Usability Report - Group 3
LS 560 - Spring 2019
Laurel Kriigel, Meredith Felton, Meredith Milewicz, Samantha Sharpless
University of Alabama

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Part One: Brief Summary of Website

EndAbuse is a website aimed at providing information on abuse and abuse prevention. The content on the website provides resources on learning to both identify types of abuse and victims of abuse, as well as a variety of resources on support, prevention, and advocacy. The website, EndAbuse, is run by the Alberti Center for Bullying Abuse Prevention. The Alberti Center is a part of the University of Buffalo in Buffalo, New York. The website address is: http://end-abuse-php-end-abuse-dec4.webapps.buffalo.edu/

Part Two: Website Target Audience

The target audiences of the website are victims of abuse, their caregivers, and their family/friends. Also, the website aims to inform individuals and organizations who wish to support victims of abuse and become advocates on their behalf.

**Part Three: Description of usability test.**

This usability study was conducted online in its entirety. The subjects were able to view the background information about the study, digitally mark their consent for participation, and complete the questionnaire via Google Forms. A generalized knowledge of how to operate a computer (or device of choice), use the internet, navigate websites, and answer and submit survey questions on a digital form were the necessary skills to complete the questionnaire. Example tasks on the questionnaire included: using a website with multiple pages to find a resource on a specific topic, clicking on a link leading to an external resource (YouTube), and navigating back to the website to find another resource.

The original plan for this usability study was to survey two different groups: caregivers of people with disabilities, and a general population. The caregiver survey included the additional YouTube viewing task. Unfortunately, responses from the caregiver population were not able to be obtained within the time constraints of this usability study. Therefore, all participants of the questionnaire were of the general population and "subjects of convenience" -- friends, family, and colleagues of the students conducting the usability study. However, of the group surveyed 4 respondents identified as family members or caregivers of a person with a disability and 2 respondents identified as individuals with disabilities.

15 subjects volunteered to participate in the questionnaire. The majority of the participants (13 total, 86.7%) self-identified as White (Non-Hispanic) for race/ethnicity, while 1 person self-identified as Asian, and 1 chose "Prefer not to say" for this question. As for gender, the majority of the subjects self-identified as female. 60% (9 total) selected female on the questionnaire, 33.3% (5 total) selected male, and 1 chose "Prefer not to say." There was a small but notable amount of diversity in language, as 80% (12) of the subjects did not speak any languages other than English, although 2 spoke French, and 1 spoke "Minimal French, Moderate Japanese."
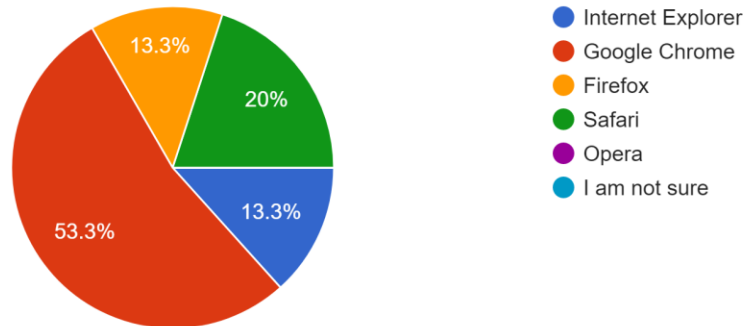
13. Age
15 responses
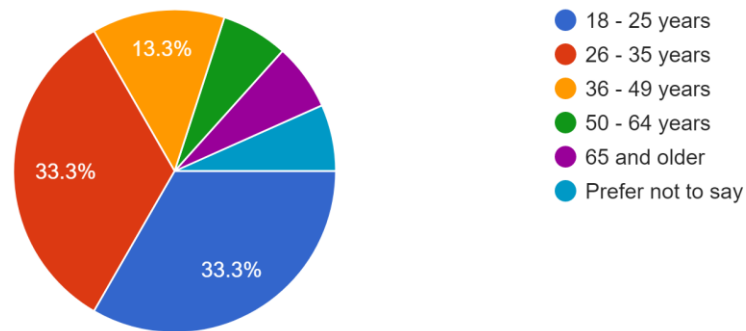
Age was a demographic question that had a wider range of responses. As depicted in the pie graph above, the 18-25 and 26-35 age groups were tied at 33.3% each, with groups aged above 36 years old having smaller representation in this cohort of subjects. The majority of the subjects (73.3%) selected urban/suburban for the type of area they reside, while only 26.7% selected rural.

