

USABILITY EVALUATION and ACCESSIBILITY

IMD-445

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Assignment #3

Usability Test Plan of Current System

Amber Abreu

Zandy Brice

Trent Wyman

Introduction

The Six Flags Over Georgia amusement park seeks to provide the public with fun and excitement through thrilling roller coasters, water rides, live performances involving dance, music, theatre and other forms of family entertainment. In regards to the [Six Flags Over Georgia](#) web site, the goal is to provide users with a fun, direct, and successful means for obtaining park information and purchasing of online park admission tickets. Amber Abreu, Zandy Brice, and Trent Wyman have partnered together to provide suggestions for aiding and improving the Six Flags Over Georgia's web site usability through proposed changes in information layout, visual design, and user interaction.

A successful web site redesign depends upon the total comprehension of that site's user base, their common goals, tasks, and reasons for visiting the site, preferences, as well as their current technical capabilities. Goals are what the users are at the site to accomplish, the main purpose for their visit. Preferences depend upon what users like or dislike overall about the visual (and information) layout and design of the site. Technical capabilities involve the users' system environment and limitations in addition to other human factors of design. After defining and understanding whom the users are, their degree of success can be measured by testing the site with actual end users, while observing and documenting their overall experience.

This write-up details the usability test plan for the current Six Flags Over Georgia web site and will cover user behaviors, interactions, and reactions to a usability task scenarios representing current interaction with feature currently incorporated within the site. Usability testing uncovers potential flaws, failures, and other possible unwanted user results through evaluating the users' interaction with the site. The findings from the evaluation will determine the current degree of user success while unveiling other possible or unknown interaction problems that must be corrected to ensure users are meeting their goals.

The evaluation will probe users on the following:

- Information Layout

- Design Layout
- Navigation (layout, typography, terminology)
- Home Page Analysis (colors, layout, typography, mood)
- Rides & Attractions
- Shows & Events
- Locating other Six Flags parks
- Current User System (Mac or PC, operating system, web browser used, etc.)

In order for us to fully evaluate user responses, the test subjects will be videotaped during the session. The Art Institute Of Atlanta student design team will be the only individuals who will review these tapes (which may be included as part of their student portfolios). However, the foremost reason for taping the session is for the purposes of drawing conclusions for possible improvements and redesigns of the Six Flags Over Georgia website.

The Evaluation Team

The team evaluating and recording the Six Flags Over Georgia website usability tests are:

- **Amber Abreu** (facilitator, note taking observer)
- **Zandy Brice** (test recruiter, camera recorder)
- **Trent Wyman** (audio recorder, designer)

The evaluation team roles are:

- **Facilitator / Note Taking Observer** – the group-testing manager responsible for executing an accurate usability test. The facilitator is the social link for ensuring that the test participants are comfortable within their testing environment. The facilitator is also there to ask and answer all related questions to the usability testing scenarios and tasks. However, it is crucial that the facilitator remain neutral in the phrasing and tone of the questions and answers. In addition to the social interaction with test subjects, the facilitator will also be observing the usability testing while taking notes of user comments, opinions, and/or potential user problems.

Six Flags Usability Study [Usability Test Plan]

- **Test Recruiter / Camera Recorder** – the person responsible for recruiting and screening usability test subjects. The test recruiter will find users that match Six Flags Over Georgia’s main visitor demographic (18 to 30 year olds) and bring them in for testing various web tasks and scenarios. Additionally, the recruiter will also be working a video camera to capture the user responses and reactions for later analysis
- **Audio Recorder / Designer** – the person responsible for recording the audio from the usability test. The audio recorder will capture the actual voices, sounds, sighs, etc. which will be used in future analysis (along with the recorded video) for improving the redesign if the site. The audio recorder will also be visually redesigning the various problem areas of the website (with paper proto type suggestions) after all the information taken from the usability test has been collected and studied.

User Task Scenarios

A user task scenario is a process by which a user attempts to complete a goal on the site. Clients and designers can benefit from seeing how the user goes about accomplishing these goals, as each user is different and will go about problem solving and interacting with the site in their own unique way.

