

USABILITY STUDY



Every designer wants an award winning product that will leave a legacy for others to follow.

A Usability Study will help you achieve those goals through careful testing of volunteers
enabling you to identify and correct any imperfections of your design.

STUDY CONDUCTOR:

Tammy Hotchkiss

Usability Study

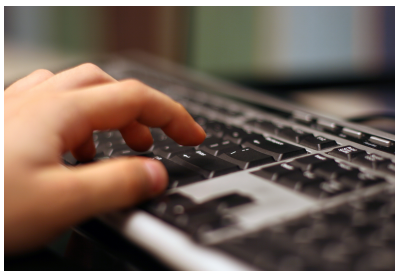
Usability Study: Portfolio Website Efficiency

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 students in the class currently using the paperback or hardback resource material for the semester. The online resource material will be evaluated by the conductor of this study prior to testing in order to determine specific areas that may hinder the student in the learning process by use of this media. This study is to assess the resource material provided. Any validation of the study conductors concern will be documented and a detailed of list of recommendations or corrections will be generated. This list will be provided to the proper company who produced the material in question so they may receive adequate feedback of their product. This information may be useful in providing students with the best equipment in this type of learning environment.



Scholar



Technology

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

Tammy Hotchkiss

INFM 472

The software that the study conductor would like to use 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 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 RAC Mercer IT staff, Aaron Coonce, 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 _____

Check all that apply:

Education:

- ☐ GED or High School Diploma
- ☐ Technical School
 - ☐ Degree
 - ☐ Diploma
 - ☐ Certificate
- ☐ College
 - ☐ Associates (2 yr)
 - ☐ Bachelors (4 yr)
 - ☐ Masters

Name of school or colleges 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				
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? Why or why not?

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

9. Was the color scheme visually appealing? If not, why and what would you recommend changing?

10. Was the font legible?

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

12. Was the message board functional?

13. Were you able to leave a message for the artist on the message board?

14. Were you able to email the artist through the link provided?

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