18. Which web browser did you use to view the website and complete this survey?

15 responses

Legend:
- Internet Explorer
- Google Chrome
- Firefox
- Safari
- Opera
- I am not sure

Pie chart values: 13.3%, 20%, 53.3%, 13.3%

Questions about devices and web browsers were also included at the end of the questionnaire. Device usage for the completion of the questionnaire and the tasks on it was equally divided 3 ways: desktop computers, laptop computers, and smartphones (iPhones and Androids). Google Chrome was the most used browser of this test group (53.3%), though Firefox, Safari, and Internet Explorer were used to a smaller degree.

Part Four: Sample copy of the waiver.

Please find a sample copy of the waiver attached at the end of the document.

Part Five: Copy of the entrance question, task-based questionnaire, and the exit questionnaire.

Please find the survey containing the entrance, exit, and task-based questionnaire aimed toward the general public attached to the end of this document.

Part Six: Visual representation of data and results.

This is the website participants were directed to use for the survey: http://end-abuse-php-end-abuse-dec4.webapps.buffalo.edu/

Question 9 has not been included in this visual representation of data as it is a short answer response. This question will be expounded on in part seven of this report.
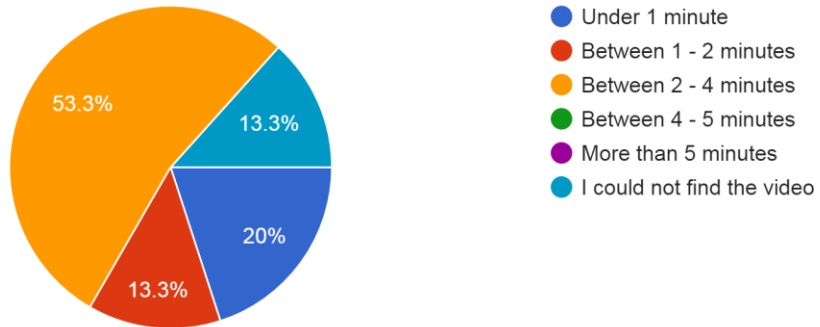
1. Using the above website, please locate the video titled "Seven Short Stories from Self-Advocates." Were you...n Short Stories from Self-Advocates?"
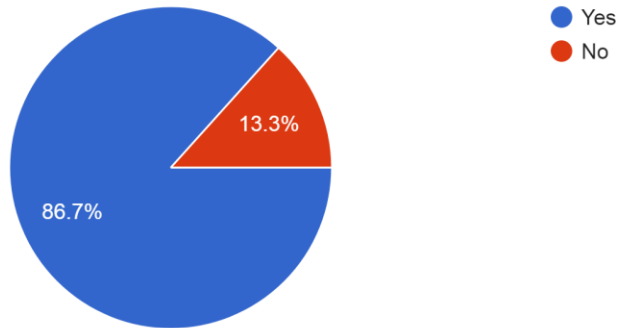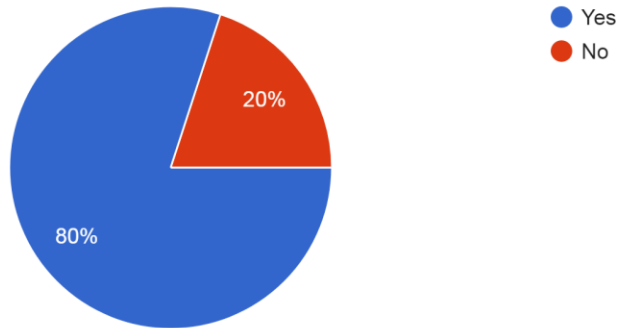
15 responses

