Usability Test for

OpheliaTalksCrochet.com

Dr. Time Borrow

Melissa Gibson

2-4-2024

Introduction

OpheliaTalksCrochet.com is a website produced by Anya Thys-Leonard (called just "Anya" by her community and throughout this paper). Originally founded as a YouTube channel to share her rediscovered love of crochet with viewers, a global community soon grew around her and her work. Anya began sharing tutorials, developing patterns of her own, and hosting weekly "Crochet Talks" with her viewers via YouTube live. In 2021 she launched her first "Crochet-A-Long" (CAL), and this became a staple of her brand.

Due to her nearly exclusive use of Style Craft Special Double-Knit yarn, the brand partnered with her to sell yarn packs for her CALs and other patterns. OpheliaTalksCrochet.com was launched soon after.

OpheliaTalksCrochet.com is a website that allows the members of the global Ophelia Talks Crochet Community to purchase the yarn required to participate in Ophelia Talks Crochet-A-Longs. In addition to selling exclusive Style Craft yarn packs, OpheliaTalksCrochet.com also houses pages of crochet patterns, video tutorials, and look books developed by crochet designer Anya Thys-Leonard.

OpheliaTalksCrochet.com is targeted at the audience Anya Thys-Leonard developed on her YouTube channel. The visitors to the site are typically already familiar with the Ophelia Talks YouTube channel, they may also belong to the Ophelia Talks Facebook Group, and they are typically visiting with the intention of purchasing supplies for an upcoming or active Crochet-A-Long.

The purpose of this test is to examine how easy OpheliaTalksCrochet.com is to navigate for someone who does not already belong to Anya Thys-Leonard's community. Some key interests include how easily a user can understand the crochet terminology in use, how easily can users navigate the site, and how easy is it for American (or other international) users to buy from this UK based website.

Methodology

This test utilizes the script (Appendix A) and testing format provided by Steve Krug in "Rocket Surgery Made Easy: The Do-It Yourself Guide to Finding and Fixing Usability Problems" (Krug, 2010), with small alterations from the tester to tailer the script to this test specifically.

Test Setup

Pretest Survey and Permission to Record

This test was conducted on a desktop PC in the tester's home office where minimal distractions in the environment could occur. There were no disruptions during each test. As a result, the tests were each less than 30 minutes long.

The pretest survey (Appendix B), permission to record statement (Appendix C), home page tour (Appendix D), and exit survey (Appendix F) were all developed into google forms for easy data collection by the tester.

Two users were chosen to participate in this test. Users were required to travel to the tester's in-home office to participate in this test. This was the primary factor in choosing these users. Additional factors included their ability to use a computer without guidance, and their lack of crochet as a personal hobby.

Links to the pretest survey, and permission to record statement were sent to the user prior to the test to be filled out in advance. Requesting the users to fill out the pretest survey in advance saves time for the user and allows the tester to compare the users' demographic information more easily. The tester requested permission to record in advance so the camera could be set up prior to the user's arrival at the test site. This allowed for a shorter, more organized testing session.

With their permission the tester used a cell phone camera to record the desktop screen and capture the audio from the session. This video was only used for note taking purposes.

About the Users

User 01 identifies as masculine/man and is 30-39 years old. He is an IT professional who spends 40+ hours online each week including both personal and professional websites, and his favorite website is Twitch.
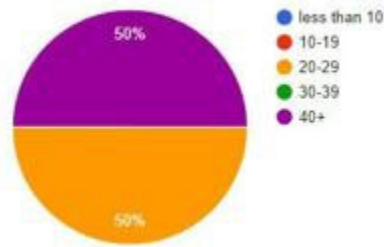

Figure B-1: Graph of users' hours spent online.

User 02 identifies as feminine/woman and is also 30-39 years old. She is a musician and homemaker who spends 20-29 hours online each week including both personal and professional websites, and her favorite websites include CNN, and Allrecipes, among others.

The Home Page Tour

To get the user comfortable narrating their actions, they were asked to explore the home page by scrolling and looking around, however they were asked not to click on anything. The tester prompted them with questions from the script such as "What is this website for," "What can you do here," and "Who's site is this?" The tester recorded the users' responses in the Home Page Tour form (Appendix D).

HOME PAGE TOUR QUESTIONS	RESPONSES: USER 01	RESPONSES: USER 02
WHAT STRIKES YOU ABOUT THIS SITE?	Bright colors, interesting logo, white background is visually harsh	Lots of great photos, lots of great color
WHOSE SITE DO YOU THINK IT IS?	Someone named Ophelia who does crochet	Someone who does crochet
WHAT CAN YOU DO HERE?	Buy crochet	Buy crochet
WHAT IS THIS SITE FOR?	To sell crochet	Yarn packs and lifestyle

Table D-1: Table of user responses to questions about the home page as recorded by the tester.

