ChipmunksTaxidermy.com

Usability Testing and Analysis

RHET 4/5372 Spring 2020

Created By:

Megan Barnett
Jonathan Nygard
Virginia Pitts
Whitney Reuschling
Quinn Riley
Gina Weston

Table of Contents

Executive Summary

Team Chipmunk's Taxidermy is a University of Arkansas at Little Rock (UALR) student group within the RHET 4/5372 Spring 2020 class. As our first usability testing experience, the group was tasked with chipmunkstaxidermy.com and the possible redesign needs of the website. Managing the usability testing process from early audience research to end-report findings analysis, we were able to examine the current functionality and overall appeal of the website.

To complete this testing, we first identified multiple prime audiences. Each included specifics regarding gender, age, and personality, however, we found these groupings to be too varied for focus. Instead, we decided to narrow the audiences within two commonalities: 1) current customer and 2) potential customer. Due to public health circumstances beyond anyone's control, including current customers was logistically not realistic. So, we focused our usability testing efforts on those who have never before used Chipmunk's Taxidermy services, but may be interested in learning more in the future. With this audience strategy in mind, we developed the following test goals:

- We needed to observe how users navigate the site, taking into account the current site design and their own natural behavior.
- We wanted to find definitive opinions on site relevance and credibility.
- With the above two goals, we would then Identify whether or not the site curated customers.

Next, the usability testing actually took place. All were done remotely via Google Meet, and split into two groups. Each group mimicked the other, barring any technical difficulties and associated adaptations needed in each session. These sessions were all complete on March 31 and at varying times. Through these brief sessions, we found the following results:

- Participants self-proclaimed that modern and attractive design, including functionality, was of the highest concern when visiting any website.
- Although participants found the content presented on the site helpful, the poor navigation, broken links, and visual theming were frustrating and difficult.
- Regardless of site elements, users were willing to give Chipmunk's Taxidermy a chance for a potential future service.

With these mixed user results in mind, the group has made recommendations primarily based on website and usability experience standards. These have also been made with the understanding that Chipmunk's Taxidermy is a small, local business contending with budget restrictions and minor design experience. These recommendations include:

- Repair all broken links and missed documents.

- Include price structure.
- Refresh the overall site theming.
- Rearrange navigation to match user behavior and flow.
- If budget allows, complete a site relaunch with a brand new modern design.
- If budget allows, utilize a more current content management system that allows for novice management and mobile optimization.

Overall, audiences are interested in Chipmunk's Taxidermy. They just need a little help in wading through the information. With some easy design updates and necessary hyperlink fixes, chipmunkstaxidermy.com will be a great company front.

Introduction

The participants are undergraduate and graduate students at UALR who will be evaluating the Chipmunk Taxidermy website. Through usability testing our group will make recommendations for the website in order to improve future user experience. The usability test process includes:

- Researching the Chipmunk Taxidermy website.
- Creating Personas of the potential users of the website.
- Completing a heuristic evaluation of the site.
- Developing a usability test plan that will include our potential participant recruitment goals and set out specific tasks and scenarios.
- Conducting a usability test with representative users as participants.
- Making recommendations based on the results of the testing.

Test Plan Overview

This document describes the plan for usability testing to be performed on the Chipmunk Taxidermy Website. The below outline is provided to describe the materials:

- Problem Statement & Test Objectives
- User Profile
- Methodology
- Team Roles & Responsibilities
- Test Schedule
- Test Procedure
- Findings
- Recommendations
- Supplemental Appendices
    - Appendix A: Heuristic Analysis
    - Appendix B: User Research
    - Appendix C: Personas
    - Appendix D: Empathy Maps
    - Appendix E: Participant Screening
    - Appendix F: Pre-test Screening
    - Appendix G: Video Release Form
    - Appendix H: Test Checklists
    - Appendix I: Moderator Script
    - Appendix J: Post-Test Questionnaires
    - Appendix K: Video Log
    - Appendix L: Collected Participant Data

Problem Statement & Test Objectives

The purpose of this usability test is to establish the general usability and overall functionality of chipmunkstaxidermy.com. We will be testing to answer these questions:

- How are users navigating the site?
- Is the information presented on the site relevant to users?
- Does the site leave a credible impression with users?
- How likely are users to become formal customers?

Following the testing, professional recommendations in regard to user (i.e. customer) goals will be made. It is our hope that Chimpmunk's Taxidermy will be able to better serve and recruit customers via an updated, modern website that meets both customer and company needs.

User Profile

Based on our research, the ideal customer persona for Chipmunk's Taxidermy service displays the following characteristics:

- Male, over the age of 45 years with above average income/net worth
- Prioritizes family, faith, and trust
- Enjoys hunting for sport and shares this interest with family and friends
- Values quality over quantity in business matters
- Uses the internet regularly, but prefers a phone call or face-to-face communications

See [Appendix C](#) to view all suggested possible personas.

Participant Incentive
No formal incentive will be offered.

Methodology

Usability Testing Participants

The Chipmunk Taxidermy team will be conducting four sessions using students around campus and recruiting a total of eight allowing for backup participants. These participants will be recruited from the EIT department and EStem department. We will be using a screening survey to select students matching our user profile (see Appendix A). Due to limited resources and time if we are unable to find enough participant individuals outside our desired profile will be used.

A select individual will be used as a pilot test to evaluate our testing process and scenarios.

Length of Sessions

Each session will be 45 minutes, with the following segments:
- Welcome and pre-test: 10 minutes
- Task scenarios: 30 minutes
- Post-test questionnaire: 5 minutes

Tasks & Scenarios

The following scenarios are based on our heuristic evaluation findings and feedback from our instructor Joseph Williams.

Primary areas of concern are:
- Can users easily navigate the site?
- Is the user able to successfully contact the establishment?
- What form of contact does the user prefer?
- Do site glitches affect the user?
- Is there enough information for the user about taxidermy?

The heuristic evaluation considered each of the above concerns along with typical goals for an individual matching hunter profile.

We have created seven scenarios based on different parts of the website:
- Company Information
- Trustability
- Pricing
- Gallery
- Field Prep

In each scenario, participants will attempt tasks related to the highest areas of concern identified through heuristic evaluation and instructor feedback.

