



Usability Test Report

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Overview

Introduction

Up to this point, we as a team have conducted several studies pertaining to mountaineers.org including a competitive analysis, a heuristic evaluation and a card sorting exercise. Upon completion of these studies, we conducted a usability test with the volunteer participation of our fellow classmates from our Usability Research Methods class, for the purposes of furthering our understanding of the strengths and weaknesses of the information architecture and usability of mountaineers.org to better improve them. This report is a complete analysis of the data we gathered from the usability test, and includes the results, findings and recommendations for mountaineers.org.

What is Usability Testing

According to usability.gov, usability testing is a process that evaluates a product or service by testing it with representative users (participants). During a usability test, participants will be instructed to complete typical tasks, while the moderator (the member of our research team administering the test) will watch, listen and takes notes. The primary goal of this test is to identify any usability problems, collect qualitative and quantitative data and determine the participant's satisfaction with the product. Usability testing will allow us to identify issues users might be having with mountaineers.org in order to come up with redesign recommendations.

Benefits of Usability Testing include:

- Learn if participants are able to complete specified tasks successfully
- Identify how long it takes to complete specified tasks
- Find out how satisfied participants are with your Web site or other product
- Identify changes required to improve user performance and satisfaction
- And analyze the performance to see if it meets your usability objectives

Research Questions

When conducting any sort of research, it's important to have questions in mind for the purposes of narrowing down exactly what information you're trying to find out. This is essential to the research design and the type of research methods one may choose to use. Keeping information architecture and user experience in mind, we as a team came up with the following research questions:

- Is the site layout intuitive to the user and easy to navigate through?
- Is the navigation layout designed in a way that allows the user to locate information easily and efficiently?
- Are the most important and significant features displayed properly in terms of user experience?
- Could the overall site structure be improved in order to achieve better usability?

Target Audience

Our target audience is comprised of individuals who would use the Mountaineers' website. This group includes current members, new members and visitors seeking information on activities, events, or other services provided by the Mountaineers pertaining to the outdoors.

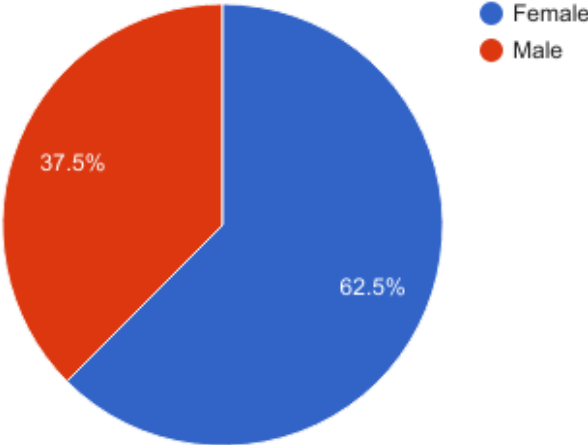
In lieu of using actual Mountaineers members and users as test participants, we are using fellow members of our ITC298 class as participants to ensure that each group in the class had a sufficient number of participants.

Participants

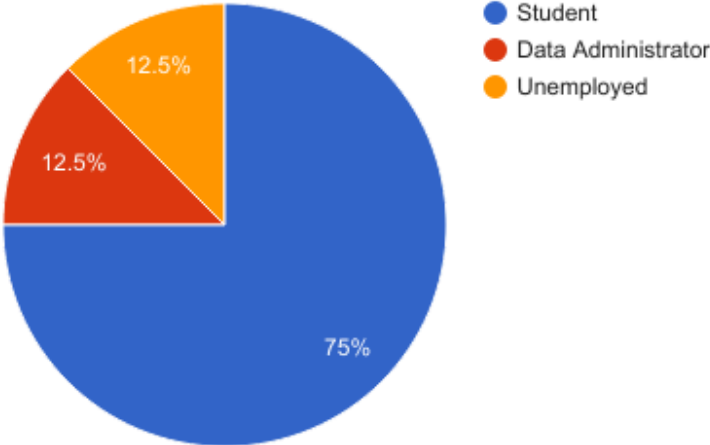
For the purposes of furthering our understanding of the strengths and weaknesses of the information architecture and usability of mountaineers.org, we as a team recruited the volunteer participation of our fellow classmates from our Usability Research Methods class(ITC298), which consisted of two days of testing. For both days, each team member paired up with a participant from another team and sat down for a one on one session at a computer. Each session was recorded via Google hangout. Once the test was concluded, the team member switched places with the participant, and participated in an additional test conducted by the corresponding team member from another group.

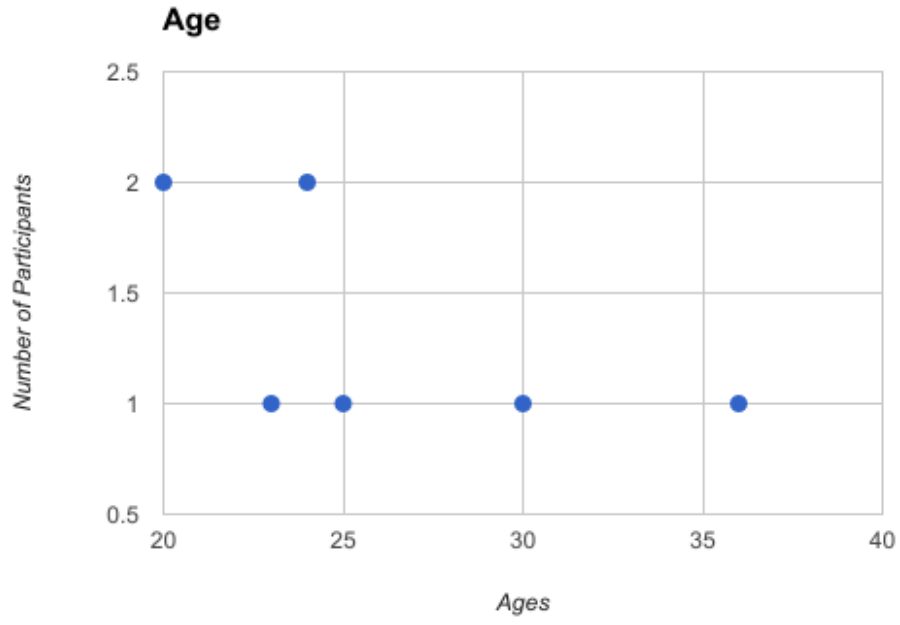
Participant Demographics and Information Based On Pretest Questionnaire

