

Usability Evaluation Report for Diana Gracia's website

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Date of the 5 Evaluations: 2/25/2014 – 3/10/2014
Location of Test: Art Institute of Dallas Usability Lab

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Executive summary

The purpose of this exercise was to test Diana Gracia's website with users from my primary demographic, Men and woman ranging from ages of 25-55 that are looking into purchasing or selling a home. In all 5 users participating in the testing, 5 woman. Each participant was asked some general preliminary questions and 3 specific tasks: Find information for the first time home buyer programs available, complete a home search and locate a few homes, and locate the steps to selling your house. All tasks were concluded with the participant contacting Diana for further assistance.

I was very pleased to see that all 5 participants were able to complete all 3 tasks very quickly and efficiently. I did however notice that the first two participants were getting confused with the first task but were able to complete the task. I reworded the task because I noticed that the verbiage was confusing the participants. After that the last 3 participants had no issue completing the task. One out the five participants had an issue with my second task and was not able to complete the task. The rest of the tasks went well and I only had some very minor issues.

Methodology

Audience Type

Woman 25-55	4
Woman 55+	1
TOTAL (participants)	5

Internet Usage

0 to 10 hrs. wk.	2
11 to 25 hrs. wk.	0
26+ hrs. wk.	3
TOTAL (participants)	5

Internet Experience Level

Intermediate	2
Advanced	3
TOTAL (participants)	5

Gender

Women	5
Men	0
TOTAL (participants)	5

Home Owners

Own a home	4
Does not own a home	1
TOTAL (participants)	5

Contacted a realtor

Purchasing	2
Selling	1
Both	1
Neither	1
TOTAL (participants)	5

What participants did

A classmate acted as a facilitator, while Mrs. Kibby and myself watched a live feed in the next room where we had full audio and video of the tester as well as a screen share of them testing my site accompanied one participant. The facilitator asked the user a few basic questions about the homepage, then walked them through 3 specific site tasks, and finally gave the user a 7 question questionnaire at the end of the test.

One participant was accompanied by a classmate who acted as a facilitator, while I watched in the room while they tested the site at the AID usability lab. The facilitator asked the user a few basic questions about the homepage, then walked them through 3 specific site tasks, and finally gave the user a 7 question questionnaire at the end of the test.

Three participant was accompanied by a class mate who acted as a facilitator. The facilitator asked the users a few basic questions about the homepage, then walked them through 3 specific site tasks, and finally gave the users a 7 question questionnaire at the end of the test.

What data was collected

After the completion of the test, I went back through each session and noted specific issues people were having along with positive and negative feedback on the site. Overall I got some very good feedback, and it was very interesting to see how each person acted very differently to the same content.

Issues people were having.

- The first two participants I noticed were veering off the task rough that I predicted. The reason why was because the task was confusing them. After the second participant I made a change to the task and the other three participants went it the path that I had predicted.

- One of the participants was not able to complete the second task. She understood the task and got confused as soon as she did not receive any information on the home search page. After that she felt that she was doing something wrong and did not continue to finish the task. With this issue arising I have decided to fix it by adding instructions to the top of the home search page to assist people that are having issues or have questions.
- One of the participants had an issue with the contact form. The form would not accept her work email as a valid email address.

Positive feedback

- Four of the participants were very pleased with the amount of good information that is provided on the website.
- All the participants believed that the website was easy to navigate.
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Negative feedback

- One of the participants believed that it was too much information to read but she did state that if she were actually looking to purchase a home or sell her home that the information would be very helpful.
- One of the participants suggested adding a contact me button to the bottom of the information pages which I think is a great idea and I will be adding.
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Major findings and recommendations

Task scenario number one issue:

- Task wording for this scenario was confusing to the first two participants.

Recommendation:

- Change the wording on the task scenario

Technical Issues:

- Contact form was having an issue with 1 out of 5 the participants. It was saying the email address was invalid.

Recommendation:

- Check the php to ensure that rules are set properly.

User Specific Issues:

- There was confusion on the home search page. 1 out of the 5 participants did not fill out the home search criteria properly and did not pull up homes.

