

Andrew Bertino
Leslie Evans
Albert Fazio
Alex Gonzalez-Vinas
Carl Pounsberry
Group M
LIS3267 – Information Science
Chris Landbeck
March 28, 2007
Usability Analysis

Usability Report

Welcome Script

Hello, our names are Leslie, Andrew, Alex, Albert, and Carl. We will be guiding you through our evaluation today of the College of Information's new website. First, before we begin, let us take this time to thank you for your participation in this evaluation. We will explain the entire process you are about to go through and hopefully answer any questions that you may have.

We are testing a new version of the College of Information's website and we greatly appreciate your assistance in helping us evaluate the site. To help us evaluate our site, we will ask you a series of questions which will require you to perform basic tasks on our website. Please perform as you usually would when it comes to browsing websites. Do the best you can with the tasks, but be aware that we are in no way testing your ability, but the usability of the site. Since the site is still under development, there may be times that accomplishing your task may be frustrating and difficult to complete. Please do not get frustrated, as we are once again testing the website, not testing your abilities.

Feel free to ask as many questions as you would like throughout the process, but be aware that we may not be able to answer some of your questions, since doing so may contaminate our results. As such, we ask you to work as independently as possible. We do ask you, however, to speak out loud and verbalize your ideas throughout the process. We understand that this is difficult, as it is unnatural to verbalize your thoughts, but we ask that you do the best you can. We will most likely have to remind you several times to verbalize your thoughts, and we apologize in advance. We do not mean to frustrate you, but since we realize it is difficult to verbalize thoughts, we will need to remind you frequently to do so. The goal of this test is to determine the strengths and weaknesses of this website from a user's perspective. So, by speaking out loud, we can get a better idea of what you think is good about the site and what might need improvement.

During this process, we will ask you to complete the tasks below and possibly answer some questions. We will be in the room monitoring your actions and taking notes on what you do

and verbally think. Remember that if you no longer feel comfortable doing this test, or if you are pressed for time, you can quit the study at any time, with no consequences.

If you do not have any further questions, we will begin whenever you are ready.

Usability Test Questions

You are a prospective student to the College of Information:

- 1) You are an incoming freshman and you want to contact someone who will answer your questions about the IT program for more information about courses. Where would you go to find this information?
- 2) You're looking to see if you need to buy anything specific for the major, how would find out this information?

You are a current student:

- 3) You are done with your general studies and you are looking to start taking classes in the major, how would you go about planning your schedule?
- 4) You are having trouble with your laptop, where would you go to get assistance for your problem?
- 5) You have finished all of your foundation classes, now it's time to make a decision on where to go from there. How do you find out the possible tracks you can choose from?

You are a current student who is nearly completed all the required coursework:

- 6) You want to do a project aside from your regular schoolwork to get you into a graduate school that will set you apart from other students. What would you do to find this information?
- 7) You have decided that you are interested in getting real world experience, where would you go for that?
- 8) You're looking into taking some elective classes for the major—what would you do to find out which ones you want to take?

- 9) You need a class to graduate and you find the class is already full. How would you find other options?

Usability Results

- 1) You are an incoming freshman and you want to contact someone who will answer your questions about the IT program for more information about courses. Where would you go to find this information?

Expected results: We expected the user to click on Undergraduate Advising from our list of links on the left, or from our site map. This would bring them to a page where there is information about peer advisors and faculty advisors and their contact information.

Actual results: 5/13 users clicked on the Contact Us link at the very top. Two out of those five users clicked elsewhere first before going to Contact Us. One user clicked on the Course Descriptions link first, and then the Contact Us link. The other user clicked on the technical support link at the bottom first and then found clicked on the Contact Us link at the top.

4/13 users went straight to Undergraduate Advising where they found contact information and more information about advising.

2/13 users went to Course Descriptions and were satisfied with what they found.

1/13 users said they would contact the general information phone number located at the bottom of the site below the address.

1/13 users clicked on Faculty and Staff from the list of links on the left of the site.

Course of action: We might have possibly interfered with the results by using the word 'contact' in the question. We should have used the word find someone rather than contact. Overall, most of our users acted as we expected. We however did not expect users to click on Contact Us to find contact information for an advisor, but by doing so they arrived at the desired outcome. In the end, we feel no changes are needed.

