
Gogobeans Usability Study

Final Report Findings

Usability Testing – HCD 517
Human Centered Design & Engineering
University of Washington

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Executive Summary

What we did

Our team designed and conducted a task-oriented usability study of Gogobeans.com, with the goal of informing the product design and eliminating common usability problems and frustrations. In addition, the findings of this usability study might serve as a benchmark against which to judge the usability of future iterations of Gogobeans.

Who and how we tested

We had four participants who had no experience with Gogobeans perform nine tasks. Tasks were focused on participant use of Gogobeans as a means to share online content with friends. Tasks included registering for an account, uploading, sharing, and deleting photos, adding a friend to their Gogobeans network, and performing basic operations using the unique terminology of the website.

Using TechSmith's Morae video software, data was collected for task time, number of clicks, error and completion rate, the participant's feedback during the study using the think-aloud protocol, participant emotional reaction (recorded via video), and subjective ratings from the participants on Gogobeans overall ease of use.

Critical Findings & Recommendations

Based upon participants' degree of difficulty, the following are considered to be the critical findings from our usability study. Recommendations are also included. A complete list of findings and recommendations can be found starting on page 12 of this report.

Finding	Recommendation
Participants had difficulty locating the "Browse Files" and "Upload" links	Change links that lead to actions performed on the site to buttons.
Privacy Settings were overlooked by participants	Prompt users to select privacy settings during or after file upload.

Finding a Gogobeans user and making them a “friend” proved to be difficult for participants.	Add a button called “Find Friends” in the navigation of the site, or change “Search” to “Search for Friends”
The “Bounce” left participants feeling confused and uncertain about their actions	Use mouse-overs to describe jargon elements.
The “Disconnect” option was a barrier for participants to understand how to delete.	Change “Disconnect” to “Delete”

Introduction and Overview

About Gogobeans

Using the “Digital Locker” and social networking, Gogobeans provides customers with tools for easy solutions to managing their growing digital world.



Simplifying the storage and sharing of digital files from one place, any place, all in one click is what Gogobeans looks to do. The customer is provided with a simple desktop interface to organize, without having to download any software, unlike its competitors.

Using cloud computing, the site allows the ability to manage and store all information in one scalable location, and security to match any enterprise system. Customers can access their digital life anytime, anywhere, and on any device.

Gogobeans looks to help users take advantage of file backup and storage and social networking.

File backup and storage: No longer do they need to remember where a file or photo is stored. Whether on your PC, a laptop, Internet café or mobile phone, files can be accessed at any time. At the heart of the solution is the BEANS technology.

Using beans, a user can:

- Turn any digital information into a bean and store it in the cloud
- Control future access to that file with four levels of security so it can be as private as need be
- Send and receive files from any device, fixed or mobile

Using beans means a user does not send files - they send an authorization to access that file - kind of a file address. The security a user sets decides who can access this and what they can do with it.

Social networking: Gogobeans provides all the features of social networks but lets the user decide who can view what. By adding extra security layers, access can be limited to friends or the whole community.

What we tested

Initially we performed an expert heuristic review of the site to look for usability issues. From this review we developed a list of key questions that we wanted the study to answer for us. From this initial list of questions we developed a scenario and a set of 8 tasks that we would ask each participant to perform (see Appendix B: Scenarios and Tasks).

Questions presented for this study were:

1. Will users know that when they sign up for Gogobeans that they have to validate the account using an email sent to them?
2. Will users understand how to add a photo, view photos, and add multiple photos at a time?
3. Will users be able to find and connect with others on Gogobeans?
4. Will users understand how to find a file that has been sent to them via email?
5. Will users understand how delete files from a photo album they have created?
6. Will users understand what Gogobeans terminology means?

Description of the Study

Participant Profiles

Leveraging the information received from Gogobeans.com and its stakeholders, users of the current product wanted to store documents, photos, personal contacts, and share them with friends and family. Privacy was an important factor, and they valued ease and accessibility.

Thus, we targeted the following population, based on what was deemed “power users”:

1. **Networkers** who use the web for business and/or making strategic connections and could benefit from Gogobeans’ sharing and privacy settings to grow their network.
2. **Freelancers** who need to securely store large files, which are accessible from anywhere, and a place to share their work online with their clients.

3. **Socialites** who love to share their photos, and stay up to date on the latest happenings with friends and family, but are concerned about social media privacy.

With information about the current users presented to us during our meeting with Gogobeans, our team used the same user demographics as Facebook's [checkfacebook.com, 10/28/2010] to identify gender and age distribution for this study.

Gender	Age
Male: 44%	18-24: 31%
Female: 56%	25-34: 22.4%
	35-54: 15.6%
	45-54: 11.4%
	55-64: 6.7%
	65+: 3.7%

Methodology

Overview



Two rounds of task-oriented think-aloud sessions were conducted between November 12th and November 18th, 2010, with users who had never used Gogobeans. Data was collected using Techsmith Morae for task time, error and completion rate, the participant's feedback during the study using the think-aloud protocol, and subjective ratings from the participants on Gogobeans overall ease of use.

Participant Selection & Recruitment

After identifying the target participants, our team used email and online board postings to collectively recruit four participants who were between the ages of 18-54 years of age. It was established the following characteristics would exclude participants from the study:

- Does not use social web sites to research and share information
- Employed and/or associated with the UX field
- Existing gogobeans.com user
- Less than 18 years old
- Over the age of 55

Test Protocol

For the purposes of this study, our research method was to use a within-subjects design. Each participant followed a series of tasks associated with a scenario. The participants were observed, each session designed to last up to one and half hours, including a debrief session after performing required tasks. Each participant was given the option to request a break or stop at any time if necessary.

We began each test session by having the participant sign a form consenting to record the session, followed by some general questions about their occupation and current methods for managing photos. We then introduced a scenario and provided one task at a time, and asked to complete each one while talking aloud about their thought process and any confusion they encountered, prompted by the moderator when necessary.

There were nine tasks, which were organized by the sequential order in which a new user might use Gogobeans. The tasks were also generally ordered by increasing difficulty. The full task scenarios can be found in the Appendix.

After the participant completed the last task, they completed the post-study survey in a quiet, uninterrupted environment. Once completing the survey, the participant joined the rest of the research team, where we did a post-test debrief asking the user about any interesting or unclear behaviors that they had observed during the test. The participant was also asked if they thought they would be likely to use Gogobeans, based on their initial impression.

Test Environment, Equipment and Logistics

The tests were conducted in the University of Washington's Laboratory for Usability Testing and Evaluation (LUTE) using personal computers. We chose to use Morae usability testing software to record our test sessions, as this allowed us to also have observers watch the test and take notes remotely without being a distraction in the room.

The participant used a desktop computer running Microsoft Windows OS, with Morae Recorder active during the test. Because none of the tasks involved using the participants' own sources and none of the participants were current Gogobeans users with existing accounts, we believe that having them use our computer rather than their own did not cause any issues or changes in behavior.



Data collection

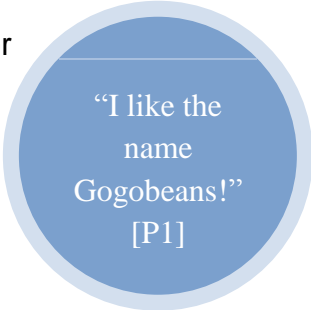
We collected quantitative and qualitative data about the participants' behavior. Our quantitative data included the performance data of time spent per task for each participant, as well as the satisfaction results of the Likert-style SUS survey. The SUS survey was used because it is available as part of Morae, thus allowing the data collection and analysis of the survey responses to be done quickly and easily within Morae.

