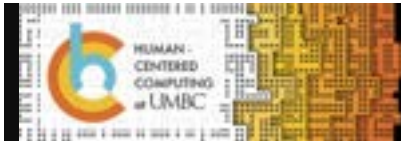# Three Treasures Wellness Website Evaluation

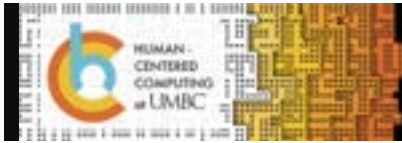**Amy L. Freeland**
Emily Long

23 May 2019
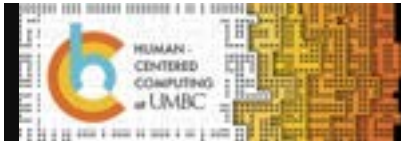
Table of Contents

1. Introduction

Three Treasures Wellness is the website for a local acupuncture practice owned and operated by Grace Ganel. It serves as an information portal for users seeking health therapies outside of the Western medicine realm. It also provides educational materials and articles in a blog format. There is also a portal for new and current patients to book and appointment.

We conducted the following user experience design methodologies on the Three Treasures Wellness Website in order to determine how use the website is to use: contextual inquiry and document review; user observations; user interviews; a user, task, and environmental analysis; a heuristic evaluation; a participatory design activity; and a think-aloud activity. After completing those activities, we created low and medium fidelity prototypes and conducted usability testingFrom these activities, we have developed a comprehensive list of recommendations that the Three Treasures Wellness team can incorporate into their design.

2. Executive Summary

Emily Long and Amy Freeland are students enrolled in the Spring 2019 semester of Human Centered Design (HCC729). Together, they conducted a requirements gathering, a creation of a medium fidelity prototype, and a usability evaluation of the current, live version of www.threetreasureswellness.com. The site is currently hosted by Wix, a free, cloud-based web development platform.

Two laptops using web browser software were used to observe users completing tasks on the site. Notes pertaining to the observations were recorded by pen and paper, and later documented in Google Docs or Microsoft Word, or by use of a tablet computer with Bluetooth-enabled keyboard. The observations were conducted in two separate home office settings. Subsequently, three interviews were conducted by Ms. Long. One interview was of Ms. Ganel, and the other two interviews were of those participants from a potential user pool. The observation and interview sessions captured the participants' ease with using the website, overall satisfaction with the site, questions and feedback. The two of the three interviews were conducted remotely, while was one conducted in person. The team used this data to create a task analysis, a user analysis, and an environmentally analysis.

Both members of the team conducted their own heuristic evaluations of the website. After that, a participatory design session was conducted with a user in order to come up with design ideas for the low and medium fidelity prototypes that we developed. The team the conducted several think aloud sessions with users using the current website in order to gain additional feedback on the website.

After completing the medium fidelity prototype using Adobe XD, the team conducted usability evaluations using the medium fidelity prototype. There were 6 participants, including 2 pilot sessions and 3 sessions that were conducted with the Tobii Eyetracker.

Table on Methods Used

Method Used	Purpose	Date	Number of Participants	Length of Study	Location	Major Findings
Competitive Analysis	Analyze other similar websites	2/10/2019	0		Home	
Direct Observation	Observe users interacting with the website	2/15/2019-2/18/2019	2	30 min per session	Home	
Interviews	Determine goals for users and the client	2/25/2019	3	1 hour per session	Home	
Task Analysis	Analyze the different tasks associated with the website	3/3/2019	0		Home	
Personas	Create typical users for the	3/3/2019	0		Home	

Heuristic Evaluations	Compare the website currently with basic usability and design principles	3/10/2019-3/11/2019	0		Home	
Participatory Design	Work with users to create possible design options	4/1/2019	1	1 hour per session	Home	
Think Aloud	Observe users interacting with the website and asking feedback on the website.	4/9/2019	2	1 hour per session	Home	
Usability Evaluations	Evaluate design of the medium fidelity prototype with users in a formal usability evaluation setting	5/7/2019-5/19/2019	6	1 hour per session	UMBC User Studies Lab and Home setting	

3. Methodology

3.1 Methodologies Used

The team conducted a variety of different User Experience Methodologies in the initial analysis of the Three Treasure Wellness website. First, a contextual inquiry and document review was done in order to gain a greater understanding of the website. Secondly, several users were observed using the system in order to see how they would interact with it in a natural environment. Thirdly, the team interviewed several users as well as the client in order to understand the users' and the client's goals. The team also conducted a heuristic evaluation of the system in order to determine areas that could use improvement based on good design practices. The

team also created a user, task, and environmental analysis in order to understand the website more fully.

3.2 Contextual Inquiry

The client, Grace Ganel, is a sole practitioner in the acupuncture and complementary health fields who has just gotten started with her WIX website, Three Treasures Wellness. The website will be the subject of this semester's usability analysis to ensure that current and potential clients can effectively navigate the website to find the information they need or contact the office to schedule an appointment.

The organization is a small acupuncture office located in the Baltimore/Washington region of Columbia. Ms. Ganel provides traditional acupuncture services, as well as needle-free services such as cupping, gua sha, moxibustion, and zero-balancing. Additionally, she is a certified provider of the National Acupuncture Detoxification Association (colloquially NADA or acudetox) protocols for addiction, stress, and trauma.

The client is a good acquaintance of Emily's, so there will be sufficient access to Ms. Ganel over the course of the project. Ms. Ganel is looking forward to our review and analysis of our site and is open to changes and suggestions that we can offer. She is a recent graduate of the Maryland University of Integrative Health and has just started up her practice.

3.2.1. Client's Goals

We reached out to Ms. Ganel by email in order to gain information about her goals. Most communication with her will be through email or in person meetings.

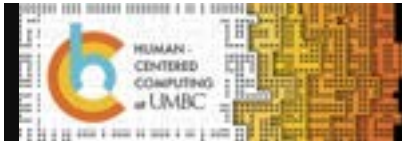What do you want to get out of your website?
I intend for my website to provide a level of credibility to my practice. I started it and began blogging on it while I was still in school so that it would be well established for my practice once I was on my own. I also want my website to help potential clients get to know my services, my philosophy of healing, and me. My website is at the heart of my marketing and represents my brand. It's also a place from which a potential or existing patient can schedule an appointment with me!

What do you like about your website?
I like the subtle colors on my website, I like the clean air of it. I also like the organization I currently have, but I am open to changing it (pages being services, about me, testimonials, FAQ's, contact me, and blog).

What Usability concerns (or other concerns) do you have about your website?
Even though I have edited it to optimize my mobile version, I worry about loading times. I also worry about the speed of my testimonials page slideshow (too fast?) and the order of my website sections. I also wonder

if my SEO is good enough - I definitely come up first after a paid ad when you type in "three treasures wellness," but with so many acupuncturists in Columbia it's hard to stand out in a search engine here.

3.2.2.   Document Review

The home page is laid out in a large 2-column grid using a large amount of white space, with accents in dark cool colors (green/eggplant). There is menu navigation across the top of the screen which takes you to other pages with a similar layout, showing consistency.

Each blurb of text is accompanied by an image. The images are relevant to the content of the text, but due to a large amount of scrolling to read the text, the image disappears from site as you're scrolling down. The font sizes appear to be large for the amount of content that is on the screen.

The language of the site is informal. It provides pertinent information; however, the client introduces herself on a first name basis without providing a last name. Some text is found in the 1st person using the pronouns "I", "my", and "our".

In addition to a desktop version, there is also a mobile version of the website. It contains a navigation menu that is hidden in the top right corner, but that is the main difference.
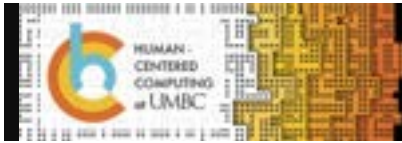
3.2.3.   Other Content

The website provides links to social media sites, and the FAQ page provides a link to Grace's blog on various life aspects and how they pertain to acupuncture or complementary health practices.

3.2.4.   Competitive Analysis

We found the following sites for our competitive analysis.

https://thechifarm.com/ - The first competitor is a website for a Howard County acupuncture practice run by David R. Wurzel, MAc, LAc. The website is unique in that it is very colorful and bright, making it appear welcoming. There is a navigation bar at the top of the website below the logo. The language is fairly informal with the use of first and second person pronouns. It has more text and descriptions than Three Treasures Wellness and less photos and other media. The text is more in paragraphs than bullet points. The organization of the information makes it easy to find important information that potential clients will need.

http://www.whitewolfhealing.com/ - An Ann Arbor, Michigan *counseling* practice which specializes in the National Acupuncture Detoxification Assocation (NADA) protocol - run by Virginia June, DD, LMSW, ACSW,

MAC, CAADC, RT, ADS (NADA protocol does not have to be performed by a licensed acupuncturist in many states, including Michigan). This website contains high contrast with a black background and white text. It is mostly text and descriptions with very little photos or other media. The text is more in paragraphs than bullet points. It has a navigation menu at the top of the page and the organization of the information makes it easy for the user to find what they are looking for.

http://www.currentacupuncture.org/Home.html - A Catonsville acupuncture practice run by Ludwig Kragler, MAc, LAc, ADS. This website has a rather dark gradient background with low contrast text. There is a navigation menu along the top for the information, which allows the users to easily find what they are looking for. There is also more text and descriptions than video or media. The text is more in paragraphs than bullet points.

http://transitionalmedicine.org/ - A Howard County acupuncture practice run by Dr. Hunter Thompson, DOM, LAc, Dipl. Ac. (NCCAOM). This website contains a pleasing color palette containing cool colors with high contrast text and descriptions. The website contains a navigation menu at the top of the screen where the user can easily find what they are looking for. The website also breaks up the text using photos, media, and by use of bullet points. There are also links to social media in the top right corner.

http://gellisacupuncture.com/ - A Howard County acupuncture practice run by Michelle Gellis, MAc, LAc. This website contains high contrast text and description with a simple black and white color scheme. There is a navigation menu at the top of the screen, so the user can easily find what they are looking for. The website contains a lot of text and description that is not broken up by photos or other media. The majority of the website contains text and descriptions.
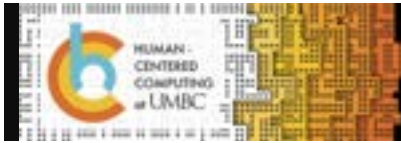
3.2.5. Overarching themes
One of the biggest themes that we noticed about the other websites is that they all have a navigation menu at the top, which makes it easier for users to find what they are looking for. We noticed a variety of different color schemes, from warm colors to cool colors and monochromatic color schemes. We also noticed that a majority of the websites also had large blocks of texts, which made it cumbersome to read information at times. The effective websites broke up the text through photos and other media.

3.3 Participants
This study required the use of a variety of different users or participants, that we used to gain feedback on for the requirements for the website. Two participants were used for a direct observation and contextual inquiry. Subsequently, the client and two additional participants were the subject of interviews to gain more specificity in what the client wishes to provide to her prospective and current patients and what the users' comfort level is with

8

using websites and web services Additionally, questions regarding the participants' familiarity with acupuncture were included in the interviews.

3.3.1. Observation Participants
Two participants were gathered to observe their use of the Three Treasures Wellness website. Ms. Long and Ms. Freeland observed one participant each. Both were known acquaintances of the facilitators.

One participant was a 28-year old, college-educated female. The other was a 61-year old, college-educated male who is also an acupuncturist within the community.

3.3.2. Interview Participants
The interview participants consisted of the client, Ms. Ganel, and two additional acquaintances. The demographics of the additional acquaintances are as follows:
- 25-30 year old, college-educated female who is a full-time professional
- 25-30 year old, college educated male who works in the arts and entertainment sector.

3.3.3. Participatory Design
One participant took part in the participatory design session. This participant was between the ages of 26-35 years old, had a bachelor's degree, and was experienced with using laptop/desktop computers, tablets, and smartphones. The participant also had been used in a previous study, so the participant was familiar with the website and was able to come up with good design solutions.

3.3.4. Think Aloud
Two participants took part in the Think Aloud sessions. One of the participant was between the ages of 26-35 years old, had some graduate coursework completed, and was experienced with using laptop computers, tablets, and smartphones.
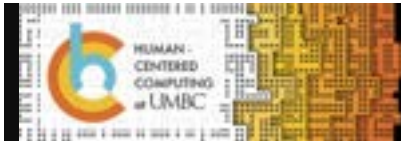The second participant was between the ages of 26-35 years old, had a bachelor's degree, and was experienced with using laptop/desktop computers, tablets, and smartphones.

3.3.5. Usability Evaluation
Six participants were took part in the Usability Evaluation. Each participant
was given the Demographics questionnaire below (with the results):
1. What is your gender?
   a. 2 Women (33.3%)
   b. 4 Men (66.6%)
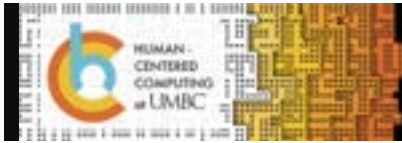2. What is your age?
   a. 3 26-35 year olds (50%)

b. 1 36-55 year old (17%)
c. 2 56-70 year olds (33%
3. What is your experience with computers?
    a. 3 Intermediate users (50%)
    b. 3 Expert users (50%)
4. What device(s) do you use to access the internet? (Select all that apply)
    a. 1 Desktop Computer user (17%)
    b. 5 Laptop Computer users (83.3%)
    c. 5 Tablet users (83.3%)
    d. 5 Smartphone users (83.3%)
5. What is the highest level of education you have achieved?
    a. 1 Undergraduate (Bachelor's) (17%)
    b. 2 Some Graduate (33.3%)
    c. 1 Graduate (17%)
    d. 2 Post Graduate (33.3%)
6. What is your experience with acupuncture?
    a. 2 haven't tried acupuncture (33.3%)
    b. 3 tried acupuncture but did not like it (50%)
    c. 1 tried acupuncture and loved it. (17%)

3.4 Observations

The Three Treasures Wellness website evaluators conducted two separate observations in home-office settings on February 17, 2019. The home-office test site was chosen as it would be the most likely, realistic use scenario for the Three Treasures Wellness website. It also provided convenience in scheduling for the participants and the evaluators. The purpose of this test was to assess the usability of the website and understand how potential and current clients would access information pertaining to the acupuncture services provided by Ms. Ganel. Each observation session was conducted with one participant and one evaluator. Although the sessions were conducted in an informal setting, the sessions lasted between 30 and 60 minutes, and the participants from each session were asked to complete the same tasks in an attempt to preserve homogeneity of the study.

The participants were asked the following questions and observed in their completion of the tasks:
● "Where would you go to find more information about [Ms. Ganel]?"
● "Where would you go to book an appointment [at Three Treasures Wellness]?"
● "Where would you go to find more information on the services [Ms. Ganel] provides?"

10

In general, both participants found the Three Treasures Wellness website very easy to use. The information was provided in a straightforward manner, and 100% of the tasks were easily completed. The easiest task of the three was the "book appointment" task due to the large, green "book appointment" button that is visible on each page.

3.5 Interviews

Subsequent interviews were conducted on February 25, 2019, in order to obtain more usability information regarding the website and more details as to what the client's goals are, things that she likes about her site, and things she would like to change.

The client's goals for the website include:
● 	Drive more traffic to blog articles;
● 	Provide testimonials up front on the home page;
● 	Drive users to learn about her credentials;
● 	Provide a "teaser" video regarding acupuncture and zero balancing services;
● 	Have prospective and current clients engage with the site to learn about her and what her services can do to improve their lives.

Things the client likes about the current website:
● 	The fact that she doesn't have to pay to maintain it;
● 	The friendly color scheme;
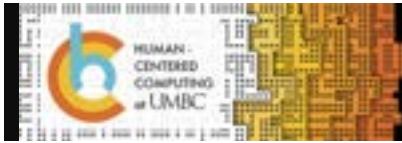● 	The mobile website platform that Wix provides.

Things the client would like to change:
● 	Navigation menus as they pertain to accessing the blogs;
● 	Navigation menus on the mobile platform;
● 	Add testimonials to the homepage;
● 	Allow the "book appointment" button to follow the user as they scroll to read additional content;
● 	Assistance with wording so that it doesn't sound too "academia" or pedantic.

It was the subject of the user interviews that helped the evaluators start to see what usability issues were in the Three Treasures Wellness website.

The user interviews identified areas that could use attention:
● 	How to access the blogs given the users' experiencing accessing other blogs;
● 	Provide forms to fill out that may be required prior to an appointment;
● 	Increase the sites' ranking in a Google search;

This document contains the participant feedback, results of the observations – including ease of use and items that need further consideration, and recommendations for improvements. A copy of the word product in order to obtain
these results and construct recommendations is provided in the Appendix.

3.6 User, Task, and Environmental Analysis

The team created a user, task, and environmental analysis in order to better understand the environment that the users were in. During this process, the team created several personas in order to create life and meaning to the document.

<u>User Analysis</u>

Population: The majority of users in this population will vary widely from novice to expert website users and they will have varying degrees of their experiences and exposure to acupuncture services. It is predicted that the majority of users will be of middle- to upper-class socioeconomic status as health and wellness services could be considered expensive and some acupuncture providers do not accept insurance because health insurance policies don't cover these kinds of services. Potential clients seeking acupuncture services could be those who are looking for an alternative to Western medicine or those who feel as if their physicians have not adequately addressed their health concerns.
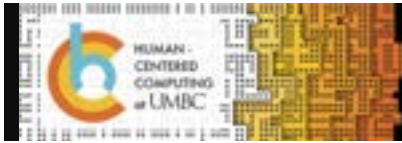
Ten Characteristics:
1. Curious
2. Possible physical limitations
3. Could speak multiple languages
4. Motivated
5. Competing priorities (e.g. busy schedules, need simplicity)
6. Varying professions
7. Varying ages (could include minors who receive treatment with guardian consent)
8. Health conscious
9. Open-minded
10. Willing to learn

Major Groups/Stakeholders:
- Novice to experienced persons interested in general health practices
- Novice to experienced persons interested in health therapies that are an alternative to Western medicine
- Medical professionals seeking additional therapies for patients
- Acupuncturists looking for market analysis or other acupuncture-related research

<u>Task Analysis:</u> (3 tasks plus text based HTA, create a diagram)

- Review Services Provided

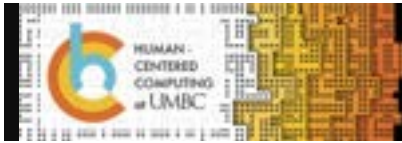- Read Blog Article for Migraines
- Book Appointment

0. Review Services Provided
   1. Open the web browser of choice
      1.1 turn on a computer or mobile device
      1.2 tap/click the browser icon to open
   2. Go to website
      2.1 tap/click the address bar
      2.2 type www.threetreasureswellness.com
      2.3 tap/click enter, or return, or go (depending on browser)
   3. Tap/Click "Services" Link
   4. Scroll to review the services that are provided

Plan 0
Do 1-4

Plan 1
1.1 - 1.2

Plan 2
2.1 - 2.2 - 2.3

0. Read Blog Article on Migraines
   1. Open the web browser of choice
      1.1 turn on a computer or mobile device
      1.2 tap/click the browser icon to open
   2. Go to website
      2.1 tap/click the address bar
      2.2 type www.threetreasureswellness.com
      2.3 tap/click enter, or return, or go (depending on browser)
   3. Tap/Click "More" Link
   4. Tap/Click "Blog" Link
   5. Scroll to blog entry "East to West: Acupuncture for Migraines"
   6. Tap/Click "Read More" Link
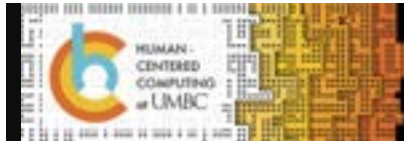
Plan 0
Do 1-6

Plan 1
1.1 - 1.2

Plan 2
2.1 - 2.2 - 2.3

0. Book Appointment
   1. Open the web browser of choice
      1.1 turn on a computer or mobile device
      1.2 tap/click the browser icon to open
   2. Go to website
      2.1 tap/click the address bar
      2.2 type www.threetreasureswellness.com
      2.3 tap/click enter, or return, or go (depending on browser)
   3. Tap/Click "Book Appointment" Link
   4. Select Location
      4.1 tap/click the location drop-down list
      4.2 tap/click "Columbia" or "Tacoma Park"
   5. Scroll to 'Appointment Details"
   6. Select Patient Type
      6.1 tap/click patient drop-down list
      6.2 tap/click "New Patient" or "Existing Patient"
   7. Choose a Service
      7.1 tap/click services list
      7.2 tap/click a service
   8. Provide Reason for Visit
      8.1 tap/click Reason for Visit text box
      8.2 type reason for visit
   9. Enter Patient Name
      9.1 tap/click First Name box
      9.2 type First Name
      9.3 tap/click Middle Name box (optional)
      9.4 type Middle Name (optional)
      9.5 tap/click Last Name box
      9.6 type Last Name
   10. Enter Email Address
      10.1 tap/click Email Address box
      10.2 enter email address
   11. Enter Phone Number
      11.1 tap/click Primary Number box
      11.2 enter phone number
      11.3 tap/click phone number type box
      11.4 select phone number type
      11.5 tap/click Secondary Number box (optional)
      Repeat 11.2-11.4

Plan 0
Do 1-11

Plan 1
1.1 - 1.2

Plan 2
2.1 - 2.2 - 2.3

Plan 4
4.1 - 4.2

Plan 6
6.1 - 6.2

Plan 7
7.1 - 7.2

Plan 8
8.1 - 8.2

Plan 9
9.1 - 9.2 - 9.5 - 9.6
9.3 - 9.4 (optional)

Plan 10
10.1 - 10.2

Plan 11
11.1 - 11.2 - 11.3 - 11.4 - 11.5, then repeat 11.2 through 11.4

Environmental Analysis:
The use of this website is not restricted to any one location. Any location that has a computer with internet browser access, or a smartphone with wireless data, can access this website. The screens should remain optimized so that both desktop and mobile browsers can access the information easily. It is predicted that the website will be accessed most often by desktop or laptop computers which will likely have sufficient lighting for computer use, but we should consider that mobile users could be accessing the website in a wide variety of lighting situations, such as bright sunlight or dark bedroom.

Personas

Lisa

Image Source: https://themighty.com/2016/08/why-i-started-using-a-cane-for-my-fibromyalgia/

Lisa is 30 years old and is a full-time professional with a Master's degree. She lives in a modest home in Howard County, Maryland with her husband of two years and their two dogs.