Scenario & Tasks

The user was given one scenario with five related tasks (Appendix E) and asked to complete them without the use of Search. The tester recorded the time it took each user to complete a task, as well as the click paths the users took to complete the task and compared them to the expected times and click paths set by the tester based on their own evaluation of the website. Additionally, the tester recorded user comments and tester observations of user body language.

Scenario

Your partner has recently taken up crochet as a hobby. They have completed several projects that they are very proud of and have begun talking about wanting to participate in a "CAL." To show your support for their work you've decided to investigate getting them the supplies they need for this project.

Task One

What is a CAL? Explore the website and find out what "CAL" means.

Expected Click Path: scroll down the homepage -> trending now section -> The first listing is the Greenway Mystery "Crochet-A-Long" (CAL).

Expected Time on Task: 1 minute.

Task Two

Find information about the cost of shipping to the US.

Expected Click Path: shop (from menu) -> FAQs -> "Do you ship internationally?" User will be prompted by the site to find the "delivery information" page without a link -> scroll to footer -> Delivery Information -> US shipping information.

Expected Time on Task: 3 minutes.

Task Three

Find the cost of the Lizzie Blanket CAL Yarn Pack.

Expected Click Path: Shop -> Crochet-a-long yarn packs -> scroll to "Lizzie Blanket CAL Yarn Pack"

Expected Time on Task: 3 minutes.

Task Four

Find the cost of the Lizzie Blanket CAL pattern.

Expected Click Path: Shop -> Patterns -> scroll the page until they find the cost of Lizzie Blanket CAL Pattern

Expected Time on Task: 3 minutes.

Task Five

Find the Lizzie Blanket CAL video tutorial, then return to the home page.

Expected Click Path: Video (from menu) -> scroll page to find tutorial -> click tutorial -> clicks logo to return to home page.

Expected Time on Task: 1 minute.

The users were allowed to spend as much or as little time as they wished on each task. Expected time on task and expected click paths were not shared with the users. The tester did not provide feedback beyond acknowledging the users' comments. Tester did provide redirection when users asked to be reminded of their task, and the tester did provide the opportunity to revisit any failed tasks at the end of the test.

The Exit Survey

Once the test was completed the users were given the opportunity to ask any questions directly, and then prompted to complete an exit survey (Appendix F) with a variety of questions about their experience. The goal of the exit survey is to collect feedback about the website that a user may not want to share directly. The survey asks about the ease with which they could navigate the site and provides them with the opportunity to share their likes and their frustrations with the testers.

Results

Both users were able to complete the tasks presented to them. However, User 01 had a significantly easier time accomplishing these tasks. The tester suggests that this user's more extensive use of computers and the internet allowed them to overcome challenges more quickly and easily than User 02.

Between two users and five tasks, ten attempts were made. Of those ten attempts eight tasks were completed successfully, and two tasks failed to be completed. One failed task was re-attempted which brought the success rate to nine successes and one failure. Successes were a mix of both direct and indirect successes, which is determined by whether the user follows the expected click path and completes the task in the expected amount of time. When applicable a failed task would be made available to be re-attempted by the user. If nothing can be gained by re-visiting a failed task, it is not made available.

Task One: *What is a CAL? Explore the website and find out what "CAL" means.*

Users were expected to complete this task in one minute by scrolling down the home page and finding the "Trending Now" section where the Greenway Mystery Crochet-A-Long is advertised. CAL means "Crochet-A-Long"

User 01: 10 seconds to complete task, task failed.

User one began this task at 3:57PM and completed the task in 10 seconds due to prior knowledge of what a CAL is. The user did not engage with the website. Because this user did not engage with the website the task was a failure because nothing was tested.

User 02 – Attempt One: 8 minutes, task incomplete, task failed.

Click Path: scrolls down the page -> "Patterns" in footer-> Returns to home page -> blog from menu -> scrolls -> Videos from menu -> scrolls -> watches video -> returns to home page -> searches footer -> Patterns again -> Task is not completed.

User 02 – Attempt Two: 3 minutes, task success – indirect.

Attempt 2: Prompted to look at the video tutorial for a CAL –> scrolls -> chooses Lizzie Blanket CAL INFO -> watches video -> video mentions CAL means "Crochet-A-Long" -> Task completed.

Although User 01 completed the task in much less time than expected, they relied on prior knowledge and did not engage with the website at all. This resulted in a failed task because nothing was tested. The tester did not make this task available for re-attempt to this user because there is no information to be gained by reattempting. The user felt satisfied in completing this task and continued to the next task with a pleasant and confident demeanor.

