

Usability Study

Ariel Jensen Yoga Website

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ICT 4515-1

March 13, 2019

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Purpose

The proposed website will be based around freelance yoga instruction services. Ariel Jensen is a newly certified yoga instructor located in Frisco, Texas. Ms. Jensen's site will provide information about the offered services, which are primarily focused around instruction for private yoga sessions.

The site's primary goal will be to serve as a resource for information related to the offered yoga instruction services. Additionally, the site will offer potential clients a way to submit inquiries. The site will also offer information on availabilities for private sessions. Finally, the site will also speak to those wishing to book instruction for group events, such as corporate or after-school yoga sessions.

Problem Statements

- Does the site clearly convey all the correct and necessary information?
- Does the site provide the information necessary to instill confidence in new and potential customers?
- Does the site provide the relevant availability/booking information?
- Is the information in the site organized so as to make sense to users?
- Are the contact information and methods clearly provided?
- Are the contact information and methods user friendly?

- Is the site easy to use overall?
- Is the site uncluttered?
- Is the site's text easily readable?
- Is there clear visual hierarchy?
- Is the site's color scheme conducive to the desired messaging?
- Does the site speak effectively to the user's needs?

User Profiles

Primary users for the site will be new and existing clients, who are interested in booking private yoga instruction sessions.

- **Age Range:** 25-65
- **Gender:** Majority female
- **Disabilities:** Potential for disabled users of the site
- **Internet experience:** Average to experienced
- **Location:** Frisco, Texas area
- **Income level:** middle to upper income

Methodology

Test Environment/Equipment

Usability test participants will have the option of testing in the office in which the facilitator works, or a comfortable public area, such as a local coffee shop. The testing will take place using a provided laptop computer with a track pad. The computer will run Mac OS, and a Chrome browser will be used as the client program. The facilitator will sit to side, and slightly back from the participant during testing. The facilitator will make notes during the test, and time tasks with use of a stopwatch. Testing sessions will be recorded as screen capture with audio via Camtasia, for later review if required.

Testing Crew

The testing crew will consist of one facilitator. The facilitator will act as moderator, timekeeper, note taker, and evaluator. Jeff Parente will be fulfilling this role for the usability study.

Evaluation Measures

Usability will be tested with various methods. Several objective measurements will be taken for every task. Following the test, subjective measurements will also be recorded.

Subjective questions will be assessed via a five-degree Likert scale. Options on the scale will be: “Strongly Disagree,” “Somewhat Disagree,” “Neither Agree nor Disagree,” “Somewhat Agree,” “Strongly Agree.” Finally, the participants will be asked to respond to several open-ended questions.

The following *objective measurements* of user actions will be recorded.

1. Duration of task
2. Number of clicks per task
3. Success or failure of completing the assigned task

The following *subjective measures of user perception* will be measured via the Likert scale.

1. The site clearly conveyed information about the services offered.
2. Content on the site was organized clearly.
3. The information about booking availability was clear.
4. The site provides useful information about the owner.
5. I would feel confident about the quality of the services offered.
6. My overall perception of the site is positive.
7. The site was easy to navigate.
8. The site was visually appealing.
9. The use of colors in the site aided my understanding of the site.
10. The text on the site was large enough.
11. The headlines were clear.

12. The text was easy to read.
13. The overall tone of the site was befitting.
14. The site spoke to me effectively.

The following *open-ended questions* will be asked of participants.

1. What was your favorite part of the site?
2. What part of the site did you like least?
3. Do you have any suggestions on what could be improved on the site?

Task List

Task No.	Task	Task Script	Success	Starting Location
1	Determine the purpose of the site	"What do you think is the main purpose of this of this site?"	Draws inference derived from tagline or about section	Homepage
2	Determine to whom the site belongs	"Who do you think the site represents?"	Names "Ariel Jensen"	Homepage
3	Determine the services being offered	"What products or services are being offered on this site?"	Provides a reasonably comprehensive version of the "services" overview description	Homepage
4	Determine why the site owner does what they do	"Based on the site, why do you think the site owner does what they do?"	Provides at least one relevant key point from the "about" page	Homepage

