

Usability Test Report

South Dakota Game, Fish and Parks Website

Anna Sabo, Katherine Shaw, Margaret Gomez, Kristopher Chambers

ITC 298 UX Research Methods

2016-06-13



Overview

In order to improve our understanding of how potential visitors interact with the South Dakota Game, Fish, and Parks website, our researchers conducted a usability test. This test was intended to answer the following questions about the website:

- Are the website hierarchy and user pathways intuitive?
- Can users perform common tasks and retrieve information relevant to their interests?

Participants

The ideal participants for testing the South Dakota Game, Fish, and Parks website would be potential campers, hunters, and other visitors to South Dakota state parks. By targeting this demographic, we could most effectively learn how the website would be used by its primary audience.

However, due to time and geographical constraints, we were limited to selecting our volunteers from the Seattle area.

Methodology

Our research team conducted a total of eight testing sessions across two days. Participants were asked to sit with a testing computer at a table in a moderately quiet SCC classroom. The test moderator sat off to the side of each participant during these sessions.

Usability Testing Sessions

Each session was divided into three steps, including:

- 1) Greeting and Orientation
- 2) Usability Test
- 3) Post-Test Questionnaire

Greeting and Orientation

Each participant was greeted personally by the moderator. They were then asked to fill out a pre-test questionnaire covering general information about their background, and a consent form. They were informed that the session would be observed, and that their comments and activities would be recorded using Google Hangouts.

After each participant had agreed to the terms of the consent form and filled out the pre-test questionnaire, the moderator explained to them the purpose and objective of the usability test.

Usability Test

After the orientation, participants were asked to perform a series of tasks on the website. These tasks were designed to replicate common activities that a prospective visitor would be likely to attempt.

While performing these tasks, each participant was encouraged to follow the think-aloud protocol by telling us what they were looking at, what they were thinking, and why they were doing what they did. By doing this, the participants provided the researchers with valuable insight into their thought processes.

Post-Test Questionnaire

Once the participants had finished, they were each asked to fill out a post-test questionnaire. This questionnaire was designed to provide feedback about the organization of the site. Participants were debriefed and given a short post-test interview by the moderator.

Finally, participants were thanked for their time.

Usability Test Results

Task Completion Success Rate

The task completion success rate depicts the percentage of participants who completed each task successfully. Participants were given the option to give up on a task at any time, and some abandoned a task if they were unable to complete it. Of the three tasks, all participants completed Task 1. Three participants completed Task 2 (37.5%), and five participants completed Task 3 (62.5%).

Task Completion Success Rate

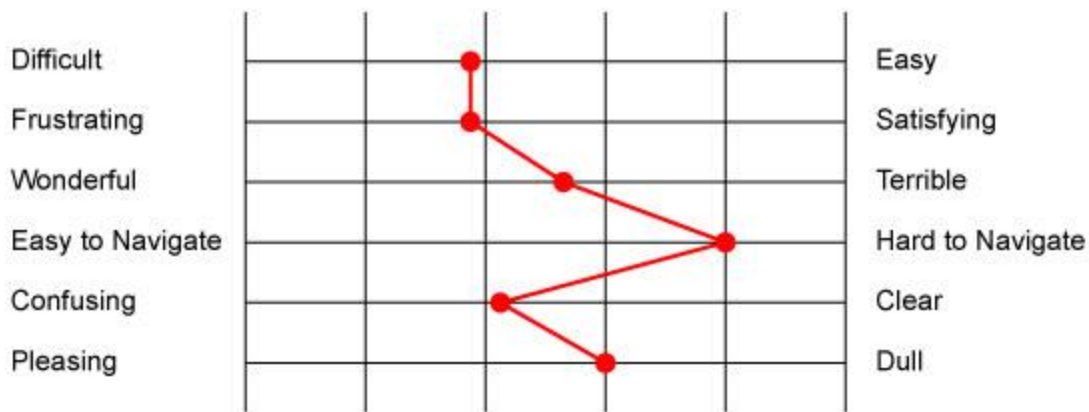


Participants' Opinions & Ratings

Overall Ratings

After completing the set of tasks, participants were asked to complete a post-test questionnaire. Participants were given questions regarding their opinions towards the website, and responded in the format of Likert Scales and Semantic Differential Scales. The chart below represents the average of participants' opinions on a Semantic Differential Scale.

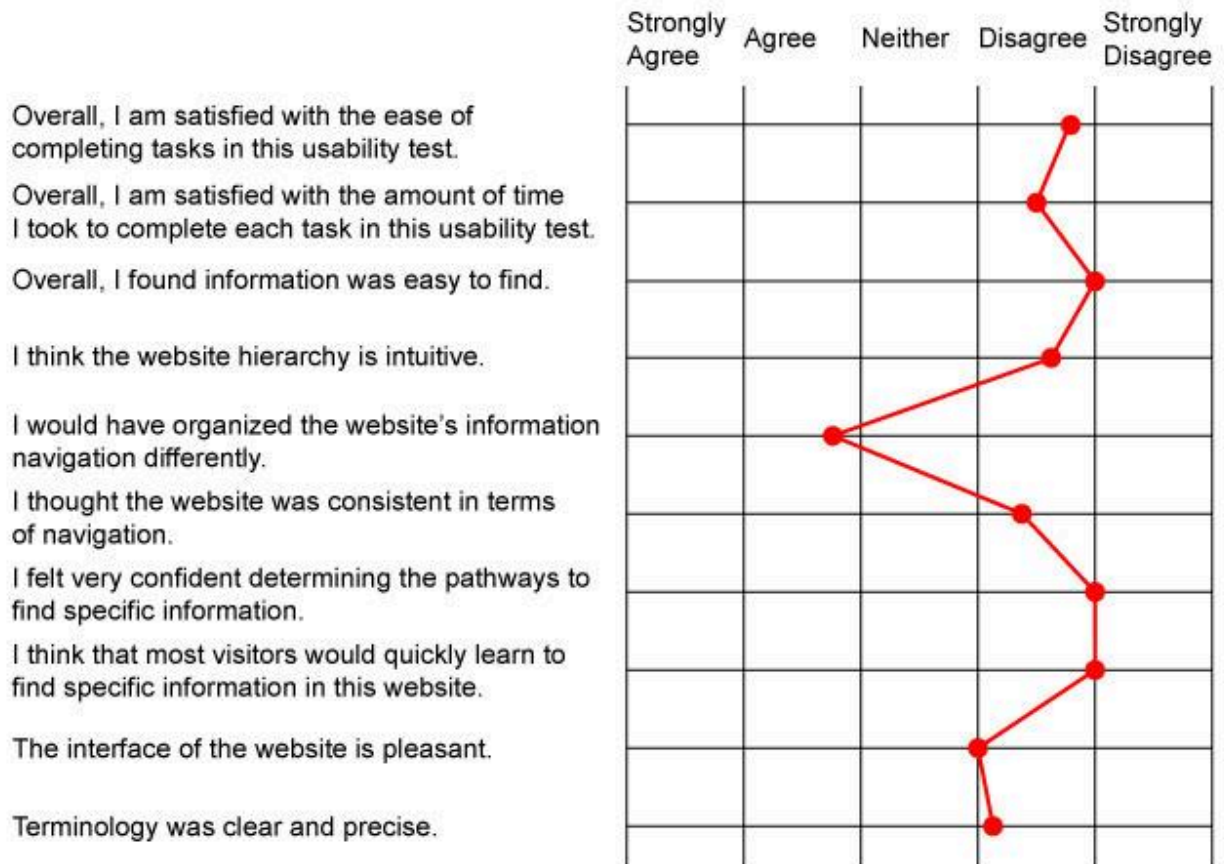
View of South Dakota Game, Fish & Park's Website