User 02 began the task confidently and diligently used all their experience using websites to attempt to complete the task. Their demeanor and body language became increasingly dejected as they were unable to find the correct information. They made the statements, "Finding projects called 'CAL' but I'm not finding what 'CAL' means," and, "Really not any information that shows what I'm looking for." After eight minutes the tester determined it was best to move on from the task

At the end of the test the tester made this task available for re-attempt by this user. They were hesitant and the tester made it clear that this was not a requirement. The user agreed to re-attempt the task. The tested prompted the user to begin by looking for a video tutorial for a CAL. The user completed this task in three minutes, and they were very unpleased with how hard they had to look for what seemed like a simple answer. They said, "I do not feel positively," and "If you don't already know, it's impossible to find." Their body language and demeanor were visibly disappointed, their arms were crossed, they pushed back from the desk, etc. They expressed that clear language would have made them feel more welcomed on the site, stating that this is a barrier to entry and that it feels like you need to already be part of the community to benefit from the

TASK ONE	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	1 minute	1 minute
START TIME	3:57 PM	3:56 PM (Revisit 4:15)
END TIME	3:57 PM	4:04 PM (Revisit 4: 18)
ACTUAL TIME	10 seconds	11 minutes
SUCCESS RATE	Failure – User had prior knowledge of what a CAL is and did not engage with the site.	Success – indirect: Task was failed initially, then completed. User took longer than expected to complete the task. User took a different click path than expected.
USER COMMENTS	N/A	"Finding projects called 'CAL' but I'm not finding what 'CAL' means. "Really not any information that shows what I'm looking for." "I do not feel positively." "If you don't already know, it's impossible to find."
TESTER OBSERVATIONS	N/A	User began task diligently and exhausted several efforts to find the information before becoming frustrated. The task initially failed. User returned to ask but felt "silly" upon completing the task for not "getting it" sooner.

Table E-1: Table of tester observations and user responses during test task one.

website. Although the user was unhappy, this task is an indirect success. The user was able to complete the task, but they did not follow the expected click path and they did not complete the task in the expected time, taking eleven minutes total, instead of one minute.

Task Two: *Find information about the cost of shipping to the US.*

Users were expected to complete this task in three minutes or less by clicking shop from the menu, navigating to the FAQ age and finding the question about international shipping. This FAQ directs the users to find the Delivery Information page to get information about the cost of shipping to the US.

User 01: 1 minute to complete task. Direct Success

Click Path: Shop -> FAQ -> Scrolls to "Do you ship internationally" -> "Go to Delivery Information Page" -> no link -> scrolls to footer -> "Delivery Information" -> Finds cost of shipping.

User 02: 2 minutes to complete task. Direct Success

Click Path: Shop -> FAQ -> Scrolls to "Do you ship internationally" -> "Go to Delivery Information Page" -> no link -> scrolls to footer -> "Delivery Information" -> Finds cost of shipping.

This task was a direct success completed by both users. User 01 completed the task in one minute and user 02 completed the task in 2 minutes. Both users used the expected click path. User 01 remains calm and confident in their ability to complete the tasks but had no comments beyond narrating their actions. User 03 seemed to be more at ease

TASK TWO	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	3 minutes	3 minutes
START TIME	3:59PM	4:05PM
END TIME	4:00PM	4:07PM
ACTUAL TIME	1 minute	2 minutes
SUCCESS RATE	Success - Direct	Succes -Direct
USER COMMENTS	No comments	"Unfortunate it doesn't have a calculator for pounds to dollars conversion.
TESTER OBSERVATIONS	User navigates site with ease. Is a confident user	User scrolled a bit too far but found the information with relative ease.

Table E-2: Table of tester observations and user responses during test task two.

with this task but commented, "Unfortunate it doesn't have a calculator for pounds to dollars conversion."

Task Three: *Find the cost of the Lizzie Blanket CAL Yarn Pack.*

Users were expected to complete this task in 3 minutes or less by choosing shop from the menu, then Crochet-A-Long yarn packs, and then they would scroll the page until they found the "Lizzie Blanket CAL Yarn Pack."

User 01: 1 minute to complete task. Indirect Success

Click Path: Shop -> View All -> CAL Yarn Packs -> "Lizzie Blanket CAL Yarn Pack" -> Finds cost of Lizzie Blanket CAL yarn pack.

User 02 : 1 minute to complete task. Indirect Success

Click Path: Shop -> View All -> Scrolls -> Returns to Home Page -> Footer -> "Crochet Accessories and Kits" -> Patterns -> Returns to Shop -> Style Craft Special DK yarn -> Finds cost of Lizzie Blanket CAL yarn pack.

This task was completed by both users and both successes were indirect. Both users completed the task in one minute which is two minutes less than the expected three minutes. However, both users deviated from the expected click path. User 01 chose "view all" from the shop menu before going to yarn packs. Their demeanor and body language remain calm and neutral. User 02 also chose "view all" from the shop menu, but then proceeded to scroll the page and return to the home page. They eventually use to footer to find the patterns page and then navigate to the yarn packs. Their tone became more disappointed as they had to continue looking commenting "Not finding it," and, "This is the pattern, but I need the yarn pack."