The qualitative data we collected included quotes, comments, and observations noted by the observer during the session. These markers were logged using Morae's log marker feature, which includes a note for each marker and timestamps for when in the session the occurrence took place. These log markers were later referred to after all testing was complete to recall and identify what the major issues and observations from each session had been. This greatly helped us in putting together our overall findings.

Findings & Successes

Successes

Generally, the basic introductory functions of Gogobeans were easy for new users to understand. There are many positive comments made by the participants, and had good overall feedback on the site. For instance, P1 liked the name Gogobeans. P4 thought that the tone of the site was friendly. P3 liked the colors and the Gogobeans logo.



“I like the
name
Gogobeans!”
[P1]

Through an initial heuristic review, our team created a list of concerns about the site's usability. Results indicated several situations provided a successful experience for the participants involved.

Concern: Will users know when registering for Gogobeans, they have to validate the account using an email sent to them?

Observation: In fact, we saw in the study that this was not a challenge for any of the participants.

Concern: Will users understand how to add multiple photos to an album

Observation: All users were successful at uploading multiple files at once. P3 commented that they really liked the status bar for the multiple uploading files

Concern: Will users be able to locate a file that has been sent to them via email from Gogobeans?

Observation: All users were able to successfully complete this task.

Opportunities and Recommendations

The purpose of our study was to evaluate opportunities for Gogobeans to enhance the site's user experience. The findings below are organized by functional area: Sign up, upload photos, personalize, make social connections, send photos, privacy settings and delete photos. Each finding was given a severity ranking based on how it impacts site usability.

The severity is measured on a four-point scale. For the purpose of this study, severity levels are defined as:

- Severity 1 – prevents completion of a task
- Severity 2 – creates significant delay and frustration
- Severity 3 – has a minor effect on usability
- Severity 4 – subtle problem, points to a future enhancement

General findings not related to a specific task

Finding 1:	Can't find all photos when clicking on "Photos" in the left navigation
Severity:	1/prevents completion of a task
Data:	One participant found it challenging that clicking on photos in the left navigation did not bring up all photos. (You have to go into albums and select an album to do this)
Recommendation:	Show all photos and albums on the page that you get to when you click on Photos

Finding 2:	Links and buttons do not have hover text indicating their purpose
Severity:	1/prevents completion of a task
Data:	3 out of 4 participants could not identify the actions and/or

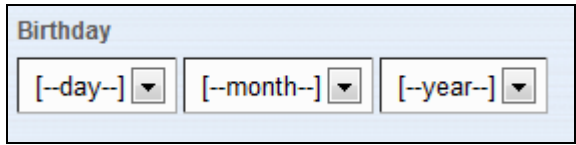
	explanations of what links and buttons were to do.
Quote:	"What does this even mean?" [P1]
Recommendation:	Add hover text to all links and buttons that have functionality

Finding 3:	The term 'Bean' is not clearly defined in the UI
Severity:	2/ creates significant delay and frustration
Data:	One participant mentioned that they thought a "Bean" might be a malicious virus
Recommendation:	Clearly define what Bean means wherever it is used. Use the term Bean in more places on the site so that users understand what it is.


Findings related to the sign-up process

Finding 4:	The sign in step after account validation is confusing.
Severity:	2/ creates significant delay and frustration
Data:	4 out of 4 participants thought that the step to validate their account was a logging in process and when they had to actually log in for the first time though they had made a mistake
Quote:	"OK, that didn't work, I'll try it again" [P1] "I don't know why I have to log in again. Let me go back and see what happened" [P2] "Totally irritating that I have to do it again" [P3]
Recommendation:	Eliminate the two step validation and sign in process. Make it clear at the first sign in step that they are not signing in so that when they do sign in they know that they have not made a mistake.

Finding 5:	It frustrating that email information disappears from the form data if there is an error made in entering information during sign up
Severity:	2/ creates significant delay and frustration
Data:	1 out of 4 participants expressed frustration that they had to re-type their password and birthday after making a mistake in the sign up form.
Quote:	"I guess I have to enter my email address again which is kind of irritating, I thought I did it" [P4]
Recommendation:	Make email and other form data persistent so user doesn't have to enter gain


Finding 6:	The date format of day-month-year is confusing
Severity:	3/ has a minor effect on usability
Data:	4 out of 4 users took longer than expected to enter date information 2 out of 4 users commented that the date format was not for the US
Quote:	"That's interesting that it is a UK based format, is it a UK based company?" [P1] "The date goes before the month. That's a little weird" [P3]
Recommendation:	Use a culturally relevant date format such as month-day-year for the US
Screenshot:	 <p>Birthday entry on sign-up form (see appendix E, p. 31)</p>

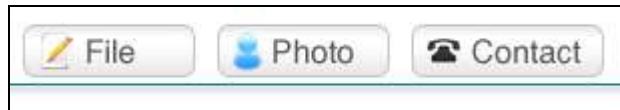
Finding 7:	The security code on the sign up page is hard to read
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Severity:	3/ has a minor effect on usability
Data:	1 out of 4 participants had difficulty reading the security code
Quote:	"I hate these stupid things. It's weird that it doesn't have a refresh here" [P3]
Recommendation:	Have a refresh button for the security code in case the user has trouble reading it.
Screenshot:	 <p>Security code (see appendix E, p. 31)</p>

Findings related to the uploading files


Finding 8:	The “Browse Files” and “Start Upload” links are difficult to find.
Severity:	1/prevents completion of a task
Data:	<p>3 out of 4 participants had difficulty finding the Browse Files link</p> <p>3 out of 4 participants had difficulty finding the Start Upload button</p> <p>1 out of 4 participants waited for the files to upload after selecting them and failed to click “start upload”</p> <p>1 out of 4 participants didn't know whether to use Browse Files or Start Upload to choose files for uploading</p>
Quotes:	<p>“I don't see where I would go to upload a photo” [P2]</p> <p>“Usually when I'm in sites like this it's very clear where I need to go to upload” [P3]</p> <p>“Now all I see is Cancel so I don't know how to upload” [P1]</p> <p>“I'm looking to see if it's doing anything and it doesn't appear to be</p>

	right now” [P4]
Recommendation:	<p>Make the Browse Files and Start Upload links buttons.</p> <p>Place the Browse Files and Start Upload links in a more prominent location on the page.</p> <p>Make the Browse Files and Start Upload links blue.</p> <p>Give some kind of confirmation that the upload has been successful.</p>
Screenshot:	 <p>Browse Files and Start Upload links (see appendix E, p. 32)</p>


Finding 9:	The “Photo” button’s purpose is difficult to understand.
Severity:	2/ creates significant delay and frustration
Data:	4 out of 4 participants found the Photo button
Quote:	<p>“Now I’m going to look for a upload link, which I assume is ‘Photo’ although I don’t know if that’s to upload” [P2]</p> <p>“I’m looking for the button that tells me I can upload photos” [P4]</p>
Recommendation:	<p>Make the Photo button say explicitly “Photo download” to make it even more clear that they use that button to upload</p> <p>Make more functional links into buttons that look like the “Photo” button</p>
Screenshot:	 <p>File, Photo and Contact buttons (see appendix E, p. 32)</p>

