



**BJHI**

**Brooklyn Jewish Historical Initiative**

# User Test Report

Wednesday, December 15, 2015

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# Executive Summary

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The Brooklyn Jewish Historical Initiative (BJHI) has taken on the tremendous task of preserving and sharing Brooklyn's diverse Jewish culture. Towards this goal, BJHI's website curates a great number of resources, including historical documents, oral histories, event listings, and varied writing on topics concerning current and historical Jewish life in Brooklyn.

To effectively share these cultural offerings with the community and greater world, the website must afford an easy and pleasurable experience for its users. To assess the site along these dimensions, we conducted user tests on BJHI's website, [brooklynjewish.org](http://brooklynjewish.org). Three moderators conducted seven total user tests. Following these tests and group analysis, three key areas for improvement emerged.

- Finding: Overall site navigation is confusing and often ineffective.  
Recommendations:
  - Remove the sidebar "Article" navigation.
  - Redesign the top navigation and overall site organization.
  - Give links accurate labels to clearly communicate the destination.
- Finding: Pages have inconsistent and cluttered design and provide insufficient context to clarify the page content.  
Recommendations:
  - Add descriptive headlines.
  - Minimize extraneous information, especially on the homepage.
  - Ensure that all content related to a page's topic is held within that page.
- Finding: Several features have either limited or broken functionality.  
Recommendations:
  - Fix custom donation button error.
  - Change default view of "Events" page.
  - If resources permit, enhance the site with geographical information.

Our recommendations, along with methodology and elaborated findings, are shared in the following report.

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# Introduction

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The Brooklyn Jewish Historical Initiative (BJHI) was formed in 2008 after identifying a need for the historical documentation and preservation of the Jewish community in Brooklyn. The organization was brought together with the goal to “promote access to information, documentation, and understanding related to the diversity of the Brooklyn Jewish community currently and in the past, and to provide opportunities for communicating, disseminating, preserving, and celebrating Brooklyn Jewish life and culture” (BJHI, n.d.). Although organizing events and forging community partnerships are also an important part of fulfilling its mission, BJHI sees its website, [brooklynjewish.org](http://brooklynjewish.org), as the “centerpiece of the Brooklyn Historical experience for everyone, in Brooklyn and throughout the world” (BJHI, n.d.).

The BJHI website includes a wide array of content: blog posts, historical write-ups, first-person narratives, and a variety of photographs and videos. All content is related to Brooklyn Jewish life, but the amount of information, along with diversity of content types and media formats, makes the organization and presentation of this content especially critical.

To this end, detailed user tests were conducted with the purpose of testing the BJHI’s website for its usability as well as providing actionable recommendations to address any problems that were identified. These tests were organized and performed by a group of three usability experts from Pratt Institute’s School of Information, and included seven participants. These tests generated a wealth of both qualitative and quantitative data. In the resulting analysis, a number of recommendations were formed that, if adopted, will greatly improve the site’s navigation, organization, and general usability.

# Methodology

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## **Overview**

The user test method was selected as it is considered the gold standard in user experience evaluation. At its essence, a user test is composed of one or more observers watching a user interact with a product in order to evaluate its overall usability. A user test is defined by two main components: first, it involves users as test subjects and second, it is performed within a controlled environment (Rogers, Sharp & Pierce, 2011). Furthermore, user tests are inherently task-based, meaning that the participant is given certain tasks they must perform as a means for measuring successes or failures within the interface (Barnum, 2011). These tasks should be representative of the actions of a typical user, have potentially serious consequences if performed incorrectly, and/or explore areas of concern that may present actionable fixes.

As the user's experience is foremost during the user test, participants are encouraged to "think aloud" or narrate their thoughts and impressions as they go. Conversely, the involvement of the moderator is often much more restricted in order to avoid unwanted suggestion that risks influencing the user's decision. The data that is collected will be both qualitative, such as comments made by the user during testing or responses to open-ended questionnaire prompts, as well as quantitative, such as the number of tasks that were accomplished or the amount of time spent on those tasks (Barnum, 2011). In the end, the user test is an excellent way to employ actual users in finding usability concerns and evaluating the overall success of a website in meeting its goals.

## **Procedure**

Seven separate user tests were performed, each overseen by a single moderator and with a single participant. Each test was conducted in the user's own environment, otherwise known as in the field. Although field-testing loses some of the advantages of laboratory testing (including lack of distractions and better moderator control), it allows testers to observe the use of a product in the actual environment in which it is used (Barnum, 2011). In addition, the audio of each test was recorded along with the participant's computer screen using Apple's QuickTime Player. Users were given three tasks and encouraged to think aloud as they navigated the website. Evaluators took notes throughout the session and opted for a communicative testing style, in which minimal verbal

feedback was provided and some probing questions were allowed (Olmsted-Hawala, Murphy, Hawala, & Ashenfelter, 2010.). The sessions were restricted to a maximum of 30 minutes, although no test threatened to exceed that time.

The tests all followed the same procedure and moderators used the same script. At the beginning of the session, participants were asked to complete a brief demographic questionnaire, which showed our participants to be computer-savvy, highly educated (three of the seven having received Master's Degrees and all having completed at least some college), and very comfortable using the Internet for research purposes. A full breakdown of the user demographics as well as the complete questionnaire and testing script can be found within the appendices. Once completed, the users were asked to browse the [brooklynjewish.org](http://brooklynjewish.org) homepage to get a feel for the site. When they felt they had fully taken it in, the participants were asked what they felt the purpose of the site was.

At this point, the bulk of the session was spent completing the three chosen tasks as detailed below:

1. Your great uncle grew up in a Jewish household in Bensonhurst and you want to find first-person accounts about the neighborhood. Please find personal stories related to the Jewish history in Bensonhurst.
2. You just recently moved to Flatbush and are interested in learning more about your neighborhood. Please find the following:
  - a. Are there any Jewish centers in your area?
  - b. Are there upcoming functions for you to attend?
3. You are interested in becoming an active member of the Brooklyn Jewish Historical Initiative. You visit the website in order to:
  - a. Give a small amount of money to the organization.
  - b. Sign up for updates from the BJHI.
  - c. See what other ways there are for you to contribute.

Each task was read aloud by the moderator and the user was then given as much time as needed until they felt that the task had been completed. If the user felt unable to complete the task or that they had exhausted their efforts, they were able to end that portion of the test without having accomplished the task.

