| Date: | |
|---|---|
| **Provided For:** | King County Web Team |
| **Provided By:** | Crush Creations, LLC |
| **Usability Evaluator:** | Crush Creations, LLC |
| **Web sites Evaluated:** | www.metrokc.gov , concept 1, concept 2 and concept 3 |
| **Test Name:** | King County Web Application Usability Testing |

## Table of Contents

## I. Summary

### *Overview of Results*

Overall, users were quite successful in locating information on the King County web site. Users passed 71% of tasks and only failed 29% of tasks. However, it did take users a long time to complete the tasks with many task completion times running between three and five minutes. This is not surprising because of the amount of information on the site.

The most difficult tasks were: locating a map of the user's property (Severity Rating: 4, # of Users: 6/6 ), finding a job as a communications specialist (Severity Rating: 4, # of Users: 4/6 ), finding low cost home repair information (Severity Rating: 3, # of Users: 3/6 ), and finding more information on a news article (Severity Rating: 3, # of Users: 3/6 ).

Upon reviewing the web site statistics, I expected the complexity since there is little consistency in the information that users access on the site. I have actually never seen such low percentages for the top ten visited links. The Home page which is the most accessed page represents only 8.78% of the total page views. The next most visited page receives only 2.7% of the page views. The sixth through tenth most visited pages account for less than 1% of page views each.

These statistics tell us that there aren't ten to twenty most visited links that can be listed on the Home page. The Home page needs to expose a lot of links, which always adds to complexity. Users performed the tasks most successfully when using the Directory links in the alphabetized format. They also preferred that layout. This usability test demonstrated that the best way to improve the usability of the site would be to improve the scanability of the site and the quality of the Search returns.

## II. Background

### *Product*

We tested the live version of the current King County web site (http://www.metrokc.gov) in tasks 1 and 2. Then we tested Concepts 1, 2, and 3 in tasks 3-20 using a within subject design (see appendix for screen shots of the current site and concepts; see experimental design section for test details).

### *Users Tested*

King County recruited 6 subjects using press releases in local newspapers and on their current web site.

| User # | Age Range | Gender | Occupation | Years Of Computer Experience | Years Of Internet Experience | Computer Level | Internet Level |
|---|---|---|---|---|---|---|---|
| User 1 | 45-54 | F | Librarian | 20+ | 7+ | Intermediate | Expert |
| User 2 | 65+ | M | Retired | 7 | 1 | Intermediate | Beginner |
| User 3 | 45-54 | F | Web applications developer | 20 | 6 | Expert | Expert |
| User 4 | 25-34 | F | Student | 12 | 6 | Intermediate | Intermediate |
| User 5 | 55-64 | M | Retired marketing analyst - Boeing | 35 | 5 | Intermediate | Intermediate |
| User 6 | 55-64 | M | Retired software engineer | 40 | 10 | Expert | Expert |

| User # | Education Level | Where using Computer | OS Home | OS Work | Web Browser | Internet Connection Home | Internet Connection Work |
|---|---|---|---|---|---|---|---|
| User 1 | Graduate degree | At home, at work | Windows 98 | Windows XP | Netscape Navigator | DSL | T1 or faster |
| User 2 | Some college | At home | Windows 95, Windows 98, Windows NT | Windows 95, Windows 98, Windows NT | Microsoft Internet Explorer | DSL | 56K |
| User 3 | Some college | At home, at work, at school | Windows NT, UNIX, Other: W2K Pro & Server | UNIX, Other: W2K Pro | Netscape Navigator, Microsoft Internet Explorer | DSL | DSL |
| User 4 | Undergraduate degree | At home, At school | Windows 98 | Windows NT, Windows XP | Microsoft Internet Explorer | 56K | T1 or faster |

| User 5 | Graduate degree - Mathematics | At home | Windows 98 | N/A | Microsoft Internet Explorer | 56K | T1 (when at Boeing) |
|---|---|---|---|---|---|---|---|
| User 6 | Undergraduate degree – Mathematics | At home | Windows 95, Windows 98, UNIX | N/A | Microsoft Internet Explorer | 56K plus Cable modem | N/A |

### Hardware and Settings

Computer: Compaq Presario 5660, 128mb RAM, 12 GB Hard drive, 17" monitor, Windows 98se. The default screen resolution was 800x600. Users were told that they could change the resolution but none of the users chose to.

