UT iSchool Usability Test: Austin Humane Society Website

Usability Test Report

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Document Overview

This document describes usability test and heuristic evaluation results of http://www.austinhumanesociety.org/. The goals of usability testing included establishing a baseline of user performance, establishing and validating user performance measures, and identifying potential design concerns to be addressed in order to improve the efficiency, productivity, and end-user satisfaction.

The usability test objectives were: To determine design inconsistencies and usability problem areas within the user interface and content areas. Potential sources of error may include:

- Navigation errors – failure to locate functions, excessive keystrokes to complete a function, failure to follow recommended screen flow.
- Presentation errors – failure to locate and properly act upon desired information in screens, selection errors due to labeling ambiguities.
- Control usage problems – improper toolbar or entry field usage.

We also wished to exercise the application or web site under controlled test conditions with representative users. Data was used to assess whether usability goals regarding an effective, efficient, and well-received user interface were achieved. This test also helped to establish baseline user performance and user-satisfaction levels of the user interface for future usability evaluations.

The user groups that http://www.austinhumanesociety.org/ is geared toward include people searching for pets and those wishing to volunteer or donate to the organization. The user groups participating in the usability test of http://www.austinhumanesociety.org/ included individuals who have searched for a pet, were actively searching for a pet, or will search for a pet in the future. The members of this user group were primarily comprised of our colleagues in INF385P and we tested six individuals. The heuristic evaluation portion of the test was conducted by Matthew Cepeda, Allyssa Guzman, and Jessica May. Heuristic evaluations took place in settings of our choosing but our usability testing with participants occurred primarily within the IT Lab and empty UTA classrooms. Testing took place on April 22nd.

Executive Summary

The functions that were evaluated on http://www.austinhumanesociety.org/ included adopting a pet, volunteering, donating, and relinquishing a pet to the Austin Humane Society. The overall usability goals were to identify pain points and determine potential usability problems within the "golden path" tasks users undertake when visiting the Austin Humane Society website. We also wished to determine what the website is already accomplishing well in order to direct future improvement efforts more efficiently. Heuristic evaluations were be used to assess the overall usability of the entire http://www.austinhumanesociety.org/ website.

Upon review of this usability test report, we have included the task scenarios and usability goals for http://www.austinhumanesociety.org, documented acceptance of the report is expected.

Methodology

The total number of participants for this usability test were determined by the results of the pre-survey administered to the potential participants and the amount of volunteers we are able to recruit. We completed this usability test with six individuals.

The usability test sessions took place primarily in UTA 1.208 and in other available classroom in the UTA building. The users were presented with laptops, tablets, and desktops to interact with the Austin Humane Society website. Most users chose Chrome, though one mobile user chose Safari. During the course of the usability test we measured task completion rates, task time, ease of task, scenario completion rate, critical errors, and non-critical errors.

Heuristic evaluations were conducted using Nielsen's ten heuristics as a guide for assessing the usability of the site. Heuristic evaluations occurred at random intervals between test planning and the conclusion of our usability test with participants.

Participants

Six participants were recruited by soliciting volunteers and identifying key demographics isolated by our pre-test survey. In order to be a participant in this usability test, an individual must be competent with conventional browser interfaces and be familiar with completing tasks involving multiple steps.

The participants' responsibilities were to attempt to complete a set of representative task scenarios presented to them in as efficient and timely a manner as possible, and to provide feedback regarding the usability and acceptability of the user interface. The participants were be directed to provide honest opinions regarding the usability of the application, and to participate in post-session subjective questionnaires and debriefing.

The only concrete requirements needed to participate in this usability test are those of competence with conventional browsers and familiarity with completing tasks with multiple steps. Due to the nature of the tasks to be performed we welcomed all potential participants with a range of experience, interest, and skills related to the Austin Humane Society.

Training

The participants received an overview of the usability test procedure, equipment and software.

Procedure

Usability Lab Testing

Participants took part in the usability test at the School of Information in the University of Texas Administration Building located at 1616 Guadalupe. A PC with the Web site/Web application and supporting software was be used in a typical office environment. The participant's interaction with the Web site/Web application was monitored by the moderator seated in the same office. Note takers and data logger(s) monitored the sessions in close proximity to the test subject.

The moderator briefed the participants on the Web site/Web application and instructed the participant that the research team was evaluating the application rather than evaluating the participant. Participants signed an informed consent document that acknowledged the following: that participation is voluntary, that participation can cease at any time, and that privacy of identification will be safeguarded. The moderator asked the participants if they had any questions.

Participants completed a pretest demographic and background information questionnaire. The moderator explained that the amount of time taken to complete the test task will be measured and that exploratory behavior outside the task flow should not occur until after task completion. At the start of each task, the moderator read aloud the task description from the printed copy and the participant began the task. Time-on-task measurement began when the participant started the task.