After the task portion of the session had been completed, the participants were once again asked what they felt the purpose of the site was in order to track any changes in perception. Finally, the participants were asked to complete two post-test questionnaires: an Affect Grid, in which the user plots their emotional state on a predefined grid, and the System Usability Scale or SUS. The SUS is a widely used questionnaire with the benefit of a standardized and reliable scoring system that has proven success in evaluating a website's usability (Brooke, 1996). At the end of each session, the moderator recorded their immediate impressions as well as any usability problems encountered during the test.

After all the sessions had been completed, the three evaluators met to analyze the combined data using a technique called affinity diagramming, a method in which pieces of data that are determined to be of particular interest or importance are recorded and then grouped according to similarities. Trello, an online collaboration tool that allows teams to organize notes on interactive "boards" ("What is Trello?", 2013), was used to group the data into patterns and create larger categories which made up the major findings to be discussed next.

# Findings & Recommendations

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## **Summary**

While the user tests contained many success stories, such as users being able to easily locate the “Donate” and “Share Your Story” sections of the site, several problem areas were also identified that are currently inhibiting the site’s overall functionality. As mentioned in the methodology section, part of the evaluation that was conducted included the SUS questionnaire, which provides a reliable benchmark of a website’s usability. An Excel calculator was used to conduct the scoring in order to minimize any human error.

The BJHI website was given a mean score of 58.6, which is below the general average of 68 (Sauro, 2011). When converted to percentile rank, the site fell just below the 40<sup>th</sup> percentile at 38.9%. All in all, according to the SUS scoring guidelines, brooklynjewish.org was rated by the test participants at a C- Grade and determined to be within the range of “Marginal Acceptability” (Sauro, 2011). This score backed up the evaluators’ assertion that there are several improvements that can be made to the site in order to elevate the user’s experience and create a website deserving of its mission statement. These findings and the recommended fixes are detailed below.

***Finding 1: Overall site navigation is confusing and often ineffective.***

***Recommendations: Remove the sidebar “Article” navigation, redesign the top navigation and overall site organization, and accurately label links to clearly communicate the destination.***

## **Remove Sidebar “Article” Navigation**

Tasks 1 and 2 allowed for users to navigate the site by means of the “Articles” sidebar. However, of the seven sessions, all users used the top navigation bar to begin every task. Most users either never noticed the sidebar navigation or ignored it, thinking it contained either more advertisements or archived content. The few users that eventually found the sidebar navigation usually did so by accident after becoming frustrated with not finding content in the top navigation bar. One user stated, “The sidebars seem a little crowded, but that just might be coming from someone who has been trained to ignore sidebars for advertisements.” As the sidebar navigation is not being properly used by site visitors, it is recommended that the sidebar be removed

entirely, which would also improve the cluttered feel of the site. Instead, the article categories can simply be moved to the Blog main page rather than remaining visible across all pages (see Figure 1).

## Redesign Top Navigation

As users are relying almost exclusively on the top navigation to find their way around the site, priority should be given to its clarity and accuracy. Currently the top navigation is very full and categorized by headings of fundamentally different kinds. For example, a user seeking a video about Brooklyn Jewish history will not know whether to start at “History” or “Videos.” Redesigning the navigation to narrow the options while properly describing the nature of the content for each heading (as opposed to the format) should make things simpler for the user. The added clarity will also cause the site’s purpose to be more readily apparent to visitors. Furthermore, the human memory can only keep track of seven items at a time so web experts currently recommend limiting top navigation options to seven at most (Crestodina, 2013).

Recommendations for top navigation options are:

- About Us
- Personal Stories
- Resources
- History
- Blog
- Share Your Story

Content currently available in the top navigation or sidebar navigation that is missing from the recommended categories can be incorporated into this narrower set of options. For instance, the current historical contents of “Neighborhoods” can be added as part of the “History” section, while the personal stories can be moved to the “Personal Stories” section. Synagogue, Organization, and Institution information from the “Articles” pages as well as the “Events” page can be made available under “Resources.”

For those aspects of the site that are intended to draw users to some action, stark “call-to-action” buttons such as the current “Donate” button above the top navigation are effective because they are, as one user put it, “very prominent and visible”. The “Donate” item can be removed from the top navigation since it is redundant with the aforementioned prominent button.

## Accurately Label Links

There are many links within the site that took users to pages they were not expecting, as the link labels can often be misleading. In one instance, a link to “Hear Personal Stories of Bensonhurst” led the user to the video main page, where it was unclear which, if any, of the videos were relevant to personal stories from Bensonhurst<sup>1</sup>. Other users had a hard time navigating the “Religious Life” links, and expressed frustration. They did not know where to begin to look and the names of certain links gave no clues to where they would lead, which added to the frustration. When the content doesn’t accurately reflect what the label promises, consider relabeling the link or moving the mismatched content elsewhere. For example, the Hear Personal Stories of Bensonhurst” link can more accurately read “Go to our video library.” More accurate labeling will improve overall site navigation and user experience so users know exactly where they are being taken both within and external to the site.

***Finding 2: Pages have inconsistent and cluttered design and provide insufficient context to clarify the page content.***

***Recommendations: Add descriptive headlines, minimize extraneous information, and ensure that all content related to a page’s topic is held within that page.***

## Edit Homepage

When asked to familiarize themselves with the homepage, users felt overwhelmed by the content and did not know where to begin or click. All found the advertisements to be visually distracting, which took away from experiencing the main purpose of the site. One user commented, "there's too much content, it's just sloppy" and then continued, “the ads are really distracting.” In order to improve the overall look and feel of the homepage and ease user dissatisfaction, the page should only include content that clarifies exactly what the site is about and what the BJHI is trying to do.

The below mockup displays many of these recommendations including limited ads, streamlined content display, removed sidebar navigation, redesigned top level navigation, and a prominent “Share Your Story” call-to-action button which will hopefully entice more users to click.

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<sup>1</sup> Note, this testing was done before the current site design, which does split the main video page into categories. That being said, if a link claims to send the user to personal stories of Bensonhurst, the user should still arrive directly at those pertinent videos rather than the main page.



Figure 1: Redesigned Homepage

## Add Descriptive Headings with a Consistent Style

Throughout testing, users frequently felt overwhelmed by the amount of content on each page and were often confused as to the nature of the content therein. Many pages contain large blocks of text that are difficult to get a handle on without headings that describe the different content types on each page. Additionally, for those pages that do currently have headings, there is no consistent styling used between them so users must learn a new hierarchy on every page.

