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welcome to the Venice chamber of commerce

Venice is one of LA's most creative spots to work, play, or visit! We invite you to explore everything Venice offers - from its world-famous beach to its funky artists' colonies to its thriving business community - and join our dynamic, growing Chamber.



The **VENICE sign** is a federally registered trademark of the Venice Chamber of Commerce. To learn more about including the sign in published media or to make a donation, [click here!](#)

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.....

chamber's events

Apr 24 Save the Date: VCC Presents An Evening with the Merchants of Venice on 5/25!!

Apr 27 Venice Connect at Scopa Italian Roots!

May 5 Venice Chamber Happy Hour at Simmy's Venice

May 10 Venice Media District Mixer for Tech, Entertainment & Media

stay connected



upcoming events

teachers on 5/12

Apr 24 SAVE THE DATE: 2016 Venice Family Clinic Art Walk & Auction on 5/22

Apr 24 SAVE THE DATE: 5th Annual Garifuna International Film

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Enter

VeniceChamber.net Usability Study

David Stine

Concepts and Practices in Usability Testing
April 2016

Study Objectives

- Find out if users understand what the site is about from the current homepage
- Is the chambers value-proposition clear
- Are users able to find the events section
- Are users able to easily access information to become a member



Study Methods

- Traditional usability test and interviews
- UserTesting.com (1 task)
- 4 Participants / 2 Participants - UserTesting.com
(see Appendix on page 21 for participant summary)



Participants

- 4 participants were recruited
- Mix of males and females
- Ages ranging from 25 – 50 years old
- Participants are familiar with the internet and the way it works
- New or established business managers or owners in the Venice, California area



Methodology

- Meet with participants at their homes or places of business
- Website loaded on their laptop
- Basic note-taking from observing participants as they complete tasks.
- 5 – 10 minute interview and background gathering
- Tasks based on navigating the key functions of the website
- Post test questionnaire



Executive Summary

- Users like the banner and colors of the site
- Confusion about Chamber vs. Upcoming events
- Events show the date listed as part of the event dates and is creating confusion
- Participants feel more information could be given about chamber members in the first listing, requires a second click to see important member business information
- Members e-coupon is too small, should have more attention.
- Participants would like to see more photos, giving the sense or feel of community
- Wording throughout the site is inconsistent, creating confusion

Findings:

Users like the banner and colourful site

Users felt the banner of the site captured the feeling and diversity of the Venice community.



Findings:

Confusion about Chamber vs. Upcoming events

By having the two event categories side-by-side on the homepage, participants found the Chamber vs. Upcoming events confusing.

The screenshot shows a webpage layout with two main event categories side-by-side. The left category is titled 'chamber's events' and the right category is titled 'upcoming events'. Both titles are highlighted with red boxes. The 'chamber's events' section lists five events, each with a date and description. The 'upcoming events' section lists five events, each with a date and description. Above the 'upcoming events' section is a 'stay connected' section with social media icons for WHO'S NEW, Facebook, Twitter, LinkedIn, and Google+.

chamber's events	upcoming events
Apr 24 Save the Date: VCC Presents An Evening with the Merchants of Venice on 5/25!!	Apr 24 SPARC: VIRAL - 25 Years from Rodney King
Apr 27 Venice Connect at Scopa Italian Roots!	Apr 24 Jason Martin: Counterfeit @ LA Louver
May 5 Venice Chamber Happy Hour at Simmzy's Venice	Apr 24 Silverlining: Jewelry Sale - 25% Off All Jewelry
May 10 Venice Media District Mixer for Tech, Entertainment & Media at Chaya	Apr 24 Kreation + Venice Arts Earth Day Celebration
May 12 Venice Beach Young Professionals Mixer at Bank of Venice	

Recommendation

Provide distinct and consistent titles, naming conventions and placement to update the information architecture and navigation. Providing users with a clear path.




