

**Usability Study for <client name here>**

*<insert date here>*

**Questionnaire and Scenarios**

**<web site name to be tested here>**

*Contact: <your name and contact info here>*

*All designs and materials provided by <your name here>*

Today we're going to look at how information is organized and presented on the <client> Web site. This is only a partial prototype of the entire site, and it does not represent the way the Web site will look or operate when complete. We will be working with black-and-white wireframes representing the layout and organization of the content on each page.

Like many Web sites, this site is made up of different sections, each of which is labeled across the top and shown as different tabs. When you click on a specific tab, you will see the subsections within that tab.

Please tell me the type of information you would expect to find in each of the main tabs:

**About the Corporation**

**Investor Relations**

**Press Room**

**Presentations and Publications**

**Corporate Governance**

**Mission and Vision**

Please tell me in which of the main tabs you would expect to find the following information:

**Business Practices**

**Awards**

**Community Involvement**

**Glossary of Investing Terms**

**Corporate Fast Facts**

**Leadership and Board of Directors**

**Webcast archive**

**Monthly, Quarterly, and Annual Reports**

**Information about The Company Bank**

**History of The Company**

**Chairman's Corner**

This is the homepage wireframe for <web site name here>. Take a moment to look this over and see what information is available. Let me know when you're ready and I'll have some questions for you.

We are going to do a brief exercise in which you will be asked to locate various pieces of information on this Web site. This prototype behaves much like a real Web site; you can click on links and will be taken to the corresponding page. However, not all of the links on each page are active, because we have only created wireframes for some of the pages. If you click on a link and nothing happens, it is because that destination page has not been created for this test.

There are no wrong answers, and you will not be judged or scored on your ability to locate information. We are studying how and where you look for content in order to help us design a better Web site. We may ask questions throughout this exercise to help us better understand what you expected to find, why you selected a particular link, where you thought a link would take you.

If you have any questions, comments, suggestions, or observations about this prototype at any time during our session, please feel free to tell us. We appreciate your ideas and want to learn from you.

**NOTES:**

**Exercise 1: IR Focus:** You are an Investment Analyst who regularly reviews and writes about The Company for a quarterly investment newsletter.

<p>You have just received an email notice that the latest quarterly report has been released. The email contains a link to the homepage. Locate and open the Q4 2003 Report.</p>	<p>(Record clickpath here:) <i>H1 &gt; IR4_2</i> <i>H1 &gt; IR1 &gt; IR4_2</i> <i>H1 &gt; IR1 &gt; IR4 &gt; IR4_2</i></p>
<p>After scanning the quarterly report, you are interested in the current value of Company stock. Find and review the current stock information.</p>	<p><i>IR4_2 &gt; IR4 &gt; IR2</i> <i>IR4_2 &gt; IR1 &gt; IR2</i> <i>IR4_2 &gt; H1 &gt; IR2</i> <i>IR4_2 &gt; H1 &gt; IR1 &gt; IR2</i></p>
<p>You do not want to miss the next report to be issued, and you would like to know when it will be released. Go to the Business Calendar and look for the date of the next report release.</p>	
<p>Recently you read an article about John Doe, the Chairman of the Board of Company X, and you think you remember him serving on the board of directors for The Company. Go to the Board of Directors listing and look for information about John Doe.</p>	
<p>When you first came to the &lt;web site name here&gt; Web site you noticed the title of a press release on the homepage about The Company having a strong performance for 2003. Find and read that press release.</p>	

**Exercise 2: PR Focus:** You are a journalist who is preparing an article about The Company’s recent expansion of products and services and have just received a notice of a new press release from The Company.

<p>You have just received a notice that The Company has a new press release about the The Company’s venture capital division. You have a link to the &lt;web site name here&gt; homepage. Locate and read this press release.</p>	<p>(Record clickpath here:)</p>
<p>On your way to the press release, you noticed a header that read “Press Kits.” This is a new feature you have not seen before on this Web site. Find the Press Kits and learn more about new retirement planning opportunities.</p>	
<p>Since you are preparing a story on The Company to be published in the next few weeks, you want to know if anyone from within The Company has recently made any presentations or published any articles. Find what has happened most recently and keep yourself up-to-date.</p>	
<p>Part of your upcoming article needs to include information about the company’s recent performance. Find the Q4 2003 report and review it.</p>	
<p>Since The Company offers so many products and services, you need to represent them correctly in your article. In the Q4 2003 report valuation ratios were discussed. Find a definition of valuation ratios.</p>	

**Exercise 3: Potential Investor Focus:** You are an individual investor and are thinking about buying shares in The Company, but would like to know more about The Company before you decide.

<p>You previously invested in mutual funds through your bank, but now you are beginning to purchase individual equities. You are considering purchasing shares in The Company. Find the current stock price and the stock history.</p>	<p>(Record clickpath here:)</p>
<p>You want to know how The Company has done over the past year or so. Find the Monthly, Quarterly, and Annual Reports and review the latest quarterly report.</p>	
<p>You also prefer to invest in companies that are actively trying to improve themselves. Find the most recent press releases to see what The Company has been doing and read about their successful year in 2003 for charitable giving.</p>	
<p>Part of your decision to invest in a company is based on how that company does business and conducts itself. What is The Company's mission and their core values?</p>	
<p>Finally, you want to know more about all of The Company's different divisions. What are The Company's different divisions? How are they related? Read more about 401(k) services, because they handle your employee retirement account.</p>	

## FINAL QUESTIONS

1. Both the Investor Relations main page and the Press Room main page have important contact information. If you were on a page within those sections (e.g., Stock Price and History or Press Releases), how would you return to the main page without using the BACK button on your browser?

2. On the Financial Reports page, there are links on the right side that will jump you down the page to the Monthly, Quarterly, or Annual Report sections. Is this important for you? Did you realize that those links would keep you on the same page? Would it be easier if those links were arranged horizontally near the top of the page?

3. Some of The Company's enterprises maintain their own press releases; those press releases do not appear in the listings or archives on this site. If you needed to read a press release from one of these enterprises, where would you expect to find links to those press releases on that enterprise's Web site?

4. If you were visiting this Web site because you were interested in applying for a job at The Company, which page(s) would find it most useful to find a link to a listing of available jobs?