

## Usability exercise one

The goal of this exercise is for you to design and execute a simple usability study. This is a small-scale test to get you acclimated to the process. To start, view your assigned presentation below and discuss it with your group.

### Group one

[giving.unc.edu](http://giving.unc.edu)

- Vanessa
- Forrest
- Amanda
- Victoria

Site contact:

Ken Strayhorn

[kstrayhorn@dev.unc.edu](mailto:kstrayhorn@dev.unc.edu)

962-4476

### Group two

[poweringnation.org](http://poweringnation.org)

- David Iberkleid
- Michael
- Courtney
- Maureen

Site contacts:

Laura Ruel

[lauraruel@gmail.com](mailto:lauraruel@gmail.com)

Don Wittekind

[donw@email.unc.edu](mailto:donw@email.unc.edu)

### Group three

[swarminteractive.com](http://swarminteractive.com)

- Ashley
- Drew
- Woody
- David Owen
- Shanice

Site contacts:

Chris Kirkman

[chris.kirkman@gmail.com](mailto:chris.kirkman@gmail.com)

Don Wittekind

[donw@email.unc.edu](mailto:donw@email.unc.edu)

### Procedures

Part of how you will be evaluated (of course) will include how efficiently your team works to make your deadline. What I've provided below is a rough outline of when you MAY want to get things done to provide some guidance as you make your own work flow plan.

#### October 8

Spend some time exploring your site. Have each team member make a list of three positive aspects and three areas of concern. Meet as a group, consolidate your lists, and talk over your evaluation of the. Have one person take notes so you can be aware of what needs to be tested. Compose an e-mail to your site contact asking about specific areas of concern.

#### Between October 8 and 12

Assign tasks for each team member to start today and complete by the next time the class meets. (Some can -- and probably should -- be done by more than one person.) For example:

- 1.) Modify the demographic questionnaire and pre-test survey
- 2.) Create a checklist for free observation period
- 3.) Create usability tasks
- 4.) Modify the post-test survey

#### October 13 (first half of class)

Meet as a team and finalize the testing instruments.

#### October 13 (second half of class)

Conduct usability test **Group 1 tests Group 2**

#### October 15 (first half of class)

Conduct usability test **Group 3 tests Group 1**

#### October 15 (second half of class)

**Group 2 tests Group 3**

**Complete "prep sheet" for class meetings on Tuesday 10/20.**

#### October 20

**Lecture on usability reports. Group meetings to assign writing/report tasks.**

It is extremely important that you make good use of your class time to work with your teammates. Please feel free to ask if you have questions.