Connection: A choice of IE 5.5 or Netscape 6.2, 56k modem which typically connects at 46k from our location.

### Severity Ratings

The ratings are adapted from those defined by Mark Pearrow in his Web Site Usability Handbook.

| Rating | Definition |
|---|---|
| 1 | Low Priority - a problem which effected less than 20% of users tested; need not be fixed unless extra time is available on project – should be given low priority. |
| 2 | Medium Priority – a problem which effected 20-35% of users tested; less important to fix– should be given medium priority. |
| 3 | High Priority - a problem which effected 36-50% of users tested; very important to fix – should be given high priority. |
| 4 | Very High Priority - a problem which effected over 50% of users tested – imperative to fix this before the product is released. |

## III. Experimental Design

### Test design

Users were tested one at a time during sessions that lasted approximately 2 hours each. When arriving to Usercentric Design, users were asked to complete a background questionnaire.

In all sessions, users were first asked to locate the current King County web site for task 1 and then browse the site for 5 minutes in task 2. Then users 1 and 2 were asked to use concept 1 to complete tasks 3-7, concept 2 to complete tasks 8-12, concept 3 to complete tasks 13-18, and concept 3 to complete tasks 19 and 20. Then, since this was a within subject design, the concepts were assigned to a different set of tasks for the remaining subjects. Users 3 and 4 were asked to use concept 2 to complete tasks 3-7, concept 3 to complete tasks 8-12, concept 1 to complete tasks 13-18, and concept 3 to complete tasks 19 and 20. Users 5 and 6 were asked to use concept 3 to complete tasks 3-7, concept 1 to complete tasks 8-12, concept 2 to complete tasks 13-18, and concept 3 to complete tasks 19 and 20. Finally, all users were asked to complete a final questionnaire.

***Testing room setup***



***Observer Room Setup***

## IV. Results

### *Usability Test Concerns*

General web site

1)  Are the most popular pages easily and swiftly accessible? (High)

Not the pages that we tested. We tested seven of the top sixteen pages as documented by the October 2001 web statistics.

**Negative Issue Task 6 (Severity Rating: 4, # of Users: 6/6 ):** None of the users were able to find a map of their property. One user never found either of the mapping tools because he was looking for the links on the Exec site and didn't realize that he wasn't on the home page. One user used Search and located a Help document for iMap and got stuck in a loop in Help and never found where to use the application. Four of the users abandoned iMap when the application took too long to load. One user was able to locate her address using the old mapping tool after she abandoned iMap, but that was seven minutes after she started the task and considered a failure because of the amount of time it took. Of the users that were able to locate iMap, none of them were sure whether to click the link "Launch the Planning Map Set."

**Recommendations:**
Since the tool never fully loaded during the sessions using a 56k modem, I will be unable to make recommendations for users actually using the application. I do have a few recommendations to aid in the time while it loads. Consider doing a separate study to investigate the usability of this application.
- ✓  Need to make this application load faster.
- ✓  Need to change the name of the link used to access the application. ie. "Start iMap."
- ✓  I, along with the users, am unsure what the dropdown list has to do with the link to start the application. Do you need to choose something from the dropdown list? Users were unsure and thought that may have been causing the application not to load. Need to make the association more apparent.
- ✓  Since the tool panel was the first part of the application to load, four of the users began clicking on the tools and got error messages which further frustrated them. Investigate the loading of this application on various platforms and connection speeds. Do not let part of the application load first if the users will get error messages when clicking on it. It would be better to show a loading animation while the tool loads completely in the background.
- ✓  Need to add links to Help which enable the user to begin using the application once they get the information they need.

**Negative Issue Task 11 (Severity Rating: 2, # of Users: 2/6 ):** Two of the six users were unable to find a list of current restaurant closures. One user (using concept 2) used the Services link and was unable to find the list in the allotted five minutes. One user (using concept 3) used Search and got close to finding it. Unfortunately, she got stuck in a loop on the Public Health page. She did not know to click on the Inspection Reporting System link to get to the restaurant closures list. Two other users took three and four minutes to locate the target because they also took awhile to decide to click on the Inspection Reporting System link.