Lab and Testing Equipment

The usability testing will be conducted using Google Hangouts.The logger and observer will be monitoring the test though live video call. The test will be recorded using Google Hangouts.

Participant Room Equipment
- Computer

Conducting the Test

We will have four (4) participants, each one logging in remotely on the specified day and time. The Moderator will also log in remotely, introduce him/herself, explain what is about to happen, and get the required consent. The Observer will also log in remotely but will not be seen or heard by the participant. Each participant will perform the created scenarios/tasks as the moderator directs and the observer takes notes.

Team Roles & Responsibilities

Team Chipmunk's Taxidermy will delegate the various tasks during the test in the following way:

The Logger will watch a recording of the session and make the appropriate notes and comments. The team has been divided into two groups in the following way:

- Group 1:
    - Moderator: Whitney Reuschling
    - Logger: Gina Weston
    - Observer: Megan Barnett

- Group 2:
    - Moderator: Jonathan Nygard
    - Logger: Virginia Pitts
    - Observer: Quinn Riley

Each group will be responsible for conducting sessions for two (2) participants.

The Moderators will guide the participants, the Observers will gauge the activity while staying out of sight and earshot of the participant, and the Loggers will review recordings of the sessions to perform their tasks.

Team Chipmunk's Taxidermy has agreed to delegate these responsibilities accordingly. The recent events concerning the possible spread of the coronavirus have made it necessary for all of these sessions to be conducted remotely. Each team member is aware of, and has agreed to, their assigned tasks/responsibilities.

Test Schedule

The following dates and times have been designated for Team Chipmunk's Taxidermy to conduct four usability testing sessions:

- Group 1 (Whitney Reuschling, Gina Weston, and Megan Barnett):
    - Date: Tuesday, March 31, 2020
    - Time: 5:00--6:00PM

        5:00--5:15:   Logging in and setup
        5:15--5:45:   Testing session 1
        5:45--6:15:   Testing session 2

- Group 2 (Jonathan Nygard, Virginia Pitts, and Quinn Riley):
    - Date: Tuesday, March 31, 2020
    - Time: 5:00--6:00PM

        5:00--5:15:   Logging in and setup
        5:15--5:45:   Testing session 3
        5:45-6:15:   Testing session 4

Each group is responsible for and will be conducting sessions with two (2) participants. Each test will be recorded separately. Each group will use Google Meets as a remote venue for conducting and recording the sessions.

Test Procedure

Our team will begin the test with an overview and briefing of the test environment, followed by an explanation of scenarios. Each session is concluded with the post-test questionnaire and thanks for participation.

Overview/Briefing (5 mins)
The moderator will read from the script and welcome the participant, ask verbal consent from the tester to be recorded, and administer the pre-test survey. Next, the moderator will explain the procedures and describe the process and importance of thinking through their thoughts and actions out loud.

Scenario 1:
Your teen just got their first buck, and your family is interested in mounting the antlers as a trophy. You are unfamiliar with Chipmunk's Taxidermy, so you want to learn more about their services. Where do you click first to find the information most important to you as a potential customer?

Scenario 2:
You're an older individual seeking to find more information about Taxidermy. Find out if the company is trustworthy. Next, find out if the company has decent customer service.

Scenario 3:
You killed a deer while hunting with your son. Now you want to turn it into a taxidermied gift for him. Find out how much a service like this would cost.

Scenario 4:
Your significant other just came back from hunting and they got a kill. They asked you to find some good examples of what their trophy will look like when it's finished. Find some on the site.

Scenario 5:
You killed your first deer. You want to keep it as a taxidermy mount for a keepsake. You want to keep it fresh for the taxidermist, but you have no idea how to do this. A friend recommended Chipmunk's Taxidermy. Find instructions on how to prep your kill.

Scenario 6:
You are wanting to get a future hunting kill displayed using the Taxidermist. You have no idea what you need to do after you kill the animal. Look for helpful information on the site that would assist you in learning what to do after a kill.

Post-test (5 mins)
The moderator will ask the participant to complete the post-test survey. Afterwards, the moderator will thank the participant for testing the site.

Findings

Based on the collected data, users of the site were frustrated and were not able to get all of the necessary information they needed. In the pre-test survey, we found that our users all had different levels of comfortability with browsing the internet, and when asked what determined a successful website, three out of four of our users ranked layout of the site as the most important. Three out of four of our users also determined that graphics were the most impressive aspects of a website, but are frustrated by dead links, missing information, and a lack of a search option. Our users were split between using the same 1-2 sites that they were familiar with and perusing many different sites to gather as much information as they could.

In scenario one, the users could not easily find the information they deemed relevant to the task. In scenario two, three out of four of the users didn't seem sure of the company's credibility due to the appearance of the site and the functional issues. This continued into scenario three, where the users couldn't find relevant information due to bad navigation and lack of information in the site overall. However, in scenario 4, the users were divided. Two of them didn't seem to have any issues with how the gallery functioned and were able to find their information easily, but the other two were distracted by the bad navigation and the poor cropping of images in the gallery. In scenario 5, the users found the information easily and most of them felt the information was satisfactory. However, one user was especially displeased with this portion of the site, and spent a while reflecting on the content and giving suggestions on how the content could be improved.

The results from the post-test survey were difficult to parse. The answers did not seem to line up with what was recorded during the test. Two out of four of the users stated that they felt semi-confident in the company while using the website, but answers were across the board when asked if they struggled to find the information they needed. Even though from our point of view the contact form was severely lacking, three out of four of our users said that they found it easy to contact the company, and despite the clear frustration with the navigation system and other technical issues, three out of four of our users stated that they did not find the website that difficult to navigate. Even after their struggle with the site, our users felt comfortable in the company's capabilities and said that they would choose this company's services after viewing the website, felt that the site provided useful information, but didn't necessarily agree or disagree that the site was awkward to use. The final verdict was that our users felt comfortable enough with the site that three out of four of them would be relatively interested in using the company's services.

