



Usability Test Kit

Company	Northwest Film Forum
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I. Usability Test Plan

Introduction

The primary focus of this usability testing project is to better understand how users visiting the Northwest Film Forum website access the information they are searching for and how to better organize the information architecture to make the process smoother. The primary issues we will be testing are what steps and how many steps the users need to make in order to purchase tickets, sign up for a workshop, and find volunteer information. The test will help us better understand the adjustment recommendations for the NWFF website's information architecture.

Research Questions

Through this study, we hope to answer the following questions:

1. Is the information architecture intuitive?
2. Is it easy to find information and complete tasks?

Target Audience Info

The ideal target audience comprises of filmmakers and movie-goers. However, due to the parameters of ITC298 we will be testing our peers, who will likely have varying interest in films but, because of the age and social demographic of the class, will likely have some experience purchasing movie tickets and registering for classes online.

Methods

Our team will conduct a usability testing session with participants from our ITC298 classes. The team will conduct a total of eight testing sessions. Our participants will be given several task items and be asked to think aloud, explaining what their process is to find the specific information requested. The test will be filmed using Google Hangouts.

The usability testing session will consist of the following:

1. Participant greeting.
2. All participants will be asked to fill out a provided consent form. If the participant gives consent the following steps will follow..
3. All participants will be asked to fill out a pre-test questionnaire.
4. The moderator will have a script to follow with each participant explaining the process.
5. The usability test will begin. Each participant with help from the moderator will be asked to attempt 3 tasks previously agreed on by the team. The participant will be asked to speak their thoughts and process outloud while the moderator takes notes. The team will be looking to see how much time each task takes, what method the participants use to achieve the task, and whether or not the user is able to successfully execute and complete the task at hand.
6. When the participant completes the usability test they will be asked to complete a post-task questionnaire and interviewed about their thoughts on the process.

Logistics

Each session will take place in a group testing room, at least several feet away from the other testing sessions. The participant will be asked to sit at a desk with a computer while the test moderator sits to the side, observing and taking notes.

3 Tasks

Each individual session will consist of a set of tasks, a pre-test questionnaire, and a post-test questionnaire for the participants to complete. The tasks and procedure will be scripted and read aloud by the moderator with task prompts for the participant.

Data Collection & Reporting

Collection of data will be conducted by video recording through Google Hangouts. Participants will be asked to use the think-aloud protocol, as well as moderator observation and participant surveys and questionnaires.

At the end of the sessions, we will have the following:

Quantitative Data

1. Time required by participant to complete each task (Time-On-Task issue)
2. Number and percentage of tasks completed successfully with and without help (Task success issue)
3. Number of clicks before each task is completed (Efficiency issue)
4. Percentage of participants who finished each task successfully
5. System Usability Scale (SUS) score for each task ((maximum number of pages clicked / minimum required to complete task) x number of tasks completed)

Qualitative Data

1. Observations and voice recordings will assist the point or situation at which the participants could not perform the task and the reason.
2. Post-task interview will help us to determine the user's interpretation of the website's usability.

II. Usability Test Kit

1. Consent Form:

You are invited to participate in a usability testing analysis for a research study on the user experience of the Northwest Film Forum (NWFF) website.

From the research collected and studied in this project, we hope to improve our understanding of how users of the NWFF website use the website to find and use information as it relates to using the sites online calendar, ordering tickets, finding membership, donation, and equipment rental information.

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 Northwest Film Forum website during which we will ask you to “think aloud” as you perform the tasks
3. Fill out a post-test questionnaire about the usability of the website. Video and audio of this session will be recorded using 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 45 minutes.

Payments & Compensation:

Participation in this study will be compensated with a satisfactory participation grade in ITC298.

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. If you sign this form, it will provide 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.

Consent Form

Please read the following carefully before signing this authorization form:

1. This research project seeks to improve our understanding of how visitors of the NWFF website use and access information relating to but not limited to, purchasing of movie tickets, joining membership, making donations, and finding out about venue and film production rentals.
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, research team and stakeholders of the website only.
7. Your survey results from this research study will be disclosed to the researcher, research team and stakeholders of the website only.
8. Post test data analysis will be disclosed to the researcher, research team and stakeholders of the website and be published anonymously on the researcher's website only.
9. The following researchers are authorized to use your survey results information in connection with this research study as described above: Akash Tolangee, Starr Harris, Tiffany Wan, Tosia Klincewicz Usability Research Methods Students at Seattle Central College.

_____ Name of Participant (Please Print)

_____ Signature of Participant / Date

2. 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. This questionnaire will be moderated by the facilitator.

1. Gender

Male

Female

2. Age: _____

3. Are you a film lover?

Yes

No

4. Have you ever used Northwest Film Forum website?

Yes

No

5. How often do you use websites related to films?

Almost Never

Less Than Once a Month

Monthly

Weekly

Daily

6. How often do you purchase tickets online?

Almost Never

Less Than Once a Month

Monthly

Weekly

Daily

7. Would you say your ability to find information is...

No Experience

Very Little Experience

Some Experience

Average Experience

A Lot of Experience

Very Experienced

3. Moderator Task List

Task 1: Purchase Tickets ETA: 3 minutes

From the homepage, find the showtimes for June 18, 2016 and add ticket to cart for “The Long Haul Live.”