The lack of headings in the “Neighborhoods” pages in particular forced test participants to read through the entire text block in order to evaluate whether they had found the information they had been seeking. Users expressed frustration at the amount of time spent reading, especially when the page did not contain the content they were expecting. Upon navigation to the “Neighborhoods” page during the first task, one user was so overwhelmed by the amount of text on the page that she gave up on the task entirely. Another user abandoned finding personal stories from Bensonhurst after not seeing anything relevant based on just the first paragraph of text. The remaining users eventually located the personal stories link at the bottom, but felt like they should have been presented with the link sooner. Headings that break up and describe the content on each page as well as in each paragraph would prevent users from feeling the need to read the entire text in order to find the content they are seeking. In addition, a standardized heading style should be adopted that will be used across all pages.

### **Ensure Content on Topic Pages is both Relevant and Complete**

Topic pages should include all content regarding that topic, regardless of content type. While looking for synagogues or Jewish centers in a certain neighborhood, every user began by navigating to the “Neighborhoods” tab, expecting to find all of the information about the neighborhood within that page (e.g. local neighborhood events, synagogues and Jewish centers in the neighborhood, current groups, etc.). Instead, users only found the history of each neighborhood and/or a personal story. Because of the lack of all relevant content being located in one page, one user commented that they felt as though they had to navigate through a lot of external links to find the information they were seeking. As has been previously mentioned in the navigation section, it is recommended that the “Neighborhoods” page content be split across the “History” tab and a new “Personal Stories” tab, which will help to alleviate this issue.

Conversely, any content not specifically related to the overall page topic should not be included as it confuses the user and causes second-guessing. For example, one user looked for personal stories under the sidebar navigation item “People” and was very confused by the content found there, stating, “I’m not sure what this is about and it’s weird that there is a recipe there. That confuses me a lot.” While categories are certainly helpful in guiding users to pertinent content, it should be clear why a certain article is relevant to that category. To that end, personal stories should be removed from the blog and live only under the new “Personal Stories” tab. The Blog should contain only BJHI generated content in order to clarify both its authorship and its purpose. Blog categories and overall topic pages are most useful when they contain all of the pertinent content within, but no more than that.

## **Add Consistent Styling and Dates to Blog Pages**

The “Articles” or Blog pages were also confusing to users as it was often unclear how the articles are structured and in what order they are presented. To improve clarity of these pages, it is recommended that all articles must have a clear and consistent timestamp (ex. month-dd-yyyy) as well as an author attribution. Furthermore, these should be presented in a consistent manner across all articles so that users can quickly gather necessary information without having to “learn” new styling every time. The timestamp and author information also help to clarify who is providing the information and when it was done, which is especially important for those articles about events and other time-sensitive pieces.

An example of the redesigned Blog page can be seen below which incorporates much of what has been discussed in the previous pages, including narrowed categories that exclude personal stories and resources, clear page headings, timestamps, and author names.

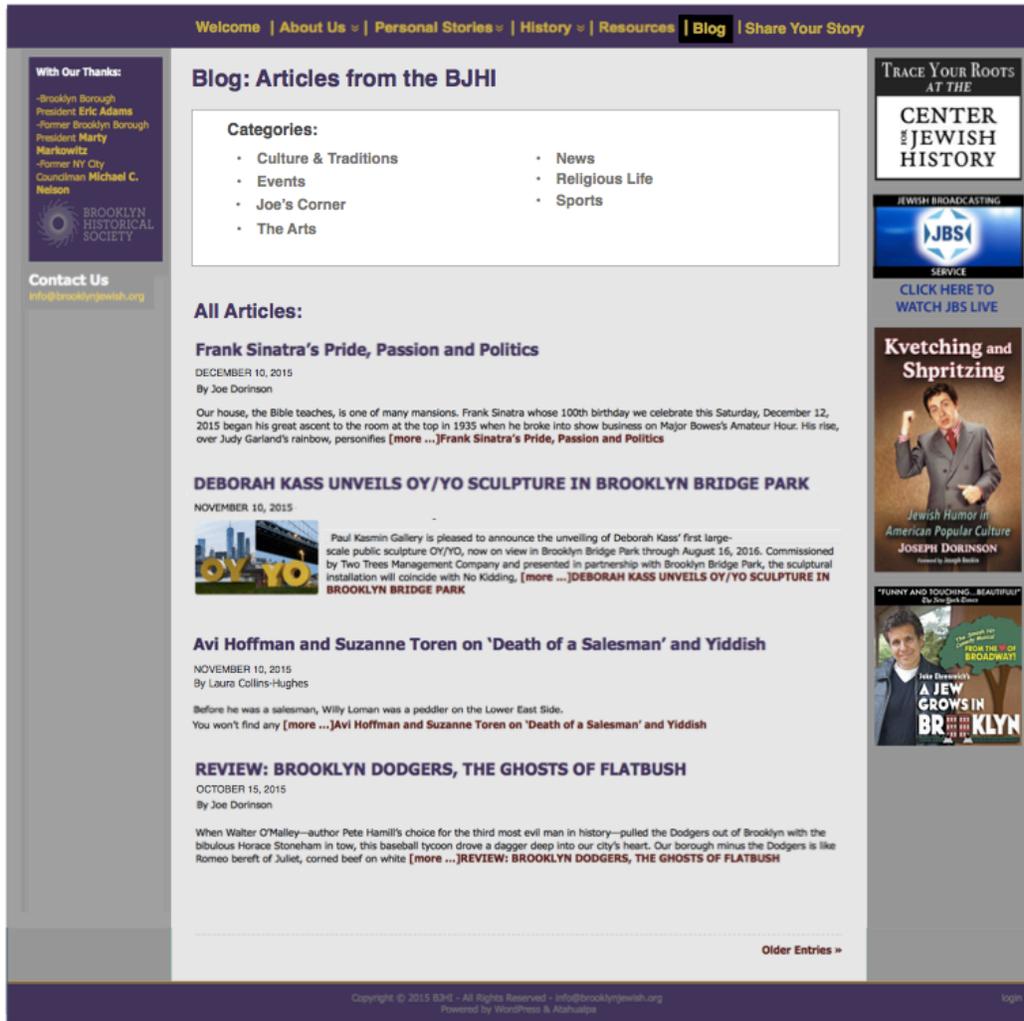


Figure 2: Recommended Blog or Articles Page

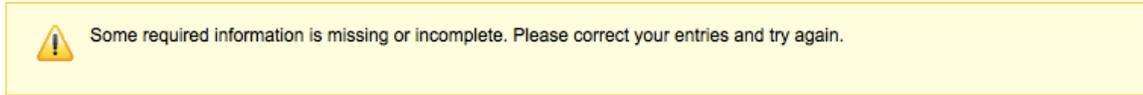
**Finding 3:** Several features have either limited or broken functionality.