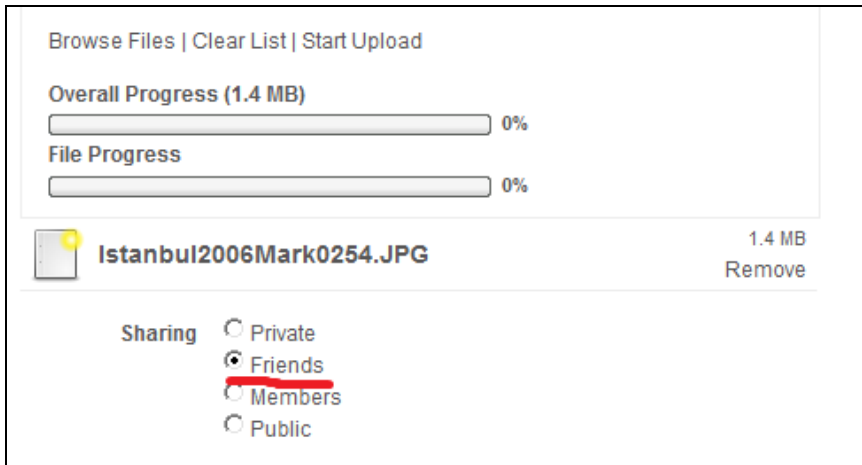
Findings related to personalizing Gogobeans

Finding 10:	The “Set Profile Avatar” link was difficult to find and understand
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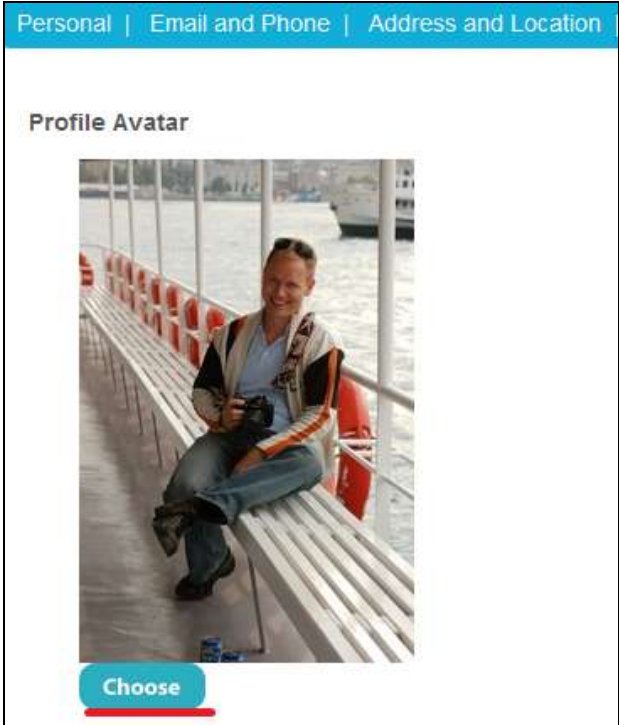
Severity:	1/prevents completion of a task
Data:	<p>2 out of 4 participants did not understand if avatar meant profile picture.</p> <p>1 out of 4 participants used a different method for setting their profile avatar.</p> <p>2 out of 4 participants could not find the profile avatar and went to profile page directly.</p> <p>1 out of 4 participants could not set profile avatar.</p>
Quotes:	<p>"I don't know that avatar is the same as picture" [P2]</p> <p>"Set as profile avatar, and I assume that means picture" [P1]</p> <p>"I'm looking for something that says 'does this allow me to make it my profile picture'" [P4]</p>
Recommendation:	Make Set as Profile Avatar link a button.
Screenshot:	 <p>Set as Profile Avatar link (see appendix E, p. 32)</p>

Finding 11:	It is difficult to confirm that you have set your profile picture correctly
Severity:	1/prevents completion of a task
Data:	3 out of 4 participants were unable to confirm that they had set the picture as their avatar
Quotes:	<p>"I don't see a profile page" [P3]</p> <p>"Now I don't know whether it is my profile picture" [P4]</p>

Recommendation:	Make Profile page link more prominent
Screenshot:	 <p>Photo link on Profile page (see appendix E, p. 33)</p>

Finding 12:	Privacy Settings are difficult to understand
Severity:	1/prevents completion of a task
Data:	2 out of 4 participants did not mark photos to upload as sharable with friends, which made
Recommendation:	<p>Give a clear indication of what each privacy level means</p> <p>Give a clear indication that if they want to share photos later on, they should not mark as private</p>
Screenshot:	 <p>Privacy Settings on Upload Photos page (see appendix E, p. 34)</p>


Finding 13:	The “Choose” button on the profile page made user feel as if they still needed to upload a photo
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Severity:	2/ creates significant delay and frustration
Data:	1 out of 4 participants thought that the choose button meant that they had not chosen a profile picture
Recommendation:	If the user has already uploaded a profile avatar, then make the button say “change” instead of “choose”
Screenshot:	 <p>Choose button on Profile Avatar page (see appendix E, p. 35)</p>

Finding 14:	The profile page is difficult to find
Severity:	3/ has a minor effect on usability
Data:	1 out of 4 participants could not find the Profile link
Quote:	“Some social media sites like Facebook have a Profile button” [P3]
Recommendation:	Add a button along the same row as File, Photo, and Contact for Profile Privacy Settings


Screenshot:	 <p>Profile link on Homepage (see appendix E, p. 35)</p>
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Finding related to making social connections

Finding 15:	Finding a Gogobeans contact and making them a “friend” is difficult to understand
Severity:	1/prevents completion of a task
Data:	<p>2 out of 4 participants had difficulty understanding that they have to search for a friend in the search box.</p> <p>1 participant went to ‘contacts’ and ‘address book’ first thinking that they could find a friend.</p>
Quotes:	<p>“I’m looking for a link that says ‘friends’” [P2]</p> <p>“What I’m looking for is some sort of community or social networking aspect here” [P1]</p>
Recommendation:	<p>Create an ‘Add Friends’ button.</p> <p>Differentiate between Friends, Contacts and Address Book.</p> <p>Add a “send” button to the user’s profile.</p> <p>Add an “Add friends” button prominently on the page.</p>
Screenshot:	 <p>Search Box (see appendix E, p. 35)</p>


Findings related to sharing Photos

Finding 16:	The “bounce” feature is difficult to find and understand
Severity:	1/prevents completion of a task

Data:	<p>4 out of 4 participants navigated to profile of person they wanted to send photo to first</p> <p>2 out of 4 didn't understand that bounce meant send</p> <p>2 out of 4 participants were unable to complete this task because they had marked the photos as private in previous task</p> <p>2 out of 4 participants felt that this was the most challenging task in the test</p>
Quote:	<p>"Photos [page] doesn't do anything - it just has a place for uploads." [P3]</p> <p>"My first thought is to go to him [Mark]." [P2]</p> <p>"Looking for something on Mark's profile to share with him." [P4]</p> <p>"Oops! My photo didn't bounce to anyone!" [P1]</p> <p>"Evidently bounce means send!" [P1]</p>
Recommendation:	<p>Add informational rollovers to links to give more meaning to navigational elements (ex. Hovering over the link "Bounce" the user gets a comment that says "Send this file to a contact").</p> <p>Create a Bounce button.</p> <p>Add a way for users to send files to contacts directly from the contact's profile page.</p>
Screenshot:	 <p>Bounce link (see appendix E, p. 36)</p>