TASK THREE	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	3 minutes	3 minutes
START TIME	4:00 PM	4:05 PM
END TIME	4:02 PM	4:12 PM
ACTUAL TIME	2 minutes	7 minutes
SUCCESS RATE	Success – Indirect: User deviated from expected click path.	Success – Indirect: User deviated from expected click path. Test took longer than expected.
USER COMMENTS	No Comments	"Not finding it." "This is the pattern, but I need the yarn pack."
TESTER OBSERVATIONS	User narrates use of site with confidence. User is calm.	User is diligent but tone is disappointed. Agitated they need to look so hard.

Table E-3: Table of tester observations and user responses during test task three.

Task Four: *Find the cost of the Lizzie Blanket CAL pattern.*

Users were expected to complete this task in three minutes or less by choosing shop from the menu, then Ophelia Talks Crochet Patterns, then scrolling the page to find the cost of the Lizzie Blanket CAL Pattern.

User 01: 1 minute to complete task. Indirect Success

Click Path: shop -> View All -> CAL Yarn Packs -> looks on Lizzie CAL yarn pack page for link to pattern -> scrolls to suggested purchases -> clicks Lizzie Blanket CAL Pattern -> locates cost.

User 02: 1 minute to complete task. Direct Success

User 02 - Actual Click Path: shop -> patterns -> scrolls -> finds cost of Lizzie Blanket CAL Pattern

Both users complete this task in two minutes less than the expected three minutes. User 01 had an indirect success because they deviated from the expected click path by assuming they can find the link to the pattern from the yarn pack page they were on for a previous task. They eventually find the link to the pattern through suggested purchases. User 02's

TASK FOUR	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	3 minutes	3 minutes
START TIME	4:02 PM	4:12 PM
END TIME	4:04 PM	4:13 PM
ACTUAL TIME	1 minute	1 minute
SUCCESS RATE	Succes – Indirect: User deviates from expected path	Success – Direct: User uses expected path
USER COMMENTS	No Comments	User laughs at task because they previously found this pattern while completing another task
TESTER OBSERVATIONS	User remains calm and confident completing tasks	User seems relieved to have a simple task. Frustration seems to subside.

Table E-4: Table of tester observations and user responses during test task four.

demeanor lightens, and they laugh upon hearing the task (having found the pattern during a previous task), asking themselves "How did I do that before?" They follow the expected click path leading to a direct success.

Task Five: *Find the Lizzie Blanket CAL video tutorial, then return to the home page.*

Users were expected to complete this task in one minute or less by choosing video from the menu, then scrolling the page to find the Lizzie Blanket CAL video tutorial. After finding the correct video, users were expected to use the Ophelia Talks Crochet logo at the top of the page to return to the home page.

User 01: < 1 minute to complete task. Direct Success

Click Path: Video (from menu) -> scroll page to find tutorial -> click tutorial -> clicks logo to return to home page.

User 02: < 1 minute to complete task. Direct Success

Click Path: Video (from menu) -> scroll page to find tutorial -> click tutorial -> clicks logo to return to home page.

Both users completed this task in less than one minute, and both users used the expected click path leading to two directly successful attempts. User 01 seemed pleased to have completed each task with little to no obstacle. User two seemed pleased to have completed the test but was not left with a positive impression of the site again expressing that this site seemed to be made for people who already belong to the community.

TASK FIVE	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	1 minute	1 minute
START TIME	4:07 PM	4:14
END TIME	4:08 PM	4:14
ACTUAL TIME	1 minute	< 1 minute
SUCCESS RATE	Success – Direct: User used expected click path	Success – Direct: User used expected click path
USER COMMENTS	No Comments	"Simple enough"
TESTER OBSERVATIONS	User provides simple narration of actions. Confident, unbothered	User is pleased to complete simpler tasks. Frustration from previous task lingers, but the user is calm.

Table E-5: Table of tester observations and user responses during test task five.

Exit Survey

Both users completed an exit survey that asked them to rank a few key points and then asks the users to describe what they did and did not loke about the site. Both users found it easy to find information about delivering to the US but express disappointment that they had to rely on the FAQ and that there was not a link provided from the FAQ to the Delivery Information page. Both users thought the purpose of the site was very clear.

However, the users disagreed about the ease of navigating the tasks. User 01 found it was very easy while User 02 said they were neutral about the site navigation.

EXIT SURVEY QUESTIONS	RESPONSES: USER 01	RESPONSES: USER 02
1-5 SCALE: EASE OF LOCATING US SHIPPING INFO	2 (easy) - Locating the info was simple enough. But I did not appreciate the lack of conversion from UK pounds to US dollar.	2 – (easy) Fairly easy to find under the FAQ's and the directions provided
1-5 SCALE: EASY OF NAVIGATING TO TASKS	1 (very easy) - Site navigates pretty well.	3 (neutral) - Finding patters and packs in the shop was quick and easy but locating info about what a CAL is was a definite barrier to entry for some not knowledgeable about crotchet or crotchet-a-longs.
1-5 SCALE: HOW CLEAR IS THE PURPOSE OF THE SITE	1 (very clear) – The website is fairly straightforward and is about crocheting with the public and their own sales of patterns and products.	1 (very clear) – It was absolutely clear what the purpose of the website was.
LIST 1-3 IMPROMENTS	The only negative about the website is for me the website has a white background and is a bit of a flash bang for me.	A section that clearly identifies certain aspects of the site such as what a CAL is.
LIST 1-3 THINGS YOU LIKED	Creativity with the decorations was very cool and clever.	Great colors, obvious lifestyle branding, some difficulty to clearly locate basic information such as what a CAL is, and UK-US currency conversion rates.