5	Determine the site owner's qualifications/experience	"How qualified is the service provider?"	Provides at least one relevant key point from the "about" page	Homepage
6	Locate pricing information on services	"How much do the offered services cost?"	Provides correct amount	Homepage
7	Find upcoming availabilities	"When is the next availability to book a group yoga instruction session?"	Provides correct answer	Homepage
8	Submit form to request a session	"What would you do if you wanted to book a session one day day next week?"	Successfully submits form for a time-slot next week	Calendar page
9	Contact the site owner	"Can you submit a question to the site owner?"	Successfully submits a question	Homepage
10	Locate the site owners social media account(s)	"Can you find the owner's Facebook page?"	Reaches the owner's Facebook page	Homepage

Results

User Demographics

User ID	Gender	Age Range	Approx. Hours Internet Use Per Week	Current Occupation	Type of Web Sites Most Used
1	Female	40-55	11-20 hours	Manager, Director of Operations	Retail, News, Restaurants, Gym website
2	Male	56-70	21-30 hours	Small Business Owner	Email, Information News, Misc.
3	Male	40-55	41-50 hours	Sales Representative	Facebook, Email, Netflix
4	Female	56-70	31-40 hours	Teacher	Google, Wikipedia, Dreambox, Work Applications, Words with Friends
5	Female	30-39	31-40 hours	Manager/Marketer	Research Sites, Retail, Misc.

Task Testing Results

Task No. 1				
Determine the purpose of the site				
User ID	Clicks	Duration	Success	Facilitator Notes
1	0	0:07	Y	-
2	0	0:44	Y	-
3	0	0:19	Y	-
4	0	0:15	Y	-
5	0	0:08	Y	-
Average	0	0:18	100%	

Task No. 2

Determine to whom the site belongs

User ID	Clicks	Duration	Success	Facilitator Notes
1	0	0:03	Y	-
2	0	0:01	Y	-
3	1	0:20	Y	-
4	0	0:03	Y	-
5	0	0:01	Y	-
Average	0.2	0:05	100%	

Task No. 3

Determine the services being offered

User ID	Clicks	Duration	Success	Facilitator Notes
1	3	0:13	Y	-
2	1	2:02	Y	-
3	1	0:09	Y	-
4	1	0:20	Y	-
5	0	0:26	Y	-
Average	1.2	0:38	100%	

Task No. 4

Determine why the site owner does what they do

User ID	Clicks	Duration	Success	Facilitator Notes
1	8	0:56	Y	Commented the site owner looks "mad" in About page picture
2	1	0:07	Y	Commented the site owner looks "unfriendly" in About page picture
3	1	0:18	Y	-
4	1	0:09	Y	Commented the site owner looks "intimidating" in About page picture
5	0	0:20	Y	-
Average	2.2	0:22	100%	

Task No. 5

Determine the site owner's qualifications/experience

User ID	Clicks	Duration	Success	Facilitator Notes
1	4	0:36	Y	-
2	4	2:01	Y	Thought the language about "certifications" was vague, not descriptive, unhelpful
3	1	0:20	Y	Wanted more information on stakeholder's certification
4	1	0:07	Y	-
5	0	0:27	Y	-
Average	2	0:42	100%	

Task No. 6

Locate pricing information on services

User ID	Clicks	Duration	Success	Facilitator Notes
1	1	0:14	Y	-
2	1	1:31	Y	Confused as to "individual" pricing, because group references more common
3	1	0:03	Y	Confused about if pricing was "per person" or "per group".
4	6	0:35	Y	-
5	1	0:14	Y	Confused about if pricing was "per person" or "per group".
Average	2	0:31	100%	

Task No. 7

Find upcoming availabilities

User ID	Clicks	Duration	Success	Facilitator Notes
1	1	0:06	Y	-
2	1	1:35	N	Confused by the presentation of "unavailable" vs. "available" time-slots. Named an unavailable time as the "next available." Commented again that the "private" vs. "group" language was confusing.
3	1	0:07	Y	-

4	10	1:27	Y	A little confused about availability listings. Eventually figured it out. Also confused by alternating colors on available time-slots.
5	1	0:06	Y	-
Average	2.8	0:40	80%	

