

Usability Evaluation of the WWW.HR site

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Usability

- measurement: how easy the product is for use and learning
- 5 usability aspects by J. Nielsen:
 - ease of learning
 - efficiency of use
 - memorability
 - few and non-catastrophic errors
 - subjective satisfaction

Usability Evaluation Methods

- 4 groups of methods:
 - Usability Inquiry Methods
 - Usability Inspection Methods
 - Usability Testing Methods
 - Related Techniques

WWW.HR

- Web site WWW.HR was evaluated
- It is one of the oldest Croatian Web sites (from February 1994)
- It consists of 2 basic services:
 - Homepage of the Republic Croatia
 - The directory of Croatian Web servers
- Site is being redesigned on a yearly basis

Evaluation procedure

- Inquiry has been conducted in order to find out users' opinion and expectations about the site
- Questionnaire method was used
 - Advantages:
 - Quick
 - Many users can be inquired in a short period of time
 - Easy to conduct
 - Disadvantages:
 - Answers are not always reliable
 - Questions can be misunderstood

Questionnaire

- Questionnaire divided in 2 sections:
 - Users' characteristics
 - Demography
 - Use of Internet and computer
 - Experience with the site
 - Site evaluation – divided in 4 subsections
 - Site in general
 - Facts about Croatia
 - Web directory
 - Search

Evaluation procedure

- Questions were asked in the form of statements
- Answers - rating from 1 to 5:
 - 1 – fully disagree
 - 2 – partially disagree
 - 3 – neither agree nor disagree
 - 4 – partially agree
 - 5 – fully agree
- 2 types of questionnaire (online and paper)
 - the same questions

Evaluation procedure

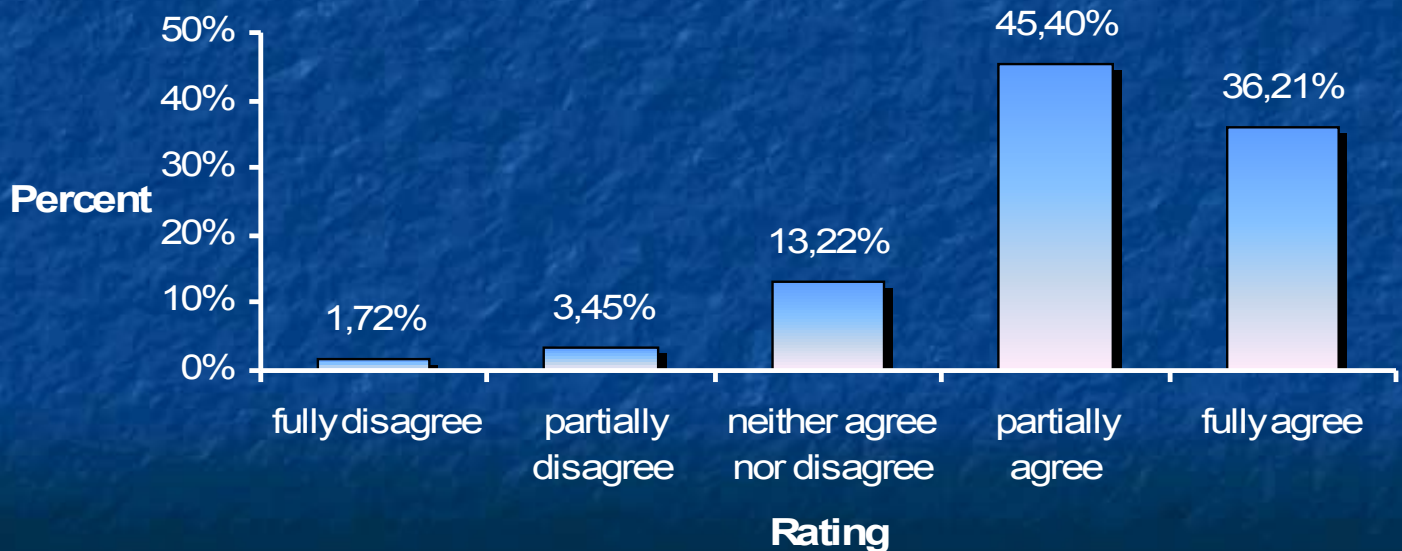
- Evaluation was conducted during August and September 2005
- 195 users participated in the evaluation
 - 82,05% online,
 - 17,95% paper

