Usability Testing Report

www.improvementscatalog.com

Brooke Sacks and Kathleen Zarske

Usability Specialists

October 1, 2007

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Description of Test

Dates of testing:	Weeks of September 22, 2007 and September 29, 2007
Testing location:	Residences of Usability Specialists, Office of Test Subject
Number of users tested:	5
Length of each test:	55 - 70 minutes
Platforms tested on:	Three users tested on Windows XP; two users tested on Mac OS X (choice was given to the user)
Browsers tested on:	Two users tested on Firefox (Windows); one user tested on Internet Explorer (Windows); one user tested on Mozilla Firefox for Mac; one user tested on Safari (choice was given to the user)

Priority Levels

The issues identified through usability testing are grouped into three levels of priority:

High priority: These issues are likely to impact a large number of users significantly. They should be resolved as quickly as resources allow.

Medium priority: Issues at this priority level are also likely to affect a large number of users but generally are less disruptive to the user experience, relative to the high priority issues. If resources are available to address these issues, they should be addressed.

Low priority: Low priority issues typically impact a small subset of the overall user base, although they may impact a larger group. Regardless of the number of users affected, these issues carry only a minor negative impact. Low priority issues are generally easy to resolve. There is less time pressure to fix low priority issues, compared to medium priority issues and especially high priority issues.

Executive Summary

Overview

A usability test was conducted in September 2007 in Ann Arbor, Michigan to aid improvementscatalog.com in finding areas on the current site in need of redesign or enhancement. User specialists recruited five adult participants, each with varying levels of computer experience and backgrounds. The average time spent with each user was one hour.

Focus

The recommendations contained within this report were derived from the users' responses and actions upon being asked to perform a series of tasks on the existing site. The tasks were created with key aspects of the website in mind. Actions such as signing up for email offers, creating an account, finding and purchasing product, and receiving help were essential elements in the testing.

Recommendations

The recommendations summarized here are deemed to be high priority areas for redesign. They are based on the areas of testing that generated the most difficulty for the users. Medium and low priority items can be found in the body of this report.

- Add a 'Request Catalog' feature to 'Home' page
- Relocate 'Email Sign Up' field above the fold
- Add a 'Home' tab to the Global Navigation
- Reorganize 'Other Ways to Shop' navigation area
- Change label 'Club Specials' to 'Buyer's Club'
- Confirm and/or improve functionality of 'Add to Basket' button
- Implement scripts and forms compatible with all browsers
- Improve 'Error Message' descriptions
- Create notification to customers in the event of site maintenance
- Display actual shipping charges earlier in checkout process
- Add detailed instructions on 'Returns & Exchanges' page
- Add a 'Request Catalog' link to 'Catalog' page

Recommended Changes

Home page

High Priority:

- **Add a 'Request Catalog' feature on the 'Home' page.** All users tested had trouble finding a way to add their names to the mailing list for a catalog. Sub-pages currently hold a feature to request a catalog, however, none of the users thought to navigate to those areas in looking for the sign up form.

- **Relocate the 'Email' sign up field above the fold**. Users expected to see this function at the top of the page rather than having to scroll down to locate it.

Low Priority:

- **Enhance the display of the 'Email' sign up field**. One user stated that enlarging the text and making the field stand out more would make it more noticeable. Some users thought they had to register for an account to add themselves to the mailing list.

Global Navigation

High Priority:

- **Add a 'Home' tab to the Global Navigation.** While the current site logo acts as a button to return to the homepage, there is no visual indication of it being a button or link. Some users commented that there was no 'Home' button at all.

- **Reorganize the 'Other Ways to Shop' navigation area.** A majority of users were confused upon browsing to one of the categories within this area. One user commented that the links in the Global Navigation area were just repeated within this sub-navigation area.

- **Change the label 'Club Specials' to 'Buyer's Club'**. Most users were confused by why products listed under 'Club Specials' were set apart from other products. Most users expected to find products geared to their interests in a section labeled 'Club '. This function is better served by the already existing 'Buyer's Club' rather than products that it appears any visitor could purchase.

Medium Priority:

- **Change the label 'Storage Spaces' to 'Storage Solutions'**. Users had to think about what the word spaces meant. Solutions would better convey what the category holds.

- **Change the label 'Catalog Quick Shop' to 'Catalog'**. The term quick shop created confusion for some users who navigated to this section expecting it to hold varying items which they did not find.

- **Add a 'Holiday' tab to accommodate navigation to seasonal products.** Users had difficulty locating items specifically for Christmas within the current navigation scheme.

Text Formatting

Medium Priority:

- **Increase the text size for page content and utility links.** Comments by users suggested the text was too small for comfortable reading.

- **Improve readability of text by using high contrast colors against the background color**. Many users commented on the difficulty of reading light gray text on a white background. One user resorted to using the browser's find feature after searching for the return policy near the utility links. The return policy link is currently gray against a gray background effectively hiding it from the user.

My Account

Medium Priority:

- **Add a form for easy return of merchandise.** Users were able to find the return policy but no clear instructions for handling a return. Most users suggested this information should be accessed from the 'My Account' page.

Customer Service

High Priority:

- **Add detailed instructions on the 'Returns & Exchanges' page**. All users agreed that more information should be found on this page. Detailed instructions for returns and an address were the most common suggestions.

Catalog Quick Shop

High Priority:

- **Add a link to the 'Request a Catalog' form.** Users all navigated to this section looking for a way to add their name to the mailing list for a catalog. One user was angered that it was not found on this page.

Product Area 1: Storage Spaces

Low Priority:

- **Add a link to 'Holiday Storage Items'.** Users were asked to locate storage solutions for Christmas items and were unable to locate these items through the category 'Storage Spaces'.

Product Area 2: Electrical/Lighting

Medium Priority:

- **Reorganize and/or reallocate products under 'Interior Lighting'.** Several users were surprised that 'Battery/Power Supply' was found under 'Interior Lighting'. Reorganization and reallocation of some of the products in this category would improve navigation.

- **Add a category labeled 'Electrical Accessories'.** Most items found under 'Interior Lighting' and some under 'Exterior Lighting' and 'Electrical Tools' would be better labeled 'Electrical Accessories'.

  - Moving categories such as 'Outlets', 'Switches' 'Extension Cords/Wiring', 'Bulbs', 'Timers', and 'Battery Storage' to the new category of 'Electrical Accessories' would make it easier for users to find a product for storing batteries.