Questionnaire Results

The following chart represents our participants' opinions of the website on a Likert Scale. Complete results showing the distribution of participants' ratings can be found in the Appendix.

Opinions of South Dakota Game, Fish & Park's Website



Likes & Dislikes

Part of the post-test questionnaire asked participants to provide feedback on what they liked and disliked about the website. Their responses are shown below.

Liked Most

Participant	Comments
1	"The color palette complimented the site." "The font was easy to read." "The homepage is visually appealing overall, despite having some unnecessary repetition."
2	"Visual appeal is like Cabela's. Hella Montana-ish." "The starting points were clear and in-place on the nav bar. Home logo is consistent." "Layout of front page is generally intuitive."
3	"The color scheme is pleasant."
4	"The aesthetics." "The theme."
5	"Good design." "Search tools worked well."
6	"The calendar was useful. I liked how it was on the homepage, visible, and takes you to the page when you click on it." "The terminology was consistent." "The CTA's are useful as well."
7	"The overall design was great for website." "Calendar for website was pretty good, but some functions need to be added."
8	"Logo's OK."

Disliked Most

Participant	Comments
1	"Simplify navigation (too many options for finding info)." "Make sure terminology is consistent ([e.g., specify between] licenses and permits)." "Broken links need to be fixed."
2	"Consistent naming! License vs. permit, etc." "FAQ sections - in the hunting section, especially."

	“Fix the [broken] buttons.”
3	“Navigation: there are two main nav bars with similar info, and sidebars and columns of info with nav items - too much in too many places.” “Types of navigation/consistency, the dropdowns are confusing and unnecessary.” “Visually, the links should stand out more, especially the in-text links with important info.”
4	“Terminology must be consistent site-wide.” “Information knowingly important to the site users should be emphasized, ... or in some way easy to find while scanning the page.” “Similar headings should be grouped together under headings such as licenses, instead of having two navs, thus resulting in less confusing navigation.” “Sliding banner is clickable and refers to a different link without providing info.”
5	“Content organization.” “Clean up navigation.” “You shouldn’t need a video tutorial to figure out how to reserve a campsite. Make the interface useable so it isn’t so complicated.”
6	“I couldn’t find a way to purchase a motorcycle parking permit. I feel that that would take away from profit for them if people have a hard time making purchases online.” “General information seems scattered. FAQ would be nice if more visible. Should have a page for Need to Know.”
7	“Better information architecture.” “More CTA’s.” “Calender has to improve functions...”
8	“Navigation structure - both main nav and side-bar sub-navs.” “Terminology and labels, taxonomy - consistency of naming conventions.” “Overall visual design is drab and boring, cluttered.”

Participant Inputs

Participants were asked to give input on three specific aspects of the site that we feel require more research in order to improve.

Information Architecture

Participant	
1	“Simplify and combine some of the navs.”

2	"Drop menu under 'Events' in nav bar."
3	None
4	"Not intuitive."
5	"Too much. Needs to be organized better."
6	"Structure seems organized, dividing types of permits/licenses by animal is helpful."
7	"Has to be rearranged."
8	"Confusing and obtuse."

Navigational User Pathways

Participant	
1	"Too many potential user pathways."
2	"Put both nav bar rows up above."
3	None
4	"Needs improvement."
5	"Should be more obvious."
6	"I was brought back to a page that I couldn't find the right contents for. I was going in circles. The pathway could flow smoother."
7	"Needs to be improved..."
8	"Fractured and unclear."

Aesthetics

Participant	
1	"Color palette is good for the type of website this is."
2	"The social icons look wack in brown."
3	None

4	"Keep it like it is."
5	"Looks okay!"
6	"The look and feel of the site overall suits the 'wildlife' feel."
7	"Pretty good."
8	"Meh. Looks like it wants to be camo but ended up being super boring."

Usability Test Finding

Analyzing The Data Methods

We identified three categories of findings. Functionality, Navigation, and Information Architecture. While Aesthetics are often a concern when Usability comes into question, in the case of the SD-GFP all our participants stated the logo, color scheme and overall theme worked!

The findings were the direct result of observing (listening, note taking, and asking a few questions or debriefing) while our participants attempted to perform the tasks, and the post-test questionnaire.

There were seven distinct findings coming out of our usability testing that fell under the three categories stated above. For each finding we wrote a problem statement that captures the essence of the direct quotes (which will be shown for each finding); as well, we will make a specific recommendation.

We will use the following system to evaluate each problem (finding), and will proceed to make our recommendations from there:

Scope refers to whether the problem affects a handful of pages (Local) or a large section of the website (Global).

Severity refers to the impact of the problem: Disastrous, Serious or Cosmetic.

Complexity refers to the amount of effort needed to resolve the problem: Quick Fix, Moderate Fix, or Difficult Fix.

Functionality Findings

Finding 1

There are various broken links, back buttons that don't work and functionality of the calendar is troublesome.

Problem Statement: Users cannot gain needed information or complete transactions without going back to change calendar numbers or use back button and refresh pages.

Recommendation: Fix the back button on all 'purchase' pages throughout website. Fix functionality of the calendar.