**Recommendations:**

    ✓ Change the layout of the Services page to be more like the Topic section of concept 1. This will take advantage of all of the benefits that concept 1 offers the Home page.

    ✓ Make the Restaurant Closures List its own top-level link since it is one of the most visited pages.

**Negative Issue Task 16 (Severity Rating: 2, # of Users: 2/6 ):** Two of the six users were unable to locate a bus route that runs from the Mercer Island Park and Ride to Bellevue Square. Two other users took three and four minutes to complete the task. Three of the users were very confused while trying to complete this task.

**Recommendations:**
These pages aren't well designed. It would be difficult to make all of the necessary recommendations since I only observed the six users performing a single task using these pages. I recommend setting up a separate usability study to find all of the weaknesses. A few shortcomings that I found were:

    ✓ The Schedule page is useless for casual users since it only lists the time that the bus stops at that stop and doesn't tell where else the bus stops.

    ✓ The list that is returned when there is an uncertain location is very difficult to use.

        o It is difficult to read because it is in all capital letters. Needs to be mixed case.

        o The titles are cryptic with the abbreviation of P-R.

        o Users did not see the Resubmit button at 800x600 and were unsure how to proceed.

        o Need to make the descriptions clickable so the Resubmit button is not necessary.

        o Need to provide a link to a map for each return so that users can double check the location.

2) Are the most newly published pages easily and swiftly accessible? (Medium)
No, users were unable to locate a recently posted news article and newest job openings using Search.

**Negative Issue Task 15 (Severity Rating: 3, # of Users: 3/6 ):** Three of the six users failed to locate an article about better housing options in Overlake that was published in the Seattle Post Intelligencer. Two of those who failed used Search to try to locate the article and were unsuccessful. One of those users ended up on the Exec site and looked in those news releases without noticing that she was not on the main site. The third user who failed was looking for the article under the topic link Property Planning and Development and never thought to look under the News link.

**Recommendations:**
    ✓ Again, need to make sure that all pages are indexed promptly and correctly in the Search engine.

    ✓ Again, need to visually distinguish the Exec site from the main site.

    ✓ Again, having the title "In the News" or "News Links" or "Current Press Releases" instead of "What We're Doing" on the Home page would tell the users that they could find current news and press releases on this site. Users do not seem to be able to read the long, tightly spaced, bold links that comprise this section. As one user suggested, space the links out a bit, don't use bold text, and make only the first part of the link underlined.

3) How long does it take a user to find an updated page that has been marketed? How long does it take a user to find an updated page that has not been marketed? (Medium)

We did not study how long it took users to locate a page that had been marketed, but we did test whether they noticed marketed pages without being prompted. Five of the six users saw information on the Green River investigation and three of the six users saw information about training and testing food workers without being prompted.

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## Directory

1) Which is faster for users to find information from - topical layout or alphabetical layout? (High)

   **Positive Issue:** Users had the highest percent of passed tasks (28%) and lowest percent of failed tasks (7%) when using concept 1, which was the alphabetical sorting of topics with sub-topics also displayed. Additionally, users preferred concept 1 (3 users preferred concept 1, 2 users preferred concept 3, and one user had no preference between concepts 1 and 3).

   **Recommendations:**
   ✓ Implement alphabetical layout on your current site.
   ✓ Perform a card sort test to make sure you are putting the sub-categories under the main categories that users expect. This is a simple test where you put all of the main and sub-categories on index cards. Then you ask users to place the sub-categories under the main categories where they would expect to find them. I recommend testing 6-8 users (or friends and family members that have not visited the King County web site).

| Type of Navigation | Total Pass | Total Fail | Pass Concept 1 | Fail Concept 1 | Pass Concept 2 | Fail Concept 2 | Pass Concept 3 | Fail Concept 3 |
|---|---|---|---|---|---|---|---|---|
| Top section | 19 | 10 | 8 | 2 | 8 | 4 | 4 | 3 |
| -- Search | 9 | 8 | 3 | 2 | 4 | 3 | 3 | 2 |
| -- Services | 4 | 1 | 2 | 0 | 2 | 1 | 0 | 0 |
| -- News | 6 | 1 | 3 | 0 | 2 | 0 | 1 | 1 |
| King County Works links | 7 | 2 | 2 | 0 | 3 | 2 | 2 | 0 |
| What We're Doing links | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Right icon links | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| Center Gray section | 6 | 0 | 2 | 0 | 2 | 0 | 2 | 0 |
| Left hand navigation | 7 | 2 | 2 | 0 | 2 | 0 | 3 | 2 |
| Bottom topic links | 21 | 9 | 8 | 3 | 5 | 1 | 8 | 5 |
| Quick List | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Total Count | 62 | 25 | 24 | 6 | 20 | 8 | 19 | 10 |
| Total Percent | 71% | 29% | 28% | 7% | 23% | 9% | 22% | 11% |