Gender

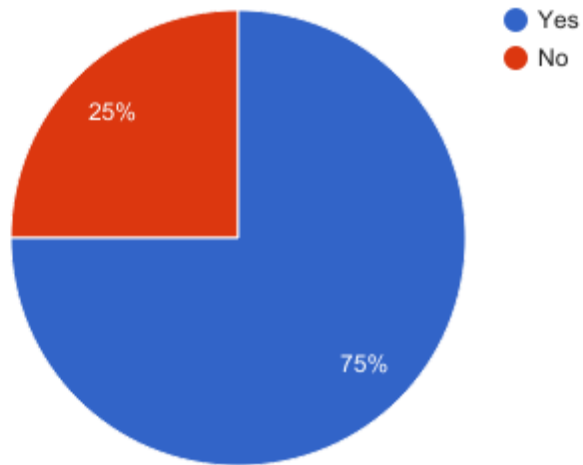


Occupation

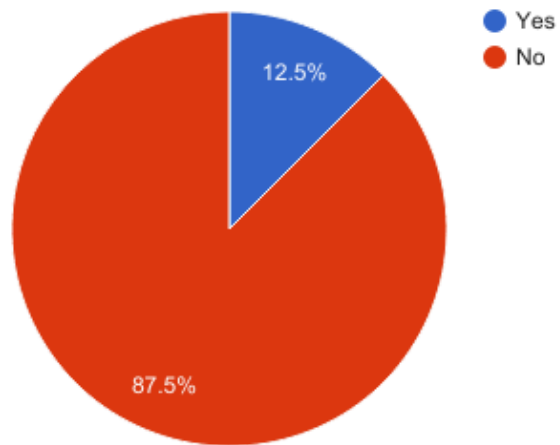




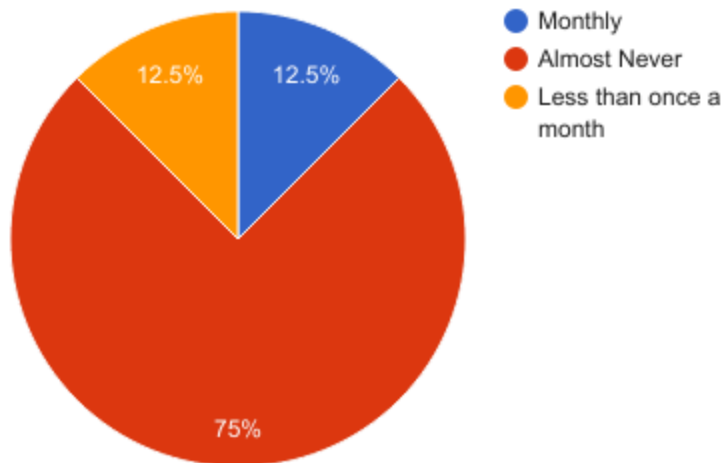
Participant Interest in Outdoor Activities



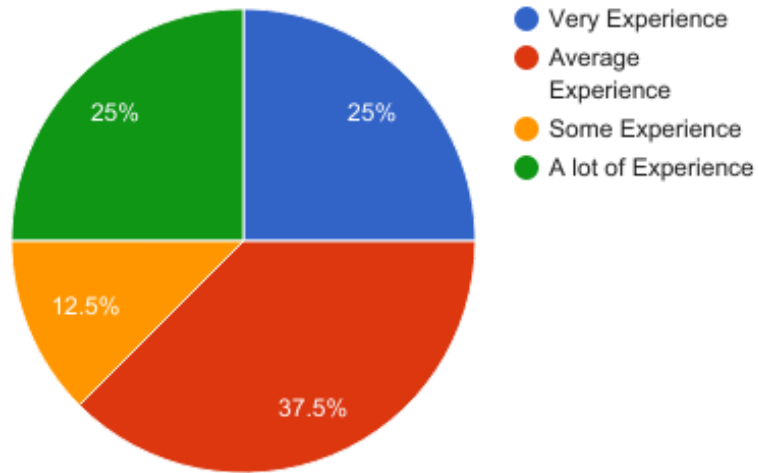
Percentage of Participants That Have Used the Mountaineers Website Prior to Test



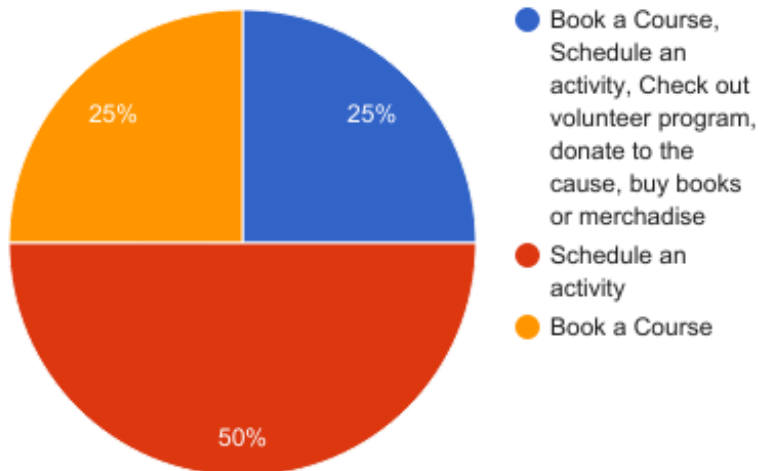
How Often Do Participants Visit Outdoor Activity Related Websites



How Much Experience Participant has in Finding Information Online



Potential Reasons Participants Would Visit the Mountaineers Website



Logistics

For the purposes of this study, each member of our team conducted two individual usability tests with volunteer participants from our Usability Research Methods class. Each test was conducted in classroom BE3151 on March 6th and March 8th, from 1pm to 3:15pm, and recorded via Google Hangout. The participants were asked to sit down at a test computer to take the test while the corresponding team member conducted the test as the moderator, while also observing and taking notes.