Lisa has some physical disabilities in her leg and has frequent pain due to fibromyalgia. While she still tries to remain fairly active and not stay at home all the time, sometimes her physical pain prevents her from going out to get work or errands done...or to enjoy shopping if she chooses to do so.

Many years ago, Lisa experienced a traumatic life event that left her with Post Traumatic Stress Disorder (PTSD). The PTSD is stressful, and she also experiences some stress with her job in a professional services job, though she enjoys her job very much.

Recently, Lisa has shifted the focus of her life goals to re-discover herself through fun, positive experiences and is enjoying life more than ever.

William

Image Source: https://www.broadwayworld.com/article/BWW-Exclusive-Broadway-Stage-Managers-Sound-Off-About-What-They-Do-and-How-They-Do-It-20161016

William is a 27-year-old stage manager at a local theater. He is married to his wife of four years, and they live in a 3-bedroom condominium in Baltimore County, Maryland. He is also an audio engineer for a local comedy podcast and performs guitar in musicals and wedding receptions.
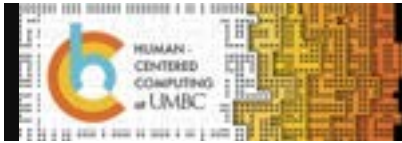
William is a highly active individual who is always reading about the latest health trends. He goes to the gym regularly to attend bootcamp-style classes and occasionally has a session with a personal trainer.

William keeps odd hours and sometimes does not get the amount of sleep that he thinks he should.

William loves all of his jobs. He enjoys being able to do work that entertains others. His wife is supportive of his work, which gives him the additional motivation to be driven to succeed every day.

3.7 Heuristic Evaluation

Despite users easily being able to navigate the website in the observation, the team
still notified quite a few usability issues with the website during the heuristic evaluation. These included quite a few issues between the website on different
browsers, in addition to using the website on different devices (such as smart phone
versus laptop versus tablet). We also noticed that ad blockers frequently affected the
interface. See Appendix for more information and image of these issues we found.

17

For the ad blockers we noticed:
- Social media logos were not displaying

For the general usability issues we noticed:
- Envelope icon opens a default program regardless as to the user having an email program
- Carousel on the testimonials page is difficult to read
- Awkward spacing on pages with photos and text
- Inconsistent icons
- Jargon language
- Hidden menu items (FAQ's and Blogs were not visible unless you selected the More option)

For the different browsers and devices we noticed:
- Certain images would not show up in Chrome vs. Safari (such as the Google Map view of the Office)
- Mobile version has a large image that causes the user to scroll down in order to see information, the desktop version does not contain this

These issues were one of the main drivers in our recommendations.

In addition, we noticed several good aspects about the website:
- Big prominent "Book Appointment" button that is visible in multiple locations on every page
- Good language on navigation titles
- Feedback on which section is selected
- On the desktop site, information is clearly visible without having to scroll

Overall, using this method of evaluating a website was rather useful in that it did not take up the logistics like working with users might be. It was pretty simple to just sit down and

3.8 Participatory Design
The participatory design session was conducted in order to garner feedback from a user about potential design ideas that we could utilize for a redesign of the website. This session was conducted with one participant who had interacted with the website before, and who had been used in the observations and the interviews. We did this in order to insure that our user would already be familiar with the website and would have already identified pain points that they personally have had using the website.

Script:
Hello,
Thank you for agreeing to participate in this design activity for our class where we are conducting a usability analysis of the Three Treasures Wellness acupuncture website.
The purpose of today's activity is to review two aspects of the current website and

gather your thoughts on how it could be re-designed. Here are the current pages. I have other things such as markers, post-it notes, and scissors to help you be as creative as possible. All of your feedback is welcome, even if you may think it's silly. Some of the best ideas come from silly ideas. Let me know if you have any questions about the activity. If at any time you want to stop, you may.

Tasks

1. Redo testimonials
2. Redo navigation section (top of page)

Describe Participants: The participant is a 25-30 year old male who is college educated and works as a teacher. He has done acupuncture before and would like to try acupuncture again. He was one of the interview participants from the interviews previously in the semester.

Describe PD
Session:

After explaining the process of what we were doing using the above script, I literally just showed the participant the screens and said, "go design!" I did summarize the results from the data and the findings from the mid-term report to save time, and because I know that the participant was very interested in getting started designing. We used my Rocketbook in order to sketch, as it provides easy scanning and the pens used on it are erasable. I had several colors available however the participant chose to only use black.

Overall, I did not take as much of an active role, I sort of just sat back and let the participant take the reins so to speak and l let him kind of take the design session where it needed to go. I wanted to do this so that he felt like he could speak freely without thinking that he would be influenced by what I said. He had quite a few ideas and seemed to just come up with them on the spot, rather than use any brainstorming techniques. Watching him design and talk through the designs kind of inspired some of my ideas for the testimonials page and the home page, so we sort of used cheatstorming, which is where you build ideas from others.

Our two usability issues were the missing menu items on the navigation section and the testimonials page. I was very much against a carousel however I felt like once the participant designed one, I realized just how much the carousel could work if designed properly.

Overall, I really enjoyed this assignment. It was nice to see down and talk to a user about ideas, but I also felt like it wasn't just my ideas. It was important to go into this with an open mind, as at first I was like, "but this is different from my idea," in

19

my mind, but I had to stop myself from saying, but what about this. Once he got his ideas out, I realized, hey there are some other ideas that I could totally use from this! So I felt like this was a really great way to design and get design ideas without having to think too hard.

Present the Prototypes: We used the usability issues of the missing menu items on the navigation section and the carousel on the testimonials page for our participatory design session. We, combined with our participant, created some very interesting and cool designs.

Designs:

The following two designs were completed by the participant.
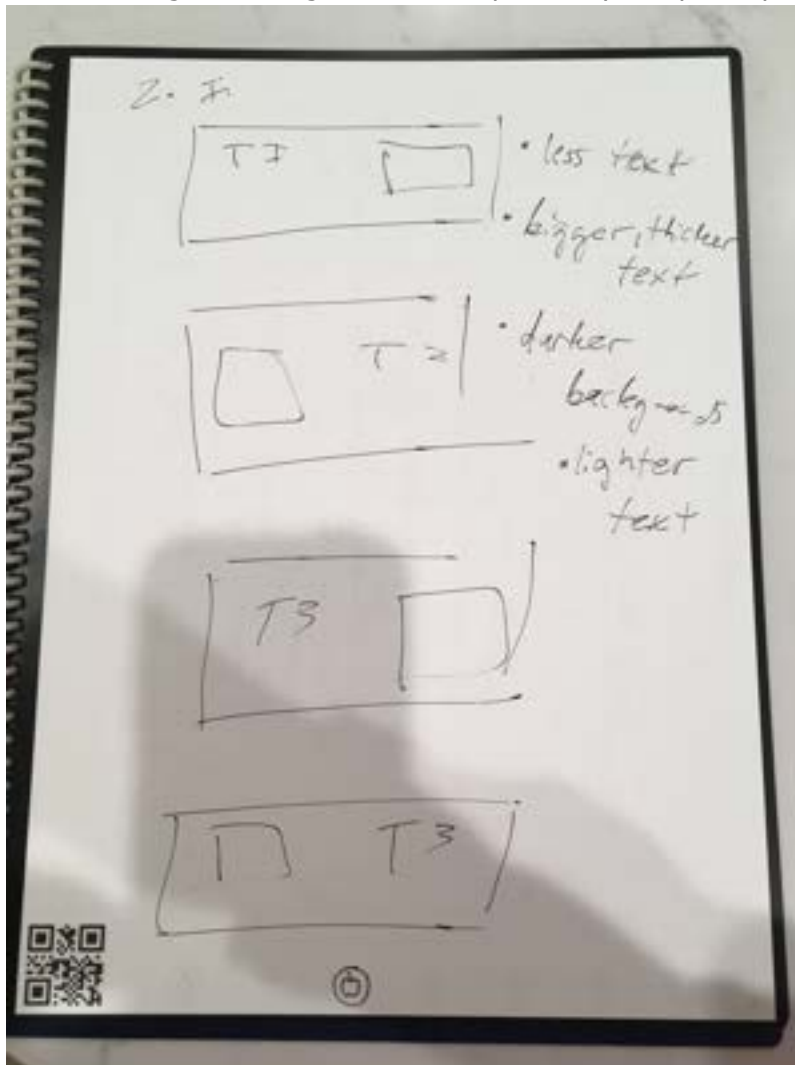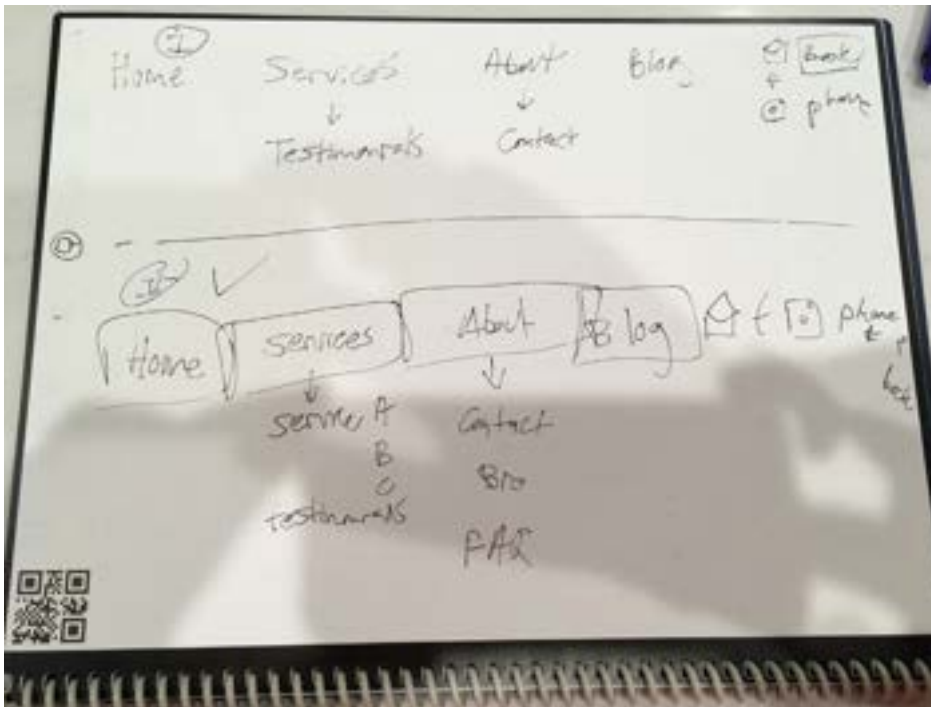
The following two designs were completed by Emily Long and Amy Freeland.
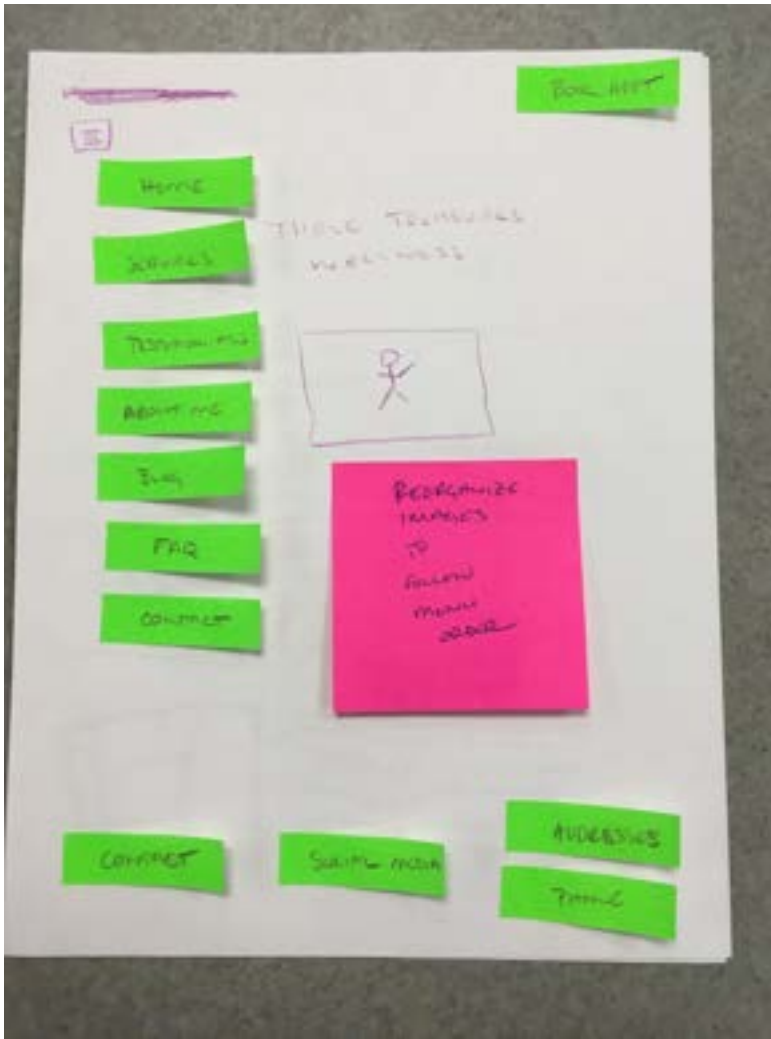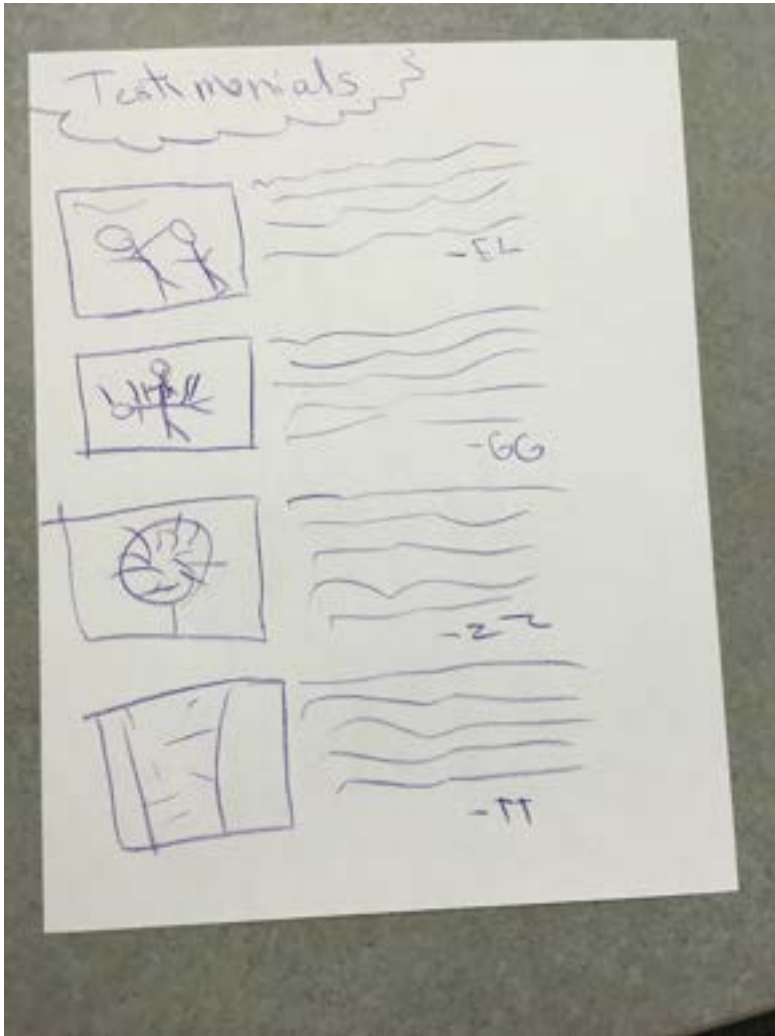
3.9 Think Aloud

For this assignment, we used the think aloud method for gathering information from users about their experience with the Three Treasures Wellness Website. This method involves prompting the participant to speak aloud their actions about what they are doing and why. This method allows us to understand their thought process.

We decided to use the mobile version of this website in addition to the desktop version. We did this primarily because at the time of the session, the desktop version was not working for some reason, and yet the mobile version was. This was a good opportunity for us to see the participants interact with the mobile version, as we have not interacted with it before.

Problems to solve:

- Usability of the blog and testimonial pages of Three Treasures Wellness
- Ensure that it is easy to find out information about the practitioner and locations/contact information

Participants:
The participants who took part in the think aloud assignment were primarily novice users who had some prior experience with the website but not much. The participants were both in the age 20-30 range and had completed an undergraduate degree. They also had ample experience with using websites. Both had tried acupuncture in the past.

Setting:
The two think aloud sessions were conducted in the kitchen of Emily Long's house. They were conducted on April 7 and April 8, 2019 in the evenings. This environment was to mimic a possible situation where the participants could be viewing the website in their process of researching possible acupunctures or making an appointment. While it is not the only environment, it is one of the more accessible environments.

Usability goals:
Our goal is to ensure that the blog and testimonial pages are easy to access, read, and are more prominent than the current design. The client has a high desire to focus on these pages to help educate prospective clients about her services
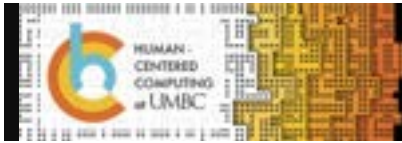
Hypothesis:
Our hypothesis is that users will be able to easily navigate to the client's desired pages and learn more about acupuncture services than they may have know before visiting Three Treasures Wellness.

Think Aloud Tasks:

1. Reviewing the Homepage
2. Researching blogs
3. Reviewing testimonials

24

    4. Review the practitioner
    5. Find locations and contact information

Script:
Thank you for joining us today as we evaluate the Three Treasures Wellness Website. Your thoughts and opinions will be helpful as we create a new design for it. I did not design these pages, so you will not hurt my feelings. I'm interested in your honest feedback about the design of these pages and how they work for you. We are evaluating the website, not you.

Today we will have 5 tasks to look at the website and potential issues that may arise

Task 1: Your office manager came to you and asked you to go to the Three Treasures Wellness website and give your opinion on having acupuncture services available to other employees. If you just navigated to the homepage, what do you think you would do next?

Task 2: You have to give a small office presentation about the benefits of acupuncture to try to convince management that they could benefit from an office acupuncture plan. Use Three Treasures Wellness website in order to research the blog. Remember to think aloud as you work.

Task 3: You have found relevant information for your office presentation, but you don't know about this specific practitioner. How would you go about finding and reviewing the testimonials left by prior clients? What thoughts go through your mind as you are completing this task?

Task 4: Now that you know how others feel about the practitioner, you want to know more about her specifically. What steps do you take to find out more about the person you want to recommend to management?

Task 5: At the end of your presentation, you want to be able to provide office and contact information to ensure others that Three Treasure Wellness is a convenient and easy to locate facility.. Talk through all the steps you take to complete this task.

Results:
Overall, we found that the users were able to navigate the website, both the desktop and the mobile version rather easily. The main page allowed the users to easily navigate throughout the different sections. The large photos and texts of descriptions on the home page allowed the users to easily find information quickly. They were also able to easily navigate to certain sections, such as Services and About Me with ease, as they were the most obvious selections other than Book Appointment.

However, there were a few troublesome areas that we discovered through this exercise. They consisted of the top navigation on the website, which is consistent throughout the website, and the readability of the testimonials.

The main issue was that there were several items that were not visible from the main page from the desktop version, specifically the Blog and FAQs. It is hidden

under the section of More, which is kind of small and not very obvious to the user. Given that the client wants to attract visitors to go to the blog and the FAQs are important for potential patients, this is a rather large issue. The overall feeling from the participants was that, "Once I know where it is, it's ok, but I wouldn't know it was there." The Blog and FAQs do not have a high discoverability, which could lead to issues if the client wants users to view this sections and the users have not been to the sections before. We did not notice this issue in the mobile version, as there is just one big drop down menu. The user who used the mobile version was able to easily navigate the website with no issues, which represents to us that it is likely that a single drop down menu could work for the desktop version, in that it would allow the user to easily discover the previously hidden sections. It would also provide more consistency from the main prototype to the mobile device if we decided to use that as our main navigation method.

We did find that users were able to navigate the testimonials pretty well, despite the carousel, and had positive feedback for the carousel method. They did feel like there was a lot of text contained within the carousel and wanted it shorter or to only focus on a couple of words, for example, the words that were underlined by the client. One user wanted to see a link to the Yelp or Google reviews, because those are less regulated by the client. Both users stated that they did not like the color contrast on the testimonials page. They felt like the large block of text and the colors made it difficult to read.

