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Exercise Files for the lynda.com course on

Foundations of UX:
Usability Testing

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Contents

Example Schedule

Planning for a study starts several weeks in advance. As the team gets more familiar with the process and as you start building a larger database of potential participants, you can reduce the lead time, and even potentially start running your participant sessions in one day. However, to start with, I suggest you follow this schedule.

Overview schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Recruit participants	Recruit participants	Recruit participants	Recruit participants	Recruit participants
Week 2		Send task list to team for review			
Week 3		Book time for team to attend sessions			Check tasks work with system
Week 4	Reconfirm participants	Set up room Run sessions	Run sessions Team debrief	Produce report for team	

- Recruiting participants will probably have to happen in among your other normal tasks. You might even have to make calls in the evening in order to contact people who are at work during the day. Send a follow-up email as soon as you get off the phone with suitable individuals.
- Make sure you get the team's buy-in by sending out the list of research questions in plenty of time for them to comment.
- Put meeting requests in the team's schedule for each participant session. Make it clear that you expect them to attend, plus bribe them with cookies or pizza in the observation room.
- If you are using a live system, check that the tasks you want participants to perform are achievable shortly before you plan to run the sessions.
- Reconfirm with each participant the day before the sessions. This is a good reminder for them and also gives you time to reschedule if participants say they can't make it.
- Set up the session environment, run the sessions, and do a debrief with the team. Details are shown below.
- Quickly produce a report after the sessions and debrief– nothing fancy, just a synopsis of what happened and what the team said they'd do about it. Get this out to the team the day after the study. Speed is more important than a polished report because they'll be making fixes based on what they saw anyway.

Study session schedule (Tuesday and Wednesday of Week 4)

9:00	Setup time	Session 3
9:30		
10:00		
10:30		*System reset*
11:00		Session 4
11:30		
12:00	*Lunch*	
12:30	Session 1	*Lunch*
1:00		*System reset*
1:30		Session 5
2:00	*Time to fix things*	
2:30	*System reset*	
3:00	Session 2	
3:30		Team debrief or additional session
4:00		
4:30	*Time to fix things*	
5:00	*System reset*	

- Schedule in time to fix anything that is wrong with the task list or the system after the first and second session.
- Reset the system (clear cookies, cache, remembered passwords, etc.), tidy up the room, and put your task sheets back in order after each session.
- The fourth time block on the second day is for the team to compare notes and decide on the priority of the issues they saw. If necessary, you can use this time instead for an additional session if a participant canceled at the last minute.

Test Plan

Make a single document that you can quickly refer to for each study you run. The test plan links off to other documentation such as the persona description (if you have one), the recruitment screener, and the session schedule. The test plan is useful to gather your thoughts before the study happens and as a summary after the study is finished.

Session dates: Tuesday 23 July, Wednesday 24 July
Number of participants: 5 + 1 spare
Session duration: 90 minutes

Study goals

- Find out whether the "Care Tips" section of the site is discoverable, and whether participants can find accurate/useful information within it.
- Find out whether the Build Your Own Bouquet feature works.
- See whether participants can successfully create a custom arrangement.
- See whether participants notice the new dynamic price control in BYOB.

Participant scheduling

- We will be doing the recruiting in-house, calling at lunchtime and 6 pm to reach potential participants.
- Using this persona description. [Link to persona description]
- Using this recruitment screener. [Link to recruitment screener]
- Each participant will receive a gratuity of $75.
- The session schedule is available here. [Link to schedule]

Environment setup

- Watch sessions from the observer room. [Conference Room 2]
- Sessions will take place in. [Conference Room 1]
- We will set the room up with a regular desktop machine
  - 21" monitor, with resolution set to 1920x1080.
  - Firefox will be the default browser
  - We will place an icon on the computer desktop that links directly to our site's home page on the test server [test.hanselandpetal.com].
- We will use screen-sharing software to display the participant image on the observer PC screen.
- On the observer side we'll use the projector in Conference Room 2 to display the participant screen large enough for everyone to see, and we'll plug powered speakers into the conference room PC so that the participants' comments are easy to hear.