Recommendation:

- Add directions to the top of the home search page to assist people.

Positive Feedback:

- All the participants thought the site was well organized, easy to navigate and very informative.

Detailed findings and recommendations

Who do you think this site is designed for?

All five participants were able to correctly able to determine who this site was designed for. They stated that the site was designed for people trying to buy or sell their home. One also stated that the site was designed for the realtor.

What gives you that impression?

All five participants stated that the realtor information (her name and her title as a realtor/real-estate consultant) on the top of the page lead them to that conclusion.

By looking at the homepage only, what kinds of information do you expect to get from this site?

All the participants stated that it had to do with services that the realtor provides like selling or purchasing a home and information on the realtor.

Task Scenarios

Task Scenario 1 - Statement

- This is your first time buying a home and you are unsure what the process will consist of. You find Diana Gracia's website and want to learn about the first time buyer programs available.
- Find the information for first time buyer programs available on her site and contact her for further assistance.

Participant 1: Recorded time of task completion: 1 minute 20 seconds

Ease of use rating: 3

Participant 2: Recorded time of task completion: 2 minute 40 seconds

Ease of use rating: 3

Participant 3: Recorded time of task completion: 2 minute 40 seconds

Ease of use rating: 3

Participant 4: Recorded time of task completion: 1 minute 20 seconds

Ease of use rating: 3

Participant 5: Recorded time of task completion: 1 minute 49 seconds

Ease of use rating: 3

Number of participants	5
Percent successful	100%

Sample Findings	Sample Recommendations
All 5 participants completed the task with ease (score of "3") .	<p>For this task the first two participants were getting confused by the wording of the task and veered off the projected path.</p> <p>To correct this issue I changed the wording of the task after the second participant and the last three participants completed the task with the projected path.</p>

Task Scenario 2 - Statement

- You are one of Diana's clients and she asks you to go to her site and search for homes that you would like to see.
- Complete a home search and locate a few homes and contact Diana so she can show you those homes.

Participant 1: Recorded time of task completion: 3 minute 56 seconds

Ease of use rating: 3

Participant 2: Recorded time of task completion: 1 minute 48 seconds

Ease of use rating: 3

Participant 3: Recorded time of task completion: 7 minute 15 seconds

Ease of use rating: 1

Participant 4: Recorded time of task completion: 1 minute 09 seconds

Ease of use rating: 3

Participant 5: Recorded time of task completion: 4 minute 20 seconds

Ease of use rating: 3

Number of participants	5
Percent successful	80%

Sample Findings	Sample Recommendations
<p>4 participants completed the task with some difficulty (score of "3") .</p> <p>1 participants completed the task with ease (score of "1") .</p>	<p>Four out of the five users had no issue completing this task. The one that did was not able to complete that task was having issues on the home search and was not able to find any homes. After attempting to locate homes her search returned no homes and she believed that she did something wrong and did not continue to contact the realtor as stated in the task.</p> <p>There is nothing I can do with this page because it is an iframe that is generated by another company. The information is not editable. But, I can add instructions to the top of the page to assist with any questions or issues that arise.</p>

Task Scenario 3 - Statement

- You want to sell your home and are looking for a realtor in the DFW area. You come across Diana's site
- Locate the steps to selling your house on her site and contact her for her assistance.

Participant 1: Recorded time of task completion: 2 minute 00 seconds

Ease of use rating: 3

Participant 2: Recorded time of task completion: 0 minute 20 seconds

Ease of use rating: 3

Participant 3: Recorded time of task completion: 5 minute 05 seconds

Ease of use rating: 3

Participant 4: Recorded time of task completion: 0 minute 13 seconds

Ease of use rating: 3

Participant 5: Recorded time of task completion: 1 minute 25 seconds

Ease of use rating: 3

Number of participants	5
Percent successful	100%

Sample Findings	Sample Recommendations
5 participants completed the task with ease (score of "3") .	All the feedback from the participants stated that the task was easy to complete. One of the participants recommended adding a contact button on the bottom of the information provided on the page. I will add a contact button to the bottom of pages as another option on how to contact Diana.