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1 Project Purpose

The purpose of my project is to take a non-profit web site and make it more effective for its tasks.

To do this, I will complete findability, accessibility, and usability testing. I then implement the findability and accessibility and show the results. I will compile all of the usability testing data and hand that off to the company for use in a future redesign.

Then I will take the information and present it in a way that will allow other non-profit sites to implement the findings and have the same if not better results on their sites.

2 The Client

The site I will be using for my testing as well as the implementation of the results of the tests is: [http:// www.theatredureve.com](http://www.theatredureve.com). They are a small theater in Atlanta that presents their performances in French. I was involved in the first two (2) productions the company produced and I have continued a relationship with the theater.

3 Next Step

The site itself is about to undergo a total redesign, and they will be using the data I have collected for this project to make this a more complete site in it's next incarnation.

4 The Project

The project will be broken down into three (3) main parts.

- 4.1 Improving the sites Findability
- 4.2 Improving the sites Accessibility
- 4.3 Compile Usability data for future use in the redesign of the site.

I will take some time and look at each section now.

4.1) **Findability** refers to the quality of being locatable or navigable. At the item level, we can evaluate to what degree a particular object is easy to discover or locate.

I want to make the site more findable not only through search engines like Google or Yahoo but also for but once you are on the site have the ability to find what you want. This is a big step in making the site more Usable and I believe needs to be done before the Usability part of the project.

I will be employing industry standard methods on how to make a site more findable on the web. Such as:

- A. Adding Meta data to the header that allows search engines to read and correctly place the site in the right search results categories.
- B. Working with the client to make sure that there are the correct type and amount of key words and phrases in the content to replicate normal speech and get a good reading for a search engines spider.
- C. Exchange links with other sites that are of the same type or would logically linked to the client's site.

- D. Produce a XML site map that can be submitted to search engines so they can have a correct map to spider the site.
- E. Add Microformats tags to the site for show dates locations and contact info.

4.2) **Accessibility** on the web means that people with disabilities can use the Web. More specifically, Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web. Web accessibility also benefits others, including older people with changing abilities due to aging. It is meant to encompass all disabilities that affect access to the Web, including visual, auditory, physical, speech, cognitive, and neurological disabilities.

It also is meant to make sure that as many people can access the site and use it no matter how they are viewing it (what connection the operating system and the browser should have no effect on how the site looks and works.)

With this also I believe needs to be done before the Usability part of the project. For this project I am looking to make the site section 508 level two (2) compliant.

Again as with the last section I will be using industry standard methods on how to make a site more accessible to the largest group of users. Some methods are:

- A. Having all relevant images have a correct Alt attribute.
Relevant means that the site as it is uses invisible images for spacing and positioning. Those images will not need this done to them but still need to be formatted in away that they will be skied by screen readers.
- B. Having the site be formatted in a way that allows the most efficient path for a screen reader to navigate the site. Ways to do that include.

- a. Separating the content from the layout. As it is now the site is using tables for lay out of content and this can throw off a screen reader and some browsers.

- b. Making sure the code has been tagged to most efficiently allow the navigation and use of the site with screen readers and most browsers. Adding skip navigation is a example of this

Testing of will be done in as many web browsers as it can be on Windows and OSX. I will also be using JAWS and Fire Vox to test the screen reading compatibility

4.3) **Usability** the elegance and clarity with which the interaction with a computer program or a web site is designed

For this project I did not do a usability test on the original but did do testing the redeveloped site so that it can be as usable as it can be. I know this is not the usual way but for this project and the time table that it is on the best way is to rework the code and make the site a accessible and findable as possible

then do a Usability test and recommend the findings to the client and let them decide what they would like to implement on the full redesign of the site.

I did a three (3) step testing process with a user group no smaller than 6 and no larger than 22. The facilitator will start by having the testers fill out a demographic questioner and then the test will lead as follows:

- A. A pretest questionnaire will be asked to them. This is to get a general feeling of their thoughts on the site and how they use the web.
- B. Then a list of 12 to 14 task based questions will be asked of the users to complete on the website itself. The test will be recorded on a windows laptop using Camtasia Studio Screen Recorder and a USB web cam.
- C. After the Task test a posttest questionnaire will be given to give me a second chance to record the users thoughts and feeling about the site

I did 3 sets of test on 3 different groups. The first group was used to not only test the site but also the questions themselves. The second group was made up of 12 people and were patrons of the arts but not of theater. The last group was made up of 14 people that work in the theater.