**Recommendations:** Fix known bugs and, if resources permit, enhance the site with geographical information.

### Fix Custom Donation Button

During the course of the testing, several bugs were identified which should be addressed in order to create a fully usable site. First, and most crucially, the Custom Donation button on the “Donate” page leads to a PayPal error (seen below):

## Error Detected



Some required information is missing or incomplete. Please correct your entries and try again.

[Go to PayPal Account](#)

Figure 3: PayPal error received after clicking the custom Donation button

Therefore, the only donations one is currently able to make to the Initiative are those of sponsorship level (\$500 and above). Although not intentional, this error caused a serious negative reaction in the site's users, with one participant commenting, "It's just a site to make money." This user was not only confused by the error, but also felt like he had been tricked into having to donate what was felt by many to be a rather high sum. As \$500 is more than the average user would likely want to donate, this functionality must be fixed with some urgency both to benefit the Initiative and to ease user distress.

## Change the "Events" Page Default View

As a second priority, the "Event" page's default display is set to the list display which frequently appears to show "No Upcoming Events" as seen below:

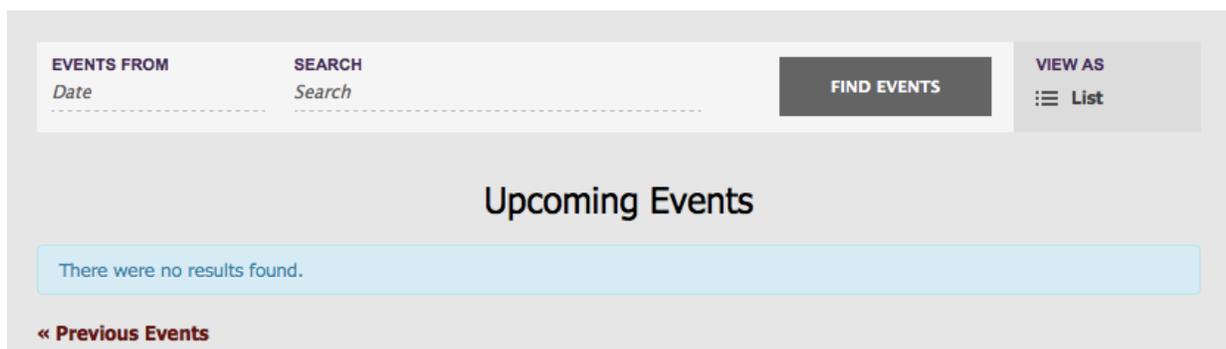


Figure 4: Default view of upcoming events

Out of the seven sessions, only three users made further attempts to find upcoming events upon receiving the above message although all were eventually unsuccessful. Out of those, two of the three simply tried the search bar, and none realized that they were able to change the view to a "Month" display in order to see more events. It is reasonable to assume that users outside of the testing environment would have less of an incentive to try to find an event and would therefore have left the "Events" page even quicker than those attempting to complete a given task. These tests suggest that

unless users see immediate results on this page, they will not explore further and may not find information that is in fact available, but hidden.

That being said, the month view itself has limited functionality in that it does not allow the user to view months in the future, despite the ability to navigate to past months (see Figure 5).

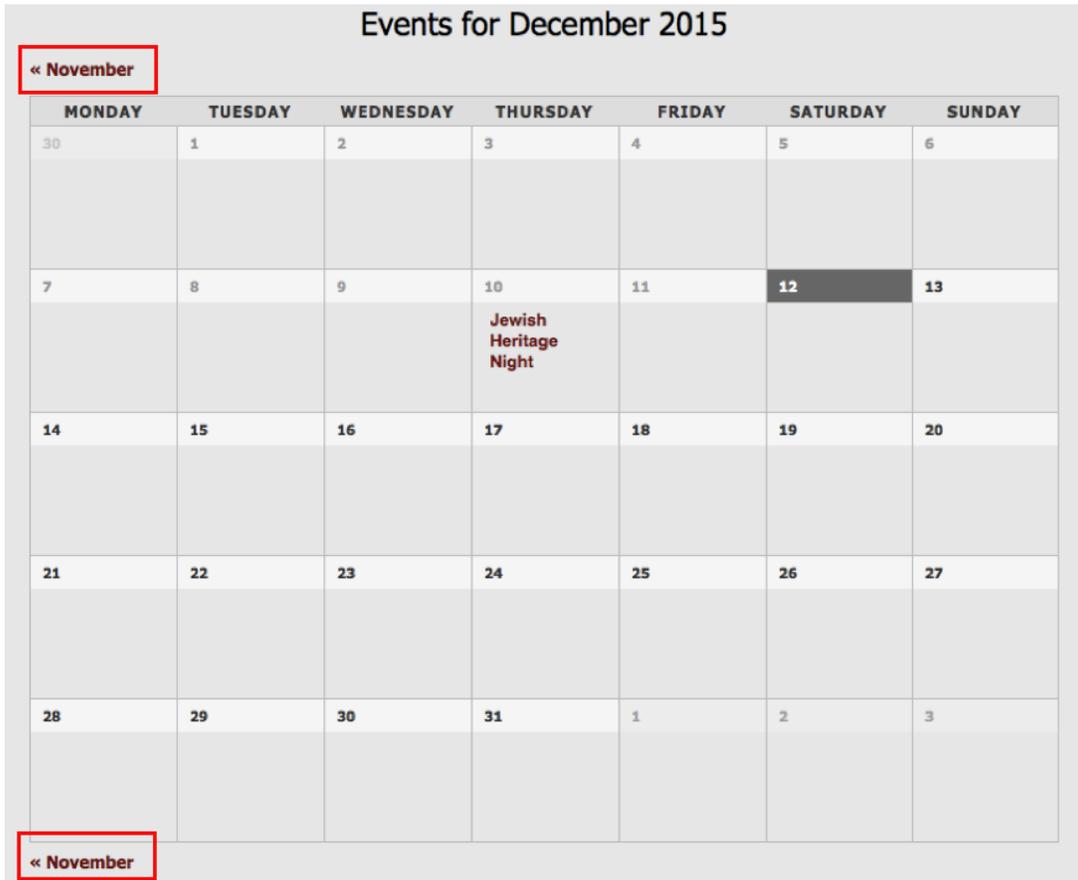


Figure 5: Calendar view of upcoming events with back arrows highlighted

Consequently, users have limited ability to discover upcoming events, especially as the end of the current month nears. In order for this portion of the site to be as useful as possible, it is recommended that the default calendar view be changed to the month view and that, if possible, forward arrows be added to allow users to move forward in the calendar year as well as back.

