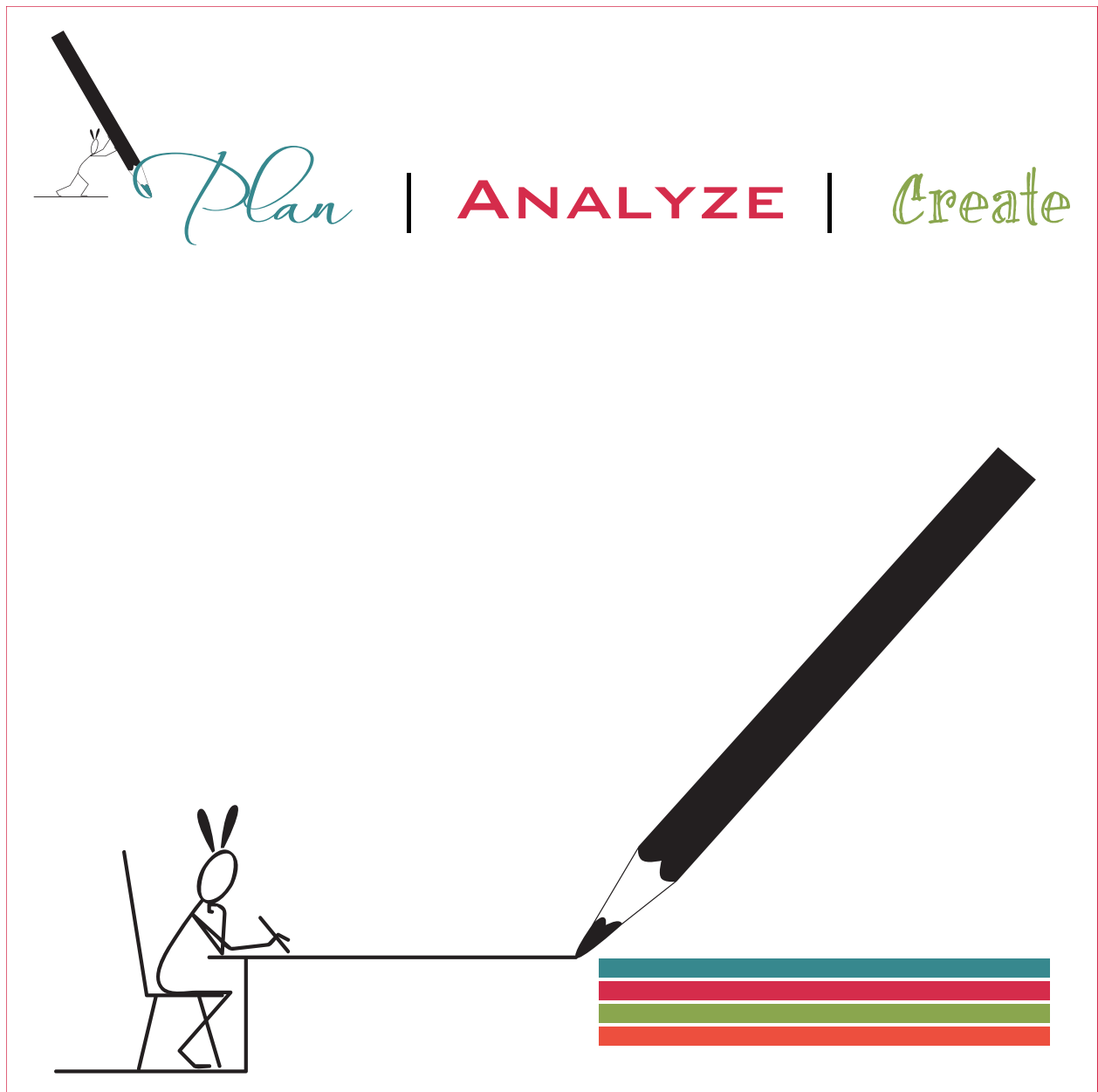


HCI CAPSTONE FINAL USABILITY STUDY PROJECT



STUDY CONDUCTOR:

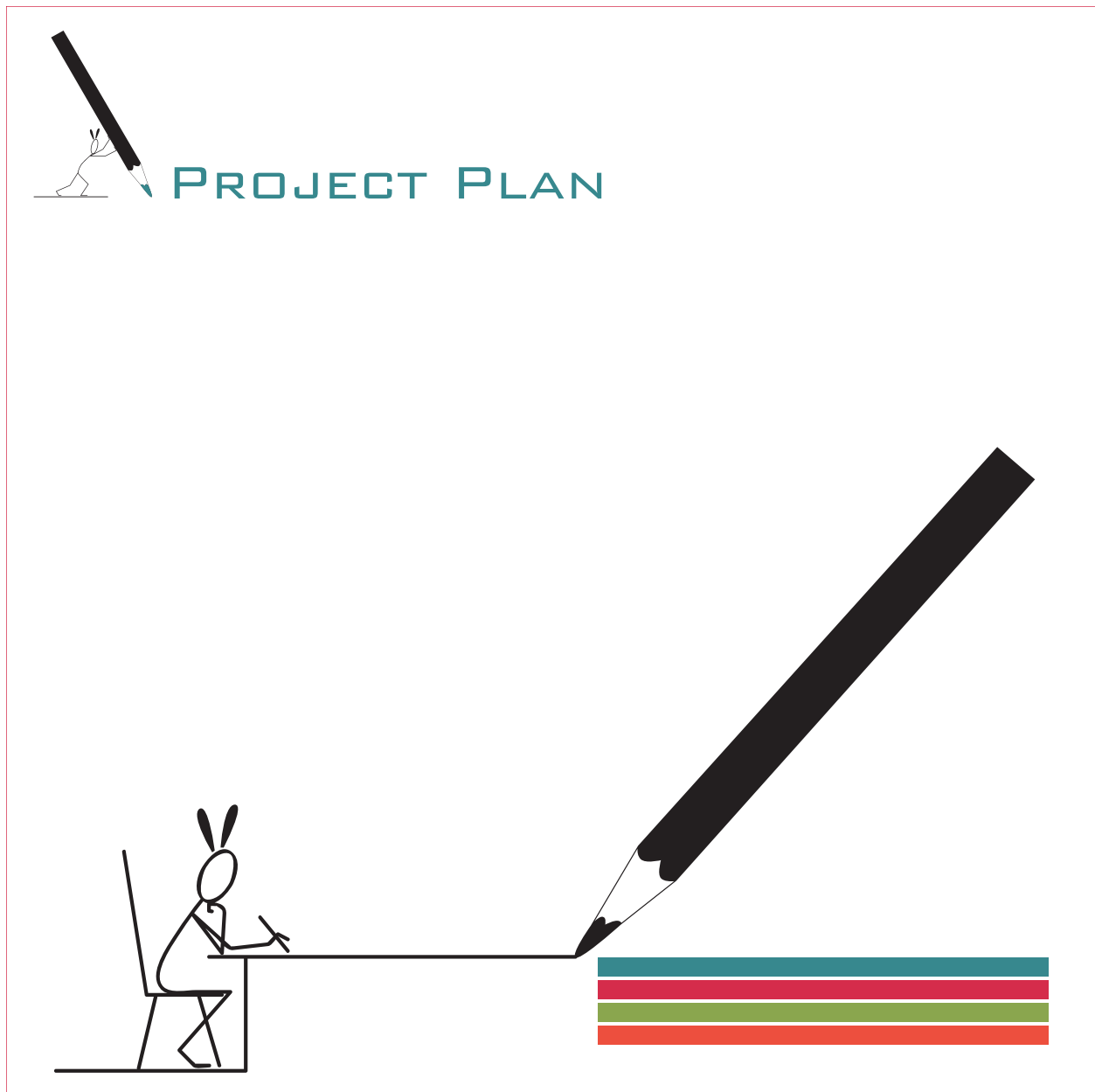
Tammy Hotchkiss



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CHAPTER 1 ~ PROJECT PLAN



STUDY CONDUCTOR:

Tammy Hotchkiss

Project Plan

Project: PORTFOLIO WEBSITE DESCRIPTION

PURPOSE

The purpose of this project is to allow the student to convey his or her expertise in the graphic design field. It will be used by the student as a portfolio website for a college level student seeking a masters degree in art and /or employment in graphic design field.

CONTENT

The website will be designed for a graphic artist containing various images of their own artwork. The artwork chosen will reflect a competent college level student in the Informatics program and will provide the viewer a detailed description of each piece of artwork shown. The website will contain information and content relevant to the art industry. The comment section will contain a database that will store visitor remarks for the student to review from the visitors.

GOAL

The goal of the website is to assist the student in obtaining scholarships and/or employment. The portfolio will be submitted to various art colleges for admission purposes and various businesses seeking employees in the graphic art industry.

TARGET AUDIENCE

The target audience will be professionals in the admissions department of various colleges which the student has applied as well as professors and teachers who may be on the board during the decision making process to admit the student to said college. The other potential audience will be human resource individuals and management staff who may be on the board during the decision making process of hiring this student where this student has recently applied.

All parties are expected to have a higher level of education background in the area of study for a graphic designer and have experience or knowledge of the expectations in this field of study. The age of the user is expected to be in the range of 40-65 years of age.

REFLECTION

Website should reflect a competent graphic artist as a potential employee or student.

Below: Example of a Former Portfolio Website



The purpose for redesigning the current portfolio is the student feels the current site is outdated and insufficient representation of their work to get admitted to this level of college or to assist the student in employment opportunities as reflected by images on left.

The artist desires a portfolio that looks aesthetically pleasing and professionally created reflecting a competent artist.

Below are examples of the requirements for portfolio submission at one of the intended colleges:

“ Portfolios should be specific to the intended course of study, should represent the applicant's best work, presented as professionally as possible. Portfolios should demonstrate the applicant's interests in and aptitudes for advanced study and, specifically, potential for success at SCAD.

Graphic Design

Applicants applying to the Graduate Program in Graphic design should submit portfolios presenting graphic design as a problem-solving methodology by following the below criteria:

- Work Presented for consideration should rely less on visual craft and page decoration and more on how the aesthetic decisions/ techniques employed apply to the intended concept.
- Work presented for consideration must include typography executed across multiple pages and/or multiple media options under the same topic and/or aesthetic.
- Work presented must include aesthetic execution of visual storytelling across multiple media outcomes. This can include -but not be limited to- print, mobile media, e-publications, responsive web media, and alternative, guerilla-style media.
- Work presented for consideration must demonstrate a high level of craft in all media. ”

These are the requirements for employment application at one of the intended companies:

“ The Graphic Designer will utilize experience with current graphics design technology using Adobe design software applications to conceptualize and create cutting-edge graphics and illustrations for use in technical publications, proposals, storyboards, oral presentations, training materials, and other visual communications media.

Primary Duties & Responsibilities:

- 1 Gather raw data from various sources, including from in person interviews, e-mail, briefings, meetings, and phone calls and develop comprehensive, clear, and visually engaging graphics, charts, and briefings.
- 2 Work in a collaborative team environment, managing projects against proposal timelines.
- 3 Analysis of the RFP graphic guidelines and implementation of the criteria; communication with the proposal manager to resolve any questions arising from requirements, and adherence to all schedules.
- 4 Operate production equipment, including digital presses, folding and cutting machines, and laminating and binding equipment. Some overtime and weekend work will be required.

This position will require a portfolio or samples online at the time of the interview.

Required Education:

Bachelor's Degree (or equivalent experience)

Required Experience:

2+ years of experience with a Bachelor's Degree

Required Skills:

Adobe Creative Suite (Illustrator, Photoshop, InDesign), Microsoft Office (PowerPoint, Word), Ability to travel as needed

Preferred Skills:

Flash and/or other animation software, Web /HTML application knowledge, experience with Government proposals. ”

PRO'S and CON'S

By changing the portfolio to a more updated website, the artist is able to provide a better representation of his or herself which will enable more opportunities for higher funding for scholarships and higher salary negotiations. Through careful research of other competition, the graphic artist will also be able to ensure that they meet the standard set forth by current job applicants and students in this field of study. Creating a new portfolio sets a stronger precedence of the artists ability.