There were no problems found that could be considered mission critical.

The biggest complaint was the readability of the page.

5 Tools

The tool set that I used on this project has been gone over before but I will take some time and talk about them in more detail.

For each test I will rely heavily on the methods that I have learned at the Art Institute of Atlanta in the various classes I have taken. I will also be using methods that are talked about on various web sites on the subject and in books I have read on the subject. All of the sites and books will be listed at the end of this in the references section of this report.

The questionnaires I will use for the Usability section will be in the appendix section of this report.

They reflect a refinement that came from a single user test to test the test and also feedback from the Senior Project Design class and my presentation of my findings for that class.

6 Data and Analysis

The data that has been collected so far for this project has been done in for the first two (2) sections of the testing.

There has been nine (9) sets of web traffic taken using Google Analytics to gather that data.

The first baseline (baseline 1) was taken a week after the code for Google Analytics was added to the page. It takes about a week to get a starting data set. It was then determined that the set was not complete because it did not have a full week of data and did not include a weekend. A second baseline (baseline 1a) was pulled and used as a starting point for the project. This is the data that I will

look back at and see if in the end I have made improvements or not to the objectives to the site. The week ending May 31 a baseline data was taken (baseline 2) to show what if any improvements have been made in the week after the Findability and Accessibility changes had been made to the site.

The final set was taken August 1st and was used to show a longer period of time with the changes in place and if they where an improvement or not.

The final sets of data will be in the appendix section of this report in the same way that they where presented original.

7 Project Completion Schedule

As for the completion of this project I will be working on it between quarters and until the end of the next quarter.

Number	Date Completed	Activity	Comments
1	7/19/07	Add Mint code to site for web stat tracking	Need to get information from the donation person
2	7/19/07	Verify new content	This is to make sure the site is as up to date as it can be before I move it to the new server
3	7/26/07	Move to new server	Have DNS information for the domain in place to add as the move happens
4	7/26/07	Alpha Of Project Due	The Alpha is the site redeveloped using web standards. No more tables a <div> based design
5	7/26/07	Take baseline 3 from Mint and Google Analytics	Use this as the first set of data points for the new testing models

6	8/2/07	Run 2 nd set of Usability testing	Go over the test and the set up with Dara before this test
7	8/2/07	Meeting with Park	Park the client shows her the things that we have done and where we are going.
8	8/2/07	Document format and layout designed	Show this to Dara and Aarron at meetings on Monday and Thursday
9	8/9/07	Beta of Project Due	This is the full site completed and a good part of my documentation to show
10	8/9/07	Prelim Paperwork	The beginnings of the Final book should be in place. A structure and a format is done and each section is fully envisioned
11	8/16/07	Full paperwork	Have a all but completed Book to show and work from
12	8/16/07	Final Testing on Beta site completed	This will be a Findability Accessibility and usability test on the site with the data being incorporated into the final book
13	8/23/07	Final site completed	The site is as done as it will be after the testing and ready for a full redesign after the test are done.
14	8/23/07	All testing data compiled	All data from the test and the web analytics sites have been complied and cataloged and ready to be added to the final book
15	8/30/07	Presentation complete	The final presentation is complete and ready to show in Power Point
16	9/6/07	Every thing is ready	Time to give the real deal a whirl
17	9/11/07	All documents and presentations done	Time to turn every thing in and move on to the redesign of the site.
18	9/12/07	Book Notes Complete	Turn all of this into a book and get published

Please Note that all data on this table is able to change (be moved, deleted, or more added to to) thank you.

8 Appendix

This appendix will include the Usability test (8.1 -8.3) and the Baseline data report (8.4) For the rest of the documentation and a PDF of the presentation slides are on the accompanying CD that is a archive of the web site for the project.

8.1 Pretest Questionnaire

Facilitator will ask:

- * Have you ever been this Web site before? If you have how many times?
- * Please give me your initial impressions about the layout of this page and what you think of the colors, graphics, photos, etc.
- * Without clicking on anything yet, please describe the options you see on the home page and what you think they do. Feel free to move around the page, but again I'll ask you not to click on anything right now.
- * Without clicking on anything yet, if you were exploring, what would you click on first?
- * What do you think is the purpose of this site?
- * Who do you think this site is intended for?
- * Whose Web site is this?

8.2 Task Based Questions

Intro

This is the homepage of a Web site dedicated to French Theater in Atlanta Ga. Please give me your initial thoughts to this page. Feel free to explore this page as you normally would. You can scroll around with your mouse, but please don't click on anything yet.