Scope: Global

Severity: Serious

Complexity: Moderate Fix

Participant quotes supporting the finding:

P1: "Broken links need to be fixed (Like the 'back to events list' button)"

P2: "Fix the button!"

P7: "Calendar has to improve it's functionality. Such as when we go back to event we do not have to search again"

Finding 2

There is the general feeling among users that the process for reserving a campsite and purchasing a hunting license should not be so complicated.

Problem Statement: The interface and information (content) does not allow a person to understand how to reserve a campsite intuitively.

Recommendation: Work with a copywriter and production designer to create a page of content that presents this information clearly and efficiently so that the tutorial 'how-to' video can be eliminated.

Scope: Local

Severity: Serious

Complexity: Difficult

Participant quotes supporting the finding:

P5: "A person shouldn't need to watch a video to reserve a campsite. Make the interface usable so it isn't so complicated"

Finding 3

Sliding banner at top is clickable and links out to other websites with no info or back button.

Problem Statement: Links off of the sliding bar at top of website are going to random destination pages that do not correlate with navbar destination pages; they also link out to separate websites with no back buttons.

Recommendation: Remove this function and simply have the navbar do it's job. Possibly create a sidebar nav off the home page for some of the info that's tucked into the sliding bar.

Scope: Local

Severity: Serious

Complexity: Quick Fix

Participant quotes supporting the finding

P4: "Sliding banner is clickable and refers to different link w/o providing info. No back button"

Information Architecture Findings

Finding 4

Users found having two main navs overwhelming.

Problem Statement: A website that has two navigation bars throws up too many choices at once and causes the user stress.

Recommendation: Remove - Agency Information, Things to do, News, Shop, and Contact and create footer space at bottom where they can be relocated.

Scope: Global

Severity: Serious

Complexity: Quick

Participant quotes supporting the finding:

P1: "Simplify navigation (too many options for finding info)"

P4: "Similar headings should be grouped together instead of having two nav bars resulting in less confusing navigation."

P8: "Fractured and Unclear"

Finding 5

Content organization caused trouble for users as they had to wade through too much information, then go around in circles and still not find information they believe is important to find without having to create an account.

Problem Statement: Information or content does not flow and users end up going in circles to try to get where they want to go. They may abandon the site.

Recommendation: Try adding an account sign-in in a utility nav bar at top right of site; this way, a user can pick up where they left off and maybe have access to more info once they

commit. Work with a copywriter to rewrite, reorganize and prioritize what is important info (what should be bulleted and easier to read) and what can be in smaller text at bottom of pages or only visible if a person has created an account.

Scope: Global

Severity: Disastrous

Complexity: Difficult Fix

Participant quotes supporting the finding:

P4: "Not intuitive"

P6: "I was being brought back to a page that I couldn't find right content for. Going in circles . . . needs to flow smoother"

P8: "Confusing and Obtuse"

Navigation Findings

Finding 6

Users were overwhelmed with main nav-type items that take them to the same destination pages as the side buttons, images at bottom and dropdown menus. There are too many potential pathways making the user feel compelled to double-check that they haven't missed something if they go the 'other' way.

Problem Statement: Too many potential pathways creates uneasiness in users and is not the best use of space on a homepage.

Recommendation: Remove buttons on left side. Remove picture links across bottom of page. Remove drop-down menus or simplify them. Work with User Experience Designer and Developer to redesign the homepage.

Scope: Global

Severity: Serious

Complexity: Difficult Fix

Participant quotes supporting the finding:

P3: "The dropdowns are confusing and unnecessary"

P7: "Needs to be improved. I couldn't find where to purchase a license for entrance for a motorcycle."

P6: "Couldn't purchase a motorcycle license - that takes away from profit!"

Finding 7

Terminology and labels of navigation buttons are not consistent making it too difficult to complete simple tasks or find information without going in circles.

Problem Statement: Users are having a hard time deciphering the labels and navigating the site.

Recommendation: Establish a naming convention. Comb through entire site and make necessary changes to labels. Make sure if one label is changed, it is changed everywhere it occurs. Specifically the use of words like 'Permits' and 'Licenses'.

Scope: Global

Severity: Serious

Complexity: Moderate Fix

Participant quotes supporting the finding

P4: "Terminology must be consistent site-wide"

P8: "Taxonomy - there should be a consistency of naming conventions. For example, Licenses or Permits, which one is it?"

Recommendations

During usability test sessions an array of experiences with the SD-GFP website revealed beneficial information to our team. Our recommendations encapsulate what could improve the user experience for any individual that pays the SD-GFP website a visit.

What Worked

Through our carefully conducted test sessions, our team discovered a few pieces of the SD-GFP website that were already working well for the user. Among the positives were the color scheme as well as overall theme, the font selection, and the logo design as well as how it linked back to the home page. These aesthetics were the high point for the majority of test participants - as we analyzed post-session data, this commonality was discovered.

What Could Be Improved

While our team discovered positives, many negatives were also brought to light during the test sessions. After analysis of test session notes, video, and post-test questionnaires, our team learned of deeper problems within the information architecture (the way the site is structured) as well as user pathways (the route the user takes through the site to complete a task). Test participants found the navigation to be too extensive, the terminology inconsistent, broken links to be frustrating dead-ends, and site content to be too disorganized.

Recommendation for Key Areas

There are three major areas that are in desperate need of improvement on the SD-GFP website. The information architecture, user pathways, and navigation proved to be frustrating for users during test sessions. With these key areas being drastically altered, the overall user experience could be vastly improved.

Functionality

Functionality is defined as the quality of something being suited to serve a purpose. Broken links litter the SD-GFP website, back buttons don't always work in the way the user expects, and functionality of the calendar is troublesome. Our recommendation is to remove every broken link, fix the back button on all 'purchase' pages throughout website, and to change the overall functionality of the calendar.

Information Architecture

Information architecture (as stated earlier) is the way a site is structured. It needs to be clear in order to be functional. Our recommendation is that a complete overhaul of the information architecture takes place - where things are currently placed within the SD-GFP website does not make sense for the user. We recommend a card sorting exercise to improve information architecture. A card sort is a user centered research method that allows the researcher to collect data from user groups in order to receive input on how a website's contents should be grouped, organized and labeled. A card sort needs to take place for the information architecture to really be improved for the user. On top of a card sort, our team also recommends removing agency information, things to do, news, shop, and contact from the footer to create space.