UARs from this Exercise:

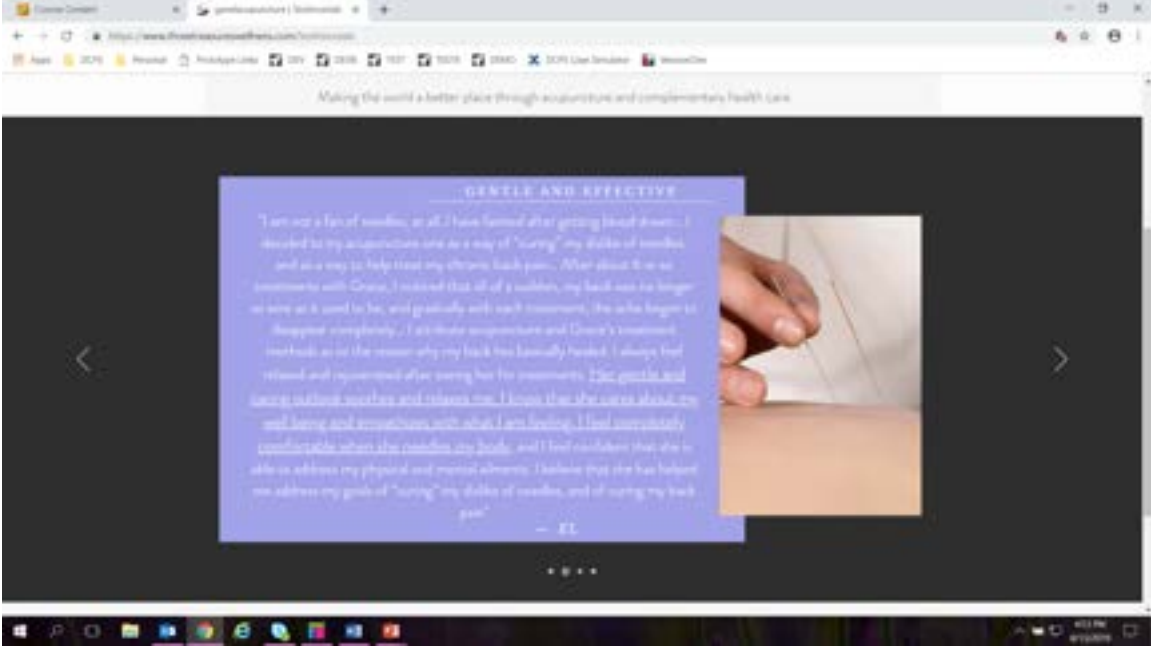| No. TA 1	Problem/Good Aspect
Name: Home page selections	
Evidence: 2/2 users navigated the page using the home page text and selections.	
Explanation: Because the home page has big, easy to spot selections, the sections of Services and About Me were easily discoverable and the users were drawn to them immediately.	
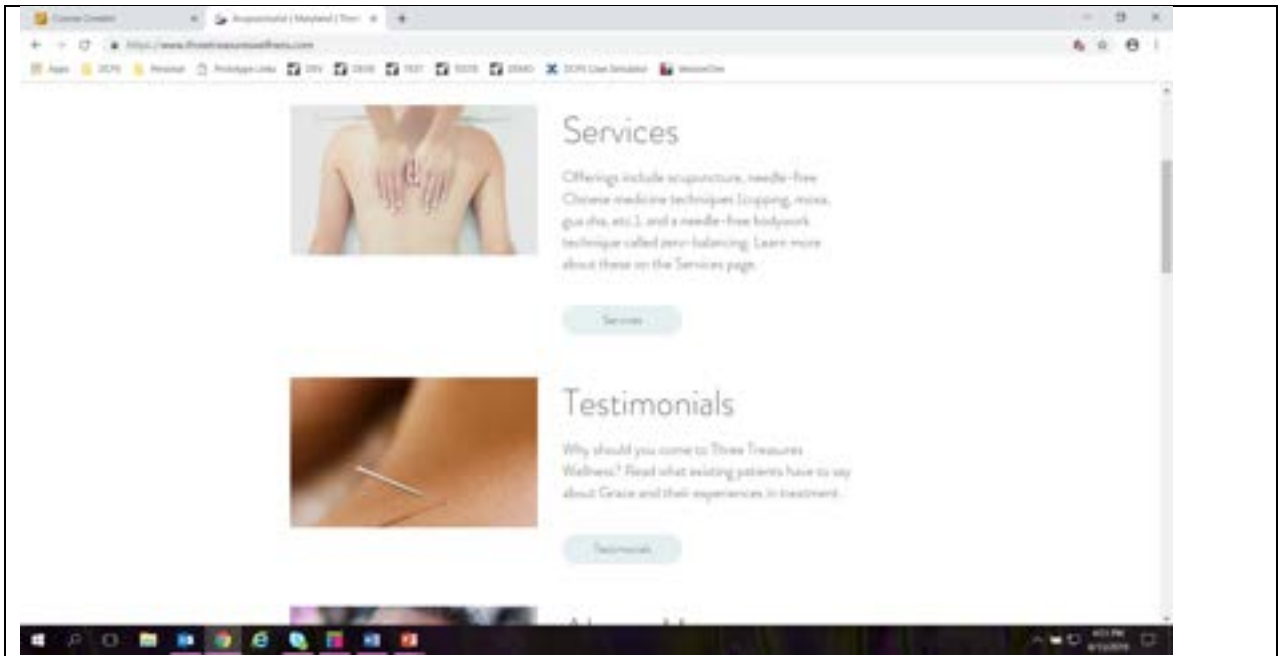
Severity or Benefit: Benefit
Rating: 0
Justification (Frequency, Impact, Persistence, Weights): N/A
Possible solution and/or Trade-offs: N/A
Relationships: N/A

No. TA 2	**Problem**
Name: Difficulty Accessing Blogs and FAQs	
Evidence: Users stated that they would not easily discover the Blogs and FAQs if they did not already know it was there.	
Explanation: The Blog and FAQs sections are hidden under the dropdown menu of "More." It is not discoverable because it is not apparent to the user and they cannot view it without taking an action first.	

Severity or Benefit: Severity

Rating: 3

Justification (Frequency, Impact, Persistence, Weights):

Frequency: The Blogs and FAQs section is not easily discoverable from all pages because the top navigation is present on all homepages.

Impact: The FAQ's provides important information for the user if they are a new patient and need to know information like where the office is and such. This is not so much of an issue for users who already know where it is, but it is for new users.

Persistence: Once the users know where it is, they do not have issues finding those menu items, however they must know where it is.

Weights:

Possible solution and/or Trade-offs: Modify the top navigation so that the Blog and FAQs items are visible or modify the top navigation so that it mimics the mobile version.

Relationships: N/A

No. TA 3	Problem
Name: Readability of Testimonials	

Evidence: 2/2 users stated that they felt that the text of the testimonials was too long and that the color contrast made it difficult to read.

Explanation: The text for the testimonials is long and contains unusual color contrasts that are likely not approved for Accessibility standards, for example, it is pink and white, or green and white. The carousel also make it difficult for users to read because it changes quickly before the users have an opportunity to finish reading, and they lose their spot.

Severity or Benefit: Severity

Rating: 3

Justification (Frequency, Impact, Persistence, Weights):

Frequency: This only occurs on the testimonials page.

Impact: If the users want to view the testimonials, they will have a hard time reading them, which could cause issues if they value the testimonials.

Persistence: Because you cannot pause the carousel, the user must continually go back and try to continue reading.

Weights:

Possible solution and/or Trade-offs: Break up testimonial text so that it is easier to read, also make the colors of the text and background have

Relationships: N/A

Moving Forward:

This was a very interesting exercise because it allowed us to really see what the users were thinking while using the website and we could hear their suggestions on what should be changed to the website, which will facilitate us in designing the prototypes. We could see that the users were actually having difficult with things that our heuristic evaluation brought up as issues, and we learned some new things, such as the readability of the testimonials page. Overall I thought this was a very interesting exercise. We were also lucky because we had such talkative participants, but it was still rather difficult to come up with good probing questions that facilitated more of a discussion and did not bias the users.

3.10 Prototypes

We created paper prototypes as well as Medium Fidelity Prototypes using Adobe XD, which is a prototyping software that is used to create interactive prototypes. We used Adobe XD because we can easily access the prototypes from any computer that has internet access and the interface was easy to use.

We first created paper prototypes that focused on the navigation style. We chose two main navigation options. The first was an accordion like main navigation menu, which would drop down from the left and would show the user all of the different possible options that they could choose.

The other prototype that was created for navigation focused on having a horizontal top menu and then having some of the items be drop down menus so that the users could find more information.
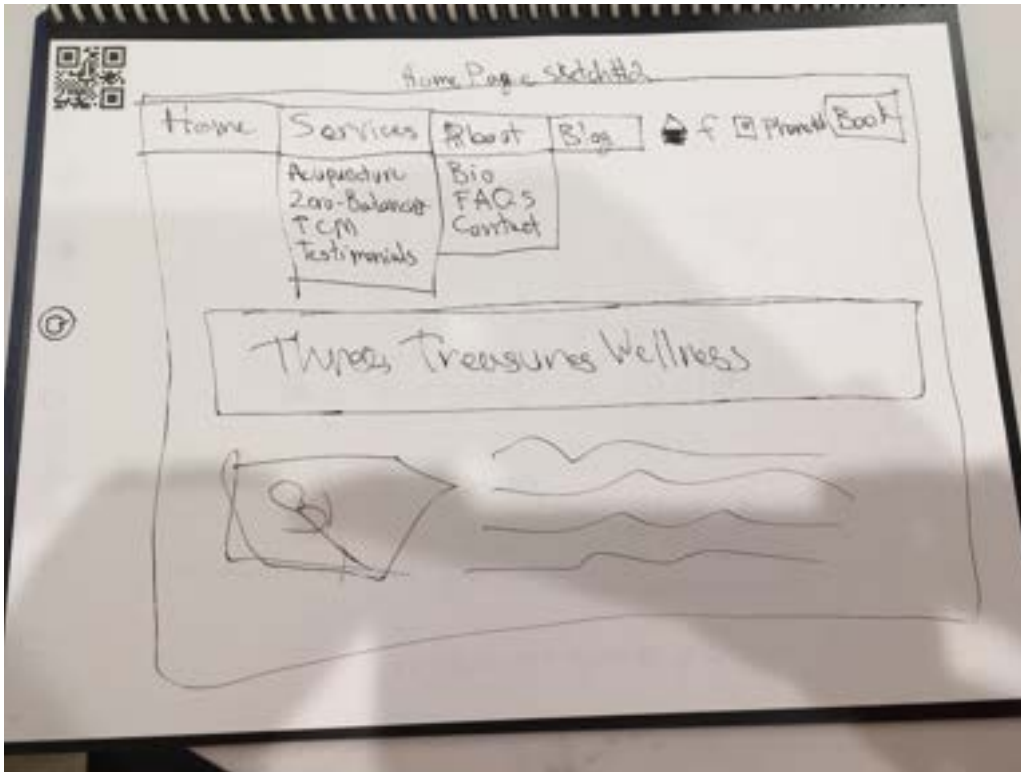
We also created two possible prototypes for the testimonials age. The first was a variation of the original carousel, however it contained a pause button and had bigger next and previous buttons.
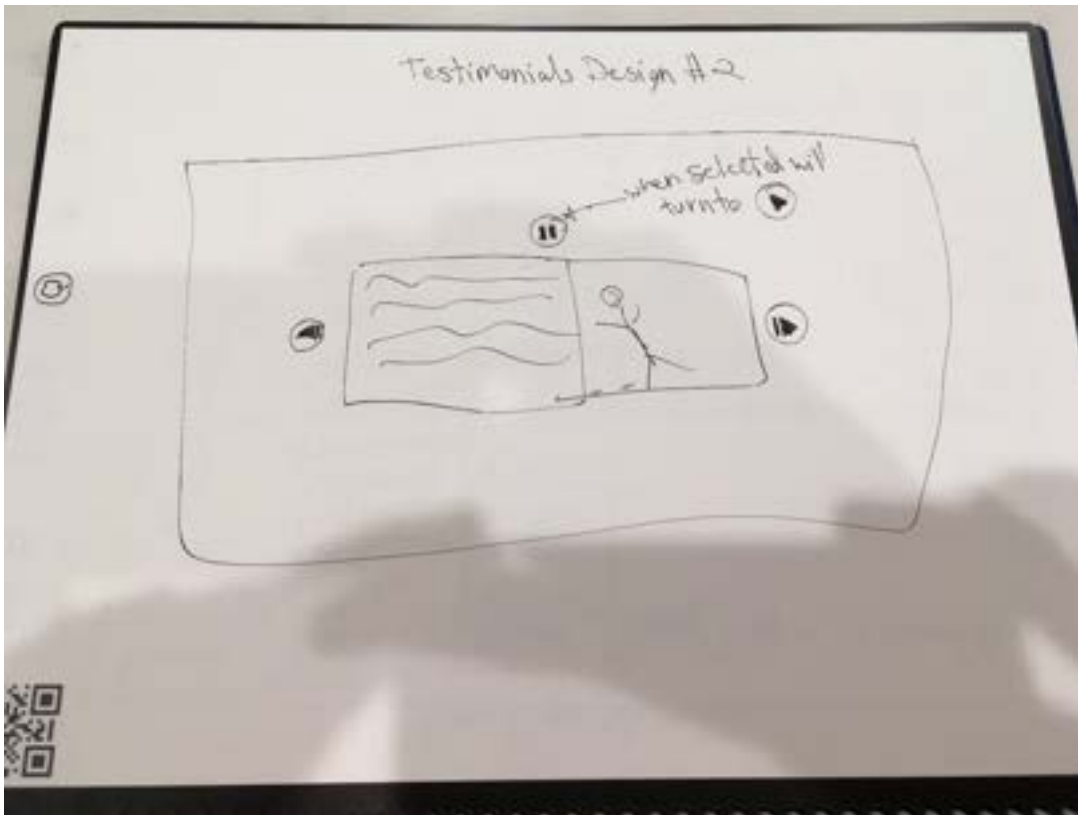
The second design had all of the testimonials on one page, instead of the carousel option. Originally we had them in vertical format, but then switch to horizontal to have the user scroll less on the page.

We transitioned those aspects of our design into the medium fidelity prototype with the navigation and testimonials page. Prototype 1 had the horizontal navigation menu and all of the testimonials on one page, while Prototype 2 had the vertical navigation menu and the modified testimonials carousel. We also created a blog page section, which was the same for each prototype, in order to determine additionally evaluate the navigation with the users.
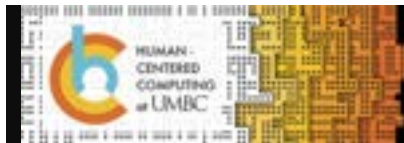
Prototype 1

Index:

Home   Services   About   Blog   Social Media Links   Email   Phone   Book Appointment

Three Treasures Wellness
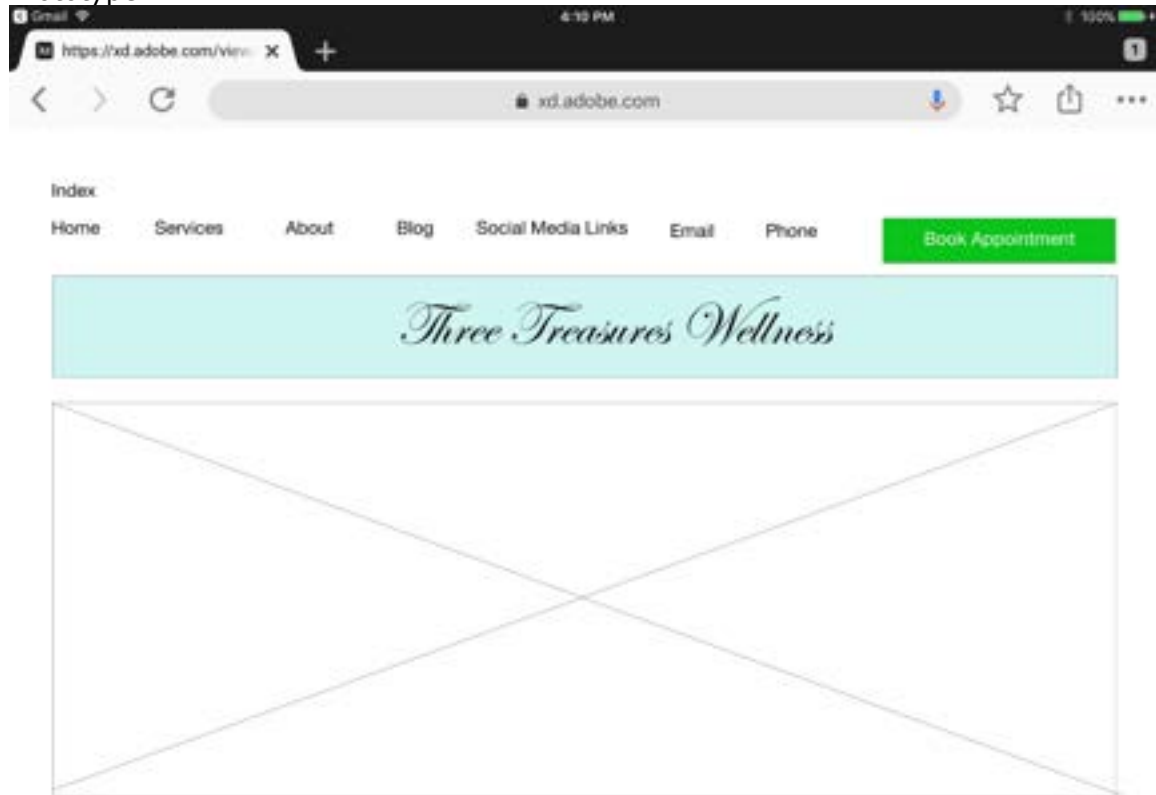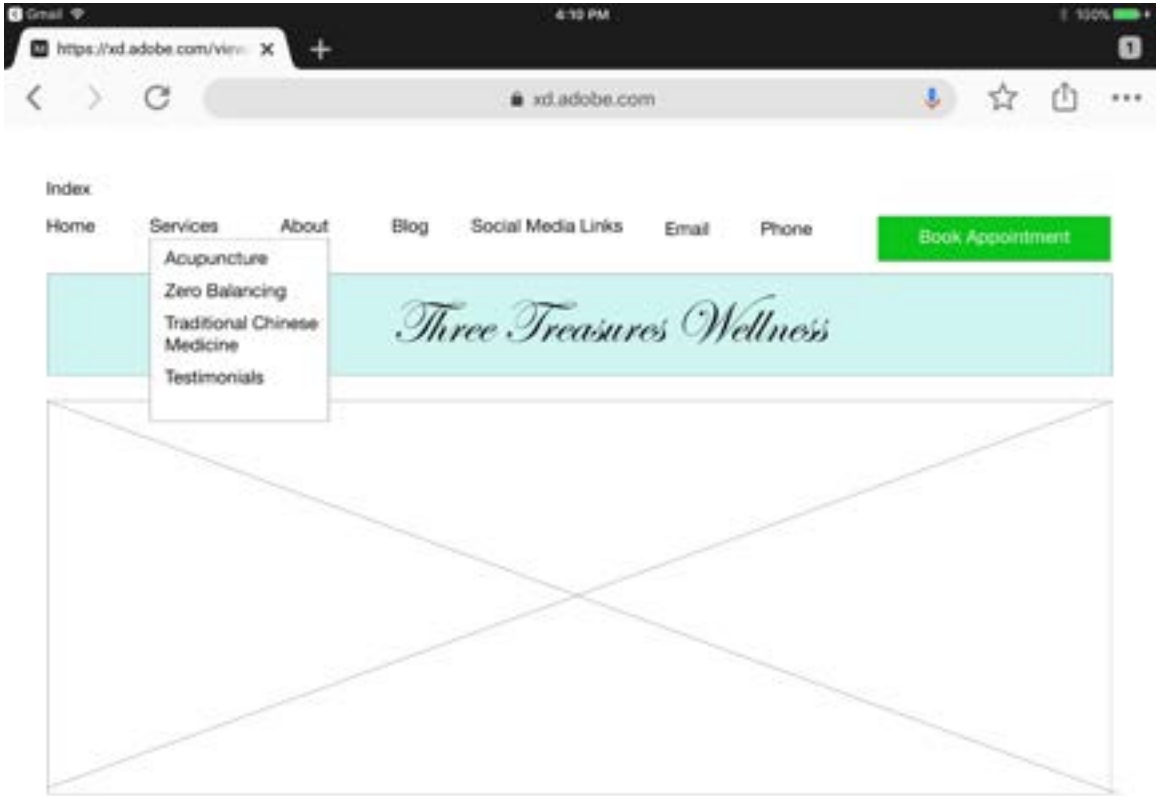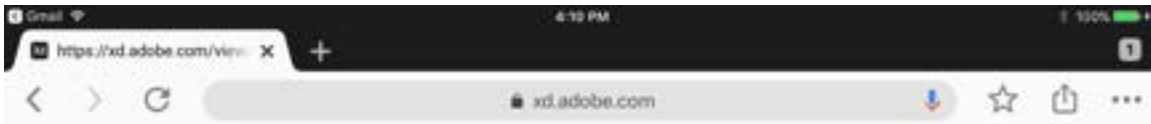
Index

Home   Services   About   Blog   Social Media Links   Email   Phone   **Book Appointment**
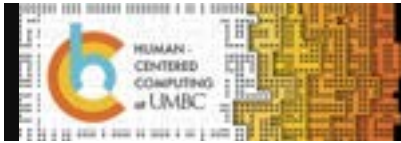
Testimonials

"I really enjoy Grace's mannerisms and her positive outlook on my treatment. She really helped me with my back pain and my anxiety. I recommend her to anyone who is looking for a positive and kind acupuncturist."

"Grace has really helped with my Crohn's flares and my arthritis. Her kind and easy demeanor makes our session a real treat. I enjoy going to her and she has also been treating my husband as well and he's really improving with his carpal tunnel."

"I love Grace! I look forward to each of our sessions. It's such a relaxing way for me to deal with my PCOS. She is kind and patient with me as we work through my issues. I feel like she is very supportive of me whenever I visit her and I cannot imagine not being treated by anyone but her."

Yelp Google Facebook Instagram

Prototype 2

3.11 Evaluation Plan

Task 1A: Locate the testimonials (navigational)
Task 1B: What does Person 3 of the testimonials discuss?
Metrics: Can the participant complete without errors/without assistance/excess amounts of time?

Task 2A: Locate the blog (navigational)
Task 2B: You want to locate a blog on what to expect at your first acupuncture appointment.
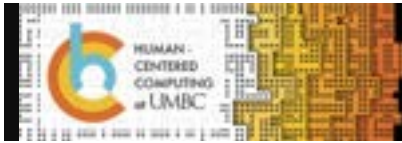Metrics: Can the participant complete without errors/without assistance/excess amounts of time?

Ask questions to determine the comprehension of the testimonials.
Can the participants locate the blog in question?

Eyetracking for 3 participants, and 3 not eyetracking

Below is a copy of the Facilitator Guide that was used for the evaluations:

Facilitator Guide for Usability Evaluation of Three Treasures Wellness

**Participant: _____ Facilitator: _____ Notetaker:_____
Date: _____**

Hello, my name is Emily/Amy and my job is to conduct research on the user satisfaction with the Three Treasures Wellness website, which is the website for a local acupuncturist. Thank you for your time today. Your feedback and thoughts today will help us improve the website and provide inspiration for future design considerations.

Before we begin, I have these two forms. The first is a demographic questionnaire and the second is a consent form. We do not share this information outside of the research team.

Now that we're done with those, I have some guidelines for the session:
1. We're interested in your honest feedback. We did not design these pages, so you cannot hurt my feelings. Tell us honestly how you feel about the pages.
2. Like I said before, we will not share your comments or information outside of the research team.
3. While you are working through the tasks, please talk about what you're doing and why! This helps me understand your thought process.
4. This is a prototype and you cannot break anything. Not everything is prototyped out, so if you click on something and it doesn't work, tell me what you would expect to happen.
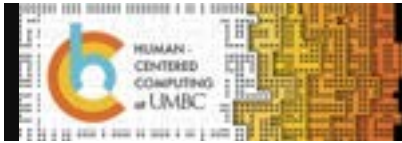
We will have 2 scenarios today. You can stop at any time. Do you have any questions before we begin?