Functional Aspects

High Priority:

- **Confirm and/or improve functionality of 'Add to Basket' button.** Upon being asked to add products to the shopping basket using the 'Add to Basket' button, all users encountered an error. The error was non-descriptive and only offered the option to return to the homepage.

  - One user switched his browser from Mozilla Firefox to Safari and then was able to add the product to the shopping basket. The user stated he would only bother to switch browsers if he really wanted the product.

- **Implement scripts and forms compatible with all browsers.** Users were confused when functional sections of the site failed. One user refreshed the page to see if he still had on Internet connection.

  - A user (using Safari) wished to sort his search results according to price ascending and found the sort to have no effect all. Sort was operational on the product category pages.

  - The same user found another bug when trying to navigate search results using the 'Next Page' button, which also did not work.

- **Improve 'Error Message' descriptions.** The error message displayed for the non-functioning 'Add to Basket' button was described by all users who read it as being completely unhelpful and nondescript. Changing the wording on these messages to indicate what is causing the problem (i.e., unsupported browser) would provide much needed guidance to the user.

- **Provide notification to customers in the event of site maintenance.** User Specialists were uncertain to the reason why the 'Add to Basket' button was non-functioning upon testing.

  - If any of the functionality of the site is down for maintenance a notice should be placed on the 'Home' page alerting customers that they will not be able to purchase product at this time.

  - Without this notification users are left feeling confused and lose confidence in the ability of the site to handle their personal information.

Checkout Process

High Priority:

- ◆ **Display actual shipping charges earlier in the checkout process.** One user stopped one page shy of discovering actual shipping charges because he was scared he would accidentally purchase something before he found the shipping charges.

Medium Priority:

- ◆ **Increase size and change location of 'Step' indicator in checkout process.** Enlarge the size and add text detailing each step of the process. Move the indicator to the left top section of the page. The current location and size on page doesn't stand out to catch the user's attention.

Low Priority:

- ◆ **Enhance the display of 'Estimated Shipping Charges' by using color or making it bold.** Some users thought the estimated shipping charges were enough information to decide whether they would continue the purchase or not. However, other users didn't notice the estimated shipping charges at all on the page.

Usability Testing Transcript

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Transcript of Usability Testing Sessions

Note: This transcript is intended to provide an accurate portrayal of the sequence of events during the user testing. However, not every movement of the mouse was documented and the quotations, while believed accurate, may not include all connectors and filler phrases (e.g., "you know", "well", "uh", "I mean").

Transcription Key:

F: Facilitator
TS: Test Subject
" "   Quotation
' '   Name of page, link or heading
[ ]   Summary of events that do not require elaboration (e.g. reading a task)
( )   Clarifying notes where the meaning of the text is unclear

User 1

Task 1: **The catalog has many interesting products and you know you will be purchasing from the site soon. Register to receive information about sales and special offers via email.**

1. F: [reads task aloud]
2. TS: "I'm looking over the main navigation bar."
3. Clicks on 'My Account' quick link at top right hand side of page
4. Scrolls down page
5. TS: "Join mailing list, type in info...OK."
6. F: [supplies email address]
7. Enters email address
8. Clicks 'Submit'
9. TS: "I thought that was pretty easy to do."
10. TS: [fills out response sheet]

Task 2: **The email you received had a notice about membership specials on the website but the email was accidentally deleted. Find a way to get special pricing and discounts on your purchases.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. Reads main navigation aloud
5. TS: "Club Specials."
6. Clicks 'Club Specials'
7. TS: "Couple ways to get specials, problem solvers, exclusives, what's new."
8. Scrolls down page
9. Clicks 'Join Buyer's Club'
10. TS: "Oh yes, I can get discounts on purchases by joining this club."
11. Scrolls down page reading benefits of club membership
12. TS: [fills out response sheet]

Task 3: **A friend's birthday is coming up and she wants a shoe rack. Find a shoe rack under $30.00.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "I'll try Catalog Quick Shop."
5. Clicks 'Catalog Quick Shop'
6. TS: "I'm wrong."
7. Enters keyword 'shoe rack' into search field
8. Clicks 'Search' button
9. TS: "Search brought up some stuff."
10. Clicks 'Price' under 'Refine Results By' on left hand side of screen

11. Clicks '$25 to $39.99' link under 'Refine Results By: Price'
12. TS: "Some results were also under 0-25 (five items) and there were seven items under 25-39, I chose the category that had more items. Found couple choices under $30.00."
13. TS: [fills out response sheet]

Task 4: **You prefer shopping via catalog versus the web and would like to sign up to receive the catalog. Find a way to have one mailed to you.**

1. F: [return to home]
11. Clicks 'Improvements Logo' image
12. F: [reads task aloud]
13. TS: "OK, so I am looking at their navigation bar and not seeing a whole lot... customer service might make sense."
14. Scrolls down page
15. Reads aloud several links
16. TS: "I am going to use keyword search instead."
17. Enters catalog into search field
18. Clicks 'Search'
19. Scans through search results
20. Clicks 'Improvements Plus Club'
21. TS: "That's not it."
22. Scrolls down page
23. TS: "Still not finding it... maybe it is under Customer Service."
24. Clicks 'Customer Service' at top right hand side of screen
25. Reads through categories of 'Customer Service'
26. TS: "Not finding anything useful...interesting."
27. Clicks 'Catalog Quick Shop'
28. TS: "Doesn't have it, that's stupid."
29. Clicks 'Continue' button on Catalog Quick Shop screen
30. Receives error message "Item Number(s) is a required field".
31. Clicks 'My Account'
32. TS: "I'll check this out even though it doesn't make sense."
33. Reads through 'My Account' page thoroughly
34. TS: "Now nothing makes sense."
35. Clicks 'Exclusives' on the Global Navigation bar
36. Reads over page
37. TS: "I'll look through the utility links at the bottom of the page."
38. Clicks 'Retail Store' on bottom gray area of page
39. TS: "Not sure I will find it here, usually I would give up by this point honestly."
40. Clicks 'Shipping Information" from the 'Customer Service' drop-down menu
41. TS: "OK, I give up."
42. TS: [fills out response sheet]

Task 5: **All summer the wasps have been swarming your porch. Does the site have anything to help you combat the wasps?**