Findings deleting photos

Finding 17:	The "disconnect" feature is difficult to find and understand
Severity:	1/prevents completion of a task

Data:	2 out of 4 participants were unable to remove a photo 1 participant right clicked on the thumbnail to try to delete 1 participant didn't understand what "disconnect" meant 1 participant to edit and couldn't find a delete button
Quotes:	"I can't find my photos by going to "Photos?" [P3] "I'm looking for the "Delete" button." [P1]
Recommendations:	Define what disconnect means using hover over text. Make the disconnect link a button.
Screenshot:	 <p>Disconnect link (see appendix E, p. 36)</p>

Findings related to System Bugs

Description	Severity
Birth date doesn't come over to profile page from registration information	1
On two occasions the bean did not get bounced to the user	1

Next Steps

Lessons learned

We discovered through the course of this study that Techsmith's Morae software is very useful and powerful for recording and data collection. More upfront work learning the intricacies of the software would have made the pilot test go a little more smoothly. We also could have collected success rates on tasks if we had known how to do that beforehand.

The LUTE lab resource was difficult to book due to high volume of use. Scheduling time earlier would have been better in that it would have allowed us to test 5-8 people which was our original intent.

Future studies

Overall results of the study identifies the need for further research. While participants enjoyed the Gogobeans.com look and feel, navigational elements will keep users from utilizing the web site to its fullest potential.

To get Gogobeans out in front of their competitors, our team recommends the following web site revisions:

- Apply recommendations from this usability study
- Pay special attention to the issues marked with high severity
- Fix system bugs identified in study
- Redesign navigation by having Gogobeans users participate in an open card sort
- Develop a solid information architecture

Post-study questionnaire

Thank you for participating in today's study. Please answer the following questions regarding your experience today.

1. How easy was Gogobeans to use?

Very easy Very difficult

1 _____ 2 _____ 3 _____ 4 _____ 5

2. What task(s) did you find easy to perform?
3. What task(s) did you find challenging?
4. What improvements would you suggest for Gogobeans?
5. Do you have any additional comments about Gogobeans?
6. Would you pay for this type of service?
7. Would you recommend it to your friends?
8. Would you sign up for Gogobeans?

9. Gogobeans is:

Useful Not useful

1 _____ 2 _____ 3 _____ 4 _____ 5

10. Gogobeans is:

Secure Not secure

1 _____ 2 _____ 3 _____ 4 _____ 5

Appendix B: Scenarios and Tasks

Scenarios and Tasks

Scenario: Imagine that you just went on a trip to the Tibet and have lots of photos that you want to share with friends and family. A friend told you about a product called Gogobeans that would enable you to organize, manage and share photos with others. You want to try out Gogobeans. Right now you are going to get started using the product and perform a few tasks.

1. Create a new Gogobeans account then sign into your new account.

Observation:

- How long does it take for them to find the Sign Up button?
- Are the participants successful at submitting the data?
- How many errors were made while submitting data?
- Do they understand that the next step involves going to their email to activate the account?

Success criteria:

- Participant finds the sign up page
- Participant gets to the screen where they are told they have successfully sign up and need to now activate their account.
- Task time: less than 2 minutes

2. Now that you're signed in to Gogobeans, upload the picture "me.jpg." The picture is in the photos folder on your desktop.

Observation:

- How long does it take them to find the Photos button?
- Do they make any errors uploading the photo?
- What kind of errors do they make?
- How long does it take to find the browse function?
- How long does it take for them to find the upload button?

Success:

- Participant is able to upload the photo "me.jpg" to their Profile Pictures gallery
- Participant is able to make the photo their avatar
- Task time: less than 2 minutes

3. Now view the photo you just uploaded and make it your profile picture.

Observation:

- How long does it take them to view the photo?
- Do they make any errors adding their profile picture?
- What kind of errors do they make?
- How long does it take to find the “Set as profile avatar” link?

Success:

- Participant makes me.jpg their profile picture
- Task time: less than one minute

4. Now view your new profile picture.

Observation:

- Task duration
- Do they make any errors viewing the photo?
- What kind of errors do they make?

Success criteria

Time: Less than 1 minute

5. Add the 5 photos in the folder called “Tibet” open on your desktop to Gogobeans in a folder you will name “Tibet”

Observation:

- How long does it take them to upload the photos?
- Can they figure out how to create a new album?
- Do they make any errors uploading the photos?
- What kind of errors do they make?
- Did they remember where the browse and upload buttons are?

Success:

- Participant uploads all 5 photos
- Task time: less than 2 minutes

6. Find Mark Lammers on Gogobeans and make him a friend.

Observation:

- How long does it take them to find Mark?
- Do they make any errors finding Mark?

- What kind of errors do they make?
- How long does it take for them to request a friend connection with Puja?
- Do they make any errors?
- What kind of errors do they make?

Success:

- Participant adds Mark as a friend
- Task time: less than 3 minutes

7. Send Mark the photo called “Tibet1.jpg” that you just uploaded.

Observation:

- How long does it take them to find their album called India?
- Do they make any errors finding the album?
- What kind of errors do they make?
- How long does it take them to figure out that they need to make the file “public” before they can share it?
- How long does it take to find the “bounce” button?
- Do they have problems finding the “bounce” button?

Success:

- Participant sends Puja a bean
- Task time: less than one minute

8. Remove the photo “Tibet2.jpg” from Gogobeans.

Observation:

- How long does it take them to find the album called “Tibet”?
- How long does it take them to “disconnect” the bean Tibet2.jpg?
- Does the word “disconnect” mean anything to them?
- Do they make any errors?
- What kind of errors do they make?
- How long does it take to find the “bounce” button?
- Do they have problems finding the “disconnect” button and knowing what it does?

Success:

- Participant deletes the bean
- Task time: less than one minute

Questionnaire:

- On a scale of 1-5 how easy was this task?
- How satisfied were you with this task? 1-5
- Is there anything you think Gogobeans could do differently that would make the task easier?
- What does “disconnect” mean to you?

9. Using your Hotmail account which is open in the browser, access the photo that Mark just sent you.

Observation:

- How long does it take them to find view the file?
- Do they make any errors?
- What kind of errors do they make?

Success:

- Participant access the bean that was sent to them.
- Time: Less than 2 minutes

Appendix C: Analysis of Task Success Rates

In order to measure success, each task was scored on three criteria:

- The time spent on task
- Number of mouse clicks required for each task
- Successful completion of the task.



Figure 1. Success rate by task completion (higher percentage is better)

Initial measures indicated each task would require at most 2-3 minutes. Below is the success rate based on how much time was spent on each task.