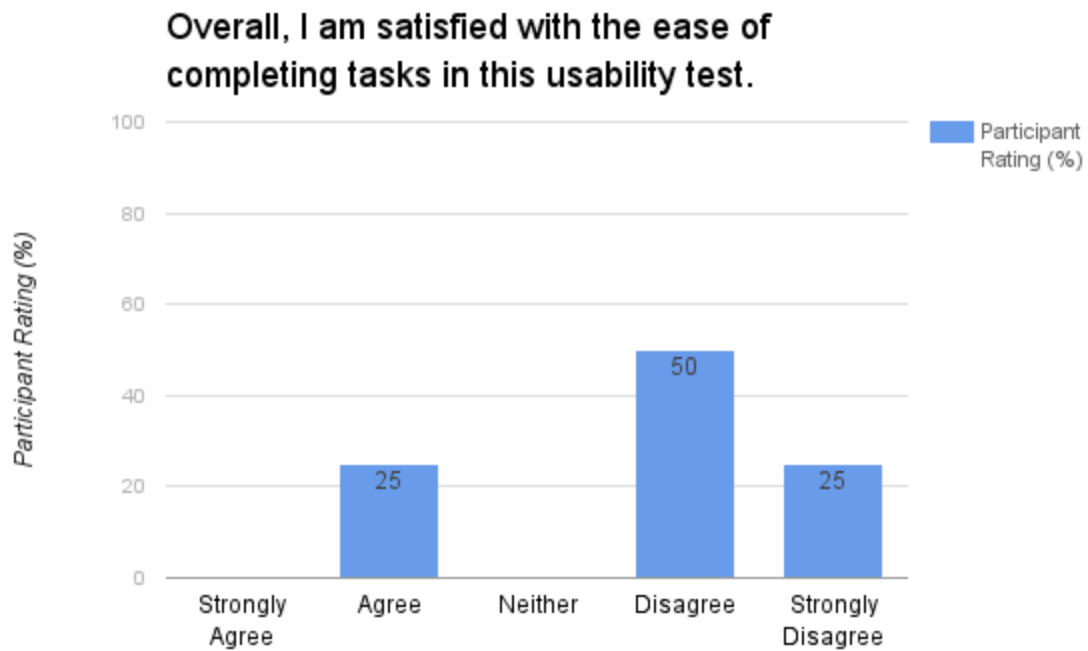
Navigation

The navigation for SD-GFP is organized, but is simply too extensive. There are too many different ways to complete a task. User pathways (as stated earlier) are the route the user takes through the site to complete a task. Once the information architecture overhaul takes place, the user pathways will be improved. Currently, there are too many paths available for the user to take. Once paths are more clear, the user will face less frustration. Beside the card sort, our main recommendations are to remove buttons on left side of the home page, remove picture links across the bottom of various pages, and remove drop-down menus or simplify them. The home page is the largest problem area when it comes to navigation, as well as user pathways - we also recommend to simplify the home page and take away so much of the information and pictures that overwhelm the user.

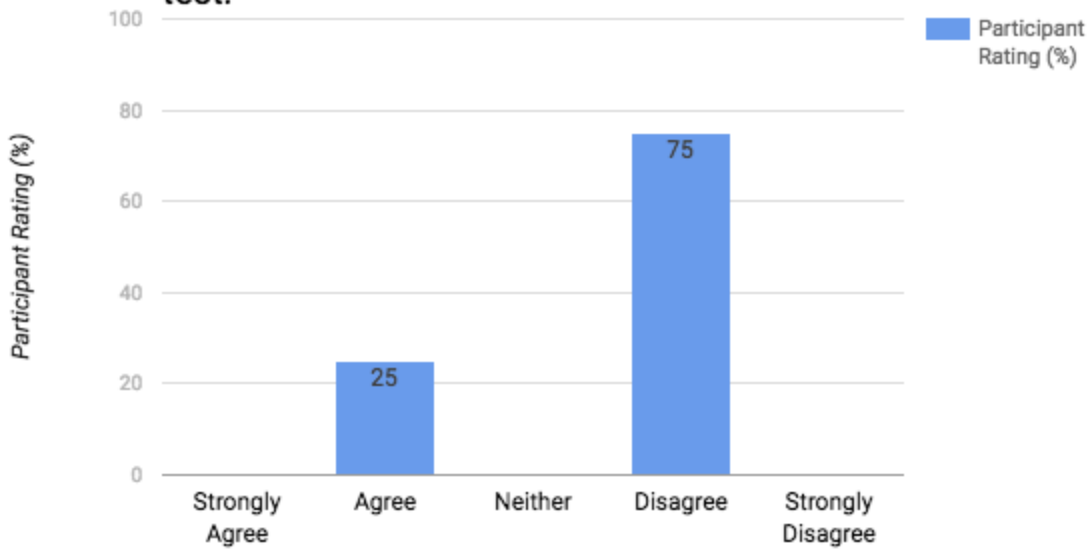
Appendix

1. Detailed Questionnaire Results
2. Consent & Recording Release
3. Pre-test Questionnaire
4. Test Script
5. Task Lists
 - a. Moderator's Tasks List
 - b. Participant's Tasks
6. Post Test Questionnaire
7. Notes Form