Usability Testing Methods

Each of our test sessions encompassed the following steps:

1)Participant Greeting & Orientation

Prior to conducting the tests, each team member (moderator) personally greeted each of the participants to make them feel comfortable, and provide a welcoming test environment and overall good vibe. After the introduction, the participant was asked to fill out and complete a pre-test questionnaire that asked the participant basic informative questions about him/her's background. Following the pre-test questionnaire, the participants were then asked to thoroughly read and sign a consent form to participate in the test. The participants were also informed that the test sessions would be recorded via Google Hangout, and to use the Think Aloud Protocol when navigating through each of the tasks. After the participant agreed to the terms and completed the questionnaire, the moderator then informed the participant of the purpose and objectives for conducting this usability test, and that their feedback was extremely important and appreciated. The participant was also made aware that the test was not designed to specifically test them, but rather the overall usability and user experience of the site.

2)Usability and Tasks

Upon completion of the Greeting and Orientation, the participant was then asked to perform a series of tasks on mountaineers.org. These tasks were specifically designed to mimic real life scenarios that targeted audiences would use when actually visiting the Mountaineers website. While performing these tasks, the participants were asked to use the Think Aloud Protocol. This simply means we wanted the participant to tell us what they were thinking while they navigated through each task, giving us a better understanding of their thought process. During these test sessions, the moderator documented notes pertaining to information regarding the test such as task success, the amount of time it took to complete the test and overall efficiency. The moderator also documented any unique issues and circumstances that might have taken place during the test.

3) Post-Test Questionnaire & Debriefing Interview

After the participant completed, or at least attempted to complete each task within the allotted amount of time, they were asked to complete a post-test questionnaire that was specifically designed to provide our team with feedback regarding the participant's overall satisfaction of the website. The questions in this questionnaire related to the site structure, navigational pathways and the overall aesthetics to the Mountaineer's website. The participants were also debriefed and had a post-test interview from the moderator to get a better idea of any unique problems or errors they encountered, as well as their overall perception of mountaineers.org. At the end of the session, the participant was thanked for their input and participation and rewarded with a high-five.

Usability Testing Results

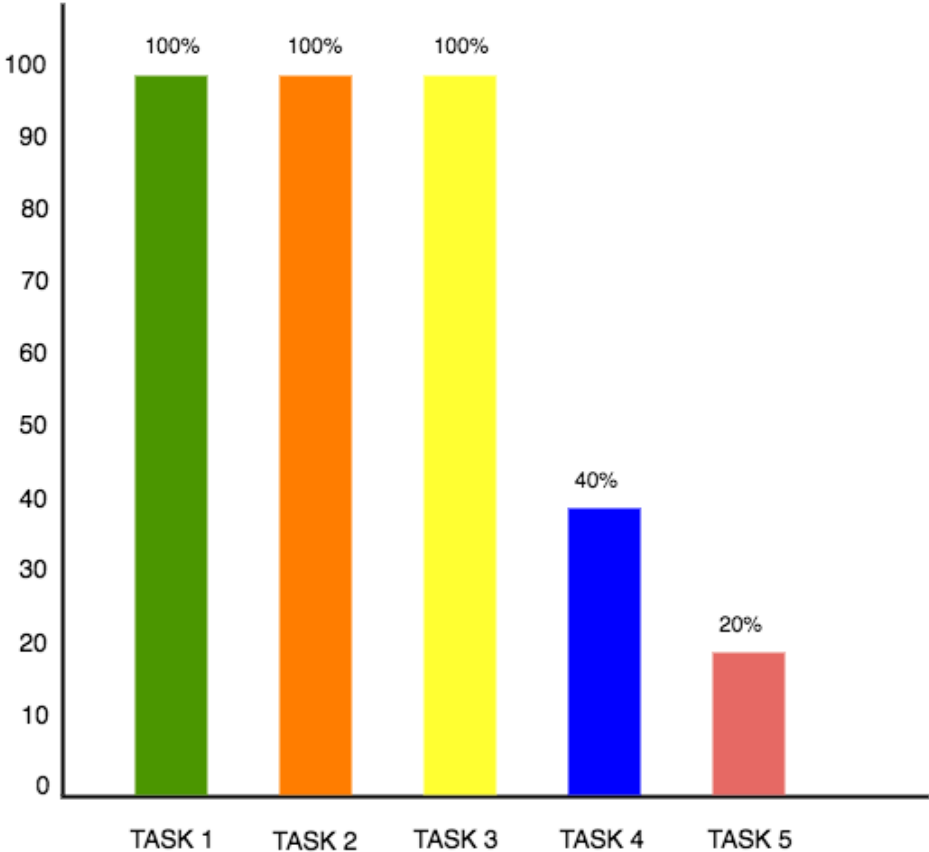
Tasks Assigned

The goal of testing was to improve our understanding and observe the patterns that confused or caused problems to the participant in order to complete the tasks successfully. The following tasks were assigned to each participant during the test session:

- **TASK 1** - LOG IN TO THE MOUNTAINEERS WEBSITE
- **TASK 2** - REGISTER FOR A BEGINNER BACKPACKING COURSE (Stop before signing the waiver)
- **TASK 3** - FIND A SUCCESSFUL TRIP REPORT ON DAY HIKING
- **TASK 4** - PURCHASE A BOOK ON INTRODUCTION TO MOUNTAINEERING (Stop before entering credit card details)
- **TASK 5** - FIND A VOLUNTEER OPPORTUNITY FOR YOUTH PROGRAM (Go to a point where you can register)