Recommendations

Through usability testing and subsequent data analysis, three primary concerns for chipmunkstaxidermy.com have emerged:

1. The site is not functioning properly.
2. Users struggle to find the information they are seeking.
3. Users are weary of the company after visiting the website.

Based on these findings, we are very worried for the impact the current site is having on your reach for potential customers. These concerns, individually, can each turn away a curious customer. Together, however, the website is more than likely to be considered defunct.

To ensure a quick, economical renovation, we offer these professional recommendations (listed in priority order) that of which may be completed by either a novice or professional web designer depending on allotted budget:

Hyperlink Repair
Customers will eventually click on any other links that appear on the website. A recommendation we have is to double check the code on the site to make sure that the links to those sites that are linked out are correct or still active.

Publicize Price Structure
Customers want to know what to expect when purchasing a product. Even if the price presented is an estimate it is a better indicator for the customer than no price being displayed. Currently customers navigate to the pricing and see N/A this presents a negative impact to the customer base. Not only does it present a lack of information but also attention to detail. Pricing also allows customers to compare the service to competitors. Customers will likely take a known price over an unknown. We recommend displaying clear prices to customers.

Overall Theme Refresh
Although the testing showed that the information currently presented on the website is relevant to the customer, the overall design and layout was not received well. Further, the content design is hindering the user's ability to use the website.

Colors: The current brown background, white text, and black accents are not comfortable to the eyes. The elements are lost as the colors inadvertently blend. What edges do contrast are harsh and overlapping. A white background with black text and brown accents would be a simple, yet effective

change.

White Space: Currently, the website is quite cluttered with unnecessary imagery and text. Choose only those items a customer must know in regard to what your business has to offer. For example, the processing and other external links on the home page are very distracting and possibly confusing to a potential customer. Instead, move these to the Field Prep page and rename to "Field Prep & Processing."

Navigation Update

Currently the navigation on the site is inconsistent. Some sections provided a drop down with no background color lowering the readability and others link to nothing. A consumer will visit the site and become irritated by its lack of functionality and readability. We recommend insurrering all navigation links work and are readable to the user.

Relaunch Modern Design & Graphic Elements

We as a group felt that the site did not meet any standards when it came to design. There seems to be a lack of design. There seems to not be a color scheme and a lack of a logo. We recommend that a logo be created for the company so that with that logo the site will have an overall color scheme. We also recommend that remaking the site with a grid system in mind would be beneficial as well.

New Content Management System

To truly bring ChipmunksTaxidermy.com into modern web design, function, and attraction, a new content management system (CMS) is necessary. From WordPress to Wix, there are many novice-friendly and budget-friendly CMS options available. We recommend utilizing pre-built templates included with these services. By doing so, you are ensuring that site appeal and accessibility are both priorities. With new CMS, a mobile-optimized site will also be possible.

Supplemental Appendices

Appendix A: Heuristic Analysis

1. Visibility of system status
   - Always keep users informed about what is going on.
   - Provide appropriate feedback within reasonable time.

This site's availability of information is poor. The "Contact Us" tab takes you to a section to request more information, but when you click on "Submit," it takes you to your external email—it doesn't submit anything to the site itself. This site looks like somewhere you could learn prices or order something or make an appointment, but users can't do anything but look or email the site.

2. Match between system and the real world
   - Speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms.
   - Follow real-world conventions, making information appear in a natural and logical order.

The information is presented in appropriate language but in a hap-hazard fashion. The best section is the Gallery, but it provides no additional information—just pictures. None of them have captions or prices available. The "Field Prep" section does a good job informing users how to prepare their kills for service.

3. User control and freedom
   - Users often choose system functions by mistake.
   - Provide a clearly marked "out" to leave an unwanted state without having to go through an extended dialogue.
   - Support undo and redo.

There are no "outs", but the site doesn't really take you anywhere, so you don't have to backtrack very far to get to where you started. No "undo" or "redo" feature, as far as I can tell. The "Home" tab is always an option if you find yourself somewhere you don't want to be.

4. Consistency and standards
   - Users should not have to wonder whether different words, situations, or actions mean the same thing.
   - Follow platform conventions.

The language and actions are consistent across the site—there just isn't much you can do on the site itself other than look. The wording is appropriate to the desired tasks. The look, however, is not consistent: subheadings are different colors and faulty.

5. Error prevention
    ● Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

The site is so simplistic, there really isn't much room for error, especially because you can't order anything online, so there is not much danger of making a huge mistake.

6. Recognition rather than recall
    ● Make objects, actions, and options visible.
    ● User should not have to remember information from one part of the dialogue to another.
    ● Instructions for use of the system should be visible or easily retrievable whenever appropriate.

There isn't anything to remember from one part of the dialogue—the only section that has any useful information is under the "Field Prep" tab. This section provides a good step-by-step guide for preparing deer or duck kills for the taxidermy procedure. The site should stress the importance of this section, possibly by pop-up information when you hover your arrow over the tab.

7. Flexibility and efficiency of use
    ● Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user so that the system can cater to both inexperienced and experienced users.
    ● Allow users to tailor frequent actions.

There is not much to "do" on this site, so I would judge it to be pretty inflexible. There is only one way to do most of the available actions. The "Pricing" tab is frustrating because it only shows the "N/A" symbol and no prices at all.

8. Aesthetic and minimalist design
    ● Dialogues should not contain information which is irrelevant or rarely needed.
    ● Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

This site is one of the simplest I've seen—maybe too simple. The design is inconsistent—each subheading displays a different style when I hover over the word. I think simplicity is appropriate on this site, but the inconsistency is disconcerting.

9. Help users recognize, diagnose, and recover from errors
    ● Expressed in plain language (no codes)
    ● Precisely indicate the problem
    ● Constructively suggest a solution.

There isn't much room for error on this site—all you can do is look at things. If you end up somewhere you don't want to be, you can always click on the "Home" tab or any other section tab. There are no suggestions offered or helpful information, other than the "Contact Us" tab, which indicates all the pertinent information such as hours of operation and phone and email info.

10. Help and documentation
    - Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.
    - Help information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

There really isn't any additional information available to assist in navigating the site. The most helpful tabs are the "Field Prep" and the "Contact Us" tabs. The "Gallery" is the section with the most effort put into it, as it offers a good-sized collection of photos. Captions, prices, and other pertinent info would be a bonus here.