The moderator instructed the participant to "think aloud" so that a verbal record exists of their interaction with the Web site/Web application. The note-taker observed and entered user behavior, user comments, and system actions into an electronic document. The time-keeper measured and recorded how long it takes the user to perform each task along with additional notes.

After each task, the participant elaborated on the task session with the moderator. After all task scenarios were attempted, the participant completed the post-test satisfaction questionnaire.

Roles

The roles involved in a usability test are described in the following section of this report.

Moderator

- Provided overview of study to participants.
- Defined usability and purpose of usability testing to participants.
- Assisted in conduct of participant and observer debriefing sessions.
- Responded to participant's requests for assistance.

Data Logger

- Recorded participant's actions and comments.

Test Observers

- Remained silent through test duration and served as note taker.
- Assisted the data logger in identifying problems, concerns, coding bugs, and procedural errors.

Ethics

All persons involved with the usability test were required to adhere to the following ethical guidelines:
- The performance of any test participant must not be individually attributable. Individual participant's name should not be used in reference outside the testing session.
- A description of the participant's performance should not be reported to his or her manager.

Usability Tasks

The usability tasks were derived from test scenarios developed with the assistance of a subject-matter expert (in this case, this included group members who have volunteered with animal shelters). Due to the range and extent of functionality provided in the application or Web site, and the short time for which each participant was available, the tasks were the most common and relatively complex of available functions. The tasks were identical for all participants in the study.

The tests were carried out on the current working Austin Humane Society website. Users were presented with the homepage of the website in a web browser on either a PC, tablet, or smartphone and asked to complete the tasks described below. These tasks were selected based on the main reasons why a user might visit the Humane Society's website, adopting a pet, volunteering, and donating money. As the site is live and not a prototype, there were no special considerations to make concerning development.

The task descriptions below were required to be reviewed by the application owner, business-process owner, development owner, and/or deployment manager to ensure that the content, format, and presentation are representative of real use and substantially evaluate the total application. Their **acceptance was documented** prior to usability test.

Task Descriptions

Task 1: Adopting a pet

You would like to adopt a small dog from the Austin Humane Society. The age and breed of the pet are up to you. Using the Austin Humane Society website that is open in front of you, find a small dog that you would like to adopt, determine how much it would cost to adopt that dog, and how the adoption process works.

Goal: Navigate to the Adopt page and select "Dogs," or use the dropdown menu to select "Dogs." Find a dog in the list that is labeled "small." Locate the adoption fee on the dog's profile by clicking on the dog's name or image. Then, navigate to the "Adoption Process" page and learn about the steps for adopting (filling out paperwork, meeting the animal, etc.).

Task 2: Volunteering

You are interested in volunteering for Austin Humane Society. You love cats and so you know that you'd like to work with them. Using the Austin Humane Society website, find out what volunteer opportunities you would have to work with cats, and how you can get started as a volunteer including where to go and when you can start.

Goal: Navigate to the volunteer page. Select "How To." Select either "Cat Volunteer" or "Feral Cat Clinic" volunteer. Read the accompanying pdf to find out what roles the volunteer plays. Then locate the next Orientation time and navigate to the beginning of the sign-up process.

Task 3: Donating

You have $100 that you would like to give to the Austin Humane Society. Find out how they will use the money that you are giving them. Then use the website to submit your donation, up to the point where you would submit the form. Do not enter your credit card information.

Goal: Navigate to "Give"> "Donate" or use the dog tag at the top right of the navigation bar to navigate to "Donate." Read the sidebar on the right side of the page that explains how much the shelter can do with each level of donation information. Fill out the form to donate $100 (minus credit card information).

Task 4: Dropping off a pet

You found a stray cat and your apartment complex does not allow pets. Please use the Humane Society's website to learn about how you can put the cat up for adoption. How long with the cat be at the shelter? Is Austin Humane Society a no-kill shelter?

Goal: Navigate "Animal Services" > "Animal Intake." Either determine from that page that it is better to contact Austin Animal Shelter for that service, or learn about sending in an email about the animal to be surrendered. Navigate to the "About" page to learn that the shelter is no-kill. Use the "FAQ" page to learn that animals usually stay at the shelter for two weeks.

Usability Metrics

Usability metrics refers to user performance measured against specific performance goals necessary to satisfy usability requirements. Scenario completion success rates, adherence to dialog scripts, error rates, and subjective evaluations were used. Time-to-completion of scenarios was also collected.

Scenario Completion

Each scenario required that the participant obtained or would input specific data that would be used in course of a typical task. The scenario was considered to be completed when the participant indicated the scenario's goal had been obtained (whether successfully or unsuccessfully) or the participant requested and received sufficient guidance as to warrant scoring the scenario as a critical error.

Critical Errors

Critical errors are deviations at completion from the targets of the scenario. Obtaining or otherwise reporting of the wrong data value due to participant workflow is a critical error. Participants may or may not be aware that the task goal is incorrect or incomplete.