Table F-1: Table of the user responses to the exit survey

User 01 expressed that they liked the site design, but the white background was too harsh for them. User 02 also liked the design of the site, but they expressed adamantly that there needs to be plain language defining the crochet terminology used on the site.

Recommendations

What is a CAL FAQ

OpheliaTalkCrochet.com relies on its users to come to the website with prior knowledge of what crochet terms like "CAL" mean. As indicated by User 02's struggle finding a clear definition of the term "CAL," this presents a serious barrier to entry for anyone who does not already belong to the community. This presents an area of opportunity for the website to draw new users into the community. It is recommended that the definition of a Crochet-A-Long (CAL) be listed as the first item in the FAQ list. Additionally, it would be helpful for the terms "crochet-a-long" and "CAL" appear together in all labels on the site. This will limit the necessity for users to visit the FAQ, except to learn a more thorough definition of the term.

Link to Delivery Information Page

Although OpheliaTalksCrochet.com does offer reduced shipping for international purchases, both users had to rely on the FAQ and the website footer to find information about international shipping. Although the text "Delivery Information" what bold and capitalized in the FAQ, it would be more convenient for that to also be a link to the delivery information page. Furthermore, it is recommended that a link to the delivery information page be included next to the information about UK shipping in the banner beneath the menu. This limits the necessity of users visiting the FAQ to find international shipping information.

The banner currently the text reads,

> *"Free delivery on UK orders over 30GBP – Fast and reliable worldwide tracked shipping."*

Consider expanding the text in the banner to include a link to info about international shipping.

> *"Free delivery on UK orders over 30GBP | [Reduced International Shipping](#) – Fast and reliable worldwide tracked shipping."*

Redesign Shop Menu

Tasks number two and three required users to navigate to two types of products in the shop. The users were expected to choose the appropriate link from the shop menu to navigate to the correct product. However, both users utilized the "View All" button at the bottom of the page. This suggests that the users were quickly overwhelmed by the list of 21 shop pages listed in the menu and chose to view everything at once instead. This lead one user to get off task temporarily and prevented both users from completing that ask as easily as they could have if they had been guided to the correct links. It is recommended that the shop menu is redesigned, organizing the shop menu into just six categories with multiple subcategories as outlined below.

Recommended Shop Menu Structure

- Ophelia Talks Crochet
    - Accessories and kits
        - Crochet-a-long yarn packs
        - Crochet starter kit
        - Craft bags
    - Crochet Patterns
    - Books and stationery
- Style Craft Yarns
    - Special DK Yarn Packs – Unleash Your Creativity
    - Impressions Aran – All Colors
    - Knit Me, Crochet Me DDK – 100gg All Colors
    - Merry Go Round DK
    - Special Aran – All Colors
- Hiya Hiya Crochet
    - Crochet Hooks
    - Accessories and Kits
- James C Brett Yarns
    - Aurora DK – All Colors
    - Aztec Aran with Alpaca – All Colors
    - Marble Chunky 200g – All Colors
- King Cole Yarns
    - Cottonsoft DK – All Colors
    - Cottonsoft DK Yarn Packs
- Retwist Chainy
    - Cotton Cakes

References

Krug, S. (2010). *Rocket Surgery Made Easy: The Do-it-Yourself Guide to Finding and Fixing Usability Problems*. Berkley: New Riders.

Thys-Leonard, A. (2024, January 31). *Home Page*. Retrieved from Ophelia Talks Crochet: https://www.opheliatalkscrochet.com/

Appendix

Welcome Script *(Krug, 2010)*

Hi, ___. My name is Melissa, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You probably already have a good idea of why we asked you here but let me go over it again briefly. We're asking people to try using a website to determine whether it works as intended. The session should take about an hour.

The first thing 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. As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done, I'll try to answer them then. If you need to take a break at any point, just let me know.

You may have noticed the camera. With your permission, we're going to record what happens on the screen and our conversation, but we will not record your face. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. And it helps me because I don't have to take as many notes.