Notes:

Overall, this is one of the most poorly designed sites I have ever visited. The whole thing needs to be revamped—the design aspects look cheap, the graphics are harsh, there is an issue with consistency across design aspects, and there is a major glitch under the "Pricing" tab. These issues could frustrate the user and make them want to explore other options—this site will almost certainly lose them customers. It is not user-friendly, but it does have highlights, such as the number of pictures offered in the Gallery, as well as all the useful info in the "Field Prep" section, although it only covers deer and duck carcasses. This site needs an overhaul. Rating: F

Additional heuristic evaluations completed by individual team members are available by clicking here.

Appendix B: User Research

Who uses Taxidermists?
- Hunters
- Museums
- People with dead pets

Our focus

Hunters or family members looking to display a kill as a trophy. Hunters have historically been white men; today, more than 90 percent of hunters are Caucasian, and more than 70 percent are male.

Additional user research completed by individual team members is available by clicking here.

Appendix C: Personas

Joe Bradford

age: 59
residence: Damascus, Arkansas
education: High School Diploma
occupation: Retired
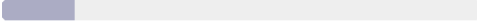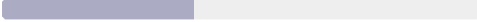marital status: Married | 2 Children | 3 Grandchildren

I'm going to spend my days how I really want... with a glass of fine Bourbon and my Winchester Model 70.
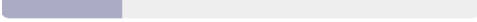
Joe is recently retired and looking to his favorite hobby, hunting, to fill his time. He hopes his two adult sons will join him on hunting trips when they can. He is an experienced hunter and is familiar with the rendering process, but does not do it himself. Joe is the boss in all things-- work, home, and life in general.

Comfort With Technology
INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
Joe has always been his own boss or answered to top-level management, and he has been successful at it. This is why he has been able to retire early. He doesn't mind spending extra money to get the best quality. He expects the company he is working with to share his values. Listening to his needs and producing what he wants means success. He does not want to be concerned with the means.

Needs
- To be given straight forward info
- To have his priorities understood
- To trust his partners

Wants
- Information told to him
- To get exactly what was promised
- To enjoy his prosperity

Values
- Family life
- Quality over quantity
- Partner fulfills as promised

Fears
- Ignored
- Bored
- Being too hasty

Additional personas completed by individual team members are available by clicking here.

Appendix D: Empathy Maps

SAYS/DO
- Checks the website
- "This website is horrible, I'm going to have to visit in person."
- "I don't understand the field prep instructions."
- Tries to use contact form, but ends up calling instead
- Looks for reviews

SEE
- Father's mounts
- Website
- Video advertisements

HEAR
- Social media
- Radio advertisements
- Family and peers say good things about the mounts

THINK/FEEL
- Values family
- Is the quality going to be good?
- Determined
- Will I be able to afford this?
- Loves her brother so much
- Will I be able to figure this out in time?

Maggie

Additional empathy maps completed by individual team members are available by clicking here.

Appendix E: Participant Screening

Screening Survey
Informally asked of each participant

Are you 18 years old or older?   Yes   No

Do you have access to a computer with a webcam and internet?   Yes   No

Do you know what a taxidermist is?   Yes   No

Have you ever used a taxidermist?   Yes   No

Do you or anyone in your family hunt?   Yes   No

Will you be able to participate in a test study?   Yes   No

Have you or anyone you know ever used
Chipmunk's Taxidermy services?   Yes   No

Appendix F: Pre-test

Pre-Test Survey

Before we begin the usability test, we would like for you to answer a few short questions to determine your level of experience navigating the Internet and your views on website design and usability.

1. On a scale of 1 to 5, with 1 being "no experience whatsoever" and 5 being "expert level skills", how proficient are you in navigating the Internet? (check the box)

           1   2   3   4   5

2. In your opinion, how important are the following aspects of website design to a website's success? Rate these aspects with 1 being the least important and 7 being the most important:

Font	Rank:
Choice of Graphics	Rank:
Quick Access	Rank:
Availability of Information	Rank:
Layout of Information	Rank:
Meeting Expectations	Rank:
Ability to Perform Transactions Online	Rank:

3. In general, what features impress you the most when using a website?

4. In general, what issues frustrate you most when using a website?

5. Which approach do you take when looking for information or performing a task online? (check one box to answer)

    ☐ I stick to the same one or two sites I'm familiar with.

    ☐ I peruse many different sites to gather as much information as I can.

Appendix G: Video Release Form

Participant and Video Consent
Chipmunk's Taxidermy / Usability Testing

I, _____ (participant's full legal name), agree to be recorded for purposes of the University of Arkansas at Little Rock, spring 2020 RHET 4/5372 course. This recording will be used strictly for educational purposes, which will include data collection/storing, written data analysis, and general course discussion. The video will not be seen by anyone outside the class.

Additionally, the data collected, and course discussions may be used by the spring 2020 RHET 4/5372 students within academic portfolios and displays necessary for the completion of individual degree programs.

By signing below, I understand and agree as a willing participant that I give my consent.

_____
(print name)

_____
(email)

_____ _____
(signature)   (date)

Access completed participant forms by clicking here.

Appendix H: Test Checklists

Moderator Checklist

Before participant arrives
- ❏ Login to computer and load website, ensure the computer will not shut down when not in use.
- ❏ Set up microphone and recording equipment, quick test of equipment.
- ❏ Ensure there is writing equipment if questionnaires are on paper.
- ❏ Ensure the room is clean.

Welcome
- ❏ Introduce yourself, thank the participant.
- ❏ Set the participant up at the desk.

Consent form, pre-test questionnaire, instruction
- ❏ Explain the purpose of the test.
- ❏ Have participants fill out consent forms, allow reading time.
- ❏ Explain that there are observers and why.
- ❏ Ask for questions, and concerns.
- ❏ Give a pre-test questionnaire.

Instructions
- ❏ Explain using scenarios, and thinking out loud.
- ❏ Provide examples.
- ❏ Explain that after each questionnaire there is a survey.