## Add Geographical Information

Finally, although our test participants were predominately New Yorkers, many felt they did not have an adequate knowledge of Brooklyn geography to make full use of the website, particularly the resources page. For instance, when trying to find synagogues within Flatbush to accomplish the second task, one participant commented that, "Without knowing the geography of Brooklyn that well I wouldn't necessarily know where to click." Another user wished that the synagogues page provided "some kind of map or filtering system to filter by neighborhood, or be connected to the "Neighborhoods" tab" as some of the centers do not explicitly say where they are located.

While this lack of knowledge may be less of a concern for those who grew up in Brooklyn, for those that may have just relocated to the area or for those outside of Brooklyn that are simply using the site for research, the lack of geographical context inhibits their understanding of the information within as much of it is location-based. If retained, something as simple as a map on the "Neighborhoods" page to provide that missing context could go a long way to aid these users. It is further suggested that the synagogue lists on the new "Resources" page either be organized by neighborhood or included as points on a map per the below mockup:

Welcome | About Us | Personal Stories | History | Resources | **Blog** | Share Your Story

**With Our Thanks:**

- Brooklyn Borough President Eric Adams
- Former Brooklyn Borough President Marty Markowitz
- Former NY City Councilman Michael C. Nelson

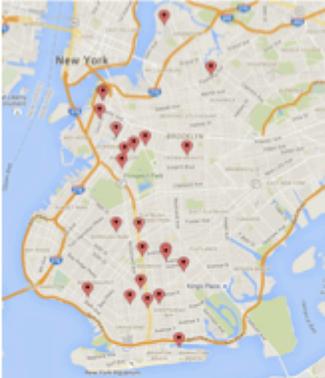


**Contact Us**  
info@brooklynjewish.org

## Resources

The Brooklyn Jewish Historical Initiative brings together information about institutions, Jewish historical societies, projects, groups, and individuals connected to the study of contemporary and historical Brooklyn Jewish communities. In this way, we hope to encourage links between individuals and organizations, as well as to facilitate exchanges. Send us your ideas for links and we will consider including them in our Resource list.

### Synagogues of Brooklyn:



	Kingsey Jewish Center	2810 Nostrand Ave, Brooklyn, NY 11229, USA
	Kane Street Synagogue	236 Kane St, Brooklyn, NY 11231, USA
	Park Slope Shul	Brooklyn, NY 11215, USA
	Young Israel of Midwood	Ocean Ave & Avenue L, Brooklyn, NY 11230, USA

### Arts Organizations:

Brooklyn Arts Council (BAC)	BAC video of Brooklyn Yemeni Jewish singer, Shoshana Tubi	An audio file of Shoshana Tubi's traditional Yemeni Jewish music	Brooklyn Jewish Film Festival
Brooklyn Jewish Community Chorus	Jewish Folk Crafts Guild of Brooklyn	Jewish Children's Museum of Brooklyn	YidLive Brooklyn, NY "The Best in Online Jewish Music Radio"
Jewish Music Cafe	Brooklyn Museum's Collection Items Tagged "Jewish"	The Jewish Museum's Collection Items Tagged "Brooklyn"	Center for Jewish History Digital Collection Items Tagged "Brooklyn"

### Community Centers & Organizations:

Jewish Community House of Bensonhurst	Bensonhurst Council of Jewish Organizations (Bensonhurst COJO)	Sephardic Community Center	United Jewish Organizations of Williamsburg
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TRACE YOUR ROOTS AT THE

**CENTER FOR JEWISH HISTORY**

JEWISH BROADCASTING



SERVICE

CLICK HERE TO WATCH JBS LIVE

**Kvetching and Shpritzing**



Jewish Humor in American Popular Culture  
JOSEPH ROBINSON  
Foreword: Joseph Kadish

FUNNY AND TOUCHING... BEAUTIFUL



MIKE ROSENFELD  
**A JEW GROWS IN BROOKLYN**

Figure 6: Redesigned Resources page with mapped synagogues

# Conclusion

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BJHI's mission to provide access to wide and ranging information requires that it store and organize a great deal of content. But as it is also part of the organization's mission to bring together a worldwide community to share and engage with one another, the content's mere accessibility is not enough. BJHI's website must instill both trust and delight in its users.

Based on the user tests conducted for this study, quite a few improvements can be made to foster such positive user response. The recommendations highlighted above, related to navigation, page organization, and functionality, are all geared toward creating a clearer and more predictable site that confidently leads users through its rich and myriad content. To summarize, these recommendations are:

- Improve site navigation as well as overall page organization:

Recommendations:

- Remove the sidebar "Article" navigation
- Redesign the top navigation and overall site organization
- Give links accurate labels to clearly communicate the destination.

- Add consistency to the page design and ensure that all pages have a clear purpose and context.

Recommendations:

- Add descriptive headlines.
- Minimize extraneous information, especially on the homepage.
- Ensure that all content related to a page's topic is held within that page.

- Fix found bugs and supplement current information with added functionality.

Recommendations:

- Fix Donation Button error and change the events default view.
- If resources permit, enhance the site with geographical information.

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# Appendices

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## **Pre-Test Questionnaire:**

**What is your occupation? \***

Your answer

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**Please choose your highest level of education: \***

- High School
- Some College
- Bachelor Degree
- Master's Degree
- PHD
- Other : \_\_\_\_\_

**How comfortable are you using the Internet to find information? \***

	1	2	3	4	5	
Not at all comfortable	<input type="radio"/>	Extremely comfortable				

**How frequently do you use the Internet? \***

	1	2	3	4	5	
Never	<input type="radio"/>	Multiple times per day				

## Have you ever engaged in the following activities online? \*

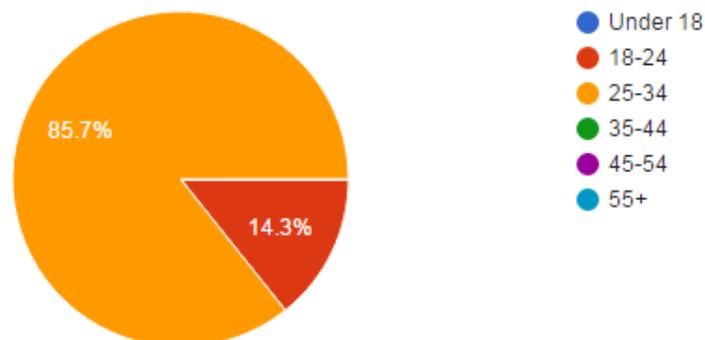
- Written a blog post
- Shared photographs
- Researched information
- Participated in a forum or message board
- Followed social media
- Searched for ancestry information