A disadvantage would be the cost that is incurred and time necessary to accomplish the redesign during the entire process. The concern with this is alleviated through consideration of the amount of scholarship monies and salary negotiations that will be available if the site is successful.



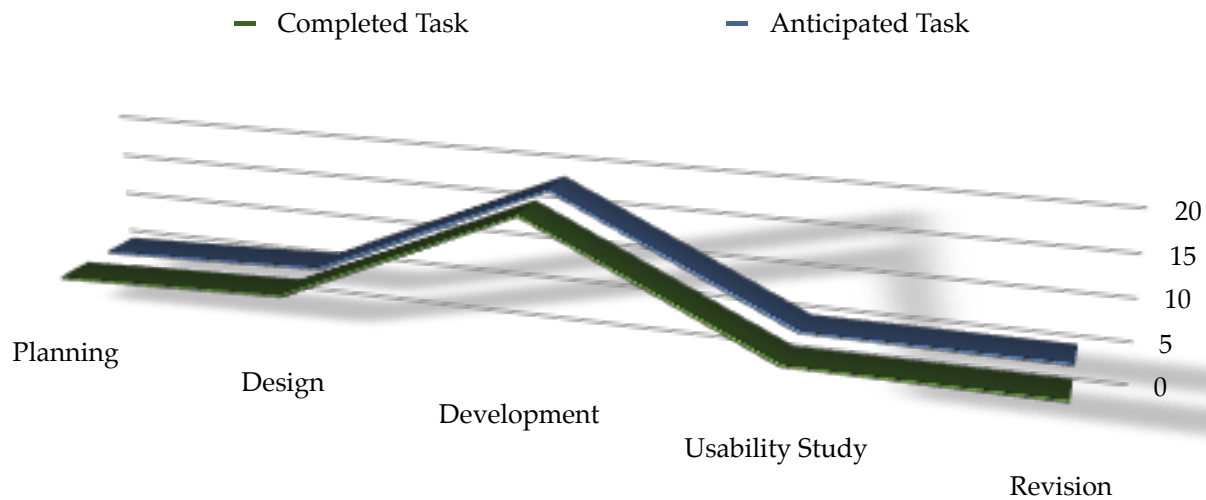
Above: The primary goal is to display the artist to their fullest potential as reflected on their resume.

SCOPE OF PROJECT

Budget Expenses

Design and Development	\$2000
Images	\$500-2000
Domain Name	\$ varies
Hosting Service	\$10-20/year
SSL Certificate	\$5-20/month
Updates	\$5-10/month
	\$50-250 / hour

TIMELINE

**Planning****7 days**

Project Planning Document

1 day

User Analysis

2 days

Task Analysis

2 days

System Specification

2 days

Design & Development**28 days**

User Interface and Storyboard

2 days

Function Design

2 days

Database Design

2 days

Scenarios Design

2 day

System Testing Development -Version 1.0 (release)

20 days

Usability Study**7 days**

Tester Demographic Area

1 day

System Usability Questionnaire

1 day

Testing and Observation Design

2 days

System Usability Analysis Report

2 days

External Evaluator Report

1 day

Revision**7 days**

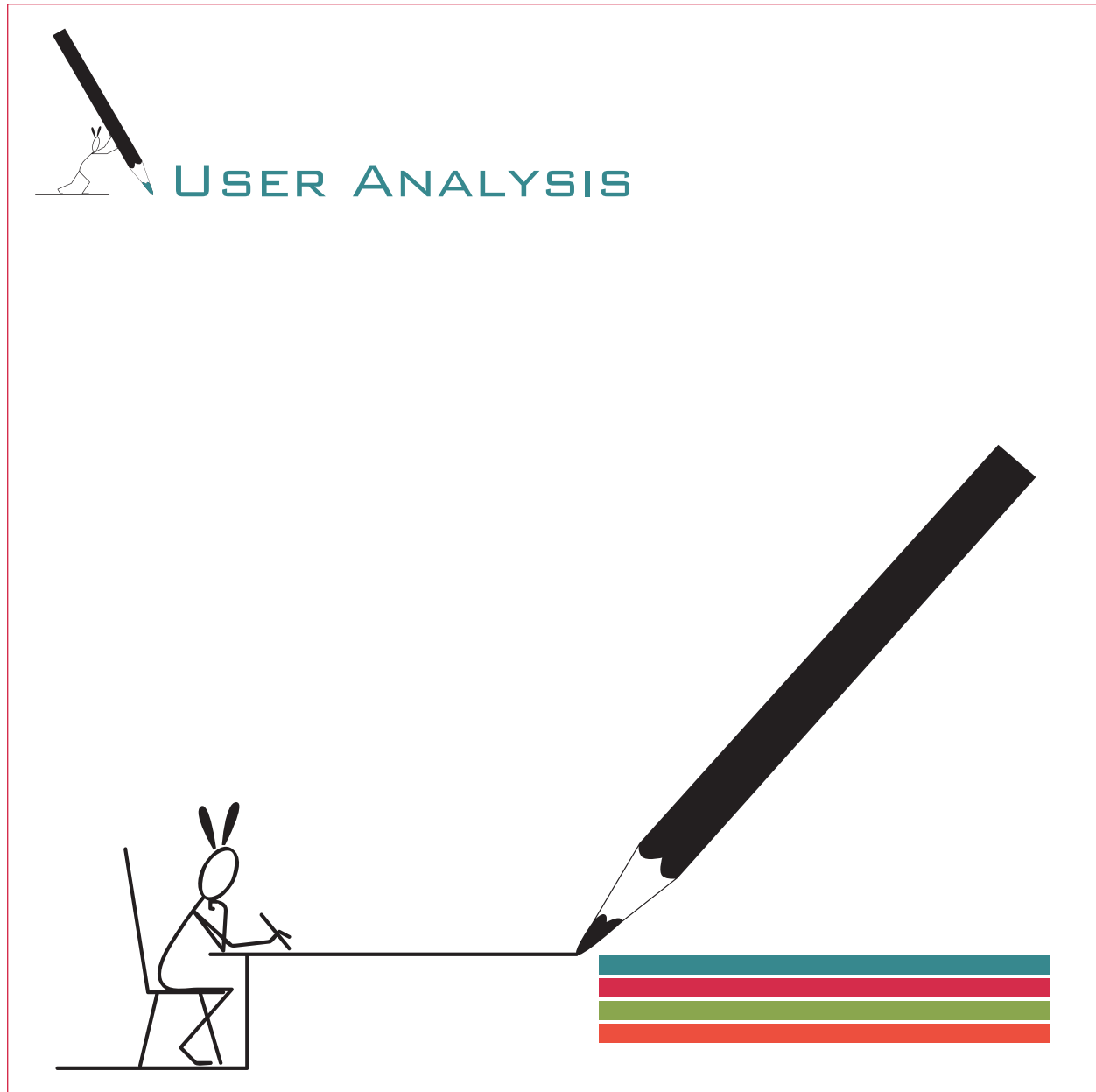
Revisit the System

5 days

Version 2.0 (release)

2 days

CHAPTER 2 ~ USER ANALYSIS



STUDY CONDUCTOR:

Tammy Hotchkiss

User Analysis

Project: PORTFOLIO WEBSITE DESCRIPTION

AUDIENCE

The target audience will be professionals in the admissions department of various colleges which the student has applied as well as professors and teachers who may be on the board during the decision making process to admit the student to the college. The other potential audience will be human resource individuals and management staff who may be on the board during the decision making process of hiring this student where this student has recently applied.

Among these are: human resources clerk, first level supervision, second level supervision, vice president of company, CEO, financial aide administration, admissions clerk, dean of admissions, professors, program coordinators, or President of the college.



EDUCATION LEVEL

The audience will have a minimum of a high school diploma. The majority of the visitors of this site will most likely have a college background with a Masters or PhD level of education for the college applications. Most parties are expected to have a higher level of education background in the area of study for a graphic designer and have experience or knowledge of the expectations in this field.

AGE

The age of the user is expected to be in the range of 35-65 years of age.

SKILLS SOUGHT

Expertise with computer software such as Adobe CS6 Photoshop, Illustrator, and InDesign. Artistic ability aesthetic decisions/techniques employed apply to the intended concept.

Portfolios should be specific and represent the artist's best work, presented as professionally as possible. It is important that it demonstrates the artist's interests in and aptitudes for advanced college study or employment in graphic design presenting graphic design as a problem-solving methodology that is not reliant upon the page decoration but more on how aesthetic the technique conveys the intended conceptual design.



CHAPTER 3 ~ HIERARCHAL TASK ANALYSIS



STUDY CONDUCTOR:

Tammy Hotchkiss

HIERARCHAL TASK ANALYSIS

Hierarchal Task and User Analysis: Portfolio Website

Dynamic website contains 9 pages and contained within is a functional message board database. The website consists of five main pages:

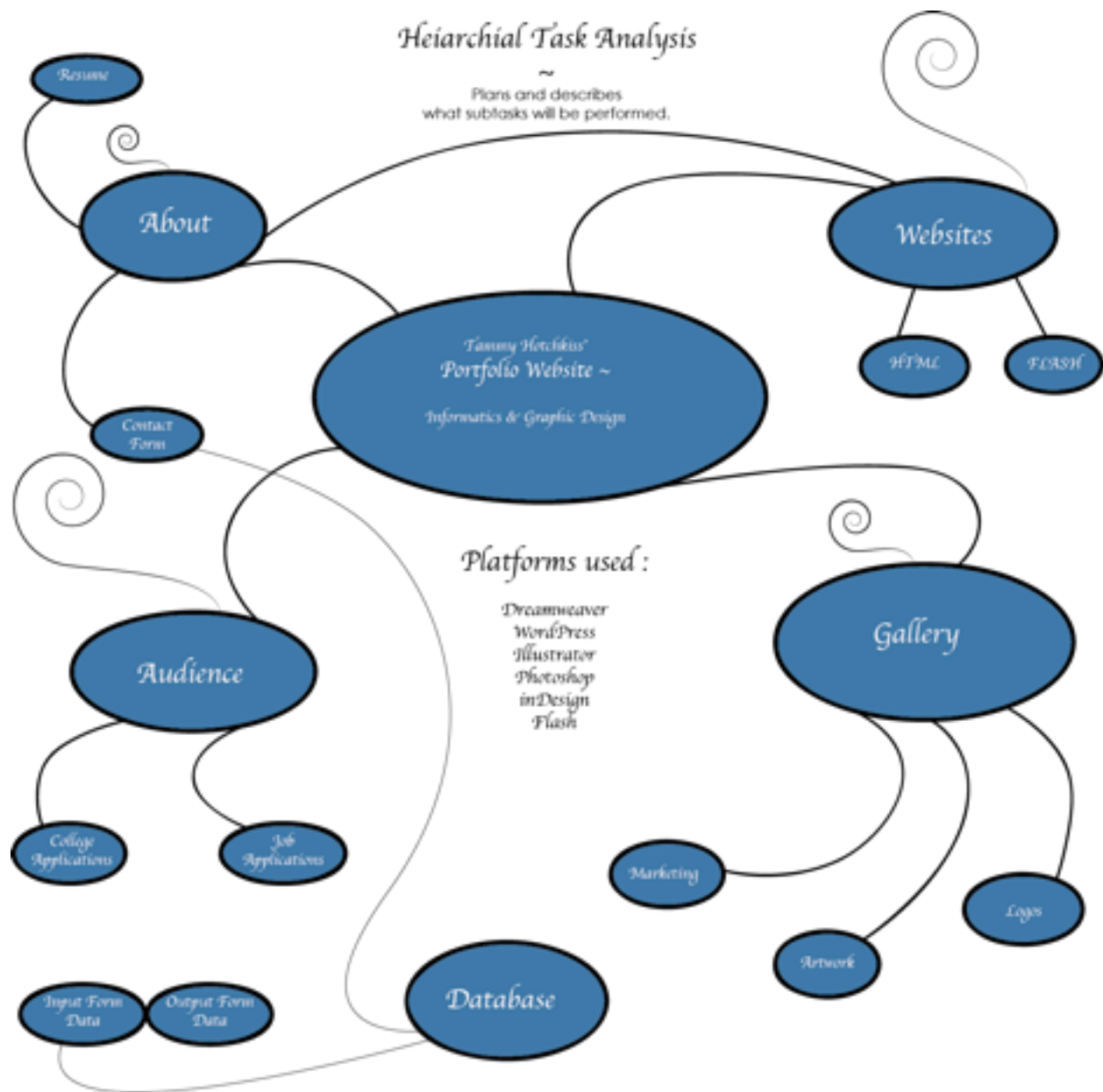
- ✓ Index ~ introduction page to the website
- ✓ About the artist ~ information about the artist
- ✓ Gallery ~ list of the four part structure of the artwork
 - ✓ Print ~ examples of print design artwork
 - ✓ Design ~ examples of business logo design artwork
 - ✓ Screen ~ examples of digital media design artwork
 - ✓ Products ~ examples of product design artwork such as t-shirts and cups
- ✓ Message Board ~ static page designed for interaction to comment on artwork
- ✓ Resume ~ link to printable copy of resume in pdf format
- ✓ Contact ~ link to message board and email
- ✓ Site map ~ explanation of each page contained within site

Aesthetics of the site layout and design is in accordance with the basic principles of web design and site contains interactive functions.