Scenario 1: Testimonials Page

Task 1A: Prototype A
You are interested in starting up acupuncture treatments and your friend recommended Three Treasures Wellness. You want to look up what other clients are saying about the acupuncturist. You googled the page and landed here [Home page]. What would you do next?

What are your thoughts on how you found this page?

41

Would you change anything?

Metrics Task 1:
Participant was able to navigate to the testimonials page.
- ❏ Yes
- ❏ Yes w/ Facilitator assistance
- ❏ No

Task 1B: Prototype A
Now that you have reached this page. You want to read the testimonials. Which person talked about carpal tunnel?

Metrics Task 2:
Participant was able to read the testimonials page.
- ❏ Yes
- ❏ Yes w/ Facilitator assistance
- ❏ No

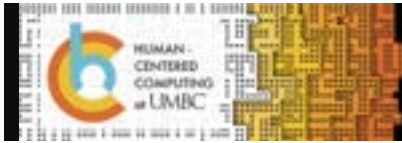Let's take a moment and look at this page.

What do you think of this page?

What are your thoughts on how the information is presented?

Is there anything that you would change?

Switch to Prototype B
Now we're going to change to a different prototype because sometimes we have two design ideas in mind, but we're not sure which one we want to use. So we're going to do the exact same thing we just did, but with a different prototype.

42

Task 1A: Prototype B

You are interested in starting up acupuncture treatments and your friend recommended Three Treasures Wellness. You want to look up what other clients are saying about the acupuncturist. You googled the page and landed here [Home page]. What would you do next?

What are your thoughts on how you found this page?

Would you change anything?

Metrics Task 3:

Participant was able to navigate to the testimonials page.
- ❏ Yes
- ❏ Yes w/ Facilitator assistance
- ❏ No

Task 1B: Prototype B

Now that you have reached this page. You want to read the testimonials. Which person talked about carpal tunnel?
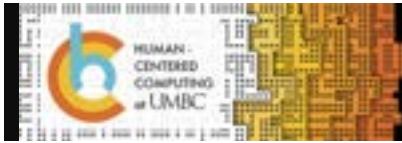
Metrics Task 4:

Participant was able to read the testimonials page.
- ❏ Yes
- ❏ Yes w/ Facilitator assistance
- ❏ No

Let's take a moment and look at this page.

What do you think of this page?

What are your thoughts on how the information is presented?

Is there anything that you would change?

Comparison

Now let's compare the two prototypes.

Which design do your prefer?

Is there anything that you would change?
Return to Home Page

Scenario 2: Blog Page

Task 2A: Prototype A
Now that you have viewed the testimonials, you would like to view some articles that the acupuncturist has written. From this page [Home page], how would you do that?

What are your thoughts on how you found this page?

Would you change anything?

Metrics Task 5:
Participant was able to navigate to the Blog page.
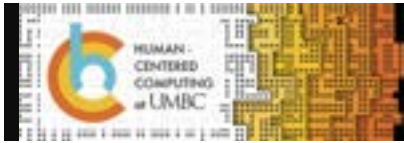- ❏ Yes
- ❏ Yes w/ Facilitator assistance
- ❏ No

Task 2B: Prototype A
You want to read an article on how acupuncture can help patients. Can you find it here?

Metrics Task 6:
Participant was able to find article.
- ❏ Yes
- ❏ Yes w/ Facilitator assistance
- ❏ No

Switch to Prototype B

Now we're going to change to a different prototype because sometimes we have two design ideas in mind, but we're not sure which one we want to use. So we're going to do the exact same thing we just did, but with a different prototype.

Scenario 2: Blog Page

Task 2A: Prototype B

Now that you have viewed the testimonials, you would like to view some articles that the acupuncturist has written. From this page [Home page], how would you do that?

What are your thoughts on how you found this page?

Would you change anything?

Metrics Task 7:
Participant was able to navigate to the Blog page.
- ❏ Yes
- ❏ Yes w/ Facilitator assistance
- ❏ No

Task 2B: Prototype A

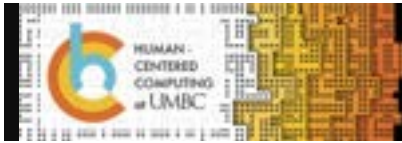You want to read an article on how acupuncture can help patients. Can you find it here?

Metrics Task 8:
Participant was able to find article.
- ❏ Yes
- ❏ Yes w/ Facilitator assistance
- ❏ No

Comparison

Now let's compare the two prototypes.

Which design do your prefer?

Is there anything that you would change?

End of Scenarios

Overall Thoughts

What did you like about the design of the Three Treasures Wellness Website?

What did you not like about the design of the Three Treasures Wellness Website?

What would you change?

Any other thoughts?

3.12 Usability Evaluation Findings

Overall, users were able to complete the tasks without difficulty or assistance. P2 did have some confusion over the actual since we used the word reviews instead of testimonials in order to prevent bias.

All but one of the participants preferred Prototype 1 over Prototype 2 and the design of the Testimonials page. When asked why they chose Prototype 1, participants stated that they had to click less in order to access things in Prototype 1, while Prototype 2 required more clicking. One participant preferred Prototype 2 for navigation, saying that they preferred being able to have everything right there in front of them.

Participants overall had positive feedback for the layout of the information with a couple of potential design options. All but one of the participants believed that Testimonials should be under the About section, not the services section. Based on the preliminary results, we believe that the client should modify the design to mimic Prototype A, with a couple of our own changes as result of the user testing.

Participant	Task 1*	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Design Preferred
P1 (eyetracker) (Shown Design 1 first)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Design 2
P2 (Shown Design 1 first)	W/ Assistance	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Design 1
P3 (eyetracker) (Shown Design 1 first)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Design 1
P4 (eyetracker) (Shown Design 2 first)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Design 1
P5 (Shown Design 2 first)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Design 1
P6 (Shown Design 2 first)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Design 1

*Was the Participant able to complete the task.
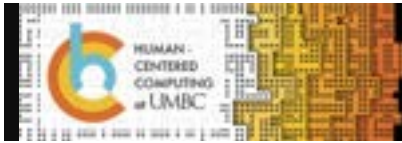
Significant Quotes:
Book Appointment:
"It stands out." P1
"Love the big button!" P6
"I like it!" P4

Location of Testimonials:
"That's a dumb place to put it. It belongs under About." P6

47

"I could see it under Services, but About makes more sense to me." P4
"Services is what you are doing, not what people are saying about you." P3

Navigation Menu Design 2:
"I think it's kind of stupid. It makes people go looking for it." P6
"It's confusing." P5
"I don't like the white space. It bothers me." P4
"Text is too small. There's too much white space." P3
"It reminds me of a mobile phone website." P1
"It's harder to find stuff" P3
"The one navigation menu have everything that I might look for." P2

Testimonials Page Design 1:
"Love the font! I like how big it is." P6
"I would prefer vertical presentation. That makes more sense to me." P5
"Clean and perfect!" P4
"Like the readability." P2
"It's easy to read." P3

Testimonials Page Design 2:
"See I prefer a natural slideshow. This is not it." P6
"It's kind of cool with previous and next. But it seems like a lot of clicking." P4
"I think the text is too small for this." P2
"There's too much white space. Text is too small." P3
"I don't like this for a desktop. Mobile could work." P1