After each scenario, post-task questionnaire
- ❏ Encourage the participant.
- ❏ Ask for more feedback if needed.
- ❏ Ask participants to clarify any thoughts or actions as requested by team members.
- ❏ Set up for the next scenario if needed.

After completion, post-test questionnaire
- ❏ Provide post-test questionnaires.
- ❏ Introduce participants to the team.
- ❏ Thank the participant again.

Logger Checklist

Before the test
- ❏ Review logging codes
- ❏ Enter new test information
- ❏ Check microphone and headphones
- ❏ Prepare logging software
- ❏ Test software, troubleshoot problems

After each participant
- ❏ Make sure log file is accessible to all team members
- ❏ Place a copy in main folder and in participant's folder
- ❏ Prepare for next participant (if any)

At end of day
- ❏ Back up logging files
- ❏ Double check locations of file

Appendix I: Moderator Script

Welcome the participant
Welcome! You must be (NAME). Thank you for making time for us today. My name is (NAME), I'll be helping you through the study. Just to let you know, I will be following a script to keep us on track. If at any point you have a question, just stop me and let me know.

State the purpose of the study
The purpose of this study is to analyze Chipmunk's Taxidermy website. All thoughts and recommendations are welcomed.

Provide forms required for participation
Before we begin testing, please complete this quick survey. <send survey link>

Next, are you comfortable with being recorded? If so, please say "yes" and complete the participant and video consent form. <send link> As it states in the consent, the recording will not be shown to anyone outside of our class.
*If the participant is uncomfortable with being recorded, end the session.
*If the participant is comfortable with being recorded have them fill out the forms and survey.

Describe the participant room
We are recording the screen and you. And although you cannot see or hear her/him, my associate, <name>, is also in this recording session to monitor testing progress.

Explain the testing process
Just remember, I am testing the site and not you. I will be here if you have any questions or concerns; however, if a question affects the testing outcomes, I will not be able to answer. When we begin testing, you will be presented with a task. When you have completed the task let me know and we will move on to the next.

Describe thinking out loud
As you are completing the tasks, please verbally describe what you are thinking or feeling. For instance if a task seems simple, say, "This was easy." Or, if something you did not expect happens, say, "I didn't think that would happen."

Ask the participant to share any question or concerns
You are free to stop the test at any time. Please begin sharing your screen. Do you have any questions or concerns? <answer any questions>

Start the study

Let's begin. Please go to chipmunkstaxidermy.com/.

<read the first scenario and continue until all finished>

Post-Test Survey

The website experience is now complete. Please finish this testing session by filling out our final survey. Once the survey is submitted, you are free to go. Thank you again for your time and efforts.

Appendix J: Post-Test Questionnaires

Choose the rating that best represents your experience with the Chipmunk's Taxidermy website.

1. **I felt confident in the company while using the website.**

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

2. **I struggled to find the information I needed.**

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

3. **I found it easy to contact the company.**

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

4. **I found the website difficult to navigate.**

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

5. **I thought the graphics were helpful.**

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

6. I think a more experienced customer would better understand the website.

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

7. I would choose this company's services after visiting their website.

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

8. I thought this site provided useful information.

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

9. I think the website was awkward to use.

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

10. I would be interested in using the company's services.

1	2	3	4	5
Strong Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree

Appendix K: Video Log

[Click here](#) **to watch complete video recordings.**

Group 1

Date Recorded: 3/31/2020
Video Host: Google
Logger: Gina Weston
Moderator: Whitney Reuschling
Observer: Megan Barnett

(parentheses contain logger commentary)
<Greater/less than contain behavior>
Red text contain scenarios

User 1

22:15 MIN

5:16 PM 1:00 MIN	[Recording starts] Moderator: "Welcome! Thank you for making time for us today. My name is Whitney, I'll be helping you through the study. Just to let you know, I will be following a script to keep us on track. If at any point you have a question, just stop me and let me know. The purpose of this study is to analyze Chipmunk's Taxidermy website. All thoughts and recommendations are welcomed. Before we begin testing, please complete this quick survey." <Moderator sends survey link in chat>
5:17 PM 2:00 MIN	Moderator: "It's in the chat. If you have trouble finding it let me know." <User fills out pre-test survey>
5:19 PM 4:00 MIN	<User laughs/smiles>
5:20 PM 5:00 MIN	Testing disturbed by newly joined logger (Sorry, my bad. Skipped the dialog between me and moderator)
5:21 PM 6:00 MIN	Moderator: "Are you still working on the survey, Rick?" User: "How many times am I supposed to submit this thing?" Moderator: "Just once."

5:22 PM 7:00 MIN	User: "Well, I think I've had about enough of it." <User frustrated smile> Moderator: "Are you having technical difficulties?" User: "Okay." Moderator: "Alright." Moderator: "Next, are you comfortable with being recorded? If so, please say "yes" and complete the participant and video consent form that I'm sending now in the chat." <Moderator sends survey link in chat> User: "Yes."
5:23 PM 8:00 MIN	<User fills out video consent form>
5:24 PM 9:00 MIN	User: "Okay." Moderator: "Thank you. Now we are recording the screen and you. And although you cannot see or hear them, my associate, Megan and Gina, are also in this recording session to monitor testing progress. Just remember, I am testing the site and not you. I will be here if you have any questions or concerns; however, if a question affects the testing outcomes, I will not be able to answer. When we begin testing, you will be presented with a task. When you have completed the task let me know and we will move on to the next. As you are completing the tasks, please verbally describe what you are thinking or feeling. For instance if a task seems simple, say, "This was easy." Or, if something you did not expect happens, say, "I didn't think that would happen." You are free to stop the test at any time. Now I do ask that you began sharing your screen. Do you have any questions or concerns or need to know how to share your screen?"
5:25 PM 10:00 MIN	User: "Hmm..I guess I need help sharing?" Moderator: "Alright, if you click in the middle of the video the white bar will pop up on the bottom of the screen. Click on "Present Now" and choose your entire screen."
5:26 PM 11:00 MIN	<User screen presents> User: "Okay." Moderator: "Alright. So let's begin the study. Please go to chipmunkstaxidermy.com. The link is also in the chat." <Sends link in chat>
5:27 PM 12:00 MIN	Moderator: "Make sure you use a different browser window." <User doesn't use a different browser window, we lose connection> <Moderator laughs> Logger: "That was an oopsie."
5:29 PM 14:00 MIN	<User connection restored> Moderator: "And we're back." <User presents his screen with chipmunkstaxidermy.com>
5:30 PM 15:00 MIN	<User laughs> Moderator: "Alright. Are you ready to start, Rick?" User: "Ah, yes." Moderator: "Alright. Your teen just got their first buck, and your family is interested in mounting the antlers as a trophy. You are unfamiliar with Chipmunk's Taxidermy, so you want to learn more about their services. Where do you click first to find the information most important to you as a potential customer?" User: "I would click on pricing." <User hovers on pricing tab> Moderator: "Go ahead and click." <User clicks>