Iterative processes, such as usability testing are ideal when planning any website.

While it is tempting to automatically begin designing and developing a site, it is crucial to find out what works in a website or application, and what does not. Once production has been completed, another set of usability tests or prototype tests will be necessary to flush out any unforeseen problems and to be certain that the site is running as efficiently as possible.

In our Usability Test, each user will be given the following five tasks to complete using the current Six Flags Over Georgia site:

- 1) **Starting from the Six Flags Over Georgia home page, go through the process of purchasing tickets, and then return back to the home page.**

- 2) Starting from the home page, find the page containing driving and / or map directions to Six Flags Over Georgia's theme park location.**

- 3) Pretend you want to spend a full weekend (Sat. & Sun.) at two theme parks. Saturday, you plan to spend your day at Six Flags. Sunday, you plan to spend your day at White Water. Try looking for a park combination ticketing option. Can you find any info on parks besides Six Flags? Were successful in finding a combination ticket offer?**

- 4) Starting from the home page, find a way to purchase group tickets for a day at Six Flags, and then return to the home page.**

- 5) From the home page, find out what hours and seasons that the park is open to the public.**

Concerns & Issues Related to User Tasks

In regards to the five selected user tasks that will be performed during the usability test, there are a few points of concern, which are currently related to the chosen tasks. These tasks have been chosen in order to study user reactions and / or solutions to the problems already found by the usability team, as well as to uncover other potential areas of concern not already found by the team.

The current areas of concern for the defined user tasks are:

- **Task #1** - There is no direct path back to the home page after arriving at the ticket-purchasing page. User will either have to use the “Back” but on their browser, or navigate back to home by submerging themselves deeper into the web site before finding another link to home page. Ideally, the logo should be hyper linked to home page but instead it is just a plain graphic.

- **Task #2** - There is no navigation tab to the Directions page. The link is currently hidden at the bottom of the home page, submerged in Flash content as a form of pop-up window. This link would be unreachable to anyone who doesn't have a browser supporting Flash technology.

- **Task #3** – The combination park ticketing options are only available on the “Season Pass” page and not on the “Ticketing” page where it would naturally be assumed.

- **Task #4** – The link to the “Group Ticketing” information is hard to find on the home page. If the user cannot locate that direct link, then they will quickly find themselves outside of the Six Flags Over Georgia web site and on the Nation Six Flags Theme Park Site. This change in site is hardly noticeable due the similarities in web site styles & layout. If the user tries to purchase through the “Season Passes” page, then the switching of websites will definitely occur and potentially add to user frustration.

- **Task #5** – There is currently no information which can be found anywhere on the current Six Flags Over Georgia website. There is a Flash link to the “Park Hours” page, but it only links to the “Directions” page containing no information regarding the hours of operation or seasons open.

User Task Forms

Below are the User Task Forms, which will be handed out to the test subjects to complete as they perform their five selected tasks.

Task #1 - Basic Ticket Purchase:				
Starting from the Six Flags Over Georgia home page, go through the process of purchasing tickets, and then return back to the home page.				
After performing this task, check all boxes that apply, and then provide your comments in the space provided below.				
Successful	Unsuccessful	Easy To Acheive	Hard To Acheive	Impossible To Acheive
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Comments For This Task:				

Task #2 - Get Directions:

Starting from the home page, find the page containing driving and / or map directions to Six Flags Over Georgia's theme park location.

After performing this task, check all boxes that apply, and then provide your comments in the space provided below.

Successful	Unsuccessful	Easy To Acheive	Hard To Acheive	Impossible To Acheive

Your Comments For This Task:

Task #3 - Visit Two Parks:

Pretend you want to spend a full weekend (Sat. & Sun.) at two theme parks. Saturday, you plan to spend your day at Six Flags. Sunday, you plan to spend your day at White Water. Try looking for a park combination ticketing option. Can you find any info on parks besides Six Flags? Were successful in finding a combination ticket offer?

After performing this task, check all boxes that apply, and then provide your comments in the space provided below.