Average participant profile

- Male, 25-35 years, faculty degree
 - uses Internet few times a day, usually seeks for information
 - connects to Internet from home, uses ADSL
 - Windows and Internet Explorer
 - visits site to search for facts about Croatia
 - uses site once a month

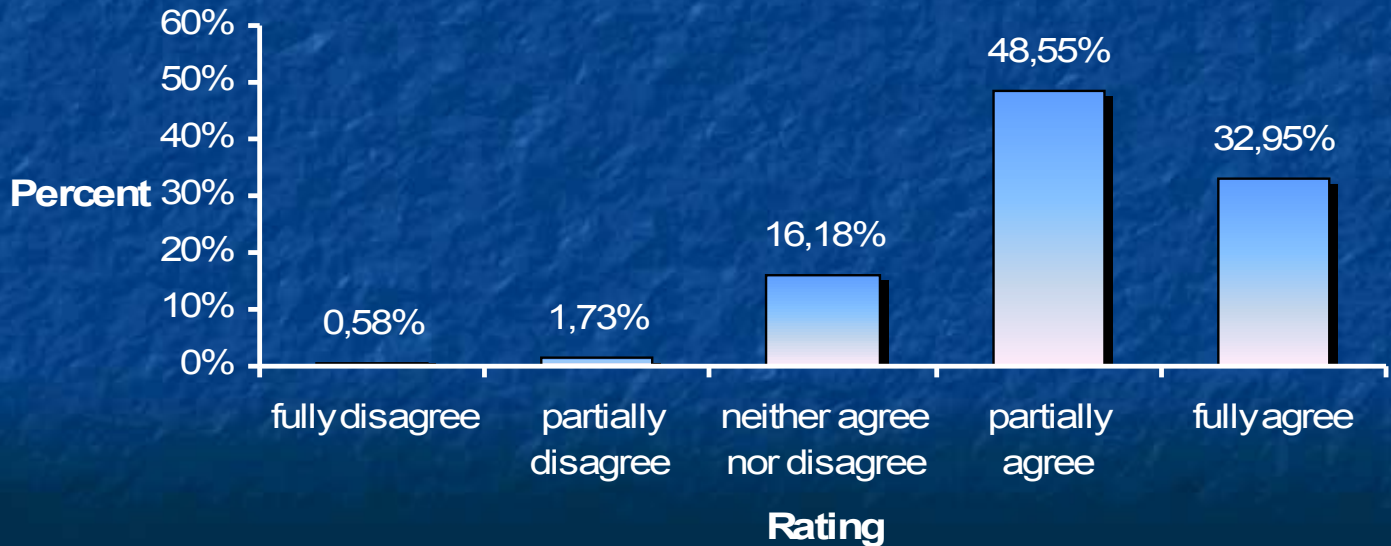
Main advantages

- Site is easy to use



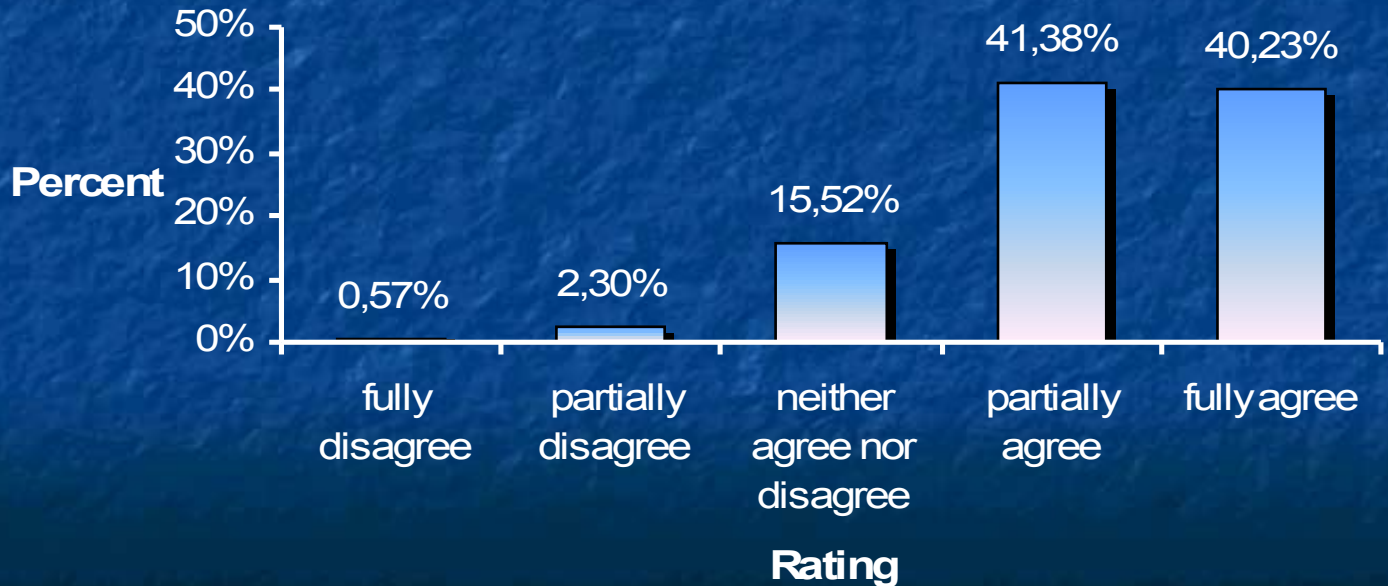
Main advantages

- Text is easy to read



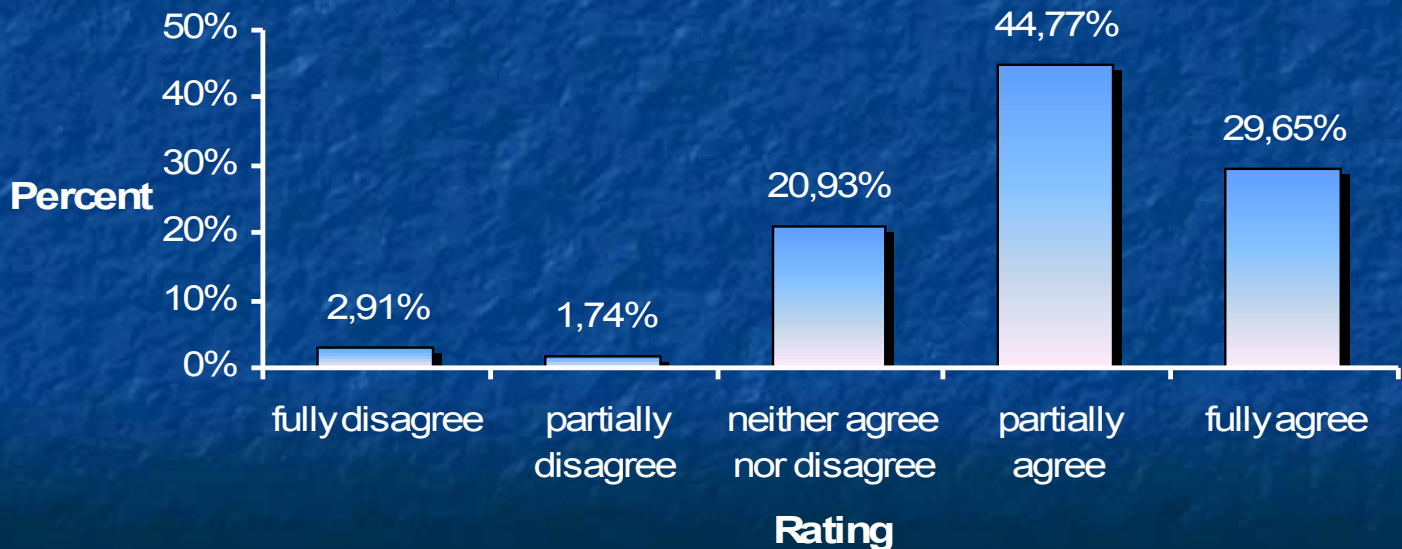