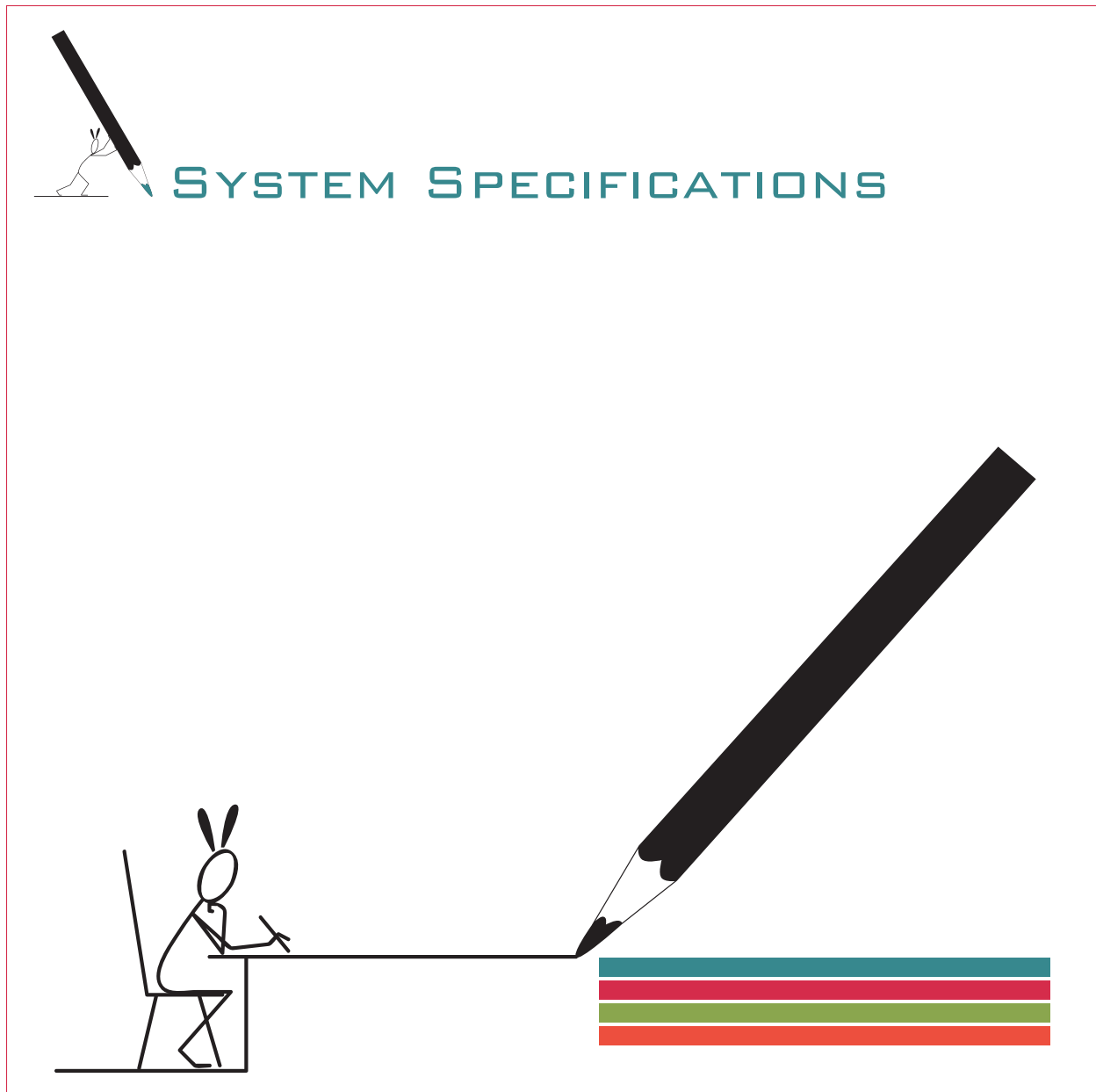
Target Audience:

- ~potential colleges
- ~potential employers

Portfolio materials used were marketing materials, posters, flyers, T-shirt designs, artwork, sketches, logo designs, screen designs, and product designs. Database created with MySQL and PHP in discussion forum format. The platforms that were used were Dreamweaver, Illustrator, Photoshop, and inDesign.



CHAPTER 4 ~ SYSTEM SPECIFICATIONS



STUDY CONDUCTOR:

Tammy Hotchkiss

System Specifications

Project: PORTFOLIO WEBSITE

System Specifications

The website was designed on an iMac computer with dreamweaver. The website is written in HTML5 hypertext markup language using a CSS style sheet linked to the page. HTML5 is accessible for todays busy view and will allow visitors to view the site from modern mobile low powered devices such as smart phones or tablets such as an iPad. CSS style sheets are used for formatting, font color, font size, font weight, image borders, link behaviors, padding, float, relative and absolute positioning, margin widths and heights, unordered list and ordered list padding and margins, container dimension settings for the layout and structure of the sites overall design.

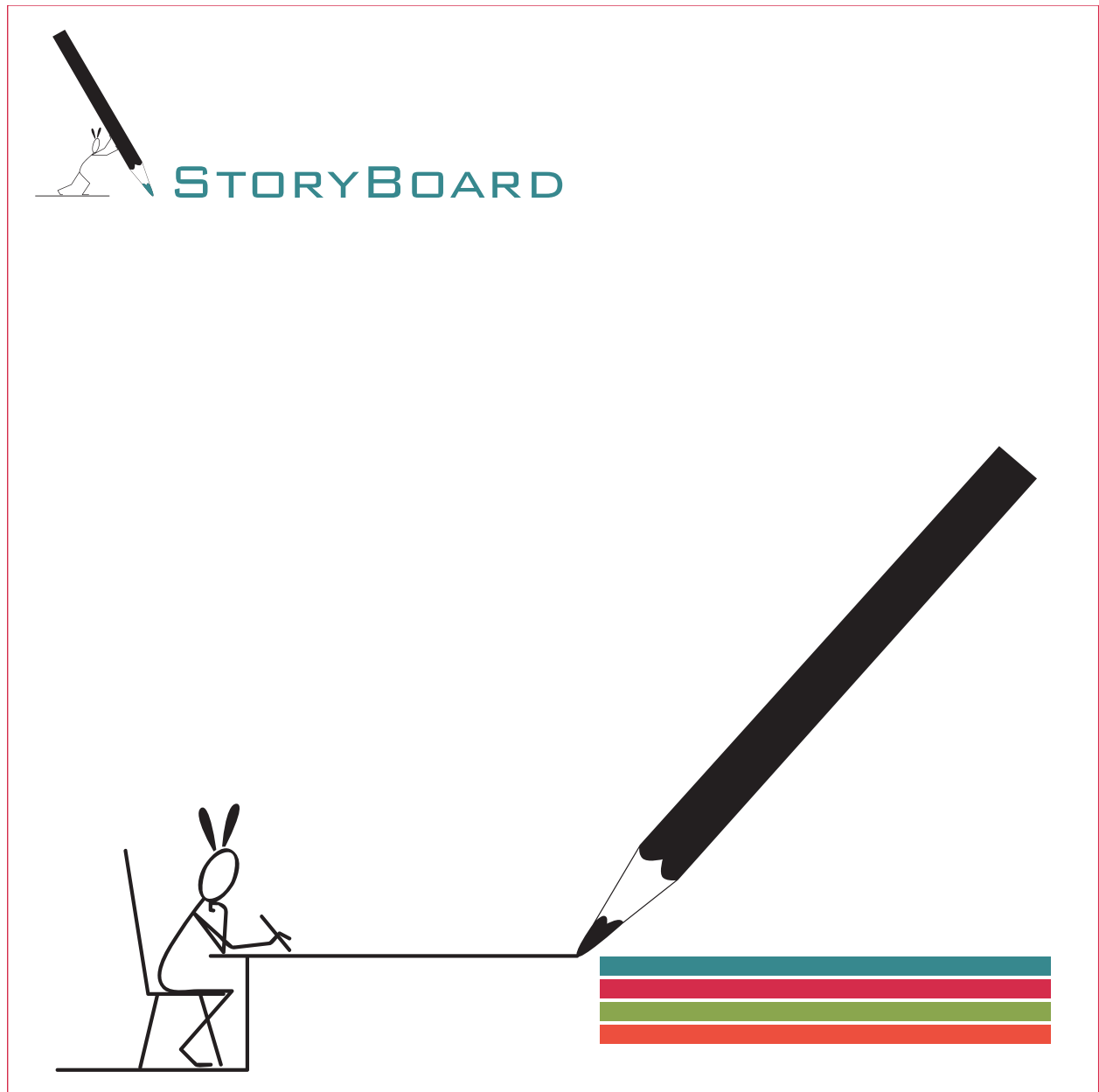
The size measurements in the CSS sheet are notated as pixels (ex: px) to ensure browser compatibility. All color notations are listed in six digit web safe color notations (ex: #000000) with notations of color for easy reference (ex: /*black*/) in the code.

The navigation bar was developed through the use of a spry menu bar with drop down menu for the gallery section of the menu. The menu uses javascript for its functionality. The paragraphs with extended content are interactive through the use of a spry accordion with functional extend and retrieve bars that open and close with the assistance of the viewer.

Both internal and external links as a well as email links are used throughout the website. This will enable the site Search Engine Optimization (SEO) when live on the web. The site contains keywords, meta tags, description and titles to also assist in SEO.

The database was created with MySql and PHP.

