Website Usability Testing Report

Sample

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1.   Summary

1.1 Summary of Work Performed

This report presents the findings of the usability evaluation test for the Jane Doe Library website at *site url.*

Define here the purpose of the usability testing and list perhaps the questions that the testing helped answer.

For example: both satisfaction and performance data were gathered to answer the following questions:

> Does the website provide information effectively?
>
> Are participants able to navigate easily through the website?
>
> *Other questions.*

1.2 Summary of Findings

The usability test brought to our attention some very important findings.

Define here the aspects of the current website that are working successfully and also identify s areas that can be improved.

The evaluation results, along with recommendations for improvement, are outlined in this report.

2.   Evaluation Procedure

2.1 Test Objective

The objective of this test was …

2.2 Participants

Usability tests were conducted with *number* individuals who met one or more of the following criteria:

- Are regular library users.
- Had a basic understanding of the web.
- *Other criteria.*

Describe here the participant's age range and backgrounds in computer use and literacy. This is information collected in the pre-test questionnaire.

- x% had used the library website before.
- 100% need to use the library website.
- English is not the first language of y% of the participants.

Adapted from handouts originally prepared by Randolph Bias for distribution to students3 in an *Information Architecture and Usability Studies* course at the School of Information, University of Texas at Austin (http://www.ischool.utexas.edu).

Average experience with the following items:

Macintosh	x years	Highest: y years	Lowest: z months
PC	x years	Highest: y years	Lowest: z years
Internet	x years	Highest: y years	Lowest: z years

Average hours a week spent on a computer:

At home:	x	Min: 0 hours	Max: y hours
At work:	x	Min: 0 hours	Max: y hours

Average hours a week spent searching the Internet:

At home:	x	Min: 0 hours	Max: y hours
At work:	x	Min: 0 hours	Max: y hours

2.3 Materials/Apparatus

Describe here the equipment used to conduct the testing. State any special software if used for e.g. JAWS for testing with visually impaired patrons.

2.4 Procedure

2.4.1 Orientation

Describe here the overall process of testing for e.g. each participant was asked to fill out a consent form and a pre-questionnaire (Appendices B & C).

2.4.2 Performance Evaluation

Describe here in detail the testing process. For e.g. the evaluation administrator allowed the participants to work through the tasks (Appendix F) at their own pace. The observer silently observed and recorded the participant responses.

2.4.3 Participant Debriefing

Describe here what was done after the testing was over for e.g.

> *Participants were asked to complete a brief post test questionnaire. (Appendix E)*

Describe here the purpose the debriefing session served.

2.5 Evaluation Measures

During the test, any problems incurred by the participants received a criticality rating which was made up of two other ratings:

Criticality = Severity + Estimated Frequency of Occurrence

Severity Ranking	Severity Description	Severity Definition
4	Critical	The identified issue is so severe, the user will not be able to complete the task, and may not want to continue using the website.
3	Major	Users can accomplish the task but only with considerable frustration and/or performance of unnecessary steps. The user will have great difficulty in circumventing the problem; users can overcome the issue after they have been shown how.
2	Moderate	The user will be able to complete the task in most cases, but will have to undertake some moderate effort in getting around the problem. They may need to investigate several links or pathways through the system to determine which option will allow them to accomplish the intended task. Users will most likely remember how to perform the task on subsequent encounters with the system.
1	Minor	The problem occurs only intermittently, can be circumvented easily but is irritating. Could also be a cosmetic problem.

Frequency Ranking	Estimated Frequency of Occurrence
4	Will occur > 90% of the time.
3	Will occur 51 – 89% of the time.
2	Will occur 11 – 50% of the time.
1	Will occur < 10% of the time.

The higher the rating of criticality, the more critical the problem is to the user's experience or ability to accomplish the task.

3. Evaluation Results & Recommendations

3.1 Task Success Rate and Completion Time

Describe here a little bit about the website and about how the testing went and whether the testing tasks were timed or not.

Task 1: Average time of x/y participants: a minutes. z/y participants took over 3 minutes. Correct answers: a/y

Other tasks.

3.2 Observed Problems & Recommendations

3.2.1 Critical usability issue: for e.g. site architecture.
Recommendation: redesign site navigation.

3.2.2 Major usability issue: for e.g. inaccessible content.
Recommendation: make accessible or provide alternatives.

3.2.3 Minor usability issue: for e.g. colors, consistency.
Recommendation: use a design template.

3.3 Questionnaire Results and Participants' Recommendations

Final Questionnaire Results

The following questions were rated on a scale of 1 – 5 as follows.

	1	2	3	4	5
	Strongly Disagree				Strongly Agree

1. **I was able to complete the tasks.**
   Avg. score = x
   Low score =   y

   User comment:
   Observer comment:

2. **The information was easy to find.**
   Avg. score = x
   Low score = y

   User comment:
   Observer comment:

Other questions (3-7) from the post test questionnaire.

W3C accessibility guidelines at http://www.w3.org/TR/WCAG10/#Guidelines

8. **What I liked most about the website.**
   - Black text on a white background. W3C Guideline 2
   - Tables with informative headings. W3C Guideline 4
   - Others.