- 2) You're looking to see if you need to buy anything specific for the major, how would find out this information?

Expected results: We expected that the user would find the link for "Hardware and Software Requirements" on the left navigation bar. The page the user would arrive at would list the laptop requirements and specifications for College of Information students, along with software requirements.

Actual results: 10/13 users went directly for the Hardware and Software requirements link on the left part of the site.

1/13 users went to Contact Us and found a phone number for general information and said they would contact them for more information.

1/13 users used the search bar at the top and typed in the search terms “need” and was unsatisfied with the results. The user returned to the index page and eventually found Hardware and Software requirements.

1/13 users said nothing on the site seemed helpful in completing the required task and as such, gave up on the task.

Course of action: We are satisfied with the results. The users seemed to find the necessary link relatively easy. As such, we feel no course of action seems to be needed.

3) You are done with your general studies and you are looking to start taking classes in the major, how would you go about planning your schedule?

Expected results: We expected our user to click on the link labeled “Mapping” on the left navigation bar, which would take him to a page with the IT Program Academic Map, where each class is laid out by semester as a suggestion for students who need help planning their schedule.

Actual results: 3/13 users clicked on Course Lookup and said they would search for courses and make their schedule that way.

3/13 users went directly to the Mapping link on the left side of the site.

2/13 users first clicked on the Register for Courses link and then both went back to the index and then clicked on Curriculum Flowchart.

1/13 users clicked on the Curriculum Flowchart link first and then went back and clicked on Mapping.

1/13 users clicked on Course Descriptions first and then went back to the index and clicked on the Curriculum Flowchart.

1/13 users clicked on the Contact Us and said they would call an advisor.

1/13 users clicked on the Undergraduate Program Information link and was unsatisfied. They then went back and clicked on the Bachelors Degree in IT link.

1/13 went directly for the Curriculum Flowchart.

Course of action: The question we proposed should have been asked in a different, clearer manner. While most of the users came across valuable information that would help them plan their schedule, they did not arrive at the intended site. We will most likely group all the related Course planning links together so that the user will more easily be able to find the information he wants. A link on the left navigation bar would be labeled “Course Planning” and within the page it leads to would be links to more specific course planning pages. For example, we could combine the Flowchart, Mapping, and Course Search links into one page.

4) You are having trouble with your laptop, where would you go to get assistance for your problem?

Expected results: We expected the user to know that “iTec” stood for the technical assistance name, and we expected the user to be able to find the link for “iTec services” on the left navigation bar of the website. The link would lead to the iTec Services homepage, where all technical problems should be sent.

Actual results: 8/13 users clicked directly on iTec services using the link on the left side of the index page.

1/13 users clicked on Contact Us at the top of the index page and said to contact iTec services.

1/13 users first clicked on the UCS link on the left and then went back to the index using the home link and then clicked on the site map. After finding nothing at the site map they went back to the index and found iTec services and clicked the link on the left.

1/13 users clicked on the Hardware & Software Requirement link on the left part of the page.

1/13 users said they could not find anything and said that they would contact the Computer Store and said there was no link on the site for the Computer Store.

1/13 users said they could not find anything useful on the site and said they could not complete the task.

Course of action: Instead of calling the link “iTec”, we will write out “Technical Help” and link to the iTec site. Some people might not know what iTec is and therefore will not be able to find the technical help they need, even if they are looking at a direct link to iTec on the front page.

5) You have finished all of your foundation classes, now it’s time to make a decision on where to go from there. How do you find out the possible tracks you can choose from?

Expected results: We expected our users to click on the link “Curriculum Flowchart” on the left navigation bar of the website. On that page would be a graphic showing the tracks a student may choose from and a visual representation of the required courses.

Actual results: 6/13 users clicked directly on the Curriculum Flowchart link.

2/13 users clicked on the Mapping link on the left side of the page.

1/13 users clicked on Course Descriptions from the link on the left side of the page.

1/13 users clicked on the BS in IT link from the left side.

1/13 users clicked on IT Course descriptions, went back to the index page, and then clicked on the Mapping link. They then clicked the Curriculum Flowchart link on the left side of the page.

1/13 users clicked on Contact Us and said to contact an advisor. Then they went back to the index page and then clicked on the Undergraduate Program Information link.

