

Evaluation Report: Genevieve Howard

Part One: User Observations

| Participant 1 | | |
|---------------|-----------------------|-----------------|
| User Profile | Age/Gender | Adult, Female |
| | Internet Experience | Expert |
| | Profession | IT |
| Test Context | Usability Test Method | Observation |
| | Date of Test | Dec. 3, 2007 |
| | Platform/Browser | Windows XP IE 7 |

| | Task 1 | Task 2 |
|--|----------------------------------|--|
| Task Description | Take quiz | Go to quit screen and make choice of yes or no |
| Time spent to complete task | Less than a minute | Less than a minute |
| Difficulty rating in completing task | 1 | 1 |
| Errors/problems identified by user | Not clear where pick was | |
| Overall user comments (likes and dislikes) | Too much text in quiz directions | fine |

*Difficulty rating: 1=easy, 2=OK, 3=difficulty

| Participant 2 | | |
|---------------|-----------------------|-----------------------|
| User Profile | Age/Gender | Youth, Male |
| | Internet Experience | Medium |
| | Profession | Student |
| Test Context | Usability Test Method | Observation |
| | Date of Test | Dec. 3, 2007 |
| | Platform/Browser | Mac OS 10.4.11 Safari |

| | Task 1 | Task 2 |
|--|----------------------------------|--|
| Task Description | Take quiz | Go to quit screen and make choice of yes or no |
| Time spent to complete task | Less than 3 minutes | Less than a minute |
| Difficulty rating in completing task | 1 | 1 |
| Errors/problems identified by user | Submit button not clear at first | Top navigation should not be there |
| Overall user comments (likes and dislikes) | Animations good | Didn't like lack of finality at quit screen |

*Difficulty rating: 1=easy, 2=OK, 3=difficulty

| Participant 3 | | |
|---------------|-----------------------|-----------------|
| User Profile | Age/Gender | Adult, Male |
| | Internet Experience | Expert |
| | Profession | IT |
| Test Context | Usability Test Method | Observation |
| | Date of Test | Dec. 3, 2007 |
| | Platform/Browser | Windows XP IE 7 |

| | Task 1 | Task 2 |
|--|-----------------------|--|
| Task Description | Take quiz | Go to quit screen and make choice of yes or no |
| Time spent to complete task | Less than 2 minutes | Less than a minute |
| Difficulty rating in completing task | 1 | 1 |
| Errors/problems identified by user | | |
| Overall user comments (likes and dislikes) | Liked personalization | Thought screen would close automatically with yes choice |

*Difficulty rating: 1=easy, 2=OK, 3=difficulty

Usability Form Summary

| | Strongly Disagree | | Neutral | | Strongly Agree | Average Response |
|--|-------------------|---|---------|---|----------------|------------------|
| | 1 | 2 | 3 | 4 | 5 | |
| I think the Flash Web site was easy to use and navigate. | | | | 1 | 2 | 4.7 |
| I was not overwhelmed by the numerous options and complexity of the Flash Web site. | | | | 1 | 2 | 4.7 |
| The Flash Web site performed the way I expected. | | | 2 | | 1 | 3.7 |
| I found it easy to determine my location in the Flash Web site (i.e. path, linear or hierarchical order, etc.) | | | | | 3 | 5 |
| I thought the visual design was pleasing. | | | | 1 | 2 | 4.7 |
| The content was easy to understand and was aligned with the purpose of the Flash Web site. | | | | 1 | 2 | 4.7 |
| I found the technical functioning very good regarding the audio, video, animation speed and content display. | | | | 2 | 1 | 4.4 |
| The media (text, audio, video and animation) work together to form one cohesive program. | | | | | 3 | 5 |
| My overall experience with the Flash Web site was very good. | | | | 1 | 2 | 4.7 |

Summary of Feedback

Hoof care button doesn't go anywhere – should not be a button. Hoof pick movie clip and hoof pick quiz are confusing about direction of picking. It is unnecessary to have hoof supplements be a movie clip – should be text. Animations were enjoyable, especially the duct tape hoof bootie. Navigation should be removed at quit screen. Text on all frames needs better alignment and should be easier to read. Project meets goal to educate users on topic. One user said after the testing, “Now I know a lot more about hooves.”

Project Changes

| Source (UT, PE) | Issue Priority (Low, Medium, High) | Issue Description | Recommendation | Changed (Yes/No) |
|-----------------|------------------------------------|---|--|---|
| UT | H | Direction of hoof pick not obvious | Redo movie clip | Y |
| UT | H | Task to pick up hoof pick not obvious in quiz | Move starting place | Y |
| UT | L | Movie clip unnecessary for hoof supplements | Remove movie clip and replace with static text | Y |
| UT | L | Text alignment issues | Align text | Y |
| UT | L | Navigation remains at quit screen | Remove navigation | Y |
| UT | H | Quit button didn't work at case study screen | Fix | Y |
| UT | H | Hoof care logo should not be button | Make into graphic | Y |
| UT | M | Too much text in quiz directions | Reduce text | Y |
| PE | H | Navigation not obvious | Make it stand out more | Y - added rollovers, borders, color, moved choices around |
| PE | M | Animation text matches static text | Change color of animation text | Y |
| PE | L | Title screen goes to basics screen | Title screen to about screen | N – focus on educational aspect, downplay reason site was built |
| PE | H | Duct tape bootie movie clip too fast | Add frames | Y |