- We will be using the code hosted on the pre-production server [test.hanselandpetal.com]. Code check-ins to that server will be frozen from Friday before the study until after the last participant session on Wednesday.

Tasks to perform

- The research questions and task wordings [Link to observer-side task list] will be sent out for comment two weeks before the study dates.
- We will ask post-session interview questions [Link to list of questions].
- We will hold a team brainstorm meeting to ensure these are still the right tasks and questions, based on log file analysis, customer complaints, and new functionality that is being added.
- During the study we will use the think aloud protocol. We will have minimal interaction with the participant until the post-session interview questions.

Pilot session

- We will run a pilot session with a staff member on the Friday before the study, to check that everything needed for the tasks is achievable with the pre-production code.

Study Checklist

Planning a study isn't hard. There are several tasks you need to perform in advance, but other than the recruiting process they are all things you do already. The day before the study, you need to reconfirm each of your participants, and make sure you have all the paperwork in place for when they show up.

Two to three weeks out:

- [ ] Recruit participants, and send confirmation email

One week out:

- [ ] Schedule team members to observe and for wrap-up meeting
- [ ] Schedule room so it isn't booked when you need it (& observer room)
- [ ] Get participant incentives (cash, gift certificates)

Day before:

- [ ] Call participants to reconfirm
- [ ] Give participant list to reception, with number to call when participants arrive
- [ ] Keep copy of participant list so you know who to expect and when
- [ ] Task list (observer copy) printed, enough copies for all observers
- [ ] Task list (participant copy) printed, and spare copy
- [ ] Moderator script printed
- [ ] Consent form printed x6
- [ ] Non-Disclosure Agreement (NDA) (if required) printed x6
- [ ] Post-session questions printed x6 (write answers directly on sheet)
- [ ] Participant gratuity signature form printed

Session Checklist

On the day of the study, make sure that you have all the relevant pieces of paper ready, that you have the participant computer set up correctly, and that the observer room can see the participant computer screen and hear what the participant says. Ensure you have gratuity cash or certificates to give to participants.

Pre-session:

- ☐ Task list (participant copy)
- ☐ Moderator script
- ☐ Consent form
- ☐ Non-Disclosure Agreement (NDA) (if required)
- ☐ Screen-sharing software started, minimized, observer side microphone muted

In-session:

- ☐ Follow moderator script, and get Consent Form (& NDA?) signed
- ☐ At end, get questions from observers, and ask post-session interview questions
- ☐ Give participant gratuity, and get participant signature on gratuity receipt form

Post-session:

- ☐ Check in with observers to answer questions and ensure common understanding
- ☐ Clear browser cache, cookies, and remembered passwords
- ☐ Remove any items from test user shopping cart/account
- ☐ Clean up participant area
- ☐ Put out fresh water for next participant
- ☐ Put participant task list back in correct order
- ☐ File participant paperwork

Participant Recruiting Screener

This example screener contains the type of questions you'd ask in a recruiting call to find usability test participants. Change the questions in the screener to meet your recruiting characteristics. Try to ask the most important questions first; then if a candidate doesn't meet the most important criteria you can end the call faster.

Session dates: Tuesday 23 July, Wednesday 24 July
Number of participants: 5 + 1 spare
Session duration: 90 minutes
Incentive: $_______ per participant

Criteria summary (recruiter's eyes only):

- Active online (30 minutes to 2 hours online/day)
- Regular online purchaser (1 x month to 2 x week)
- Age 25-55 (recruit a range within these boundaries)
- Mix of male/female respondents

Call script:

Hello, please may I speak to [name from recruiting list]? My name is [your name] and I work at [company name]. I'm calling because you expressed an interest in helping us with our research. This is not a sales call. We are trying to find people to help us evaluate our [website/product]. We would want you to spend about an hour and a half providing feedback on your experience using [some web pages/the product]. We use this type of feedback to improve the [site/product] for all our customers.

To thank participants for their time we offer a $______ cash incentive.