	User: "Well, that's frustrating." <user laughs>
5:31 PM 16:00 MIN	Moderator: "Alright, next. You're an older individual seeking to find more information about Taxidermy. Find out if the company is trustworthy." User: "Okay." <User clicks on galleries tab> "Go to galleries." <User clicks on bear & mammal side tab>
5:32 PM 17:00 MIN	<User scrolls through photos, clicks on galleries tab, clicks on deer side tab> Moderator: "Next, find out if the company has decent customer service." <User clicks on home tab, then contact us tab> User: "Contact us. 100% deposit."
5:33 PM 18:00 MIN	<User hovers over navigation menu, clicks on home> Moderator: "The next task. You killed a deer while hunting with your son. Now you want to turn it into a taxidermied gift for him. Find out how much a service like this would cost." <user clicks on pricing tab> User: "Well, my first was pricing and there isn't one." <user clicks on home tab> User: "So, if it's not on the home screen I would have to contact them. Which is a lot of steps."
5:34 PM 19:00 MIN	Moderator: "Next, Your significant other just came back from hunting and they got a kill. They asked you to find some good examples of what their trophy will look like when it's finished. Can you find some on the site?" <User clicks on galleries tab> User: A lot of extravagant things. <User clicks on deer side tab> Moderator: "Next. You killed your first deer. You want to keep it as a taxidermy mount for a keepsake. You want to keep it fresh for the taxidermist, but you have no idea how to do this. A friend recommended Chipmunk's Taxidermy. Find instructions on how to prep your kill." <User clicks on field prep tab, scrolls over page contents>
5:35 PM 20:00 MIN	User: "So that was actually informative and easy." Moderator: "Alright, the website experience is now complete. Please finish this testing session by filling out our final survey." User: "Okay." Moderator: "The link is available though the chat." <Moderator sends link> <User clicks on link, doesn't work> User: "Ah, the links not working."
5:36 PM 21:00 MIN	Moderator: "You may also stop sharing your screen. <Moderator sends link again> I resent the link." User: "Okay." <User ended screen sharing> Moderator: "Once the survey is submitted, you are free to go. Thank you again for your time and efforts." User: "Thank you." <User fills out post-test survey>
5:38 PM 22:00 MIN	User: "Okay." [Recording ends]

User 2

16:27 MIN

6:11 PM 1:00 MIN	[Recording starts] Quinn: "…it's recording now." Moderator: "Okay. Perfect." User: (incoherent) <Quinn is preparing the video for user> Moderator: "Are we ready?" Quinn: "I think so." User: "Will I be able to answer the questions?" Quinn: "You'll be able to talk." (Incoherent dialog between Quinn and User) Quinn: "So can you hear me

	when I talk like this? Okay. Good. Okay, you're good."
6:12 PM 2:00 MIN	User: "We're ready." Moderator: "Okay, here we go. "Welcome! Thank you for making time for us today. My name is Whitney, I'll be helping you through the study. Just to let you know, I will be following a script to keep us on track. If at any point you have a question, just stop me and let me know. The purpose of this study is to analyze Chipmunk's Taxidermy website. All thoughts and recommendations are welcomed. Before we begin testing, please complete this quick survey. The link is in the chat." <Moderator sends link> <User fills out pre-test survey> (User seems frustrated)
6:13 PM 3:00 MIN	User: "I haven't looked at the website." <User looks away at someone (Quinn?), that person says something> <User responds to that person> User: "Umm.. One of the questions is "In general, what features impress you the most when using a website?" Does that mean any website in general? Not a specific one?" Moderator: "Correct. Yes." User: "Oh, okay."
6:14 PM 4:00 MIN	(User seems focused/irritated)
6:15 PM 5:00 MIN	User: "Okay, I'm through with the survey." Moderator: "Alright. Next, are you comfortable with being recorded? If so, please say "yes" and complete the participant and video consent form." User: "Yes." Moderator: "This link is in the chat." <Moderator sends link> User: "Up here? General?" Quinn: "No... (incoherent) User: "I'm glad I didn't say what."
6:16 PM 6:00 MIN	User: "Ah, okay. I'm not very well versed on using a computer." Moderator: "No worries." <User squinting at screen> User: "Where's the… (incoherent)"
6:17 PM 7:00 MIN	User: "Okay." Moderator: "Alright." <User coughs> User: "Excuse me." Moderator: "Now we are recording the screen and you. And although you cannot see or hear them, my associates, Megan and Gina, are also in this recording session to monitor testing progress. Just remember, I am testing the site and not you. I will be here if you have any questions or concerns; however, if a question affects the testing outcomes, I will not be able to answer. When we begin testing, you will be presented with a task."
6:18 PM 8:00 MIN	Moderator: "When you have completed the task let me know and we will move on to the next. As you are completing the tasks, please verbally describe what you are thinking or feeling. For instance if a task seems simple, say, "This was easy." Or, if something you did not expect happens, say, "I didn't think that would happen." You are free to stop the test at any time. Now I do ask that you began sharing your screen. Do you have any questions or concerns before we begin?" User: I do not. Moderator: "We'll wait for your screen to be shared." <Quinn helps the user share her screen, the website is presented>
6:19 PM	Quinn: "Can ya'll see it?" User: "I don't know whether she can hear." Moderator: "There we go." User: "Okay." Moderator: "Alright. So let's begin the study. Please go