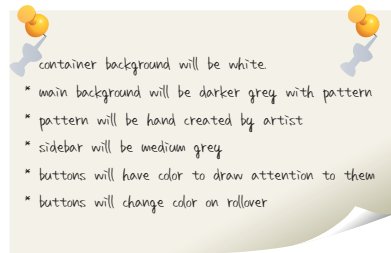
CHAPTER 5 ~ STORYBOARD



STUDY CONDUCTOR:

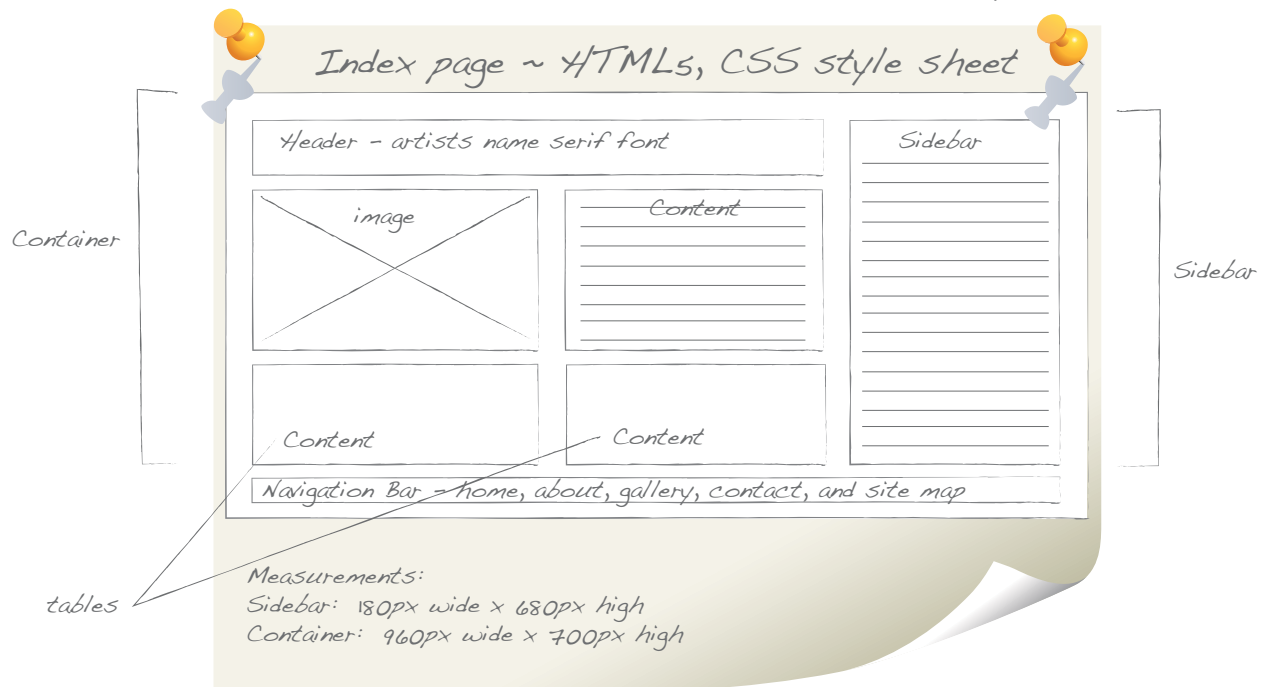
Tammy Hotchkiss

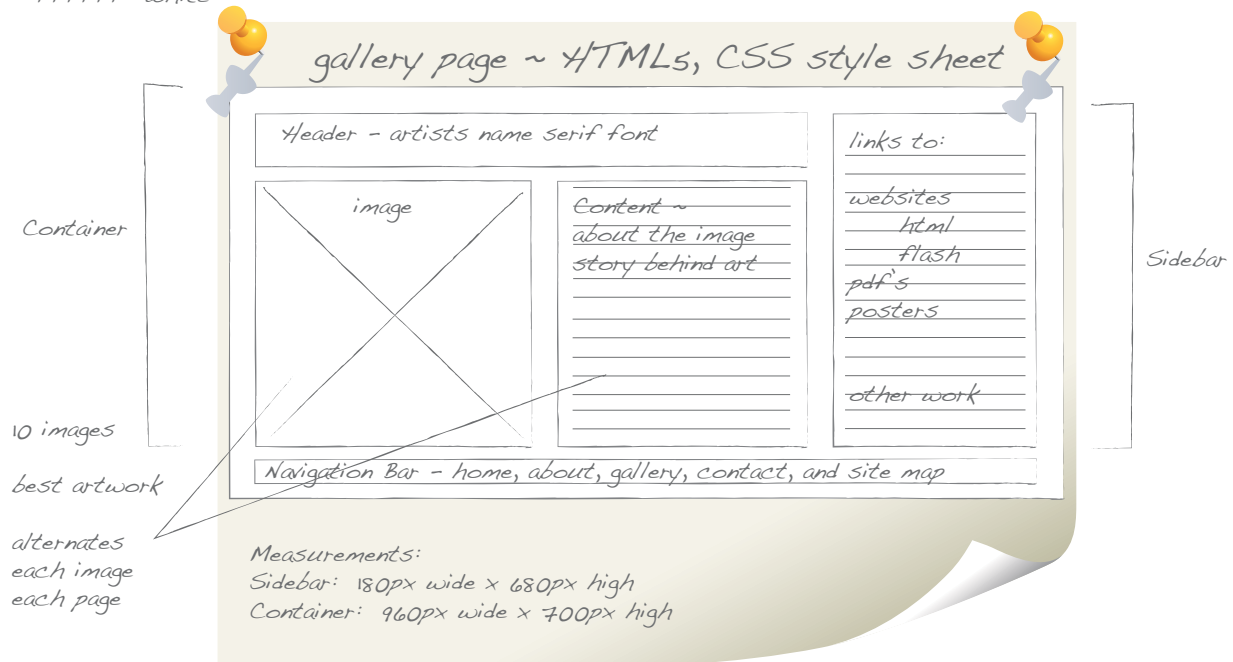
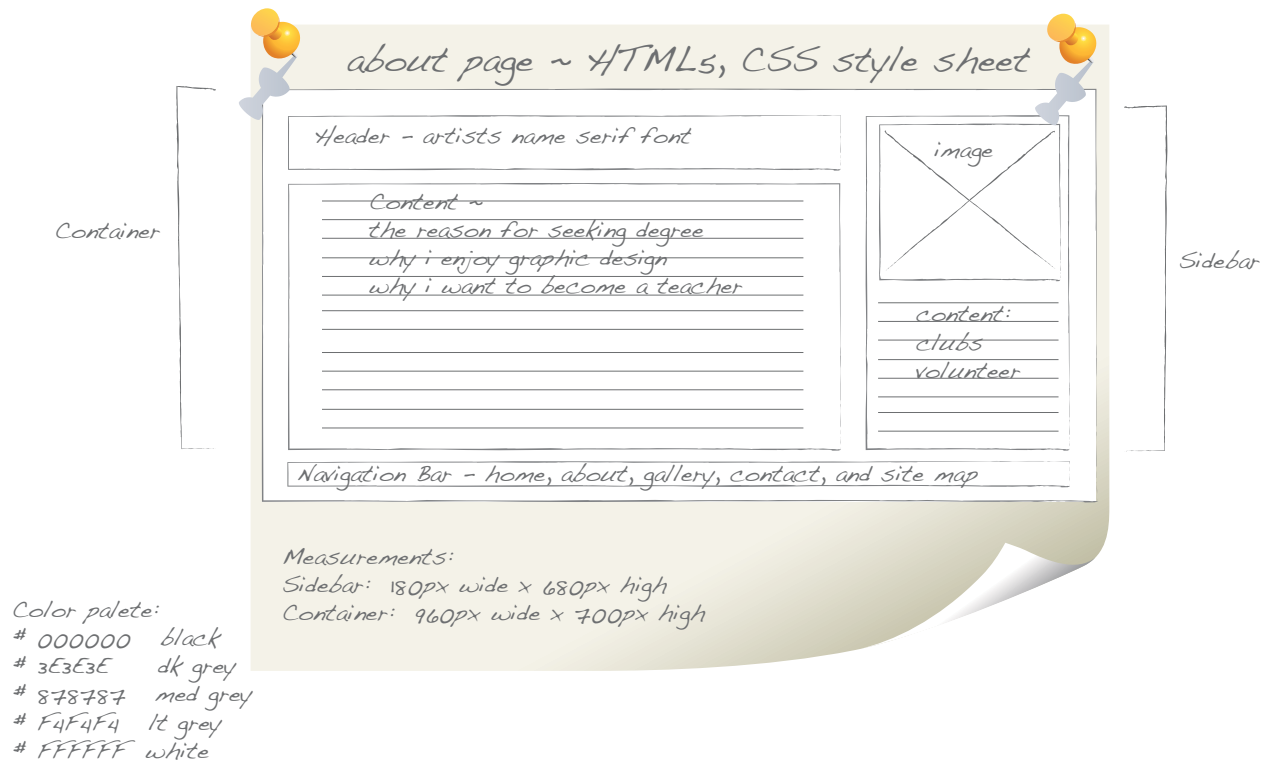
User Interface Design ~ Storyboard

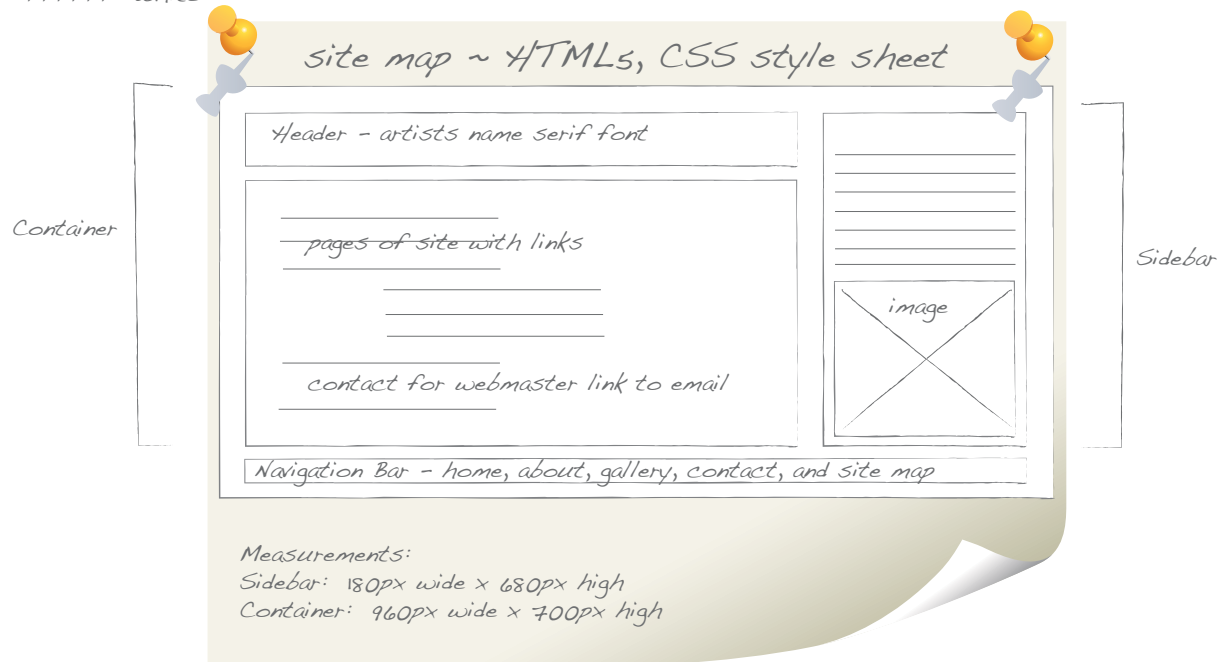
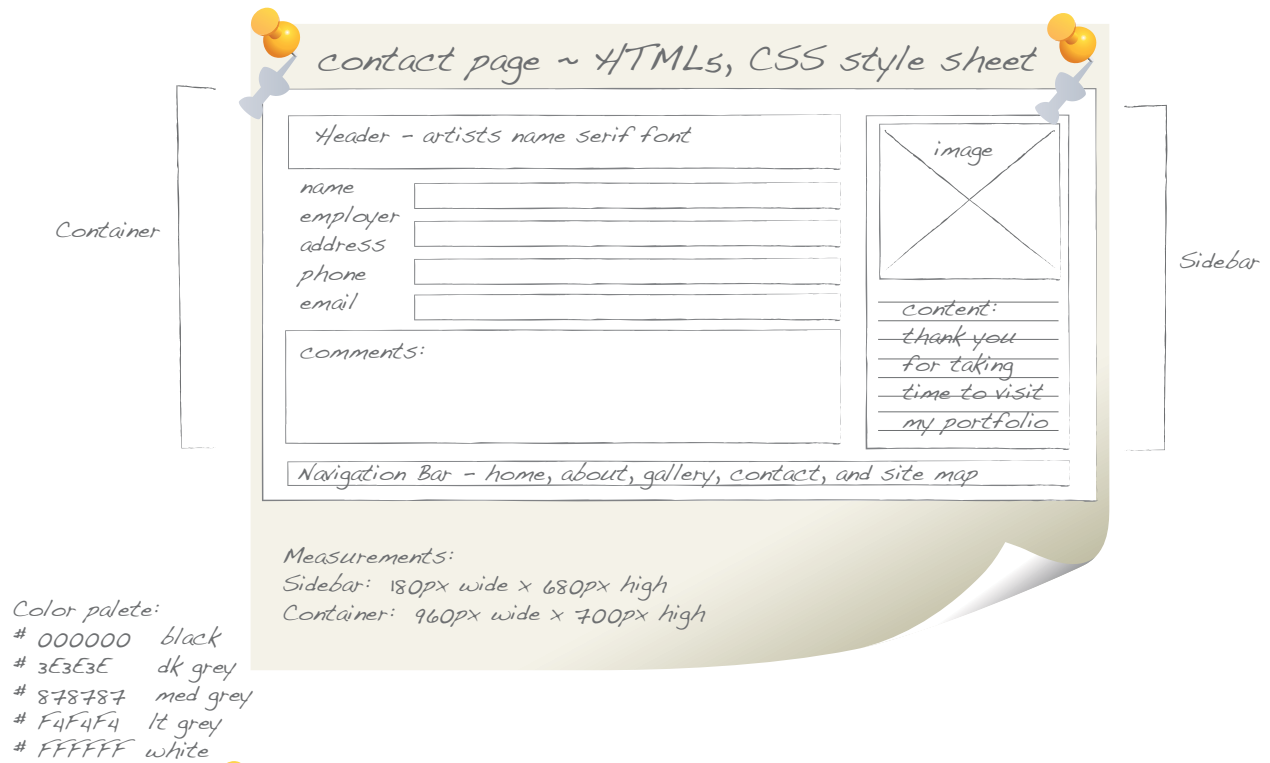