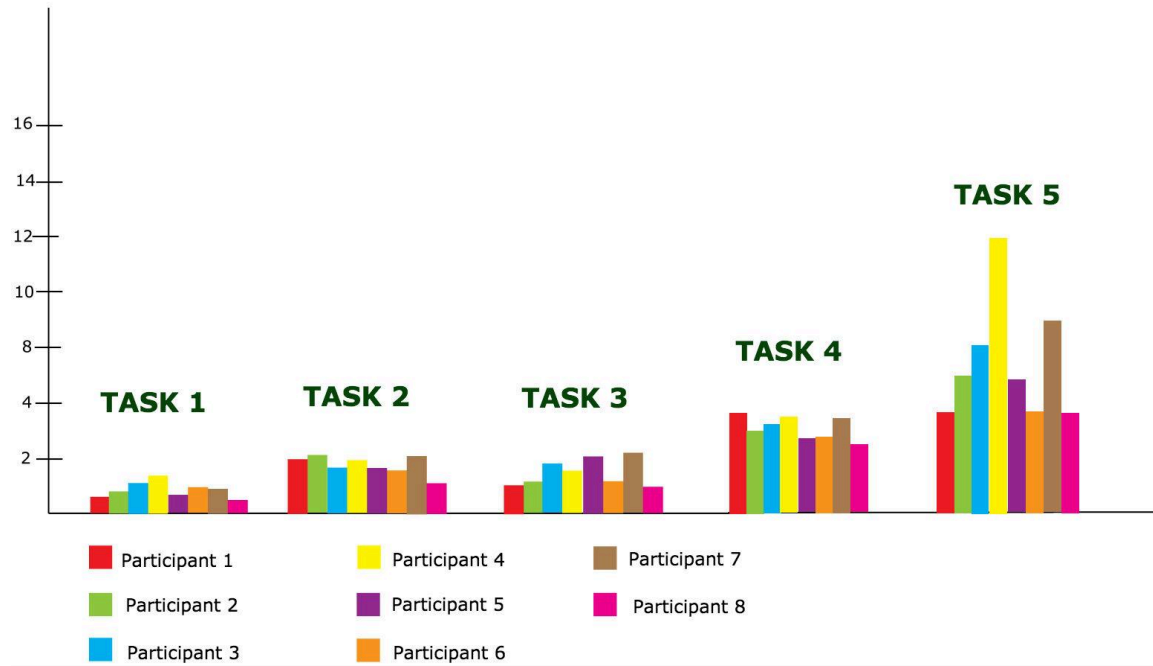
The results of these tasks are depicted in the following charts.

Task Completion Success Rate



Task Completion Time

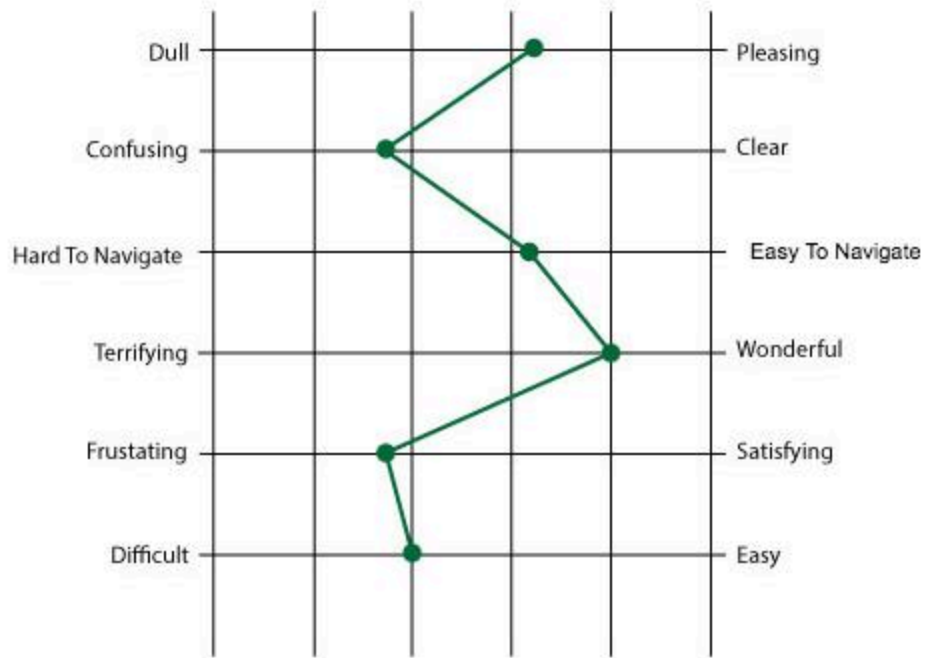
This graph depicts the time spent(in minutes) by each participant on the tasks whether completed or not



Overall Ratings

This chart shows the level of Agreement the participants felt with these statements

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
1) Overall, I am unsatisfied with the ease of completing tasks in this usability test	0	1	3	3	1
2 Overall, I am satisfied with the amount of time I took to complete each task in this usability test.	0	1	5	2	0
3 Overall, I found information was hard to find.	0	5	2	1	0
4 I think the website hierarchy is intuitive.	0	5	2	1	0
5 I would have organized the website's information navigation differently.	0	4	3	1	0
6 I thought the website was consistent in terms of navigation.	0	6	1	1	0
7 I did not feel confident determining how to find specific information.	1	3	4	0	0
8 I think that most people would quickly learn how to find specific information on this website.	0	3	3	2	0
9 The interface of the website is pleasant	2	5	1	0	0
10 The terminology used by the website was clear and consistent.	0	6	1	1	0



This diagram represents the participant's overall perception about the website in general

Likes & Dislikes

After completion of the tasks we asked the participants to fill in a post test questionnaire that gave us an idea about what they liked the most and what needs improvement. The participants were also asked for their feedback regarding 3 important fields of test- Information Architecture, Navigational Pathways and aesthetics. The findings of this questionnaire is documented below

Liked Most

Participant	Comments
1	"Nice Color Scheme" "Nice Photos"
2	"Screening topics are helpful"
3	"The graphics and design were nice" "I liked the categories used"
4	"Looks visually nice"
5	"It is pleasant looking"
6	"It has lots of selection options to narrow down searches" "Nice colors"
7	"Easy interface for purchase" "Clear search tools"
8	"Color scheme is nice and pleasing to look at" "Nice use of graphics"

Needs Improvement

Participant	Comments
1	"Including information in more organized groups" "Make buttons stand out more visually"
2	"Main page is too busy - I did not know where to look" "Needs to alert users to closed courses before clicking on them"
3	"Online registration should be easy to find"
4	"Too many links send me to the same page which is frustrating when I try to find something"
5	"Needs explanation for terms for new users"
6	"Call to action" "navigation"
7	"Simplified information exposure" "Direct Call To Action"
8	"The volunteer calendar - it would be nice if there was a way to filter out events that were closed or required prerequisites"

Usability Test Findings

Analyzing the Data Methods

Overview

While a majority of our user participants were interested in outdoor activities (75%), most participants had not used the mountaineer's website before (only 12.5% of users had used the site previously), so the feedback provided by our users may be especially useful to the designers of the mountaineers' website.

Three categories developed out of observations, testing and reports from users: the layout (information architecture of the site), the navigation (how users move through the site), and display--the aesthetics of the pages and site overall.

By combining the observations from testing, with the post-test questionnaire, and a data-debriefing, our findings are built on the contributions of our participants and reveal relevant insights for the mountaineers' web team. We also evaluated these recommendations based on their **scope**, **severity** and **complexity**.

