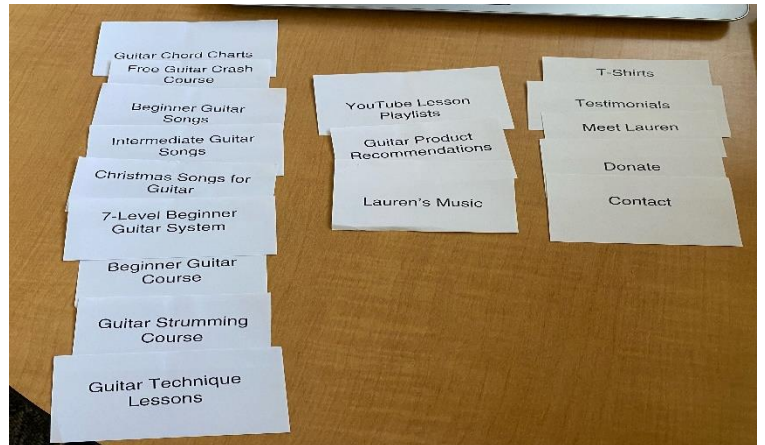# Usability and Card Sort Test for LaurenBateman.com

Test Preparation

When I was asking myself who I wanted to do my test on I knew I wanted to get people that had completely different experiences with the internet and how to use technology.

Since I have a good understanding of the internet and how to work it, I didn't have all that much trouble conducting the tests on my own. The only task I really had any trouble was task #2, when it says to try to find Lauren's teaching style. I found the best thing I thought represented her teaching style, but I felt like there wasn't anything that flat out mentions teachings style. I had never done anything like the card sorting part in a class and I enjoyed it to see what everyone thought the headers and sub-headers for the site should be in their eyes.

Choosing Participants

	Tester 1 Name	Tester 2 Name
Gender	Male	Female
Age	57	31
Hours browsing / week	17	40
Browsing habits	Works as a Carpenter, doesn't spend a lot of time on the internet other than the occasion scroll through Facebook, YouTube, and random internet searching	Teacher and dance coach. Spends a lot of time on the internet whether that's emails, lesson plans, social media, or various tasks for her dance team.
Other observations	Isn't the most technological advanced and had some hard times getting through the task for he didn't know how to work the laptop.	A lot younger so she understands technology and the internet, so it was a lot easier to understand the tasks and what to do.

Tester 1 Details: Mark Chambers

My first test subject is Mark Chambers or better known as my dad. He's a 57-year-old male. The reason I think he made a good test subject was because he's a little older than my other test subject and doesn't have the best understanding of social media/the internet. He wasn't familiar with Lauren and her site personally but was semi-familiar with online guitar lessons. Usually, my test subject is only using the internet for scrolling though Facebook, watching the occasional YouTube video, or just random internet surfing.

Environment for Tester 1

Location of test: I conducted the test at my dad's house sitting at the kitchen table. I chose this area because it was the best so we could sit down somewhere and have space to spread out.

Physical environment: We were sitting at the kitchen table. There was mail and random objects sitting on the table so that could distraction. The TV was playing in the background along with a pizza cooking in the oven.

Technical environment: He was using my school laptop because he doesn't have a desktop or laptop only a tablet. We were using Google Chrome for the test, just because that's my browser I use the most. I have a handful of bookmarks on my laptop related to school that could be distractions. We were using his home Wi-Fi.

Tester 2 Details: Tiffany Cunningham

My second tester is Tiffany Cunningham or my sister. She is a 31-year-old female. The reason she made a good test subject because she was the opposite of my dad in all aspects. She spends a lot of time on the internet/social media whether that be doing various teacher or coach things, along with being on social media a handful of the day. She wasn't familiar with Lauren's site and didn't really know anything about online guitar lessons and what the process is.

Environment for Tester 2

Location of test: I conducted the test at my sister's house at my sister's kitchen bar. I chose this place because it was a common space and wanted to be in the middle of everything and trying to make it as normal as possible.