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## Search page

2) Can users easily find Search page? (Medium)
   Yes, all of the users were able to easily locate the Search page.

3) Can users easily use the Search interface? (Low)

Yes, all users were able to use the Search interface to successfully locate "pertussis".

4) Are the results usable? (Medium)
No, users had the highest failure to success rate when using Search. Users were twice as successful if they used the Topic links to complete the tasks.

**Recommendations:**
✓ Need to investigate the effectiveness of your Search engine. I am not sure why it is performing so poorly. Possible reasons:
   o Poor indexing of documents.
   o Poor design of weighting algorithm.
   o Poor user interface design of Search engine.
   o Takes too long for new pages to be indexed in Search.
   o Takes too long for old documents to be removed or ranked lower.
✓ Redesign the page so that the first few results are visible above the fold at 800x600.

| Type of Navigation | % Pass | % Fail | Total Usage | % of Usage |
|---|---|---|---|---|
| Top section | 22% | 11% | 29 | 33.3% |
| -- Search | 10% | 9% | 17 | 19.5% |
| -- Services | 5% | 1% | 5 | 5.7% |
| -- News | 7% | 1% | 7 | 8.0% |
| King County Works links | 8% | 2% | 9 | 10.3% |
| What We're Doing links | 0% | 0% | 0 | 0.0% |
| Right icon links | 1% | 2% | 3 | 3.4% |
| Center Gray section | 7% | 0% | 6 | 6.9% |
| Left hand navigation | 8% | 2% | 9 | 10.3% |
| Bottom topic links | 24% | 10% | 30 | 34.5% |
| Quick List | 1% | 0% | 1 | 1.1% |

## Services page

1) Do users expect this page to be a comprehensive listing of services provided by the County? (Medium)
It was unclear from this test session. Since the Services page was ranked third by the October web statistics, I expected more users to use this link during the test sessions. I had planned to answer this through observation since self-reporting can sometimes be less reliable. Since this link was only used for five tasks out of a possibility of ninety tasks, I was unable to make a clear determination.

2) If an item is listed on the page, can a user find it? (High)
Yes. Again, since so few users used this link without being directed, the results are based on a small number of tasks. However, of the five tasks that the Services link was used to complete, four resulted in success.

**Recommendations:**
✓ Change the layout of the Services page to be more like the Topic section of concept 1 which also shows the sub-categories. This will help users to better predict what sub-topics are listed under each main topic.
✓ This page could also benefit from a card sort test.

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Comments page

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1) Are users able to send questions or comments to King County easily?
   Yes, but they do not use the Comments link.

   **Negative Issue Task 5 (Severity Rating: 4, # of Users: 6/6 ):** When asked to send e-mail in two different tasks, none of the users used the Comments link. However, users were able to find ways to send e-mail on the site. All users were able to send e-mail directly to Ron Sims when asked. Four of the users were able to send e-mail to the auction staff when asked. They located a page that had information about the auctions then used any inline e-mail address that they found. The two users who failed the task were unable to locate the Auction page and never thought that using the Comments link would get the e-mail to the correct place.

   **Recommendations:**
   The way that your Comments page works seems like great technology; but it is non-standard and therefore unexpected by your users. You could try to educate your users in the benefits of using the Comments link in a few ways, but it might not be completely successful since users compile their education and expectations based on all of the web sites that they visit.

   Suggestions to expose the Comments button auto-routing technology:
   - ✓ Put text on the Comments page that briefly explains the technology and the benefit to the user. This text must be brief and non-technical or else it will scare users away from using the page.
   - ✓ Change the link to Contact Us which is more standard and creates more of an expectation of a returned action than Comments does.
   - ✓ Put text on the bottom of each page with the Contact Us link again explaining the functionality. ie. "Not sure who to contact? Use Contact Us and let us automatically route your e-mail to the correct person. You should expect a response within 24 hours."