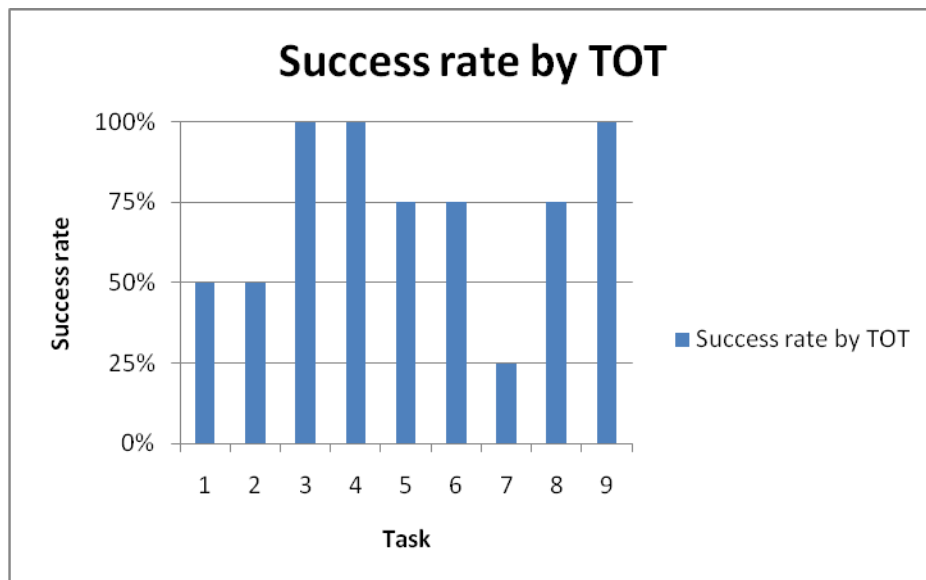


Figure 2 Success rate by time on task (higher percentage is better)

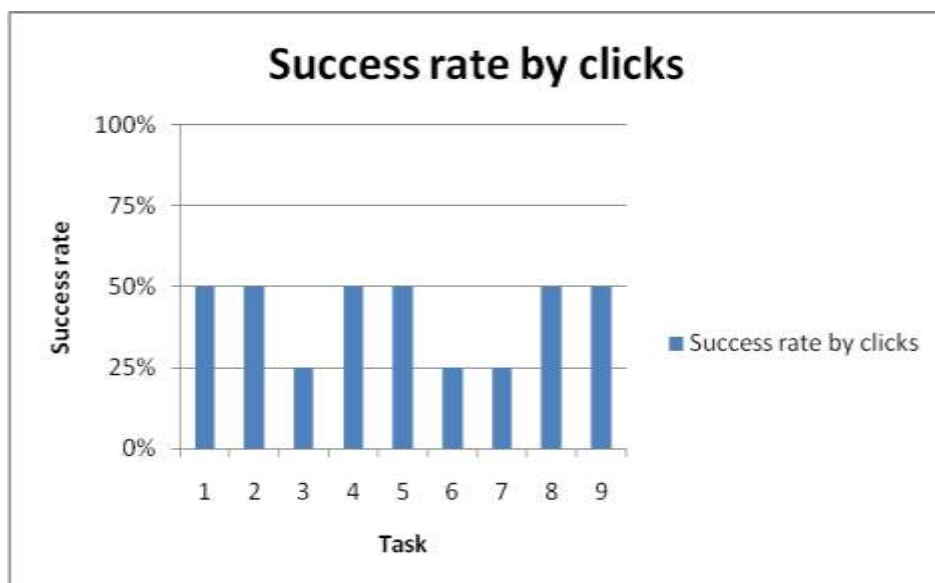


Figure 3 Task success rate by number of clicks (higher percentage is better)

Appendix D: Secondary Research

Review of Existing Literature

Gogobeans technology uses cloud computing as a primary storage device, enabling access from any connected device at any time. With access comes control over editing, sharing and security - one click access to your digital asset bank. Importantly, it means securing your assets not just in an organizational manner but on a platform that gives you control over who you share your assets with. In Neal Leavitt's article, he states that "cloud computing has become a significant technology trend." The growth for cloud computing is tremendous, and the ability to allow users to rely on the cloud for files, information and networking will help reduce the cost of hard technology as well. This frees users from having to install and maintain applications on their local machines.

Often times, early cloud-computing adopters are start-ups [1], where the ability to control costs and supervise infrastructure as needed appeals to new businesses with fewer resources, which is what Gogobeans is looking to help put it ahead of its major competitors.

One of the most common tasks Gogobeans users may perform is the sharing of digital photographs. Lightweight photo sharing, especially with mobile devices, has become a common communication medium between individuals. Gogobeans hopes to focus some testing on the ease of use with photo sharing between users, as it is important to maximize the potential for these systems to support and enhance the social presence.

According to research [2], it is important that the system design is simple and group-centric for users to adapt quickly and easily to the immediate sharing of photos, especially taken using mobile devices.

An initial concern we have is in regards to information scent of the main feature of the site, is the "bean." Information scent refers to the extent to which users can predict what they will find, as the term is part of a larger theory referred to as information foraging [3].

We want to ensure users of the site can feel confident on how they approach a site, how they decide where to click, and investigate how certain designs are better at getting users to the information they seek. However, the most critical element of a link is the trigger word. It is exciting to see how powerful words jump off the screen to attract the user's attention, and can then influence a user's visual behavior and navigation decisions.

References

1. Leavitt, Neal. *"Is Cloud Computing Really Ready for Prime Time?"* IEEE Computer Society (January 2009)

2. Counts, Scott., Fellheimer, Eric. *“Supporting Social Presence through Lightweight Photo Sharing On and Off the Desktop”*, CHI 2004, ACM Press (2004).
3. Spool, Jared., Perfetti, Christine., Brittan, David. *“Designing for the Scent of Information: The essentials every designer needs to know about how users navigate through large websites”*, UIE Fundamentals, User Interface Engineering (2004).

Appendix E: Screenshots of Gogobeans Test Environment

Finding 6: The date format of day-month-year is confusing.

Finding 7: The security code on the sign up page is hard to read
(example screenshot taken 12/10/10)

Home | About Us | Features | Blog | SIGN UP

gogobeans
mobilize your digital life

Sign Up FREE

KEEP it. FIND it. BOUNCE it.
your stuff is important. Keep it all in one place with Gogobeans

Sign-Up
1 GB FREE Storage and 25 MB Uploads

Email
idmtest@fivestars@gmail.com

You will receive an activation email to your nominated email address. Please note that for **Hotmail** addresses, you may find that your activation email is received in your Junk Mail folder. Please be sure to check that folder if you don't see the email in your inbox.

Password

Confirmation Password

First Name
Usability

Last Name
Testing

Birthday
8 Jun 1979

Gender
Female

Secret Question
What is your favorite pet's name?