9. **What I would change about the website.**
   - I don't like the use of jargon on the website especially if there is no accompanying explanation e.g. ILL. W3C Guideline 12
   - Accessible PDF's or an alternate accessible format. W3C Guideline 1
   - Others.

10. **Subjective opinions of the usability of the product expressed by the user:**

    - I don't know what exactly is the difference between "library online catalog" and "online databases". W3C Guideline 12.

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- Others.

Subjective opinions of the aesthetics of the product expressed by the user:

- I like the white space on the home page. W3C Guideline 2
- Too much text on one page makes it hard to read.
- Others.

4. Contact Information

If you have any questions about anything contained in this report, please contact:

Name and email of person conducting the tests and preparing the reports.

Jane Doe Library
100 Jane St.
City, State, Zip

Appendix A

Activities to be completed with user participants

Test session checklist (completed by the test administrator)

Brief introduction and explanation of the testing process.

Explain hardware setup to user and confirm that the user is comfortable with it.

Have user complete the respondent Profile (pre test) Questionnaire.

Have user sign the Participation and Disclosure agreement.

Ask the user if they have any questions.

Hand the list of tasks to user.

Ask the user to wait until instructed to begin the first task.

Verify home page ready and tell the user to begin.

Ask user to complete the Final (post test) Questionnaire.

Appendix B

Respondent Profile Questionnaire (pre test questionnaire)
(Please print or write legibly)

PART 1

Name: _____

Gender: Male   Female

Age: under 20   20 – 29   30 – 39   40 – 49   50 – 59   60 or over

Education: High School   Undergraduate   Graduate   Ph.D.

Phone/Email: _____

PART 2

How much experience do you have with the following items?
Macintosh   ___ Years   ___ Months
PC   ___ Years   ___ Months
Internet   ___ Years   ___ Months

How much experience do you have with the following assistive technology tools?
JAWS   ___ Years   ___ Months
Window Eyes   ___ Years   ___ Months
HPR   ___ Years   ___ Months
Other   ___ Years   ___ Months

About how many hours a week do you use a computer?
        At home: _____   At work: _____

About how many hours a week do you spend searching the Internet?
        At home: _____   At work: _____

Which browser do you use (please circle one or more)
        Internet Explorer
        Netscape
        Opera
        Mozilla
        Other
Have you used the library website to search for information?   Yes   No

Do you use other library websites?   Yes   No

If yes, why?

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Appendix C

Participation and Disclosure Agreement

Please read this page carefully.

      The Jane Doe Library is asking you to participate in evaluating the library website. By participating in this evaluation, you will help us improve our ability to serve you. We will observe you and record information about how you work with our website. We will also ask you to fill out questionnaires and answer interview questions.

By signing this form, you give us permission to use your verbal statements for the purposes of evaluating the product and showing the results of these evaluations. We will not use your name or any other personal information.

You are 18 years or older.

You may withdraw from this evaluation at any time without penalty.

Your decision to withdraw will not jeopardize your future access to library services.

If you have any questions, you may ask now or at any time.

If you have any other questions or concerns, please contact Dr. Jane Doe, Director of the Jane Doe Library at xxx-xxx-xxxx or email@janedoe.com

(You will be paid for the hours spent on testing and evaluating the website)Your participation in the testing is voluntary and you will not be reimbursed.

If you agree with these terms, please indicate your agreement by signing here:

Please print your name _____

Signature   _____

Date   _____

The Process

You will be asked to complete a set of tasks that involve using the library website to search for information. The more you speak aloud about what you are observing and thinking as you work your way through the tasks, the better. This gives us valuable information about what works and what does not. After completing the tasks we will ask you to fill out a brief questionnaire that will help us further assess the strengths and weakness of the website.

Please remember, it is the website that is being tested and NOT you. Whatever difficulties you may experience are problems with the product being tested. Your observations will help us to remedy and improve our website usability, allowing us to serve you more effectively.

Thank you for your participation.

Appendix D

Test Evaluation Interview (post test interview)
(to be completed by the test administrator)

User Name: _____

PART 1 - Opinions

- Opinions of the usability/friendliness of the website expressed by the user:
- Opinions of the aesthetics of the website expressed by the user:

PART 2 - Questions:

- What features of this website did you like the most?
- What features of this website did you like the least?
- Do you feel that the pictures or icons used are recognizable and facilitate ease of use and understanding?
- Is the navigation intuitive?

Appendix E

Final Questionnaire (post test questionnaire)
(Please print or write legibly)

Name: _____

Please circle one number for each question and offer any comments you wish.

1. I was able to complete the tasks.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

      COMMENTS:

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2. The information was easy to find.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

    COMMENTS:

3. The organization of information was intuitive.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

    COMMENTS:

4. The site was easy to navigate.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

    COMMENTS:

5. The language of the website was understandable and appropriate.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

    COMMENTS:

6. Overall, I am satisfied with this website.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

    COMMENTS:

7. I would use the website regularly for most of my information needs.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

    COMMENTS:

8. Here's what I liked most about the website.

9. Here's what I'd like to see changed on the website.

10. Here's what I'd like to see added to the website.

Appendix F

Test Tasks

1. *List the tasks (8-10) the users who take the test are going to attempt to accomplish.*

2. *Please spend a few minutes looking at the following websites and briefly talk/write about your experience.*