Eye Tracking Results
Overall the eye tracking data shows that the participants looked in a variety of places. Some of those places were expected, specifically looking at the menu options and the testimonials page, but they also looked in other places. It was not surprising that the participants looked at the Book Appointment button, and it was good that they did. It was created so that it would be easily visible and attract people's attention. Multiple users stated that they liked the button's size, prominence, and location.
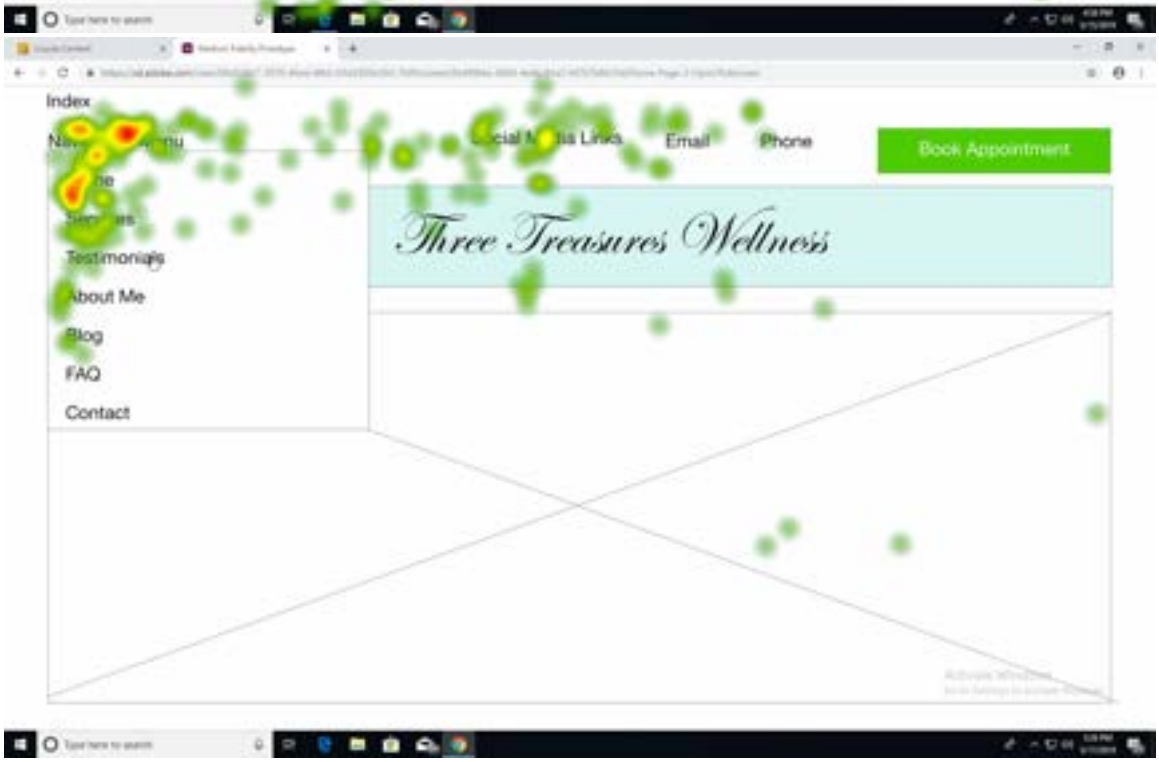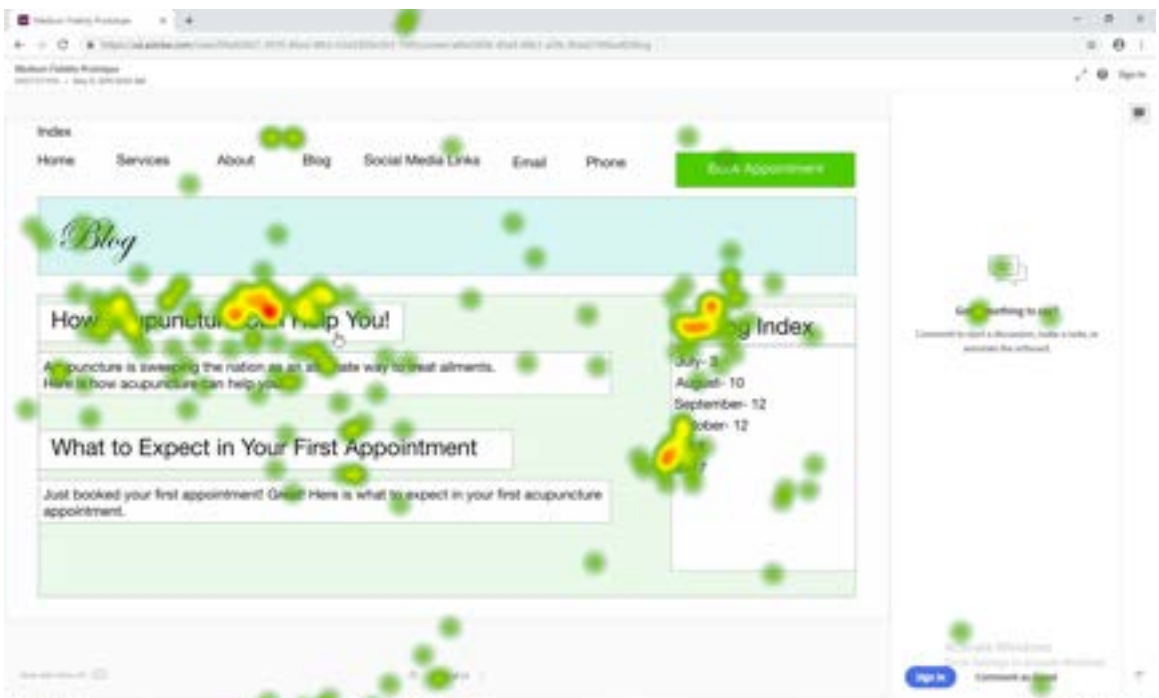
The participants also looked at a lot at the navigation menu, which was expected since we had them look there to find navigation items. Users also looked a lot at the blog index, which was surprising since we did not really test out the blog page all that much, however, the users did seem to find looking over there useful with regards to finding blog items.
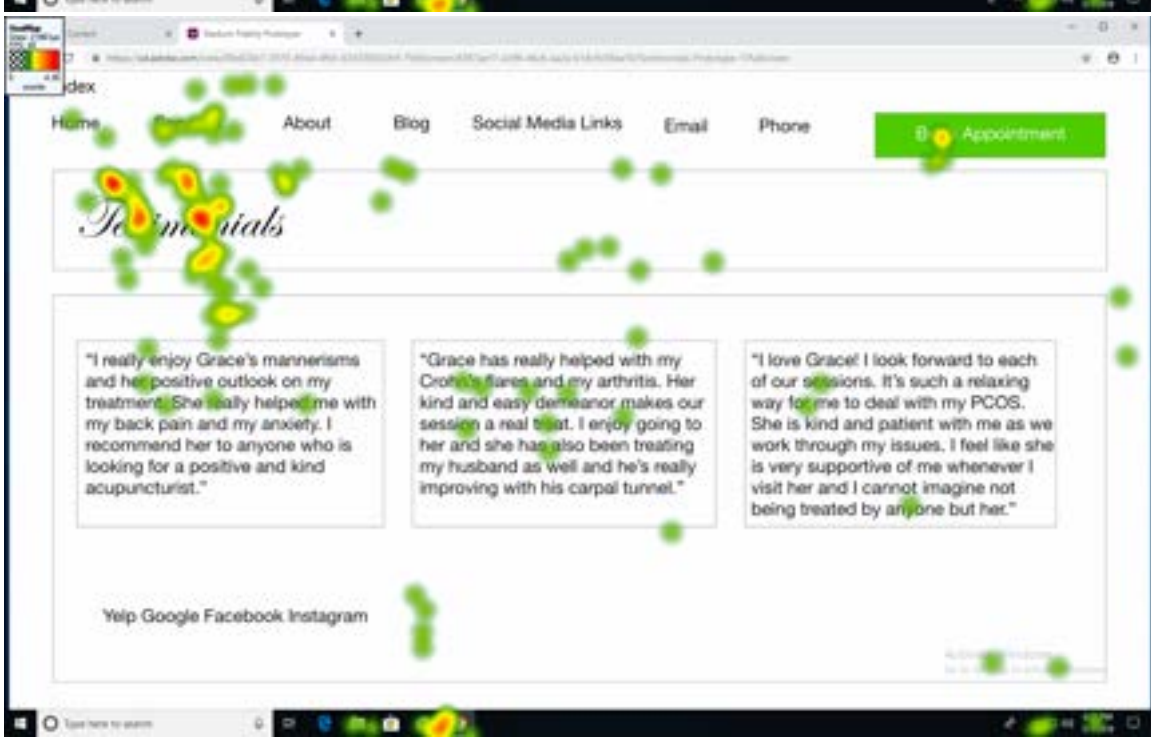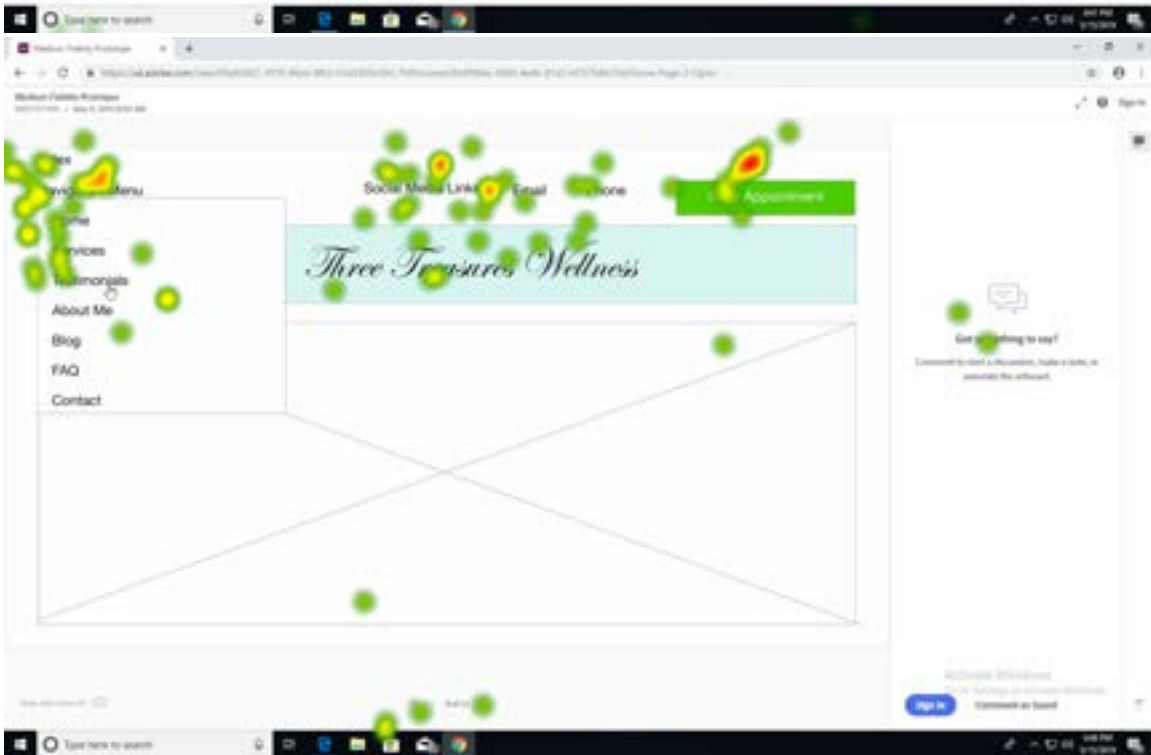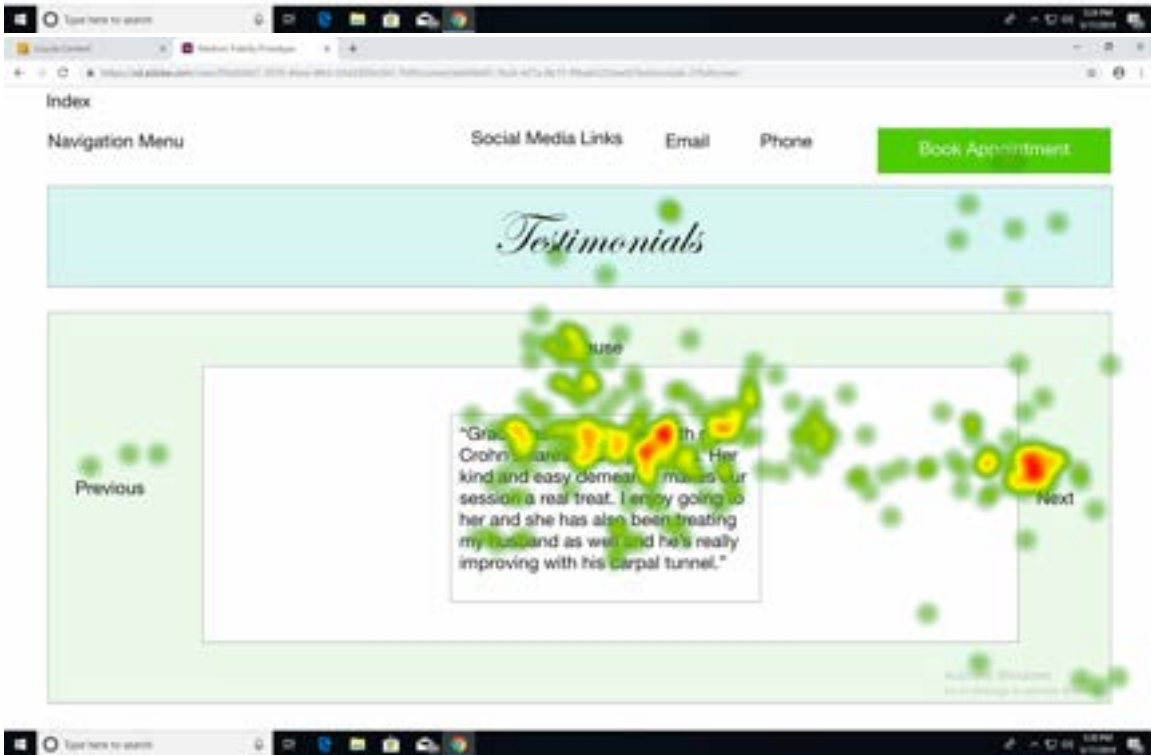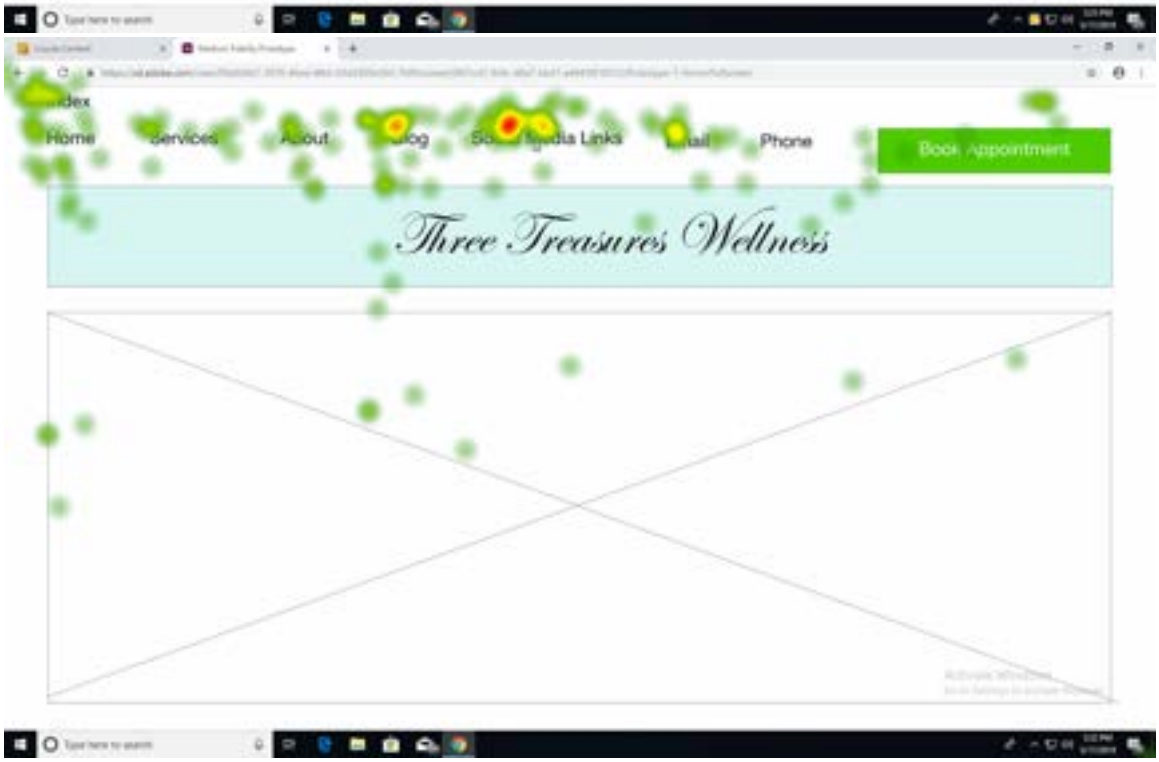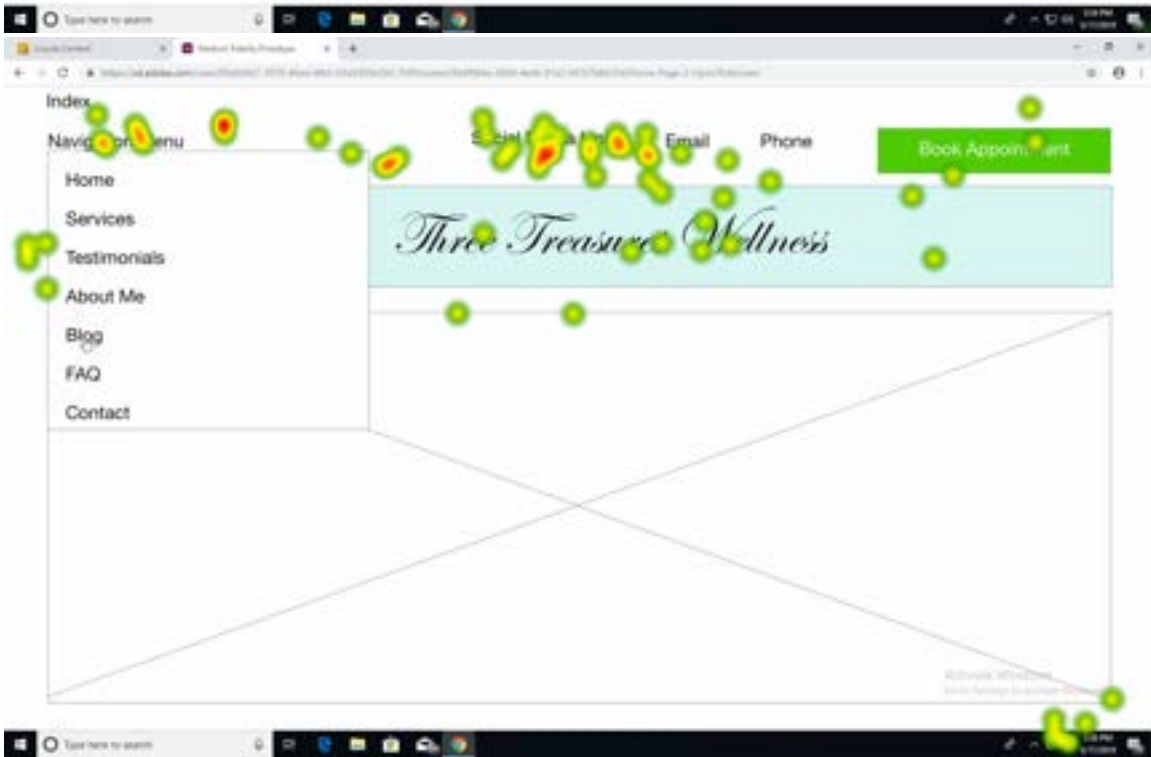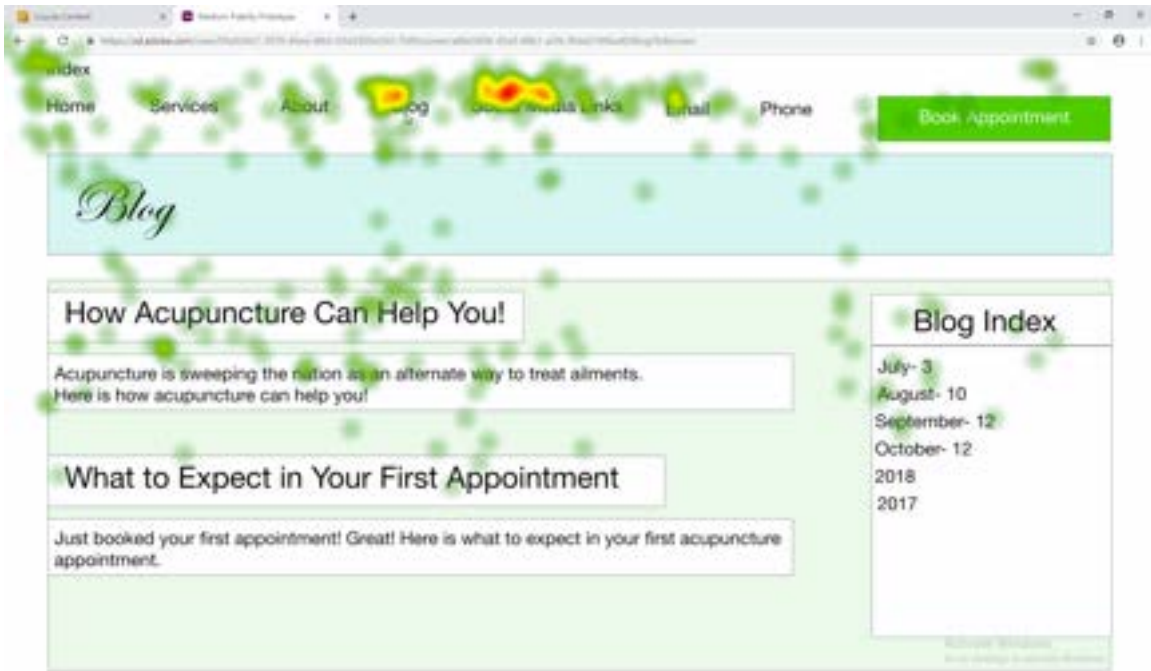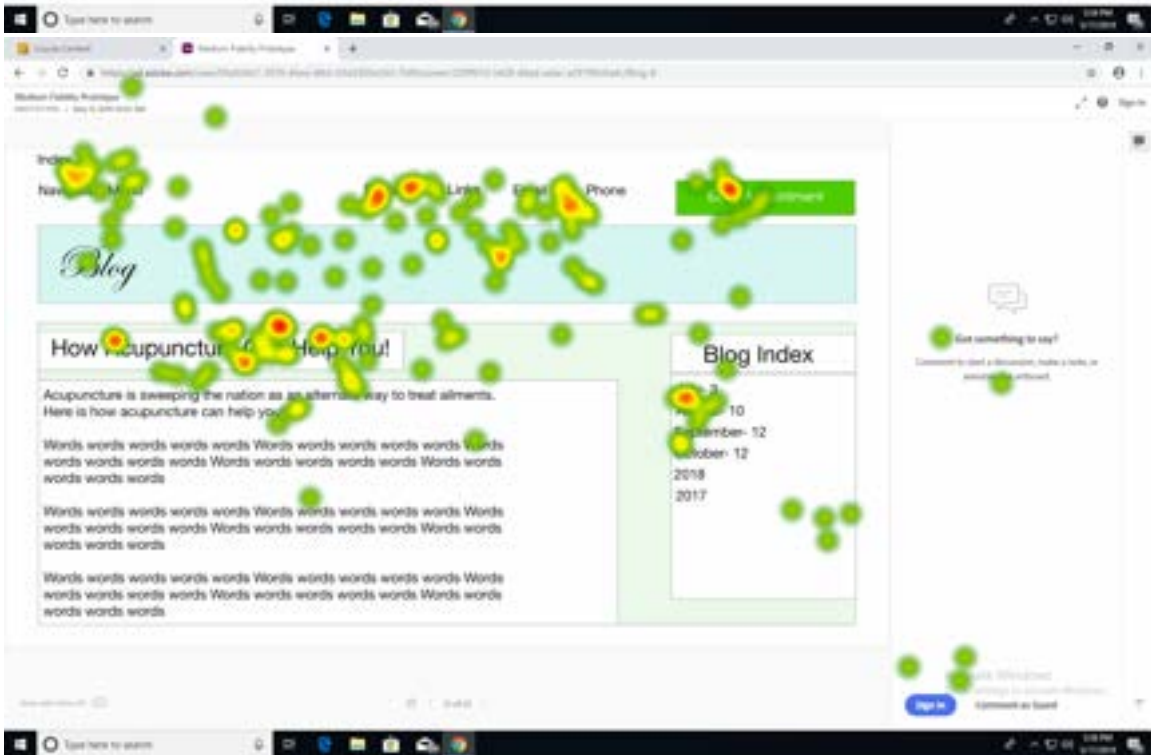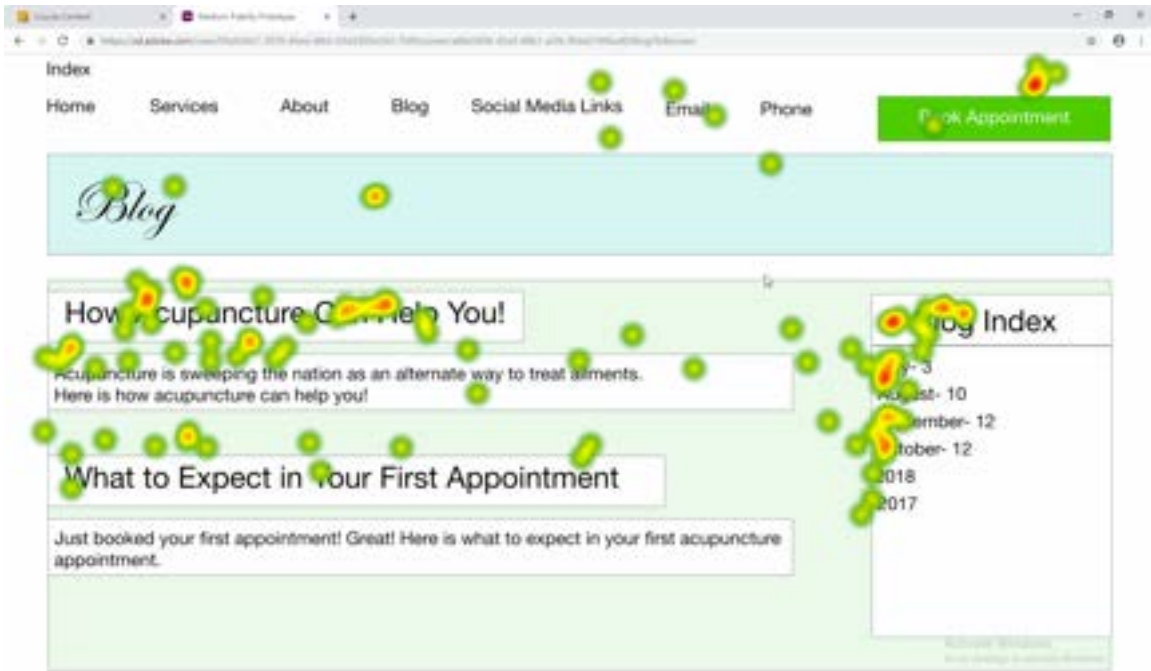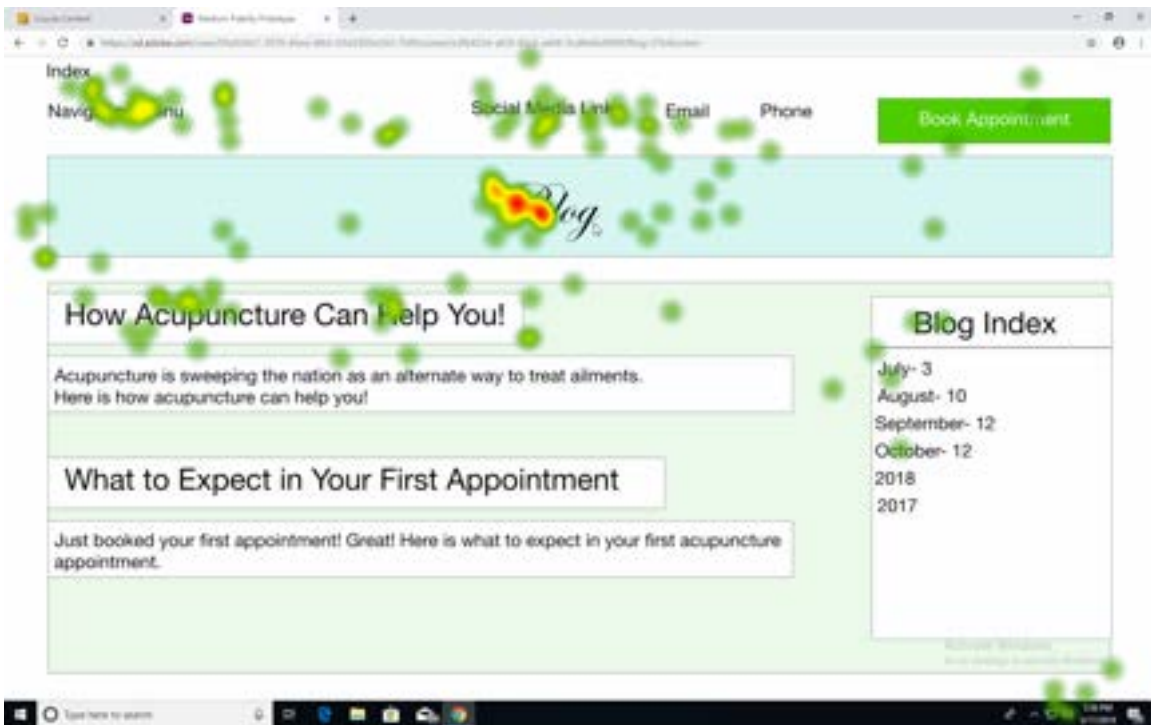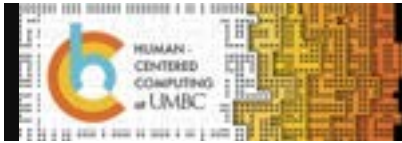
4. Recommendations

Based on our observations, interviews, research, heuristic evaluations, and , we have come up with a comprehensive set of recommendations that we believe that the client, Three Treasures Wellness, should make to their website.

While it might be difficult to filter what objects show up with ad blockers, it is important to make sure that the website looks similar throughout different browsers. This consistency will help users who may be accessing the website from an unfamiliar device. However, the mobile version should be shortened without containing too many large images that cause the user to have to scroll down the page in order to view information.

In addition to the browser and device inconsistency issues, we recommend that the website adopt consistent icons through the website. This will make it easier for users to find information and to understand what those icons are for.

Icons also need to be useful, the envelope icon should not open a default email program, but instead should direct the user to the contact me page, where they can send contact information and a message without having to use an email program, since many users may not use their standard email program.
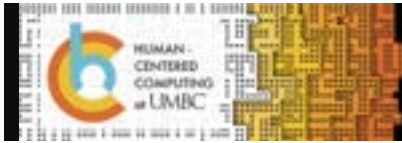
57

Jargon and complex need to be reduced, or explained frequently in all text. While a dictionary of most commonly used words could be helpful, the user would have to read that before accessing the site and potentially have to refer back to that if they did not remember the use or definition of that particular word. This could cause more confusion or navigation, making tasks take longer.

We also suggest that the testimonials page be converted to a single page instead of a carousel. Carousels can be difficult to read as they typically are on a time table and do not allow the user time to fully read all of the text. This page would be much easier to read if it were a single page. In addition, we also recommend that the text for the testimonials be of a high contrast, as we had users who complained about the low contrast colors for that page made it difficult to read. Multiple users in the evaluations also stated that they liked that the font had a high contrast and was easy to read.

In addition, we also suggest that the navigation menu be redesigned with drop down menus so that everything can be visible from the home page and no items will be hidden like with the original website. This design was favored over the big navigation menu, as users stated they didn't have to click as much to find what they were looking for. We propose menus of Services (Services provided), About (About Me, FAQs, Testimonials), and Contact Us (Contact Info, Facebook, Instagram). The other option of Blog would be its own separate link without a drop down menu.

5. Conclusion

Through our research of requirements, users, goals, and observations, we have determined that the website for Three Treasures Wellness, while overall quite user friendly, is lacking in some major areas that could provide some improvement, specifically, the overall navigation and testimonials page. We believe that if the client were to apply our design of the navigation and the testimonials page to the website, that users would find the website much more user friendly and easy to use than the previous website. This could assist the client in garnering more patients as she builds her acupuncture business more thoroughly.

6.   Appendix

6.1 Initial Project Proposal and Competitive Analysis

The client, Grace Ganel, is a sole practitioner in the acupuncture and complementary health fields who has just gotten started with her WIX website, Three Treasures Wellness. The website will be the subject of this semester's usability analysis to ensure that current and potential clients can effectively navigate the website to find the information they need or contact the office to schedule an appointment.
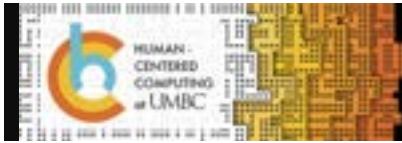
The organization is a small acupuncture office located in the Baltimore/Washington region of Columbia. Ms. Ganel provides traditional acupuncture services, as well as needle-free services such as cupping, gua sha, moxibustion, and zero-balancing. Additionally, she is a certified provider of the National Acupuncture Detoxification Association (colloquially NADA or acudetox) protocols for addiction, stress, and trauma.

The client is a good acquaintance of Emily's, so there will be sufficient access to Ms. Ganel over the course of the project. Ms. Ganel is looking forward to our review and analysis of our site and is open to changes and suggestions that we can offer. She is a recent graduate of the Maryland University of Integrative Health and has just started up her practice.

Client's Goals:

We reached out to Ms. Ganel by email in order to gain information about her goals. Most communication with her will be through email or in person meetings.

- What do you want to get out of your website?
  I intend for my website to provide a level of credibility to my practice. I started it and began blogging on it while I was still in school so that it would be well established for my practice once I was on my own. I also want my website to help potential clients get to know my services, my philosophy of healing, and me. My website is at the heart of my marketing and represents my brand. It's also a place from which a potential or existing patient can schedule an appointment with me!
- What do you like about your website?
  I like the subtle colors on my website, I like the clean air of it. I also like the organization I currently have, but I am open to changing it (pages being services, about me, testimonials, FAQ's, contact me, and blog).
- What Usability concerns (or other concerns) do you have about your website?
  Even though I have edited it to optimize my mobile version, I worry about

59

loading times. I also worry about the speed of my testimonials page slideshow (too fast?) and the order of my website sections. I also wonder if my SEO is good enough - I definitely come up first after a paid ad when you type in "three treasures wellness," but with so many acupuncturists in Columbia it's hard to stand out in a search engine here.

Document Review:
The home page is laid out in a large 2-column grid using a large amount of white space, with accents in dark cool colors (green/eggplant). There is menu navigation across the top of the screen which takes you to other pages with a similar layout, showing consistency.

Each blurb of text is accompanied by an image. The images are relevant to the content of the text, but due to a large amount of scrolling to read the text, the image disappears from site as you're scrolling down. The font sizes appear to be large for the amount of content that is on the screen.

The language of the site is informal. It provides pertinent information; however, the client introduces herself on a first name basis without providing a last name. Some text is found in the 1st person using the pronouns "I", "my", and "our".

In addition to a desktop version, there is also a mobile version of the website. It contains a navigation menu that is hidden in the top right corner, but that is the main difference.
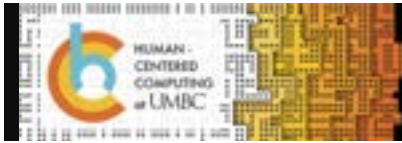
Other content:
The website provides links to social media sites, and the FAQ page provides a link to Grace's blog on various life aspects and how they pertain to acupuncture or complementary health practices.

Competitive Analysis:
We found the following sites for our competitive analysis.

https://thechifarm.com/ - The first competitor is a website for a Howard County acupuncture practice run by David R. Wurzel, MAc, LAc. The website is unique in that it is very colorful and bright, making it appear welcoming. There is a navigation bar at the top of the website below the logo. The language is fairly informal with the use of first and second person pronouns. It has more text and descriptions than Three Treasures Wellness and less photos and other media. The text is more in

paragraphs than bullet points. The organization of the information makes it easy to find important information that potential clients will need.

http://www.whitewolfhealing.com/ - An Ann Arbor, Michigan *counseling* practice which specializes in the NADA protocol - run by Virginia June, DD, LMSW, ACSW, MAC, CAADC, RT, ADS (NADA protocol does not have to be performed by a licensed acupuncturist in many states, including Michigan). This website contains high contrast with a black background and white text. It is mostly text and descriptions with very little photos or other media. The text is more in paragraphs than bullet points. It has a navigation menu at the top of the page and the organization of the information makes it easy for the user to find what they are looking for.