Answer
morley

Terms and Conditions
1 Acceptance
(a) These Terms and Conditions, together with the Privacy Policy ("Terms") govern your use of
(i) The application or website where you accessed these Terms, and

☒ I have read and agree to the Gogobeans terms and conditions

Security Code
YWWPZL
YWWPZL
(Type the code from the image)
Submit

[Return to Gogobeans Homepage](#)

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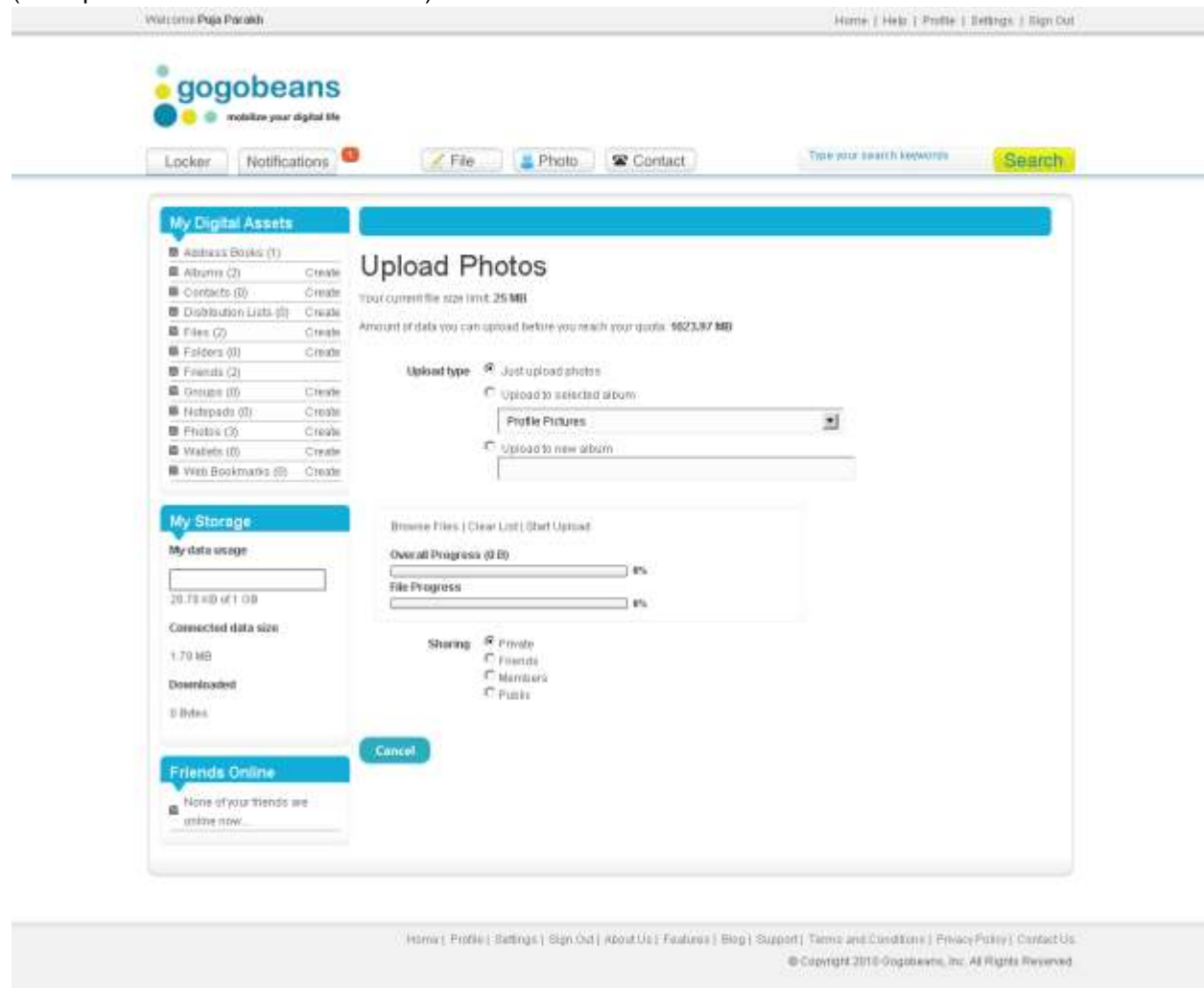
Finding 8: The “Browse Files” and “Start Upload” links are difficult to find.

Finding 9: The “Photo” button’s purpose is difficult to understand.

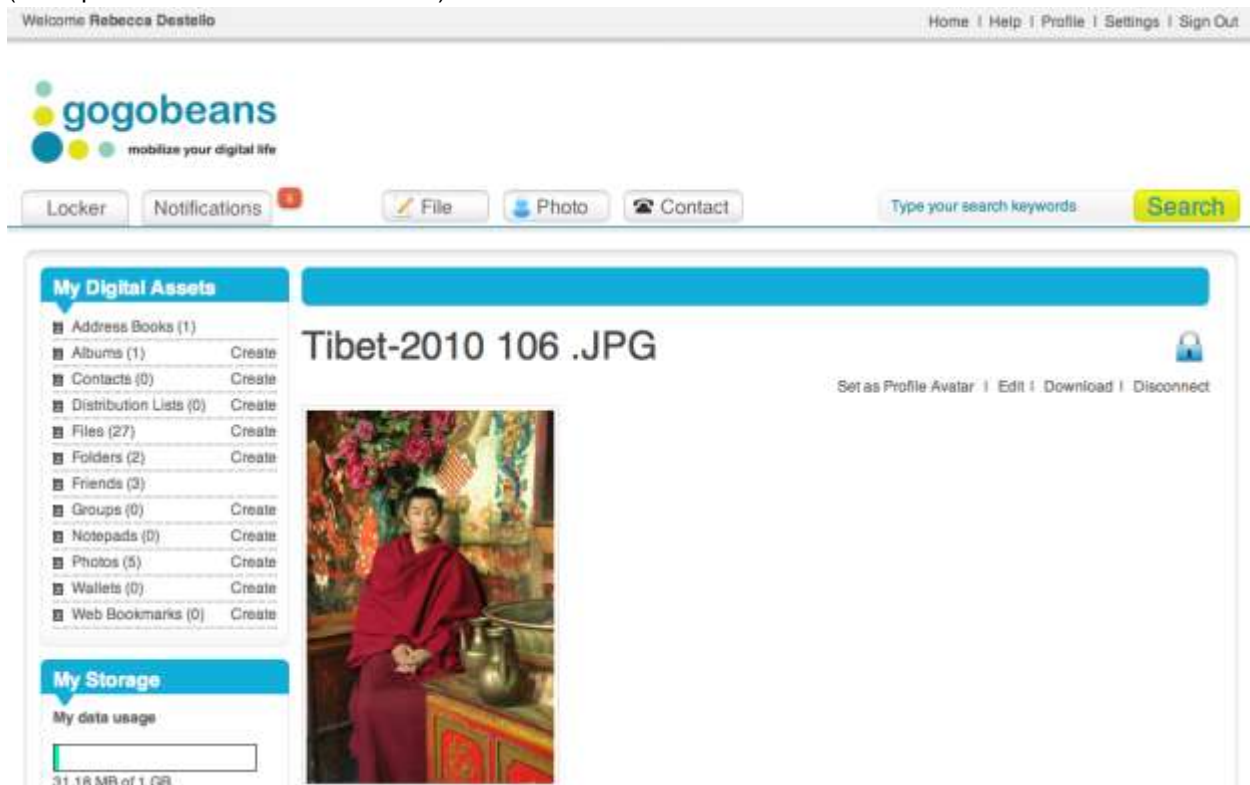
Finding 14: The profile page is difficult to find

Finding 15: Finding a Gogobeans contact and making them a “friend” is difficult to understand

