Background

Compurangers Inc. (CRI) is an Information Technology (IT) Services Company. *CRI's* mission is to apply *Compurangers Inc.* corporate values to exceed customers' expectations by providing end-to-end IT Solutions. *CRI's* core focus on Quality Assurance allows *CRI* to design, build, implement and deliver superior IT products. Utilizing a methodology that encompasses a combination of industry, standards, best practices and application development frameworks, *CRI* ensures that their customers receive IT products that reduce the time and cost of development and deployment. *CRI's* mission is to put the Customers first and to be responsive and **R**eliable in all they do with **I**ntegrity.

The *CRI* website offers information on the types of services and products they provide to their customers.

CRI agreed to have an independent usability test conducted of its website to determine if it meets the current and evolving needs of their customers. *CRI* also wanted the website be assessed for ease of use, efficiency, usefulness and appearance for their customers.

Usability Test Objectives

The objective of the usability test was to identify problems that prospective users could encounter when using the *CRI* website in obtaining information they would be seeking, and to evaluate the overall look-and-feel of the website. The test participants' satisfaction with the website helped identify weaknesses that should lead to more successful Web experience for *CRI's* customers. In addition, it will help with maximizing efficiencies, saving costs, and optimizing results in *CRI's* mission to provide professional services and support to their customers.

The usability test focused on the following two areas:

1. Did the website contain the information required to meet its stated mission and goals?
2. Could the website be easily accessed to find that information?

The usability test required that participants undertake specific tasks scenarios which were designed to assess the usability of the *CRI* website.

Observational, user satisfaction, and performance data was collected to measure:

- success in finding information quickly and easily
- time it took to complete the tasks
- accessibly to all information
- awareness as to where one was while performing the tasks
- website ease of use, navigation, and appearance
- usefulness of website information/content, including terminology
- logical organization of the content
- consistency throughout the content and navigation
- attraction to the website
- overall satisfaction with and perception of the website.

METHODOLOGY

The usability test was conducted on the student's home personal computer. It was monitored and the results recorded, analyzed, and reported by the student.

The methodology that was used was the "thinking aloud" method. This involved participants:

- (1) completing their profile and a screening questionnaire, Appendices "A" and "B"
- (2) read an orientation script, Appendix "C"
- (3) executing specific task scenarios, Appendix "D"
- (4) summarizing their overall assessment of their satisfaction and perception of the website
- (5) completing a post-test questionnaire, Appendix "E"

The results were analyzed and recommendations made. Participants were encouraged to think aloud during testing so their thought processes could be monitored.

The following sections of the report provide:

- participants profiles and screening information
- compiled usability test results of the task scenarios
- compiled usability test results of the written feedback
- analysis of the usability test results

Participants

This section describes the users who participated in the usability test in terms of demographics, professional experience, computing experience and functional needs. The forms used to collect the participants' profiles are included in Appendices "A" and "B". The expected key characteristics and capabilities of the participants were:

- familiarity and basic knowledge of computers
- basic knowledge of Web browsers and navigating on the web
- command of the English language
- familiarity with managing computer files
- work experience
- profession
- level of experience using computer applications or programs
- attitude towards using computers
- education level.

The four individuals tested were small to medium entrepreneurs with different businesses with varying degrees (basic, intermediate and expert) of computer knowledge and experience using the Web, and who would have an interest in the services and products which *Compurangers Inc. (CRI)* offer. The profiles of the participants are as follows:

PROFILE / FUNCTION	Participants			
	#1	#2	#3	#4
Language	E	E	E	E
Profession	Entrepreneur, Professional	Entrepreneur, Professional	Entrepreneur, Engineer	Entrepreneur, Professional
Work Experience	7 years information technology	4 years restaurant management 15 years forest officer 6 years retail store owner	30 years of project management and computer usage	25 years academic 10 years independent business
Education	Some College	Diploma in Forestry	B. Eng.	B. Sc., M. Sc., PhD.
Computer proficiency	Expert	Intermediate	Intermediate	Intermediate
<i>Compurangers Inc.</i> experience	Intermediate	Novice	Novice	Novice
Website context experience	Intermediate	Novice	Novice	Novice
Have they used computers?	Always	Sometimes	Sometimes	Always
Have they used computer applications/programs?	Always	Sometimes	Sometimes	Mostly
Have they used Web browsers?	Always	Rarely	Sometimes	Sometimes
Have they had to locate websites?	Always	Rarely	Sometimes	Sometimes
Have they searched the Web?	Always	Rarely	Sometimes	Sometimes
Have they used Internet Explorer?	Always	Never	Sometimes	Mostly
Have they used Netscape Navigator?	Rarely	Never	Never	Never
Have they used Compurangers.com website?	Never	Never	Never	Never
Have they managed computer files?	Always	Rarely	Rarely	Never
Have they used e-mailing tools?	Always	Sometimes	Sometimes	Sometimes
Whether they like or dislike computers?	Always	Mostly	Sometimes	Always

USABILITY TEST RESULTS

Usability Metrics

Effectiveness

The effectiveness relates to the website's ability to provide accurate and complete information. This was measured by the ability of the participants to complete their tasks successfully.

Efficiency

The efficiency relates to the website's ability to provide information within a reasonable amount of time and effort. This was measured through the time it took participants to achieve their tasks.

Satisfaction

The answers to the usability post-test questionnaire were used to measure the participant's satisfaction and feedback of website usability.

Tasks Scenarios

This section describes how the results of the task scenarios were analyzed and their findings in quantitative formats. A thorough description of the task scenarios that were used by the participants is included in the Appendix "C". Eight task scenarios were designed to have the participants find information on the services and product marketing specifications relevant to their business needs that *Compurangers Inc (CRI)*. can provide. More specifically, the participants were expected to find information pertaining to the following topics:

- local Area Network (LAN) and Wide Area Network (WAN)
- offsite storage capability
- new Website and maintenance of its content
- desktop GUI applications and database applications
- services and product support
- Web hosting services and support
- downloading of documents, programs and reporting capabilities
- security and integration of above solutions