Successful	Unsuccessful	Easy To Acheive	Hard To Acheive	Impossible To Acheive

Your Comments For This Task:

Task #4 - Group Ticket Purchase:

Starting from the home page, find a way to purchase group tickets for a day at Six Flags, and then return to the home page.

After performing this task, check all boxes that apply, and then provide your comments in the space provided below.

Successful	Unsuccessful	Easy To Acheive	Hard To Acheive	Impossible To Acheive

Your Comments For This Task:

Task #5 - Park Hours:

From the home page, find out what hours and seasons that the park is open to the public..

After performing this task, check all boxes that apply, and then provide your comments in the space provided below.

Successful	Unsuccessful	Easy To Acheive	Hard To Acheive	Impossible To Acheive

Your Comments For This Task:

User Consent Forms

User consent forms will be handed out prior to testing in order to formally disclose the taping methods and reasons for testing, as well as to obtain proper legal permission from these users to use their input and information for our needs.

Consent & Release Agreement

You have been solicited as a participant for an evaluation of the design for a new web site. Amber Abreu, Trent Wyman, and Zandy Brice are developing a web site that will allow people to access Six Flags Over Georgia services and information online. We want to make sure the web site design works the way it should, and it contains all the right information in the right place on each screen for you to achieve your goals.

Your session will be managed by Amber Abreu, Trent Wyman, and Zandy Brice who will assist you with answers to any questions you may have about the session itself. Your participation in this evaluation is completely voluntary. We expect the session to last approximately thirty minutes. During the session, you will be asked to complete a series of tasks by using the current Six Flags Over Georgia web site. The session will be videotaped; and the video will only be used for the purposes of evaluating and improving the prototype of the web site redesign. Portions of the videotape may also be included in academic competitions and/or as part of student portfolios.

By participating, I agree to the following:

- I understand that I have the right to withdraw from the test session at anytime for any reason.
- I understand my comments and observations will only be used to help to improve the Six Flags Over Georgia web site.
- My name will never be used in any write-up of this study.
- An observer will take notes during the session. I have the right to review these notes.

We greatly appreciate the time and effort that you spent participating in this session.

Your signature below indicates that you have read this consent form in its entirety, that you understand it and agree to its terms, and that you voluntarily agree to participate.

Participant's Signature:

_____.

Facilitator's Signature:

_____.

Witness Signature: _____.

Effective Date: _____.

Pre-Questionnaire Forms

Pre-Questionnaire forms will be handed out prior to testing in order to obtain demographically related information from the users.

Demographic Questionnaire

We are glad that you have volunteered to participate in our usability evaluation. Prior to starting the usability evaluation, we would appreciate it if you could take a moment to complete a brief demographic questionnaire. Please select the options that best describe you.

Section 1: General Information

Participant Number: _____

1. Age:

12 to 17

17 to 25

26 to 31

32 to 40

41 to 49

50 to 55

2. Please indicate the highest level of education completed:

Grammar School

Some High School

High School or Equivalent

Vocational/Technical School

Some College

College Graduate

Graduate/Post Graduate Degree

Section 2: Vacation / Travel Related Information

3. Do you use the Internet to plan group vacations or excursions?

YES

NO

If so, what vacation web sites do you visit?

4. Have you ever purchased tickets on the Internet?

YES

NO

5. Which amusement park do you prefer to visit?

Disney World

Bush Gardens

Six Flags

White Water

Universal Studios

Other

If other, please specify _____

6. How often do you visit an amusement park?

- Once A Week
- Once A Month
- Once A Year
- Twice A Year
- Other

If other, please specify _____

7. When planning a group trip to an amusement park, what characteristics are most important to you?

- Quality
- Savings
- Customer Service
- Selection & Variety
- Freshness
- Quick Shopping Tips
- Other

If other, please specify _____

Section 3: Internet Experience

8. Please rate your level of experience in using the Internet.

- Beginner
- Intermediate
- Expert

9. How often do you use the Internet?

Once a week

Several times a week

Daily

Several times a day

10. Which Internet browser do you prefer using?

Netscape Navigator

AOL

Internet Explorer

Web TV

Not Sure

Other

If other, please specify _____

11. What type of Internet connection do you use most often?

Modem (56K or 28.8K)