- Yes
- No

13.3%

86.7%

2. How long did it take you to find the video titled "Seven Short Stories from Self-Advocates?"

15 responses

- Under 1 minute
- Between 1 - 2 minutes
- Between 2 - 4 minutes
- Between 4 - 5 minutes
- More than 5 minutes
- I could not find the video
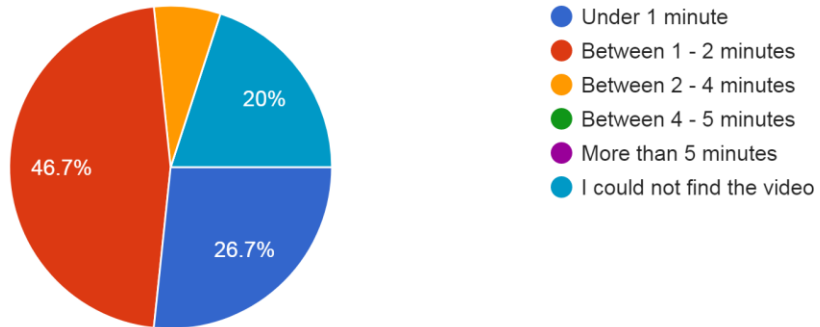
53.3%

13.3%

20%

13.3%

3. Use the website, and find an article title "Elderly and Disabled Adult Abuse." Were you able to find the artic...ed "Elderly and Disabled Adult Abuse?"
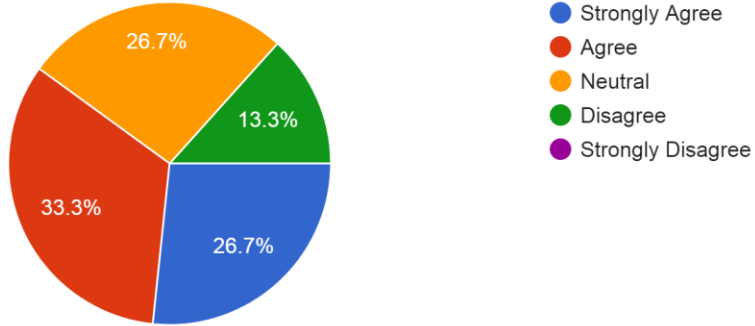
15 responses

- Yes
- No

80%
20%

4. How long did it take you to find the article titled "Elderly and Disabled Adult Abuse?"

15 responses

- Under 1 minute
- Between 1 - 2 minutes
- Between 2 - 4 minutes
- Between 4 - 5 minutes
- More than 5 minutes
- I could not find the video

20%
46.7%
26.7%

5. I was able to use and explore the website.

15 responses

Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

26.7%
13.3%
33.3%
26.7%

6. I was able to find the features and links I needed to use the website.

15 responses

Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

33.3%
20%
40%

7. It was clear to me how to use the website.

15 responses

- ● Strongly Agree
- ● Agree
- ● Neutral
- ● Disagree
- ● Strongly Disagree
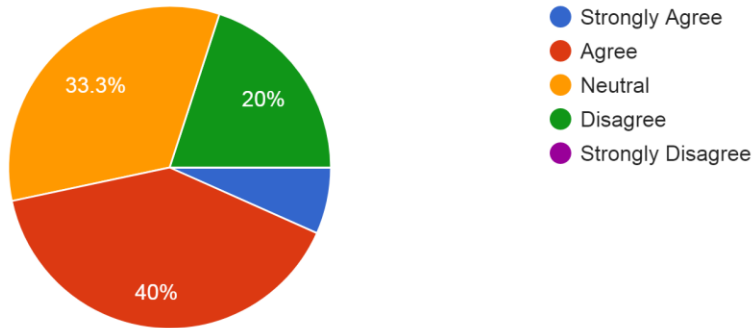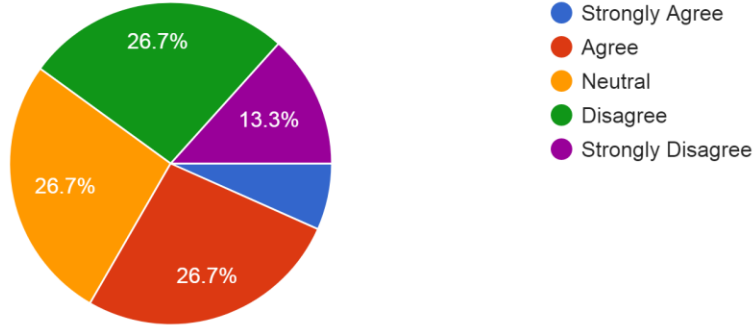
8. I learned how to use the website quickly.