1. F: [return to home]
43. Clicks 'Improvements Logo' image
44. F: [reads task aloud]
45. TS: "OK, so I'm looking at the navigation bar...pest control."
46. Clicks 'Pest Control' in Global Navigation bar
47. TS: "Several options... repellents, traps, insecticides."
48. Clicks 'Insecticides' in the sub-navigation
49. TS: "Several items here but I am unsure any are for wasps."
50. Reviews products listed
51. Clicks 'Soap' from Product Listing within 'Insecticides' category
52. TS: "I don't see wasps listed, I'll try search instead."
53. Enters keyword 'wasps' into search field
54. Clicks 'Submit' button
55. TS: "Should have done that first, they have a good search engine, here are four products for wasps."
56. TS: [fills out response sheet]

Task 6: **A gift certificate would be a perfect present for your sister. Find if you can order a gift certificate on the website.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "OK, I look to the navigation bar and I am thinking of two choices – gifts or straight to search box and type in gift card."
5. Enters keyword 'gift card' into search field
6. Clicks 'Submit' button
7. TS: "Comes up with five items, one is gift card."
8. Clicks 'Gift Certificate' product image from search results
9. TS: [fills out response sheet]

Task 7: **You are looking ahead to Christmas and would like to purchase some storage pieces now so that they are ready when you need them after Christmas.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. Reads navigation aloud
5. TS: "Storage spaces... I don't know if that's it."
6. Clicks 'Storage Spaces' on the Global Navigation bar
7. TS: "Now I have to decide indoor or outdoor, I guess I want indoor."
8. Clicks 'Indoor Storage' in the sub-navigation
9. Reads through Global Navigation and Sub-Navigation
10. Reads task again

11. Clicks 'Gift Wrap" in the sub-navigation
12. Enters keyword 'Christmas' into search field
13. Clicks 'Search' button
14. TS: "Holiday Storage."
15. Clicks 'Holiday Storage'
16. TS: "Lots of items to choose."
17. TS: [fills out response sheet]

Task 8: **Your kitchen drawer is overflowing with batteries you need to keep on hand and you would like to find some better way to store all of them.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "I know exactly where to go, right to Quick Search."
5. Enters keyword 'battery' into search field
6. Clicks 'Submit' button
7. Reviews search results
8. TS: "I see a battery case."
9. Clicks 'Battery Case With Tester' from products listed
10. TS: "I picked this one because it has a tester in it as well."
11. TS: [fills out response sheet]

Task 9: **You have received your catalog and found several items you are interested in purchasing. Find the items on the site and order at least 2 of them.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. F: [supplies product code #287034 on Task Response Sheet]
5. TS: "Earlier i was here at Catalog Quick Shop."
6. Clicks 'Catalog Quick Shop' from Global Navigation
7. Enters product code '287034' into Product Item Number(s) field
8. Clicks 'Back Seat Protector' from Search Results
9. Clicks 'Add to Basket' button
10. Receives error message "We're sorry, but there appears to be an error with the page you are currently trying to access.. Please click here to continue".
11. Clicks 'Continue Link' on Error Page
12. Browser returns to homepage imrovementscatalog.com
13. TS: "Now is that product in my basket?"
14. Clicks 'Shopping Basket' from Global Navigation
15. Receives error message "We're sorry, but there appears to be an error with the page you are currently trying to access... Please click here to continue".
16. Clicks 'Continue Link' on Error Page
17. Browser returns to homepage improvementscatalog.com
18. TS: "Maybe the shopping basket doesn't work due to browser?"
19. FS: "Let's try another product code."
20. FS: [supplies product code #321644]

21. Enters product code '321644' into Product Item Number(s) field
22. Clicks '2-in1 Pet Grooming Tool' from Search Results
23. Clicks 'Add to Basket' button
24. Receives error message "We're sorry, but there appears to be an error with the page you are   currently trying to access.. Please click here to continue".
25. TS: "I am going to see if a random product will be allowed into the shopping cart."
26. Randomly chooses product from Homepage
27. Clicks for detail on product
28. Clicks 'Add to Basket' button
29. Receives error message "We're sorry, but there appears to be an error with the page you are currently trying to access.. Please click here to continue".
30. TS: "Nope, doesn't work for me – I can't purchase from these people. Must be due to incompatibility with my Mac. I might try Safari to see if it works with that"
31. Closes Mozilla Firefox for Macintosh Browser
32. Opens Safari version 2.0.4 Browser
33. Enters improvementscatalog.com into address bar on browser
34. Presses 'Enter' key
35. Clicks 'Quick Catalog Shop'
36. Enters '321644, 287034' into Product Item Number(s) field
37. Clicks 'Add to Basket' button
38. TS: "It works in Safari. I would probably only do that if I really really wanted the item the site had."
39. TS: [fills out response sheet]

Task 10: **Now that you've found the product, you will need to check out. However, you need to know how much shipping will cost.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "OK, I have the products in my cart."
5. Scrolls down page
6. TS: "Not seeing anything about shipping."
7. Clicks 'Checkout' button
8. TS: "Checkout asks me to either choose new customer or log in."
9. Clicks 'Continue' button on 'New Customer' half of screen (right side)
10. F: [supplies customer information]
11. Enters customer information into fields on form
12. Reviews information on screen
13. Clicks 'Continue' button on bottom right portion of screen
14. Receives error message "Non-valid phone number"
15. TS: "Mistyped something but it told me what I did wrong."
16. Corrects phone number formatting
17. Clicks 'Continue' button on bottom right portion of screen
18. TS: "Now says shipping costs can pick between, standard, fast, etc. Displays price."
19. TS: [fills out response sheet]

Task 11: **It's been over a week since you purchased your item and it hasn't arrived. Find where on the site to track an order.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "Oh, I look at the navigation bar and it says order tracking."
5. Clicks 'Order Tracking' from Global Navigation
6. TS: "I can fill in all information here to find stuff about my order."
7. TS: [fills out response sheet]

Task 12: **You've purchased an item and decided it's not what you were looking for. However, you threw away the return instructions that were packed with the item. How do you return and item?**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "Looking at navigation bar because I've had good luck there. I'm going to look through the rest of the page. I am going to search the page for returns."
5. Scans the page for proper link
6. TS: "Not seeing anything that says returns."
7. Uses Browser Search Page Function (ctrl + f) keyword 'Return'
8. Scans the page for results
9. Finds return highlighted in 'Return Policy' link in gray area bottom of page
10. Clicks 'Return Policy'
11. TS: "Displays customer service: return policy, gives overview of days to return but doesn't specifically say how to return an item. I would probably call the 800 number to get detailed information on how to send it back (what address).
12. TS: [fills out response sheet]

Public Website: Overall Ratings

(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use:	3
Responsive:	1
Interesting:	2
Efficient:	3
Well-organized:	1
Good labels:	2
Direct:	4
Attractive:	2
Easy to read:	3
Focused:	2
Useful:	1
Valuable information:	1
Comprehensive:	3

Good Instructions: 2

What do you consider the most valuable aspect of the website?
The quick search tool.