Task No. 8

Submit form to request a session

User ID	Clicks	Duration	Success	Facilitator Notes
1	2	0:50	Y	Stumbled slightly because "Texas" was filled out automatically
2	3	2:25	Y	System output wrong error message on "phone" field validation. Suggests form should display cost based on "Number of Attendees" field.
3	1	2:04	Y	Was confused by "venue" information. Didn't realize stakeholder would come to them.
4	1	1:45	Y	Was confused by "venue" information. Didn't realize stakeholder would come to them.
5	1	0:34	Y	
Average	1.6	1:31	100%	

Task No. 9

Contact the site owner

User ID	Clicks	Duration	Success	Facilitator Notes
1	1	0:37	Y	-
2	1	1:58	Y	-
3	3	2:06	Y	-
4	1	1:55	Y	-
5	1	0:30	Y	-
Average	1.4	1:25	100%	

Task No. 10

Locate the site owners social media account(s)

User ID	Clicks	Duration	Success	Facilitator Notes
1	1	0:02	Y	-
2	2	0:08	Y	-
3	7	1:23	Y	Initially gave up on trying to find the Facebook page. Found it only after being prompted to continue.
4	4	1:15	N	Couldn't find Facebook link. Eventually opened a new tab and went to Google.
5	1	0:01	Y	-
Average	3	0:33	80%	

Evaluation Survey Results

Survey Response Key	
Response	Point Value
Strongly Agree	5
Somewhat Agree	4
Neither Agree nor Disagree	3
Somewhat Disagree	2
Strongly Disagree	1

Survey Question Results						
Question	Responses					Average
	User 1	User 2	User 3	User 4	User 5	
1. The site clearly conveyed information about the services offered.	5	4	5	5	4	4.6
2. Content on the site was organized clearly.	5	5	4	5	5	4.8
3. The information about booking availability was clear.	5	5	4	4	4	4.4
4. The site provides useful information about the owner.	4	2	4	5	4	3.8
5. I would feel confident about the quality of the services offered.	4	3	4	4	4	3.8
6. My overall perception of the site is positive.	5	4	5	5	5	4.8
7. The site was easy to navigate.	5	5	4	5	4	4.6
8. The site was visually appealing.	5	4	4	5	4	4.4
9. The use of colors in the site aided my understanding of the site.	3	3	3	4	3	3.2
10. The text on the site was large enough.	5	4	4	5	3	4.2
11. The headlines were clear.	5	4	5	5	5	4.8
12. The text was easy to read.	5	5	4	5	5	4.8
13. The overall tone of the site was befitting.	5	5	4	5	4	4.6
14. The site spoke to me effectively.	5	4	4	5	4	4.4

Open-ended Survey Question Results

Question	User ID	Response
1. What was your favorite part of the site?	1	It was easy to look at and navigate. Not too much text, but enough to get the message across.
	2	Home page
	3	Information about rates. Not that expensive
	4	I really liked the pictures on the opening page and the site was easy to navigate
	5	Liked the home page. Visually very attractive and calming/soothing—looked like something that would be good for a spa girls weekend kind of thing and that is appealing. Definitely seems to appeal more to women than men (which may be the goal)?
2. What part of the site did you like least?	1	Maybe a little more information on what is included in the different types of sessions.
	2	Home page raised questions not answered (certified by who?)
	3	Not knowing where the owner studied yoga
	4	I did not like the two color availability system
	5	I'm not sure what her level of qualification really is. "Certified" is good, but I'm not exactly what that means or what credential she holds. So—my confidence in her was a 6-7 vs. 8-10. I don't know that the specific credential is what I'd want but maybe a review/testimonial and or seeing right away studios she works or worked for would be good?
3. Do you have any suggestions on what could be improved on the site?	1	Additional information about the instructor...maybe even a letter from her to tell her "yoga" story on the site. It was clear that she was certified but additional info would be a plus. Would be good if you could get to "why I love yoga" page from the home page.
	2	Make clearer the individual training process, not just groups. Could make clearer earlier that you are providing the space for the training session.
	3	It was a well designed site and easy to use. Move up facebook link to be more visible. Also where the person studied yoga might be more helpful as you sometime have yoga snobs who want to know that.
	4	It was not clear to me if the prices were per person or split between the number of persons per session. A find me on Facebook link might be good?
	5	See above. A little more clarity on her qualifications. Also, (and I'm guessing this will be changed), but pictures of her—professional yoga pictures etc. and pictures of her with students, etc. might be good/help with the question of qualification.