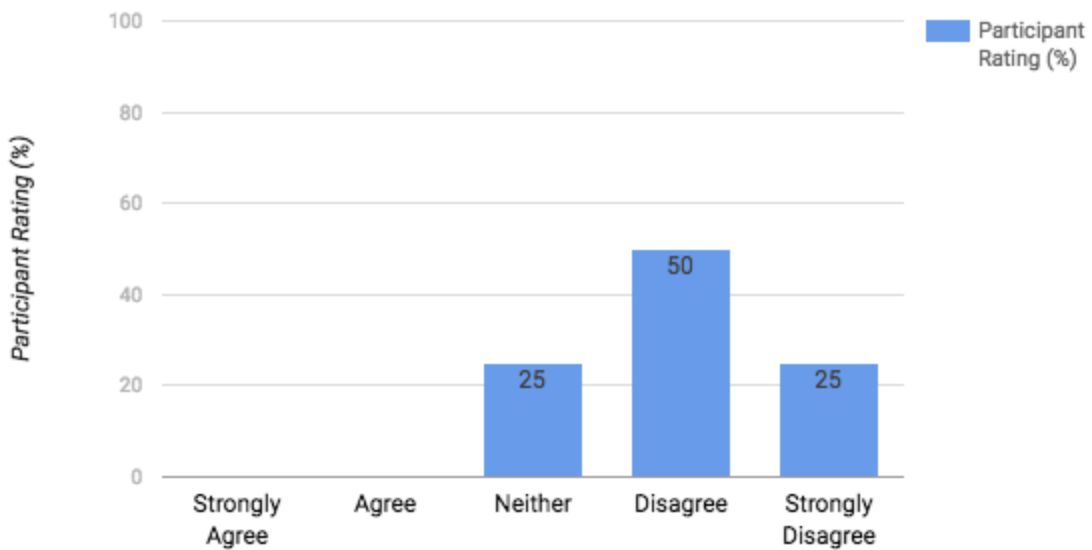
Questionnaire Results



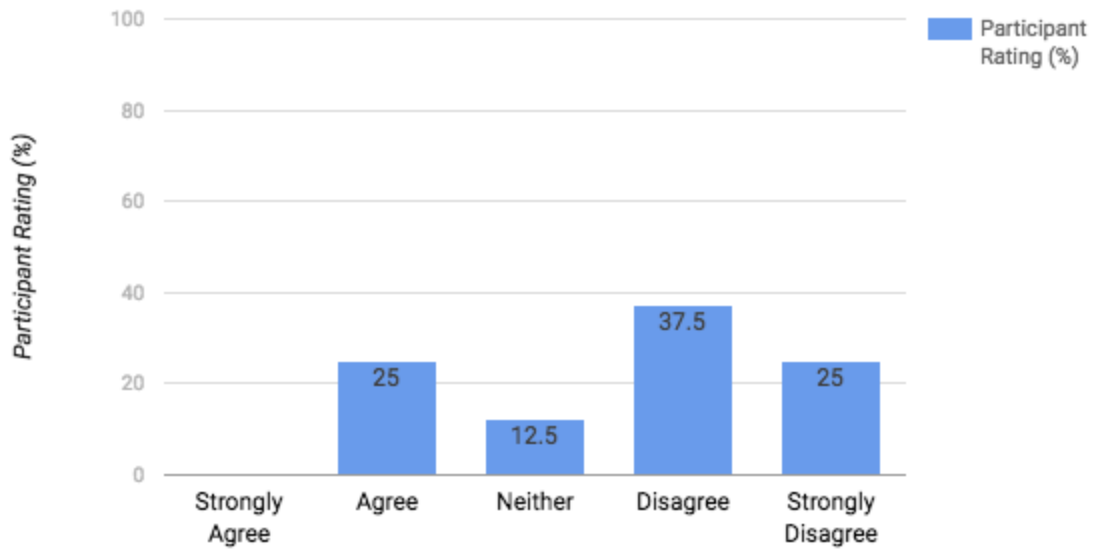
Overall, I am satisfied with the amount of time I took to complete each task in this usability test.



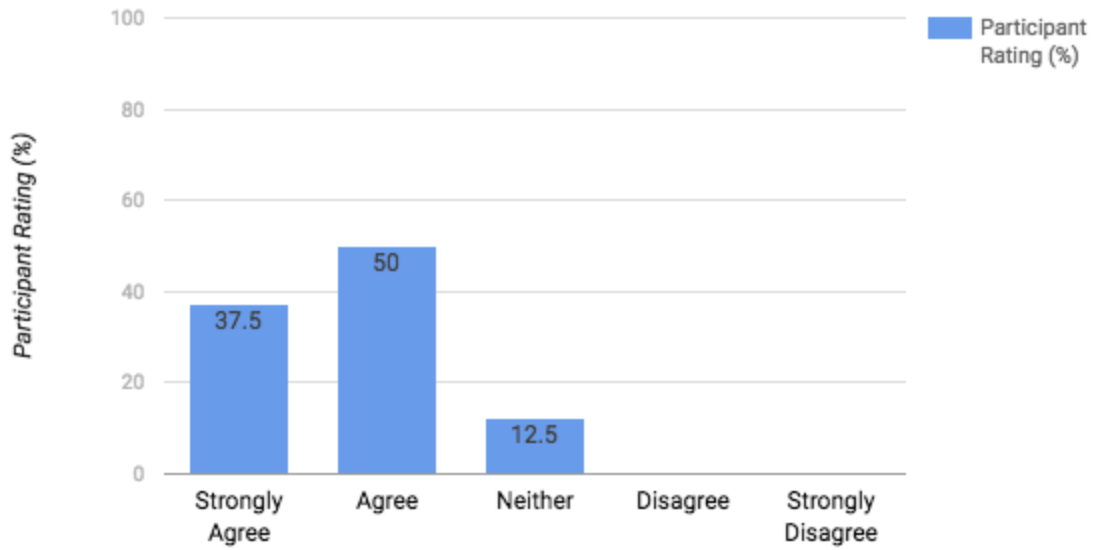
Overall, I found information was easy to find.



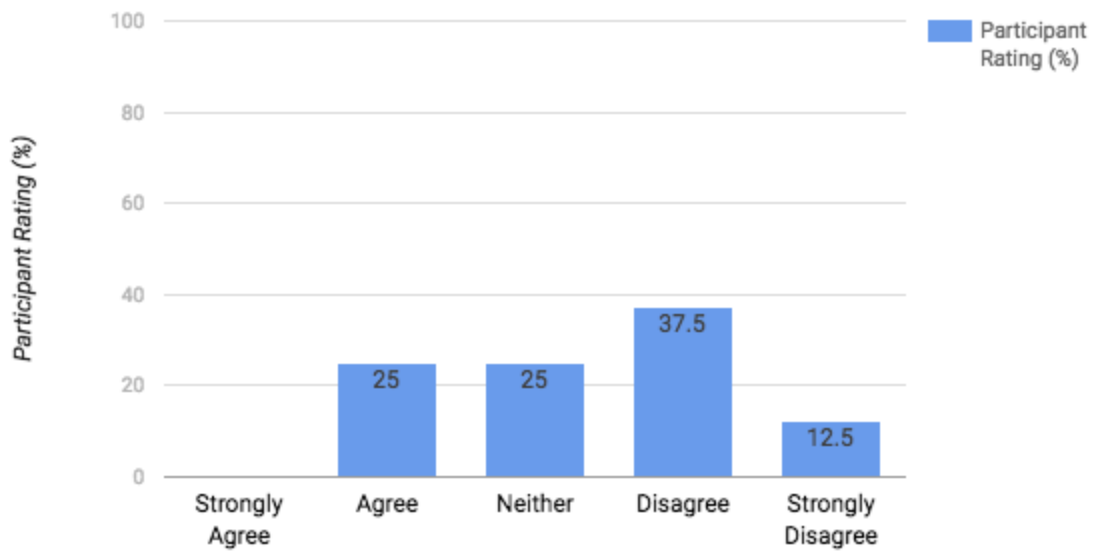
I think the website hierarchy is intuitive.