Would you be interested in taking part?
Yes: Continue
No: Thank them for their time, terminate call

That's great. The study will take place in [general location, like "downtown Seattle"] during the day on Tuesday July 23rd and Wednesday July 24th. Would you be available on one of these days?
Yes: Continue
No: Thank them for their time, terminate call

I'd like to quickly determine whether you are a good match for this particular study. Is now a good time to ask you a few questions?
Yes: Continue
No: Arrange time to call back

Questions:

1. What is your occupation? ______________________________________ [write in]

   If occupation is in one of the following categories, thank them for their time, and terminate call without reading decline text.
   - Computer related (computer technical support, developer, software company, IT department, etc.)
   - Marketing related (marketing, market research)
   - Design related (interaction design, usability, web designer)

   We will not use these individuals for future studies because they are likely to be too experienced, aware of our methods, or a competitor.

2. Which of the following age ranges are you in? [circle answer]
   a. Under 25
   b. 25-35
   c. 36-45
   d. 46-55
   e. 56-65
   f. Over 65

   If (a) or (f): Thank them for their time, read decline text, and terminate call.
   Otherwise: Recruit a mix of ages. Continue if appropriate.

3. Which of the following best describes how much time do you spend online each day, not including email or Facebook? [circle answer]

   We care about browsing activity, not social media or email usage.

   a. Less than 10 minutes
   b. 10-30 minutes
   c. 30-60 minutes
   d. One to two hours
   e. Two to four hours
   f. More than four hours

   If (c) or (d): Continue.
   Other answers: Thank them for their time, read decline text, and terminate call.

4. How often do you buy something online? [circle answer]
   a. less than once a month
   b. once or twice a month
   c. once or twice a week
   d. several times a week

   If (b) or (c): Continue.
   Other answers: Thank them for their time, read decline text, and terminate call.

5. …and so on. Ask questions in decreasing order of importance. Ask as few questions as possible to qualify people.

Accept text:

That's great. It looks like you meet the criteria for this study. Now, which of the following times would work best for you? [circle answer]

As you recruit more people, you'll start asking, "Can you attend on [date] at [time]?" Fill the "spare" session last if possible.

Tuesday 23 July	**Wednesday 24 July**
	9:00 – 10:30
12:30 – 2:00	11:00 – 12:30
3:00 – 4:30	1:30 – 3:00
	3:30 – 5:00 (spare)

Just so that we can prepare if necessary, do you have any accessibility requirements? ______________________ ________________________________ [note requirements]

I will send you an email confirming this time and giving you directions to our offices. What email address should I use?

____ [email address]

Also, is this the best telephone number to contact you on if necessary?

____ [best phone number]

If you have any questions, or if you don't receive the email from me by tomorrow, please call [your number] so that we can get things sorted out. Again, my name is [your name]

One last thing - do you know anyone else who might be interested in participating in this type of research? If you do, I'll send you an email that you can forward to them explaining how they can sign up.

Decline text:

It looks like you wouldn't be a good match for this particular study, but I'd like to keep your details on file in case we run another study that would better suit your characteristics. Would that be OK?

One last thing - do you know anyone else who might be interested in participating in this type of research? If you do, I'll send you an email that you can forward to them explaining how they can sign up.

Immediately after call:

- ☐ Transfer responses from this sheet to participant details spreadsheet.
- ☐ Send confirmation email to participant.
- ☐ Send friend recruitment email to respondent if applicable.

Participant Directions Email

Participants will need very clear instructions on where to go, at what time, and what to bring with them. It's also worth reiterating the fact that they will be paid for their time. Remember to also call each participant to confirm their attendance the day before the study.

Dear *[________________]*

Thank you for agreeing to participate in a product study for us. In return for your participation, we will give you a $_________ gratuity.

Date + time.
Your session is scheduled for *[Time]* on *[Day, Date].*
Please plan on arriving 5-10 minutes early.

Where to go.
The study will be held at
[physical address]

[Add directions, public transport options and/or where to find parking places. Mention if they can use visitor parking or if you will reimburse a local parking garage]

When you arrive at reception, please ask for *[Name]*.

Things to bring.
Please bring this email with you.
Please remember to bring your glasses if you need them for computer use.

If you have questions, or are running late on the day, please call [Phone number].