15 responses

- ● Strongly agree
- ● Agree
- ● Neutral
- ● Disagree
- ● Strongly disagree
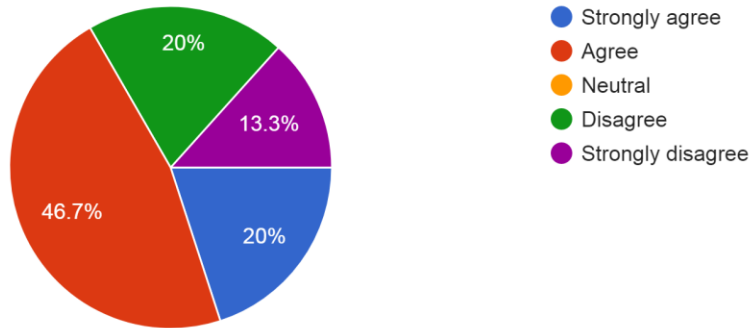
10. I would return to the website if I have concerns about abuse.

15 responses

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
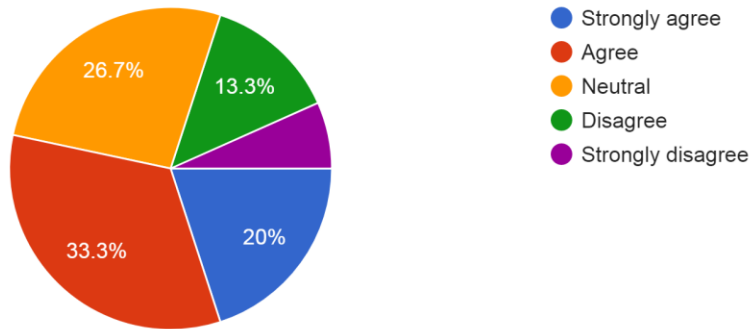
Part Seven: Brief analysis of the data and suggested recommendations to website as a result of the study.

The primary purpose of this usability study was to determine ease and clarity of navigating the Alberti Center for Bullying Abuse Prevention webpage. According to the information gathered from the general public through the online survey, the webpage suffers from navigation issues and information overload. After analyzing the data, the graduate students conducting this survey will provide suggestions for webpage improvement.

On task-based questions where participants had to maneuver through the webpage to locate a video or article, 13-20% of participants responded that they could not find the intended target. Further, when asked how long the task to find a video took participants, over 50% stated it took between 2 - 4 minutes. While that timing may seem minuscule, that is a substantial amount of time when navigating a website for the first time allowing users to become frustrated and possibly lose interest. Additionally, when asked to locate an article 20% of participants said they could not find it. One participant shared with a graduate student that the link to the web address was broken. More oversight is needed to address inactive hyperlinks.

When reviewing survey questions 6-8, the majority of participants had either a neutral or negative ease of experience using the website. The bulk of the participants did not find the features or links needed to use the website and were unclear how to use the website as intended. A third of participants disagreed with the statement "I learned how to use the website quickly." Users are more likely to abandon their search if a website appears cumbersome to use.

Question 9 prompted users to utilize a short answer section and describe their initial impression of the website. While the website was complemented for its clean design, the primary complaints among short answer respondents was that it was not clear how to navigate the

website and that the pages contained too many links. One detailed response made the point that the main page contained no information on the nature of the site's content:

"Clean and simple but wasn't sure what format (article/blog/video/etc) of information resources it would contain right away from just seeing the main page."

It seems to us a reasonable supposition that this lack of direction was responsible for the lengthy period users were left searching for the items they were tasked to locate. The main page could make clear from the start the subcategories contain videos, websites, articles, blogs and fact sheets. This would prime the user to then seek the format most relevant to them.

Two other comments elucidated navigational difficulties:

"It looked professional but the information offered seemed limited unless I explored every single tab under each section."

"Information seemed to be buried too deeply under the topic blocks."