### Results of Pre-Test Questionnaire:

How are you feeling today? (7 responses)

Pleasantly relaxed
Fine.
Well
Fine
Good
Good
Good

Please indicate your age: (7 responses)



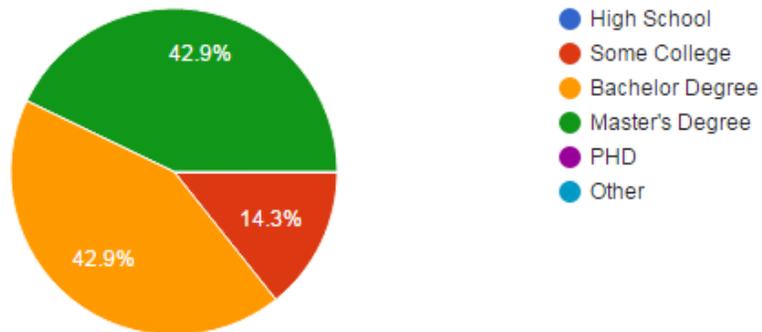
Please indicate your gender: (7 responses)

Male
Female

What is your occupation? (7 responses)

Dressmaker
Student
Program Manager
Human Resources
Product Manager
Bartender
Law student

Please choose your highest level of education: (7 responses)



How frequently do you use the Internet? (7 responses)

Never:	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
Multiple times per day:	5	7	100%

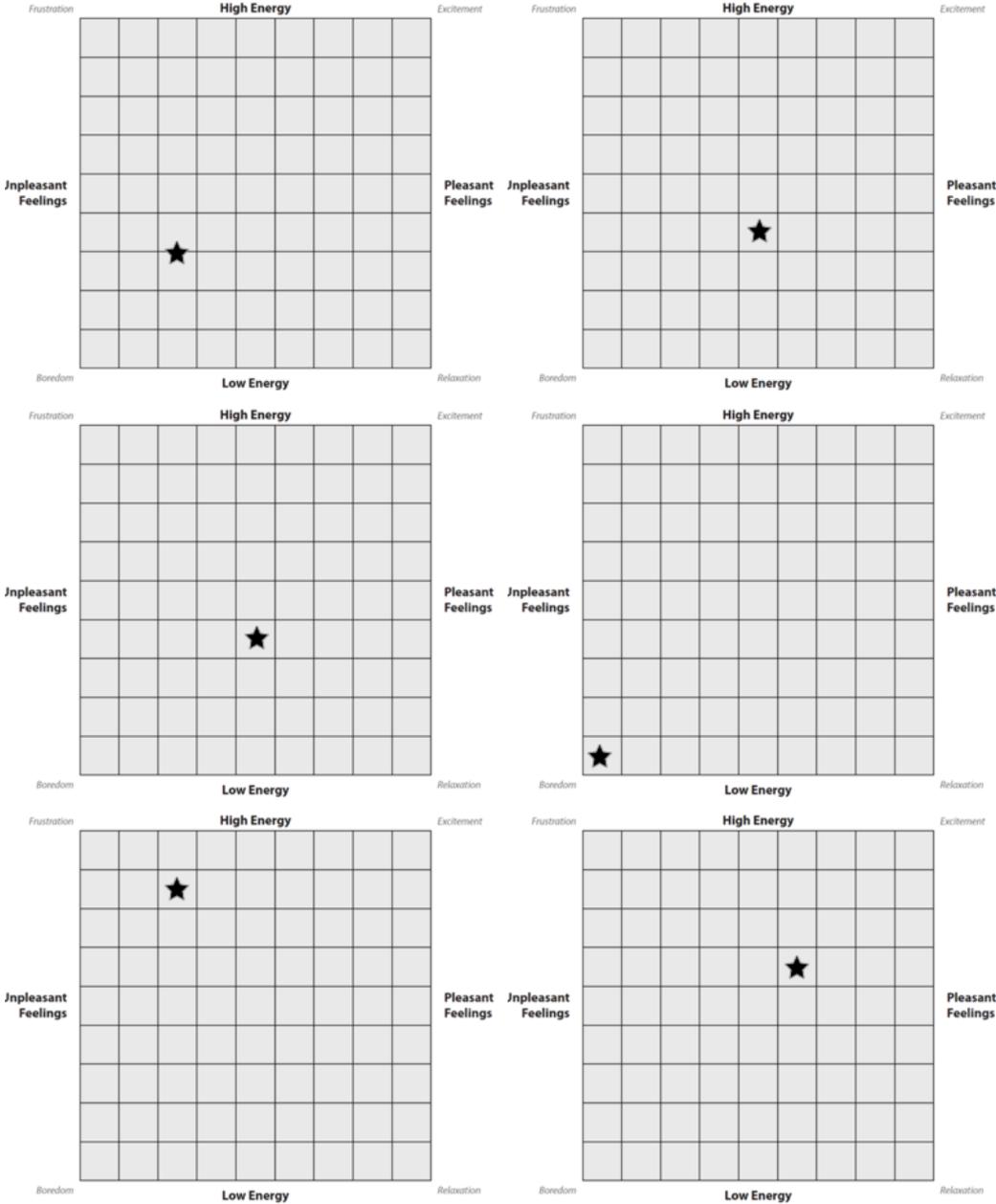
How comfortable are you using the Internet to find information? (7 responses)

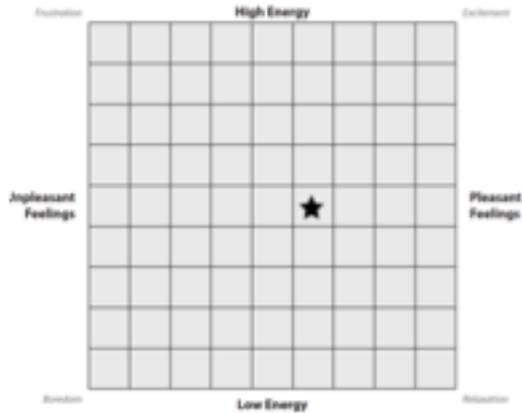
Not at all comfortable:	1	0	0%
	2	0	0%
	3	1	14.3%
	4	0	0%
Extremely comfortable:	5	6	85.7%

Have you ever engaged in the following activities online?