Physical environment: The test was at the kitchen table. There weren't any lights on because the test was given in the middle of the day when the sun was shining through the blinds. The kitchen table was cluttered and that's were the test was. The TV was on in the background playing kids shows, along with her 2 kids talking in the background. Her husband was also talking in the background so that also added to the distractions. She was also preparing for her kid's birthday party so there were random part decorations on the table. The dishwasher was running so the sound of it was in the background. The kids were also making graham their dog bark because they thought it was funny. There were a lot of distractions that counted in this test.

Technical environment: For the test we used her MacBook Pro issued by her school since she's a teacher. There were a lot of tabs open on her laptop that relate to teaching and dance. Her laptop was connected to her home's Wi-Fi.

Test Results

Initial Site Thoughts

Tester 1: My dads first reaction to LaurenBateman.com was she kind of looked like a country singer with her holding that guitar. All her pictures on her site were professional and they weren't blurry or bad quality. The first thing he saw on her site was a way to spend money he said, "nothing is ever free". She seems to be a well-known person in the industry with all those article mentions. When he

scrolled a little down, he saw the songs that were the most recent lessons he started singing the songs that were from the lessons.

Tester 2: My sisters first reaction to LaurenBatema.com was the blue blur in the background of her photo when you first open the site. She mentioned it was good because the blur was so promenade that it didn't take away from the photo of her. Tiffany played instruments as a kid so she said maybe if she had free time, she would consider getting back into it. She is also a well-known published artists from the sources.

Similarities and Differences: They both mentioned things about her being a well published artists, the professional pictures on the site. Tiffany played instruments and thought about maybe taking it up again in free time and Mark hasn't played an instrument, so he doesn't share that connection.

Task 1: You want to jump right into learning guitar, and you know guitar chords are important. For this task, try to find the easiest guitar chords for beginners. Which chords des Lauren indicate are the easiest for beginners?

Summary for Both Testers:

	Tester 1	Tester 2	Average
Average Satisfaction	3	5	4
Success Rate	100%	100%	100%

Tester 1 Task Completion Process

Mark took about ½ minutes on task 1 because Mark was going through each tab and trying to find the best subcategory that would fit with each task. He essentially clicked on all the categories on the products and resources tab of the website. Mark and the laptop were not getting along the best because he wasn't familiar with working on a laptop because he's usually doing his internet searching on his phone or tablet, so he kept trying to touch the screen like it was touch screen not sure if he was doing that to be funny or not. The curser wouldn't scroll because he was only usually two finger to try to scroll and it would move. Mark mentioned how it would be nice to have a search bar within the website to make navigation easier so you can find what you want.
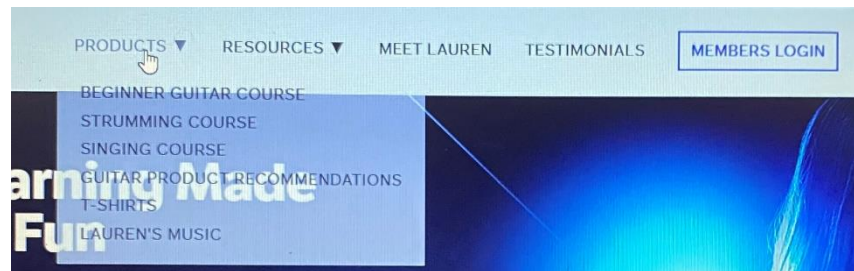
Tester 2 Task Completion Process

Tiffany had a little more luck with completing the first task because she was doing them on her own computer that she uses on the daily. It took Tiffany about 2 minutes for her to complete the first task. She was better at thinking out loud than Mark in the way that every move she made she would tell me about it. Mark wasn't the best but still did it. She scrolled to the bottom of the site to navigate better because she mentioned something about how the dark background doesn't complete the best on the semi-translucent and it was kind of hard to read all the options.

Biggest Problem

The biggest problem that my subjects had with the first task was Mark going through each category because his thinking was, he could find guitar chords on each category. Tiffany's biggest problem with the first task was the drop menu blending in with the dark blue background and having to scroll to the bottom to find the menu.

Alignment to Heuristic

Aesthetic and minimalist design. I believe this relates because it's the aesthetic and how she designed the site. I think Lauren should keep the picture on the site but change the design of the drop down menu because it interferers with how someone reads the site.