Color palette:

000000 black
 # 3E3E3E dk grey
 # 878787 med grey
 # F4F4F4 lt grey
 # FFFFFFF white







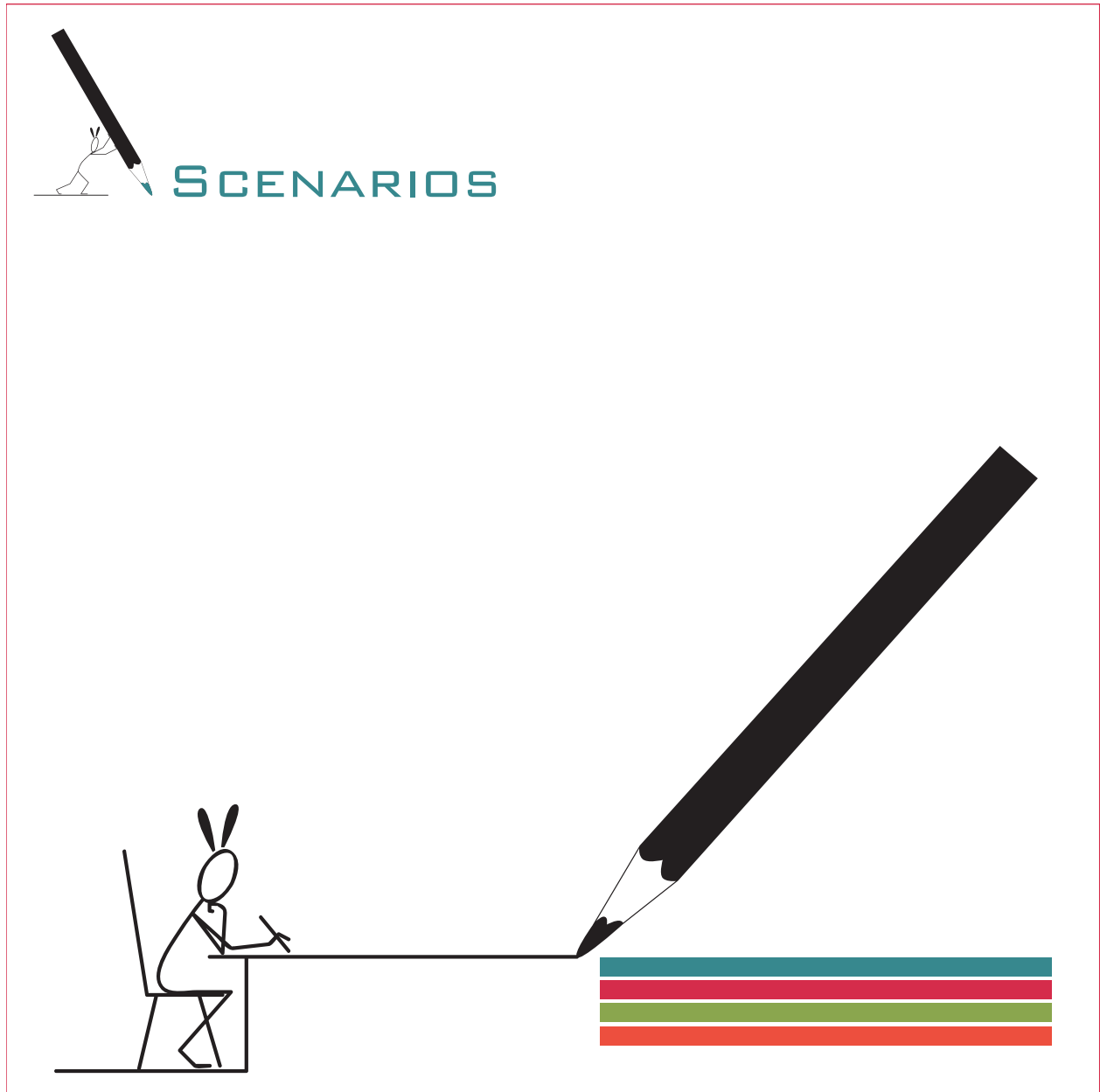


Initially, the images were to be displayed as below creating the look and feel of a professional museum with artwork categorized. The categorization will be determined by technique, typography, color palette, artistic ability, pattern, etc.

As the site was created, the display below was added to the site. This style created difficulty for viewers to clearly depict the images as the artist desired since the images did not ad the appeal the artist was envisioning another method of artwork display was chosen.



CHAPTER 6 ~ SCENARIO



STUDY CONDUCTOR:

Tammy Hotchkiss

Scenarios

Project: PORTFOLIO WEBSITE

SCENARIO 1:

An employee, named Sarah, who works at the Savannah College of Art Institute in Atlanta has been given the following website to review a students portfolio for college admission consideration. Sarah currently works as a professor with this institution in the Graphic Design Department where this student is applying. Her job is to review this portfolio and determine whether or not this student is capable of completing the tasks required within this course of study. As a professor in this field, she will be able to adequately determine the students abilities from viewing the art work contained in the portfolio as she has experience daily working with students on class tasks as well as larger assignments and projects during their course of study.

She was provided with the following link to the portfolio site for reviewing:

<http://informatics.mercer.edu/~tammyh/folio/index.html>.

Upon clicking the link, Sarah would open the index page of the portfolio site for Tammy Hotchkiss. The site should appear as clean and professional. She should be able to view the students images and have an idea of who the student is from a visual perspective after visiting the website. By viewing this site, Sarah will be able to make an accurate assessment of this students abilities to handle the structure of the Masters Degree level program and make an approval of her admission with no doubt of her abilities to succeed.

SCENARIO 2:

A potential client, named John, who owns a Racing Equipment company in McDonough has been given the following website to review an artist's portfolio for employment consideration. John currently works as a business owner of S & T Racing equipment where this designer is being considered for a graphic design project. John's job is to review this portfolio and determine whether or not this artist is capable of completing the tasks required for his company. As a business owner, he will be able to adequately determine the artist's ability to accomplish this task from viewing the art work contained in the portfolio through his experience with former graphic artists on similar projects.

He was provided with the following link to the portfolio site for reviewing:

<http://informatics.mercer.edu/~tammyh/folio/index.html>.

Upon clicking the link, John would open the index page of the portfolio site for Tammy Hotchkiss. The site should appear as clean and professional. He should be able to view the artist's images and have an idea of who the artist is from a visual perspective after visiting the website. By viewing this site, John should be able to make an accurate assessment of this artist's abilities to handle the requirements of his project and make an approval of her hire with no doubt of her abilities to succeed.

SCENARIO 3:

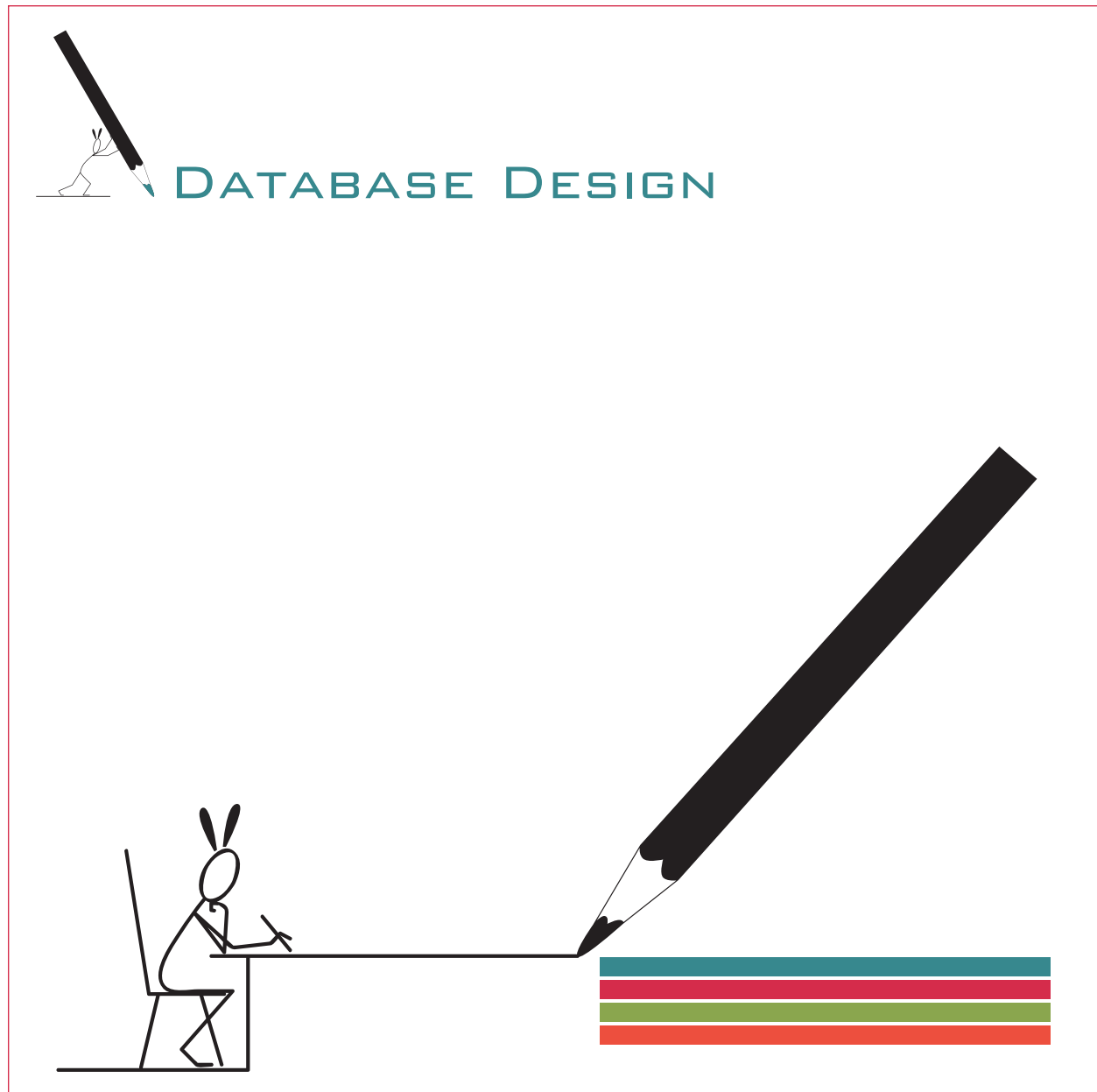
A human resources manager, named Mary, who is employed with BEO a graphics design company in Macon has been given the following website to review an artist's portfolio for employment consideration. Mary currently works as a hiring manager where this designer is being considered for a graphic design position. Mary's job is to review this portfolio and determine whether or not this artist is capable of completing the tasks required for this company. As a business professional who reviews numerous graphic resumes, her job is to adequately assess this artist from many other applicants to determine the artist's ability to accomplish this task from viewing the art work contained in the portfolio through her experience with a myriad of graphic artists on similar projects and conclude that this artist is the best person for the job.