Main advantages

- Download is quick



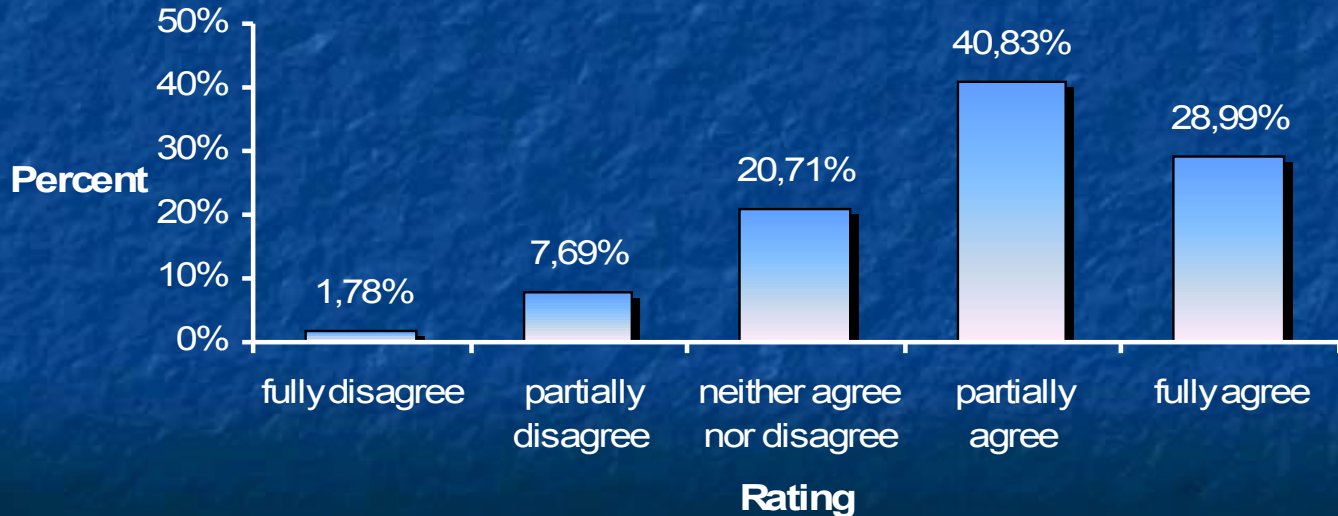
Main advantages

- Information is reliable



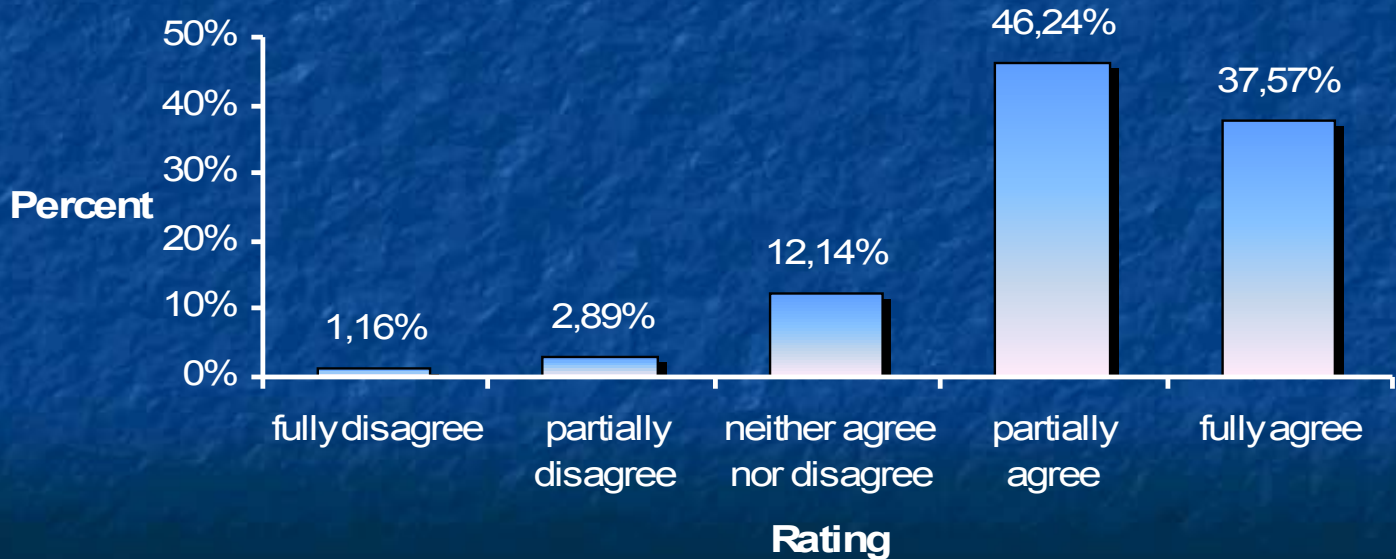
Main advantages

- Web directory is well organized



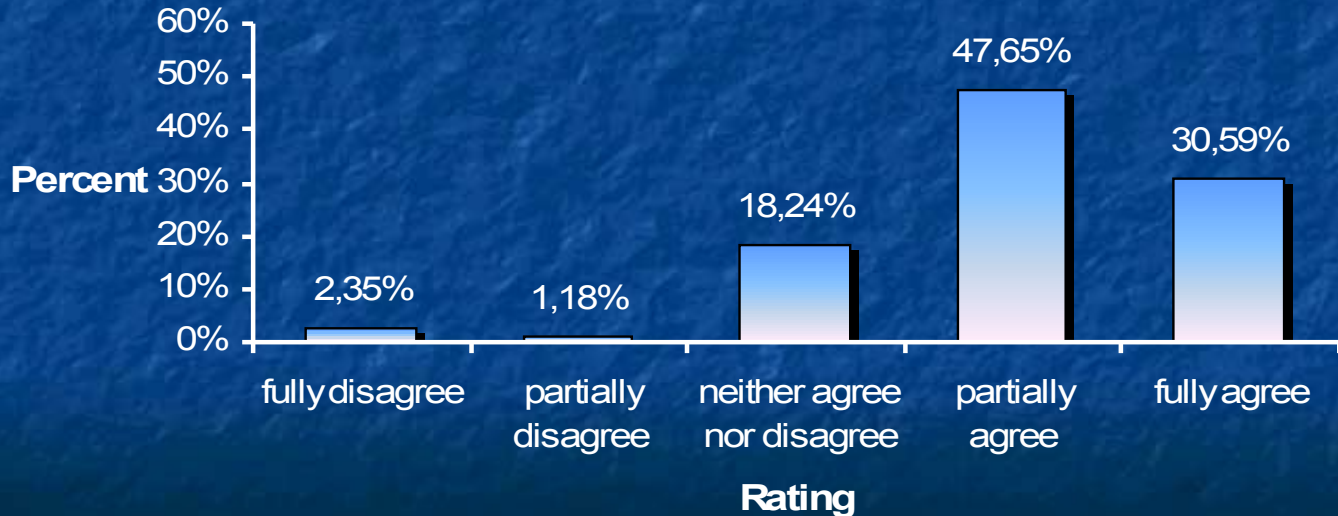