What is the biggest problem with the site?
Browser incompatibility in shopping cart.

Additional comments about the website:
None

User 2

Task 1: **The catalog has many interesting products and you know you will be purchasing from the site soon. Register to receive information about sales and special offers via email.**

1. F: [reads task aloud]
2. TS: "I'd set up an account."
3. Clicks 'My Account' from Global Navigation
4. F: [supplies customer information]
5. Enters customer information into fields on form
6. Clicks 'Continue' button on bottom right hand portion of screen
7. TS: "Oh, I could have signed up for email through this other box too."
8. Enters email again into email field for special offers bottom left hand portion of screen
9. Clicks 'Submit' button next to email field
10. TS: [fills out response sheet]

Task 2: **The email you received had a notice about membership specials on the website but the email was accidentally deleted. Find a way to get special pricing and discounts on your purchases.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. Reads main navigation aloud
5. Clicks 'Exclusives' from Global Navigation
6. Clicks 'Club Specials' from sub-navigation
7. Scrolls down page
8. Clicks 'Next Page' at bottom of screen
9. Clicks 'Fiber-Optic Dragon' from product area
10. Clicks 'Add to Basket' button
11. TS: "I choose this item because it was on sale."
12. Sees 'Recent Markdowns' ad at bottom of 'Shopping Basket' page
13. TS: "Was that on the homepage?"
14. Clicks 'Improvements Logo' image
15. Clicks 'Shopping Basket' button from Global Navigation
16. Clicks 'Recent Markdowns' ad at the bottom of 'Shopping Basket' page
17. Page displays products on sale
18. TS: "I guess I completed the task?"
19. TS: [fills out response sheet]

Task 3: **A friend's birthday is coming up and she wants a shoe rack. Find a shoe rack under $30.00.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]

4. Enters keyword 'shoe rack' into search field
5. Clicks 'Search'
6. Chooses 'Sort by: Price Ascending' from drop down menu
7. Clicks 'Sort'
8. TS: "Sort does not work, doesn't change order."
9. Clicks 'Standing Shoe Rack' from products listed ($27.99)
10. TS: "Is that a browser compatibility problem? Why doesn't sort change the items listed?"
11. TS: [fills out response sheet]

Task 4: You prefer shopping via catalog versus the web and would like to sign up to receive the catalog. Find a way to have one mailed to you.

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "I'm going to catalog quick shop."
5. Clicks 'Catalog Quick Shop' from Global Navigation
6. TS: "Oh, that's not where I want to be."
7. Scans page
8. Clicks 'Customer Service' from Global Navigation
9. Hovers over each menu item within 'Customer Service'
10. TS: "I'm not seeing it."
11. Clicks 'Retail Store' from gray area at bottom of page
12. TS: "Nope, it's not there. Maybe my account..."
13. Clicks 'My Account' from Global Navigation
14. TS: "Nah, not there either."
15. Enters keyword 'Catalog' into search field
16. Clicks 'Search'
17. TS: "I find some items but not a way to have a catalog mailed."
18. Clicks 'Improvements Logo' image
19. Scrolls down page
20. TS: "I am looking through the utility links."
21. Scrolls down page
22. TS: "I don't see it down there either. I'm looking for... maybe it's under... shopping basket?"
23. Clicks 'Shopping Basket' from Global Navigation
24. TS: "Catalog, there it is."
25. TS: [fills out response sheet]

Task 5: All summer the wasps have been swarming your porch. Does the site have anything to help you combat the wasps?

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. Reads main navigation aloud
5. Clicks 'Pest Control' from Global Navigation

6. Clicks 'Pest Repellents' from sub-navigation
7. Scans products listed
8. Enters keyword 'Wasps' into search field
9. Clicks 'Search'
10. TS: "Yes, they have four products."
11. TS: [fills out response sheet]

Task 6: **A gift certificate would be a perfect present for your sister. Find if you can order a gift certificate on the website.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "I'm going to try catalog quick shop."
5. Clicks 'Catalog Quick Shop' from Global Navigation
6. TS: "Nope, that's not it. Let's see..."
7. Clicks 'Gifts' from Global Navigation
8. Clicks 'Gift Certificates' from sub-navigation
9. TS: "There it is, good spot for it."
10. Clicks 'Gift Certificate' item for product detail
11. TS: "Cool."
12. TS: [fills out response sheet]

Task 7: **You are looking ahead to Christmas and would like to purchase some storage pieces now so that they are ready when you need them after Christmas.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. Clicks 'Storage Spaces' from Global Navigation
5. Clicks 'Indoor Storage' from sub-navigation
6. F: [prompts to think aloud]
7. TS: "Storage indoors. That must have Christmas."
8. Clicks 'Gift Wrap' from sub-navigation
9. Clicks 'Back' on browser
10. TS: "Not sure what Christmas storage would be under...what exactly am I looking for?"
11. F: "Anything Christmas storage related."
12. Clicks 'Bedroom & Closet Storage' from Global Navigation
13. Scans page
14. Clicks 'Next Page' at bottom of page
15. Clicks 'Next Page' at bottom of page
16. Clicks 'Basement/Attic Storage' from sub-navigation
17. TS: "Perhaps there is bins that would work."
18. Enters keyword 'bins' into search field
19. Clicks 'Search'
20. TS: "Ahh, nothing exactly right."
21. Clicks 'Next Page'

22. Clicks 'Next Page' [has no effect on page]
23. Clicks 'Refresh' button on browser
24. Enters keyword 'storage bins' into search field
25. Clicks 'Search'
26. Clicks 'Next Page' [has no effect on page]
27. Chooses 'Sort by: Price Ascending' from drop down menu
28. Clicks 'Sort' button [has no effect on page]
29. Clicks 'Indoor Living' from Global Navigation
30. Clicks 'Indoor Holiday Decor'
31. TS: "Doesn't really say anything about storage, maybe Christmas decor."
32. Clicks 'Indoor Christmas Decor' from sub-navigation
33. Clicks 'Next Page'
34. Enters keyword 'wreath bin'
35. Clicks 'Search'
36. Page displays zero results
37. TS: "There is a spelling error on this page."
38. TS: [points to Did you mean ?]
39. Clicks 'Bins' link from the recommendations [has no effect]
40. Clicks 'Wreath' link from the recommendations [has no effect]
41. Clicks 'Storage Spaces' from Global Navigation
42. Clicks 'Indoor Storage' from sub-navigation
43. TS: "I don't know... I give up."
44. TS: [fills out response sheet]