Discussion

Usability testing revealed a number of areas where the site can be improved upon. The most significant area for improvement is in the site's language.

Users frequently found the language used to be vague or otherwise not as descriptive as they would like. This was particularly true for tasks 5 and 6. In the case of task 5 (determine the site owner's qualifications/experience), users found the frequent references to the stakeholder's "certification" somewhat confusing. There was no detailed description what that certification specifically was or meant readily available on the site. Users found that to be somewhat confusing and seemed to hurt the perception of credibility. The About page should be updated to include more detailed information regarding the stakeholder's certification. Additionally, a new page should be added to the about section, providing intricate detail about the certification, and linking out to the certifying body's site for those users who want more information on the certification.

Similarly, with regard to task 6 (locate pricing information on services), users found the use of language to be somewhat vague. Frequent references to "groups" made some question if "one on one" sessions were an option, which they are. Language on the Services page should be adjusted to make the option of "one on one" sessions more explicitly clear. Additionally, multiple users stated that they found the listed pricing structure somewhat confusing. Specifically, they were unclear if the listed prices were "per person" or "per group". The listed prices are intended to be "per group", and this needs to be made more clear.

Another ambiguity about the site's language and offerings was revealed in task 8 (submit form to request a session). The Request Appointment form prompts users to fill out the location they would like to use for the session. Multiple users commented upon seeing this, that they were unaware choosing their own venue was an option. This makes sense given that the Services page fails to mention this service entirely. To resolve, the Services page should be updated to highlight this feature prominently.

In addition to the significant usability issues outlined above, there are several minor issues that can also be improved upon. These minor issues either tended to not prevent the user from completing the task, or are not related to central functions of the site.

The Calendar page listing of time-slots should be adjusted to make it more clear what "unavailable" time-slots are intending to convey, namely that the listed time has been booked already. Possible remedies include displaying the booked time with a line through it, and adding a tooltip to the element. The tooltip would make the fact that the time is booked explicit when a user hovers over it with a mouse. Also on the Calendar page, the alternating colors of "available" time-slots should be removed. The color variations led multiple users to wonder if they represented sessions that were different in some way. By removing the alternating colors on available time-slots, users will see only two "kinds" of time slots, those that are available, and those that are unavailable.

Additionally, the Request Appointment form had some minor areas for improvement. During testing, an incorrect validation message was displayed on the "Phone" field. And, as one user suggested, a new field for "Session Cost" should be added to the "Session Request" field set. This field should be non-editable, and change dynamically in response to changes in the

“Number of Attendees” field. This will display the total cost to the user for the session they are attempting to book, preventing them from having to remember pricing from another page on the site.

Locating the link to the stakeholder’s Facebook page proved difficult for some, and should be made easier. Providing text supporting the Facebook icon in the footer may resolve. An additional link to the Facebook page in the About section’s local navigation menu should also be considered.

Finally, as a cosmetic matter, several users felt that the picture provided of the stakeholder made her appear “unfriendly” and a new one should be used.

Recommendations for Change

Catastrophic Usability Issues

No catastrophic usability issues found.

Major Usability Issues

- Provide more information on stakeholder’s certification in on About page.
- Adjust language around pricing on Services page to make it more clear how much given sessions cost per person/per group.

- Clarify descriptive language around “individual”, “private,” and “group” with regard to sessions and booking on both Services and Calendar page.
- Provide clearer information with regard to venue, and the fact that the stakeholder will come to the user on the Services page.

Minor Usability Issues

- Create new “certification details” page in the about section.
- Adjust display of “unavailable” time-slots on Calendar page to make it more obvious those times are no longer available.
- Adjust display of “available” time-slots on Calendar page to remove alternating colors.
- Wrong validation error message output on “Request Appointment” form’s “Phone” field (Correction implemented)
- Add “Session Cost” field to “Request Appointment” form. Field should adjust dynamically based on the “Number of Attendees” field selection.
- Make Facebook link more obvious and/or easier to find.

Cosmetic Issues

- Swap out stakeholder’s picture on About page for a “more friendly” one.