Scope concerns the extent of issues--if it affects one page or a handful of sites/platforms, it can be considered a *local* issue; if it is a site-wide issue or something deeper, that can be considered a *global* issue.

Severity addressed the impact of the issues, ranging from the simple *cosmetic*, to the more *serious*, to the *disastrous*.

Complexity incorporates the amount of time/effort required to address the problem--ranging from a *quick fix*, to a *moderate fix*, to a *difficult fix*.

Information Architecture Findings

Most of the participants found the Information Architecture overwhelming and not useful to find relevant information. They commented that it was “too wordy”, had “a little too much overlap” and felt that it could be better categorized.

Information Architecture	
Category	Finding
Scope	<i>Global</i>
Severity	<i>Serious</i>
Complexity	<i>Moderate Fix</i>

Participant	Comments
1	“Less pages per topic to avoid searching for something”
3	“When registering for a volunteer, the information was far too wordy”
4	“A little too much overlap”
6	“Over all lots of information can be organized or grouped together better to make it easy for the user”
7	“Direct Enough”
8	“I think the information is relatively well organized”

Navigational Pathways Findings

A majority of the participants felt that the navigation needs to be condensed and that the links should be more descriptive. They found the navigation bar to be redundant and felt the need for a more intuitive nav for new users who may be visiting the site for the first time.

Navigational Pathways	
Category	Finding
Scope	<i>Global</i>
Severity	<i>Serious</i>
Complexity	<i>Moderate Fix</i>

Participant	Comments
1	"More intuitive organization"
4	"Links should be more descriptive"
7	"Needs clear categorization"
5	"Overlapping navigation"
6	"Repetitive"

Aesthetics Findings

The participants were all pleased with the aesthetics of the website. Some of the notable comments were “Color scheme is nice and pleasing to look at”, “Nice use of graphics” and “It has lots of selection options to narrow down searches”. There was a suggestion that the Call To Action buttons were not clearly visible and needs to be highlighted.

Aesthetics	
Category	Finding
Scope	<i>Global</i>
Severity	<i>Cosmetic</i>
Complexity	<i>Quick Fix</i>

Participant	Comments
1	“Very nice aesthetically, buttons could be a little brighter for easy visibility”
4	“Looks fine”
7	“Could be simplified”
8	“Nice layout and use if color”

Screenshots for Findings

Orange - Information Architecture

Blue - Navigational Pathways

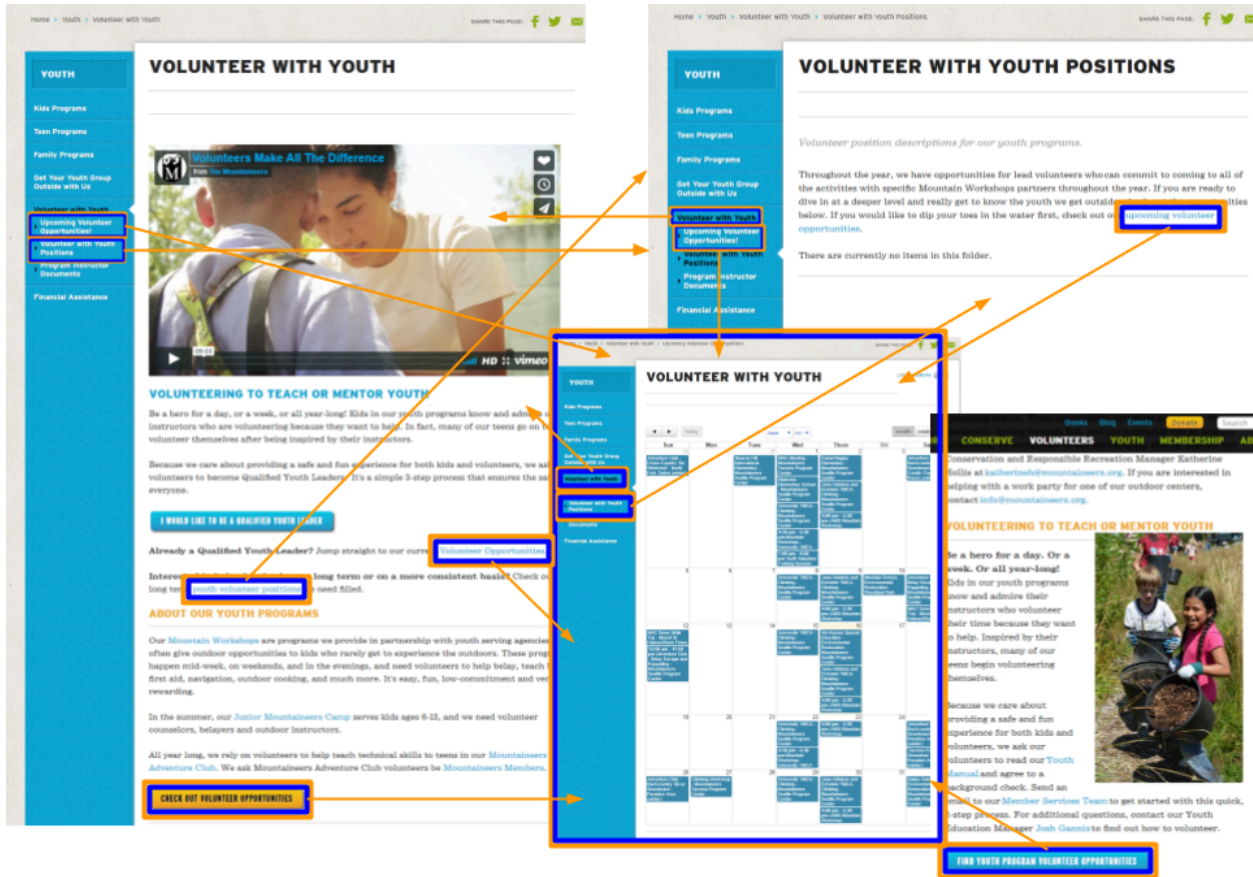
Red - Aesthetics

The screenshot shows the homepage of The Mountaineers website. The header includes the logo and navigation links: Books, Blog, Events, Donate, Search, and a user profile for John. Below the header is a main banner with the text "LEARN LIFELONG OUTDOOR SKILLS" and a "FIND OUT MORE" button. A secondary navigation bar offers "LEARN outdoor skills" and "EXPLORE the great outdoors" with dropdown menus and "FIND COURSES" and "FIND ACTIVITIES" buttons. The main content area is divided into three columns: "upcoming EVENTS", "latest updates FROM THE BLOG", and "DONATE". The "EVENTS" column lists various activities like "Open Climb Night" and "PNW Archaeological Society". The "BLOG" column features articles such as "BACKPACKING COURSES ARE OPEN FOR SIGN UP", "AMBITION", "DEE MOLENAAR - A MT. RAINIER ICON", "BACKCOUNTRY SKIING AT BAKER LODGE", "AWA - AUCTION SNEAK PEEK", and "BECOME A NORTHWEST NATURALIST". The "DONATE" column includes a call to action and a "DONATE" button. The footer contains contact information, social media links, and a newsletter sign-up form.