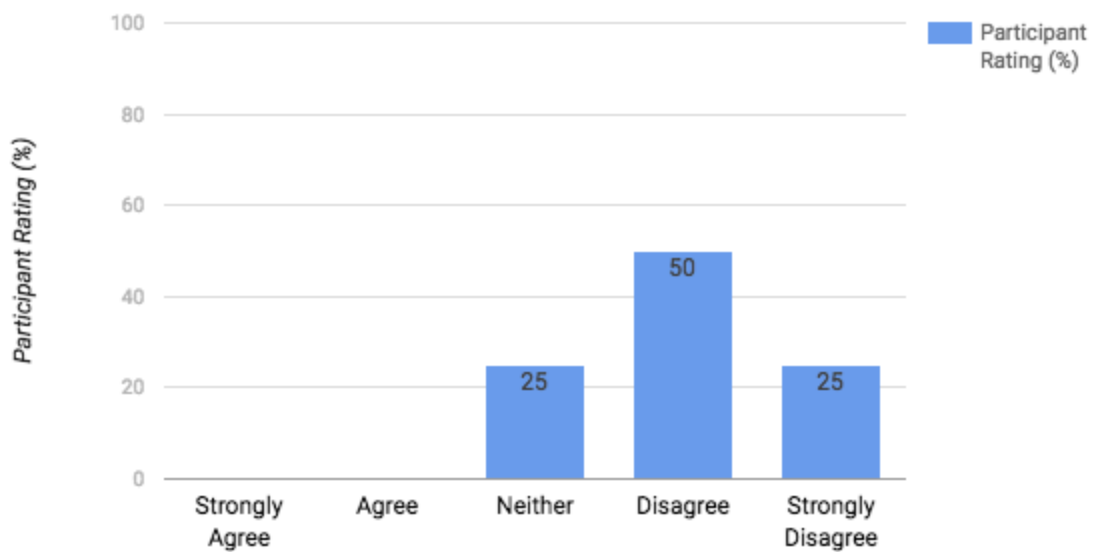
I would have organized the website's information navigation differently.



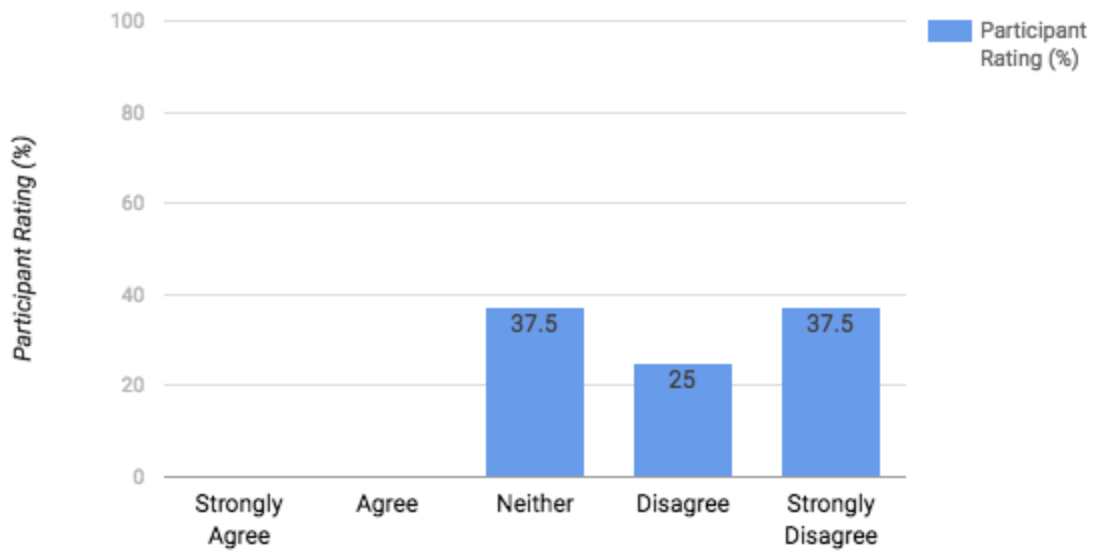
I thought the website was consistent in terms of navigation.



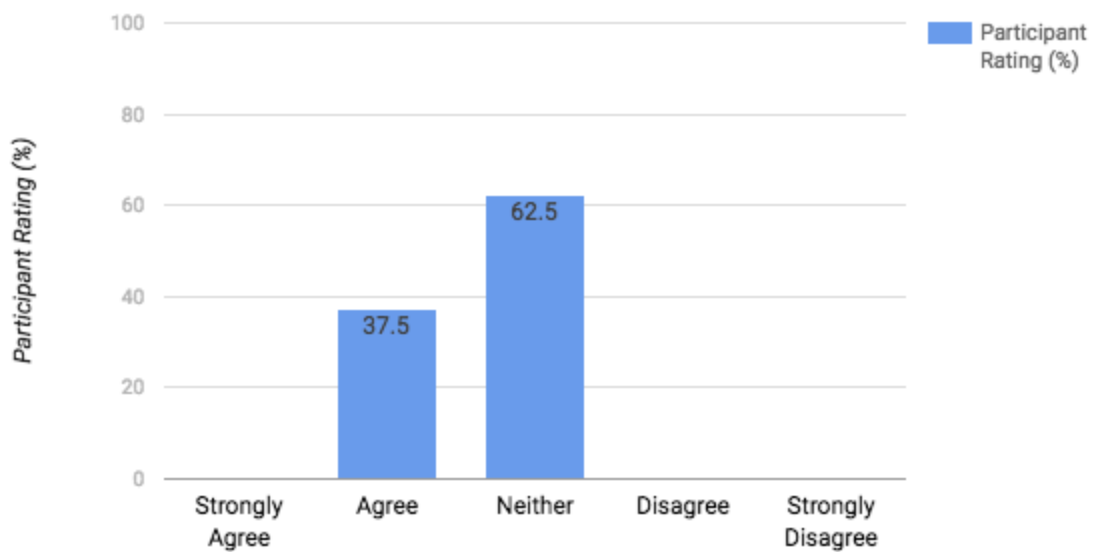
I felt very confident determining the pathways to find specific information.