Thanks, and we look forward to seeing you,
[Your name]
[Your e-mai address]
[Your phone number]

Moderator Script

The best way to make sure you give the same information to all of your participants is to use a script. It feels a bit weird reading from a piece of paper, but once you acknowledge that weirdness, everything is easier.

Feel free to change the wording of this script so that it sounds natural when you say it. However, remember not to use words like "test," "subject," or "evaluate."

You'll notice there are six main parts to the script:

1. Introduction and putting the participant at ease ("This isn't a test of you")
2. Paperwork (permission form, NDA)
3. Description of what the session is about
4. Ground rules (taking a break, think out loud)
5. Session (perform the tasks)
6. Wrap-up (questions, thanks, gratuity)

I've found it helps to give participants the information in this order. If you give them the ground rules any earlier in the process they'll forget what you told them by the time they start working through the tasks. Make sure any changes you make to the description don't interfere with your tasks. For instance, if you have a "first impressions" type task, then telling people what the session is about before they start will color the first impressions they have.

Like I said when I met you in reception, my name is [____________________] and I'll be running this session with you today.

[Introduce observers if they will be in the same room. If you have more than 2 observers, put ALL observers in a different room with screen and audio feed] [____________________] and [______________________] are some of my colleagues who'll be watching what we do today.

First of all, thanks for agreeing to come in. I really appreciate it. We should be here for about [an hour and a half] today.

If you don't mind, I'm going to read the next couple of things from my script to make sure I cover everything.

This company is building a [website/app/product] and we want to find out if it works for real users – people like you.

This isn't a test of you. There are no right or wrong answers. Instead, you are helping us to test the [site/app/product]. So, please be honest – you won't hurt the developers' feelings.

[If observers are in a different room] A few people from the team will be watching a copy of your screen during the session. We put them in a different room so they don't disturb us. They will be able to hear what we say, but they won't see us.

Before we start, I've got a little bit of paperwork.
[Consent form] This consent form sets out what we will and won't do with the information you give us today. Please read it through and then sign at the bottom. Today's date is [____]
[NDA if necessary] Because we'll be working with a product that hasn't been released yet, I'd like you to sign our non-disclosure agreement as well. It says that you won't talk to anyone about what you've done today. Again, read it through and then sign it at the bottom.

Today, we'll be working through some scenarios on the computer.
[Paper prototype] We haven't built the real product yet. Instead, today we'll be working with sketches of how it might look. This way we can get your input while it's still really easy to make changes.

[Early code] This product is still being built, so it might not always work properly or provide the right information. If something unexpected happens, don't worry, you didn't break it. I'll be here to let you know what to do in those situations.

If you need to take a break at any point, just let me know. If there are any questions that you don't want to answer, again, just let me know. There's water here for you as well if you want it. Do you have any questions before we begin?

There's one thing you can do that will really help me as we go though the session today, and that is I'd like you to think out loud. By that, I mean while you are working with the [site/app/product] I want you to tell me what you're thinking as you go along. For instance if anything acts differently than you expected, or if you are trying to work out what to do next, say those things out loud.

I'm going to be giving you things to do with the computer. I'd like you to go as far as you would if you were working on your own. I will be right here, but I might not be able to answer your questions. When you are done, say "I'm done" or "I would stop here."

OK, let's start. The first thing I'd like you to do is read this out loud and then go ahead and do what it says. *[hand first task to participant]*

[After first task] Thank you. Now let's move on to the next one.

[During tasks, if necessary] Please remember to think out loud

[After all tasks] Thank you. Your feedback has been very helpful. Do you have any questions for me about what you just worked with?

If you don't mind, I'm just going to check with the team members who were watching to see if they had any questions *[get team members to give written questions to you]*

OK, we're finished. As a way of thanking you, I'd like to give you a gratuity. Can you please check that this is the right amount, and then sign for it? *[Hand participant gratuity envelope and receipt sheet]*

Thanks once again. If you're ready, I'll take you back out to reception. *[check that participant has coat, bag, etc. with them before they leave]*

Consent Form

Asking participants to sign a consent form makes it clear to everyone involved that this is a serious undertaking. The consent form lays out the behavior that the participant can expect from you and your colleagues. It is as much a promise by you to treat the participant well, as it is consent by the participant to take part in the study.