Three participants did not see the "Books" link when trying to buy a book - P2, P3, P5

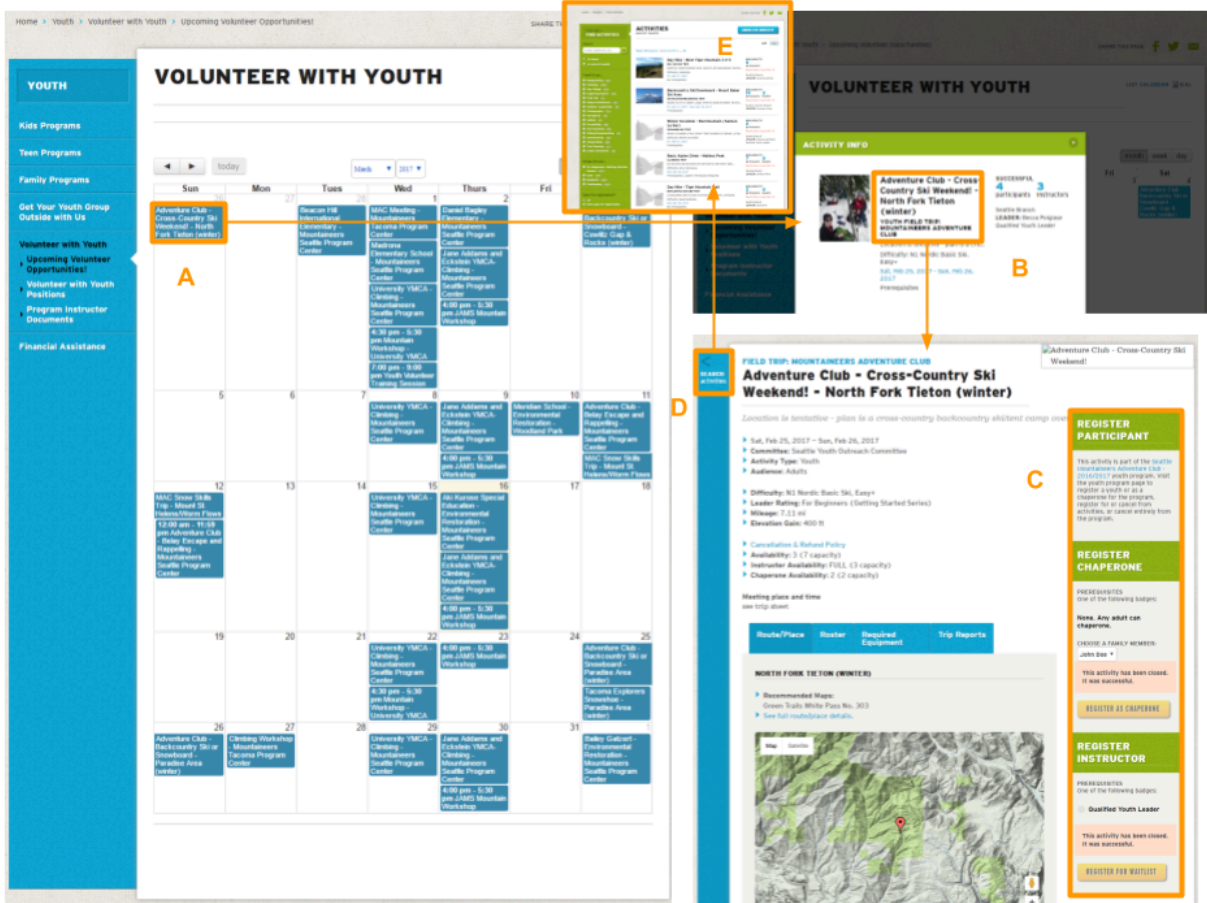
Call to Action buttons should be more conspicuous - P1, P6, P7

"Main page is too busy - I did not know where to look." - P2



The highlighted links in the diagram above are connected in a way that users can fall into a loop when they can't find what they are looking for. This happened during the task "Find a Volunteer Opportunity For Youth Program".

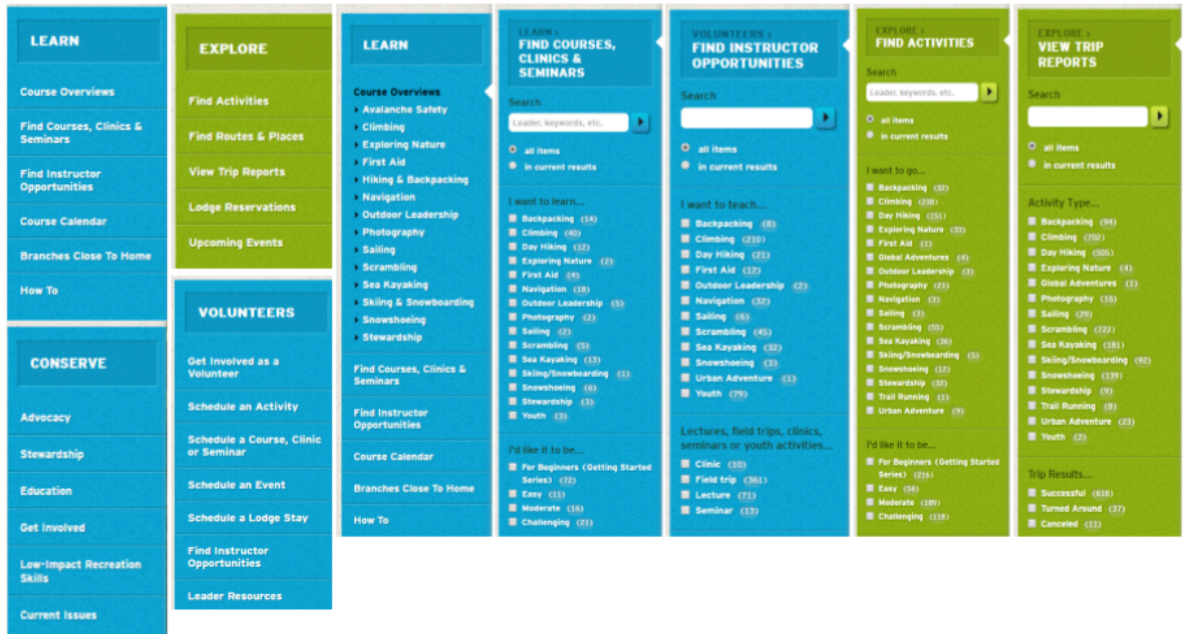
"Too many links send me to the same page which is frustrating when I try to find something" - P4