If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

Pretest Survey *(Krug, 2010)*

1. What is your age?
2. What is your gender?
3. What is your occupation?
4. *Roughly how many hours a week altogether—just a rough estimate— would you say you spend using the Internet, including Web browsing, email, work, and leisure activities? Include time spent both at home and at work*.
5. *What kinds of sites (work and personal) are you looking at when you browse the Web?*
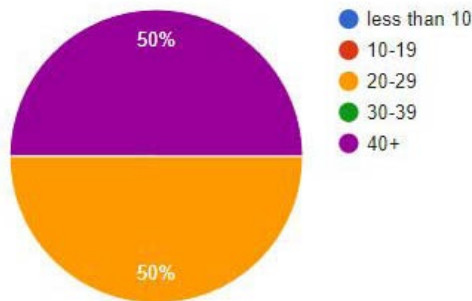6. *Do you have any favorite Web sites?*

- less than 10
- 10-19
- 20-29
- 30-39
- 40+

Figure B-1: Graph of users' hours spent online.

PRETEST SURVEY QUESTION	RESPONSE: USER 01	RESPONSE: USER 02
AGE	30 – 39 years	30 – 39 years
GENDER	Masculine/Man	Feminine/Woman
OCCUPATION	Information Technology-Managed Backup	Musician/homemaker
WEEKLY HOURS ONLINE	40+ hours	20-29 hours
TYPES OF WEBSITES VISITED	Twitch, YouTube, various work-related websites	News, recipes, general questions, personal
FAVORITE WEBSITES	Twitch	CNN, Billboard, Slate, Politico, Allrecipes, etc.

Table B-1: Table of the pretest survey user responses.

User 01 Completed Pretest Survey

1. *What is your age?*
    a. 30 – 39 years
2. *What is your gender?*
    a. Masculine/Man
3. *What is your occupation?*
    a. Information Technology-Managed Backup
4. *Roughly how many hours a week altogether—just a rough estimate— would you say you spend using the Internet, including Web browsing, email, work, and leisure activities? Include time spent both at home and at work.*
    a. 40+ hours
5. *What kinds of sites (work and personal) are you looking at when you browse the Web?*
    a. Twitch, YouTube, various work-related websites
6. *Do you have any favorite Web sites?*
    a. Twitch

User 02 Completed Pretest Survey

1. *What is your age?*
    a. 30 – 39 years
2. *What is your gender?*
    a. Feminine/Woman
3. *What is your occupation?*
    a. Musician/homemaker
4. *Roughly how many hours a week altogether—just a rough estimate— would you say you spend using the Internet, including Web browsing, email, work, and leisure activities? Include time spent both at home and at work.*
    a. 20-29 hours
5. *What kinds of sites (work and personal) are you looking at when you browse the Web?*
    a. News, recipes, general questions, personal
6. *Do you have any favorite Web sites?*
    a. CNN, Billboard, Slate, Politico, Allrecipes, etc.

Permission to Record *(Krug, 2010)*

Thank you for participating in our usability research.

We will be recording our session today to allow me to refer to our session and take notes from your comments. Only people involved with this project will view this recording.

Please read the statement below and sign and date.

I understand that my usability will be recorded.

I grant Melissa Gibson permission to use this recording for the purpose of improving the designs being tested.

Sign

Date

Do you have any questions so far?

Figure C-1: An image of the form used to document users' consent to be recorded for this project.

PERMISSION TO RECORD	RESPONSES: USER 01	RESPONSES: USER 02
DATE SIGNED	01/26/22024	01/26/22024

Table C-1: A table displaying the dates the users signed the permission to be recorded form.

Home Page Tour *(Krug, 2010)*

OK, great. We're done with the questions, and we can start looking at things.

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative. You can scroll if you want to, but don't click on anything yet. *(Krug, 2010)*

HOME PAGE TOUR QUESTIONS	RESPONSES: USER 01	RESPONSES: USER 02
WHAT STRIKES YOU ABOUT THIS SITE?	*Bright colors, interesting logo, white background is visually harsh*	*Lots of great photos, lots of great color*
WHOSE SITE DO YOU THINK IT IS?	Someone named Ophelia who does crochet	Someone who does crochet
WHAT CAN YOU DO HERE?	Buy crochet	Buy crochet
WHAT IS THIS SITE FOR?	To sell crochet	Yarn packs and lifestyle

Table D-1: Table of user responses to questions about the home page as recorded by the tester.

The Scenario

Your partner has recently taken up crochet as a hobby. They have completed several projects that they are very proud of and have begun talking about wanting to participate in a "CAL." To show your support for their work you've decided to investigate getting them the supplies they need for this project.

Task One

What is a CAL? Explore the website and find out what "CAL" means.

Expected Click Path: scroll down the homepage -> trending now section -> The first listing is the Greenway Mystery "Crochet-A-Long" (CAL).

User 01 - Actual Click Path: N/A User used prior knowledge of what a crochet-a-long is and did not engage with the site.

User 02 – Actual Click Path:

Attempt1: User scrolls down the page -> "Patterns" in footer-> Returns to home page -> blog from menu -> scrolls -> Videos from menu -> scrolls -> watches video -> returns to home page -> searches footer -> Patterns again -> Task is not completed.

