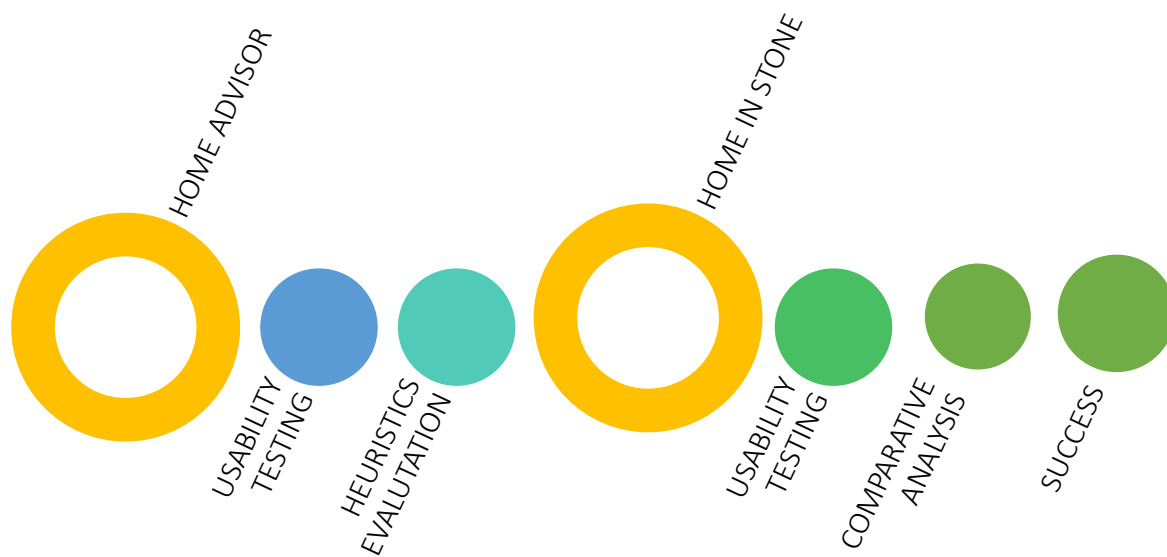


## Measurements of Success

The prototype of Home In Stone's website will be considered successful if it meets equal constraints of time, effect, quality, and relevance to users. Home In Stone's prototype will be measured against usability standards and go through a comparative A-B Analysis against Home Advisor's site's results to determine which variation leads to a greater user experience. A Usability Test and Heuristic Evaluation will be done against Home Advisor in the planning phase and a separate Usability Test will be conducted for the prototype. The results of both of these Usability Tests will go through comparative analysis to determine if the prototype meets the goal of implementing the improvements successfully.



\*Heuristic Evaluation not completed on Home in Stone as it is just a prototype lacking full implementation. Please note, if recreating this project, it is recommended to complete a Heuristics evaluation on both programs if both are websites that are fully executed being compared.