1. From the homepage
 - a. click on June 18 in the Calendar in the left sidebar
 - b. or “View Complete Calendar >” from the Calendar
 - c. or “View Calendar >” from the right sidebar.
2. If **a** then click “The Long Haul Live” or “Details >” in the sidebar dropdown. If **b** or **c** then scroll down to June 18 and and click “The Long Haul Live” or “More>.”
3. Click “Buy Tickets Now >”
4. Select ticket amount from drop down and click “Add to cart”

Task 2: Sign Up for a Workshop ETA: 5 minutes

From the homepage, find and “sign up” for the “Intro to Final Cut Pro X” workshop.

1. From the homepage
 - a. Click on “Workshops Learn More” in the left sidebar
 - b. Or scroll to the bottom of the page and click on “Workshops” header in the “Explore NWFF” site map
 - c. Or scroll to the bottom of the page and click on the “Workshops” subcategory underneath the “Workshops” header in the “Explore NWFF” site map
2. If **a**, then click on the “Intro to Final Cut Pro X” link in the list of workshops
 - a. Click the link “Click Here to Sign Up For This Class”
 - b. Fill out the first 4 pages of the form
3. If **b**, then click on the “Intro to Final Cut Pro X” link in the list of workshops
 - a. Click the link “Click Here to Sign Up For This Class”
 - b. Fill out the first 4 pages of the form
4. If **c**, then scroll down the page until you find the “Intro to Final Cut Pro X” workshop description
 - a. Click the link “Click Here to Sign Up For This Class”
 - b. Fill out the first 4 pages of the form

Task 3: View Volunteer Form ETA: 3min

From the homepage, find and view the “NWFF Volunteer Application pdf.”

1. Click “Get Involved” from the main navigation.
2. Under “Volunteer,” select “Learn more >”
3. Click the “NWFF-VolunteerApplication.pdf”

4. Post-Test Questionnaire

1. Please rate the Northwest Film Forum 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.					
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 users would quickly learn to find specific information in this website.					
The interface of the website is pleasant.					
Terminology was clear and precise.					

2. Using the following scale, please circle the number nearest the term that most closely matches your feeling about the Northwest Film Forum 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. I found the following aspects of Northwest Film Forum website particularly need to be improved:

a.

b.

c.

4. I found the following aspects of Northwest Film Forum website particularly already satisfying:

a.

b.

c.

5. Please add any comments in the space provided that you feel will help us to evaluate Northwest Film Forum website. We would especially appreciate your input on the following topics:

a. Information Architecture

b. Navigational User Pathways

c. Aesthetics

5. Moderator Test Script:

Session Overview

“Good afternoon and welcome to our usability testing study on the Northwest Film Forum website. I’d like to thank you for participating in this study.”

“My name is *[NAME]*, and I will be the test moderator today. I will also be observing the study and will be taking notes.”

“This usability evaluation, in its entirety, will last for approximately 20-30 minutes. You as the participant will be seated here at this computer, *[ask participant to take a seat]* while I observe.”

“As you may already be aware, we will be looking at the Northwest Film Forum 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 Northwest Film Forum 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.”

[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.”

[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 Northwest Film Forum 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 use 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, but I may not be able to answer questions about how to complete the task because I 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 Northwest Film Forum website.”

“If you wish to stop the session at any time you are free to do so.”

“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...”

“Again... remember that we are not testing you or your abilities – we are testing the Northwest Film Forum website.”

“Please also remember to think aloud while you are performing these tasks.”

“Okay, now I’m going to start recording”

[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 question about your experience with the website.”

[present the post-test questionnaire to the participant and record their answers]

“Great! Thank you... that concludes the session!”

“Again... we appreciate your participation in this study! This will definitely help us in the redesign of the Northwest Film Forum website.”

“I’d like to now assure you that your participation has been noted and you will be compensated with a satisfactory participation grade in ITC298.”

“Thank you very much!”

[escort participant out]

6. Notes

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	<p>Purchase Tickets From the homepage, find the showtimes for June 18, 2016 and add ticket to cart for "The Long Haul Live."</p> <p>Used the left-side-bar calendar to find the showtime. Clicked on the film title link, taking her to the film detail page. From there, found the link to purchase tickets. Went to the ticket site, chose one "general" ticket to add to cart. Seemed to easily complete the task.</p>	S

Task No.	Notes	Code
2	<p>Sign Up for a Workshop From the homepage, find and “sign up” for the “Intro to Final Cut Pro X” workshop.</p> <p>Clicked on the “Workshops” link the the left side bar, taking her to the Workshops page. Noted that the list of workshops was very long, tooke a minute to find the correct class. Clicked on the link, which took her to the detail paragraph. Clicked on “sign up for this workshop” link and taken to registration page. By page 3 of the form, she was confused as to why she had to again choose which class she was taking (thought since she navigated to the form from the class detail page that it would automatically be detected). Also noted that the name of the class is different in the form than it is in on the Workshop detail page. Participant also found it odd that you register for the class before giving payment information.</p>	S

Task No.	Notes	Code
3	<p>View Volunteer Form</p> <p>From the homepage, find and view the “NWFF Volunteer Application pdf.”</p> <p>From homepage, participant clicked on “get involved” link in the main nav, taking her to another page. Under the “Volunteer” section, she clicked “learn more” and was taken to another page. Took less than a minute to find the volunteer form PDF.</p>	S