Independent completion of the scenario was a universal goal; help obtained from the other usability test roles was cause to score the scenario a critical error. Critical errors were also to be assigned when the participant initiated (or attempted to initiate) an action that resulted in the goal state becoming unattainable. In general, critical errors are unresolved errors during the process of completing the task or errors that produce an incorrect outcome.

Non-critical Errors

Non-critical errors are errors that are recovered from by the participant or, if not detected, do not result in processing problems or unexpected results. Although non-critical errors can be undetected by the participant, when they are detected they are generally frustrating to the participant.

These errors may be procedural, in which the participant did not complete a scenario in the most optimal means (e.g., excessive steps and keystrokes). These errors may also be errors of confusion (ex., initially selecting the wrong function, using a user-interface control incorrectly such as attempting to edit an un-editable field).

Noncritical errors can always be recovered from during the process of completing the scenario. Exploratory behavior, such as opening the wrong menu while searching for a function, have been coded as non-critical errors.

Subjective Evaluations

Subjective evaluations regarding ease of use and satisfaction were collected via questionnaires and during debriefing at the conclusion of the session.

Scenario Completion Time (time on task)

The time to complete each scenario, not including subjective evaluation durations, was recorded.

Usability Goals

The next section describes the usability goals for http://www.austinhumanesociety.org/.

Completion Rate

Completion rate is the percentage of test participants who successfully complete the task without critical errors. A critical error is defined as an error that results in an incorrect or incomplete outcome. In other words, the completion rate represents the percentage of participants who, when they are finished with the specified task, have an "output" that is correct. Note: If a participant required assistance in order to achieve a correct output then the task has been scored as a critical error and the overall completion rate for the task was affected.

A completion rate of 100% was the goal for each task in this usability test.

Error-free rate

Error-free rate is the percentage of test participants who complete the task without any errors (critical **or** non-critical errors). A non-critical error is an error that would not have an impact on the final output of the task but would result in the task being completed less efficiently.

An error-free rate of 80% was the goal for each task in this usability test.

Time on Task (TOT)

The time to complete a scenario is referred to as "time on task". It was measured from the time the person began the scenario to the time he/she signaled completion.

Subjective Measures

Subjective opinions about specific tasks, time to perform each task, features, and functionality were surveyed. At the end of the test, participants rated their satisfaction with the overall system. Combined with the interview and debriefing session, these data were used to assess attitudes of the participants.

Problem Severity

To prioritize recommendations, a method of problem severity classification was used in the analysis of the data collected during evaluation activities. The approach treated problem severity as a combination of two factors: the impact of the problem and the frequency of users experiencing the problem during the evaluation.

Impact

Impact is the ranking of the consequences of the problem by defining the level of impact that the problem has on successful task completion. There are three levels of impact:

·   High - prevents the user from completing the task (critical error)
·   Moderate - causes user difficulty but the task can be completed (non-critical error)
·   Low - minor problems that do not significantly affect the task completion (non-critical error)

Frequency

Frequency is the percentage of participants who experience the problem when working on a task.

- High: 25% or more of the participants experience the problem
- Moderate: 12.5% - 25% of participants experience the problem
- Low: 12.5% or fewer of the participants experience the problem

Problem Severity Classification

The identified severity for each problem implies a general reward for resolving it, and a general risk for not addressing it, in the current release.

Severity 1 - High impact problems that often prevent a user from correctly completing a task. They occur in varying frequency and are characteristic of calls to the Help Desk. Reward for resolution is typically exhibited in fewer Help Desk calls and reduced re-development costs.

Severity 2 - Moderate to high frequency problems with moderate to low impact are typical of erroneous actions that the participant recognizes needs to be undone. Reward for resolution is typically exhibited in reduced time on task and decreased training costs.

Severity 3 - Either moderate problems with low frequency or low problems with moderate frequency; these are minor annoyance problems faced by a number of participants. Reward for resolution is typically exhibited in reduced time on task and increased data integrity.

Severity 4 - Low impact problems faced by few participants; there is low risk to not resolving these problems. Reward for resolution is typically exhibited in increased user satisfaction.

Results

Heuristic Evaluation

To supplement the results gathered by our testing, our research team completed a short heuristic evaluation of the Austin Humane Society website. This evaluation is described in *Figure 1* below.