Main advantages

- Menu is understandable and easy to use



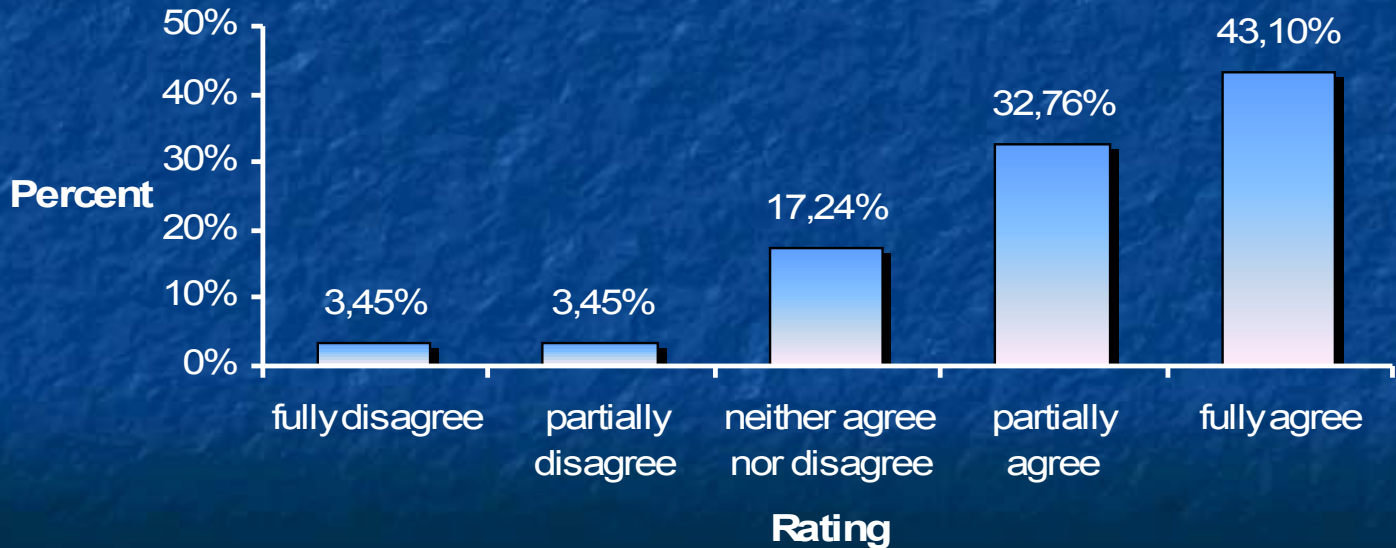
Main advantages

- Links are understandable



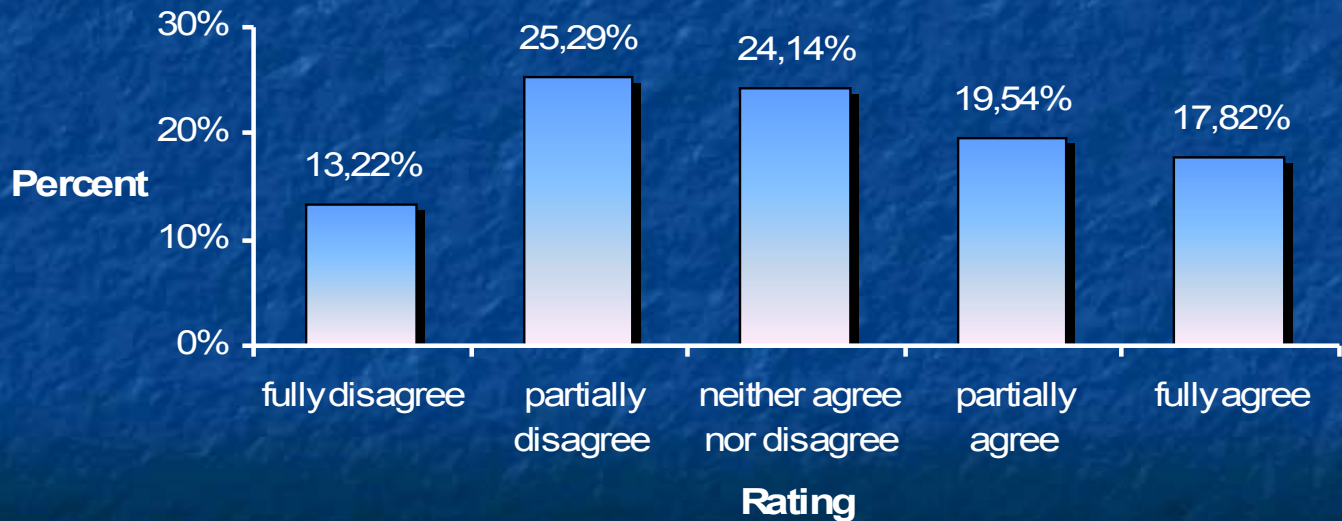
Main advantages

- It is easy to register sites to catalog