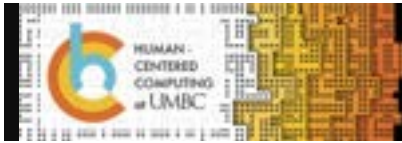http://www.currentacupuncture.org/Home.html - A Catonsville acupuncture practice run by Ludwig Kragler, MAc, LAc, ADS. This website has a rather dark gradient background with low contrast text. There is a navigation menu along the top for the information, which allows the users to easily find what they are looking for. There is also more text and descriptions than video or media. The text is more in paragraphs than bullet points.

http://transitionalmedicine.org/ - A Howard County acupuncture practice run by Dr. Hunter Thompson, DOM, LAc, Dipl. Ac. (NCCAOM). This website contains a pleasing color palette containing cool colors with high contrast text and descriptions. The website contains a navigation menu at the top of the screen where the user can easily find what they are looking for. The website also breaks up the text using photos, media, and by use of bullet points. There are also links to social media in the top right corner.

http://gellisacupuncture.com/ - A Howard County acupuncture practice run by Michelle Gellis, MAc, LAc. This website contains high contrast text and description with a simple black and white color scheme. There is a navigation menu at the to of the screen, so the user can easily find what they are looking for. The website contains a lot of text and description that is not broken up by photos or other media. The majority of the website contains text and descriptions.

Overarching themes:
One of the biggest themes that we noticed about the other websites is that they all have a navigation menu at the top, which makes it easier for users to find what they are looking for. We noticed a variety of different color schemes, from warm colors to cool colors and monochromatic color schemes. We also noticed that a majority of the websites also had large blocks of texts, which made it cumbersome to read information at times. The effective websites broke up the text through photos and other media.

6.2 Direct Observation/Contextual Inquiry

Identify:

User's Name and Demographics:

Krystal, female, 28, college educated

David, male, 61, college educated (full disclosure: David is an acupuncturist)

What do we know about him or her?

- What kind of experience do they have with using websites?
  - *K- Pretty comfortable using websites*
  - *D - Comfortable using websites/technology*
- Have they ever searched for acupuncture services before?
  - *K- no*
  - *D - yes, as research*
- Have they ever scheduled appointments online before? What was the experience doing so?
  - *K- Yes, pretty easy, a little calendar would pop up and then you would just click on it.*
  - *D - it is a preferred method of communication*
- Have they ever researched health-related articles online before? What was the experience doing so?
  - *K- No, usually see those sort of things on social media.*
  - *D - Yes, all the time for his own practice (acupuncture, nutritionist, and biomedical engineer)*
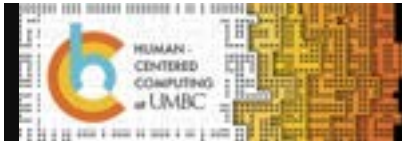
Has the user ever interacted with this specific website prior to today?

- *K- no*
- *D - no*

Script for Observation:

Hello _____,

The purpose of this exercise is to observe you using the Three Treasures Wellness acupuncture website. Our goal is to identify areas that are good or bad with the current design in order to evaluate for a re-design for a new site which will be intended to help our client with her business goals.

I will be watching you complete a few tasks of your choosing. I will not be directly participating. I will be taking notes during the observation. No video or audio recording will occur.

I will give you several tasks that you can complete. You can complete all of them or just one of them. We're not evaluating you. We are evaluating the website. I may ask questions to clarify what you are doing or understand your thinking while you are completing a task. Please provide your honest feedback. All answers will be helpful with our end goal, and your answers will be kept strictly confidential.

Thank you for taking some of your time to help us with this study.

Tasks:
1. Where would you go to find out more information about Grace?
2. Where would you go to book an appointment with Grace?
3. Where would you go to find more information about the services Grace provides?

Observation:
Tasks:

1.
K- Just click the about me tab. Pretty easy to find because it's right there. Very easy to see. I always scan along the top before I go anywhere.
D - Easily located the "about me" tab. Obvious location across the top of the screen.

2.
K- Book appointment tab. That big green button. I like that button. It sticks out, it's one of the first things I saw when I came to this page. Very obvious what it's for.
D - The big green button was glaringly obvious to D. It's quick access if he were a returning patient, and it's obvious what to do for a new patient.
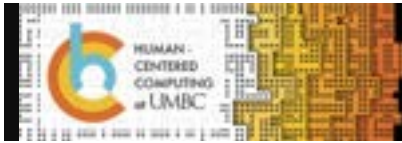
3.
K- Services tab. Very obvious what it is.
D - Also, had no problems or delays and found the "services" button without issue.

Area of Observation: website navigation
- Were there delays?

- K didn't realize that there were multiple testimonials, that it was a turntable for the images.
- *D - no.*
  - Did the user have questions?
    - K -no
    - *D - no.*
  - Could the users successfully complete the tasks?
    - *Yes*

Conversation:
  - Was there conversation related to the navigation of the website or how to complete a task?
    - K-
    - *D- no*

Context:
- What else is happening?
  - *K –Nothing unusual*
  - *D - Nothing out of the ordinary*
- What is the environment?
  - *K – Home, kitchen*
  - *D- Home office setting*

General mood:
K- Pretty straight forward, everything you click on is taking it to where you expect it to take you. Very easy to maneuver.
D- lighthearted mood; however, it's late and night and tiredness is setting in
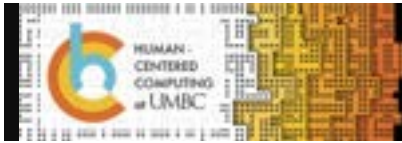
Reflection on Krystal's Observation Content:

Describe your user

Krystal is a millennial woman with experience with a variety of technologies, including smartphones, laptops, using the internet, etc. She is currently working as a mail room professional for a government contracting company. She is currently working on obtaining her Masters of Science in Pyschology.

Describe your observation environment

February 18, 2019. Around 8 PM. In the kitchen on the kitchen island. The dog was watching us because he's curious about everything.

How did you introduce the user to this method?

Briefly discussed the class assignment and read the script. Invited questions, comments, and thoughts about interaction.

How did you create an environment of partnership?

Krystal briefly met Grace at one point through our mutual friend circle, so I explained that we would be assisting Grace in making sure that her website was easy to user and user friendly so that future clients

How did you create the right amount of focus for your participant?

Krystal was focused on the tasks provided and we kept the session fairly short, so that there was no task overload.

Reflection on Findings from Krystal's Observation:

What did you observe?

I observed that overall the user did not have much difficulty with using the website. The user was able to navigate throughout the different informational pages. The top navigation menu was easy for the user to see and use. The user really liked the big green, "Book Appointment" button and stated that it was the first thing that they noticed.

However, the user did not realize that the testimonials was in a turntable format and thus was not able to view more than one testimonial. The user did state that she really liked looking at testimonials, and this could be an area of difficulty if the user really wanted to view more than one testimonial, but was unable to operate a turntable.

Reflection on David's Observation Content:

Describe your user

David is an older man who is experienced in many technologies and holds seven different college degrees. He has been an acupuncturist for 20+ years, and NADA trained for nearly as long. Something of note is that he is also partially colorblind.
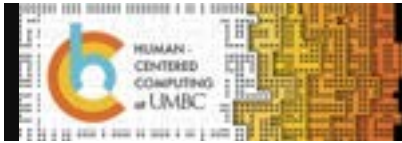
Describe your observation environment
February 18, 2019. Home office, late evening, after dinner. Just the two of us, and 3 cats. Six cat eyeballs were interested in watching what we were doing.

How did you introduce the user to this method?

Briefly discussed the class assignment and read the script. Invited questions, comments, and thoughts about interaction.

How did you create an environment of partnership?

65

Explained that the work we are doing will benefit another person's website and that all feedback is welcome and if there were questions, all he had to do was ask.

How did you create the right amount of focus for your participant?

Dave was fairly focused on the task at hand and was willing to help. He understood that he was set out to complete certain tasks and wouldn't be getting help, but he didn't need it anyway.

Reflection on Findings from David's Observation:

What did you observe?

•Write a bulleted list of observations

- *Laptop*
- *Desk*
- *Cats*
- *Red curtains*
- *Smells of dinner in the air*
- *Heavy coats on the coat rack*
- *Chilly air coming through the window*
- *LED desk lamp*
- *Papers on bulletin board*
- *Pens and notepads next to the computer*
- *Envelopes for bills*
- *David navigating the website with ease*
- *The cat walking across the desk to get to the window*

•Things that work well

   The book appointment button was the most obvious thing to use and was the easiest to do; however, all tasks were easy to complete.
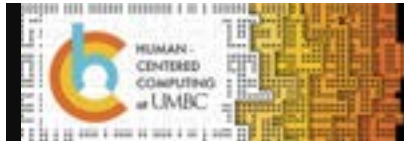
•Usability challenges

   There were no challenges in David's use of the website. It was all very easy for him to navigate and know what to do.

•Things users like

   He appreciated some of the content of the page and (while amused), he liked the term "needle-free Chinese medicine" (for cupping, gua sha, etc)

•Things users don't like

David felt that the whole page felt incredibly boiler plate, probably due to the nature of how WIX sites are built. He wanted to see more "pizzaz", meaning allow more personality to shine through the page.

6.3 Interviewing (Client and End User)

Three interviews were conducted on Monday 2/25/2019. Two of the participants were remote from the interviewers location, and those interviews were conducted through the use of a phone. The other participants was located in the same room as the interviewer. The interviewer conducted the interviews from a home office location in Owings Mills, MD. The interviewer took notes using an iPad and bluetooth connected keyboard.

Interview Script:

Hello, my name is Emily Long and I am conducting some user research for Three Treasures Wellness and their website. Today's session will mainly focus on you and your experiences with websites and service websites. We're interesting in hearing your honest thoughts and feelings. You do not have to answer all of the questions provided and you can stop at any time. I will be taking notes.

Thank you for your time today. Your answers will provide us with a lot of valuable information on the types of users of the Three Treasures Wellness website.
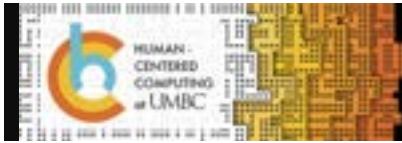
Client:

-Can you tell me a little bit about yourself?

Bachelors in Pysch, was going to go and try to get PHD in clinical pysch and do therapy, but in the course of working in a behavioral hospital, was not a happy place. Went to acupuncture school. Have found my happy place. Much happier mentally and physically. Want to help people as much as I can, want to make business stuff as easy as possible so that i can spend more time with clients.

Married, 25-30, love pets, looking to move into a new house, trying to save money. Studying for my boards at the same time, would be Nationally certified. Licensed in Maryland, but their requirements are different.

Not taking insurance because time would be wasted because it takes more time for billing and such.

-Can you tell me a little bit about Three Treasures Wellness? How did you come up with the name?

67

3 treasures is a concept within Chinese website. Started a website while still in school to be more credible. Was talking with family and came up with name and had just learned about the concept of Three Treasures and it's treatment.

Values: comes down to how I practice and such. My patient already has what they need, but I help their body remember what they need. Wants to provide a more productive and loving way to heal. Old career was a more harsh way of healing. Gentle and understanding way of healing.

"Making the world a better place through Chinese medicine." Want to offer that perspective that we are all in this together. Change the way that people interact with their environment. You are not missing anything and you are a piece of the world. There's no judgment.

-Where do you see yourself and your business in 5-10ish years?
In a flexible vision mindset at the moment, could see myself during the leasing thing or can see myself owning a physical location. First 5 years are going to be difficult, I expect that it will be difficult to make ends meet. Fortunately have husband's salary, so hopefully in 5 years things will be a little bit more stable and I can purchase office space.

It's good to dream big but can be difficult. Maybe have a partner next year to open up a more permanent location. It's important to be flexible.

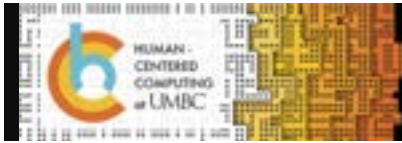-What inspired you to be an acupuncturist?
Was helped a lot with acupuncture and actually got better with acupuncture with mental and health issues. Found therapy to not be a welcoming and happy career. Acupuncture sort of found me. Physiology helps my career. Acupuncture was night and day.

-What do you like about your current website?
I like that I'm not paying a bunch of people to do anything with it. Can manage it on my own. I'm able to do a lot of it by myself.

I like the colors are really clean right now. Not harsh or overly attention grabbing. Nice gentle place to be. I like that I have access to stock photography, have decent images. Have been making content myself and have been making my best guess. I like the general categories of things. Wording could be better written, maybe a bit more marketing centric. I like that my blogs convey my voice really well. Want to make people interested in what I am writing.

Like that I have buttons on the top and bottom for booking.

68

-What do you dislike about it?
Wix can edit the website a second time for mobile. It can get a little bit annoying to check everything. Old blog posts could be a bit more pedantic. Want to make posts more engaging to the average layperson. Still a beginner at content.

Annoyed that with mobile you have to click the top navigation menu, that is expandable. Things are not as accessible on the menu.

-What would you change?
Want to have testimonials on the homepage, but worried about loading time.

Schedule now button follow while you scroll. It's easier to see. Top and bottom requires scrolling.

Would like to have someone vet blog posts and determine that the language is good. Sometimes I worry that I write too much like an academia.

Would like to have a video to talk about acupuncture and zero balancing. A minute to kind of give a little teaser, but still enough to keep users engaged.

-What feeling do you want users to have when they first come to your website?
This is a peaceful place and where you can feel comfortable and ask for what you need. Conveys the whole attitude of the business. I don't want it to be a harassing sort of feeling, but engaging, but not overbearing. Drawing you in but not in your face.

-What actions do you want a user to take when they come to the website?
Booking an appointment, "Go to my website and click on the green button." Once people make an appointment, they are less likely to reschedule.

Want to engage the curiosity with users. Provide a way for people to learn about me, what I do, and they can learn as much as they want to. Want to give a little bit that doesn't bore people. Let people have some questions answered.

-What do you want potential clients to know about you when they come to your website?
My professional credientials are pretty important

They see that I am a person and I have my story up there. "I'm a woman and I am doing this on my own," would be a good message to convey. Want to encourage people to support a small business. Chose not to go into spa because it doesn't pay as much.

69
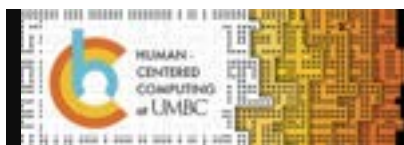
Doesn't push clients to come back for checkbook, answer for what their bodies. It's more important that my patients are well.

-When you first started creating your website, what did you envision it would look like?
Wanted to make sure that I had the sort of basic, "what do I offer, why, and a blog." Leave it open ended for growth. Wanted to go for more flexible place. I wanted it to be a place where people could go to see what I was up to. Posted cliff notes for papers that I have written. Mostly so people could see when I was done to take new patients. Just a way to get people engaged with what I do. Contact form so that people can reach out to me. Still trying to build up patients.

Internet usage
-Frequency
A decent amount of time, mostly using it for work right now. Took a vacation from Facebook because I was busy. Listen to podcasts. Use email all the time. View things on reddit. Daily user.

-Level of Comfort with computers
Pretty high, pretty comfortable with computers and technology. Not a typical millennial, not into trendy websites and such. Use social media more for business and such. Pretty proficient with Microsoft applications and such. Electronic records only.

-Mobile phone internet usage
Multiple times a day. Primary way to access the internet. Googling things a lot on the phone.

User:
P1: Client of Grace since summer of 2018. Conducted through the phone.
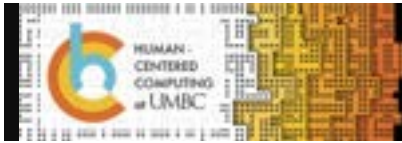*P2: Previously used acupuncture.*

-Can you tell me a little bit about yourself?
P1: 25-30 years old. Female, master's degree, full time professional. Physically disabled, some pain in daily life, have a lot of stress from PTSD and from enjoyable but stressful job. Went through a big life change a few years ago, but has had a rewarding experience rediscovered myself.

P2: 25-30 years old. Male. Married. Private lessons instructor, works as a Stage Manager and audio engineer, guitar performer in musicals and weddings.

-What inspired you to try acupuncture?

P1: Friend of Grace. Grace got her in touch with her acupuncturist to deal with the pain stress, and everything. Fell out of it until last summer when Grace started her practice. Has really helped with pain and stress management.

P2: I was interested in learning about other methods of stress relief.

-What experiences have you had with acupuncture?
P1: Saw the same person that she used to see before she went to acupuncturist, Karen Johnson. She was lovely, worked really with me. Scheduling was what really stopped me from seeing her again. Timing was just a pain in a butt. Made it really easy to jump back into it.

P2: Had it a few times in community college several years ago, where we were exploring alternative methods of stress relief.

-What do you look for in an acupuncturist?
P1: Empathetic and willing to listen.

P2: Empathy and understanding, good listening

-What do you want to know about a potential acupuncturist?
P1: Would like to have conversations with the previous client and see the personality before I see them. Personality really sets a tone for the session. I'd want to see that this person has had success with acupuncture. They actually know what they are doing. Not missing points.
    Testimonials: helpful to a point, would prefer to actually actively know someone so that can have a conversation and ask questions and stuff.

P2: How long they have been working. Variety of techniques that they know.

-What do you not want to know about a potential acupuncturist?
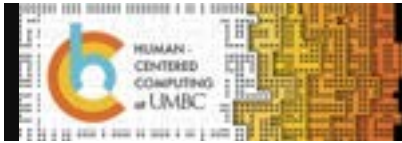*P1: need to know personal life details. But it helped with Grace because I know her personally. Creates a bit more of a connection.*

P2: How much they make, how busy they are, issues that other clients have had.

-How often do you look at health blogs or articles?
P1: Occasionally, weekly, not daily.

P2: Not often.

-How do you access health blogs or articles? Do you use a search engine or do you find stuff while browsing the Internet (say through Social Media)?
P1: Everything, Facebook. Most everything that I read comes up from Facebook. Commonly look at Buzzfeed.

P2: If I am looking, I will use a search engine.

-When you come to a website looking for health services, what do you look for first?
P1: Something that grabs me. Unsure of what that is, but something that says, "Oh yeah! You look nice!"

P2: The about me section, so I can look more about the practice and the service providers.

-When you've found an acupuncturist that you want to work with, what do you do?
P1: Make an appointment. Prefers booking appointments in person during previous appointment

P2: Look for how to schedule an appointment and look for any insurance info and forms that need to be filled out before. And contact info so I can call the provider.

-When was the last time you used an online booking service? What was it for?
P1: Massage Envy, use it frequently. Typically call but sometimes use it online.

P2: Three or four months ago for booking a hotel for a convention.

-What did you think of booking a service online?
P1: Really easy actually. You pick what you what when you want and it's al available when you want it and you just set it up.

P2: Depending on the service it is very convenient, or it can cause more trouble than it is worth.

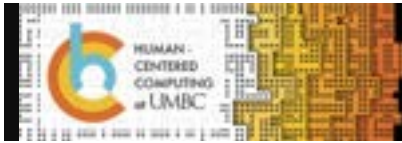-What information do you need when you're booking a service?
P1: Where I have to be, when I have to be there, and who I am meeting with.

P2: My own schedule, availability of the appointments, cost, and location, cancellation policies.

(Current Users)
P1 is the only current user interviewed for this assignment. These questions were not asked to P2.

-How often do you use the Three Treasures Wellness Website?
P1: Honestly when I have to, maybe 3 or 4 times total.

-What actions do you take on the website?
P1: Booking another appointment, fill out forms as a new patient.

-What do you like about using the Three Treasures Wellness Website?
P1: Very direct. Very easy to find what I'm looking for, and was easy to walk through the steps.

-What do you dislike about using it?
P1: It's not exactly easy to find in internet search. It's not easy to search up using Google and such. There's another business called Three Treasures Wellness and such.

-What would you change about it?
P1: Make it easier to access from somewhere totally different. It is difficult to find. Have to have it saved, but getting it saved was a pain in the butt.

General Internet Usage Questions:
-How often do you use the internet (outside of work)?
P1: Multiple times a day. Have been trying to disconnect however on weekends.

P2: Every day.

-What is your level of comfort with computers?
P1: Premillennial, can turn something on and problem solve, but not very good with fixing things.

P2: Very comfortable.

-Do you access the internet using your phone? If so, how often?
P1: Access internet with phone a lot, particular with Social media and news.

P2: Yes, several hours a day. Probably too much.

Reflection:
      The challenge with this assignment and the interviews was that I had to conduct 2 out of 3 interviews remotely in order to talk to the users that I wanted to. Grace, the client, lives in Washington, DC, and it's challenging to meet up with her since I live in Owings Mills. However, that interview went very well. Given that I am a personal friend of Grace's, the conversation had the ability to flow really well and we got a lot of very good information. I do wish that we had the face to face

interaction however, so I could read her emotions and then she could read mine. I feel like the phone took away some of that, and while the conversation was wonderful, I feel like it could have potentially be stifled. It has given me several ideas on some areas that we could focus on with our usability evaluations, specifically how to engage users with the blogs and articles that she has. Booking the appointment seems pretty usable, but Grace would like to have users more engaged with her blog and article.

The two user interviews had two very different feelings and emotions, but they were also similar in some of their answers. The first interview, which was conducted by phone, was with a personal friend of mine who is also a client of Grace's. The conversation was really flowing with that one, despite also being conducted by phone. Again it helped that I knew that user very well. I again would have preferred to have met with them face to face, so that emotions could be better read.

The second user interview was with my husband, who has done acupuncture before. That interview was done in person, in my home office, which was nice because I could read his emotions more. The conversation was a little bit more direct with him, one we were both really tired, and two, he is just a little bit direct in his conversational style. But there was a couple of answers between the two user interviews. Both stated that they wanted an acupuncturist with "empathy and understanding" and almost said the exact same answer word for word for that. I found that really interesting and almost uncanny that they used the exact same words. I think that conveying the empathy and understanding is something that we should make sure is being conveyed in the website.
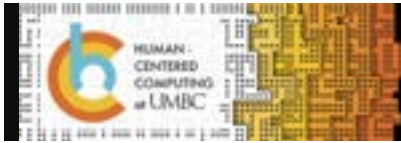

6.4 User/Task/Environmental Analysis
User Analysis
Population: The majority of users in this population will vary widely from novice to expert website users and they will have varying degrees of their experiences and exposure to acupuncture services. It is predicted that the majority of users will be of middle- to upper-class socioeconomic status as health and wellness services could be considered expensive and some acupuncture providers do not accept insurance because health insurance policies don't cover these kinds of services. Potential clients seeking acupuncture services could be those who are looking for an alternative to Western medicine or those who feel as if their physicians have not adequately addressed their health concerns.