Heuristic	Issue	Recommendation	Severity
Recognition rather than recall	Global navigation exists on every page, but it can be hard to remember what the other pages in the local navigation are (ex. Adopt> Cats, Dogs, Adoption Fees)	Have local navigation bars on the left-hand side of the page. Users on any page under "Adopt" would see a menu that has "Cats," "Dogs," "Adoption Fees," etc.	3
Error prevention	Drop-down menus work inconsistently, making it nearly impossible to click on some options.	Have drop-down menus that stay open when clicked on. Users can click again to close the menu.	1
Consistency and standards	On the Adopt page, the links to see the animals up for adoption are hidden in an image. Other links are included in the body of the page, making them hard to find and violating accessibility standards.	Don't include any links in images.	1
User control and freedom	Pets are not searchable, just browseable in an invisible frame.	Eliminate framing altogether, as some users will not notice that they can scroll down to view more pets. Add a simple search feature.	2
Aesthetic and minimalist design	Videos, sound, and flashing words	Remove animation from text, require user to allow for	4

	automatically play on homepage.	sound.	
Match between system and the real world	The difference in terms such as "stray" and "feral" is confusing. People who are trying to bring in a cat may not know what to do.	Clearly define terms used.	1

Firgure 1: Heuristic Evaluation by our usability research team of the Austin Humane Society website.

Test Results

We gathered both qualitative and quantitative data during testing. For comprehensive reporting of results, we compared the two types of data before formulating recommendations regarding improvements to the Austin Humane Society website. Our test results are summarized here, with our complete notes included as an appendix.

The Task Completion rates, as shown in *Figure 2*, identify Task Four as the most troublesome for participants. Much of the problems experienced by participants centered on locating "stray" cat specific terminology and the overall process for dropping off the animal. *Figure 3* identifies the time on task participants spent working toward completion of their assigned task. Participant Six, using an android tablet, experienced the longest task times which may indicate the need for mobile usability elements to be addressed. *Figure 4* summarizes much of the test results including critical and non-critical error rates. Tasks One and Four appeared to contain the biggest pain points for users and were the result of unclear language or sending users to external sites for information related to the tasks. External redirection appeared to be the major source of the critical errors experienced during the first task

Participant	Task 1	Task 2	Task 3	Task 4
1	√	√	√	-
2	√	√	√	√
3	√	√	√	-
4	√	√	√	√
5	√	√	√	√
6	√	√	√	√
Success	7	7	7	4
Completion Rates	100%	100%	100%	67%

Figure 2: Task Completion Rates

Time on Task in minutes

	P1	P2	P3	P4	P5	P6	Avg. TOT*
Task 1	2:54	1:20	**3:38**	2:24	3:26	3:27	**2:51.5**
Task 2	1:09	3:02	:38	:48	1:19	2:11	2:01.5
Task 3	1:34	1:46	2:27	1:31	2:17	**4:08**	2:17.17
Task 4	2:48	2:24	2:04	2:25	2:08	**4:32**	2:43.5

Figure 3: Time on Task
*half-seconds included to ensure accuracy.

Summary of Completion, Errors, Time on Task

Task	Task Completion	Crit Errors	Non – Crit Errors	Time on Task
1	6	8	6	2:51.5
2	6	4	2	2:01.5
3	6	2	5	2:17.17
4	4	8	5	2:43.5

Figure 4: Task Summary

A large portion of the errors encountered by the participants of this study fell into the level four severity range.

Post-Test Survey Results

Qualitative feedback was solicited from users throughout testing via the user of post-task debriefing and a post-test survey. On the post-test survey, users reported enjoying the look and feel of the site. The also expressed that they would like to see more logical navigation and a clear way to complete each step of each task. Their impressions of the site were positive overall, with a desire to see the navigation system of the site modernized. See appendix for full survey results.

Recommendations

- **Clarity:** Terminology should be as clear as possible. For example, participants were having trouble distinguishing between "feral" and "stray" cats. Similarly, participants were unanimously puzzled by the advocacy option in the donation form. This confusion sent the participants clicking all around the website to make sure they were on the right page. Simple, straightforward definitions could cut down on frustration and ensure users are able to navigate the website easily.

- **Glitchiness:** Cleaning up minor issues in the code would benefit this website enormously. Specifically, the blank space and second scrolling area in the Available Dogs section, and the drop-down menus in the main heading are reported to have caused the most problems for participants. And, the mobile version could benefit from a more complete version. As of now, only the main page is programmed for mobile browsing. These small glitches have big ramifications for the website's usability, as participants were unable to navigate the site along the most logical path.
- **Tone:** The tone of this website walks a fine line. The happy, bright feel of the main page is one of its greatest strengths, but participants agreed that there was slightly too much going on. We would recommend only two minor changes: make the sound on the videos optional instead of set to auto-play, and either have flashing words *or* videos (not both). This minor change would allow for the upbeat, unique feel of website without allowing the tone to overwhelm the user.
- **Convenience:** Walking through hypothetical tasks unearthed a few simple features that would improve usability. Participants especially voiced a desire for an "Adopt Now" or "How to Adopt" function in the animal profile popup. The outward-leading links which currently occupy the location of this desired function were reportedly confusing.
- **Successes:** Participants found the Austin Humane Society website to be friendly and aesthetically pleasing. The videos drew in participants and the colors, fonts, and general layout were reported to be very pleasing. The donation function was also very easy to use. We recommend keeping up the good work.

