

Evaluation Objectives:

Test the usability, design, and layout of the webpage.

Evaluation script:

Welcome to the prototype webpage for the Morning Bird Art Studio. I am asking people to test the web page to see if it works and is understandable to people. It will take approximately 15 to 20 minutes to examine the features. Any and all thoughts, comments, ideas, and questions are welcomed. At the end of the process, you will be given a few questions about your experience. A few pages are under construction please don't mind the mess.

TESTERS:

Tester 1: Paige • Tester 2: Kerry • Tester 3: Andrew • Tester 4: Aja • Tester 5: Mariner

USER TESTERS:

Time to complete a task

Tester 1: Paige	10 min
Tester 2: Kerry	12 min
Tester 3: Andrew	12 min
Tester 4: Aja	10 min
Tester 5: Mariner	18 min

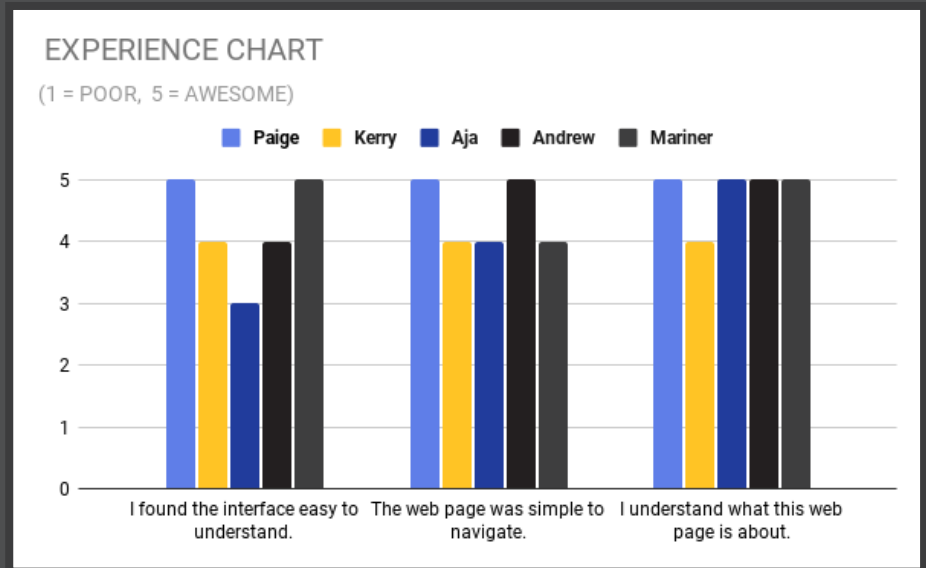
USER ERROR REPORTS:

- Every one of the user testers found an issue with the yellow bar located on the NEST GALLERY page. Suggestions brought up are changing it to the dark gray on the other pages, or unify the front page image and place the cover image in that area of the color bar.
- The contact page is hard to read on smaller monitor pages.
- White text on a light background is hard to read.
- Need to add descriptions of the classes on the class page.
- Make sure images all work together on the store.

USER FEEDBACK:

Each user was asked a set number of questions and responses were recorded over the phone or written down through email. At the end of the testing they were given five questions, two about the process of the going through the web page and three rating the experience. As well as what they do for a career.

Each user gave their express written approval to use the data in this report. Below are the responses of each user.



PAIGE - A Librarian

How do you go about buying a class or renting a studio?

For classes, click on store, then class, then add/delete as desired. For studio rental, click on apply, then fill out the form and submit.

What was the hardest task to accomplish?

None of the tasks were difficult, most intensive was the form for studio rental, only because there is necessary amount of info needed. Nothing hard, just takes a bit of time as it should

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand.

5 All tasks accomplished easily

The web page was simple to navigate.

5 very easy to navigate

I understand what this web page is about.

5 I do, and found it lovely and welcoming

KERRY - A Music Teacher/Photographer

How do you go about buying a class or renting a studio?

From the home page click on store - class - pick the amount of classes you want - click on apply, then fill out the form and submit.

What was the hardest task to accomplish?