Cable Modem

DSL

T1 Line

Not Sure

12. Where do you most use the Internet for personal use?

At Home

At Work

13. List three of your favorite web sites and explain some of the things you do at those sites.

14. Are you familiar with the Six Flags of Georgia web site?

Yes

Moderately

A Little

Not At All

15. If you had to describe your Six Flags Over Georgia experience in three words, what three words would you use?

Post Questionnaires

Post-Questionnaires forms will be handed out after to testing in order to obtain more specific information related to the user's site experience and over attitude towards their tasks.

Post Questionnaire

Thank you for participating in our usability evaluation. To further evaluate the website, please take a moment to complete the following questionnaire. Please rate the following statements based on your experience using the Six Flags Over Georgia web site.

Please circle your response. Feel free to provide examples in the comments section.

Participant ID: _____

Section 1: General Questions

1. The amount of information on the home page was adequate.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

2. The use of color was appropriate.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

3. The graphics used were visually pleasing.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

4. The visual elements and design made it easier for me to find information on the site.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

5. The graphics do not distract me.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

6. The web site design reflects the overall feeling that Six Flags Over Georgia amusement park theme.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

7. The terminology was understandable throughout the current site.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

8. Navigation was easy to use.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

9. I was able to move around the site without getting lost.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

Section 2: Task Specific Questions

10. The ticket purchasing form(s) was easy to use and understand.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

11. I would be inclined to register on the Six Flags Over Georgia web site.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

12. It was easy for me to navigate back to the Six Flags Over Georgia home page from anywhere in the site.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

13. It was easy to for me to find out about the theme park's hours of operation.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

14. I would be inclined to use the Six Flags Over Georgia to plan my next group vacation.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

15. I was able to distinguish the differences between the Six Flags Over Georgia web site from the corporate Six Flags web site.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

16. I was able to easily locate other Six Flags theme parks using the current web site.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

17. It was easy to identify which rides are available for children only.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

18. After ordering tickets, it was easy to find my way back to the home page.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

19. It was easy to find out about the Six Flags “Print-n-Go” feature in the checkout process.

Strongly Agree Agree Disagree Strongly Disagree

Comments:

Section 3: Overall Prototype Questions

20. What features of the web site would you use most often?

21. Are there any other features or online service that you would like to have available through this web site?

22. On a scale of 1 to 10, with 1 being the worst and 10 being the best, how would you rate the Six Flags Over Georgia web site based on what you have seen today?

(Circle your response)

1 2 3 4 5 6 7 8 9 10

Comments:

23. If you were recommending the site to a friend, what words would you use to describe it?

24. What did you like least about the Six Flags Over Georgia web site?

25. What did you like most about the Six Flags Over Georgia web site?

26. What one thing would you tell the designers to change about the Six Flags Over Georgia web site?

Observation Form

Instructions:

Use this form during testing to record errors that occur during each session. Take down errors that occur during task completion, participant responses to questioning and other minor test completions.

Observer Name: _____ Facilitator Name: _____

Test Location: _____ Date: _____

Task Scenario:

Observation:

Create a list of sub-tasks leaving an area where the sub-task can be checked off during completion of a sub-task.

List Issues/Problems:

Comment Area:

List any positive or negative comments received during testing.

<i>Positive Comments</i>	<i>Negative Comments</i>

Screener

The screener will be used to collect participants in the following user group.

- Primary Demographic of Six Flags, Inc is men and women between the ages of 12 to 40 years of age. The older adults will have some sort of interaction or association with children.
- The screener below is used to target participants matching the primary demographics of Six Flags, Inc.

<i>User Group</i>	<i>Number of participants</i>	<i>Total # of participants</i>
Men and Women Ages 12 to 40 years		

Introduction Script:

Hello, my name is _____. Today we are conducting an evaluation on a local company's web site. In order to see if you qualify as an eligible, I would like to take a few minutes to ask you a few questions. Let us begin.