Task 8: **Your kitchen drawer is overflowing with batteries you need to keep on hand and you would like to find some better way to store all of them.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "I remember seeing those when I was looking for Christmas storage."
5. Clicks 'Storage Spaces' from Global Navigation
6. Clicks 'Kitchen Storage' from sub-navigation
7. TS: "Adjust-to-Fit Drawer Organizer would work."
8. Clicks 'Adjust-to-Fit Drawer Organizer' from product listing
9. TS: "Junk drawer organizer would work, that's the one I would choose."
10. TS: [fills out response sheet]

Task 9: **You have received your catalog and found several items you are interested in purchasing. Find the items on the site and order at least 2 of them.**
1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. F: [supplies product code #287034 on Task Response Sheet]
5. Enters keyword '287034' into search field
6. Clicks 'Search'

7. Clicks 'Back Seat Protector' from search results
8. Clicks 'Add to Basket' button
9. Enters keyword '321644' into search field
10. Clicks 'Search'
11. Clicks '2-1in-1 Pet Grooming Tool' from search results
12. Clicks 'Add to Basket' button
13. TS: "That was easy."
14. TS: [fills out response sheet]

Task 10: **Now that you've found the product, you will need to check out. However, you need to know how much shipping will cost.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "So then I would go to shopping basket again. I see the estimated shipping charges ($11.99)."
5. Clicks 'Checkout' button on bottom portion of screen
6. F: [prompts to think aloud]
7. TS: "I'm thinking I should leave before I purchase something."
8. TS: [fills out response sheet]

Task 11: **It's been over a week since you purchased your item and it hasn't arrived. Find where on the site to track an order.**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. Clicks 'Order Tracking' from Global Navigation
5. TS: "I found it. That was easy."
6. TS: [fills out response sheet]

Task 12: **You've purchased an item and decided it's not what you were looking for. However, you threw away the return instructions that were packed with the item. How do you return and item?**

1. F: [return to home]
2. Clicks 'Improvements Logo' image
3. F: [reads task aloud]
4. TS: "I would go to customer service."
5. Clicks 'Customer Service' from Global Navigation
6. TS: "100% Guarantee, so I'm going to check that out."
7. Clicks '100% Guarantee' from sub-navigation
8. TS: "60 days return policy, after 60 days I would get gift certificate, and then I would find something else to buy with gift certificate. Does that complete the task?"
9. F: "Do you think you've completed the task?"
10. TS: "Seemed easy but is that what you were looking for?"

11. TS: [fills out response sheet]

Public Website: Overall Ratings

(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use: 2
Responsive: 3
Interesting: 2
Efficient: 2
Well-organized   5
Good labels: 5
Direct: 4
Attractive: 1
Easy to read: 1
Focused: 1
Useful: 1
Valuable information: 2
Comprehensive: 2
Good Instructions: 5

What do you consider the most valuable aspect of the website?
Keyword search.

What is the biggest problem with the site?
Some links like next or page didn't work, might be browser related.

Additional comments about the website:
Looks good, few glitches.

User 3

Task 1: **The catalog has many interesting products and you know you will be purchasing from the site soon. Register to receive information about sales and special offers via email.**

1. F: [reads task aloud]
2. TS: "I can't easily find a register tab or button….Finally, down at the bottom….Sign up for exclusive offers."
3. Types in email address and clicks on 'Submit'.
4. Enters First and Last name.
5. Clicks on 'Submit'.
6. Reaches 'Thank you' screen.
7. [Fills out response form]

Task 2: **The email you received had a notice about membership specials on the website but the email was accidentally deleted. Find a way to get special pricing and discounts on your purchases.**

1. F: [Return to the Home page]
2. TS: Uses browser back button.
3. F: [reads task aloud]
4. TS: Looking around page…."'Club Specials', 'Join Buyers Club'….I guess that would be it."
5. Clicks on 'Join Buyers Club'.
6. TS: "OK, this is it."
7. [Fills out response form]

Task 3: **A friend's birthday is coming up and she wants a shoe rack. Find a shoe rack under $30.00.**

1. F: [Return to Home page]
2. TS: "There is no Home button….Oh, there it is. It isn't obvious" (user found breadcrumb link to Home).
3. F: [reads task aloud]
4. TS: Looks around Home page.
5. Enters 'shoe rack' in search box and clicks 'Search'.
6. TS: "OK, there are a couple under $30.00."
7. [Fills out response form]

Task 4: **You prefer shopping via catalog versus the web and would like to sign up to receive the catalog. Find a way to have one mailed to you.**

1. F: [Return to Home page]
2. TS: "They need a Home tab."
3. Uses Browser back button.
4. F: [reads task aloud]

5. TS: Looks around Home page.
6. TS: "I want them to send a hard copy catalog? " 'Other Ways to Shop'….you think it would be up there."
7. Clicks 'Customer Service'.
8. TS: "I have no idea….I think I would have to call customer service."
9. F: "Maybe if you tried clicking on one of the product categories."
10. TS: Clicks on 'Indoor Living'.
11. TS: "Oh, there it is. Boy that's not obvious."
12. Clicks on 'Request a Catalog' box.
13. TS: "Once you get to the form it looks like it is relatively easy."
14. [Fills out response form]

Task 5: **All summer the wasps have been swarming your porch. Does the site have anything to help you combat the wasps?**
1. F: [return to Home page]
2. TS: Uses browser back button.
3. F: [reads task aloud]
4. TS: "I guess pest control would be a good place to start.
5. Clicks 'Pest Control'.
6. Clicks 'Insect Repellent' on left.
7. Clicks 'Traps and Baits' on left.
8. Clicks 'Insecticides' on left.
9. TS: "It looks like there is only the one thing, under 'Traps & Baits', the Glass Wasp Trap, but they do have something."
10. [Fills out response form]

Task 6: **A gift certificate would be a perfect present for your sister. Find if you can order a gift certificate on the website.**
1. F: [return to Home page]
2. TS: "They need a Home button".
3. Uses browser back button
4. F: [reads task aloud]
5. TS: Hovers over 'Gifts'.
6. Enters 'gift certificate' in Search box.
7. Clicks 'Search'
8. TS: "Bingo! there it is."
9. F: "I notice you moved your mouse over the 'Gift' tab? Why did you use the search instead?."
10. TS: "I decided that since I was looking for something specific, it would be quicker to use 'Search'."
11. [Fills out response form]