A common difficulty that arose was using the calendar tool to find a valid volunteer opportunity. Participants would click a calendar entry (A), look at the lightbox popup and click its link (B), then check the possible registration options (C) on the detail page to see if they can actually register. There was often confusion to the differences in the registration options, which are participant, chaperone, and instructor. The meaning of those terms should be made clear in the context where they appear. If the misleading "back" arrow link (D) is clicked users are taken to a different search page for activities (E) rather than being taken back to the calendar.

There should be an option to filter events that the user can't register for or some very clear way of distinguishing what can and can't be signed up for. Many closed, cancelled, and unavailable events clutter the calendar and greatly reduce its usefulness, leading to confusion, frustration and trial and error.

“The volunteer calendar - it would be nice if there was a way to filter out events that were closed or required prerequisites” - P8



The figure above shows the main navigation items. Many participants reported a sense of redundancy in the navigation as a whole and a lack of clarity as to what the terms mean.

“Less pages per topic to avoid searching for something” - P1

“A little too much overlap” - P4

“Overlapping navigation” - P5

“Repetitive” - P6

"Links can be more descriptive to what they send you to" - P4

“Needs explanation for terms for new users” - P5

“Over all lots of information can be organized or grouped together better to make it easy for the user” - P6

“Needs clear categorization” - P7

Recommendations

Overview

After analyzing all of the data from the usability test and combining the findings and results, we as a team decided what areas of the Mountaineers website worked well, and what areas needed improvement. The three main categories we focused on in order to determine recommendations were the site's Information Architecture, Aesthetics and Navigational Pathways. Keeping in mind user experience, our team determined recommendations to improve the overall site structure of the Mountaineer's website.

What Worked

- All participants successfully completed task 1(Login to to the Mountaineer's website) in an efficient time. The login button is **conveniently located** at the top-right of the main page and was **easy** for participants **to find**.
- The overall reception of the aesthetics of the Mountaineer's website was good. Some of the participant comments included, "Color scheme is nice and **pleasing to look at**," "**Nice use of graphics**," and "It has lots of selection options to narrow down searches."

Recommendations for Key Areas

- **Information Architecture:** The general consensus among the participants was that they found the overall Information Architecture of the Mountaineers website to be overwhelming, making it **difficult to locate relevant information**. We as a team recommend that the information be grouped together in a way that provides less page overlap and organized in a way that is more intuitive. While this also reflects the feedback from our card-sorting exercise, the comments and interaction from our users during this usability-testing is the primary driver behind this recommendation. Specific recommendations include the following:
 - Organize the information so that the links are not sending the user on a loop back to the same pages. Specifically when trying to sign up for a course or an activity("activities" include "volunteer opportunities"). Too many overlapping pages.
 - Registering for an activity, or a course should be easier for the user to find. We recommend the information be better organized to allow a more clear Navigational Pathway to do so.
 - We recommend the site provide more thorough explanations for terms that are specific to the Mountaineers theme. This would eliminate confusion for new users not familiar with the terminology.

- Only 20% of our participants were able to complete task 5(Find a Volunteering Opportunity for a Youth Program). We recommend a complete redesign of this particular area. The requirements to become a volunteer need to be more clear. The information needs to be organized better, so the user isn't sent through a looping nightmare navigating through overlapping pages. We also recommend that the volunteer calendar allow a way for the user to filter out events that are closed or require any prerequisites.
- **Aesthetics:** The look and feel of this website had a great reception overall from our test participants, and us as a team. One concrete, practical recommendation that we have is that the "Call To Action" buttons could be highlighted to make more clearly visible.
 - A few of the participants had trouble locating the "Book" button at the top of the page. We recommend making the button more visible and highlighted.
- **Navigational Pathways:** The majority of our participants felt that the **navigation was redundant** and needed to be more descriptive. To someone visiting the Mountaineers website for the first time, the primary navigation links could be a **bit confusing**. We as a team recommend that the naming conventions of the navigation links be a bit more descriptive, allowing for not just experienced users of this site, but also new users to navigate through the site with more ease. Some of the navigation links end up overlapping each other due to the organization of the Information Architecture. We recommend that these overlapping links be condensed and organized in a way that provides more direct Navigational Pathways. Specific recommendations include:
 - Condensing the "Explore," "Learn," and "Conserve," navigation items would provide more intuitive Navigational Pathways since many of these links lead to overlapping pages.
 - We recommend more descriptive naming conventions for links that pertain to mountaineering terminology that may confuse first time users.
 - We recommend adding a "Trip Report" link in the primary navigation to make it easier for users to find since it is an essential piece to the Mountaineers website.

Appendix

- **Consent Form**
- **Pre-test Questionnaire**
- **Task Cards**
- **Session Overview/Moderator Test Script**
- **Moderator Task List**
- **Moderator Notes Form**
- **Post-test Questionnaire**
- **Debriefing Guide**

Consent Form

Congratulations! You are invited to participate in a usability testing analysis for a research study on the user experience of the Mountaineers website.

From the information collected and studied in this project, we hope to improve our understanding of how visitors use the Mountaineers' website to find and use information as it relates to their experience with the organization.

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 Mountaineers 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 60 minutes.

Payments & Compensation: You will be offered up to two "high-fives" from selected members of our group.

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.

Please read the following carefully before signing this authorization form:

1. This research project seeks to improve our understanding how visitors use the Mountaineers' website.
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 only.
9. The following researchers are authorized to use your survey results information in connection with this research study as described above: Manitasha Arora, Ruth Mansoor, Jeremiah Smith, Joseph Wanderer at Seattle Central College.