2) Can users easily find the form? (Medium)
   No, users do not think to go to the form when they are asked to send e-mail to King County staff.

3) Can users easily use the form? (Medium)
   This was not determined in this test because nobody used the form. It is a very standard layout which does not violate any usability guidelines. My guess is that users would be able to use the form if they thought to access it.

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Jobs page

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1) Can users find jobs in areas of their expertise? (High)
   Not everyone was able to.

   **Negative Issue Task 7 (Severity Rating: 4, # of Users: 4/6 ):** Four of the six users were unable to locate a job opening for a Communications Specialist. Users did not expect to find the job under Administrative. Instead they looked under the Computer & Communications sub-category. When they did not see a Communications job, two of the users went to Search and found two Communications specialist links to jobs that had closed three months ago but could not find the current position. One clicked on Links to Other Unemployment Sites and found a job on the wrong site. One user just kept scrolling up and down the Jobs page but never found the listing.

   **Recommendations:**

- ✓ Reduce the number of text sizes and colors. The current assortment makes it too busy.
- ✓ Remove the clip art, it doesn't add value and increases the number of left hand borders which makes the page difficult to scan.
- ✓ Fix the yellow buttons, there is a problem with the background which adds visual noise.
- ✓ Provide dual listings under all categories that apply, then include after the listing (also listed under Administration and Law and Order) after the title to avoid multiple submissions.
- ✓ To shorten the page, consider jumping to a separate page for each sub-category.

2) Can users find jobs that may be in two different areas? (ie. IT Planner) (Medium)
From the results of this testing, it seems that it would be easier for users to locate jobs that are listed in two different areas.

3) Can users find new jobs? (Medium)
Not everyone was able to.

**Negative Issue Task 13 (Severity Rating: 2, # of Users: 1/5 ):** One of the five users was unable to find the new jobs that had been posted in the last week. He and two other users expected to have a way to limit the list to just show the newest postings. He never saw the New graphic and expected to have to go through the list and look at the opening date. One other user took almost five minutes of scrolling up and down the list to find the New graphic and was instead also concentrating on the opening dates. One user complained that the graphic was difficult to read because the text and background colors were too similar.

**Recommendations:**
- ✓ Use a smaller graphic. One reason for not noticing the New graphics is that they are too large and begin to resemble advertising graphics. Users are habituated to ignore advertising graphics. Also, most "New" indicators tend to be small graphics to the right of text.
- ✓ Make sure that the text stands out against the background and always use the same graphic so you train your users what to look for.
- ✓ Remove the graphics that denote each job category. They compete with the New graphic for attention.
- ✓ Move the New graphic to the right hand of the job title. This will aid users in scanning and make the page less busy and make the New graphics stand out since there would be only one left hand margin.
- ✓ Consider listing new jobs in a special section at the top of the page or consider providing a drop down box which limits the jobs to those posted in the last week, last two weeks, etc.

## News

1) Can users find recent press releases? (Medium)
Not everyone was able to.

**Negative Issue Task 10  (Severity Rating: 1, # of Users: 1/6 ):** One of the six users was unable to determine when she had located the press releases. She expected to see them on the home page but did not identify the What We're Doing links to be press releases. She also expected to find them on the News page but was again unsure whether the stories on the page were actually press releases. She

then tried Search and got completely lost since the newest news releases are not displayed in the Search results. Two of the other users passed with great difficulty because they were also unable to determine that the items on the News page were press releases without a doubt.

**Recommendations:**
- ✓ If you want your users to know that the links on the Home page are press releases, rename the title to "In the News" or something similar.
- ✓ If you want your users to know that the stories on the News page are press releases, rename the title to "Latest Press Releases" or something similar.
- ✓ Make sure all pages are indexed in Search in a timely manner.

2) Where did users come from to get to the News page? (Low)
All users came from the Home page without being directed.

3) Can users find recent media articles about King County? (Medium)
Unfortunately, the task that addressed this issue became confounded. However, I feel that the recommendations made in Negative Issue Task 10 will also solve any problems users might have finding recent media articles.