Appendix

Incorporated Usability Guidelines

- 1:1 Provide Useful Content
- 1:2 Establish User Requirements
- 1:5 Set and State Goals
- 1:7 Consider Many User Interface Issues
- 2:1 Do Not Display Unsolicited Windows or Graphics
- 2:8 Display Information in a Directly Usable Format
- 3:3 Do Not Use Color Alone to Convey Information
- 3:4 Enable Users to Skip Repetitive Navigation Links
- 3:5 Provide Text Equivalents for Non-Text Elements
- 4:1 Design for Common Browsers
- 4:3 Design for Popular Operating Systems
- 4:5 Design for Commonly Used Screen Resolutions
- 5:1 Enable Access to the Homepage
- 5:2 Show All Major Options on the Homepage
- 5:3 Create a Positive First Impression of Your Site
- 5:4 Communicate the Web Site's Value and Purpose
- 5:5 Limit Prose Text on the Homepage
- 5:6 Ensure the Homepage Looks like a Homepage
- 5:7 Limit Homepage Length
- 6:1 Avoid Cluttered Displays
- 6:2 Place Important Items Consistently
- 6:10 Set Appropriate Page Lengths
- 7:1 Provide Navigational Options
- 7:2 Differentiate and Group Navigation Elements
- 7:4 Provide Feedback on Users' Location
- 7:12 Breadcrumb Navigation
- 8:1 Eliminate Horizontal Scrolling
- 9:2 Provide Descriptive Page Titles
- 9:7 Use Headings in the Appropriate HTML Order
- 10:1 Use Meaningful Link Labels
- 10:5 Repeat Important Links

10:6 Use Text for Links
11:3 Use Mixed-Case for Prose Text
11:4 Ensure Visual Consistency
11:5 Use Bold Text Sparingly
11:6 Use Attention-Attracting Features when Appropriate
13:1 Distinguish Required and Optional Data Entry Fields
13:2 Label Pushbuttons Clearly
13:3 Label Data Entry Fields Consistently
13:7 Put Labels Close to Data Entry Fields
13:8 Allow Users to See Their Entered Data
13:11 Anticipate Typical User Errors
14:16 Using Photographs of People
15:3 Use Familiar Words
16:1 Organize Information Clearly
16:2 Facilitate Scanning
16:4 Group Related Elements
16:7 Display Only Necessary Information
17:4 Provide a Search Option on Each Page
18:2 Solicit Test Participants' Comments

Usability Study Consent Form

Usability Test and Recording Consent Form

Thank you for participating in our usability research.

We will be recording your session to allow the facilitator to refer back to it at a later time.

Please read the statement below and sign where indicated.

I voluntarily consent to participate in this study.

I understand that my usability test session will be recorded.

I grant Jeff Parente permission to use this recording for the purpose of improving the designs being tested.

Print your name: _____

Signature: _____

Date: _____

User Evaluation Survey

User No.:

Survey Questions

1. The site clearly conveyed information about the services offered.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

2. Content on the site was organized clearly.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

3. The information about booking availability was clear.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

4. The site provides useful information about the owner.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

5. I would feel confident about the quality of the services offered.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

6. My overall perception of the site is positive.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

7. The site was easy to navigate.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

8. The site was visually appealing.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

9. The use of colors in the site aided my understanding of the site.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

10. The text on the site was large enough.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

11. The headlines were clear.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

12. The text was easy to read.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

13. The overall tone of the site was befitting.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

14. The site spoke to me effectively.

Strongly Disagree Somewhat Disagree Neither Agree nor Disagree Somewhat Agree Strongly Agree

Open-ended Questions

1. What was your favorite part of the site?

2. What part of the site did you like least?

3. Do you have any suggestions on what could be improved on the site?

User Demographics Survey

User No.:

Demographics Survey

Please select the option that best describes you.

1. Gender

Male Female Prefer not to answer

2. Age Range

18-29 30-39 40-55 56-70 71+ Prefer not to answer

**3. Approximately how many hours *per week* do you use the internet?
(Include both work and personal usage.)**

Less than 5 hours 5-10 hours 11-20 hours 21-30 hours 31-40 hours 41-50 hours 51+ hours

Please answer the following questions.

4. How would you describe your current occupation?

**5. When using the internet, what kind of sites do you use/visit most often?
(Include both work and personal usage.)**

Testing Site Information

Testing site URL: <http://arieljensen.jeffparente.net/>