She was provided with the following link to the portfolio site for reviewing:

<http://informatics.mercer.edu/~tammyh/folio/index.html>.

Upon clicking the link Mary will open the index page of the portfolio site for Tammy Hotchkiss. The site should appear as clean and professional. She should be able to view the artist's images and have an idea of who the student is from a visual perspective after visiting the website. By viewing this site, Mary will be able to make an accurate assessment of this students abilities to handle the requirements of her project and make an approval of her hire with no doubt of her abilities to succeed.

CHAPTER 7 ~ DATABASE DESIGN



STUDY CONDUCTOR:

Tammy Hotchkiss

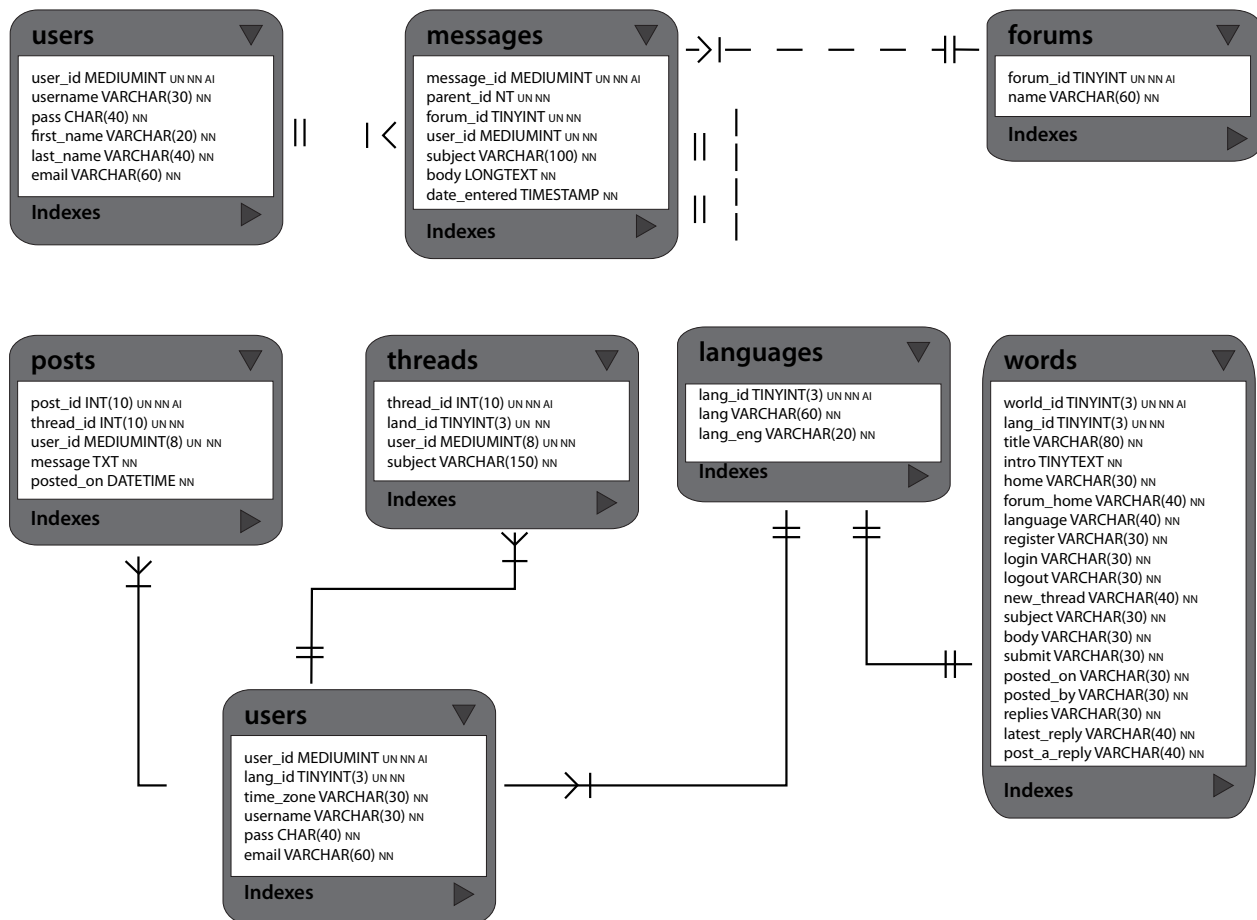
Database Design

Project: PORTFOLIO WEBSITE

DATABASE DESIGN:

The database is a "message board" type database where a visitor can either start a new topic or be in response to an existing one. The information collected is stored into a database and then displayed on a page when called. The information contains a comments section for them to remark on their opinions of the artist's work. This information would be gathered and placed into the database. The artist would then be able to retrieve their comments and review their remarks from the database through a retrieval form. The information would be retrieved and then displayed for the artist to review.

Entity-Relationship Diagram:



Indexes - USERS

user_id MEDIUMINT UN NN AI
lang_id TINYINT(3) UN NN
time_zone VARCHAR(30) NN
username VARCHAR(30) NN
pass CHAR(40) NN
email VARCHAR(60) NN

Indexes - MESSAGES

message_id MEDIUMINT UN NN AI
parent_id NT UN NN
forum_id TINYINT UN NN
user_id MEDIUMINT UN NN
subject VARCHAR(100) NN
body LONGTEXT NN
date_entered TIMESTAMP NN

Indexes - FORUMS

forum_id TINYINT UN NN AI
name VARCHAR(60) NN

Indexes - POSTS

post_id INT(10) UN NN AI
thread_id INT(10) UN NN
user_id MEDIUMINT(8) UN NN
message TXT NN
posted_on DATETIME NN

Indexes - THREADS

thread_id INT(10) UN NN AI
lang_id TINYINT(3) UN NN
user_id MEDIUMINT(8) UN NN
subject VARCHAR(150) NN

Indexes - LANGUAGES

lang_id TINYINT(3) UN NN AI
lang VARCHAR(60) NN
lang_eng VARCHAR(20) NN

Indexes - USERS

user_id MEDIUMINT UN NN AI
username VARCHAR(30) NN
pass CHAR(40) NN
first_name VARCHAR(20) NN
last_name VARCHAR(40) NN
email VARCHAR(60) NN

Indexes - WORDS

```

world_id TINYINT(3) UN NN AI
lang_id TINYINT(3) UN NN
title VARCHAR(80) NN
intro TINYTEXT NN
home VARCHAR(30) NN
forum_home VARCHAR(40) NN
language VARCHAR(40) NN
register VARCHAR(30) NN
login VARCHAR(30) NN
logout VARCHAR(30) NN
new_thread VARCHAR(40) NN
subject VARCHAR(30) NN
body VARCHAR(30) NN
submit VARCHAR(30) NN
posted_on VARCHAR(30) NN
posted_by VARCHAR(30) NN
replies VARCHAR(30) NN
latest_reply VARCHAR(40) NN
post_a_reply VARCHAR(40) NN

```

The database is able to collect data from visitors and store it into the database where it can be viewed and responded to as shown in the image below. The comment is titled, "I like", the comment is made that the site is wonderful. The response is entered in a reply thanking the visitor for their post.

Tammy Hotchkiss Portfolio Message Board!

Home
Forum Home
Logout

Language: Submit

I like
troutster ()
This is a very wonderful website. Thanks for sharing.

troutster ()
Thank you.

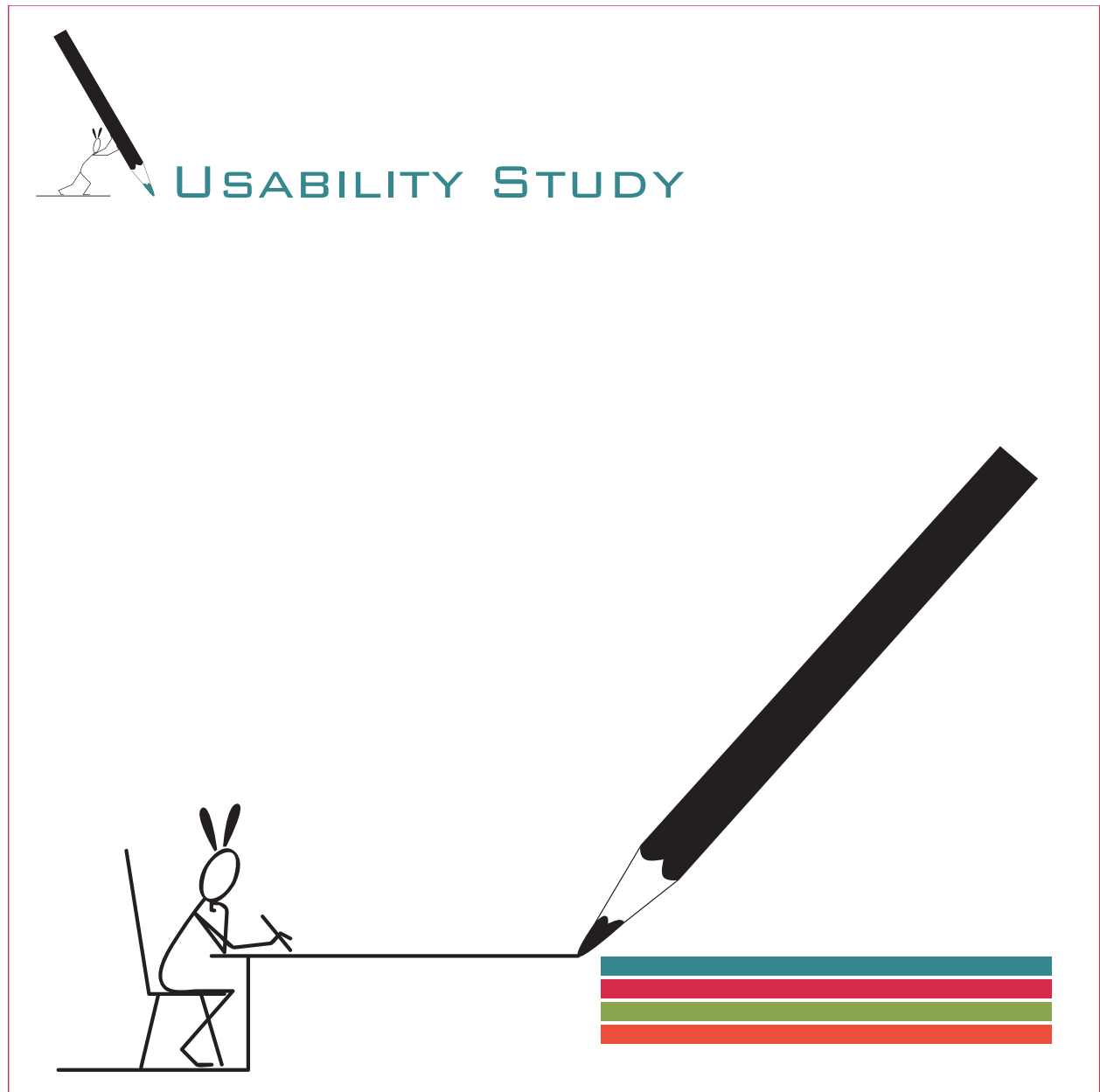
Post a Reply

Body:

Submit

© 2013 Tammy Hotchkiss

CHAPTER 8 ~ USABILITY STUDY



STUDY CONDUCTOR:

Tammy Hotchkiss

Usability Study

Usability Study: Portfolio Website Efficiency

The purpose of this usability test will be to determine the functionality of the website and database as required for this course. The test subjects will be selected individuals such as employment candidates, graphic design professionals, and potential clients for graphic design work. This study is to assess the website and identify any potential flaws within the website so that inconsistencies can be identified and changed if deemed necessary. Any validation of the study conductors concern will be documented and a detailed list of recommendations will be generated. This list will be provided to the artist so he or she may receive adequate feedback of his or her product.