4) Do people use the "Quick List" dropdown? (Low)
Generally, no. Some users noticed the dropdown and looked through it, but only one user found it to be useful.

5) Other notes:
- ❑ What is the value of media links?
  You need to decide the answer to this question.

- ❑ Is it better to have a date associated with each article or list several articles under one date?
  It doesn't really matter as long as users can determine the date for each article.

- ❑ Is it better to have the introductory text of a news release included with the headline than to just have the headline?
  Your users will prefer to have the introductory text, it saves time and creates less useless clicks.

- ❑ Are there archived news stories that should still be prominent?
  You need to decide the answer to this question.

- ❑ Are there news items still prominent that should be archived?
  You need to decide the answer to this question.

Infrequently accessed but important page

1) Can users find a page that is important but infrequently accessed? (Medium)
No, many users were unable to.

**Negative Issue Task 4 (Severity Rating: 3, # of Users: 3/6 ):** Three of the six users were unable to locate information for low income home repair. Two of the users who failed had used Search and were unable to locate the page within 5 minutes. The other user who failed used the topic links on concept 3 and was overwhelmed by the amount of choices on the second level page after clicking on Community Health. He gave up.

**Recommendations:**

- ✓ Need to redesign the second level pages to be less overwhelming and less busy. Two of the users referred to the large number of links as "gobbely gook".
- ✓ Need to redesign the page to remove the teal from the left group of links since it mimics the left navigation but is completely different. One user mentioned that he was confused whether the left links had changed. He is used to the left navigation remaining consistent and wondered if he needed to reread the left links.
- ✓ Need to fix the link wrapping so that the bullet points stand out and the number of left hand margins are reduced. This will vastly improve user's ability to scan the links.
- ✓ Need to make bullet points hot since users often click on the bullet point to access the link.
- ✓ Do not make some of the links bold to show importance; instead, move them to the top of the list.
- ✓ Either remove the graphics or limit them to a consistent color scheme. They add visual and cognitive clutter along with adding additional left hand margins which reduces human's ability to scan.
- ✓ Add background color to all of the sections to reduce the appearance of items floating on the page, this will again aid in scanning.

**Negative Issue Task 8 (Severity Rating: 2, # of Users: 2/6 ):** Two of the six users failed to find information on low cost or free housing in the allotted five minutes. Additionally, of the users who passed the task, two users took four minutes and one took five minutes. The user who passed with the least difficulty used the Services link to complete the task. None of the others used the Services link. The rest of the users used a combination of the Topic links and Search, both of which overwhelmed users.

**Recommendations:**
- ✓ Again, reducing the visual complexity of the second level page would improve scanability..
- ✓ Need to investigate the effectiveness of your Search engine. I am not sure why it is performing so poorly. Possible reasons:
  - o Poor indexing of documents.
  - o Poor design of weighting algorithm.
  - o Poor user interface design of Search engine.
  - o Takes too long for new pages to be indexed in Search.
  - o Takes too long for old documents to be removed or ranked lower.

## Promotional items

1) Do users learn (1, 2 or 3) things that were intended to be promoted by the King County government? (High)
   Yes. Five of the six users saw information on the Green River investigation and three of the six users saw information about training and testing food workers without being prompted.

## URL

1) Is "www.metrokc.gov" as effective as "www.kingcounty.gov" ? (High)
   All users preferred the URL www.kingcounty.gov

| User # | Answer |
|---|---|
| User 1 | www.kingcounty.gov. The word "metropolitan" is not used in conjunction with "King County" to be |

| | intuitive when used in the URL. |
|---|---|
| User 2 | www.kingcounty.gov |
| User 3 | www.kingcounty.gov |
| User 4 | www.kingcounty.gov |
| User 5 | www.kingcounty.gov |
| User 6 | www.kingcounty.gov but how have to unremember metrokc. |

## Branding

1) Do the new graphics help users know King County's identity? (High)
   By a slight margin, users felt that the current design does a better job of promoting the King County brand.

| User # | Answer |
|---|---|
| User 1 | Concept 3a: Color anchors the band at the top. 2a floats and isn't as substantial/solid. |
| User 2 | 2a |
| User 3 | I prefer Concept 2a because it looks cleaner and easier to use and the buttons are immediately obvious. |
| User 4 | 2a: Simple |
| User 5 | 2a |
| User 6 | 3a |