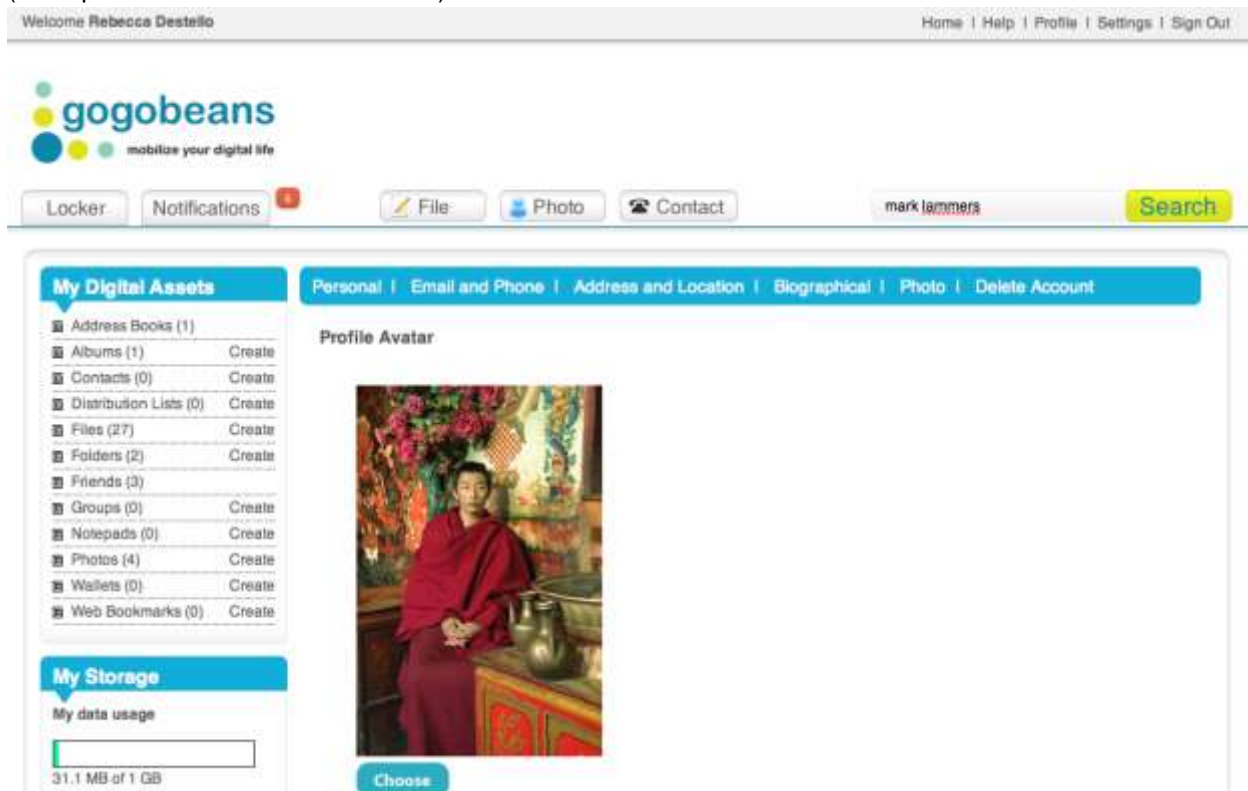
(example screenshot taken 12/10/10)



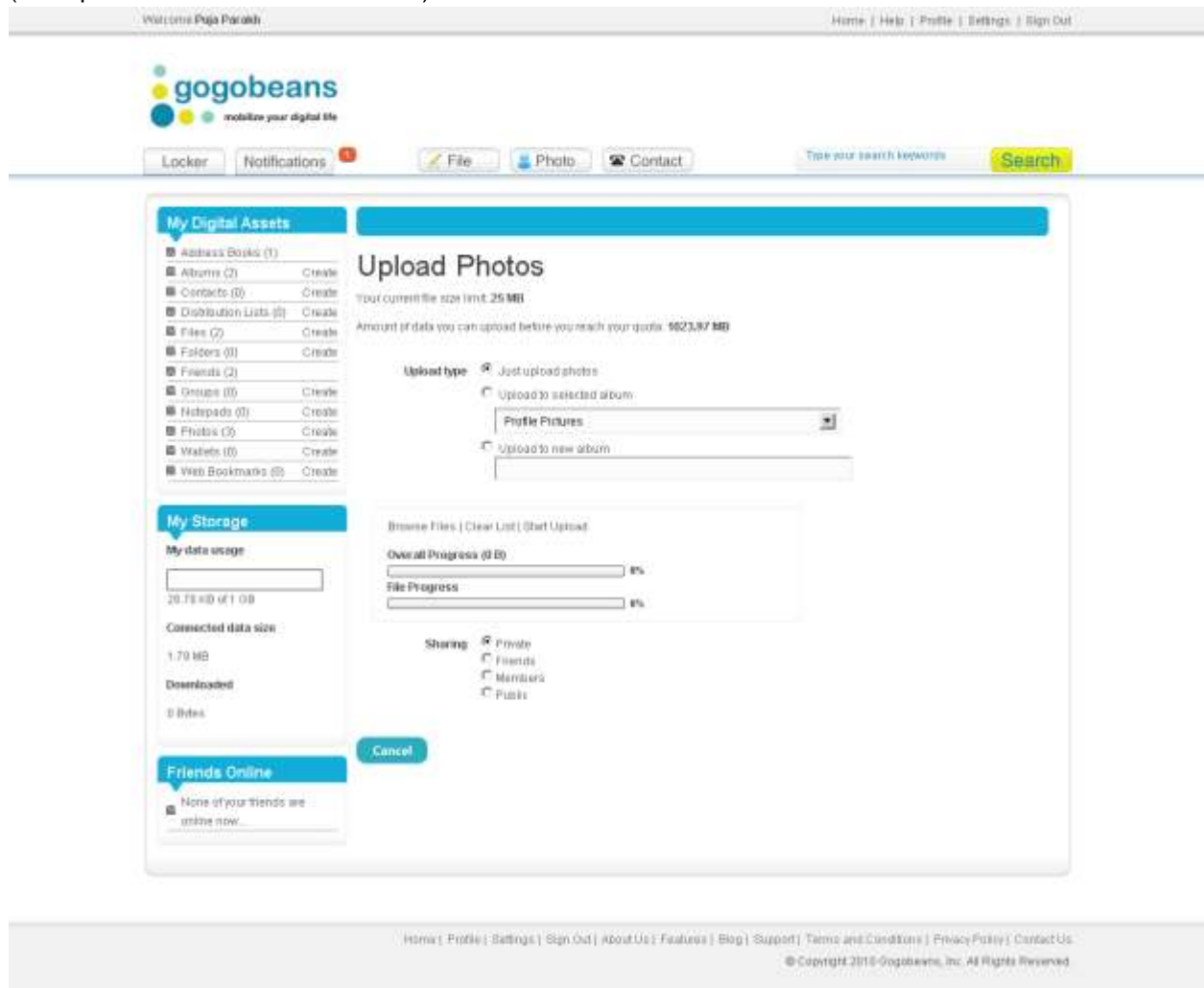
Finding 10: The “Set Profile Avatar” link was difficult to find and understand (example screenshot taken 12/10/10)