Task 7: **You are looking ahead to Christmas and would like to purchase some storage pieces now so that they are ready when you need them after Christmas.**
1. F: [return to Home page]
2. TS: uses Browser back button.
3. F: [reads task aloud]
4. TS: Clicks 'Storage Spaces'.
5. TS: "Gift Wrap?" Clicks on 'Gift Wrap' on left.
6. TS: (Does not find any storage pieces.) "Only thing I see that fits would be 'Gift Wrap' and that isn't anything here. I would have to search."
7. Enters 'storage boxes' in Search box. Clicks 'Search'.
8. TS: "There are some. Using search is easy but there is no obvious way to find what I was looking for with the tabs."
9. [Fills out response form]

Task 8: **Your kitchen drawer is overflowing with batteries you need to keep on hand and you would like to find some better way to store all of them.**
1. F: [return to Home page]
2. TS: uses Browser back button.
3. F: [reads task aloud]
4. TS: Enters 'battery storage' in Search box. Clicks 'Search'.
5. TS: "Found it."
6. [Fills out response form]

Task 9: **You have received your catalog and found several items you are interested in purchasing. Order 2 of them.**
1. F: [return to Home page]
2. TS: uses Browser back button.
3. F: [reads task aloud]
4. TS: Looks around Home page.
5. Clicks 'Catalog Quick Shop'.
6. Enters product number for one product.
7. TS: (Thinks for a minute.) "Oh…. you may add more than one item at a time by separating the numbers with a comma" (reads instructions on page out loud).
8. Enters both product numbers in 'Item Number(s)' box.
9. Enters Source Code from catalog in 'Source Code' box.
10. Clicks 'Continue'.
11. Clicks 'Add to Basket'.
12. Gets error message "We're sorry, but there appears to be an error with the page   you are currently trying to access..."
13. TS: "Please click here to continue."
14. Uses browser button to go back a page.
15. (Realizes the color choice was not entered for one of the products.)
16. Chooses color from drop-down menu.
17. Clicks 'Add to Basket'.

18. Receives same error message.
19. TS: "Well, that's frustrating!"
20. F: "If this is what you were on the site to purchase, what would you do now?"
21. TS: "Leave the site. A task that should have been easy turned out to be a real pain."
22. [Fills out response form]

Task 10: Now that you've found the product, you will need to check out. However, you need to know how much shipping will cost.
1. F: [return to Home page]
2. TS: uses Browser back button.
3. F: [reads task aloud] "Since we couldn't complete the task of finding the product by product number, enter the number in the 'Search' box and order it from the product page."
4. TS: Enters product number in 'Search' box, clicks 'Search', clicks on product picture, selects color and quantity for item, then clicks 'Add to Basket'.
5. Receives same error message as in Task 9
6. F: "Ok, that is a real problem. Let's just move on with the next task."
7. TS: [Fills out response form]

Task 11: It's been over a week since you purchased your item and it hasn't arrived. Find where on the site to track an order.
1. F: [return to Home page]
2. TS: Uses Browser back button.
3. F: [reads task aloud]
4. TS: "Customer Service?"…. Order Tracking, even better."
5. Clicks on 'Order Tracking'.
6. TS: "Ok, this is what I am looking for. It would give me information about my order."
7. [Fills out response form]

Task 12: You've purchased an item and decided it's not what you were looking for. However, you threw away the return instructions that were packed with the item. How do you return and item?
1. F: [return to Home page]
2. TS: uses Browser back button.
3. F: [reads task aloud]
4. TS: "Customer Service. Returns & Exchanges".
5. Clicks on 'Returns & Exchanges' on left side.
6. TS: "I have to let them know, but it is not clear….Call Customer Service, I guess." "There is nothing on the website that allows me to email….unless….is there a 'Contact Us'?...Oh, there it is."
7. Clicks on 'Contact Us' in bottom navigation
8. TS: "That is just the return policy. There are no instructions on how or where to return anything. I would have to contact Customer Service either by phone or email."
9. [Fills out response form]

Public Website: Overall Ratings

(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use:	4
Responsive:	1
Interesting:	2
Efficient:	4
Well-organized	5
Good labels:	6
Direct:	5
Attractive:	2
Easy to read:	2
Focused:	3
Useful:	2
Valuable information:	2
Comprehensive:	4
Good Instructions:	6

What do you consider the most valuable aspect of the website?

Interesting, potentially useful products.

What is the biggest problem with the site?

Difficult navigation, unable to access 'shopping basket' page.

Additional comments about the website:

None.

User 4

Task 1: The catalog has many interesting products and you know you will be purchasing from the site soon. Register to receive information about sales and special offers via email.
1. F: [reads task aloud]
2. TS: Looks over Home page.
3. Enters email in 'Sign up for exclusive offers:' box.
4. Clicks 'Sumbit'
5. [Reads instructions aloud]
6. Fills out form
7. Clicks 'Submit'
8. TS: "Ok, that's it I think. It would be easier to read if it wasn't that light gray. And they really should put it further toward the top."
9. [Fills out response form]

Task 2: The email you received had a notice about membership specials on the website but the email was accidentally deleted. Find a way to get special pricing and discounts on your purchases.
1. F: [Return to the Home page]
2. TS: Uses browser back button
3. F: [reads task aloud]
4. TS: "Club Specials?" (wondering about navigation link at top). "That ('Club Specials') gives me what's on sale. I guess if I went through the email this is what I would get."
5. Uses browser back button to return to Home page.
6. TS: "I don't think it would be under 'My Account'. But I don't see anyplace I could find the email that was sent. So I guess I would go under 'Club Specials' or 'Exclusives' and get the same thing. Is that ok?"
7. F: (User seems to be looking for the email that was sent. Decided to move on to next task.) "That's fine. Please fill out the form and we will continue with the next task."
8. TS: [Fills out response form]

Task 3: A friend's birthday is coming up and she wants a shoe rack. Find a shoe rack under $30.00.
1. F: [Return to Home page]
2. TS: Clicks on logo in upper left corner.
3. F: [reads task aloud]
4. TS: "Storage Spaces. It's under there….No."
5. Enters 'Shoe rack' in 'Search' box
6. TS: "Ok, there they are. It depends on how big she wants it. Ok, this one looks good and it is under $30."
7. [Fills out response form]

Task 4: You prefer shopping via catalog versus the web and would like to sign up to receive the catalog. Find a way to have one mailed to you.