Written a blog post	4	57.1%
Shared photographs	7	100%
Researched information	7	100%
Participated in a forum or message board	3	42.9%
Followed social media	7	100%
Searched for ancestry information	3	42.9%

# Affect Grid:





### SUS Post-Test Questionnaire:

I think that I would like to use this website frequently.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

I found the website unnecessarily complex.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

I thought the website was easy to use.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

I think that I would need the support of a technical person to be able to use this website.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

I found the various functions in this website were well integrated.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

I thought there was too much inconsistency in this website.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

I would imagine that most people would learn to use this website very quickly.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

I found the website very cumbersome to use.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

I felt very confident using the website.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

I needed to learn a lot of things before I could get going with this website.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

## **Responses:**

I think that I would like to use this website frequently:

<b>Strongly disagree:</b>	<b>1</b>	<b>1</b>	<b>14.3%</b>
	<b>2</b>	<b>2</b>	<b>28.6%</b>
	<b>3</b>	<b>3</b>	<b>42.9%</b>
	<b>4</b>	<b>1</b>	<b>14.3%</b>
<b>Strongly agree:</b>	<b>5</b>	<b>0</b>	<b>0%</b>

I found this website to be unnecessarily complex:

<b>Strongly disagree:</b>	<b>1</b>	<b>1</b>	<b>14.3%</b>
	<b>2</b>	<b>3</b>	<b>42.9%</b>
	<b>3</b>	<b>0</b>	<b>0%</b>
	<b>4</b>	<b>3</b>	<b>42.9%</b>
<b>Strongly agree:</b>	<b>5</b>	<b>0</b>	<b>0%</b>

I thought the website was easy to use:

<b>Strongly disagree:</b>	<b>1</b>	<b>0</b>	<b>0%</b>
	<b>2</b>	<b>1</b>	<b>14.3%</b>
	<b>3</b>	<b>2</b>	<b>28.6%</b>
	<b>4</b>	<b>4</b>	<b>57.1%</b>
<b>Strongly agree:</b>	<b>5</b>	<b>0</b>	<b>0%</b>

I think I would need the support of a technical person to be able to use this website:

<b>Strongly disagree:</b>	<b>1</b>	<b>4</b>	<b>57.1%</b>
	<b>2</b>	<b>2</b>	<b>28.6%</b>
	<b>3</b>	<b>0</b>	<b>0%</b>
	<b>4</b>	<b>1</b>	<b>14.3%</b>
<b>Strongly agree:</b>	<b>5</b>	<b>0</b>	<b>0%</b>

I found the various functions in this website were well integrated:

<b>Strongly disagree:</b>	<b>1</b>	<b>2</b>	<b>28.6%</b>
	<b>2</b>	<b>1</b>	<b>14.3%</b>
	<b>3</b>	<b>1</b>	<b>14.3%</b>
	<b>4</b>	<b>2</b>	<b>28.6%</b>
<b>Strongly agree:</b>	<b>5</b>	<b>1</b>	<b>14.3%</b>

I thought there was too much inconsistency in this website:

<b>Strongly disagree:</b>	<b>1</b>	<b>1</b>	<b>14.3%</b>
	<b>2</b>	<b>3</b>	<b>42.9%</b>
	<b>3</b>	<b>1</b>	<b>14.3%</b>
	<b>4</b>	<b>1</b>	<b>14.3%</b>
<b>Strongly agree:</b>	<b>5</b>	<b>1</b>	<b>14.3%</b>

I would imagine that most people would learn to use this website very quickly:

<b>Strongly disagree:</b>	<b>1</b>	<b>0</b>	<b>0%</b>
	<b>2</b>	<b>3</b>	<b>42.9%</b>
	<b>3</b>	<b>0</b>	<b>0%</b>
	<b>4</b>	<b>3</b>	<b>42.9%</b>
<b>Strongly agree:</b>	<b>5</b>	<b>1</b>	<b>14.3%</b>

I found the website very cumbersome to use:

<b>Strongly disagree:</b>	<b>1</b>	<b>2</b>	<b>28.6%</b>
	<b>2</b>	<b>2</b>	<b>28.6%</b>
	<b>3</b>	<b>0</b>	<b>0%</b>
	<b>4</b>	<b>3</b>	<b>42.9%</b>
<b>Strongly agree:</b>	<b>5</b>	<b>0</b>	<b>0%</b>

I felt very confident using the website:

Strongly disagree:	1	0	0%
	2	2	28.6%
	3	1	14.3%
	4	4	57.1%
Strongly agree:	5	0	0%

I needed to learn a lot of things before I could get going with this website:

Strongly disagree:	1	3	42.9%
	2	1	14.3%
	3	1	14.3%
	4	2	28.6%
Strongly agree:	5	0	0%

### SUS Calculator Scoring:

Mean SUS Score	58.6								
StDev	25.0								
# Non-Blank	7		Coding Check:	Values appear to be coded correctly from 1 to 5					
Cronbach Alpha	0.943		Internal Reliability:	Good					
Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
I think that	I found this sy	I thought th	I think that	I found the	I thought th	I would ima	I found this	I felt very c	I needed to
2	4	3	4	1	4	2	4	2	4
3	2	4	1	3	2	5	2	4	3
3	4	2	2	2	3	2	4	2	4
4	2	4	2	4	2	4	2	4	2
2	1	4	1	4	2	4	1	4	1
1	4	3	1	1	5	2	4	3	1
3	2	4	1	5	1	4	1	4	1

Scales		
SUS	Usability	Learnability
58.6	54.5	75.0
25.0	25.0	25.0
72.5	71.9	75.0
35.0	31.3	50.0
75.0	75.0	75.0
80.0	75.0	100.0
37.5	21.9	100.0
85.0	81.3	100.0

## SUS Benchmark Scoring Scale:

Raw SUS Score	Grade Scale	Acceptability Range	Adjective
90-100	A	Acceptable	Best Imaginable
80-90	B		Excellent
70-80	C		Good
60-70	D	Marginal	OK
50-60	F		
40-50		Not Acceptable	Poor
30-40			
20-30			
10-20			
0-10			

*Adapted from Bangor et al. 2009.*

## Testing Script:

### Session Introduction:

Hi, thank you for agreeing to participate in our study! I'm \_\_\_\_\_ and I will be helping you through today's session. We are part of a student group at Pratt Institute's School of Information and have been tasked with evaluating the website for the Brooklyn Jewish Historical Initiative, or the BJHI as we'll refer to it from here on out. The feedback you provide today will help inform our research as we look for ways to help them improve their site.

