

VeniceChamber.net Usability
Test dates

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Study Goals & Objectives

The purpose of this usability test is to better understand the usability of VeniceChamber.net website, particularly the following aspects:

1. Do users understand what the site is about from the current homepage?
2. Is the value-proposition clear?
3. Are the objectives of the site clear?
4. Can users find the events section?
5. Can users find the information to become a member?

Participants

4 Participants will be recruited

Tester Profile:

- Friends and family will be selected
- A mix of women and men
- Ages ranging from 25 - 50 years old
- New or established Business managers or owners in the Venice, California area

This test will not have counterbalancing

Test Session Structure

1. Introduction and instructions
2. Interview (5 minutes)
2. Tasks
3. Post-test questionnaire
 - a Review questionnaire with moderator
4. Debrief, thank participant for their time.
5. Review session and reset browser if necessary

Moderator Guide

Study Introduction

The moderator will arrive at the participants home or place of business and engage in small talk to put the participant at ease.

1. Welcome, and thank you for participating in this study. My name is David. Before we begin, we would like you to approach this site from the perspective of a business owner in the Venice, California area. I am here to get your input on this website. I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes. I do not work for the organization and did not design the site, so please do not worry about offending me. This is a usability test, but not a test in the traditional sense, we are looking to improve the sites usability and value through participants input. I am not testing you, we are looking at the site in order to potentially improve it. This will remain anonymous, We will be recording this session, is it OK if we record you? This test should take about 45 minutes to an hour.
2. The website we will focusing on today is VeniceChamber.net. We will go through a few features of the site to see what stands out or could be simplified. The site is fully functional
3. The format of this study is simple, I have a few questions to ask you as you work through a few tasks on this site.
4. I can not help you use or navigate the site.
5. During the test I'd like you to think out loud, or describe what you are thinking and doing. We want to know:
 - What are you looking for?
 - What catches your eye first and or secondly.
 - What do you expect to see?
 - Anything that doesn't seem natural or logical.
 - Why are you doing what you are doing?

Do you have any questions? Great, let's get started.

Initial interview

Do you have any questions so far?

Before we get started, I'd like to ask you a few questions.

First, what is your name and occupation?

What type of problems do you enjoy solving?

On a scale of 1 - 5, 5 being very familiar, how familiar are you with the Internet?

How many hours a week do you use the Internet? How much for business, and how much for personal use?

What is the split between email and browsing--a rough percentage?

OK great, we have finished with the interview portion.

Task 3

1. Find the information needed to become a member.
 - a. Is the information inciting to become a member?
 - b. Are the value propositions strong?
 - c. What do you feel you would be receiving as a member?

Post Task Questions: mark the circle that seems most appropriate

1. The information need to become a member was easy to find.
 Strongly Agree Agree Neutral Disagree Strongly Disagree
2. Yes, I see value in joining this chamber of commerce.
 Strongly Agree Agree Neutral Disagree Strongly Disagree
3. I feel the value propositions are strong.
 Strongly Agree Agree Neutral Disagree Strongly Disagree
4. As a member, the benefits I would receive are clearly defined.
 Strongly Agree Agree Neutral Disagree Strongly Disagree
5. Overall, this task was?

Very Difficult							Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Task 4

- 1. Imagine you are a new restaraunt owner in the area, and you need help with advertising or marketing. You want to find someone who is part of the chamber.
 - a. Select the member category to find help from a chamber member.
 - b. Once you select a link, is the information sufficient?
 - c. Do you want more information?

Post Task Questions: mark the circle that seems most appropriate

- 1. The member directory was easy to find.

Strongly Agree Agree Neutral Disagree Strongly Disagree
- 2. The member information is enough.

Strongly Agree Agree Neutral Disagree Strongly Disagree
- 3. I would like the member listing to have more of a description.

Strongly Agree Agree Neutral Disagree Strongly Disagree
- 4. Overall, this task was?

Very Difficult
Very Easy

Task 5

- 1. Find an E-coupon for skincare.

Post Task Questions: mark the circle that seems most appropriate

- 1. The E-Coupon was easy to find.

Strongly Agree Agree Neutral Disagree Strongly Disagree
- 2. The e-coupon had enough information

Strongly Agree Agree Neutral Disagree Strongly Disagree
- 4. Overall, this task was?

Very Difficult
Very Easy

Debrief

1. Give a post test questionnaire (next page)