Tester 1 Task 2 Completion Process

Mark was getting use to the website and how to navigate it more, so it only took him about 1 minute 45 second to complete the task. He almost instantly went to the correct tab for her teaching style. He was scrolling slowly but made minimal mistakes.

Tester 2 Task 2 Completion Process

Tiffany also went right to the correct tab and took about 1 minutes to complete the task. It was a lot easier of a task to complete than the first one she said. She was scrolling through the website at a normal pace but was determined to complete the task.

Biggest Problem

The biggest problems my subjects had with completing this task was Tiffany mentioned that she should put her important links in a separate tab so that people don't have to go searching and if they can't find it, they leave the site.

Alignment to Heuristic

Flexibility and efficiency of use. This is very helpful for when Mark mentions having a search bar in the website so that people can find what they need to and not have to search for something so they spend time on the site and don't leave without what they were looking for.

Tester 1 Task 3 Completion Process

Mark almost instantly completed this task. It took him about 30 seconds. Throughout the test he kept saying "Nothing is really free so it should be easy to find where to put my card information at." He was also looking at the laptop pretty closely because he couldn't remember where he put his readers at.

Tester 2 Task 3 Completion Process

Tiffany was in the same boat as Mark. This took her about 20 seconds for her to complete this task because people like to take your money. She seemed to be cool, calm, and collected during this task not feeling nervous at all.

Biggest Problem

This section didn't have any mix ups because both of my test subjects found the tasks and completed them immediately.

Alignment to Heuristic

Match between system and the real world. This one relates because of all the ways Lauren has on her site to spend money. The real world is all about spending/taking money.
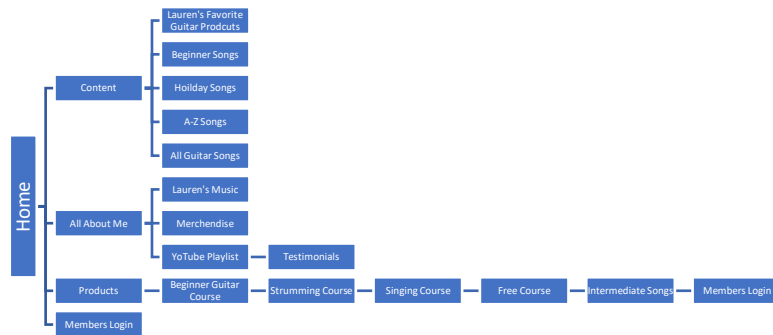
Open Card Sorting

Tester 1 Card Sort		**Tester 2 Card Sort**	
Products:	Beginner Guitar Course	Products:	Beginner Guitar Course
	Christmas Songs for Guitar		Beginner Guitar Songs
	Intermediate Guitar Songs		Intermediate Guitar Songs
	Beginner Guitar Songs		7-Layer Beginner Guitar System
	Guitar Technique Lessons		YouTube Lesson Playlists
Resources:	Testimonials`		Guitar Chord Charts
	7-Level Beginner Guitar System		Christmas Songs for Guitar
	Guitar Chord Charts		Guitar Technique Lessons
	YouTube Lesson Playlist	Contact:	Donate
Contact:	Meet Lauren		Contact
	Lauren's Music		Meet Lauren
	Free Guitar Crash Course		Lauren's Music
	Guitar Strumming Course		Testimonials
		Members:	Guitar Strumming Course
			Product Recommendations
			T-Shirts

Recommendation to Improve Content Structure

Lauren's site is a good intermediate site, but it has its flaws. Including the repeated tabs on her homepage. I just feel like all her tabs are closely related and I wanted to rename some of her tab names so people that visit for site won't be confused on what they're clicking on. I renamed products to content, added an all about me, and changed resources to products. The content tab is based on things you can use to learn how to play guitar and a list of songs to choose from. In all about me tab I included Lauren's music, merchandise, YouTube playlist, and testimonials. I put this as a new tab so fans of Lauren, or new visitors can learn more about her and her story getting into playing guitar. I changed t-shirt to merchandise just so it's a cleaner title that gives a better idea for visitors. The next tab is products where people can look to see about purchasing guitar lessons from her. Categories include beginner, strumming course, singing course, free course, intermediate songs, and members login.