

Success Measurements

Goal: The Team Octopus website will inform visitors about the various training programs and engage the current gym community.

Measurements of success:

1. Navigation of the website
 - a. Users can find class schedules and sign up for membership in under three clicks.
 - i. This will be measured by conducting user testing or time how long it takes users to complete the tasks.
2. Functionality
 - a. All links forms, and buttons work correctly.
 - i. This will be measured by testing all site elements for broken links or submission errors.
3. Engagement
 - a. Visitors to the site will spend at least two minutes browsing the coaches page to read the biographies or reviewing the class schedule.
 - i. This will be measured by a simulated user observation and having enough material on the site which would take two minutes to review.

The tools needed for Evaluation will be user observation, and feedback in the form of the suggestion box. If the user is able to complete all of the listed tasks without assistance, then the site would be successful.