Attempt 2: Prompted to look at the video tutorial for a CAL –> scrolls -> chooses Lizzie Blanket CAL INFO -> watches video -> video mentions CAL means "Crochet-A-Long" -> Task completed.

TASK ONE	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	*1 minute*	*1 minute*
START TIME	3:57 PM	3:56 PM (Revisit 4:15)
END TIME	3:57 PM	4:04 PM (Revisit 4: 18)
ACTUAL TIME	10 seconds	11 minutes
SUCCESS RATE	Failure – User had prior knowledge of what a CAL is and did not engage with the site.	Success – indirect: Task was failed initially, then completed. User took longer than expected to complete the task. User took a different click path than expected.
USER COMMENTS	N/A	"Finding projects called 'CAL' but I'm not finding what 'CAL' means. "Really not any information that shows what I'm looking for." "I do not feel positively." "If you don't already know, it's impossible to find."
TESTER OBSERVATIONS	N/A	User began task diligently and exhausted several efforts to find the information before becoming frustrated. The task initially failed. User returned to ask but felt "silly" upon completing the task for not "getting it" sooner.

Table E-1: Table of tester observations and user responses during test task one.

Task Two

Find information about the cost of shipping to the US.

Expected Click Path: shop (from menu) -> FAQs -> "Do you ship internationally?" User will be prompted by the site to find the "delivery information" page without a link -> scroll to footer -> Delivery Information -> US shipping information.

User 01 - Actual Click Path: Shop -> FAQ -> Scrolls to "Do you ship internationally" -> "Go to Delivery Information Page" -> no link -> scrolls to footer -> "Delivery Information" -> Finds cost of shipping.

User 02 - Actual Click Path: Shop -> FAQ -> Scrolls to "Do you ship internationally" -> "Go to Delivery Information Page" -> no link -> scrolls to footer -> "Delivery Information" -> Finds cost of shipping.

TASK TWO	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	*3 minutes*	*3 minutes*
START TIME	3:59PM	4:05PM
END TIME	4:00PM	4:07PM
ACTUAL TIME	1 minute	2 minutes
SUCCESS RATE	Success - Direct	Succes -Direct
USER COMMENTS	No comments	"Unfortunate it doesn't have a calculator for pounds to dollars conversion.
TESTER OBSERVATIONS	User navigates site with ease. Is a confident user	User scrolled a bit too far but found the information with relative ease.

Table E-2: Table of tester observations and user responses during test task two.

Task Three

Find the cost of the Lizzie Blanket CAL Yarn Pack.

Expected Click Path: Shop -> Crochet-a-long yarn packs -> scroll to "Lizzie Blanket CAL Yarn Pack"

User 01 - Actual Click Path: Shop -> View All -> CAL Yarn Packs -> "Lizzie Blanket CAL Yarn Pack" -> Finds Cost

User 02 - Actual Click Path: Shop -> View All -> Scrolls -> Returns to Home Page -> Footer -> "Crochet Accessories and Kits" -> Patterns -> Returns to Shop -> Style Craft Special DK yarn -> Finds Lizzie Blanket CAL yarn pack.

TASK THREE	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	*3 minutes*	*3 minutes*
START TIME	4:00 PM	4:05 PM
END TIME	4:02 PM	4:12 PM
ACTUAL TIME	2 minutes	7 minutes
SUCCESS RATE	Success – Indirect: User deviated from expected click path.	Success – Indirect: User deviated from expected click path. Test took longer than expected.
USER COMMENTS	No Comments	"Not finding it." "This is the pattern, but I need the yarn pack."
TESTER OBSERVATIONS	User narrates use of site with confidence. User is calm.	User is diligent but tone is disappointed. Agitated they need to look so hard.

Table E-3: Table of tester observations and user responses during test task three.

Task Four

Find the cost of the Lizzie Blanket CAL pattern.

Expected Click Path: Shop -> Patterns -> scroll the page until they find the cost of Lizzie Blanket CAL Pattern

User 01 - Actual Click Path: shop -> View All -> CAL Yarn Packs -> looks on Lizzie CAL yarn pack page for link to pattern -> scrolls to suggested purchases -> clicks Lizzie Blanket CAL Pattern -> locates cost.

User 02 - Actual Click Path: shop -> patterns -> scrolls -> finds cost of Lizzie Blanket CAL Pattern

TASK FOUR	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	3 minutes	3 minutes
START TIME	4:02 PM	4:12 PM
END TIME	4:04 PM	4:13 PM
ACTUAL TIME	1 minute	1 minute
SUCCESS RATE	Succes – Indirect: User deviates from expected path	Success – Direct: User uses expected path
USER COMMENTS	No Comments	User laughs at task because they previously found this pattern while completing another task
TESTER OBSERVATIONS	User remains calm and confident completing tasks	User seems relieved to have a simple task. Frustration seems to subside.

Table E-4: Table of tester observations and user responses during test task four.

Task Five

Find the Lizzie Blanket CAL video tutorial, then return to the home page.