Conclusion

Austin Humane Society's website was generally well-received by our test participants. The look and feel of the site is on point. Our users were able to complete most of our requested tasks with no critical errors, though the process for finding all of the information necessary to complete a task could be streamlined. For the most part, our recommendations can be completed without a major overhaul of the website, requiring in some places simple changes to the navigation system. Optimizing the site for mobile is a larger task, though one that we recommend undertaking at some point in the future.

Appendix 2

Time on Task and Completion Rates

Task 1: 100%, Avg. Time: 2:51.5

Task 2: 100%, Avg. Time: 2:01.5

Task 3: 100%, Avg. Time: 2:17.17

Task 4: 67%, Avg. Time: 2:43.5

Participant 1:

1. 2:54
2. 1:09
3. 1:34
4. 2:48

Task	Task Start	Task End	Notes
1	12:18:13 PM	12:21:07 PM	Difficulty determining dog size from pictures alone. No clear indication of how to actually adopt. External sites vs. humane society. Misclick to How To. Drop down menu problem on adopt. Completed.
2	12:22:09 PM	12:23:18 PM	Feral cats – broken page. Location not indicated for orientation. Completed.
3	12:23:59 PM	12:25:33 PM	Completed.
4	12:26:11 PM	12:28:59 PM	Capturing cat by 3rd party option. FAQ not showing how to give animal. Animal Intake on animal service tab. Give up on length of

			time keeping cat. Incomplete task?

Participant 2:

1. 1:20
2. 3:02
3. 1:46
4. 2:24

Task	Task Start	Task End	Notes
1	12:49:14 PM	12:50:34 PM	Drop down menu problem again. White space at top of dog page. Dog size not listed.
2	12:51:35 PM	12:54:37 PM	How To, Cat Volunteer Info in separate doc. Location of orientation not listed. Back to How To. Assumes at Humane Society site. FAQ visit. Assumes About Us. Incomplete with regards to location of shelter. Had to go to Home page for location of Humane Society.
3	12:55:27 PM	12:57:13 PM	Advocacy drop down ambiguous. Mention Will option. Autofill – liked it. Clear process.
4	12:58:08 PM	01:00:32 PM	Missclick to start process. Animal intake right route. Feral cat info page. Felt the task was complicated by animal intake vs feral cat labeling.

Participant 3:

1. 3:38
2. :38
3. 2:27
4. 2:04

Task	Task Start	Task End	Notes
1	01:04:01 PM	01:07:39 PM	Hates auto play sound and video on home page. Header image No filtering options. White space at the top not useful. Inside scrolling box not the useful element. Went to petngo on pop out window navigated away from humane society site. No online option for the process.
2	01:08:48 PM	01:09:26 PM	Used pdf doc to navigate to the volunteer page
3	01:10:10 PM	01:12:37 PM	Donate button on top right. Side bar for info about donation. Advocacy menu ambiguous. Mention of Will. Cumbersome but necessary.
4	01:13:44 PM	01:15:48 PM	Animal services – animal intake drop down. Guess/Incomplete

Participant 4:

1. 2:24
2. :48
3. 1:31
4. 2:25

Task	Task Start	Task End	Notes

1	01:35:09 PM	01:37:33 PM	Appreciates videos being upbeat. A lot of movement on home screen. Clicked on highlighted Adopt on homepage. Process first from that page. Navigated to pop out info about dogs and located adoption cost on page.
2	01:38:31 PM	01:40:19 PM	Menu down to How To. Opened links in new tabs. Cat Volunteer PDF. Orientation page for information.
3	01:41:12 PM	01:42:43 PM	Drop down menu sizes are huge. Continued searching for how money is used. Advocacy meaning ambiguous. Separated into pages clicking on information about donations better than it all in center. Smaller chunks of information to fill out.
4	01:43:54 PM	01:46:19 PM	Would call for faster information. Information on animal intake looks at Strays? Section for information. Dismissed feral cats since it is a stray cat. About Us for No Kill. Incomplete task completion for finding duration of stay for animals. Frustrated about straight to 311 for strays.

Participant 5 – Mobile iOS

1. 3:26
2. 1:19
3. 2:17
4. 2:08

Task	Task Start	Task End	Notes
1	01:57:01 PM	02:00:27 PM	Extra information about dogs appears to be missing such as allergies. Can't zoom in on dog information page to see adoption fee. Navigates to home page for how to adopt. Navigated to petango to look for adoption process. Incomplete with finding adoption form.
2	02:02:09 PM	02:03:28 PM	PDF for Cat Volunteer. Orientation page looks like full website page vs. mobile design.
3	02:04:25 PM	02:06:42 PM	Mobile donate button sends user to full website page. User located information about where the money goes. Has to zoom in to interact with buttons on full website on mobile device. Mentioned Will and the AHS not being in will.
4	02:08:05 PM	02:10:13 PM	No clear mobile navigation button. Contact an option

			but not the best choice. About Us page for no-kill information. Had to go to full website to find Animal Intake area. Stray cat goes to Austin Animal Shelter. Unable to find info about length of stay for animals.