Task 1

You have gotten your tickets for a upcoming show and you forgot to ask for directions to the show. The box office is closed, using the web site how would you find driving or MARTA directions to the show.

When you feel you have completed this task, please say so.

Task 2

It is a date night for you and you are looking for a cultural event to do. You have been directed to this site from a event site for metro Atlanta. Look on the site with out using search and see if you can find out if they are having a performance on the night of your date night.

When you feel you have completed this task, please say so.

Task 3

A few of your friends are interested in finding out how to get involved with a French art group in Atlanta. On the site you are on using any way you want can you find this information for them? If so find it.

When you feel you have completed this task, please say so.

Task 4

You are looking for information about the theaters Education programs. Where would you find this on the site and also where would you find more information not on the site. Find it and show me.

When you feel you have completed this task, please say so.

Task 5

You have a question for the Artistic Director of the theater how would you get in touch with them? Find the information and use it.

When you feel you have completed this task, please say so.

Task 6

On the current site find out how you would go about getting tickets for an upcoming performance. After you have found the information show how you would get the tickets.

When you feel you have completed this task, please say so.

Task 7

I'm going to give you five minutes to freely explore this Web site. You may go anywhere you would like to go on the Web site, but please remember to speak aloud as you do so.

I will tell you when the five minutes are up.

8.3 Post Test Questions

Facilitator will ask:

- What are your overall impressions of the Web site?
- If you had to give the site a grade, from A to F, where A was exemplary and F was failing, what grade would you give it, and why?
A B C D E F
- Name three words or characteristics that describe this Web site.
 - 1
 - 2
 - 3
- What are the three things you like best about the Web site?
 - 1.
 - 2.
 - 3.
- What are the three things you like least about the Web site?
 - 1.
 - 2.

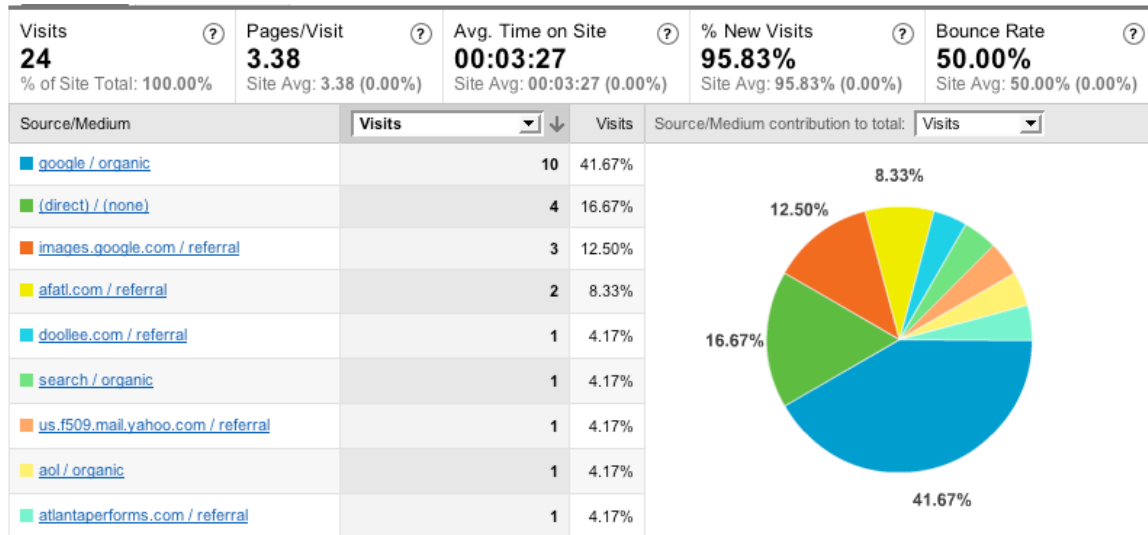
3.

- If you could make one significant change to this Web site, what change would you make?
- Would you return to this Web site on your own in the future? Why/why not?
- What would entice you to return?
- Are there materials you would like to see added to the Web site? Which ones?
- Would you recommend this Web site to a colleague? To a friend?
- Do you have any other questions or comments about the Web site or your experiences with it?

8.4 Baseline (1a and Final)

Baseline (1a)

May 14 2007 to May 20 2007:



Baseline (2)

August 1 2007 to September 1 2007:



9 References

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