9:00 MIN	to chipmunkstaxidermy.com. Looks like you're already there. Alright. Your teen just got their first buck, and your family is interested in mounting the antlers as a trophy. You are unfamiliar with Chipmunk's Taxidermy, so you want to learn more about their services."
6:20 PM 10:00 MIN	Moderator: "Where do you click first to find the information most important to you as a potential customer?" User: "I'd look at the homepage and then I'd search for a search engine, a search bar." <User scrolls down homepage> Moderator: "Okay. Next. You're an older individual seeking to find more information about Taxidermy. Find out if the company is trustworthy. Then find out if the company has decent customer service." <User still on homepage> User: "Well, it says Award Winning Taxidermist 20 plus years experience."
6:21 PM 11:00 MIN	<User scrolls down homepage> User: "Is that what I'm looking for?" Moderator: "We're just seeing how you react to the website." User: "Ahhh, okay." <User scrolls down the page some more> User: "I guess they're certified in several things. I don't see that they're members of the BBB." Moderator: "Alright. Next. You killed a deer while hunting with your son. Now you want to turn it into a taxidermied gift for him. Find out how much a service like this would cost." <User clicks pricing tab, hovers over menu links>
6:22 PM 12:00 MIN	User: "I don't like whenever I put my mouse over pricing on the homepage the dropdown is kinda hard to read because it drops down on the darker background, but once I clicked on pricing the dropdown came down again. But then, what do you do with the drop-down? I click on it and nothing happens. So I can't find a pricing." Moderator: "Okay. Next. Your significant other just came back from hunting and they got a kill. They asked you to find some good examples of what their trophy will look like when it's finished. Find some on the site?" <User hovers over galleries tab> User: "Okay, I'm gonna look for galleries and once again when I scroll over galleries the drop-down is on dark background so it's hard to read."
6:23 PM 13:00 MIN	User: "So I'm clicking on galleries." <User clicks on galleries tab, scrolls down page> <User is confused> User: "Okay." Moderator: "Next. You killed your first deer. You want to keep it as a taxidermy mount for a keepsake. You want to keep it fresh for the taxidermist, but you have no idea how to do this. A friend recommended Chipmunk's Taxidermy. Find instructions on how to prep your kill." <User clicks on field prep navigation tab, scrolls down and up page> User: "What kind of animal did you say? I apologize." Moderator: "Your first deer." User: "Deer? It is deer. Okay." <User reads content on field prep page>
6:24 PM 14:00 MIN	User: "Ah, well then. I'm getting pretty good information here." Moderator: "Alright, the website experience is now complete. You can stop sharing your screen. Please finish this testing session by filling out our final survey. The link is in the chat." <User stopped sharing screen> <Moderator sends link in chat> Moderator: "Once the survey is submitted, you are free to go. We thank you again for your time and efforts." User: "Thank you." <User fills out post-test survey>
6:25 PM	<User squints at survey> User: "Alright. I'm done."

15:00 MIN	
6:26 PM 16:00 MIN	User: "Was I being judgy and thinking….(incoherent)" Quinn: "No. Oh, you mean…(incoherent).... No, this is important stuff that they need to hear. I'm serious." Moderator: "Quinn, do you want to stop the recording?" Quinn: "Sure." [Recording ends]

Group 2

Date: 3/31/2020
Time: 15:33 PM, G.M.T.
Logger: Virginia Pitts
Moderator: Jonathan Nygard
Observer: Quinn Riley

Tagging Key

N	Negative Finding
P	Positive Finding
H	Asks for Help
F	Fails Task/Gives Up
SE	System Error
MI	Moderator Instruction
OI	Observer Instruction
O	Other

User 1
Note: *Time Start* reflects time user begins task after moderator introduction to task.

Time Start and End:	Scenario:	Code, Time, and Comment	Code, Time, and Comment	Code, Time, and Comment:
S--10:13 **E--12:59**	**1**	***MI (10:35)*** User asked for clarification of the wording, and the Moderator explained.	***P (11:18)*** User talked out his reasoning for choosing to go to the Gallery tab first. He also noted	***P (12:10)*** User stated he would go to Gallery tab first and felt confident in that decision.

				grammatical errors.
S--13:25 E--16:21	2	***N*** *(13:47)* User stated that the site needed a Testimonies tab for potential customers to review, or info included in the Gallery section.	***MI*** *(14:54)* Moderator reminded the User that he "could just explore the website" in effort to complete the tasks.	***N*** *(16:05)* User stated that the inconsistent background of Tab info made the options hard to read. He also noted grammatical errors.
S--16:39 E--19:39	3	***P*** *(16:55)* User noted a cross-link to the Gallery section and said "...that's good." ***N*** *(17:09)* User noted the lack of subheadings for Field Prep as a negative aspect, but these comments seemed off-topic to the task.	***N*** *(17:55)* User noted the lack of background in the subsection of Pricing made the options hard to read. ***N*** *(18:14)* User noted confusion with the wording "Other Pricing" and thought it should be clearer.	***N*** *(18:59)* User clicked on subheading "North American Pricing" and came to a blank screen. ***F*** *(19:33)* User noted that he would go to the Pricing tab, but he was unable to determine any pricing information.
S--19:56 E--24:31	4	***P*** *(20:09)* After clicking on the Duck section of the Gallery tab, the user noted that the content in the Gallery section was "nice looking."	***N*** *(20:15)* User commented that some of the pictures "aren't cropped quite right." ***N*** *(21:34)* User noted aspect ratio of pictures should be uniform.	***P*** *(22:52)* User complimented the uniform aspect ratio "on the Deer page". ***N*** *(23:44)* User noted aspect ratio was not consistent.
continued--	4	***N*** *(24:22)* User noted the green door in the background of several pic's was, and had been, a poor choice of background.		
S--25:01 E--29:30	5	***N*** *(25:52)* User noted inconsistent spacing and expressed that the info should be	***N*** *(26:46)* User said that the poor phrasing of the content was "a little bit off-putting."	***N*** *(27:37)* User noted several grammatical errors in the Waterfowl section. ***N*** *(28:25)*

		presented as bullet points. ***N (26:27)*** User said content read like "bad tech writing" and the writing was "mechanical" and should be more "personable."	***N (27:04)*** User stated that the sentence about freezing the kill to prevent the growth of bacteria should be at the top of the page because this information could be "crucial.", especially to a novice hunter.	User said that the choice of using "all-caps" in the Waterfowl section made it harder to read. ***N (29:17)*** User suggested a tool in Photoshop to improve graphic editing in the picture of the deer carcass.