### The Testing Process:

We're going to spend the next half hour or so using the computer in front of you to complete our user test. This is going to involve a few stages - first, you will need to complete a brief pre-testing questionnaire just to get some initial demographic information. Then I'll be giving you up to three tasks to complete on the BJHI website. Once the tasks have been completed, we will finish up with 2 post test questionnaires. Throughout the testing, we will be using computer software that will be recording the computer screen as well as capturing audio from our session. Please note that your personal information will be kept anonymous and that these recordings will not be shared outside of the evaluation team, although they may be reviewed with our professor.

I will be observing and taking notes throughout the session and may ask you some questions while you go about your tasks. I am also here to answer any questions you might have as you go along. In order to best understand your personal experience, we ask that you try to narrate your thoughts and reactions out loud as you go through the site. Please know that we are in no way testing you or your experience, but are trying to get a thorough understanding of how people interact with the interface. Do you have any questions so far?

**Consent Form:**

Before we begin, please read through this consent form. Let me know if you have any questions after you're done reading. Otherwise, if you are comfortable moving on, please sign and date at the bottom.

[Collect Form]

**Pre-Test Questionnaire (Google form):**

To start, please fill out the this form providing us with background information about you and your technology use. Once you're finished, we can move on to the website we're testing today.

[Start Recording]

**Pre-Task Questions:**

First, we'd like you to take look over the homepage. Just familiarize yourself with the different sections and elements on the page. From what you've gathered, what do you think the purpose of this site is?

Great, thank you! Now we'll move on to the first task.

**Task 1:**

Your great uncle grew up in a Jewish household in Bensonhurst and you want to find first-person accounts about the neighborhood. Please find personal stories related to the Jewish history in Bensonhurst.

Do you have any questions? [Allow time for response] Great, Please begin.

[Give participant time to complete task]

Have you finished Task #1? Are you ready to move on to Task #2?

**Task 2:**

For the second task, you will be seeking out multiple pieces of information. Do your best for each question, thinking out loud as you go along. If the site makes completing the task too difficult, we can move on to the next. Here's your prompt:

You just recently moved to Flatbush and are interested in learning more about your neighborhood:

- Are there any Jewish centers in your area?
- Are there upcoming functions for you to attend?

[Give participant time to complete task]

**Task 3:**

The final task will have several elements to it as well. Try to complete as much as you can.

You are interested in becoming an active member of the Brooklyn Jewish Historical Initiative. You visit the website in order to:

1. Give a small amount of money to the organization
2. Sign up for updates from the BJHI
3. See what other ways there are for you to contribute

Do you understand what you need to do? Great, and as before please try to think out loud as you explore.

[Give participant time to complete task]

Now that all the tasks have been completed, we are going to ask you a few wrap up questions.

**Wrap up Questions:**

Here's what you thought the site's purpose was at the beginning of the session: [repeat their answer from the initial site exploration]

Do you still agree?

If not, how has your perception of the site changed?

**Post Test Questionnaire:**

We really appreciate your time and feedback. Before we end the session, we would like to learn a little more about your experience using the Brooklyn Jewish Historical Initiative website. Please take some time to fill out this brief questionnaire to learn your final thoughts and suggestions.

**Finishing Up:**

Great, we are all set! As a reminder, all of the information you've provided throughout the course of this session will be kept anonymous. If you think of any other comments or suggestions after this, please feel free to contact me. Thank you again for your time!

## ***Moderator Checklist:***

Test Date/Time \_\_\_\_\_

Participant \_\_\_\_\_

Moderator \_\_\_\_\_

### **Supplies**

- At least 2 Pens
- Notebook/ Notesheets
- Water bottle/ water glass

Printed copies of:

- [Test Script](#) for each moderator
- [User Tasks](#)
- [Participant Consent Form](#)
- [Pre-test questionnaire](#)
- [Affect grid](#)
- [SUS questionnaire](#)

### **Before the Test**

- Send participant a reminder of the appointment time/location
- Check computer/ software/ internet access
- Set up the test area (put out forms, set up chairs, etc)
- Set up the computer (pull up the BJHI site, start testing software, load pre and post test questionnaires, etc.)

### **After the Test**

- Debrief - list findings in [spreadsheet](#)
- Ensure you have consent form and all questionnaire responses
- Clear browser history and cache
- Reset the testing area

## ***Participant Consent Form:***

### **CONSENT TO PARTICIPATE IN A RESEARCH STUDY**

**Title of Study:** Usability Evaluation of the Brooklyn Jewish Historical Initiative Website

**Purpose:**

The purpose of this study is to evaluate the Brooklyn Jewish Historical Initiative website (brooklynjewish.org) as a part of the Usability Theory and Practice graduate course at Pratt Institute. We are interested in determining whether or not people can accomplish common tasks using this website. The session will not test you or your ability, but will focus on testing the BJHI website in order to provide information on areas of the site that may require improvement. Please be advised that there are no risks associated with participation in this session.

**Procedures:**

I have been told that, during this session, the following will occur:

- I will complete online questionnaires at the pre-test and post-test phases.
- I will be given tasks using the Brooklyn Jewish Historical Initiative website (brooklynjewish.org). While completing these tasks, I will be asked to "think aloud" to verbalize my thought process.
- Members of the Pratt UX Team will observe and take notes. In addition, video and audio recordings of the session will be made for future review.
- The session will last no longer than forty-five minutes.

**Voluntary Nature of the Study/Confidentiality:**

Your participation in this study is entirely voluntary and you may refuse to complete the study at any point or decline to answer any questions with which you are uncomfortable. If for any reason you do not want to complete a task during the course of the session, you may say so and we will move on to the next task. Results from your session will be included in a usability report. Your name will never be connected to your results or to your responses on the questionnaires; instead, a number will be used for identification purposes. Information that would make it possible to identify you or any other participant will not be included. Data will be accessible only to those working on the project.

**Acknowledgement:**

I have read and fully understand the extent of the study and any risks involved. All of my questions, if any, have been answered to my satisfaction. My signature below acknowledges my understanding of the information provided in this form and indicates my willingness to participate in this user testing session.

Full Name: \_\_\_\_\_  
(Please Print)

Age: \_\_\_\_\_  
(Must be at least 18 in order to participate)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your participation!