1. F: [Return to Home page]
2. TS: Clicks on logo
3. F: [reads task aloud]
4. TS: "Oh, there is 'Order Tracking'.
5. Looks around Home page.
6. TS: "Usually it is on the bottom. It says catalog."
7. Clicks 'Catalog Quick Shop'. "It's not there."
8. Uses 'Search' box
9. TS: "Found it. That was simple once I used the search. But they should have a tab or something for it. It was more difficult than I thought it would be."
10. [Fills out response form]

Task 5: All summer the wasps have been swarming your porch. Does the site have anything to help you combat the wasps?

1. F: [return to Home page]
2. TS: Clicks on logo
3. F: [reads task aloud]
4. TS: "Pest control."
5. Clicks on 'Pest Control'
6. TS: "Mosquito traps (referring to product pictured on 'Pest Control' page). Insecticides."
7. Clicks on 'Insecticides'
8. [Reads product names from page]
9. TS: "Pest repellents"
10. Clicks on 'Pest Repellents'
11. [Reads products names from page]
12. Enters 'wasps' in 'Search' box
13. TS: "Yeah, I found it." "There are 4 products here for wasps."
14. [Fills out response form]

Task 6: A gift certificate would be a perfect present for your sister. Find if you can order a gift certificate on the website.

1. F: [return to Home page]
2. TS: Clicks on logo
3. F: [reads task aloud]
4. TS: "Gifts".
5. Clicks on'Gifts'
6. TS: "Gifts for Him"
7. Clicks on 'Gifts for Him'
8. TS: "Found gift certificate"
9. Clicks on 'Gift Certificate'
10. TS: "You can get them for $15 to $200."

11. Clicks on picture of product

12. TS: "And they will send it directly to the person. Cool"

13. [Fills out response form]

Task 7: You are looking ahead to Christmas and would like to purchase some storage pieces now so that they are ready when you need them after Christmas.

1. F: [return to Home page]

2. TS: Clicks on logo

3. F: [reads task aloud]

4. TS: Clicks on 'Storage Spaces'

5. Clicks on 'Gift Wrap'

6. TS: [Reads product names] "That holds all gift wrap and stuff. But I don't see anything for TS: Christmas stuff."

7. Enters 'Christmas Storage' in 'Search' box

8. TS: "There it is. But again, I had to type it in."

9. [Fills out response form]

Task 8: Your kitchen drawer is overflowing with batteries you need to keep on hand and you would like to find some better way to store all of them.

1. F: [return to Home page]

2. TS: Clicks on logo

3. F: [reads task aloud]

4. TS: "Electrical and lighting"

5. Clicks on 'Electrical & Lighting'

6. TS: "That looks cool. That's what I'm looking for." (referring to product picture on 'Electrical & Lighting' page)

7. F: "Can you find information about the product?"

8. TS: Clicks on picture

9. TS: "Yes. I just clicked on it (the picture) and got the information."

10. [Fills out response form]

Task 9: You have received your catalog and found several items you are interested in purchasing. Order 2 of them.

1. F: [return to Home page]

2. TS: Clicks on logo

3. F: [reads task aloud]

4. TS: Clicks 'Catalog Quick Shop'

5. [Reads instructions under 'Enter Product Item Number(s)'

6. Enters 1 item number into 'Enter Product Item Number(s)' box

7. Enters source code provided into 'Enter Catalog Source Code' box

8. Clicks 'Continue'

9. TS: "Oh, that's kind of handy. I have to select a color."

10. Clicks on drop-down 'Select a color' box

11. TS: "Oh, I definitely want brown"

12. Selects 'brown' from drop-down menu (the only color available)
13. Clicks 'Add to Basket'
14. Gets error message "We're sorry, but there appears to be an error with the page you are currently trying to access..." Please click here to continue."
15. Clicks on 'click here' and is returned to Home page
16. F: "Ok, I have had this problem before. Let's just move on to the next task."
17. TS: "Ok"
18. [Fills out response form]

Task 10: Now that you've found the product, you will need to check out. However, you need to know how much shipping will cost.
1. F: [return to Home page]
2. TS: Clicks on logo
3. F: [reads task aloud]
4. TS: Looks around home page
5. [Reads bottom navigation]
6. Enters 'shipping' in 'Search' box
7. TS: "Ok it brings me to a bunch of random products". "Maybe it is under Terms and conditions
8. Clicks 'Terms & Conditions'
9. Reaches 'Customer Service' page
10. Clicks on 'Customer Service' drop-down menu
11. Clicks on 'Shipping Information' in drop-down menu
12. TS: "I don't like drop-downs as much as tabs. They are harder to read".
13. [Fills out response form]

Task 11: It's been over a week since you purchased your item and it hasn't arrived. Find where on the site to track an order.
1. F: [return to Home page]
2. TS: Uses browser 'Back' button
3. F: [reads task aloud]
4. TS: Clicks 'Order Tracking'
5. TS: "This is where I would put the information about my order to find out where it is."
6. [Fills out response form]

Task 12: You've purchased an item and decided it's not what you were looking for. However, you threw away the return instructions that were packed with the item. How do you return and item?
1. F: [return to Home page]
2. TS: Clicks logo
3. F: [reads task aloud]
4. TS: Clicks 'Customer Service'
5. Clicks 'Returns & Exchanges'
6. [Reads text under 'Returns & Exchanges']

7. TS: "It was easy to find the returns and exchanges area, but it doesn't say anything about having to have your receipts to return something. And it doesn't say where to send your return. Is there any way to contact them…"
8. Clicks 'Contact Us'
9. TS: "I guess I would have to email or call them."
10. [Fills out response form]

Public Website: Overall Ratings

(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use: 3
Responsive: 2
Interesting: 2
Efficient: 5
Well-organized   6
Good labels: 6
Direct: 4
Attractive: 3
Easy to read: 5
Focused: 5
Useful: 3
Valuable information: 4
Comprehensive: 4
Good Instructions: 5

What do you consider the most valuable aspect of the website?

Many different products for customers to shop.

What is the biggest problem with the site?

Not always clear and sometimes incomplete information on site. Needs more work under return policy.