Expected Click Path: Video (from menu) -> scroll page to find tutorial -> click tutorial -> clicks logo to return to home page.

User 01 - Actual Click Path: Video (from menu) -> scroll page to find tutorial -> click tutorial -> clicks logo to return to home page.

User 02 - Actual Click Path: Video (from menu) -> scroll page to find tutorial -> click tutorial -> clicks logo to return to home page.

TASK FIVE	RESPONSES: USER 01	RESPONSES: USER 02
EXPECTED TIME	1 minute	1 minute
START TIME	4:07 PM	4:14
END TIME	4:08 PM	4:14
ACTUAL TIME	1 minute	< 1 minute
SUCCESS RATE	Success – Direct: User used expected click path	Success – Direct: User used expected click path
USER COMMENTS	No Comments	"Simple enough"
TESTER OBSERVATIONS	User provides simple narration of actions. Confident, unbothered	User is pleased to complete simpler tasks. Frustration from previous task lingers, but the user is calm.

Table E-5: Table of tester observations and user responses during test task five.

Exit Survey

1. *On a scale of 1 – 5 (5 is the hardest), how easy was it to locate US shipping information?*
   - Please explain.
2. *On a scale of 1 – 5 (5 is the hardest), how easy was it to navigate to the other tasks?*
   - Please explain.
3. *On a scale of 1 – 5 (5 is the hardest), how clear is the purpose of this website?*
   - Please explain.
4. *If you could make improvements to the website, what would they be?*
   - List 1 – 3
5. *What is something that stood out to you, or that you liked about the site?*
   - List 1 – 3.

User 01 Completed Exit Survey

1. *On a scale of 1 – 5 (5 is the hardest), how easy was it to locate US shipping information?*
   - 2 (easy)
   - "Fairly easy to find under the FAQ's and the directions provided."
2. *On a scale of 1 – 5 (5 is the hardest), how easy was it to navigate to the other tasks?*
   - 1 (very easy)
   - "Site navigates pretty well."
3. *On a scale of 1 – 5 (5 is the hardest), how clear is the purpose of this website?*
   - 1 (very clear)
   - "The website is fairly straightforward and is about crocheting with the public and their own sales of patterns and products."
4. *If you could make improvements to the website, what would they be?*
   - "The only negative about the website is for me the website has a white background and is a bit of a flash bang for me."
5. *What is something that stood out to you, or that you liked about the site?*
   - "Creativity with the decorations was very cool and clever."

User 02 Completed Exit Survey

1. *On a scale of 1 – 5 (5 is the hardest), how easy was it to locate US shipping information?*
    - 2 (easy)
    - "Locating the info was simple enough. But, I did not appreciate the lack of conversion from UK pounds to US dollar."
2. *On a scale of 1 – 5 (5 is the hardest), how easy was it to navigate to the other tasks?*
    - 3 (neutral)
    - "Finding patters and packs in the shop was quick and easy but locating info about what a CAL is was a definite barrier to entry for some not knowledgeable about crotchet or crotchet-a-longs."
3. *On a scale of 1 – 5 (5 is the hardest), how clear is the purpose of this website?*
    - 1 (very clear)
    - "It was absolutely clear what the purpose of the website was."
4. *If you could make improvements to the website, what would they be?*
    - "A section that clearly identifies certain aspects of the site such as what a CAL is."
5. *What is something that stood out to you, or that you liked about the site?*
    "Great colors, obvious lifestyle branding, some difficulty to clearly locate basic information such as what a CAL is, and UK-US currency conversion rates."

EXIT SURVEY QUESTIONS	RESPONSES: USER 01	RESPONSES: USER 02
1-5 SCALE: EASE OF LOCATING US SHIPPING INFO	2 (easy) - Locating the info was simple enough. But I did not appreciate the lack of conversion from UK pounds to US dollar.	2 – (easy) Fairly easy to find under the FAQ's and the directions provided
1-5 SCALE: EASY OF NAVIGATING TO TASKS	1 (very easy) - Site navigates pretty well.	3 (neutral) - Finding patters and packs in the shop was quick and easy but locating info about what a CAL is was a definite barrier to entry for some not knowledgeable about crotchet or crotchet-a-longs.
1-5 SCALE: HOW CLEAR IS THE PURPOSE OF THE SITE	1 (very clear) – The website is fairly straightforward and is about crocheting with the public and their own sales of patterns and products.	1 (very clear) – It was absolutely clear what the purpose of the website was.
LIST 1-3 IMPROMENTS	The only negative about the website is for me the website has a white background and is a bit of a flash bang for me.	A section that clearly identifies certain aspects of the site such as what a CAL is.
LIST 1-3 THINGS YOU LIKED	Creativity with the decorations was very cool and clever.	Great colors, obvious lifestyle branding, some difficulty to clearly locate basic information such as what a CAL is, and UK-US currency conversion rates.

Table F-1: Table of the user responses to the exit survey