Participant 6 – Android tablet – Chrome

1. 3:27
2. 2:11
3. 4:08
4. 4:32

Task	Task Start	Task End	Notes
1	02:17:17 PM	02:20:44 PM	Plugin not supported on android wish it was. Information about dog size and other information not readily available. No search function or sort function. Unable to locate process for adopting. Link on animals page for the process.
2	02:22:47 PM	02:24:58 PM	Drop down functionality not working 100% of the time on tablet. PDF opens in tablet.
3	02:25:54 PM	02:30:02 PM	Directed donations out of price range. General info about where money goes.
4	02:33:24 PM	02:37:56 PM	Feral cat intake. Did not locate no-kill information through first run. Returned

			to home page and assumed they are no kill because of TNR for feral cats. Last visit to About Us to find out about no-kill status. Found shelter location. FAQ is where the information was finally found.

Appendix 3

Participant 1 Notes:

Homepage navigation and initial impression:

In the classroom with the projector

When they navigated to the home page, music blasted-- "I like this video, I think it's pretty cute. I would say I could figure out how to contribute to the humane society in a number of ways including adopting a pet, donating, or volunteering."
She hovered over various tabs while talking and had to silence the music in order to concentrate.

Task 1:

hover over adopt, could not select dogs because the dropdown menu would disappear unless hovering remained in a precise spot.
"Trying to tell how easy it is to see how big a dog is. There are a lot of puppies, so that is a big draw for me."
Selected Miguel and easily understood that it would cost $200 to adopt him.
Had difficulty figuring out how to adopt him once she selected Miguel and was presented with a popup. She did not want to click on one of the icons at the bottom of the popup and because she thought it would take her "somewhere external."
Finally went back to the homepage, hovered over "Adopt" and selected "Fees" to find out about the process.

Task 2:

On first click she was given a broken page. Went back to the homepage and clicked on the "Volunteer" tab. Clicked "Register for Volunteer Orientation" and easily found the registration page. This task seemed to be easily accomplished.

Task 3:

Hovered over "Give" and selected "Donate." Read the page and easily understood the forms and process. Expressed confusion regarding the Advocacy dropdown menu. She decided to leave it blank. Was also unhappy about leaving phone number information because she doesn't want "anyone to call" her.

Task 4:

She hovered over "Animal Services" because she "saw earlier" that this section had the information she was looking. She expressed unease at the fact that step 3 in the process tells her to "trap the cat" on her own. She also struggled briefly to understand all of the acronyms which were particular to the organization.
She returned to the homepage and went to "About Us" to find out exactly what they will do with the cat. She did not find information there, so she hovered over "Animal Services" and selected "Animal Intake." Ultimately, she said that she would "give up" finding the answer to this task on the website.

Participant 2:

Homepage navigation and initial impression:

Using headphones-- in computer lab with lots of external noise. "Oh this is strange. I was not expecting this. I don't like the music." She took off headphones almost immediately. The text, colors, and video are "friendly."

Task 1:

Hovering over "Adopt" and wants to select "Dogs" but the error with the dropdown menu prevented this. Clicked the tab instead. Expressed confusion regarding the blank space above available dogs.

Returned to the Adopt tab to find adoption information and easily found it.

How easy was it?

Felt pretty easy but there were a couple of strange things. She would like to more easily see the size or expected size of the dogs.

Task 2:

Hovered over the Volunteer tab and clicked it, scrolled down and clicked on the CAT Volunteer Position Description PDF and read through the document saying it seemed straightforward. 0Returned to the previous page and clicked the orientation to find the times.

She could not find where the orientation was located. She could only see the dates and the times. Went to the FAQ page to see if she could find the location, and could not find it. Went to the About Us page and could not find it there either. Went back to the main page and found the address of the location. She assumed it would be there but is not certain.

How easy was it?

A little confusing. It was easy to find out how to volunteer with cats. But she did have to make some assumptions.

Task 3:

Clicked on the "Give" page and "Donate." She read through the form and immediately clicked on the dropdown menu for the "Advocacy" section. She said "I have no idea, so I'm not going to mess with that." Participant also expressed confusion as to why they would need "Tite" such as "Mr." or "Mrs."

How easy was it?

It was really clear.

Task 4:

Hovered over "Animal Services" and selected "Feral Cats." Realized "this is not what I want." Hovered over "Animal Services" and selected "Animal Intake." Reading through she thought "maybe it does count as a feral cat" and returned to that page. She had trouble finding information about what would happen to the cat once it got there.

She went to the FAQ page and found that they are a no-kill shelter. She found the average stay on that site as well.

How easy was it?