## Navigation Issues

**Recommendations:**

✓ Keep the left section with the pictures since users liked them.
  o Reduce the numbers of colors and fonts that are used for the text in this section to reduce visual complexity.
  o Left justify all text to make it easier to scan and also reduce perceived complexity.
✓ Move the directory links up to begin above the fold at 800x600 since users found this section to be most useful and they had the highest success rate using these links. It will solve user's complaints about having to scroll and not immediately being able to see this section.
  o Make all of the text mixed case and use title capitalization for all links, this will again aid in scanning.
  o Indent the sub-categories to again aid in scanning.
✓ Users did not find all of the links in the center gray section to be useful. Also, the current layout pushes the most useful section further down the page.
  o Combine this section with the special features into a "Spotlight" section. This will easily direct user's attention to features that you feel are of immediate importance.
✓ Users felt that the top section was useful but they felt that Search was by far the most useful part of this section.
  o Don't add a click for users that want to use Search. Move Search to the Home page.
  o Not all users felt like the links looked like buttons. Change them to links to make them stand out as being clickable.
  o When users are on one of these linked pages, remove the underline so that users know that they are on the page.
✓ Remove the links under King County Works! Since users do not use the links much and they feel that they are redundant. It also pushed down the most useful section.
✓ Remove the quick list since users felt it was redundant and only one user used it.

✓ Redesign the "What We're Doing" to look more like a news section and take up less space.

| Section | Average Rating | User Comments |
|---|---|---|
| Left Section | 4.5 | (U1) Likes it because it is very much a direct jump off (U2) didn't use it but likes it because it gives authority to the page. Likes the Ron Sims picture. (U3) it looks really easy on the eyes and it looks accessible. The images make it look nicer. Likes the emergency phone numbers and leaders it is really nice. Likes everyone's e-mail. (U4) you get a quick glance with the images, gives quick information (U5) He finds it helpful, the pictures don't grab him they just take time to load. Likes phone numbers. Especially when he couldn't find something. (U6) he did not use this much he went by the topics on the right. Wonders what the Clark Lawsuit is, seems useless to him. Thinks it must be for King County employees |
| Directory links | 4.5 | (U1) It is nicely laid out there are enough categories in each section to let you know whether you need to look there or somewhere else. There is enough white space to make it easy to read likes the semicolon and space. (U2) Excellent, very good, that is very helpful. You have to hunt for it but then you go to the subject. (U3) Used that a lot today. (U4) It is cramped - a lot of information. Does not like varied items under features. It is not user friendly. You need to be familiar with the web site the first timer has to read through everything. It is not categorized how she would expect it. (U5) Really useful, helps him focus on the question the sub categories help him focus on where he wants to be. He would almost like to have a bigger list. He would like to have a mouse over window that would show up and give you more choices. (U6) Since he knows it is there, this is where he would go to find what he wants. If he didn't use the search engine he went here other than for Metro busses and news. |
| Center gray section | 4 | (U1)The sentences are bold and the links are underlined because it is set off from the background it is easy to see. I really have no idea what the Gee-man is would assume it is answers about something. (U2) Nowhere is there a date to tell you whether it is current. No date on anything. (U3) Again the gray color makes it less important a different color would probably make it more attractive. Items don't relate to each other. (U4) the top one (anthrax) would be the most important to her. She has no idea what gee-man and Brightwater facilities are. (U5) Has no idea what the gee-man is. Not interested in the Brightwater facilities. Not sure he could have found anthrax without it (U6) pretty useless. |
| Top section | 4 | (U1) She likes to see things broken out. Services does not tell her enough. Search was very useful and news was not as useful as she expected. There are more options under what we are doing and it seemed more straight forward to use some of that than news. (U2) 90% of everything he found was in the topic section below. Did not find much use for the top section. Thinks he might not have stumbled if he used the top sections. (U3) If she were using it at home she would use the search button a lot. (U4) She used Search a lot. (U5) He didn't use it other than for search - which didn't really help. He generally doesn't look at those things. His eyes never see those things as buttons. (U6) When he wanted news it was there, when he wanted search it was there, he never tried services or comments. Thinks he should have tries comments for the auction task. The |