Easy- Needs more details about the classes

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand. 4

The web page was simple to navigate. 4

I understand what this web page is about. 4

ANDREW - Artist/Retail

How do you go about buying a class or renting a studio?

For renting a studio, under the Studio link in the header bar, there's a banner that reads Studio Rentals but it takes you to a "coming soon" page.

For buying a class, my first instinct was to click the "Class" link in the header bar. Afterward I went back to the "Store" page.

What was the hardest task to accomplish?

Took me a minute to figure out the items in the cart and how to edit them. Checkout was easy though

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand. 4

The web page was simple to navigate. 5

I understand what this web page is about. 5

Mariner - College Student

How do you go about buying a class or renting a studio?

Navigating to the proper page, entering appropriate information, and submitting it.

What was the hardest task to accomplish?

None.

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand. 5

The web page was simple to navigate. 5

I understand what this web page is about. 5

AJA - Copy and Print Center

How do you go about buying a class or renting a studio?

Go to the store, select the class you want, enter the info for billing, submit.

What was the hardest task to accomplish?

The cart and the class info page.

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand. 3

The web page was simple to navigate. 4

I understand what this web page is about. 5

USER INTERVIEWS:

What are you thinking as you look at this?

- Tester 1 Paige:** Oh this looks nice.
Tester 2 Kerry: Is this a gallery?
Tester 3 Andrew: Seems like a small business and it's clear it is an art studio.
Tester 4 Aja: Art studio with a gallery or a gallery with some studios.
Tester 5 Mariner: Is this an art studio?

What is your (first) impression of this product/feature?

- Tester 1 Paige:** This must be an art studio, is it for birds?
Tester 2 Kerry: Clean Layout, yellow color mildly confusing for the theme of the page.
Tester 3 Andrew: Pages have white text over a photo, hard to read contacts on a smaller screen.
Tester 4 Aja: Is hard to read at first but it's easy to find things.
Tester 5 Mariner: I wish this place was real.

What do you think this product/feature does or will do?

- Tester 1 Paige:** Can I apply to show art or have an event here?
Tester 2 Kerry: Advertising studio space.
Tester 3 Andrew: Reminds me of a small IGCA (International Gallery of Contemporary Art) or studio 223 webpage a combo of multiple places.
Tester 4 Aja: Sell art and studio space.
Tester 5 Mariner: I believe it is for a studio that has art shows and classes available for sign up online.

Where do you start?

- Tester 1 Paige:** Umm the home page right, yea the home page.
Tester 2 Kerry: Home page.
Tester 3 Andrew: Why are you asking, is this a trap?
Tester 4 Aja: Is that a trick question? The home page.
Tester 5 Mariner: The nest gallery seems like a good place to start.

USER INTERVIEWS:

When do you think someone would use this web page?

- Tester 1 Paige:** When they want to sell, show or create art.
Tester 2 Kerry: When local want to get involved with a studio.
Tester 3 Andrew: Trying to see what events are scheduled or wants to buy some art of a local artist.
Tester 4 Aja: ART SHOWS!
Tester 5 Mariner: If people want to show art or chill out at a gallery for a little while.

What would keep you from using this Web page?

- Tester 1 Paige:** I don't buy that much online.
Tester 2 Kerry: If I wasn't impressed with the art or the gallery space available.
Tester 3 Andrew: Needs more information. The theme is not cohesive make the home in the yellow bar!
Use the darker gray more.
Tester 4 Aja: Not enough info on the classes.
Tester 5 Mariner: Forcing me to create an account.

Do you feel this product is similar to another one?

- Tester 1 Paige:** It seems like a mix of different shops mixed together.
Tester 2 Kerry: Not really.
Tester 3 Andrew: like I said earlier yes like the IGCA and Studio 223.
Tester 4 Aja: The IGCA (International Gallery of Contemporary Art).
Tester 5 Mariner: Any other gallery sorta.

Do you trust this product?

- Tester 1 Paige:** YES.
Tester 2 Kerry: YES.
Tester 3 Andrew: MAYBE.
Tester 4 Aja: YES.
Tester 5 Mariner: YES.