1. Are you _____ Male
 _____ Female

2. Which of the following would describe your age? (Check one)

- _____ Under 12 (terminate)
 _____ 12 to 18
 _____ 19 to 24
 _____ 25 to 30
 _____ 31 to 35
 _____ 36 to 40
 _____ Over 40 (terminate)

1.

3. Have you ever had a negative experience at one of these amusement parks?

_____ Disney World / Disney Land

_____ Six Flags (terminate)

_____ Universal Studios

_____ if other, please specify _____

4. Have you ever worked for a Six Flags?

_____ Yes (terminate)

_____ No

Six Flags Usability Study [Usability Test Plan]

5. Do you have any children

_____ Yes (terminate)

_____ No

6. If so, what age?

_____ Under 12 (terminate)

_____ 12 to 18

_____ 19 to 24

7. Which of the following best describes how often you use the internet to acquire information?

_____ Less than a week (terminate)

_____ Once a week

_____ Several times a week

_____ Daily

_____ Several times a day

8. What do you like to do in your spare time? (Screeners, we are looking for people who can clearly and willingly want to talk.)

Offer Script

I would like to invite you to participate in an evaluation of an amusement park's web site. During the discussion of the evaluation we will ask you to view a computer screen and you your opinions about the site. The evaluation will be video taped. The evaluation will be held at the Art Institute of Atlanta. The session will last approximately 1 1/2 hours.

Can I count on you to attend?

Great! Someone will contact you and give you the time of the evaluation session. On the day of the testing, please arrive 10 minutes prior to your scheduled appointment.

Testing Schedule

Saturday, May 20, 2006

Session	Time	Name of participant	Participant Email	Participant phone number
1				
2				
3				
4				

Six Flags Usability Study [Usability Test Plan]

Session	Time	Name of participant	Participant Email	Participant phone number
5				
6				

Directions to the Art Institute of Atlanta

GA 400 North

Take GA 400 North to exit 5A and bear right onto Abernathy Road. Turn left at the second light — Peachtree Dunwoody Road. The Embassy Row entrance is on the left, past the traffic light. The Art Institute of Atlanta is the first building on the left. There is no charge for parking.

GA 400 South

Take GA 400 South to exit 5 and turn left onto Abernathy Road. Turn left at the second light — Peachtree Dunwoody Road. The Embassy Row entrance is on the left, past the traffic light. The Art Institute of Atlanta is the first building on the left. There is no charge for parking.

I-285 East

Take I-285 East to GA 400 North to exit 5A and bear right onto Abernathy Road. Turn left at the second light — Peachtree Dunwoody Road. The Embassy Row entrance is on the left, past the traffic light. The Art Institute of Atlanta is the first building on the left. There is no charge for parking.

I-285 West

Take I-285 West to GA 400 North to exit 5A and bear right onto Abernathy Road. Turn left at the second light — Peachtree Dunwoody Road. The Embassy Row entrance is on the left, past the traffic light. The Art Institute of Atlanta is the first building on the left. There is no charge for parking.

I-85 North

I-85 North to I-285. Take I-285 West to GA 400 North to exit 5A and bear right onto Abernathy Road. Turn left at the second light — Peachtree Dunwoody Road. The Embassy Row entrance is on the left, past the traffic light. The Art Institute of Atlanta is the first building on the left. There is no charge for parking.

I-75 North

Take I-75 North to I-285. Take I-285 to take GA 400 North to exit 5A and bear right onto Abernathy Road. Turn left at the second light — Peachtree Dunwoody Road. The Embassy Row entrance is on the left, past the traffic light. The Art Institute of Atlanta is the first building on the left. There is no charge for parking.

I-75 South

Take I-75 South to I-285. Take I-285 to take GA 400 South to exit 5A and turn left onto Abernathy Road. Turn left at the second light — Peachtree Dunwoody Road. The Embassy Row entrance is on the left, past the traffic light. The Art Institute of Atlanta is the first building on the left. There is no charge for parking.