# Usability Test Report

## Boys and Girls Clubs of America Website

**verbalfire**

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# Short Usability Test Report for Boys and Girls Clubs of America

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## Executive Summary

The goal of this evaluation was to identify usability concerns for the Boys and Girls Clubs of America associated with their current website to see if changes need to be made.  The areas we looked at include design problems in user interface and content of the BGCA web page. Other areas include navigational errors, presentation errors, and control difficulties.  We also considered the efficiency, effectiveness, and overall user satisfaction with the Website.

The participants were asked to complete two scenarios.  The first scenario asked the participants to find contact information and the location of a Boys and Girls Club near the area in which they live. The second scenario asked the participants to find a method to receive news updates and connect using social media.

We tested five participants using two scenarios.  Participants' results were compared against a control version of the test.  The participants were asked to speak out loud as they were taking the test and the time it took to complete each scenario was recorded.  The test administrator and data logger were present to capture participant's' comments and note navigation choices. We also recorded the participants using Camtasia as they navigated through the website.

Overall findings conclude that it was quite easy to locate contact information and find a location from the website.  Most information that was needed to complete Scenario One was located easily.  There were problems with the main page being too busy.  The main page also contains some large graphics which participants found to be distracting.  Two participants failed to complete the test.  They didn't find any social media links from the site.  It may have been a misunderstanding of the instructions before taking the test.  The participants who did complete the test had trouble locating social media links on the website.

## Methodology

Five participants having the following characteristics evaluated the BGCA website:

- Gender
   -Three Male
   -Two Female

- Age
   -One participant was 31+
   -Other participants ranged from 22-25

- Experience with BGCA website
   -No participant had experience with the BGCA website.

- Computer Usage
   -Two participants with 1-3 hours a day.
   -One participants with 4-6 hours a day.
   -Two participants with 7+ hours a day.

*What participants did*

The participants were asked to be seated at our lab station set up with our computer. The screen was set up to the current online web page prior to the participant seating. They were asked to read and sign an informed consent form stating their rights and privacy. After the informed consent form was signed the participants were given a pre-test survey to gather demographic information. Once the pre-test survey was completed, the participants were asked to proceed with the scenarios. They were asked to read the scenarios and ask questions if any clarification was needed. Before starting the test, they were also asked to press the Camtasia record button to start the Camtasia program. As they went through the scenarios, they were asked to speak out loud so note takers could see and hear the participant's thought process.

Once finished with both scenarios, the participants were asked to end the Camtasia program and take a post-test survey. The post-test survey asked participants to subjectively rate six aspects of their experience with the BGCA website using a (1-5) rating scale.

*What data we collected*

Data collected from the tests included the amount of time participants took to complete each scenario, navigation choices, the Camtaisia recordings, and notes from the participant talking out loud. Other data included demographics from the pre-test survey and also data from a post-test survey.

**Major findings and recommendations**

Major issues
- Homepage was too busy with too much content
- Social Media was difficult to locate and connect with

Solutions
- Redesign homepage to make it less busy and easier to navigate
  - Move the most important information to the top of the page
  - Remove photo collage to eliminate need to scroll on the home page
- Make social networking links more visible to user
  - Removing photo collage will place social network logos near the navigation bar and make them easier to see

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**Detailed findings and recommendations**
*Introductory Questions and Tasks*

*Scenario 1 -  Find local BGCA in your area*

"You would like to volunteer for a BGCA and help with the after-school academic program. Find contact information and the location of for a club in your area."

| Number of participants | 5 |
|---|---|
| Percent successful | 100% |

| Findings | Participant Recommendations |
|---|---|
| All participants were able to compete the task. | Make club location search more easy to locate on the home page. |
| Took the participants an average of 1min 56sec to complete. | Difficult to return to homepage |
| | Busy, difficult to read layout |
| No participant found that you could get all of the information from the homepage. | Increase size of 'contacts' link |
| User E was timed out when | |

| | |
|---|---|
| trying to find closest club. | |

## Scenario 2 – Social Networking

"You have joined the BGCA and would like to receive news and updates. Find a method to receive news and connect with social media."

| | |
|---|---|
| Number of participants | 5 |
| Percent successful | 60% |

| Findings | Participant Recommendations/ Comments |
|---|---|
| 3 participants were able to complete the tasks without much difficulty.<br><br>Average time for the scenario was 1min 30sec.<br><br>2 participants did not complete the task<br><br>0 participants completed the task from the homepage. | Difficult to locate social networking sites on home page.<br><br>Make homepage more visible.<br><br>Graphics take too much space on page |

**Post Survey questions and responses**

| Post Survey Questions | Participant Responses |
|---|---|
| How difficult was it to find the contact information? | Average response from the participants was 4.6/5 for being very easy. |
| How difficult was it to find a location in your area? | Average response from participants was 4.4/5 for being very easy. |
| How easy was it to navigate the website? | Average response from participants was 3.8/5 for being very easy. |
| In terms of needs, the content of the main page was… | Average response from participants was 4/5 for being very relevant. |
| The BSGA.org website appearance is… | Average response from participants was 3.4/5 for being very appealing. |
| Your overall rating of the site is…. | Average response from participants was 4/5 for being positive. |

## Conclusion

Most participants found the BGCS website easy to navigate with all necessary information available, if not always easy to locate.  Implementing the recommendations will improve the user's ability to locate needed information by making the site clearer and less cluttered.

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## NEWS & HAPPENINGS

**Boys & Girls Clubs of America and Aaron's Foundation Announce $1 Million National Partnership to Empower Teen Activation for Positive Community Change**

Aaron's sponsorship of BGCA will support Keystone, its premier national teen leadership and character program. The partnership will empower teens to effect positive change in their Club and community through service projects and

## PARTNER SPOTLIGHT

**Celebrate Financial Literacy**

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