Usability Test
UnionStation.org

Test Preparation

Before asking testers to try to perform tasks during this test, I performed them myself.

For task one, I clicked "Plan Your Visit" in the main navigation bar. I quickly scrolled to the bottom and was able to find the "Guest Amenities" link under the Amenities and Transportation section of the Plan Your Visit page. Upon scrolling to the bottom, I was able to find out where wheelchairs are located and what is needed to use a Union Station one.

For task two, I returned to "Plan Your Visit" and found a table of admission information. In the table, I clicked on the "Buy Tickets" button that corresponded to Regnier Extreme Screen Theatre. The first item to pop up was Robots 3D, which runs from October 21 to April 2. And I scrolled down to find any other Extreme Screen movies that would play on November 25, 2015.

For task three, I selected "Add to Basket" which led to a page with a scrollable date selection tool. After selecting "Wed 11/25/2015" and "Add to Basket", another page loaded. On this page, I clicked "Up" until I reached the proper number of tickets and then "Add to Basket". When I realized I needed to still select wheelchair accessible seats, I clicked "Select Seats". This link only sent me back to the page I was previously on. Upon realizing there was no way to tell if wheelchair-friendly seats were available, I canceled the order. Instead of taking me back to the homepage, I was sent to a separate tickets page. When trying to return home, I clicked the Union Station logo, which only

refreshed the page I was currently on. After that failed to get me to the homepage, I resorted to clicking the back button several times, which led me back to the "Plan Your Visit" page.

For task four, I clicked "Contact" on the main navigation bar. From this page, I scanned the contact titles until finding the contact information for Visitors Relations.

Overall, these tasks were fairly easy but the difficulty occurred between the tasks. Many items were hard to find and instead of a straight line to a link, several steps had to be taken to complete each task. While the testers did not have many complaints with the site, there are easy fixes for every single UX problem the testers didn't even realize the site has.

Choosing Participants

Tester One: Sally Burkemper

Sally Burkemper is a 49 year-old Caucasian female accountant in Saint Louis, Missouri. Sally spends her free time playing Bunco with friends, volunteering for her church's fundraising activities, and making edible glitter and chocolate covered popcorn and candies. When asked what her split percentage of social media and browsing was, Sally replied, "I would say 20% on Facebook and 50% on the internet... I know that's only 70% but I don't really use any of it. I'm not on it very much, let's put it that way." This can be illustrated in this problem this tester had when trying to find UnionStation.org. In the Google.com search bar, Sally typed 'union station.org'. When the search results loaded, Sally stated that Google.com should understand when she didn't want spaces and corrected it for her automatically.

Because of the comments made during the preliminary interview with Sally, I decided she was a low-experience user. Not only is Sally a low-experience user, she is extremely outspoken and impatient. Sally rarely uses a computer for anything other than her email account and Microsoft Excel. Sally has also never been to Kansas City before and has never been to this site. This proved to be very helpful in knowing what is problematic with the site the user has no familiarity with and what makes the site difficult to maneuver for an impatient user.

Environment for Tester One

Location of Test

The test was located at Tester One's home in St. Louis, Missouri. This location was chosen because this is where the tester is most comfortable and does most of her browsing.

Physical Environment

Tester One sat at a desk in her living room in front of an old Dell desktop computer at 4:00 pm on Friday, the 16th. The desk had mail, food wrappings, and the contents of her purse scattered about- even on top of the keyboard, which she cleared off just for this test. A television was turned onto an Investigation Discovery crime drama at a low volume. Another distraction was Sally's son who sat on the couch shoulder and attentively watched Sally take the test.

Technical Environment

This tester used a Dell Dimension 2350 running on Windows 7 on a resolution of 1440 by 900. The tester's Internet used was Centurylink with 5MB bandwidth speeds

and the test was conducted using Google Chrome. The only browser add-on was for Pinterest.

Tester Two: Leon Burkemper

Leon Burkemper is a 48 year-old Caucasian male miner in Saint Louis, Missouri. In Leon's free time, he collects Allis Chalmers tractors, works with his son on his father's farm, and watches televised sporting events. Leon estimated he spends less than two hours a week using the internet. He favorite websites are: BankOfOldMonroe.com, EdwardJones.com, TractorHouse.com, and AllisChalmers.com. At one point during the interview proportion of this test, Leon proudly pulled out his flip phone with only twelve buttons and slowly typed out a text message. Upon closing the phone, he exclaimed, "Just like one of you kids!"