Unsure about the lingo, so had to go to multiple pages to figure out which one she needed. It also could use more information about what happens to the cats once they get there-- shouldn't have to go to the FAQ page to find this out if she's going to the trouble to bring in the cat.

Participant 3:

Homepage navigation and initial impression:

In computer lab with headphones.

Participant smiling and laughing at the homepage. Wanted to watch through most of the videos before taking off the headphones. Thought the sound was irritating but the videos were very cute and endearing.

Task 1:

Hovered over "Adopt" and went down to the "Dogs" page right away. No problem with the dropdown.
Participant decided to look for a bigger dog, even though prompted to look for a smaller one. He
thought the inside scrolling box was "silly" and would like a filter. Expanded the popup and clicked
through all the pictures of Red the dog. Participant expressed confusion regarding the external links in
the popup. Clicked Petandgo store link and waited for it to load. "Yeah that is not it." and closed out
right away. "Wow that does absolutely nothing" looking at the popup window again. He could easily
find out what the cost would be. Returned to the homepage and hovered over "Adopt" and selected
"Process." Found a PDF but was frustrated that he couldn't fill it out online.

How easy was it?

Would have prefered a call-to-action adoption form right on the page.

Task 2:

Hovered over "Volunteer" and selected "How to" and found the "Volunteer 101." "I can become a cat
volunteer. Here is a PDF about the cat volunteer thingy." Easily found out how to register online and got
to the volunteer application page.

How easy was it?

Straightforward and easy.

Task 3:

Clicked the house tag "Donate" button. Saw on the side what the money would go to. Not sure what
the Advocacy and left it blank. Did not like the question about the will. Easily filled out the rest of the
form but expressed annoyance at the CAPTCHA box.

How easy was it?

About in line with any other donation process. Kind of a chore but "I know they need all that data."

Task 4:

Hovered over "Animal Services" and selected "Animal Intake." Read through the whole page, and went
to the "Feral Cat" page afterward.
"Oh! I can trap a cat! That seems like a terrible idea."
Easily found out that they are a no-kill shelter on the About Us -> Our Mission.

How easy was it?

"That's a hard one." Was annoyed that he couldn't find out what would happen to the cat on the same page as how to bring the cat in. Would have liked their terminology to match up for what he was looking for.

Participant 4:

Homepage navigation and initial impression:

Puts on the headphones. Laughs. "Oh. Is this on autoplay? It's pretty cute." Wanted to watch all the videos clicked through all of them and found a game as well. "Pretty cool that they actually put the effort in to do the videos." It's good that they avoided sadness. Seemed like they were trying to reach the cat video demographic. Layout is OK. The moving Text of the "Adopt Help Support" flashing words a little bit distracting since the videos are also playing. A lot going on.

Task 1:

Clicked a link on the side bar "What's Included?" to see what it would involve. Clicked the "Adopt" tab. The information in the sidebar was the same as the text on the page. Went to "Adopt" and selected "Dog." Scrolled through the dogs. Clicked on Miguel and saw that it was a "small dog" in the popup. Also saw the adoption pricing there- "it was confusing but I understand why they have it there." Thought she had all the information she needed when she saw the price. Did not look for any kind of "adopt now" feature.

How easy was it?

Mostly OK but a little confusing.

Task 2:

Clicked on the "Volunteer" tab and read through all of the instructions-- selected the PDF and read through the information there. "It's nice that they have everything you need to know laid out. Could easily find the times and was pleased that they have a student option for cheaper registration.

How easy was it?

It would take some time to jump through all the hoops, but maybe that is good because the volunteers will be working with animals.

Task 3:

Hovered over "Give" and selected "Donate." "That's a HUGE dropdown." Did not notice the sidebar with the information about how the money would be used. She would like it integrated into the selection of the money buttons. Or if it was separated into different pages instead of one daunting column. "That's just kind of like a weird thing to have in here" she said about the "Advocacy" dropdown.

How easy was it?

Pretty easy. Could have been split up a little bit better to not look like one long column.

Task 4:

Hovered over "Animal Intake" and selected "Animal Services." "Oh here we go- strays are actually a different thing." "The additional information is not on this page." Participant does not consider the stray cat a feral cat so did not click on that link. She would contact the organization or 311 at this point.

Clicked on the "About Us" tab to discover that AHS is a no-kill shelter. She was not able to find how long they keep the animals because she thought it should be either on the "Animal Intake" or "About Us" page.

How easy was it?

Frustrating. They don't have enough information about strays.

