

# Usability Test Report

## Results

Testing for the website Farmur took place on the dates of 7-27 and 7-28 of 2013. The test was revised after a run-through in class and was reorganized to simulate a more realistic flow a user might take through the site. Overall, the results showed many positive reactions and strong user interest in seeing a finished product. Users suggested minor changes to enhance the available data and layout in particular pages. Most users didn't locate the hover-activated menu, but all thought they would have found it at some point during their exploration.

Many of the users tested found that they were very interested in the topic as it was presented and they found that they would like to see even more information presented. For example, on the page titled "Industrial Waste & Consolidation Part 2," one user wanted to know if these were U.S. companies. On the same page, two other users asked whether the format could be changed to show the trend from the last ten years instead of just one year. These suggestions, if implemented, would improve the messaging and overall clarity of the subject matter.

One point of confusion for users had to do with the usage of question marks throughout the site to indicate "more information." Some users missed it entirely for a few pages, while others thought it would open a form of help. Most users seemed unsure as to what it should be changed to, and only two thought changing it to an "i" would make it clearer. All users eventually found the question marks when they needed them, but there may be a better way to indicate the type of information a user will find when they click it.

A few users suggested that names and labels within the site could be changed for more clarity. For example, one user suggested changing the page "Calculate & Plan" to "Calculate & Plan A Garden," in order to clarify what the user was calculating and planning. This same user suggested changing the "heavy" meal size label to "large" so that female users wouldn't avoid that option. Another user suggested changing the "Get Involved" title to "Take Action," since they often associate "Get Involved" with non-profits about to ask for donations. Lastly, one user asked why there were only "male" & "female" and no indication of transgender options on the calculate & plan page.

One last minor point of feedback for Farmur has to do with the target audience. Almost all users indicated they thought older audiences might get a bit lost if they were using the navigation. This is ok, since the target audience is 18-30 years old, but two people suggested that this type of site would be useful for high school and/or middle school students. It's may be worth it to broaden the age groups.