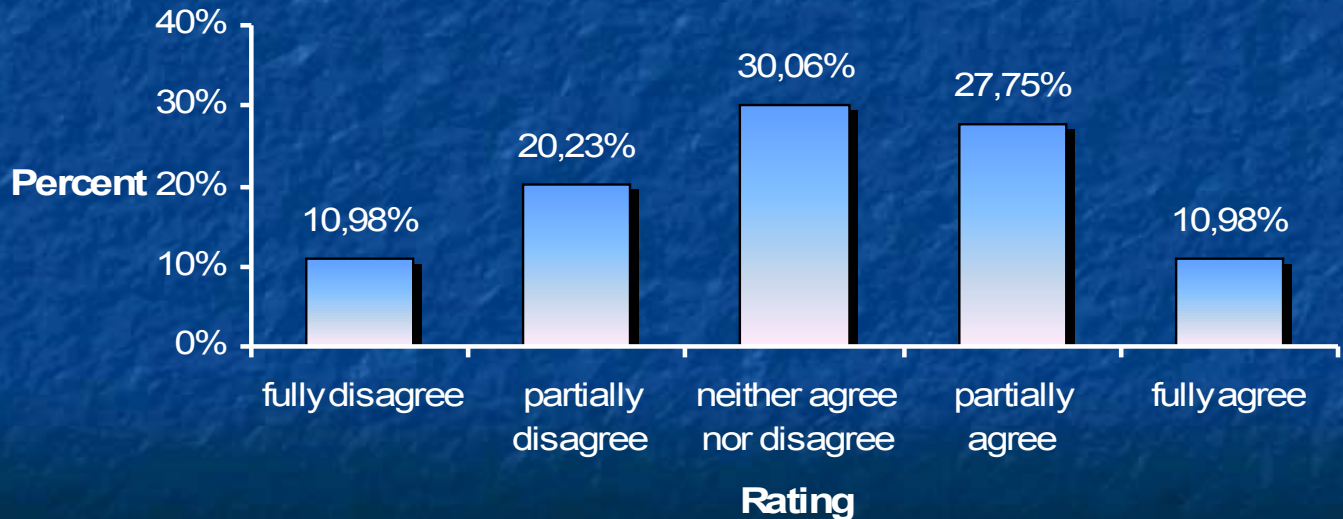
Main disadvantages

- I use the site for seeking facts about Croatia



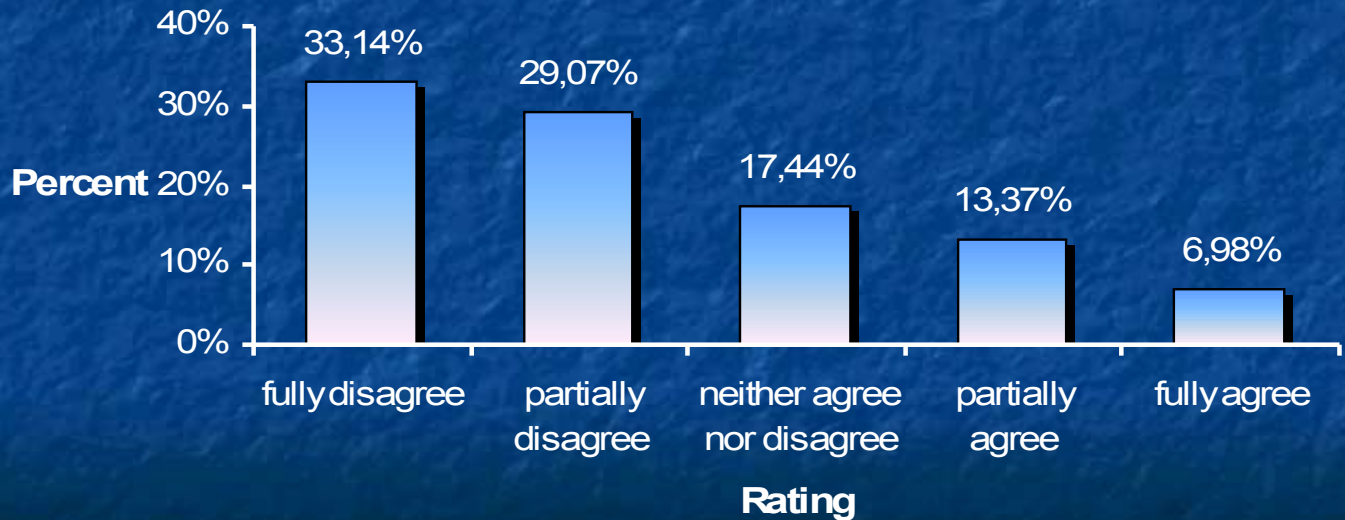
Main disadvantages

- Site is attractive



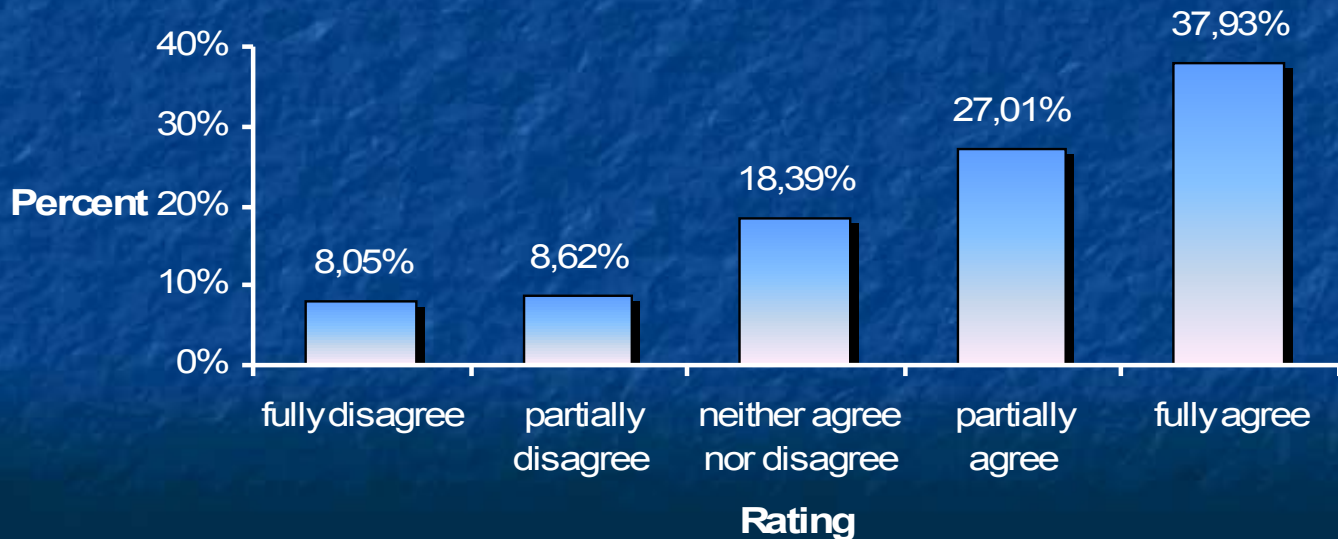