Additional comments about the website:

They need to have a 'Shopping Basket' that works

User 5

Task 1: **The catalog has many interesting products and you know you will be purchasing from the site soon. Register to receive information about sales and special offers via email.**
1. F: [reads task aloud]
2. TS: "I'm going to My Account."
3. [Reads information under Customer Registration]
4. Clicks 'Register'.
5. TS: "Ok, there is the box to have emails sent."
6. [Fills out response form]

Task 2: **The email you received had a notice about membership specials on the website but the email was accidentally deleted. Find a way to get special pricing and discounts on your purchases.**
1. F: [Return to the Home page]
2. TS: Clicks browser back button.
3. F: [reads task aloud]
4. TS: "I'll go to Customer service."
5. Clicks on 'Customer Service'
6. Selects 'Contact Us'
7. TS: "I would email the customer service person.'
8. Fills out response form]

Task 3: **A friend's birthday is coming up and she wants a shoe rack. Find a shoe rack under $30.00.**
1. F: [Return to Home page]
2. Uses browser back button
3. F: [reads task aloud]
4. TS: "I am going to Indoor living."
5. Clicks on 'Indoor Living'
6. TS: "I am going to try Beds and Bedrooms first"
7. Clicks on 'Beds & Bedroom'
8. TS: "I'm not finding what I want so I am going to Home Décor".
9. Clicks on 'Home Décor'
10. TS: "Still not finding what I want. (user looked around page and clicked on a few products).
11. Enters 'shoe rack' into 'Search' box
12. Looks over 'Search Results' page
13. TS: "I'm getting the Stackable shoe caddy for $24.99".
14. [Fills out response form]

Task 4: You prefer shopping via catalog versus the web and would like to sign up to receive the catalog. Find a way to have one mailed to you.

1. F: [Return to Home page]
2. TS: Uses browser back drop-down list to return to Home page
3. F: [reads task aloud]
4. TS: "I'll go to Catalog Quick Shop"
5. Clicks 'Catalog Quick Shop'
6. TS: "Not finding what I want. I'm going to go to My Account".
7. Clicks 'My Account'
8. TS: (Looks around page) "I'm going to Contact Us section. I will send a message asking how to sign up for a catalog."
9. [Fills out response form]

Task 5: All summer the wasps have been swarming your porch. Does the site have anything to help you combat the wasps?

1. F: [return to Home page]
2. TS: Clicks logo
3. F: [reads task aloud]
4. TS: Clicks 'Pest Control'
5. Clicks 'Pest Repellent'
6. Scrolls down page. Clicks 'Next'
7. TS: "Going to Insecticide section".
8. Clicks 'Insecticides'
9. (Looks around page) Clicks on 'Repellents
10. TS: "Didn't find anything. "I'm doing a search on wasp spray"
11. Enters "wasp spray" in 'Search' box
12. (Results of search are a message "Did you mean" and a list with 'wasp' and 'spray') Clicks on 'spray'
13. Clicks on browser back button
14. Clicks on "wasp"
15. TS: "Ok."(Finds product)
16. [Fills out response form]

Task 6: A gift certificate would be a perfect present for your sister. Find if you can order a gift certificate on the website.

1. F: [return to Home page]
2. TS: Clicks logo
3. F: [reads task aloud]
4. TS: Clicks 'Gifts'
5. Clicks 'Gift Certificates'
6. [Fills out response form]

Task 7: You are looking ahead to Christmas and would like to purchase some storage pieces now so that they are ready when you need them after Christmas.
1. F: [return to Home page]
2. TS: Clicks logo
3. F: [reads task aloud]
4. TS: "Going to Storage spaces".
5. Clicks on 'Storage Spaces'
6. TS: "Depending on what I want I would go to Indoor or Outdoor storage and see what they have".
7. Clicks 'Outdoor Storage'
8. Uses browser back button
9. Clicks 'Indoor Storage'
10. TS: "I cannot find anything. I am going back to the Home page and try search."
11. Clicks on logo
12. Enters 'christmas storage' in the 'Search' box
13. TS: "Found it."
14. [Fills out response form]

Task 8: Your kitchen drawer is overflowing with batteries you need to keep on hand and you would like to find some better way to store all of them.
1. F: [return to Home page]
2. TS: Clicks logo
3. F: [reads task aloud]
4. TS: Clicks 'Electrical & Lighting'
5. Clicks picture on 'Electrical & Lighting' page
6. TS: "I'll get that. And it includes a tester which would be handy."
7. [Fills out response form]

Task 9: You have received your catalog and found several items you are interested in purchasing. Order 2 of them.
1. F: [return to Home page]
2. TS: Clicks logo
3. F: [reads task aloud]
4. TS: Clicks 'Catalog Quick Shop'
5. Enters product number (provided by tester) in 'Item Number(s)' box
6. Selects color from drop-down menu
7. Clicks 'Add to Basket' button
8. (Receives same error message about page not being available that was received by several other users)
9. F: Ok, that is a recurring problem. Let's just move on to the next task."
10. TS: [Fills out response form]

Task 10: **Now that you've found the product, you will need to check out. However, you need to know how much shipping will cost.**
1. F: [return to Home page]
2. TS: Clicks logo
3. F: [reads task aloud]
4. F: "Since we could not complete the task before this, just find shipping costs on the site."
5. TS: Clicks 'Customer Service'
6. Selects 'Shipping Information'
7. TS: "Ok."
8. [Fills out response form]

Task 11: **It's been over a week since you purchased your item and it hasn't arrived. Find where on the site to track an order.**
1. F: [return to Home page]
2. TS: Clicks on logo
3. F: [reads task aloud]
4. TS: "It's right there."
5. Clicks on 'Order Tracking'
6. Fills out response form]

Task 12: **You've purchased an item and decided it's not what you were looking for. However, you threw away the return instructions that were packed with the item. How do you return and item?**
1. F: [return to Home page]
2. TS: Clicks logo
3. F: [reads task aloud]
4. TS: Clicks 'Customer Service'
5. Selects 'Returns & Exchanges'
6. Clicks 'Contact Us' in bottom nav
7. TS: "Send an email asking how?"
8. [Fills out response form]

Public Website: Overall Ratings
(all ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use: 3
Responsive: 3
Interesting: 7
Efficient: 3
Well-organized   6
Good labels: 6
Direct: 4
Attractive: 3

Easy to read: 2
Focused: 1
Useful: 2
Valuable information: 2
Comprehensive: 2
Good Instructions: 3

What do you consider the most valuable aspect of the website?
Good instructions and useful.

What is the biggest problem with the site?
Finding products easily.

Additional comments about the website:
None.