

Assignment

MPC 637: Web Design & Development

GROUP USABILITY REPORT

Due: Wednesday, March 27

Turn In: Digital copy, uploaded to Angel, as a single PDF

Deliverables: Word document of a recommendation report, including appendices to a website inspection report for each group member, the usability test results of 5 different participants, and a suggested wireframe for the homepage

Save as: Lastnames_GroupUsabilityReport.pdf

Value: 150 points (15% of overall grade)

Description and Rationale—Understanding how users use websites is critical to your ability to designing your own websites. Because website projects in the workforce are rarely done alone, this assignment will give you the chance to work as a consulting team, making decisions about website changes that you agreed upon after conducting a usability test.

Assignment—For this assignment, your team will be evaluating the website of a real client, Deseret Laboratories International (DLI). DLI has a website (deseretlabs.com) that they are considering redoing from the ground up, but has requested some input before going forward with the project. Your job, as a team, will be to conduct a usability test on this website and write up a recommendation report for changes to the website.

As a team, you will collectively construct a website inspection report that will be used to preliminarily evaluate the website. Each member of the team will then evaluate the website individually.

Next, as a group, you will develop a usability test adapted to the purposes of this website. As a group, you will need to conduct the test a total of at least five times (using at least five different participants). Please note, though, that **you do not need to conduct the tests together, at the same time.**

Once the inspection reports and the usability tests have been completed, you will, as a team, collect the data, synthesize your findings, and write up a recommendation report for Deseret Laboratories. The report should include three major areas of recommendations: 1) expert advice drawn from the inspection reports in regards to web standards, best practices, and conventions; 2) recommendations drawn from the usability tests and participant feedback; and 3) a suggested wireframe (visualization) of the homepage, based on the research you gathered from Krug's book, your inspection reports, and your usability tests, with clear explanation as to why that wireframe is an improvement.

Please see the following page for descriptions of each part of the assignment.

Recommendation Report (80 points): The culminating document for this assignment will be a recommendation report. Because this report will be delivered to a real client, it needs to be professionally designed, with a cover, page numbers, and labeled appendices. There is no set length for this report, though the body of the report itself ought to be relatively brief (probably no longer than 3 single-spaced pages, not including the wireframe or appendices). The body of your report **needs to include four sections**:

1. an introduction, where you state the purpose of the document and forecast the recommendations;
2. a methods section where you briefly describe your process for inspecting the website and conducting a usability test;
3. a list of recommendations, possibly in bulleted or numbered form, in order of importance; and
4. a single-page wireframe (mockup visualization) of the homepage, with accompanying explanation about why it is an improvement over the current site.

At the end of the report, **you will include two appendices**, your website inspection report, and your usability test questions and responses.

Website Inspection Report & Notes (30 points): As a means to thoroughly inspect DLI's website, your team will create and fill out an inspection report. This document ought to be thorough enough that it covers most of the pages on the website, looking primarily for global, repetitive, or otherwise serious problems in functionality and web design conventions and best practices.

Usability Test Questions & Responses (40 points): Like with the inspection report, you will craft your own usability test questions based on the reading. Following the mock usability test example on page 163 in your textbook, you will craft questions related to the website you are testing. Your usability test should include the following:

1. **Background Questions:** As if a pre-questionnaire, this question should ask specific questions about the user—what types of websites they frequent, if they have used the current website before, their occupation, interests, etc. These questions should be directed at better helping you, the tester, know about their experience and choices.
2. **Welcome:** Tell the users what they can expect during the test. Remind them to “think aloud,” and tell them that they won't hurt your (the tester's) feelings. Tell them they can have a break, that they can ask questions (but may not get a response immediately), why the test is being done, and ask permission to videotape, record, take notes, etc.
3. **Reactions to Homepage:** Ask the user about the following: first impressions, if they understand what the site is, what they can do with it, who runs it, where their eyes are directed, and what they would likely click on first and why.
4. **Testing Tasks:** Come up with 3 – 5 tasks for the user to complete. Don't **necessarily** give them precise tasks, but give them room to make choices in some tasks.
5. **Summary Notes:** Leave yourself space at the end of the test to jot down overall impressions and reactions immediately after the test is conducted.

For the usability tests, **you will be required to find at least five (5) users**. These participants must not be other students in class and should have no previous experience with the website.

Scoring Standard—You will be assessed on this assignment by your ability to work as a team to construct a thorough but concisely constructed recommendation report. I will be looking at your ability to determine what issues are most important, and which ones you may choose not to address. Your final documents should be professionally designed and written—presentable to a real client. Your tone must be professional and persuasive, avoiding insult or condescension.