Your Company Name
Your Company Address

Consent

We are asking you to participate in a study to help us improve our products. For this participation you will be given compensation of $______________.

Study description
In this one and a half hour session we will solicit your comments and feedback in an interview. We will also ask you to perform tasks with one or more websites.

Data collection, audio, and video recording
We may collect data from this session using manual or automated systems.
Audio, video, and screen captures of the study session may be recorded.

How we use information from this study
The primary use of these recordings is to assist in our subsequent analysis of the session. We may also use anonymous segments of the recordings to demonstrate user sentiment, for instance in the form of edited video clips or participant quotes.

Except for any recorded image of you, participation in this session is anonymous. No personally identifying information will be used in conjunction with session details other than to keep an administrative record and to perform data analysis.

We will not share personally identifying information with third parties that would allow those third parties to identify you.

Consent
I agree to participate in this study. I understand that this study session will be recorded and consent to the use of the information and images created during this study as described above.

Accepted and agreed to:

Signature: ____ Date: __________

Print Name: ____

Address: ____

City and State: ____

Phone Number: _______________________

Task List, Participant Copy

Print each task on a new sheet of paper. We condensed the example tasks on to one sheet here. Print using a larger-than-normal font size so that people with poorer eyesight can still read the tasks.

The first task is a "first impressions" task.
The second and third tasks are exploratory.
The fourth task is a directed task.

Double-click on the "Web Site" icon on the computer. Take a couple of minutes to tell me what you think the site is about and what you can do on the site.

Feel free to scroll around, but please stay on this page for now.

------new page-----

A family member is recovering from surgery. Find a suitable gift for them on the Hansel & Petal site.

------new page-----

You recently received an orchid as a gift. You know it came from the Hansel & Petal shop. You want to know how to look after the orchid. Find out what conditions it likes and how often it needs to be watered.

The tag on your orchid says it is a "Dendrobium"

------new page-----

Use the Build Your Own Bouquet feature to create a custom arrangement for a friend. You know your friend likes all colors of Alstroemeria (Peruvian Lily) and loves daisies. You want to spend less than $50.

Observer Information and Annotated Task List

The observer version of the task list contains more information. You won't be able to talk to the observers during the session to tell them why the task is written the way it is, or what it hopes to achieve. Instead, you put that information on their version of the task list. Observers can write notes on the pages. Putting the session and debrief times on the front page makes it more likely that they'll show up at those times.

Thanks for coming to watch the studies today.

Please help out by:

- Taking notes. There is space under each task on the subsequent pages.
  - Participant quotes are really helpful.
  - Describe what happened when participants had issues.
  - Try to stay away from solutions at the moment.
- Writing down any questions you want to ask the participant. We'll collect these at the end of the session.
- Actively observing. It's not like TV – please give the session your entire focus.
- Eating the cookies we've provided. If you don't, I'll have to.

Bring your notes to the debrief meeting. We'll prioritize the top issues together and work out what we plan to do about them.

Session times:

Tuesday		12:30	3:00	
Wednesday	9:00	11:00	1:30	3:30 (if needed)

Sessions last around 1½ hours.

Debrief meeting:

Wednesday	3:30

Double-click on the “Web Site” icon on the computer. Take a couple of minutes to tell me what you think the site is about and what you can do on the site.

Feel free to scroll around, but please stay on this page for now.

- -

Observer notes:
Warm-up task to help the participant get comfortable with talking

Task questions:

- No specific questions, but note the items that participants mention seeing first, and the ones they talk about most.

A family member is recovering from surgery. Find a suitable gift for them on the Hansel & Petal site.

\- -

Observer notes:
Task to get familiar with the site. We will stop the participant before checkout.

Task questions:

- Is site browsable? Do navigation elements help users find the areas they are looking for?
    - o Was search used? Search term?
    - o Was navigation used? Which pieces?
    - o Was content/promo information clicked? Which pieces?
- Does information on the site help convince users to purchase?

You recently received an orchid as a gift. You know it came from the Hansel & Petal shop. You want to know how to look after the orchid. Find out what conditions it likes and how often it needs to be watered.