Ten Characteristics:
11. Curious
12. Possible physical limitations
13. Could speak multiple languages
14. Motivated

15. Competing priorities (e.g. busy schedules, need simplicity)
16. Varying professions
17. Varying ages (could include minors who receive treatment with guardian consent)
18. Health conscious
19. Open-minded
20. Willing to learn

Major Groups/Stakeholders:
- Novice to experienced persons interested in general health practices
- Novice to experienced persons interested in health therapies that are an alternative to Western medicine
- Medical professionals seeking additional therapies for patients
- Acupuncturists looking for market analysis or other acupuncture-related research

Task Analysis: (3 tasks plus text based HTA, create a diagram)

- Review Services Provided
- Read Blog Article for Migraines
- Book Appointment

0. Review Services Provided
    2. Open the web browser of choice
        1.1 turn on a computer or mobile device
        1.2 tap/click the browser icon to open
    2. Go to website
        2.1 tap/click the address bar
        2.2 type www.threetreasureswellness.com
        2.3 tap/click enter, or return, or go (depending on browser)
    3. Tap/Click "Services" Link
    4. Scroll to review the services that are provided

Plan 0
Do 1-4

Plan 1
1.1 - 1.2

Plan 2
2.1 - 2.2 - 2.3

0. Read Blog Article on Migraines
    2. Open the web browser of choice

     1.1 turn on a computer or mobile device
     1.2 tap/click the browser icon to open
   2. Go to website
     2.1 tap/click the address bar
     2.2 type www.threetreasureswellness.com
     2.3 tap/click enter, or return, or go (depending on browser)
   3. Tap/Click "More" Link
   4. Tap/Click "Blog" Link
   5. Scroll to blog entry "East to West: Acupuncture for Migraines"
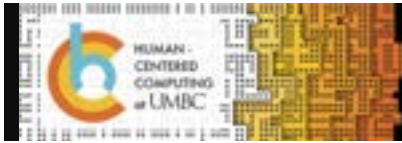   6. Tap/Click "Read More" Link

Plan 0
Do 1-6

Plan 1
1.1 - 1.2

Plan 2
2.1 - 2.2 - 2.3

0. Book Appointment
  2. Open the web browser of choice
     1.1 turn on a computer or mobile device
     1.2 tap/click the browser icon to open
   2. Go to website
     2.1 tap/click the address bar
     2.2 type www.threetreasureswellness.com
     2.3 tap/click enter, or return, or go (depending on browser)
   3. Tap/Click "Book Appointment" Link
   4. Select Location
     4.1 tap/click the location drop-down list
     4.2 tap/click "Columbia" or "Tacoma Park"
   5. Scroll to 'Appointment Details"
   6. Select Patient Type
     6.1 tap/click patient drop-down list
     6.2 tap/click "New Patient" or "Existing Patient"
   7. Choose a Service
     7.1 tap/click services list
     7.2 tap/click a service
   8. Provide Reason for Visit
     8.1 tap/click Reason for Visit text box
     8.2 type reason for visit
   9. Enter Patient Name

76

9.1 tap/click First Name box
9.2 type First Name
9.3 tap/click Middle Name box (optional)
9.4 type Middle Name (optional)
9.5 tap/click Last Name box
9.6 type Last Name
10. Enter Email Address
    10.1 tap/click Email Address box
    10.2 enter email address
11. Enter Phone Number
    11.1 tap/click Primary Number box
    11.2 enter phone number
    11.3 tap/click phone number type box
    11.4 select phone number type
    11.5 tap/click Secondary Number box (optional)
    Repeat 11.2-11.4

Plan 0
Do 1-11

Plan 1
1.1 - 1.2

Plan 2
2.1 - 2.2 - 2.3

Plan 4
4.1 - 4.2

Plan 6
6.1 - 6.2

Plan 7
7.1 - 7.2

Plan 8
8.1 - 8.2

Plan 9
9.1 - 9.2 - 9.5 - 9.6
9.3 - 9.4 (optional)

Plan 10
10.1 - 10.2

Plan 11

11.1 - 11.2 - 11.3 - 11.4 - 11.5, then repeat 11.2 through 11.4

Environmental Analysis:
The use of this website is not restricted to any one location. Any location that has a computer with internet browser access, or a smartphone with wireless data, can access this website. The screens should remain optimized so that both desktop and mobile browsers can access the information easily. It is predicted that the website will be accessed most often by desktop or laptop computers which will likely have sufficient lighting for computer use, but we should consider that mobile users could be accessing the website in a wide variety of lighting situations, such as bright sunlight or dark bedroom.

Personas

Lisa

Image Source: https://themighty.com/2016/08/why-i-started-using-a-cane-for-my-fibromyalgia/

Lisa is 30 years old and is a full-time professional with a Master's degree. She lives in a modest home in Howard County, Maryland with her husband of two years and their two dogs.

Lisa has some physical disabilities in her leg and has frequent pain due to fibromyalgia. While she still tries to remain fairly active and not stay at home all the time,

78

sometimes her physical pain prevents her from going out to get work or errands done...or to enjoy shopping if she chooses to do so.

Many years ago, Lisa experienced a traumatic life event that left her with Post Traumatic Stress Disorder (PTSD). The PTSD is stressful, and she also experiences some stress with her job in a professional services job, though she enjoys her job very much.

Recently, Lisa has shifted the focus of her life goals to re-discover herself through fun, positive experiences and is enjoying life more than ever.

William

Image Source: https://www.broadwayworld.com/article/BWW-Exclusive-Broadway-Stage-Managers-Sound-Off-About-What-They-Do-and-How-They-Do-It-20161016

William is a 27-year-old stage manager at a local theater. He is married to his wife of four years, and they live in a 3-bedroom condominium in Baltimore County, Maryland. He is also an audio engineer for a local comedy podcast and performs guitar in musicals and wedding receptions.

William is a highly active individual who is always reading about the latest health trends. He goes to the gym regularly to attend bootcamp-style classes and occasionally has a session with a personal trainer.

William keeps odd hours and sometimes does not get the amount of sleep that he thinks he should.

William loves all of his jobs. He enjoys being able to do work that entertains others. His wife is supportive of his work, which gives him the additional motivation to be driven to succeed every day.

6.5 Heuristic Evaluation
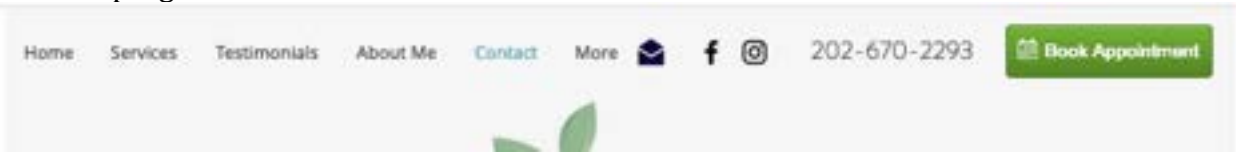
Usability Aspect Report (UAR) for Three Treasure Wellness

Product Name:
Three Treasures Wellness – www.threetreasureswellness.com
Date of Study:
March 9, 2019
Experimenters' Names:
Amy L. Freeland and Emily Long
Subject ID:

No. A1	Problem/Good Aspect
Name:	
Ad blocker hides social media links in different browsers	PROBLEM

Evidence:
Heuristic: Consistency

Interface Aspect: Webpage looks different in a Chrome browser versus a Firefox browser as it pertains to the social media links at the top and bottom of the pages. The Chrome browser being used has an ad blocker on it. There are no advertisements on this website; however, the social media links are hidden on the Chrome browser. All social media links are visible in the Firefox browser.

Chrome Browser:

Firefox Browser:
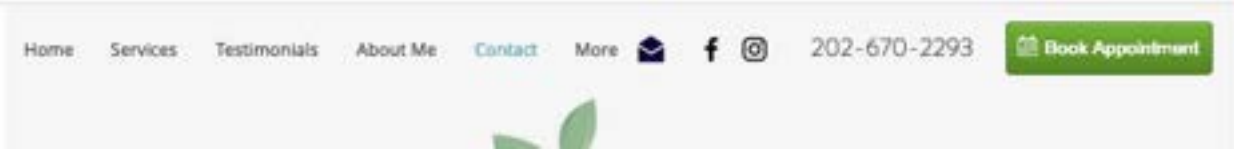
Explanation:

If a novice user accesses the website using one browser in one location, then accesses it again using another browser at a different location (e.g., one at home and one at work), they probably will not have the same experience or will have difficulty locating social media links.

Severity or Benefit:
Rating: 2
Justification (Frequency, Impact, Persistence, Weights):

Frequency: common – likely to be experienced by all novice or casual users who use different browsers. Expert users may recognize immediately that ad blockers can impact certain website views.

Impact: This could be a one-time problem if the user recognizes that links they saw before are missing. The problem *could* result in users not being able to complete their goals because they would not be aware that social media links exist.

Persistence: This is easy to overcome once realized; however, if someone uses only one type of browser that hides elements of the page, they may never know that the social media links exist.

Weights: Even though this has the potential to be experienced by more than a couple of users, it's worth looking at to make sure all users have the same experience when accessing the site.

Possible solution and/or Trade-offs:

Possible Solution: Ensure that the website will display social media links despite ad blocker settings because the links to social media should not be considered revenue-generating advertisements (which most ad blockers block).

Relationships:

No. A2	Problem/Good Aspect
Name: Vivid Book Appointment Button	GOOD ASPECT
Evidence: Heuristic: Consistency Interface Aspect: Each page of the website has the same green "book appointment" button at the top right corner. 	
Explanation: Novice and expert users will clearly know how to access the site quickly in order to schedule an appointment with Grace.	
Severity or Benefit: *Rating:* NA **Justification (Frequency, Impact, Persistence, Weights):** Frequency: common – all users of various experience levels are likely to find the link and schedule an appointment Impact: Easy. There is not a problem to overcome and users should be able to successfully complete an appointment Persistence: There is no problem to persist. Novice users will be able to easily find the link to schedule an appointment. Weights: Rating of NA provided because this is a good aspect for this website to have	
Possible solution and/or Trade-offs:	

Trade off: if the link to book an appointment were not highly visible, and function in the same manner no matter where it is accessed, a client may end up getting frustrated with the process and not book an appointment – causing a potential loss of revenue.

Relationships: E4

No. A3	Problem/Good Aspect
Name: Envelope Icon Opens Default Mail Program	PROBLEM

Evidence:

Heuristic: Minimize the user's memory load, privacy concerns

Interface Aspect: There is an envelope icon at the top of the screen that is intended to email grace@threetreasureswellness.com

Explanation:

Because of the availability of so many web-based email applications today, it is likely that there are users who do not have a default mail program on his or her computer configured to send mail. In my particular observation, it opened my mail (which is not configured) and started a draft email to grace@threetreasureswellness.com. Since I don't use this mail program, I would have to copy/paste or remember the email address to be able to draft an email from my Gmail (or other web-based email account). An additional issue related to the automatic opening of a mail program automatically: if a person is lending someone their computer and they are browsing the site and decided to send mail, they could be accessing a mail account that is not their own.

Severity or Benefit:
Rating: 3
Justification (Frequency, Impact, Persistence, Weights):

Frequency: Common – it is possible that many users may want to contact Grace before considering his or her first appointment.

Impact: This issue can be easily overcome once it is known and perhaps the email address is saved in a user's proper address book), the mail link will no longer be needed.

Persistence: This could be a one-time nuisance which is corrected rather easily, but it requires leg work from the user to be able to send mail.

Weight: The justification of the 3 rating comes from the potential that many users access their email in a web browser instead of a default mail program. This means that the user will have to take extra steps in order to communicate with Grace and there is no other way around it in the Three Treasures Wellness website. Adding the minimal threat of privacy on a borrowed computer also increases the severity.

Possible solution and/or Trade-offs:

Possible solution: allow the envelope icon to open a popup or new screen that is a "contact" form that sends a mail message through the website instead of relying on a potential client's own mail program to send a message

Relationships:

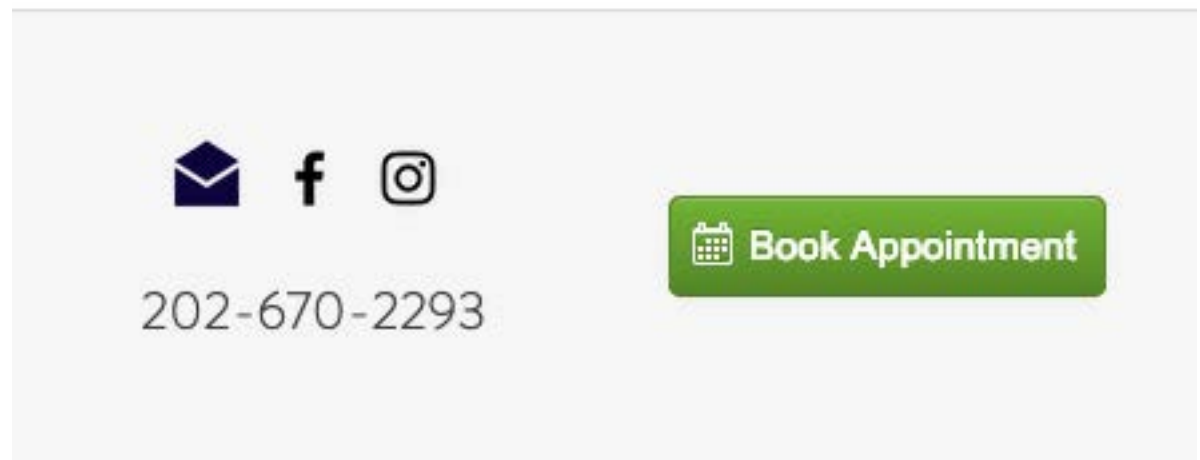| No. A4	Problem/Good Aspect
Name: Contact Page inconsistent with prior issue regarding mail icon	PROBLEM
Evidence: Heuristic: Consistency Interface Aspect: A contact form is provided under the "Contact" page, but this is inconsistent with the envelope icon that is also used on the page.	

Explanation:

Accessing the "Contact" link provides the user to a contact form, so there shouldn't be a need for the envelope icon to send email to Grace. To continue to follow up from the prior issue in this report, this is a proposed solution to the mail icon that may not function properly for all users.
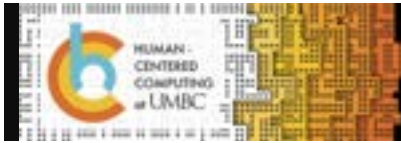
Severity or Benefit:
Rating: 1
Justification (Frequency, Impact, Persistence, Weights):

Frequency: Common – I still maintain that there is likelihood that new/prospective clients may want to contact Grace prior to booking an appointment.

Impact: This is easy to overcome. Technically, the functionality is not wrong or broken. It's just inconsistent with other aspects of the page.

Persistence: I'm not sure that users will be highly bothered by this functionality as they should be able to still contact Grace if so desired

Weights: This is weighted as a lower priority because the functionality is not incorrect, but it is inconsistent with the envelope icon to send mail. This is largely a cosmetic issue.

Possible solution and/or Trade-offs:
Possible solution: remove the envelope icon to send mail and allow the users to choose how they wish to contact Grace.

Relationships:

No. A5	Problem/Good Aspect
Name: Multiple Social Media Links on Contact Me Page	PROBLEM
Evidence: Heuristic: Consistency	

Interface Aspect: There are the commonly known Facebook and Instagram images which are links to those social media sites; however, there are some extra text links that take the user to the same location. The textual links are not clear and are stacked on top of each other.

Check out my social media and

subscribe to my blog!

Facebook Strstkigcam Social Icon

202-670-2293

Book Appointment

Explanation:
There is a duplication of social media links, and the links that are text instead of images are difficult to read and use.

Severity or Benefit:
Rating: 1
Justification (Frequency, Impact, Persistence, Weights):

Frequency: This is only noticeable if a user accesses the "Contact" link

Impact: This is easily overcome, but could be slightly annoying to the user because the eye could get hung up on the text that is stacked on top of other text.
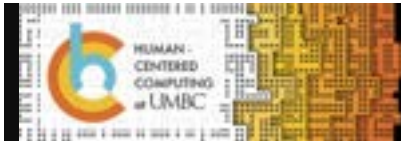
Persistence: This problem is likely one-time because the text links actually work, and the icon images will easily point the user to where they want to go anyway.

Weights: This is given a low priority because the issue is only cosmetic.

Possible solution and/or Trade-offs:

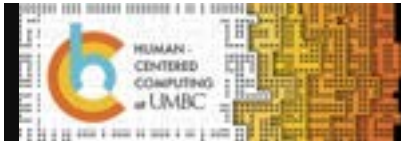Possible solution: remove the textual links altogether

Relationships:

No. A5	Problem/Good Aspect
Name: Contact Me box uses potentially unfamiliar language	PROBLEM
Evidence: Heuristic: Simple, natural language Interface Aspect: A contact form is provided under the "Contact" page, but it uses language that a novice user may not understand without having first read other portions of the website.	

Contact Me

I would love to hear from you to answer any questions you may have about Chinese Medicine and Zero Balancing.

Email *	Name *

Subject

Message

Send

Explanation:

Inviting a user to contact her regarding Chinese medicine and zero balancing could be confusing to a novice user, or someone who has not already read what services are provided at Three Treasures Wellness.

Severity or Benefit:
Rating: 2
Justification (Frequency, Impact, Persistence, Weights):

Frequency: Common – I still maintain that there is likelihood that new/prospective clients may want to contact Grace prior to booking an appointment.

Impact: This is easy to overcome. The actual functionality to send a message through the Contact Me box is not broken. The language just could be confusing. There's also a chance that a more advanced user might not actually read that text and just fill out the form.

Persistence: I'm not sure that users will be highly bothered by this functionality as they should be able to still contact Grace if so desired

Weights: This is weighted as a low to medium priority because the functionality is not incorrect, but the terminology could be confusing.

Possible solution and/or Trade-offs:

Possible solution: an easy fix for this section could be to change the text to indicate the user can contact about *services* provided at Three Treasures Wellness instead of listing two different services that are provided. This will let the user know that they can contact about any service that is provided by Three Treasures Wellness without having to specifically spell out what they are in terms that the user may not know.

Relationships:

No. A6	Problem/Good Aspect
Name: More inconsistency between different browsers	PROBLEM
Evidence: Heuristic: Consistency Interface Aspect: Webpage looks different in a Chrome browser versus a Firefox browser as it pertains to the map of the Columbia location on the FAQ page. Different from the issue explained above, this does not appear to be related to ad blocking software in the Chrome browser. In Chrome, the map to the location displays properly; however, in Firefox, it does not. **Firefox Browser:** ### Where's the Columbia office? That's what I said the first time I drove here! There's a circle on Stanford Boulevard. Take the exit that keeps the health department on your left. Don't go all the way down to the Marriott lot. Instead, turn right when you see the "Stanford Grill" sign. Then proceed straight, around the Stanford Grill parking lot, to the big, beautiful, steel and brick building on the hill! I'm in suite 303. Let yourself in and have a seat. Maps_edited.jpg **Chrome Browser:**	

Where's the Columbia office?

That's what I said the first time I drove here! There's a circle on Stanford Boulevard. Take the exit that keeps the health department on your left. Don't go all the way down to the Marriott lot. Instead, turn right when you see the "Stanford Grill" sign. Then proceed straight, around the Stanford Grill parking lot, to the big, beautiful, steel and brick building on the hill! I'm in suite 303. Let yourself in and have a seat.

Explanation:

If a novice user accesses the website using one browser in one location, then accesses it again using another browser at a different location (e.g., one at home and one at work), they probably will not have the same experience or will have difficulty locating the map.

Severity or Benefit:
Rating: 2
**Justification (Frequency, Impact, Persistence, Weights):**

Frequency: common – likely to be experienced by all novice or casual users who use different browsers.

Impact: This could be a one-time problem if the user recognizes that links they saw before are missing; however, those that are using strictly Firefox may not understand that there is supposed to be a map image on that page. The problem *could* result in users not being able to complete their goals of locating the office.

Persistence: This is easy to overcome once realized; however, if someone uses only one type of browser that hides elements of the page, they may never know that the social media links exist.

Weights: Even though this has the potential to be experienced by more than a couple of users, it's worth looking at to make sure all users have the same experience when accessing the site.

Possible solution and/or Trade-offs:

Possible solution: Ensure that the website will display the maps across all browsers.

Relationships:

No. A7	Problem/Good Aspect
Name: Lag time in accessing Blog page	PROBLEM
Evidence: Heuristic: Feedback Interface Aspect: Clicking the More button brings another popup menu to access FAQ and Blog.	
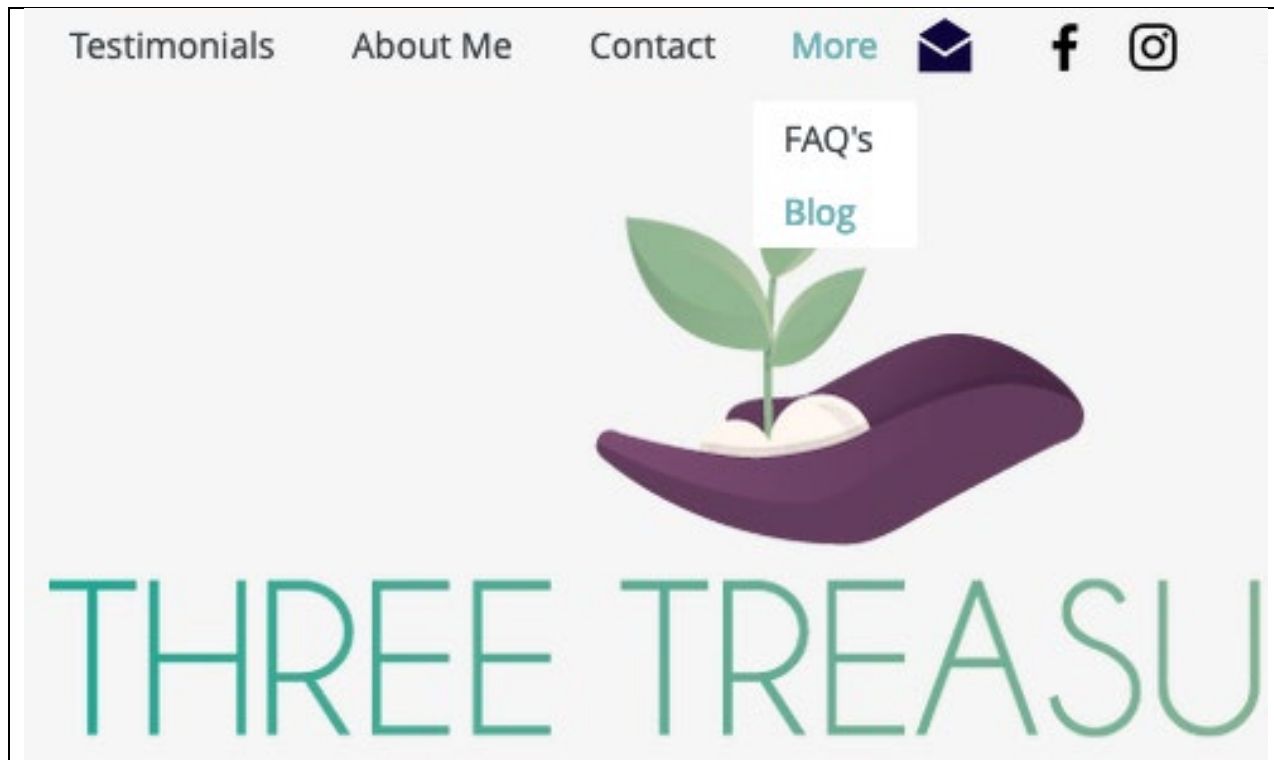
Explanation:

After clicking the "Blog" link, the system lags in changing from the home page to the page of blogs, and the system does not provide feedback that it is doing anything. (no spinning cursor or status indicator in the address bar).
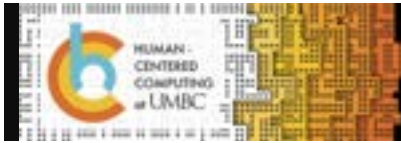
Severity or Benefit:
Rating: 2
Justification (Frequency, Impact, Persistence, Weights):

Frequency: less common now, but could become more common in the future as the client wishes to direct more traffic to her blog pages.