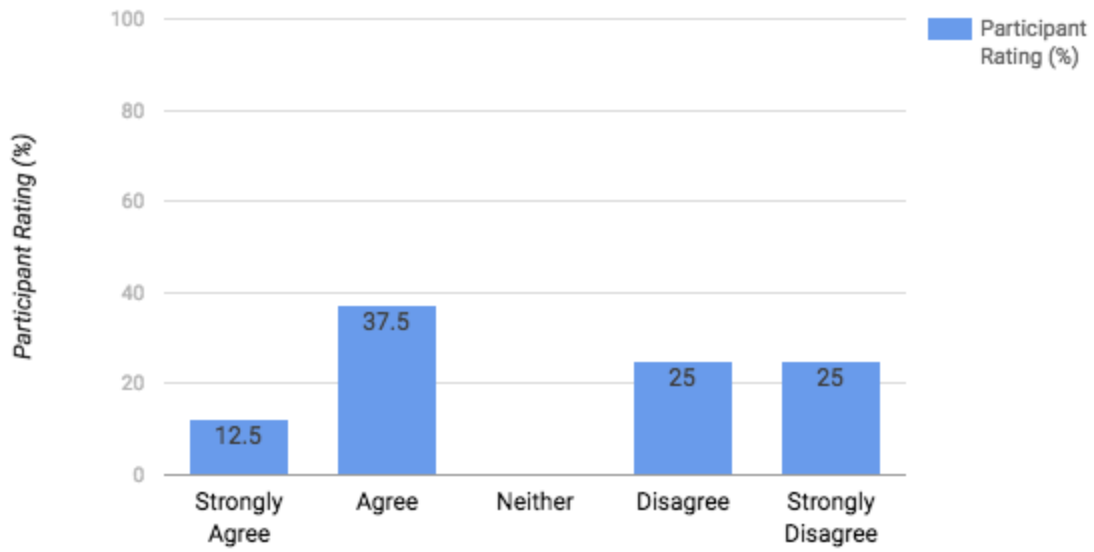
I think that most visitors would quickly learn to find specific information in this website.



The interface of the website is pleasant.



Terminology was clear and precise.



Consent Form

You are invited to participate in a usability testing analysis for a research study on the user experience on the South Dakota Game, Fish and Parks website.

From the information collected and studied in this project, we hope to improve our understanding of how visitors to the South Dakota Game, Fish and Parks website find and use information as it relates to common park activities.

Procedures: With your permission, we would like to have you participate in a usability testing session.

In this session you will be asked to:

1. Fill out a pre-test questionnaire about yourself
2. Perform a series of tasks on the South Dakota Game, Fish and Parks website during which we will ask you to “think aloud” as you perform the tasks
3. Fill out a post-test questionnaire about your experience with the usability of the website

*Video and audio of this session will be recorded using YouTube & Google Hangouts.

Risks & Benefits: There are no anticipated risks associated with this study. We cannot and do not guarantee or promise that you will receive any benefit from this study.

Time Involvement: If you agree to participate, your participation in this study will not require more time from you other than this instance where this study is explained to you. This session will take approximately 30 minutes.

Payments & Compensation: At this time, our team cannot offer payment nor compensation for participation.

Participant's Rights: If you have read this form and have decided to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time. Your identity will not be disclosed in any published and written material resulting from the study.

Authorization to Use Your Survey Results for Research Purposes

Because information about you is personal and private, it generally cannot be used in a research study without your written authorization. By signing this form, you are providing that authorization.

This document is intended to inform you about how the video and audio of your usability testing session and survey results information will be used or disclosed in the study. Your information will only be used in accordance with this authorization form and the informed consent form and as required or allowed by law.

Please read the following carefully before signing this authorization form:

1. This research project seeks to improve our understanding of how visitors to the South Dakota Game, Fish and Parks use the website to find and use information.
2. You do not have to sign this authorization form. But if you do not, you will not be able to participate in this research study.
3. If you decide to participate, you are free to withdraw your authorization regarding the use and disclosure of survey results information (and to discontinue any other participation in the study) at any time. After any revocation, your survey results will no longer be used or disclosed in the study, except to the extent that the law allows us to continue using your information (e.g., necessary to maintain integrity of research).
4. If you wish to revoke your authorization for the research use or disclosure of your survey information in this study, you must do so in writing.
5. Your name from this research study will be disclosed to the researcher and research team only.
6. Audio and video from the session will be disclosed to the researcher and research team.
7. Your survey results from this research study will be disclosed to the researcher, research team and classmates in ITC298, Spring Quarter.
8. Post test data analysis will be disclosed to the researcher, research team and classmates in ITC298, Spring Quarter.
9. The following researchers are authorized to use your survey results information in connection with this research study as described above:
Anna Sabo, Katherine Shaw, Margaret Gomez, Kristopher Chambers

Name of Participant (Please Print)

Date

Signature of Participant

Pre-Test Questionnaire

Participant # _____

This questionnaire is an opportunity for the facilitator to get to know the participant while also gathering additional data which may or may not be used during data analysis.

1. Gender you identify as:

Man

Woman

Other

2. Age: _____

3. Occupation: _____

4. Are you a resident of South Dakota?

Yes, I live in South Dakota.

No, I'm visiting.

5. Please check any of the following activities that interest you:

Hunting

Fishing

Camping

Hiking

Wildlife Conservation

6. Would you say your ability to find information on a website is:

No Experience

Very Little Experience

Some Experience

Average Experience

A Lot of Experience

Very Experienced

7. Do you like Tacos?

Yes

Definitely

Absolutely

Test Script

Session Overview

“Good afternoon and welcome to our usability testing study on the South Dakota Game, Fish and Parks website. I’d like to thank you for participating in this study.”

“My name is [NAME], and I will be the test moderator today. [NAMES] will be observing the study via a private youtube at a later date and will be assisting me by taking notes.”

“This usability evaluation, in its entirety, will last for approximately an hour. You as the participant will be seated here at this computer, [ask participant to take a seat].

“As you may already be aware, we will be looking at the South Dakota Game, Fish and Parks website today. Your participation and feedback is greatly appreciated, because it will help us understand how to improve the site in the future.”

“Now, I would like to describe the session to you.”

“First, I want to emphasize that we are not testing you or your abilities – we are testing the South Dakota Game, Fish and Parks website.”