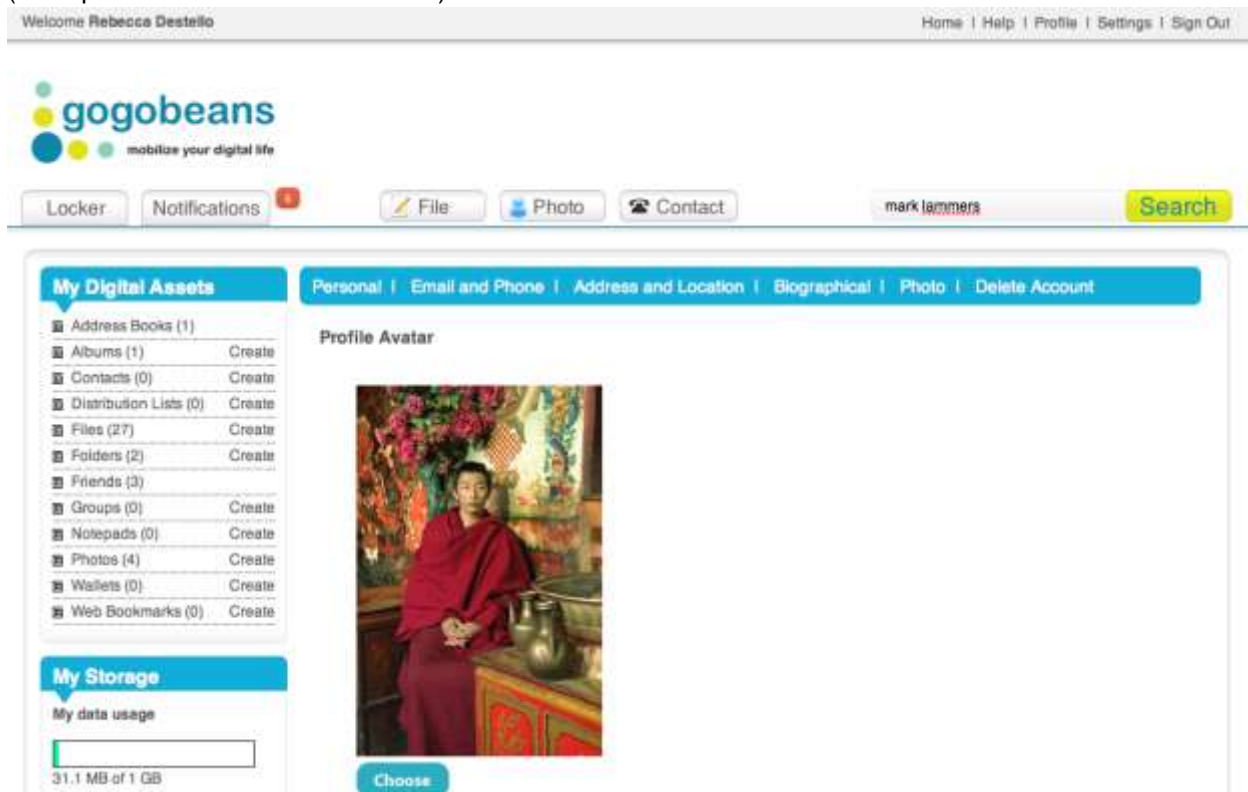
Finding 11: It is difficult to confirm that you have set your profile picture correctly
(example screenshot taken 12/10/10)



Finding 12: Privacy Settings are difficult to understand
(example screenshot taken 12/10/10)



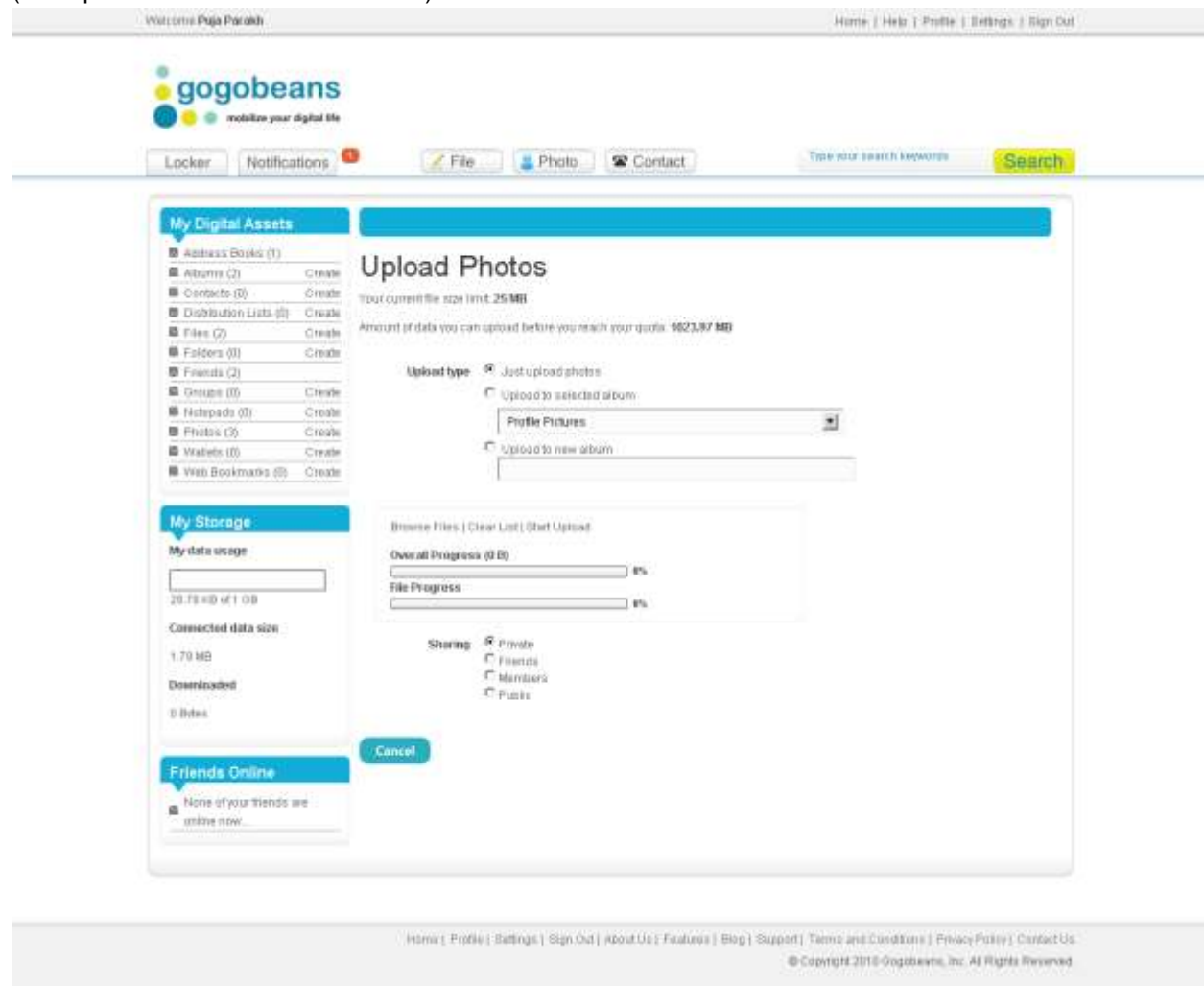
Finding 13: The “Choose” button on the profile page made user feel as if they still needed to upload a photo
(example screenshot taken 12/10/10)



Finding 14: The profile page is difficult to find.

Finding 15: Finding a Gogobeans contact and making them a “friend” is difficult to understand.

(example screenshot taken 12/10/10)



Finding 16: The “bounce” feature is difficult to find and understand
 Finding 17: The “disconnect” feature is difficult to find and understand
 (example screenshot taken 12/10/10)

