

User	Metrics			Questions		Tasks			Open-ended question: Can you find something on this website that helps you evaluate how good you are at protecting your personal info when browsing online?
	Success rate (Yes/ No)	Number of wrong clicks (>1)	Time taken for both tasks (>4 mins)	What do you think you'll find on this website?	Why would you find yourself on this site, if at all	Find a quiz that determines your current online security needs	Find me an article that informs you about fraudulent activity online	Were the tasks difficult? Why?	
Lane	Yes, Yes	4	>5	Hero image text keeps changing so its confusing what they offer. Since the first thing I saw was "We protect your parents", I thought they offered security guards	Only if I had a serious breach that would result in a loss of money or if a criminal had stolen my identity. Would only come as a reactive measure as opposed to being proactive.	- Clicked on Personal in nav bar > "How to evaluate". Did not find a quiz but a checklist - Was overwhelmed by how long the dropdowns are in the nav bar - Clicked on Resources in header just because it feels like thats where everything else is dumped on a poorly made website	- Clicked on News in nav bar> "Press Release" - Clicked on Personal in nav bar> "Resources" and didn't find an article where the icons were under "Additional resources" - Didn't notice articles under Blog categories because icons on the left were more attention grabbing	- Frustrating because I knew the quiz and articles existed on the website given the task but it was not easy to find - Wouldn't think a quiz would be available on this website	N/A
Tauhid	No, Yes	3	<5	Something to do with identity theft, not clear exactly what	- Wouldn't come to this website ever. It looks very scammy. - The information on the website under theft categories aren't informative - don't have many facts or figures - Pictures look like stock photos and not personalized for the topic or website - Would rather call my bank if money was stolen as a result of identity theft or call the police if there was a more serious online security issue	- Looks under every nav bar option quickly and then starts scrolling on the homepage to see if there is any link to a quiz - Clicked on "Personal trial" on homepage - Gives up	- Clicks on "Personal" in nav bar> What is Identity Theft? - Clicks on "Personal" in nav bar> How it works - Clicks on "Personal" in nav bar> Credit card fraud. Assumes the page is an article - Clicks on "Business" in nav bar> Resources> Featured post. Didn't think to click under Blog categories since the Featured post had a picture - Didn't think to click on "Resources" on the header because it sounds like it would provide info on who to contact or steps to take for recovery	Yes, because I couldn't find anything relevant to the task on the website homepage or menu options	- I think I need to look for a test that determines how protected my PC is currently - Clicked on Personal & Business in nav bar, didn't find anything related. - Was overwhelmed by the number of options in dropdown. - Scrolled on the homepage and didn't find anything that would help evaluate how good my current protective measures are - Gives up
Ruth	Yes, Yes	6	>5	If someone has stolen my identity, I would go to this site. I assume it'll tell me my social security number, credit card info, family members, etc.	I would come on this site only to see if there are any flaws in my security like if my security is weak, it would tell me.	Uses main navigation to look for the quiz. Rolls over each navigation menu and can't find it. Goes to "How to Evaluate" under Personal tab. Finds Identity Force Checklist, Clicks "Resources". Doesn't realize the Quiz is on that page. Goes back to the "Identity Force Checklist". Goes back to "Resources" and reads Blogs, but finds Quiz link.	Uses the navigation bar to look through options. Clicks "Press Reviews" under "News and Events". Gives up.  Goes back to the "Resources" page and click Blogs. Finds an article under Data Breach and Technology.	Kind of, I wasn't sure where everything was.	N/A
Jonah	No, No	4	<4	I would come here for identity theft protection	I would come here if my identity got stolen	Assumed he could access quiz from the main navigation bar, and gave up after about 1.5 minutes. Said that it was too difficult to find	The user went to the Personal section on the navigation bar and assumed he was there at the articles page.	Yes, because they make no sense, why would I need to look for identity protection	N/A
Melody	No, No	5	>5	I think I would find information on technology, business, and how to protect it	I would come here to protect my business and my social security number	Searches home page by looking at navigation bar and then scrolling all the way down to the footer. Scrolls back up and selects "Personal", then resources. Gives up.	Uses the navigation bar and selects "news and events". Scrolls page and isn't able to find anything, so goes back to home page. Tries "personal" and "resources". Gives up.	I found the tasks to be difficult because certain things on the website are hard to find. It's not organized right.	N/A
<b>Usability Test Plan:</b> - <b>Method:</b> Unmoderated, quantitative/ qualitative, observation/ interview, remote - <b>Metric:</b> Time taken to complete task, Number of wrong clicks to complete task, Task success rate - <b>Goal:</b> The goal is for 5 users to find resources that will help them evaluate their current online security needs and inform them of ways to protect their personal info online in under 4 mins with one or no misclicks.									