User 2

Note: *Time Start* reflects time user begins task <u>after</u> moderator introduction to task.

Time Start and End:	Scenario:	Code, Time, and Comment	Code, Time, and Comment	Code, Time, and Comment:
S—5:30 E—6:56	1	***P (6:27)*** User clicked several tabs and scanned the site for a while then stated, "I guess the 'Home' tab."		
S—7:16 E—8:04	2	***O (7:59)*** User scanned the site in silence for a little while, looking at the tabs and clicked the Contact Us tab, then clicked the Home tab then stated, "Ok."		
S—8:18 E—8:59	3	***O (8:54)*** User clicked the Pricing tab and clicked subheadings for a little while in silence then stated, "Ok, I'm done."		
S—9:15	4	***O (9:58)***		

E—10:00		User scrolled through the subheadings under Gallery for a while then stated, "Ok, I'm done."		
S—10:21 **E—10:40**	**5**	*O (10:38)* User clicked on the Field Prep tab and scrolled down and up the page then said, "Ok, I'm done."		

Appendix L: Collected Participant Data

Collected Data - Pre Test Survey

Individual responses are available by [clicking here](#).

Collected Data - Test Observations

The scenarios were designed and conducted to answer the following questions:

- How are users navigating the site?
- Is the information presented on the site relevant to users?
- Does the site leave a credible impression with users?
- How likely are users to become formal customers?

We will look at observations made and results recorded for each scenario in relation to how they answered the predetermined questions:

Scenario 1 / Testing User Priorities

Group 1

User 1 immediately wanted to know the price options. He was frustrated with the lack of pricing presented on the website. User 2, being older and less knowledgeable of websites, wanted a search engine on the site in order to find the information she wanted, but instead settled on the homepage in its place.

Group 2

Users seemed to have little trouble navigating the site in this scenario. The younger, female tester seemed less unsure, but still satisfied, with her choices. The site did not leave a credible impression on the older male test subject, as he was very put-off with the poor editing of the information presented on the Home page. Neither tester seemed likely to become formal customers based on responses in this scenario.

Scenario 2 / Testing User's Perception of Company & Contact Ease

Group 1

User 1 scanned the photos from the gallery, most likely to see the quality of the products. As for customer service he seemed to be drawn to their contact page. The older user needed to see some form of credibility listed on the website. She noticed words like "certified" and "Award Winning Taxidermist 20+ years experience" and noticed they are not part of the BBB, Better Business Bureau.

Group 2

Users had vastly different responses to this task. The younger female tester scanned the site for a small length of time and simply said, "Ok, I'm done". The older male tester, in contrast, had a lengthy and detailed response. He did not specifically address the tasks proposed by Scenario 2, but he had several suggestions that would make the site easier to navigate and present more relevant information. This user was not impressed with this site due to the plethora of grammatical and design errors.

Scenario 3 / Testing Navigation & Site Functions

Group 1

Both users were frustrated because pricing options were unavailable. User 1 already knew the pricing options were unavailable from scenario one, and hence said he would have to contact them. User 2 while searching for prices was distracted by the bad navigation design and commented that she couldn't find any pricing.

Group 2

Group 2 testers were also at a contrast in this scenario. The younger female user scanned the site in silence for less than a minute then stated, "Ok, I'm done", while the older male tester carefully walked through the subheadings under the Pricing tab and noted pro's and con's in detail. He stated the cross-link to the Galleries section was a pro, before concentrating on the many obvious problems with the inconsistencies in the design and lack of relevant information under the Pricing tab. This user was very vocal in the multitude of problems with this task, which led to the impression that he found this site not very credible and would not be a potential customer based on this scenario.

Scenario 4 / Testing User's Opinion of SIte Imagery & Gallery

Group 1

Again, User 1 goes back to the galleries page to see some of the finished products. With the comment, "A lot of extravagant things," I can only assume he thought they were high quality. User 2 also checks the gallery page, but is still distracted by the bad navigation design. So far the overall design of the site is hindering the focus of the users.

Group 2

Again, the testers in Group 2 responses were vastly different. The younger female tester scrolled through the images in the Galleries section for approximately 45 seconds before stating that she was done, whereas the older male tester clicked on each subheading in the Galleries section and scrolled slowly through all the images while noting the inconsistencies in cropping, aspect ratio, and choice of background. This tester seemed very bothered by the flaws in editing and gave the impression that this lack of professionalism was a big issue with the credibility of this site. It was hard to gauge what the

younger female tester was thinking during this and other scenarios, but she seemed much less bothered by the poor editing or inconsistencies.

Scenario 5 / Testing User Navigation & Textual Content of Site

Group 1

After observing the field prep navigation tab both users gave positive feedback regarding the instructions presented on the website. User 1 found the information easy to understand and user 2 felt the information was good.

Group 2

The younger female tester in Group 2 responded by clicking on the Field Prep tab, scrolling up and down the page, and stating that she was done in less than 20 seconds. The older male tester in Group 2 spent approximately 4 minutes and 30 seconds examining this section and offering detailed suggestions for improvement. Those suggestions included presenting certain information in bullet points, using Photoshop to improve the graphic design of the image, and making different choices in layout, font, and grammar. He was so bothered by the editing in this section that he offered to rewrite the content for them. It was clear that he found the information relevant but suggested certain information be presented further up the page because he felt it was more important and should be more accessible for a novice hunter. He stated that it was "bad tech writing" and "mechanical" and should be made more "personable". It was clear from his responses that he did not get an impression of credibility and did not seem eager to become a potential customer.

Collected Data - Post Test Survey

Graphed, raw response data is available by [clicking here](#).