Indeed, that the user must click the "Who?" and "What?" pages to learn what their further options are, then must select among those options, then must further select from a variety of forms of media before the user can begin to evaluate that media for relevance no doubt significantly slows down the user's search for information. In this vein, two commenters requested the addition of a search box.

One respondent offered:

"Would suggest at the bottom of the first sheet a different mode of finding things, such as a box that is labeled videos with a menu of the different topics with the video titles listed there. This would be an alternative approach, not a replacement of what you currently have."

In this manner a user could choose the approach best suited to their search habits.

Overall, it appears respondents wish for the website to provide them more guidance starting on the home page so that they aren't overwhelmed by the number of choices they are confronted with as they travel deeper into the website.

Waiver

Before participating in the survey, we ask that you read the below section on consent.

Title of research study: RESOURCES ON ABUSE OF PEOPLE WITH DISABILITIES: WEBSITE EVALUATION SURVEY

Who is doing the study?

Graduate students with the University of Alabama are collecting assessments of the endAbuse website for Amanda B. Nickerson, Ph.D. and her research team at the University at Buffalo's Alberti Center for Bullying Abuse Prevention.

Why am I being invited to take part in a research study?

You are invited to participate in evaluating a website for people with disabilities who may be experiencing bullying, abuse, or exploitation. This website will include resources and information on abuse, as well as links to online peer-to-peer support.

Bullying is when a person with power intentionally hurts (either physically or emotionally) another person more than once. Abuse is treating another person in a mean or hurtful way that harms the person or makes them afraid. Abuse can be physical, sexual, medical, verbal, or psychological. It can also be a denial of necessities. Exploitation is taking advantage of another person by taking or doing something unfair. It can involve sex, taking money, or situations at work. Financial fraud is exploitation.

Additionally, the website will allow peers to have access to websites where people with disabilities can offer support to one another.

You are being asked to:

Visit the endAbuse website and complete three activities and a survey related to the website.

Why is this research being done?

Abuse of individuals with developmental disabilities is common. It can cause harm in many areas of life. There is information and resources to help, but it is not in one place that is easy to find and use. Buffalo's Alberti Center has developed and are now evaluating a website that

provides access to resources on abuse of people with disabilities and access to peer-to-peer support forums.

This research study is for adult participants who are 18 years of age and over and who have been deemed capable of giving consent by a recognized expert. If you are not 18 or over, or if you have been declared incapable of giving consent, please do not participate in this study.

What should I know about a research study?
· Whether or not you take part is up to you.
· You can choose not to take part.
· Your decision will not be held against you.
· You can ask all the questions you want before you decide.

Who can I talk to?

If you have questions, concerns, or complaints, you may reach the graduate students facilitating the survey at mlmilewicz@crimson.ua.edu or talk to the research team at the University at Buffalo's Alberti Center for Bullying Abuse Prevention at 716-645-1532 or alberticenter@buffalo.edu. Principal investigator, Dr. Amanda Nickerson can be reached at 716-645-3448 or nickersa@buffalo.edu.

What happens if I do not want to be in this research?

Your participation in this research study is voluntary. You may choose not to be in this study.

Is there any way being in this study could be bad for me?

Some of the information on the website might make you feel uncomfortable. You do not have to answer any questions that you do not want to and you can stop participating in the evaluation at any time.

Will being in this study help me in any way?

By participating in this evaluation, you may learn new information about abuse of people with disabilities. This information may be useful to you or someone you know. Additionally, the information you share will help the Alberti Center make sure that they have created a high quality, user-friendly website that provides information on bullying, abuse, and exploitation to people with developmental disabilities. You may someday have reason to seek information on this website, and participating in this evaluation guarantees that you will know of its existence.

What happens to the information collected for the research?

If you have shared any personal information with us, we will not share that with anyone. The aggregated results of the survey will be anonymous which means your name will not be on it, so no one will know how you answered the questions. That means we will protect your privacy. When we write reports and tell people about this study, no one will know that you participated. Your name will not appear in any reports.

However, we do need to report if you or someone else is in danger of being hurt if you share information of that sort with us.