| | | search turned out to be really useful |
|---|---|---|
| King County Works | 3.5 | (U1) partly because there are other ways to get to the information that are more obvious. it was the last option for metro it slipped by me in response to some of the tasks I could have gone there but I didn't because it is not in color like the rest of the site it was kind of invisible to me (U2) he didn't use it but feels that there were more door openings to the content. (U3) it is very useful now that I have pointed it out (but did not use it for the tasks) Might not have paid much attention because they are gray because expects then to be unavailable because of windows use. (U4) not sure about the gray color it is less important because it does not have color she hardly looked at it. She will use it in the future but did not stand out. (U5) it is meant to be redundant again he doesn't tend to look at those didn't notice job openings until now. Generally they are too general (U6) he wouldn't tend to use that unless for busses |
| Quick list | 3.3 | (U1) She did not expect to find it down there. Did not expect to have to click go. Also expected a way to contact the web master at the bottom and did not see it. (U2) it seems like overkill if it is the same as the information listed in the other sections. (U3) she likes dropdowns and would use the dropdown if it were at the top of the page and she didn't have to scroll. (U4) He hardly used it. You have all of the links up there already. Expected to see restaurant closures in list. If you expand the list it would probably be helpful. Alphabetize it. Not sure about the bottom choices. (U5) Saw it but didn't use it. Probably wouldn't use it. Prefers to see the info underneath to help him decide what to click. (U6) Oh yes, that useless thing. 1st if you have to scroll up and down to see what is there. It is common to all pages and doesn't change to the page content it doesn't add anything |
| What were doing | 3 | (U1) It did not give me as much direct information as I wanted it was not comprehensive but real straight-forward to some of them. This could be made better by breaking up the test by just highlighting part of the text, The fact that it is a lot of text all underlined but a lot of text. Brain shuts off when looking at it. It is not comprehensive because it does not compare to the section below. Would make it a shorter list probably a list of 6. (U2) It is like a newspaper they are the headlines of what is going on right now. (U3) Doesn't think she used them today (U4) Not as important because she reads the newspaper. She would use the site for job search and bus or health but would not read this area (U5) If he were a regular weekly user it would be interesting but for doing research they don't help me. Some of them appear not to be news releases. Kind of mixed. (U6) Would only be useful if he was coming to the site on a daily or weekly basis which he is not. |
| Right icons | 2.5 | (U1) stocking is very nice likes the color (U2) didn't access them at all so doesn't know how to grade not used (U3) was attracted to the trip planner (U4) not sure about this is it the same as trip planner if both are the same it is probably redundant. (U5) he used the plan a bus trip and it was redundant (U6) they take up a lot of space for the use they provide. He would click on Metro busses instead of the Plan a trip if he was planning a trip. He does not see how the gifts could possibly have anything to do with the county government it is just feel good stuff. |

**V. Original Home Page**

**VI. Picture of Redesign Suggestions for Home Page**

# King County
## Washington State

*King County Works!*

Home | News | Services | Contact Us | [Search]

King County

**Executive Ron Sims**

**County Council**

**Take Metro
Trip Planner**

**Emergency Numbers**
General Information:
(206) 296-0100
Toll-free:
(800) 325-6165

**News Links**
- Ilegal drugs poll results
- Buying Northgate lot for new park and ride
- Easing holiday headaches
- Announcing Marymore Park grants
- Regional News
- » more...

**In the Spotlight...**
- Flood Alerts, breaking news
- Give experiences instead of stuff
- Get answers to bioterrorism
- Answer anthrax questions
- Let the Gee-Man answer your questions

**Feature Links**

■ **Business Resources**
Auctions; Bids & Contracts;
Business Resources; Employment
Links; I-Net; International Trade;
Job Openings
» more...

■ **Property, Planning & Development**
Comprehensive Planning; Permit
Applications; Property Research;
Property Taxes
» more

■ **Community Health**
Alcohol/Substance Abuse;
Community Services; HIV/AIDS;
Mental Health; Public Health;
STDs; Vital Statistics
» more...

■ **Public Safety, Courts**
Infraction Instructions; Juror
Information; Sex Offender Search;
Women's Resources
» more...