Findings:

Events show the date listed as part of the event dates and is creating confusion



[Home](#) > Venice Chamber of Commerce

Venice Chamber of Commerce


Events Calendar

 E-coupons



Search for Event by:

  [« Change Dates »](#)

mm/dd/yyyy mm/dd/yyyy


Narrow search by: 

Results Found: 37 [View Full Calendar](#)

Sort by: **A-Z** **Date**  [RSS Feed](#)  [Print](#)

Save the Date: VCC Presents An Evening with the Merchants of Venice on 5/25!!

Wednesday Feb 17, 2016 - Wednesday May 25, 2016

 ... [read more](#) →

Categories: Community , Chamber Of Commerce, Networking Events

Recommendation

Only show the users the actual date or dates of the event. This will reduce confusion and potentially increase attendees at events.



Findings:

Participants feel more information could be given about chamber members in the first listing, this currently requires a second click to see important member business information

Advertising & Media

Narrow search by: ▾

Results Found: 39 [View On Map](#)

Sort by: **A-Z** [Print](#)

[New Search](#)

[E-coupons](#)

Andrea Erickson Davis	(310) 822-2801
14020 Old Harbor Lane, #201 Marina del Rey, CA 90292	
B Factor - Marketing Automation	(310) 994-5614
4115 Glencoe Avenue, #105 Marina del Rey, CA 90292	
Barnstorm Films	(310) 396-5937
1393 Rose Avenue Venice, CA 90291	

Recommendation

Currently, finding information about a member takes 2-3 clicks. By adding an additional line of information, users would be able to quickly get a better sense of a member businesses focus or expertise, giving a higher value to these listings.

Users said they would likely not go through the steps clicking on each member to find this information.
Increasing abandon rates.



Findings:


Members e-coupon is too small, should have more attention.

By making the e-coupon stand out, it would increase user and member value.

[Home](#) > Venice Chamber of Commerce

Venice Chamber of Commerce

Business Directory Search

 E-coupons

Type a keyword search or choose a Quicklink below.

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Advertising & Media	Arts, Culture & Entertainment
Business & Professional Services	Computers & Telecommunications
Family, Community & Civic Organizations	Finance & Insurance
Government, Education & Individuals	Health Care

Recommendation

Increasing the size and changing the color of the e-coupon will draw attention and add value to these coupons.

Users found the e-coupons difficult to find. But, were excited once they found them.



Findings:

Participants would like to see more photos,
giving the sense or feel of community

[Home](#) > [Membership](#) > see who's new

see who's new

Karen La Cava - Pantanella & Partners

Mark Twain Middle School - Seeds to Plate Program

Just Tires - 8640

Felix LA

John Fluevog Shoes

[Home](#) > [The Chamber](#) > Board of Directors

Board of Directors

Venice Chamber Board of Directors

Officers:
President: Carl Lambert, Venice Breeze Suites
Vice President: George Francisco, Southside Filmworks
Executive Director: Donna Lasman
Treasurer: Carol Tantau, Just Tantau
Secretary: Jill Prestup, Venice Historical Society
Past President: Catherine Chevalier, Not Maurice

Members:
Sunny Bak, Sunny Bak Studio
Sheelagh Cullen, HCH Inc.
Joelle Dumas, Ecole Claire Fontaine
Laura Gonyaw, Tax/Insurance
Greg Horos, Locali Conscious Convenience
Trina Kaye, The Trina Kaye Organization
David Kramer, Kramer Productions
Kelly Layne, Kelly Layne Consulting
TJ Montemer, Yo! Venice
Mike Newhouse, Buchalter Nemer
Don Novack, Hal's Bar and Grill
Karen Papazian, Boys & Girls Club of Venice
Diana Robles, TIMBUK2 on Abbot Kinney
Heith Rogers, Google
Audrey Salzburg, A Window Between Worlds
Nancy Singular, The Agency
Edizen Stowell, Venice Paparazzi
Elysa Voshell, Venice Arts
Sandie West, Creative Chakra Spa
Kate Willson, Exhale Center for Sacred Movement