Participant 5:

Homepage navigation and initial impression:

Seems to be a general mobile website. A little bit weird because it opens up a new tab for each link- seems like a mobile version for only the homepage and the donate page. They also have an option to go to the full website it takes you to a miniature version of the mobile website that's been cut off. This is a problem!
phone: iPhone 4S- Safari

Task 1:

Click on "Meet the Dogs" and zooms in with the pinch/drag method. "They give some interesting information." Participant is allergic to dogs, so he thinks it would be nice to find out if they are better for allergies. Clicks on Miguel and cannot zoom in on the popup site. It is too little to determine the real

price. "I can't get anywhere on this page unless I want to buy pet insurance." Returns to the index and clicks on "How to Adopt." Cannot find a link to the adoption application. Scrolls through all the dogs again and clicks on the Petango website. "I'm a little lost at this point. I would assume I would have to go to the Austin Humane Society and talk to them. I can email and call them."

How easy was it?

A little difficult to do on the phone. Finding the dog was easy. I would like the have a way to sort them. There isn't much information once you find a dog about actually how to adopt it.

Task 2:

Go to the "Volunteer" page and read through "Volunteer 101." Selected "Cat Volunteer" which leads him to a PDF. Returned to the "Volunteer" page and clicked on the "Orientation" tab. He found the date and the link to click to volunteer online.

How easy was it?

Pretty easy. It was useful that they had different sections for the different animals you would be working with.

Task 3:

Clicked on the "Donate" button at the top of the screen and saw the chart on the sidebar that explains what the money goes to. Has to zoom in on the phone to be able to click into the forms. Would be nice if they merged the sidebar with the donation amount. Expressed surprise at the question about the will. Likes that they have a CAPTCHA.

How easy was it?

Pretty straightforward, but some of the questions they ask are silly (the will).

Task 4:

Not a clear place on the mobile homepage. Clicks on "About Us" page. Understands that it is a no-kill shelter. Cannot see on this page anything about how to donate. Now, since he is on the actual website, he can see the "Animal Intake" option which was missing from the mobile version. He would contact Austin Animal Shelter because he considers it a stray cat. "It might be under a different tab, though." Browsing through the Feral Cat page, but "not finding anything there."

How easy was it?

Very difficult on the phone because there was no way to navigate there from the mobile menu.

Participant 6:

Homepage navigation and initial impression:

Samsung Tablet.

"I wish that plugin was supported." Looks like a basic and regular website. He thinks he wil be able to adopt, sponsor, give, volunteer, etc.

Task 1:

Clicks on the "Adopt" tab and it magnifies. He figured it out on second try and selected "Dogs" from the dropdown. Scrolling through the dogs. Returns to the top and tries to sort them but realizes there is no function for this-- he is not familiar with breeds so has to guess if they are small or not. Tablet makes him double click which he finds unfamiliar. Notices the adoption price in the popup.
Assumes he would have to meet the dog to be able to adopt him. Wonders if that process is in one of the videos within the popup. "I'm probably somewhere wrong." Scrolls through all of the dogs again.
Clicks "Adopt" at the top of the screen. Reads that he would have to go in and do it in person.
Never saw the hidden dogs because he did not realize there was a second scrolling region.

How easy was it?

Wishes there was a link on the animal's page. Cannot see the rest of the dropdown menu when zoomed in on the.

Task 2:

Clicks Volunteer at the top but could not see the dropdown and had to select it again. Selects "How To." Reading through the training process and clicks "Cat Volunteer." Opens up a PDF using the Acrobat viewer application. Returns to the previous page and clicks "Volunteer for an Orientation" and discovers the next one is on May 9th.

How easy was it?

Tablets are the root of the frustration- not familiar. PDF popping up is annoying. Didn't notice it as much on the tablet as maybe would have on a desktop browser.

Task 3:

Clicks on "Give" from the homepage and sees the options- reads through all items on dropdown and all

options on the "Give" page. Seems like you can direct your funds towards specific things from this page. Clicks "Give" again and realizes all of that information was also on the dropdown option. Did not see the sidebar with the the more specific information regarding funding direction. The radio selections are difficult due to zooming effect. "A bunch of stupid options" for the "Title." Every time something is entered, it returns you to the top of the page and you have to scroll down again to get to your point in the form.   After he was ready to submit the form he saw the sidebar.

Could not return to the homepage because the header was broken.

How easy was it?

Annoying tablet functionality-- returning him to the top of the screen. Too many fields (title). Where the money actually goes is in a problematic place (maybe shouldn't be at the end of the process).

Task 4:

Decides to figure out if its a no-kill shelter first. "Does not say on homepage." Selects "Animal Services" and arrives at "Animal Intake." Not sure if a stray cat is a feral cat. "Stray cats are a different service and is somewhere else."

To find out if it's a no-kill shelter he clicks on the "Animal Services" page and assumes it is because they do "trap neuter kill and it would be easier just to kill them." He returns to "Animal Intake" to see how long they keep the cat after he would drop it off. He couldn't find the answer. On the "community" page he reads through the whole thing and finds nothing. Then clicks "About Us" and finds that it is no-kill. He clicks FAQs and finds how long the animal will stay.

How easy was it?

Wanted to use a computer. Too complicated to do on a tablet. Frustrating clicks.