Voluntary Consent for Participation

Participation is voluntary. Please check the appropriate box to give consent.
1. PLEASE SELECT THE APPROPRIATE CHOICE INDICATING YOUR CONSENT AND CLICK FOR CONSENT BELOW.

- ❏ Yes, I agree to participate in the Resources on Abuse of People With Disabilities: Website Evaluation Survey
- ❏ No, I will not be participating

Questionnaire

Website Questions

Please visit http://end-abuse-php-end-abuse-dec4.webapps.buffalo.edu/ for the following questions.

1. Using the above website, please locate the video titled "Seven Short Stories from Self-Advocates." Were you able to find the video titled "Seven Short Stories from Self-Advocates?" (*choose one*)

❏ Yes
❏ No

2. How long did it take you to find the video titled "Seven Short Stories from Self-Advocates?" (*choose one*)

❏ Under 1 minute
❏ Between 1-2 minutes
❏ Between 2-4 minutes
❏ Between 4-5 minutes
❏ More than 5 minutes
❏ I could not find the video

3. Use the website, and find an article title "Elderly and Disabled Adult Abuse." Were you able to find the article titled "Elderly and Disabled Adult Abuse?" (*choose one*)

❏ Yes
❏ No

4. How long did it take you to find the article titled "Elderly and Disabled Adult Abuse?" (*choose one*)

❏ Under 1 minute
❏ Between 1-2 minutes
❏ Between 2-4 minutes
❏ Between 4-5 minutes
❏ More than 5 minutes

❏ I could not find the video

5. I was able to use and explore the website.
(*choose one*)

- ❏ Strongly Agree
- ❏ Agree
- ❏ Neutral
- ❏ Disagree
- ❏ Strongly Disagree

6. I was able to find the features and links I needed to use the website.
(*choose one*)

- ❏ Strongly Agree
- ❏ Agree
- ❏ Neutral
- ❏ Disagree
- ❏ Strongly Disagree

7. It was clear to me how to use the website.
(*choose one*)

- ❏ Strongly Agree
- ❏ Agree
- ❏ Neutral
- ❏ Disagree
- ❏ Strongly Disagree

8. I learned how to use the website quickly.
(*choose one*)

- ❏ Strongly Agree
- ❏ Agree
- ❏ Neutral
- ❏ Disagree
- ❏ Strongly Disagree

9. What was your initial impression of the website?
(short answer response box)

10. I would return to the website if I have concerns about abuse.

(*choose one*)
- ❏ Strongly Agree
- ❏ Agree
- ❏ Neutral
- ❏ Disagree
- ❏ Strongly Disagree

Demographics and Satisfaction

11. Race/Ethnicity
(*choose one*)
- ❏ White (non-Hispanic)
- ❏ Black or African American (non-Hispanic)
- ❏ American Indian or Alaska Native
- ❏ Hispanic/LatinX
- ❏ Asian
- ❏ Native Hawaiian/Other Pacific Islander
- ❏ Two or more races
- ❏ Race unknown
- ❏ Prefer not to say
- ❏ Other (response box)

12. Gender
(*choose one*)
- ❏ Male
- ❏ Female
- ❏ Other
- ❏ Prefer not to say

13. Age
(*choose one*)
- ❏ 18-25 years
- ❏ 26-35 years
- ❏ 36-49 years
- ❏ 50-64 years
- ❏ 65 and older
- ❏ Prefer not to say

14. Do you speak any languages other than English?
(*choose one*)

❏ No

❏ (response box)

15. Please check all that apply. Are you a -
(*check all that apply*)

❏ Person with a disability

❏ Family member/caregiver of a person with a disability

❏ Support staff of a person with a disability

❏ Other (response box)

16. Which best describes the area in which you reside?
(*choose one*)

❏ Rural

❏ Urban/Suburban

17. What type of device did you use to view the website and complete this survey?
(*choose one*)

❏ Desktop Computer

❏ Laptop Computer

❏ Smart Phone (iPhone, Android, etc.)

❏ Tablet Device

❏ I am not sure.

18. Which web browser did you use to view the website and complete this survey?
(*choose one*)

❏ Internet Explorer

❏ Google Chrome

❏ Firefox

❏ Safari

❏ Opera

❏ I am not sure.