Ex-Officio:
Sergeant of Arms: Jeffrey Solomon, Venice Beach Walking Tours

Webmaster: Not Maurice

Recommendation

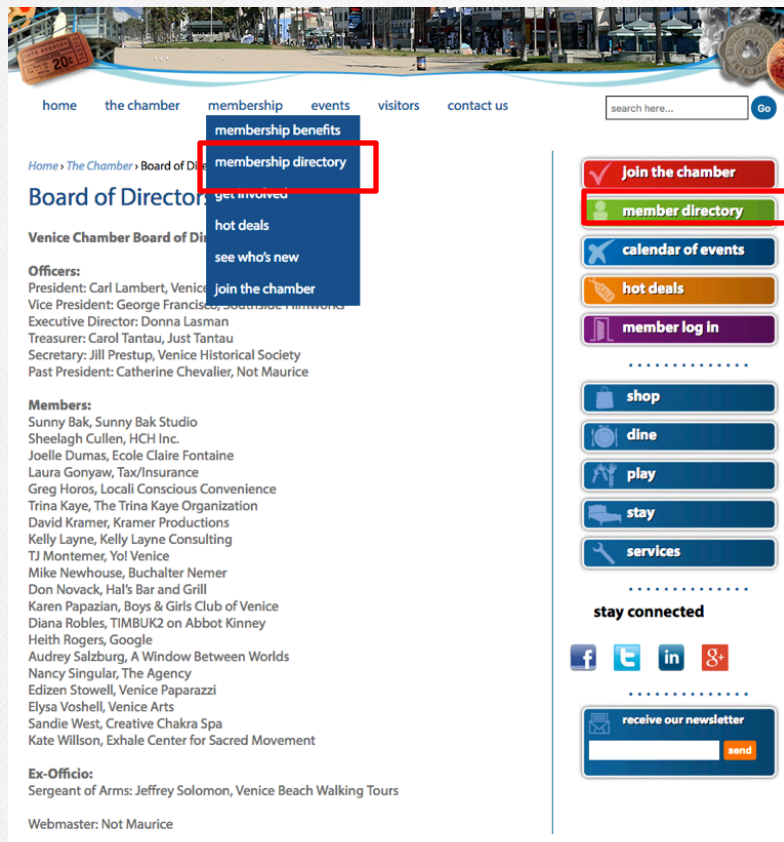
Incorporating imagery of area businesses and or chamber members/board members would help to humanize the chamber for a first-time potential member.

And would keep users engaged by seeing familiar faces, increasing the Chamber's value.



Findings:

Wording throughout the site is inconsistent, creating confusion.



Recommendation

Provide distinct and consistent titles, naming conventions and placement to update the information architecture and navigation.

This will provide users with a clear path to their user-tasks.



Appendices

Participant information, data analysis

Participant information

Participant	Demographic
P1	42, unmarried female, entrepreneur, small business background, advanced internet experience
P2	47, unmarried female, photographer, small business owner, advanced internet experience
P3	28, unmarried male, developer, tech business owner, advanced internet experience
P4	32, married male, accountant, co-founder of a small business, advanced internet experience
UserTesting.com 1	28, male, advanced internet experience
UserTesting.com 2	28, female, advanced internet experience

Data analysis- by task

Tasks	What type of site is this?	Find the Events calendar	Become a Member	Information on Chamber Member Services	Find an E-Coupon for skincare
Participant 1	Y	Y	Y	Y	!
Participant 2	Y	!	Y	!	Y
Participant 3	Y	!	Y	!	!
Participant 4	Y	Y	Y	!	!
Use-Test.com 1				Y	
Use-Test.com 1				X	

Y	Task was easy
!	Task was difficult or confusing
X	Failed to complete task

Problem	Participant 1	Participant 2	Participant 3	Participant 4	User-Test.com 1	User-Test.com 2
Confusion about events	X	X		X		
Confused by event dates		X	X	X		
Wanting more information about members	X	X	X	X		
E-coupon link is getting lost or disappears	X	X	X			
Would like to see more visuals or photos	X	X	X	X		
Confused by inconsistent terminology		X		X	X	X