Impact: Easy. The page will load, and nothing will break if the user happens to click on the blog link again because they are unsure if the system is performing the action.

Persistence: This could be repeatedly bothersome if not corrected. Generally, users do not want to wait for load times with the speeds of the internet that are available now.

Weights: This has been given a rating related to a minor usability issue because the page does load, and the user can then read the blogs. It is probably only a slight user annoyance at this time.

Possible solution and/or Trade-offs:

Possible solution: find a way to add a spinning cursor or some other feedback system. Or, ensure that the content on the Blog page is not so large that it causes the system to bog down and become slow to respond

Relationships:

No. A8	Problem/Good Aspect
Name:	
About Me page descriptions and image	GOOD ASPECT
Evidence:	
Heuristic: Simple, natural language	

Interface Aspect: The page which is located under the "About Me" link at the top of the screen.

Explanation:

The entire About Me page is friendly and inviting and uses language that is easy to understand and like you are having a conversation with a friend.

Severity or Benefit:
Rating: NA
Justification (Frequency, Impact, Persistence, Weights):

Frequency: common – prospective patients will probably want to look and find out more information about their practitioner and the images and language should be inviting

Impact: Easy. There is not a problem to overcome and users may experience a welcoming sense when reading this page.

Persistence: There is no problem to persist. Novice users will be able to easily find the link to read about Grace.

Weights: Rating of NA provided because this is a good aspect for this website to have
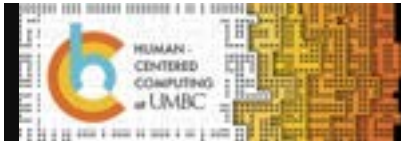
Possible solution and/or Trade-offs:

Trade off: if the About Me page were not friendly and inviting, prospective patients may not want to book Grace's services - causing a potential loss of revenue.

Relationships: E7

98

Product Name: Three Treasures Wellness Website
Date of Study: March 10, 2019
Experimenters' Name: Emily Long
Subject ID:

No. E1	Problem

Name: Hidden Menu Items	

Evidence: There are several navigation items, specifically "Testimonials" and "Blog" which are hidden from the main page. You have to select "more" in order to view those selections. This is a issues with Visibility as those items are not visible.

Explanation: When a user comes to the page, they should see all of their possible options in the navigation menu. If there is a hidden item, novice and expert users will likely be unable to locate them and access them, unless they already know that it is there. This requires the user to have prior knowledge that those menu items exist and they exist under that navigation item of "More", which could lead to users not finding that content.

Severity or Benefit:
Rating: 3 = <u>Major</u> usability problem: important to fix, so should be given high priority
Justification (Frequency, Impact, Persistence, Weights):
Frequency: This only occurs once, however the navigation menu is visible from all of the pages, so it will affect users at all times.
Impact: Because it is the main navigation menu, it will affect users at all times and make it difficult for users to find things under the navigation menu.
Persistence: The users will likely be able to overcome this obstacle once they realize what is there, however, if the user does not realize what is there, they likely will not know it is there.

Weights: Because of these factors, I do believe that this a major usability problem. There are several important sections that users want to view that is not easily shown from the main navigation menu.

Possible solution and/or Trade-offs:
Move Testimonials and Blog to the main Navigation Menu without the More dropdown. The possible trade-off is a crowded top navigation area.

Relationships:

No. E2	Problem

Name: Awkward gridding on Services Page

Evidence: The grids are in two columns, with the photos on the left and the text on the right. This causes are lot of awkward negative space between the photos and a rather large

Explanation: This is a grids problem and makes the page unnecessarily long and requires a lot of scrolling to get to the next section of text. Scrolling can be difficult for users, especially users that don't want to read so much. Also the awkward text spacing can make the text difficult to read.

Severity or Benefit:
Rating: 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
Justification:
Frequency: Only occurs on one page.
Impact: Minor, users can still read the information, it might just take a while.
Persistence: Only occurs on one page.
Weights: Because it only occurs on one page, it really only affects users who want to read the entire page, and it really only causes the users to take longer to read, it is a pretty minor issue.

101

**Possible solution and/or Trade-offs:**
Wrap text so that it goes below the photo and that it is not a two-column grid. There really are no bad trade-offs for this solutions.
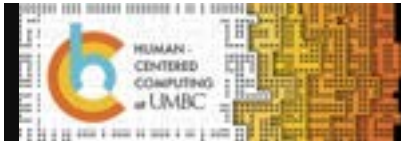
Relationships:

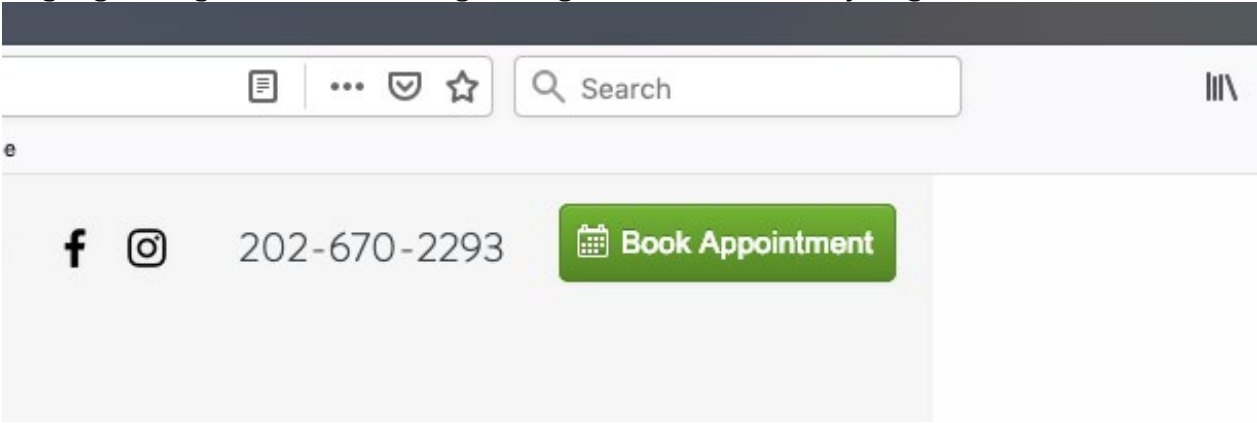| No. E3	Problem

Name: Carousel in Testimonials

Evidence: The testimonials is contained within a carousel, which makes it a pleasing to look at design, but it automatically changes to the next one, or the user can skip through the testimonials. This is an issue for individuals with disabilities, low vision, or are just slow readers.
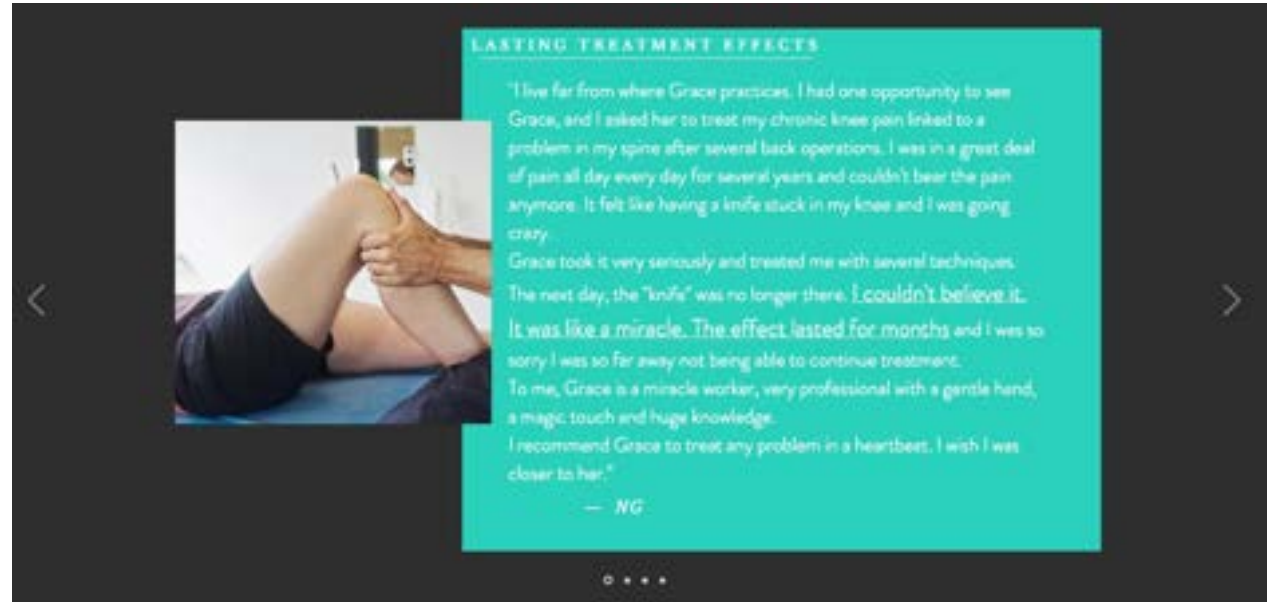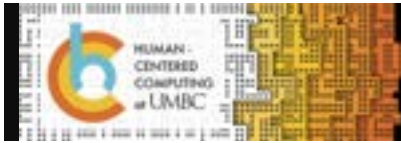

Explanation: Screen readers take time to read out the texts, so carousels do not work for them because they can change mid-sentence. Carousels are also not friendly to individuals who have issues with using a mouse, as they can only change with a mouse or by waiting for the next one.

Severity or Benefit:
Rating: 2 = Minor usability problem: fixing this should be given low priority
Justification (Frequency, Impact, Persistence, Weights):
Frequency: It only occurs on the testimonials page.
Impact: This would really only affect users with disabilities, low vision, or slow readers. However, based on the website subject, it's possible that users with disabilities will want to view the website to treat their disability.
Persistence: Only occurs on the testimonials page.
Weights: Because it has a low frequency and a low impact on most users, I believe that this should be rated as a low priority.

Possible solution and/or Trade-offs:
Remove Carousel and have one page to show all testimonials. There really are no bad trade-offs for this solutions.

Relationships:

No. E4	Good Aspect

Name:
Access to Booking an Appointment is visible in most places on website.

Evidence:
There is a Book Appointment Button on the bottom and top of each and every page. It is bright green against a neutral beige background. It is also fairly large.
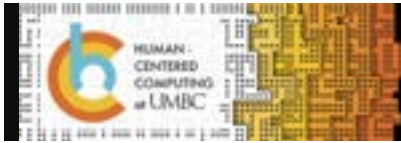

103

Explanation:
Based on Fitt's Law, this is a good aspect because the button is a large and is easily accessible from the top and bottom of each page.

Severity or Benefit: Benefit
Rating:NA
Justification (Frequency, Impact, Persistence, Weights):

Possible solution and/or Trade-offs: N/A

Relationships: A2

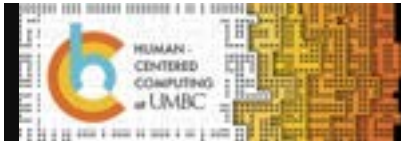| No. E5	Good Aspect
Name: Grids on main page	
Evidence: The grids on the main page allow the users to view the information without scrolling. There is an image at the top of the page, and then the user can immediately see a full list of services.	

Explanation:
Because the services link is immediately visible to users when they come to the main page, they have an information where they can make a decision that this is what they are looking for, or move onto another website. This allows users to make quick decisions without having to scroll down the page.

Severity or Benefit: Benefit
Rating:NA
Justification (Frequency, Impact, Persistence, Weights):

Possible solution and/or Trade-offs: N/A

No. E6	Problem

Name: Blog does not have good breaks from text

Evidence: The blog articles do not have any indication to users that they are reaching a new text section. There are some numbers in some of the blogs, but there is not indentation, bullet points, or line breaks in many of them.

Explanation: This affects readability, and can cause some users to lose to their place. Or they will not be able to skim the article to garner useful information.

Severity or Benefit:
Rating: 1 = <u>Cosmetic</u> problem only: need not be fixed unless extra time is available on project
Justification (Frequency, Impact, Persistence, Weights):
 Frequency: This really only affects users when they are in the blog.
Impact: it really only slows down their reading and causes them to not be able to skim easily.
Persistence: Only occurs when they are in the blog.
Weights: Because it occurs so infrequently and doesn't prevent them from doing any of the tasks, it is a low priority.

Possible solution and/or Trade-offs:
Provide line breaks, bullet points, or indentation in the text of blogs.
There are no trade-offs for this solution.

Relationships:

No. E7	Good Aspect

Name: Navigation menu

Evidence:
When the user selects an item in the navigation menu, that items turns green and stays green for as long as the user is on the page. This provides feedback to the user that something actually happened when they clicked on that text and it shows what page they are on.

| Home | Services | Testimonials | About Me | Contact | More |

Explanation:
It is important to provide feedback to the user as it allows the user to know that they have actually done something and that the system is responding to them. The green text showing the user where they are also provides a point of reference for them.

Severity or Benefit: Benefit
Rating:NA
Justification (Frequency, Impact, Persistence, Weights):

Possible solution and/or Trade-offs: N/A

Relationships: N/A

No. E8	Problem

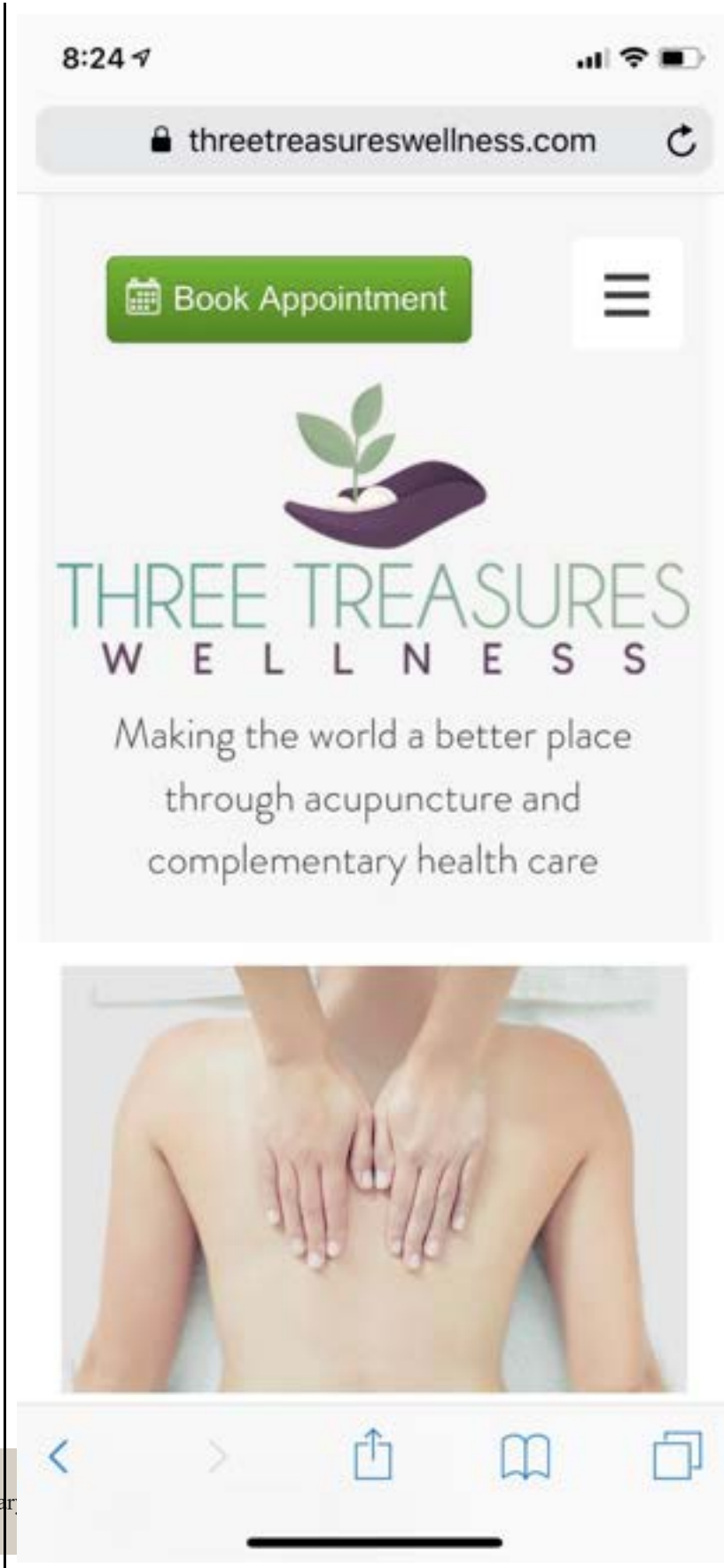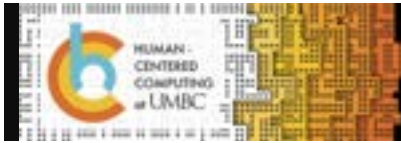**Name:** Mobile Only: Have to scroll down in order to view content

Evidence: On the mobile version of the website, the user has to scroll down in order to view the content on the page, as the logo and mission take up a good deal of the page, which

causes the user to have to scroll in order to view the rest of the content.

HCC 613 - University of Mar...

Explanation:
When the user has to scroll down the page, it takes time for them to make a decision or to take an action. They may also not pay attention to any of the info that is "below the fold".

Severity or Benefit:
Rating: 3 = Major usability problem: important to fix, so should be given high priority
Justification (Frequency, Impact, Persistence, Weights):
Frequency: This occurs on every single page of the mobile version.
Impact: Because it occurs on every single page of the mobile version. There is a chance that the user will have difficult viewing information "Below the fold."
Persistence: Occurs on every single page of the mobile version.
Weights: Because it has such a strong impact and it is frequently seen within the website. I have rated it a high priority.

Possible solution and/or Trade-offs:
Remove logo and mission or make it smaller in the mobile version. There are no bad trade-offs for this solution.

Relationships:
E5

Reflection

What difference did you find between your evaluation and your partner's?
E: I noticed that a lot of Amy's findings were based more on different browsers. I did not use a different browser for my heuristic, but I did use a different device to see if there was a difference at all between the desktop version and the mobile version, which I did find that there was a major difference between the two that caused usability issues.

A: Emily made some really good points about some of the functionality of the site. For example, I never would have considered that the carousel on the testimonials page would not be good for those who use screen readers because the carousel will scroll before a screen reader is done reading the text. I'm glad that we both agreed that the current Book Appointment button is a good aspect of the website. I did not focus on any of the mobile functionality because I personally don't think of using a

111
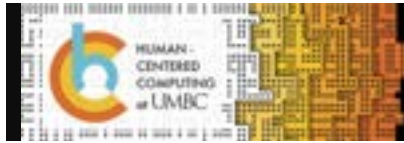
mobile site to review services such as these. It was a good consideration to include this in the HE.

Reflect on what you learned about your website through this process (~200 words)

E: I learned that while the website has a lot of good qualities to it, it still has a bit of work to do in order to be truly user friendly. There are couple of usability issues that really should not be ignored. I also learned that there are major differences between the different browsers and the different devices in how they are viewed and how they are designed. This goes to show that there needs to be consistency between the different browsers and devices.

A: I believe there are some very good aspects to the website, with room for improvement. The color scheme and language are friendly and inviting, but there are some inconsistencies with how some links are displayed and accessed. Fixing those could help some of the usability aspects of the site. I agree with one of Emily's HE that there are some places that have some awkward white space, or that there is more scrolling than is probably necessary.

Reflect on your experience performing the review vs. recruiting a participant (~200 words).

E: Overall, I think the experience for both methods was good, but it is clear that they are both very different. For recruiting a participant, there's dealing with all of the logistics and dealing with what kind of participant you want to talk to. And then there's actually sitting down and talking with them, which gathers a lot of feedback and thoughts, but it can be mentally and sometimes physically exhausting since you have to be thinking constantly for that entire hour or so. You don't get this when you do a heuristic evaluation. The website is always available to you and you don't have to schedule an appointment with it. You are also literally sitting in a quiet room just looking at the website, so it is not as exhausting. It is a big difficult though to find issues sometimes, you have to really dig deep into the website to find some of the issues.

A: Due to illness, Emily did the leg work on getting most of the interviews with the participants done. I had done one in the very early stages of the project, but it wasn't enough to truly appreciate what it would take for this project to find people who could spare some time to help out. That being said, in other projects where I have needed to find participants, I have always found the process exhausting. It's difficult to be "up" to talking to people to get through what is needed, whereas completing this heuristic evaluation on your own at home/office/school is a more enjoyable process (for me). Being able to sit down and devote time to evaluating a website without distractions was more worthwhile to me.