Name of Participant (Please Print) _____

Signature of Participant / Date _____

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
- Other
- Prefer Not to Say

2. Age: _____

3. Occupation: _____

4. Are you somebody who is interested in outdoor activities?

- Yes
- No

5. Have you used the Mountaineers' website before?

- Yes
- No

6. How often do you use a website catering to outdoor activities and adventures?

- Almost Never
- Less Than Once a Month
- Monthly
- Weekly
- Daily

7. What do you use the website to achieve? Check all that apply.

- Book a Course
- Schedule an activity
- Check out a volunteer program
- Donate to the cause
- Buy books or merchandise

8. How much experience do you have finding information online?

- No Experience
- Very Little Experience
- Some Experience
- Average Experience
- A Lot of Experience
- Very Experienced

Task Cards

1. LOG IN TO THE MOUNTAINEERS WEBSITE USING A DUMMY ID

Username - itc298

Password - itc298

2. REGISTER FOR A BEGINNER BACKPACKING COURSE

(Stop before signing the waiver)

3. FIND A SUCCESSFUL TRIP REPORT ON DAY HIKING

**4. PURCHASE A BOOK ON INTRODUCTION TO
MOUNTAINEERING**

(Stop before entering credit card details)

**5. FIND A VOLUNTEER OPPORTUNITY FOR YOUTH
PROGRAM**

(Go to a point where you can register)

Session Overview/Moderator Test Script

Session Overview

“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 five 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 “Good afternoon and welcome to our usability testing study on the Mountaineers 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 be observing the study and taking notes.”

“This usability evaluation, in its entirety, will last for approximately an hour. As you may already be aware, we will be looking at the Mountaineers 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 Mountaineers’ 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 Mountaineers 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.”

“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 Mountaineers’ website.”

that we are not testing you or your abilities – we are testing the Mountaineers’ 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 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 Mountaineers’ website.”

“I’d like to now give you a high-five as a gratuity for participating in this study.”

[present to participant their hard earned reward]

“Thank you very much!”

[escort participant out]

Moderator Task List

Without using the main search bar perform the following tasks

Task 01: LOG IN

From the Home page log in to the mountaineers website. You may use your own email address to sign up but if you do not feel comfortable the moderator will provide one for you.

1. Go to the website <https://www.mountaineers.org/>
2. Click on “Log In” on the top right part of the screen
3. Enter the username and the password provided by the moderators
4. Click Log In

ETA: 2 minutes

Task 02: REGISTER FOR A COURSE

From the home page, register for a beginner backpacking course. Stop before signing a waiver

1. Click “Learn” on the navigation bar
2. Select “Find Courses, Clinics & Seminars” from the drop down menu
3. Check “Backpacking” from the list of checkboxes on the left
4. Find a program that is available to register
5. Click “Register”
6. It will prompt you to an alert that reviews your selection - Click Continue
7. Stop before signing the waiver

ETA: 4 minutes

Task 03: FIND A TRIP REPORT

From the home page, find a successful trip report on day hiking

1. Click “Explore” on the navigation bar
2. Select “View Trip Report” from the drop down menu
3. Check “Day Hiking” from the list of checkboxes on the left
4. From the list of results select to view any trip report with the result successful

ETA: 4 minutes

Task 04: PURCHASE A BOOK

Find a book on introduction to mountaineering and proceed to purchase it. End the task before entering your card details

Click “Books” on top of the screen above the main navigation bar

1. Click “search all titles” on the left navigation bar
2. Type on the search bar or click a related check box
3. Select the book from the list of results and click “add to cart”
4. Click the cart on the top right end of the screen , next to login and click “checkout”
5. Click “proceed to payment”
6. Stop before entering card details

ETA: 4 minutes

Task 05: FIND A VOLUNTEER OPPORTUNITY

Find and register for a volunteer opportunity for youth program

1. Click on “Volunteers” on the main navigation bar
2. Select “Get involved as a volunteer” from the drop down menu
3. Scroll down, find and click “find youth program volunteer opportunities”
4. Click any program from the calendar entries
5. On the activity info alert, click the name of the program
6. Click Register

ETA: 8 minutes

Moderator Notes

Note-Taker: _____

Date: _____

Participant's Name: _____

Data Logger: _____

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

Task No.	Notes	Code
01	Log in (2 minutes) LOG IN TO THE MOUNTAINEERS WEBSITE USING A DUMMY ID Username - itc298 Password - itc298	

02	Register Course (4 minutes) REGISTER FOR A BEGINNER BACKPACKING COURSE (Stop before signing the waiver)	
03	Locate Trip Report (4 minutes) FIND A SUCCESSFUL TRIP REPORT ON DAY HIKING	

04	Purchase Book (4 minutes) PURCHASE A BOOK ON INTRODUCTION TO MOUNTAINEERING (Stop before entering credit card details)	
05	Locate Program (8 minutes) FIND A VOLUNTEER OPPORTUNITY FOR YOUTH PROGRAM (Go to a point where you can register)	

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

Post-test Questionnaire

1. Please rate the Mountaineers' website by checking off the level of your agreement with the statements provided:

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Overall, I am unsatisfied 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 hard 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 did not feel confident determining how to find specific information.	[]	[]	[]	[]	[]
I think that most people would quickly learn how to find specific information on this website.	[]	[]	[]	[]	[]
The interface of the website is pleasant	[]	[]	[]	[]	[]
The terminology used by the website was clear and consistent.	[]	[]	[]	[]	[]

2. Using the following scale, please circle the number nearest the term that most closely matches your feeling about the Mountaineers' 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 the Mountaineers' website most need improvement:

a.

b.

c.

4. I liked the following aspects of the Mountaineers' website most:

a.

b.

c.

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

a. Information Architecture

b. Navigational Pathways

c. Aesthetics

Debriefing Guide

If not covered during the test itself, make certain to address the following issues during the debriefing.

1. Explore what is the overall experience of the test (How did that go? What did you think?)
2. Ease of use?
3. Explore overall problems that the participant faced
4. Explore specific navigation errors made during test
5. Navigation meets their needs?
6. Does the website meet their needs?
7. Organization of information matches real-world tasks?
8. More important information highlighted in some way?
9. Problems with terminology?
10. Aesthetics?