TEST GROUP

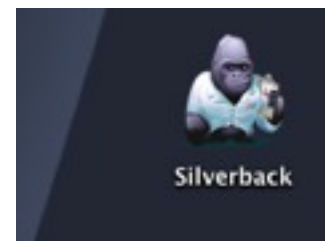
Administrative professionals, scholarship professionals, professors and/or admissions staff who volunteer to assist me through participating in this study. Tests will be conducted at Mercer University. The volunteers will need to be able to use a computer.

EQUIPMENT

The software that the study conductor will be using is listed below.

Gorilla Usability testing software:

- Free for 30 days (check with Company for ability to use for school project)
 - Compatible with Mac OS X Leopard, Snow Leopard, Lion and Mountain Lion with a built-in iSight or some alternative
 - * It does not run on 10.4 and lower
 - * Will need to make certain compatible with software
 - Video demo on usability software
 - Capture screen activity
 - Video and record capture testers face
 - Records mouse clicks movements
 - Records facial expressions of user as conduct the tests
 - No need to export, but able to export sessions to record data
 - Ability to use chapter markers or highlight markers for testing
 - Remote control to record accomplished tasks as completed
- Compatible: Mac OS X <http://silverbackapp.com>



* 10% of profits from software are being used to save gorilla environmental project.

The location that the study conductor would like to utilize is classroom 147 where there are 6 iMac computers available that can be used to conduct the tests. These computers are often not in use and are available most often. The only drawback is that there are only six subjects will be able to be tested at a time. The Gorilla Usability testing software will need to be installed and tested prior to actual usability testing of study group. The study conductor plans to coordinate with Regional Academic Center's Mercer Information Technology(IT) staff, such as Aaron Coonce or someone in his position of expertise, to ensure the proper installation of this software prior to testing.

Usability Test Checklist:

1. Review web resource material that test is going to be reviewed.
2. Make a detailed list of concerns and potential problem areas.
3. Generate detailed questionnaire and instruction materials for testing purpose.
4. Determine goals and objectives of test study.
5. Determine date and time for study best suited for availability.
6. Make arrangements for usage of equipment for that date.
7. Make arrangements for classroom availability for that date.
8. Meet with IT representative to organize details of equipment.
9. Meet with IT representative to setup program on computer for testing.

Test Candidates:

1. Determine the availability of study group to be tested.
2. Have group complete initial questionnaire.
3. Review participant profiles for compatibility for study.

Testing process:

1. Design test scenario.
2. Determine how to execute the testing process.
3. Create checklist for facilitating and execution of testing process.
4. Create introduction – greeting written out in detail.
5. Create pre-test instructions for assistants.
6. Create post-test surveys for all participants and assistants.
7. Create a test protocol for all participants including assistants.
8. Invite observers to overlook study.
9. Create thank you notes for all participants and assistants.

Test Pilot:

1. Conduct dry run of all software of testing process prior to testing.
2. Make any revisions before actual test.

Conducting the Actual Test:

1. Organize test subjects in a comfortable fashion
2. Explain the process to everyone in detail
3. Allow opportunity to ask questions before testing begins
4. Complete testing process

Analyze the Test Results:

1. Gather all information gathered
2. Present information formally to instructor

Documenting the Results:

1. Communicate to participants how to see results.
2. Send thank you notes to all participants.

Participant Initial Questionnaire:

Name (Last, First) _____
 Age _____
 Email _____
 Phone _____

Education:

- ☐ GED or High School Diploma
- ☐ Technical School - Certificate
- ☐ Technical School - Degree
- ☐ College - Associates
- ☐ College - Bachelors
- ☐ College - Masters
- ☐ College - Ph.D.

Name of post secondary educational institution attended:

Computer skill level:

- ☐ Novice - beginner
- ☐ Moderate - average
- ☐ Expert - proficient

List number in months of experience in the following:

	Novice – beginner	Moderate – average	Expert – Proficient	Unfamiliar
Web Design				
Web Development				
Graphic Design				
Online Learning				

I willingly agree to participate in this study.

- ☐ Agree
- ☐ Disagree

I willingly agree to complete this study to the best of my ability without a biased opinion.

- ☐ Agree
- ☐ Disagree

Study Questionnaire:

This test is being conducted for the purpose of determining if this portfolio site is functional.

Please answer the following questions:

1. What did you like the most about this website? Why?

2. What did you like the least about this website? Why?

3. Was the website easy to navigate? Explain.

4. Does the content of the website meets the needs or purpose of a portfolio website for a graphic artist seeking employment or college acceptance? If so, in what way? If not, how do you feel they could improve the site to meet these needs?

5. Would you recommend this artist to others based on the website you reviewed? Why?

6. Do you feel the layout design was professional in appearance? Why or why not?

7. Do you feel the site is appropriate for the audience intended?

* Intended audience is professionals in college admissions department personnel or potential human resource individuals and management staff.

8. Were the buttons and links functional? If not, which ones were not operational?

9. Was the color scheme visually appealing?

Yes or No

10. Were the font legible?

Yes or No

11. Do you feel the artwork was organized in a manner that was appealing visually through layout and design not by artistic ability?

Yes or No

12. Was the message board functional?

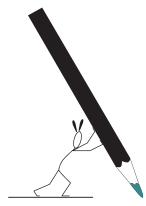
Yes or No

13. Was the email link for the artist functional?

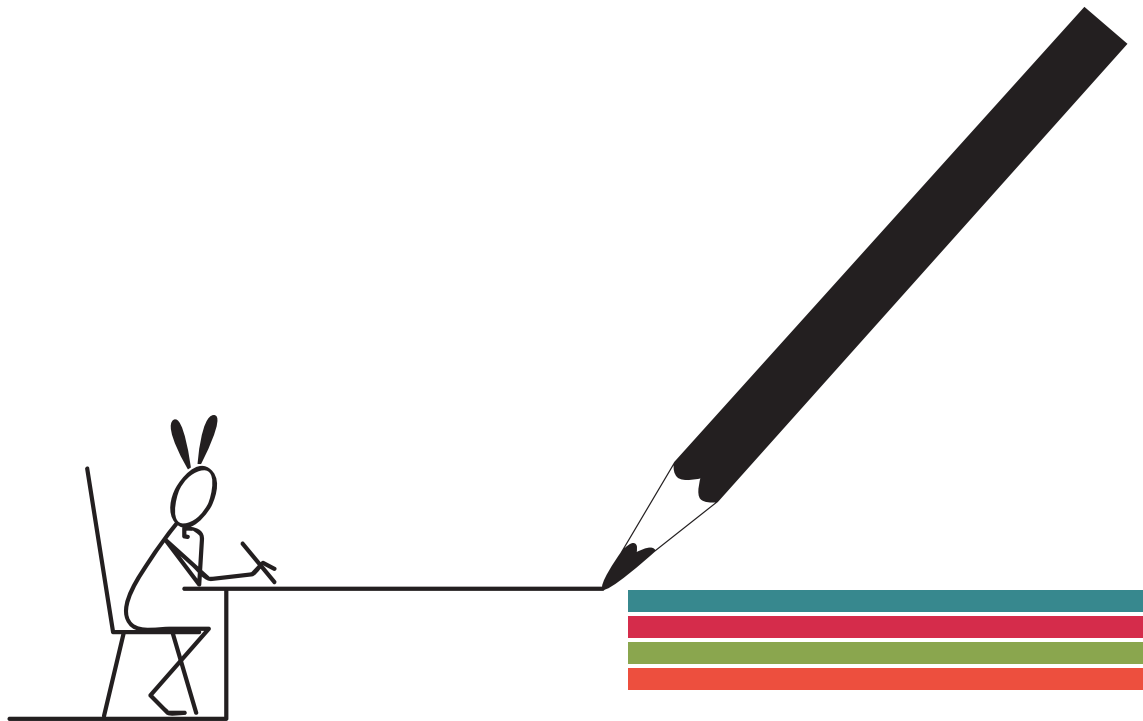
Yes or No

14. If there was one thing you would change on this website, what if anything would it be and why?

Please feel free to provide additional feedback.



USABILITY STUDY RESULTS

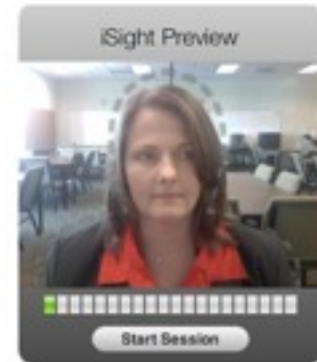


STUDY CONDUCTOR:

Tammy Hotchkiss

July 18, 2013

On July 18, 2013 between the hours of 8:30 am and 5:00 pm the usability study was conducted in room 147 at Mercer University's Regional Academic Center in McDonough, GA. The test candidates conducted the tasks they were given by using iMac computers in room 147 with the Silverback Gorilla Usability testing software. The testing software captured a video of the test subjects eye movement and facial expressions (as shown in image to right) as well as a screen capture of each click they made on the desktop while the test was conducted. The videos also contain sound.



On the above date, the test conductor arrived early to test the software to make certain it was functional and working properly prior to executing the study. Each station was set up with bookmarked web pages to ensure time management maximization.



Questionnaire was attached through the use of a link to form that had been set up with Google Drive. The form gathered the information the test participants entered and stored it into a excel spreadsheet for later review.

Upon arrival each test subject was provided with a form, as shown to left, which provided detailed instructions on how to set up the camera, how to initiate the testing software, what the purpose of the study was, and what computer application they would be reviewing. Verbal assistance as provided as needed to complete the set up process and notes were taken of observations from the test conductors visual observations. Each candidate was shown where the questionnaire was located and that it was the last step of the evaluation process prior to beginning the study.

For the first study, there were four individuals tested at various times throughout the date aforementioned.



The first test subject was **Professor Gary Blome**, an informatics professor at Mercer University with a Masters degree level of education. He was chosen as a representative of a teaching professional in this area of expertise who could be selected for a board of personnel for college application consideration.

Observations made were:

- difficulty with distinguishing the pages due to lack of headlines within gallery
- difficulty with new pages opening and remaining open (confused test participant)
- difficulty distinguishing image types

Recommendations for change:

- adding headlines to the pages contained within the gallery on sidebars
- remove the coding to cause the page to open as new page
- presenting images in their form (ie: book on a book rather than just the cover design)



The second test subject was **Dr. Ken Revels**, an informatics professor at Mercer University with a PhD level of education. He was chosen as a representative of a teaching professional in this area of expertise who could be selected for a board of personnel for college application consideration.

Observations made were:

- difficulty with new pages opening and remaining open (confused test participant)

Recommendations for change:

- remove the coding to cause the page to open as new page



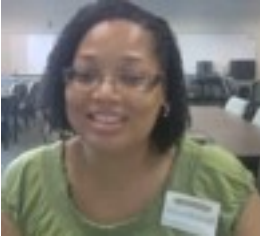
The third test subject was **Tiffany Jackson**, a student at Mercer University with a Associates level of education. She was chosen as a representative of a potential client who may be interested in hiring this artist or web designer at a freelance level.

Observations made were:

- difficulty with new pages opening and remaining open (confused test participant)

Recommendations for change:

- remove the coding to cause the page to open as new page



The fourth test subject was **Pamela Richardson**, a student at Mercer University who works at the front desk where college applications are often submitted. She has a Bachelors level of education and is currently enrolled for her Masters degree. She was chosen as a representative of a potential client who may be interested in hiring this artist or web designer at a freelance level or as a potential candidate who could be selected on a board to review applicants for hire or admission to the college.

Observations made were:

- difficulty with new pages opening and remaining open (confused test participant)

Recommendations for change:

- remove the coding to cause the page to open as new page

All video data from the software was collected and stored for review.

During the testing process, each individual consistently missed the links to the larger files located on the contact page. The links on that page are text links and the study conductor felt that by changing those links to image links it would alleviate the problem of it being overlooked. Also, the links to the message board went to the contact page on all pages except the contact page. That was the only one that was correctly linked.



Two changes were made after this panel of test subjects:

- ✂ the links to the message board were corrected to link to their proper place
- ✂ the pages contained within the gallery were given headers with names

After careful review of the videos taken of the subjects of this study it was determined that a few changes would benefit the structure and design of the computer application.