| Source (UT, PE) | Issue Priority (Low, Medium, High) | Issue Description | Recommendation | Changed (Yes/No) |
|-----------------|------------------------------------|---|--|--|
| PE | H | Title screen too brief and user cannot control it | Add continue button | Y |
| PE | H | Text too small to read comfortably | Enlarge text | Y |
| PE | M | No way to retake quiz when wrong | Add Try Again button | Y |
| PE | H | Basics screen too cluttered | Reword text to reduce it, remove a movie clip and add border | Y |
| PE | L | Text alignment issues | Align text better | Y |
| PE | M | Layout busy | Add line spacing, borders to separate areas better | Y |
| PE | M | Lacks ability to revisit title | Add title choice to navigation | Y |
| PE | L | Case study animation choppy | Add frames or remove tween | Y - added frames |
| PE | M | Quit screen not final enough | Remove navigation | Y |
| PE | L | "Name the parts" movie clip not necessary as a mask animation | Make it a rollover | N – time constraint and need for mask in site |
| PE | L | Site size too large | Reduce site size | N – designed for common minimum browser size |
| PE | L | Name submission not integrated | Put someplace other than quiz | N – time constraint and quiz seems like appropriate location |

Part Two: Peer Evaluation Summary

| Navigation/Interface Design | Points | Comments | Agreement |
|--|--------|--|--|
| Interface is intuitive, interactions meaningful, and user is able to navigate easily to different parts of the movie | 4 | Navigation worked well. I liked being able to move around within the site. On the "basics" page there weren't any instructions about how to activate the animations but it wasn't hard to figure out. | Agree. |
| | 3 | I didn't spot your navigation right away.. can you make it stand out more (different color) or make rollovers, because at first I thought the buttons were just more text on the screen. I was also a bit confused as to how to leave the About screen... then I remembered the navigation at the top. | Agree. |
| | 3 | "About this Project" doesn't work. I couldn't get the box to go away once I clicked on the information. | Disagree. Box is meant to be static text, not a button. |
| | 4 | The basics page could use less clutter. I would suggest trying to make the section on vitamins seem aligned to other things on the page so it looks more organized. | Agree. |
| Content | Points | Comments | Agreement |
| Language is familiar and comfortable for intended audience. Follows basic rules of spelling and grammar. | 4 | Content and instructions were good. However, I would make the "about this site" the first page instead of having the "basics" be the first page. | Disagree. I want the focus to be on the education of users, not the reason the project was created. |
| | 5 | Was very well written and described... apart from not knowing horse lingo, I understood it. | Agree. |
| | 5 | The text was easy to understand. I know a little about horses, and I could follow along with the information easily. | Agree. |
| | 4 | There's a lot of good information and it's written in a clear and concise manner. | Agree. |
| Visual Design | Points | Comments | Agreement |
| Colors, backgrounds, buttons, and text work together to create a clear and easy viewing experience. Buttons and text are easy to read. | 5 | Good colors and design. | Agree. |
| | 4 | Font size is appropriate. Good use of white space too. | Disagree – see below |
| | 3 | The text is too small for my eyes. The information for hoof supplement was really tiny. Also, the name box font was tiny and hard to read. | Agree. If someone says the text is too small, then I want to enlarge it so it reaches the widest audience since Flash text is not easily adjustable like html would be in a browser. |
| | 4 | I think there should be consistency with where text blocks are. For example, the case study page has the main text to the left instead of right, unlike the other pages. | Agree. |

| Animation Quality | Points | Comments | Agreement |
|--|---------------|---|---|
| Animation works smoothly and appropriately | 5 | Animations worked well. | Agree. |
| | 4 | Some animations could be slower- particularly the one with the scissors. I didn't have enough time to read and watch the animation. Perhaps having the text change and sit for a few seconds before the animation starts so I can read, then watch. | Agree. |
| | 5 | The hoof animation worked very well and was informative. The timing on the screen changes was coordinated well. | Agree. |
| | 5 | All the animations seemed to work as they should. | Agree. |
| Technical Performance | Points | Comments | Agreement |
| All multimedia elements (e.g., sound, animation, images, etc.) within the movie worked appropriately | 5 | Not much audio but the use of pictures was a good addition. Neat quiz section. | Agree. |
| | 5 | I like the sound on the start page. Animations and all other elements worked. | Agree. |
| | 3 | I got stuck on two screens – the “about this project” and when I clicked on the “check answer” box for the pick , I couldn't get it to play again. The arrow didn't work. | Agree – no way to return to beginning of quiz again and disagree – “about” screen text not designed to be not a link. |
| | 5 | I didn't run into any technical difficulties. | Agree. |
| Overall Critique | Points | Comments | Agreement |
| Overall impression of the project, based on requirements and creativity | 5 | Good information – I learned quite a bit. | Agree. |
| | 4 | I'm impressed by all the drawing. And I like the combination of illustrations and photos. | Agree. |
| | 4 | Some items didn't work, and I felt the font was too small throughout the movie. | Agree – font was enlarged. |
| | 4 | The project is very good. I don't know anything about horse care and I think you narrowed in on a good topic concerning horse care. The project as well done with good examples. | Agree. |

Project Recommendations

If this project had a longer timeline for development, I would add a lot more content and more details to it. I would enhance the animations so they were photorealistic and I would add more animations. I would add more interactivity so users could solidify their learning. For example, I did not show how to approach a horse, ask a horse to lift the hoof, hold the hoof and be safe while working around the legs of a 1200 pound animal. I could build animations to show this process and then do a drag and drop for users to demonstrate their new knowledge. I feel this class gave me all the skills to do such a detailed site—it was just a matter of needing more time.