1/13 users clicked on the Curriculum Flowchart link first, and then clicked on the Mapping link from the left side of the page.

Course of action: Similar to question number three, all of the users seemed to know where to go to find the information they needed. Our question probably should have been more specific in what we wanted. We will link to the “Curriculum Flowchart” on the main page for the new link “Course Planning”.

6) You want to do a project aside from your regular schoolwork to get you into a graduate school that will set you apart from other students. What would you do to find this information?

Expected results: We expected that the user would know that this question implied finding a link to the Directed Individual Study section of the site. It is labeled as “DIS Proposals” on the left navigation bar.

Actual results: 6/13 users went straight for the Internships Steps link on the left side of the page.

2/13 users clicked on the DIS Proposal link on the left side of the page, but both users suggested that the average user will not understand.

2/13 users suggested they would do some kind of Community Service. Both users said there was no link for Community Service and said that is what they would do for that task.

1/13 users clicked on the Graduate Program Information link first and then they clicked on the DIS Proposal link.

1/13 users clicked on the Undergraduate Program Information link from the left side of the page.

1/13 users clicked on the Graduate link at the very bottom of the left side of the page. They clicked on the red boxed link that says Graduate.

Course of action: We will spell out the link “Directed Individual Study” instead of the current “DIS Proposals”. Most people do not know what Directed Individual Study is, and even if they were looking for it, they might not recognize “DIS Proposals” as the link they would need. The question also could have been more specific, as there are numerous ways to stand out on a graduate school college application. We will most likely move the link to the Directed Individual Study page near Internships, as they are similarly related.

7) You have decided that you are interested in getting real world experience, where would you go for that?

Expected results: We expected our users to find the “Internship Steps” link on the left navigation bar which would open to a page listing the information one needs to be able to get an internship.

Actual results: 12/13 users clicked on the Internships Steps from the left side of the index page.

1/13 users went to the site map first and then clicked on the How to Obtain an Internship link.

Course of action: We currently have two Internship links on the left navigation bar of the website. While most of the users found what we expected them to, we feel that only one link on the left navigation bar would suffice, and the page it leads to would take the user to more specific information about Internships.

8) You’re looking into taking some elective classes for the major—what would you do to find out which ones you want to take?

Expected results: We expected that our users would think to look for the link entitled “IT Course Descriptions” on the left navigation bar to be able to see a listing of all the available IT classes and descriptions and course numbers of each one.

Actual results: 6/13 users clicked directly on the IT Course Descriptions link on the left side of the page.

3/13 users clicked on the Course Lookup link from the left side of the page.

2/13 users clicked on the Curriculum Flowchart link from the index page.

1/13 users clicked on the Undergraduate Program Information link from the left side of the index page.

1/13 users first clicked on the site map and then they clicked on Course Descriptions link. They clicked to go back to the site map and then they clicked on the Course Lookup link.

Course of action: This page will also be linked to from our new “Course Planning” page, which will be linked on the left navigation bar. The link on the page that loads would read “Course Descriptions”.

9) You need a class to graduate and you find the class is already full. How would you find other options?

Expected results: We expected our users to know that a wait list is available, and we expected that they would find the link entitled “Wait List” on the left navigation bar.

Actual results: 5/13 users clicked directly on the Wait List link on the left side of the index page.

1/13 users first clicked on the site map link and then from there they clicked on the Wait List link.

1/13 users clicked on the Course Lookup link from the left side of the index page and were satisfied with the results.

1/13 users clicked on Contact Us and said to contact an advisor for more assistance.

1/13 users first clicked on Contact Us and said they would call an advisor. They then clicked back to the index page and found and clicked the Wait List link from the left side of the index page.

1/13 users first clicked on the Course Description link from the left side of the index page and then from there they clicked on the Course Lookup link.

1/13 users first clicked on the Course Lookup link from the index page and then they went back to the index page and clicked on the Wait List link.

1/13 users clicked just on the Course Descriptions link from the left side of the index page.

1/13 users clicked on the Undergraduate Advising link from the left side of the index page. They said they would contact an advisor from there.

Course of action: We most likely will link to the Wait List on the new “Course Planning” page, as it seems to fit in the same category as the other course planning pages. A few of the users might not have been able to find “Wait List” right away because it was not placed near other course links, therefore subtly indicating that it is not related to course information.