The tag on your orchid says it is a "Dendrobium"

\- -

Observer notes:
This is intended to explore the "Care Tips" section of the site.

Task questions:

- Can participants find the information?
  - o Do they use navigation or search?
  - o What words do they use to describe what they are looking for?
- Is the content arranged in a way that non-experts can identify key information?
- Do participants leave with the right information?

Use the Build Your Own Bouquet feature to create a custom arrangement for a friend. You know your friend likes all colors of Alstroemeria (Peruvian Lily) and loves daisies. You want to spend less than $50.

- -

Observer notes:
We specifically need to test the new "Build Your Own Bouquet" feature. That's why we used those words in the task.

Task questions:

- Is the Build Your Own Bouquet feature easy to find in the navigation?
- Can participants successfully create an arrangement?
- Do they notice the dynamic price control?

Post-Session Interview Questions

After a session you are likely to have questions related to what the participant did during the study, and also questions about how this compares to their regular life. There are specific ways of asking these questions that reduce the possibility that you will bias the participant.

Taking participants back in time

If you want to know more about what a participant was saying or doing while they went through a task, it's OK to take them back through that task either in their heads or using the computer. When you get to the part you were interested in, ask them what they remember about that part of the task. The less prompting you give them, the more likely it is that the words they use will be their own rather than something you guided them into saying.

> "Let's go back to the Build-your-own-Bouquet tool. Now, I noticed that when you came here in the study, you first clicked on the help text. Can you tell me more about that?"

> "When you were looking for care instructions for your orchid, you started in the orchid area of the site…" [just tail off your sentence, the participant will pick up and start talking]

Comparison with current life

You might instead be interested in how this task compares to how they do something similar in their normal lives. It's fine to ask questions that get people talking about their regular approach to a task.

> "Tell me about the last time you bought flowers online in real life."

Often, they'll draw comparisons without you even needing to ask them. If you do need to ask, be sure to use neutral terms. Don't say "did you prefer the task today to your normal approach." Instead, ask

> "How does the task today compare to your normal approach?"

This is much more neutral and allows the participant to tell you what they really think rather than what they think you want to hear.

Satisfaction

If you want to gather satisfaction metrics, it's best to ask for satisfaction at the end of the relevant task. Normally we ask people to give us a rating on a 5-point scale, using words like

> "Can you rate your experience on a five-point scale where 1 is very dissatisfied and 5 is very satisfied."

It's important to follow up with a question like

> "Can you tell me why you gave the task a [whatever number] rating?"

Listen, probe, validate

The aim is for your participant to be doing all the talking. You can guide them towards areas you are interested in by asking follow-on questions such as

> "Tell me more about that." or "Does that happen in other situations as well?"

The probing helps to focus on the things you really care about. Once you have your answer, validate what you heard by summarizing it or repeating it back to the participant. You can say something like

> "What I think I hear you saying is..." or "So let me check, you're saying …"

By listening, probing and validating you can make sure that you've captured the information you need and understood the participant's perspective properly.

Gratuity Receipt Form

You must keep track of the money you use for studies. The easiest way is to have a simple form that participants sign when they receive their gratuity at the end of the session.

Your Company Name
Your Company Address

Gratuity Receipt

I confirm that I have received compensation in the sum of $___________ for participation in a product improvement study.

Signed	Name	Date

Report

Your report should be short and sweet. All the study details exist in the test plan document, so rather than repeating them just link to that document. One of the best report formats is to show screen shots with call-outs saying where participants had issues or did well, what their quotes were, and what you plan on doing about it.

Session dates: Tuesday 23 July, Wednesday 24 July
Participants: 5 people fitting our [persona name] persona (3 female, 2 male)
Session duration: 90 minutes
Study setup: See the test plan
Tasks: See the task list

Study goals

- Find out whether the "Care Tips" section of the site is discoverable, and whether participants can find accurate/useful information within it.
- Find out whether the Build Your Own Bouquet feature works.
- See whether participants can successfully create a custom arrangement.
- See whether participants notice the new dynamic price control in BYOB.

