Context

The following excerpt is taken from a report on Arrowhead Reptile Rescue's user experience. This was a group project in which usability testing was conducted on real subjects and the results were reported. Writing was done by all team members, but I contributed strongly to each of these sections. I believe this piece showcases my ability to draw conclusions from research and make recommendations in a business context.

The Ohio State University
164 Annie and John Glenn Avenue
Columbus, OH 43210

April 20, 2023

Jeremy Holtzclaw
Webmaster
Arrowhead Reptile Rescue
Cincinnati, OH 45243

Dear Jeremy Holtzclaw:

Our team is writing you to present our assessment and recommendations to improve the Arrowhead Reptile Rescue website.

Our team assessed the website using think-aloud protocols that were facilitated over Zoom. The following documents present and describe the tests that were conducted and the results of the tests. We analyzed our tests and the results to find changes that promote accessibility for users.

Thank you for taking the time to consider our report. If you have any questions, please contact us at usabilityteamthree@ux.org.

Sincerely,

Maggie McNea, Devin Edwards, and John McNulty
User Experience Team

Executive Summary

The following usability tests evaluating Arrowhead Reptile Rescue's website took place on April 17 and April 18, 2023, over three separate Zoom meetings. The first test was a think-aloud protocol that required participants to vocalize their thought processes while completing five tasks on the website. This test was video recorded and timed. The purpose

of this test was to evaluate the thought process of participants while they used the website and determine areas of frustration or ineffectiveness during use. The second test was a survey administered through Google Forms. It gathers demographic information and questions users about their experiences. Each test was completed by three participants in separate virtual meetings.

The tests provided meaningful results. During the think-aloud protocol, all three participants completed each task successfully. They communicated frustration at some of the design elements of the site and confusion about terminology on the site. Additionally, some participants struggled on certain tasks. Specifically, participants expressed frustration with the layout, headings, and clickable links on the site. According to the survey results, 66.7% of the participants rated their experience using the site as "not good".

The test identified the following problems to address:
- Poor text readability
- Dated appearance
- Unorganized layout
- Unclear headings
- Dense text

This document contains the results of the think-aloud protocol test and the survey. This includes satisfaction ratings, reactions to the site, time spent on tasks, notes taken during the tasks, errors, and recommendations for the improvement of the site. A copy of the instructions and survey are included in this document in the Appendix and online.

Recommendations

The following revisions could improve the overall ease of use and address the areas where participants experienced problems or found information to be unclear. To begin, headings should be revised for clarity. For example, the Education tab contains too much information. This content could be separated into multiple locations to allow the user to navigate easily.

The density of text could be reduced to improve readability. In general, the information was too jumbled and dense for some participants to find quick facts. Lowering the bright green and black color contrast on the pages could help to make the text more readable. Overall, the site gave the participants and our team a dated impression. We recommend an update to the user interface which retains the rhetorical strengths of the current site.