[show participant the website]

“Secondly, we are interested in your feedback about all aspects of your experience during this session, so you should feel free to comment about anything about the site. (This might include site organization, buttons, navigation tools, terminology, graphics, colors, or layout.)”

“I would like to also inform you that we will be recording your interaction with the website as well as the conversation during this session. This will allow us to study your interaction with the website in greater detail.”

“In order to conduct this study, we ask that you sign a consent form”

[hand participant the consent form]

“Please read this form carefully before signing and let me know if you have any questions. I’m happy to address any concerns you have, or answer any questions that come up.”

[participant returns the consent form]

“Great - thank you!

“I will also need you to fill out this questionnaire to obtain some basic information about you that will further contribute to our data and statistics.”

[hand participant the questionnaire]

“Let’s take a moment to fill this out. Please let me know if you have any questions.”

[participant fills out and returns the questionnaire]

“Great - thank you!”

Getting Started

“Now, let’s get started!”

“First, let me now describe what we are going to do. During this session, I will be asking you to perform some tasks on the South Dakota Game, Fish and Parks website. I ask that you think aloud while you are performing these tasks on the website. By asking you to think aloud, I am asking you to simply tell me what you are looking at, what you are thinking, and why you are doing something while you navigate the website.”

“The purpose of thinking aloud is to give me an understanding of your thought process and give us insights on how to improve the website.”

“Let me demonstrate how easy it is to think aloud while I perform a task on Facebook.”

[Facebook demonstration]

“During this session, you may ask for help clarifying a specific task - however I may not be able to answer questions about how to complete the task. We want to replicate as closely as possible how you would use the site if I were not here.”

“Once we are done with the list of tasks, I will also be asking you some questions about your experience with the South Dakota Game, Fish and Parks website.”

“If you wish to stop the session at any time you are free to do so. There are no repercussions to stopping this evaluation.”

“Again, I thank you for your time and your participation. We appreciate it!”

Performing Tasks

“Now, I will be giving you three specific tasks that we’d like you to complete on the website.”

“I have each of the tasks written on these cards.”

[show participant the cards]

“During these tasks, I will be sitting here with you, just listening to you think aloud, and taking notes. Again...remember that we are not testing you or your abilities – we are testing the South Dakota Game, Fish and Parks website. Please also remember to think aloud while you are performing these tasks.”

[read each task aloud to the participant from the cards — remind them to keep talking during each task]

“Great! Thank you... that concludes the tasks section of this session!”

Post Test Interview

“I would now like to ask you some questions about your experience with the website.”

[present the post-test questionnaire to the participant]

“Great! Thank you for your participation. That concludes the session!”

“Again...we appreciate your participation in this study! This will definitely help us in the redesign of the South Dakota Game, Fish and Parks website.”

“Thank you very much!”

[escort participant out]

Moderator Task List

Task 01: Events Calendar

Find the event details page for any festivals occurring in the month of September, 2016. Without using the browser back button, view the details page for each of the festivals you find.

1. From the homepage, click on the Events Calendar
2. In the "Search by Date" field, select a start date of 09/01/2016 and end date of 09/30/2016
3. In the "Search by Category" field, select "Festivals", and click on the search button
4. Navigate to the details page for each festival in September 2016, without using the browser back button

ETA: 5 minutes

Task 02: Hunting License Wait Time

Find out how long after purchase it will take to receive a hunting license for a Black Hills Deer.

1. From the homepage click on "Hunting" from the menu
2. Under "Big Game licenses" click "license type and costs"
3. Read under "Deadlines"

ETA: 7 minutes

Task 03: Park Entrance License

Purchase one park entrance license for a motorcycle; change your mind and change the quantity to 2.

1. From the homepage, click on Licenses and Permits, then go to "Park Permits"
2. Middle right of page click link "Purchase online"
3. Middle bottom right of page click on "Buy a park entrance license"
4. Click on "Park Passes" in the menu
5. Click "1" on motorcycle permit; then change your mind and go back and change purchase to "2"

ETA: 9 minutes

Participant Task List

Task 01: Events Calendar

Find the event details page for any festivals occurring in the month of September, 2016. Without using the browser back button, view the details page for each of the festivals you find.

Task 02: Hunting License Wait Time

Find out how long after purchase it will take to receive a hunting license for a Black Hills Deer.

Task 03: Park Entrance License

Purchase one park entrance license for a motorcycle; change your mind and change the quantity to 2.

Post-Test Questionnaire

1. Please rate the South Dakota Game, Fish and Parks website by checking off the level of your agreement with the statements provided:

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Overall, I am satisfied with the ease of completing tasks in this usability test.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, I am satisfied with the amount of time I took to complete each task in this usability test.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, I found information was easy to find.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think the website hierarchy is intuitive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would have organized the website's information navigation differently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I thought the website was consistent in terms of navigation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt very confident determining the pathways to find specific information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think that most visitors would quickly learn to find specific information in this website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The interface of the website is pleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terminology was clear and precise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Using the following scale, please circle the number nearest the term that most closely matches your feeling regarding your experience on the South Dakota Game, Fish and Parks website:

Difficult	2	1	0	1	2	Easy
Frustrating	2	1	0	1	2	Satisfying
Wonderful	2	1	0	1	2	Terrible
Easy to Navigate	2	1	0	1	2	Hard to Navigate
Confusing	2	1	0	1	2	Clear
Pleasing	2	1	0	1	2	Dull

3. Please list three aspects of the South Dakota Game, Fish and Parks website that you feel need to be improved:

A.

B.

C.

4. Please list three aspects of the South Dakota Game, Fish and Parks website that were satisfying to you:

A.

B.

C.

5. Please add any additional comments regarding the three topics below in the space provided that you feel would improve user experience on the South Dakota Game, Fish and Parks website:

A. Information Architecture

B. Navigational User Pathways

C. Aesthetics

Note Taking Form

Session Administrator: _____

Date: _____

Participant #: _____

Shorthand Code	
P	Prompted by test moderator
S	Task completed successfully
E	Error detection
?	Probe participant about this during test-debrief

Task No.	Notes	Code
1	Events Calendar (5 mins) From the homepage (without using the search feature), find the event details page for any festivals occurring in the month of September, 2016.	

2	Hunting License (7 mins) From the homepage, find out the wait time for a Black Hills Deer Hunting License.	
3	Entrance License (9 mins) From the homepage. Purchase one park entrance license for a motorcycle; change your mind and try to purchase 2.	

Debriefing Question: If you can't find something on the website, where do you go to find information? Friends, the administration office, email?