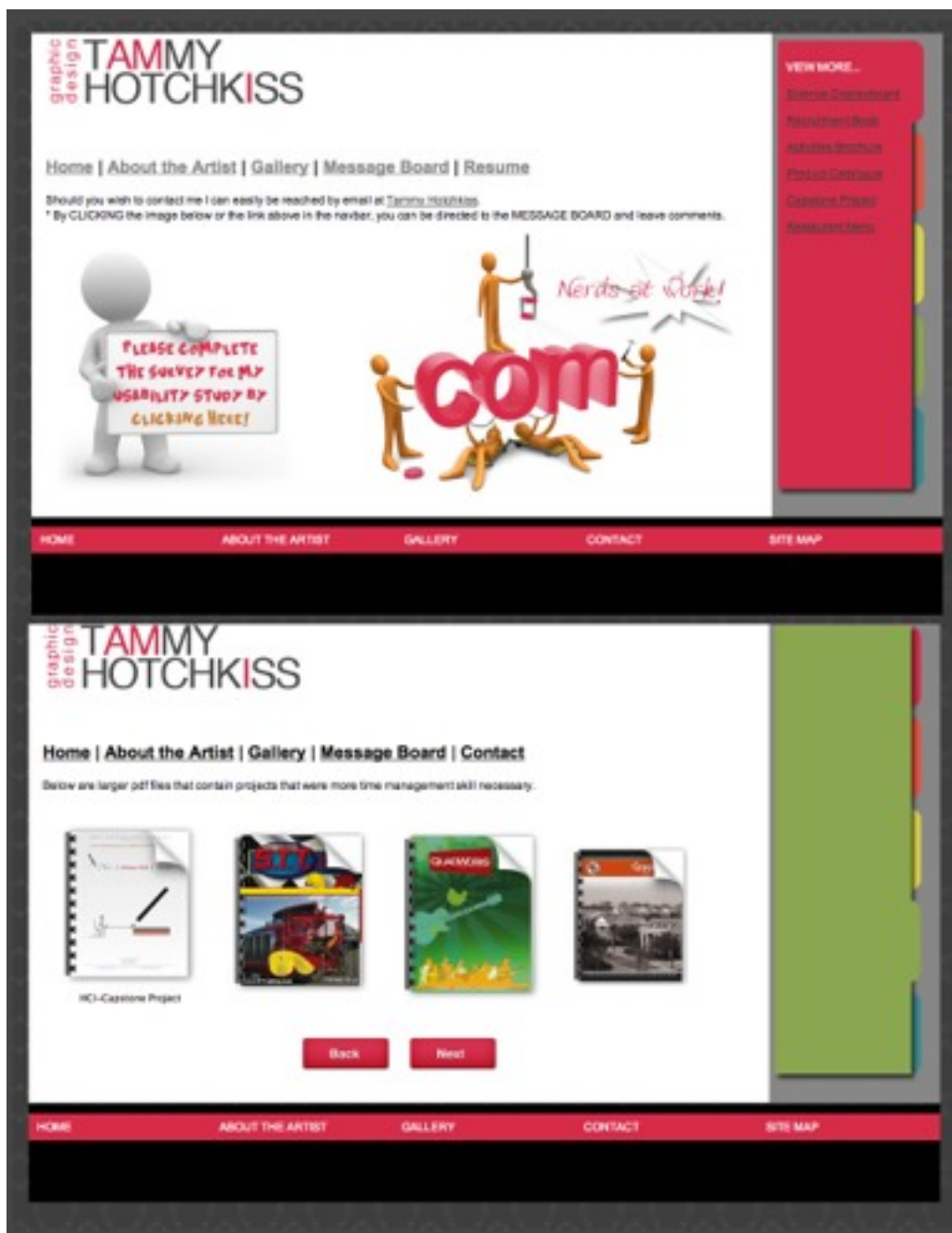


The first change made was to move the resume from each page to the about me page as reflected in the before and after image to the left. When the viewers were on the page it seemed their interest was focused on the artists information and the resume would benefit more in that area alone. It seemed to hinder in the navbar of each page.

It was not only moved from the navbar to the sidebar, but it was also changed from a text link that often went unnoticed to a image link of the document itself. The next two study participants will be observed to determine if this was beneficial.

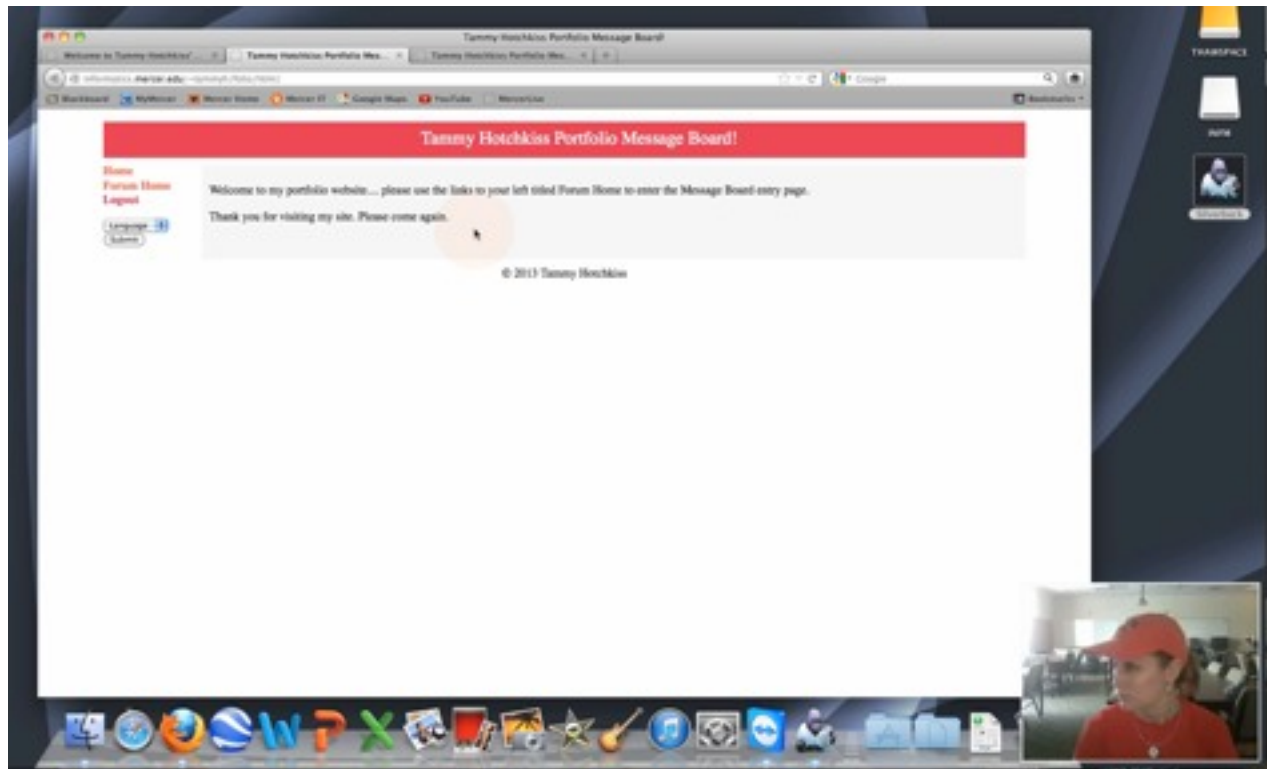
The second change was to change the word links for the larger documents on the contact page to image links within the gallery. Another page for the gallery was created specific for these larger files. Screenshot images were taken of icons on the iMac desktop of the document since they resembled book formatting of the item. It was determined that the images resembling the item would draw attention to the item unlike the simple text links as before. The changes made were screenshot for documentation and the future testing will determine if the changes made were appropriate.

The top image below, indicates the way that the problem areas were displayed.
The bottom image below, indicates the changes that were made.



As shown in the image it can be identified that the “resume” link in the top navigation bar was replaced with an additional link to the contact page so that future test candidates could easily locate the questionnaire at the end of the study.

On July 19, I met with another testing subject who was not able to make the schedule on the day prior with all the other persons due to scheduling.



* Screenshot image above of Jamie Brown successfully using message board.

The fifth test subject was **Jamie Brown**, an adjunct professor and tutor at Mercer University. She was selected because she has sat on boards for hiring purposes.

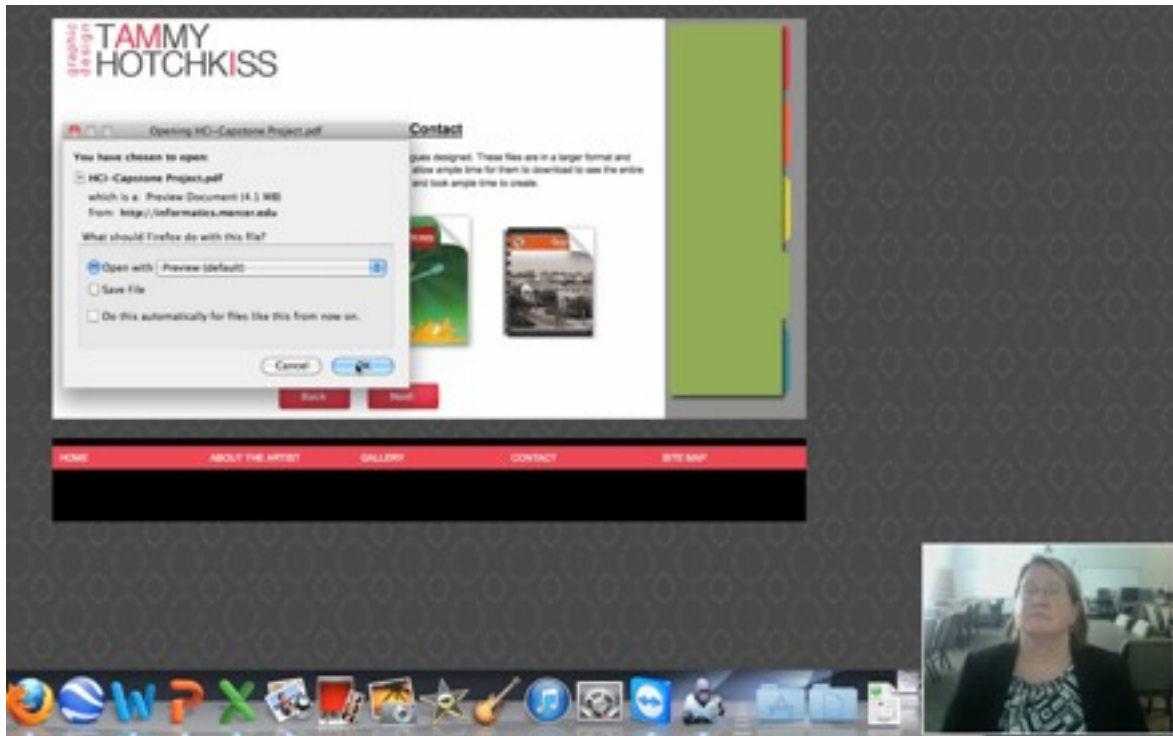
She was one of the first successful test subjects successfully to locate and utilize the message board without a problem and was able to make a post on the database. I then responded to her post while responded to sitting next to her. She pleased with the computer applications capabilities of collecting the data and providing a response. She experienced little problems but did notice again the problem area listed below.

Observations made were:

- difficulty with new pages opening and remaining open (confused test participant)

Recommendations for change:

- remove the coding to cause the page to open as new page



On July 25, I met with the final testing subject who was not able to make the schedule on July 18th.

The fifth test subject was **Betsy Johnson**, an director of Career Services at Mercer University with a PhD level of education. She was selected because she has sat on boards for hiring purposes and often advises students on portfolio and resume submissions to jobs. She has experience speaking with employers about what they are looking for in an employee resume and application including portfolios.

She was the first successful test subjects successfully to locate and utilize the image links to the larger pdf files without a problem and was able to make a download the document with little assistance. Her success indicated that the change from textual links to image links was a success and could be validated with further testing. Additional struggle with site was listed below.

Observations made were:

- difficulty with new pages opening and remaining open (confused test participant)

Recommendations for change:

- remove the coding to cause the page to open as new page