Main disadvantages

- I use special services often



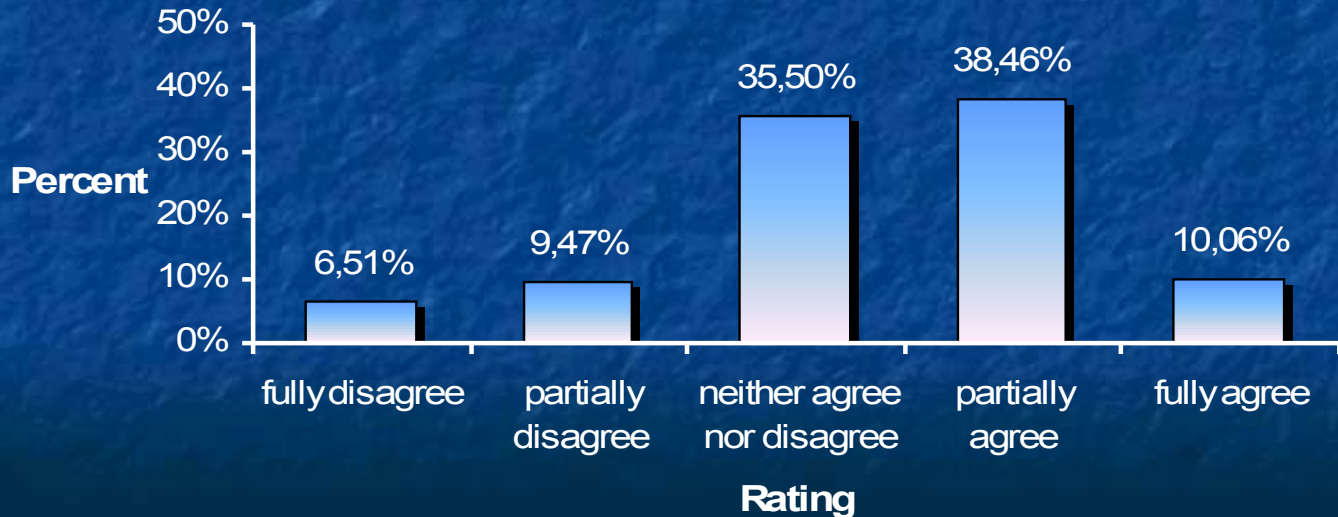
Main disadvantages

- More multimedia content would contribute to site's attractiveness



Main disadvantages

- I have always found what I was looking for



Evaluation results

- a total of 195 responses
- comments on evaluation procedure:
 - “i don’t know” should be provided as an answer
 - some questions were misunderstood
- results will be used in the forthcoming site reconstruction