Top priority issues:

Build-a-bouquet process worked better than before, but dynamic price generator still isn't clear enough. "I need to know on this page how much it will cost, because I'm scared it will lose my preferences when I click next" (participant 2), and "How much will this cost? I see the price per stem. Do I have to do the math myself?" (participant 4).	No design decision yet.
Carousel image on home page drew attention but didn't inform. Pictures in the carousel didn't help participants understand the breadth of offerings.	Decision: Put category labels on each image to show breadth of site content.
It's not clear that participants differentiated between the homepage areas showing "most popular" and the "event" bouquets.	Decision: Change "Bouquets and Arrangements" label to "Special event arrangements."

Other findings:

Care tips section works well once people find it. However, 4/5 participants first went to the purchase location for orchids.	Decision: Place prominent links in purchase location directing people to care tips.
Shopping basket design works better now we show price as part of the link. Participants commented that seeing the dollar sign drew their eye to that area.	No change needed
Confusion about terminology: Florists not seen as "designers"	No decision to change at this point. Want data from more participants first.
New logo received unsolicited positive comments from 4/5 participants.	No change needed – good job!

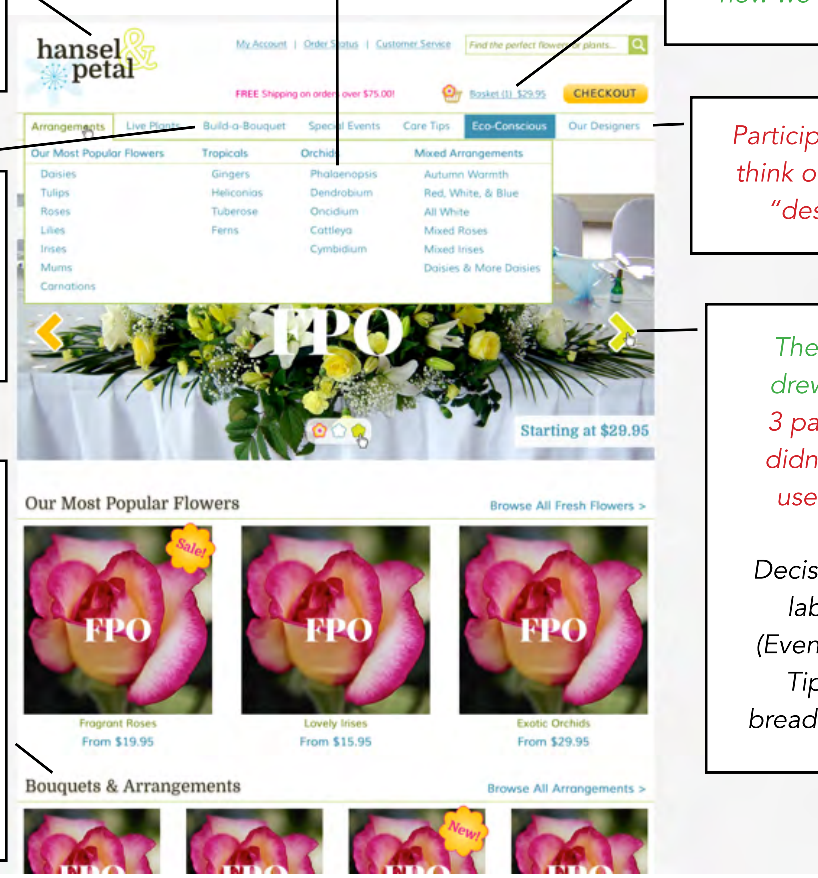
Four participants first went to Arrangements/Orchids in order to find care tips. Once here, tips were found easily. *Decision: link to care tips from arrangements.*

4/5 commented positively on the logo. "The site picture is cute" "I like the play on words"

Shopping basket design works better now we show price.

Participants didn't think of florists as "designers"

Build-a-bouquet was easy to find despite not being in the arrangements menu



The rotating image drew people's eyes. 3 participants said it didn't give them any useful information.

Decision: put category labels on images (Events, Orchids, Care Tips) to show the breadth of site content.

It's not clear that participants differentiated between most popular and the "event" bouquets.

Decision: Label as "Special event arrangements"