I decided Leon would be my second low-experience tester. Leon is patient and thinks about every decision and click made. While he has even less experience with technology, he views websites like puzzles. Because Tester One is impatient with technology and not open to figuring the unfamiliar site out, Tester Two would be a comparison for low-experience users and bring more problematic areas of the websites into focus.

Environment for Tester Two

Location of Test

The test was located at Tester Two's home in St. Louis, Missouri. This location was chosen because this is where the tester is most comfortable and does all of his browsing.

Tester Two sat at the same desk as Tester One in his living room at the same computer as Tester One at 9:00 pm on Friday, the 16th. Tester Two cleared the entire desk of any distractions, save for a glass of tea. The television was tuned to a baseball game but muted and had been turned away from the tester by his son, who was quietly eating ice cream.

Technical Environment

This tester used a Dell Dimension 2350 running on Windows 7 on a resolution of 1440 by 900. The tester's Internet used was Centurylink with 5MB bandwidth speeds and the test was conducted using Google Chrome. The only browser add-on was for Pinterest.

Tester Three: Dimitric Edwards

Dimitric Edwards is a 20 year old African American male student from Kansas City, Missouri. When asked his occupation and what he does during the day, Dimitric said, "I am a Supplemental Instructor for the Talent Development Center, I write for the yearbook, and back home I work at an ice cream shop. I play video games, host my podcast and I occasionally hang out with my girlfriend and friends." Dimitric has a long list of favorite sites, which focuses on the video game industry and the latest in sports news. This tester guessed his split between social media and Internet browsing would be a twenty-five percent and seventy-five percent split.

I decided Dimitric was a great high-experience user because of how familiar he is with the internet. As a very vocal and opinionated person, Dimitric would vocalize his thoughts during this test. Dimitric, a Kansas City native, is familiar with Union Station but had never been to their site.

Environment for Tester Three

Location of Test

This test was located at in a private study room in the library on campus. This location was chosen because this is where the tester spends most of this time outside of his dorm room, which was occupied by his sleeping roommate.

Physical Environment

Study Room L has an L-shaped desk, cabinet, and two chairs. There was nothing on the desk, save the tester's laptop, and there were no distractions of any kind in the room.

Technical Environment

Tester Three used a Northwest Missouri State University provided laptop, an HP EliteBook 840 running on Windows 7 professional on a resolution of 1366 x 786. The tester was using the wireless connection provided by the campus and used Google Chrome as the browser of his choice and had no browser add-ons.

Test Results

Initial Site Thoughts

Tester One Report

When loading google search page for UnionStation.org, Tester One was confused by the Kansas City Union Station title while looking for what she believed would just be Union Station. When clicking the correct link, the homepage for UnionStation.org loaded quickly but the main image under the logo was of Science City events. While Union Station and Science City are closely tied together, this confused Tester One as to

what the content of this site would be. Upon scrolling, Tester One had a better idea of what Union Station was about. A feature this tester pointed out as very helpful was a bar anchored to the bottom of the window which let the user know what exhibitions or areas that would be closed.

Tester Two Report

When Tester Two loaded UnionStation.org, he found the site very appealing. He quickly understood what the site was about and enjoyed the amount of content on the homepage. The areas of the homepage he found most interesting were the News and Explore the Station sections. Another feature this tester found helpful was how detailed the footer is for this site. The only part of the website this tester did not understand was the slideshow images near the header. Because the images look static, Tester Two believed the information he was reading on one of them was gone and he couldn't get it back. He said, "It changed on me. It just disappeared." Most of the time spent familiarizing himself with the website was spent on reading the copy on the homepage.

Tester Three Report

This was the only time the UnionStation.org homepage loaded slowly. The first time, the page did not load completely, but when the page was refreshed, the homepage loaded promptly. This tester appreciated the modular layout and color palette of the homepage. "Their changing thing [the image-changing buttons for the large images near the header] doesn't fit all the way unless I zoom out but it's neat and easy to read," said this tester.

Task One: Determine whether or not there will be a wheelchair available for her [your grandmother] to use during the visit.

Tester One

Answer: Yes

Completed: Yes

From the homepage, Tester One scrolled through the page to the footer to select "Guest Amenities" located in the About Us section. Upon reaching the bottom of the page, this tester completed the task.

Tester Two

Answer: Yes

Completed: Yes

Beginning at the homepage, Tester Two clicked "Plan My Visit" and then slowly scrolled through the site. Because there was no information on the left side of the website, this tester stopped scrolling at Parking Information and scrolled up once again. Upon reaching the top, Tester Two tried to click Senior (60+) in the Admission Information table. When realizing that was not a link but just a part of the table, the tester took one more jab at scrolling to the bottom. This time he realized the scroll bar had not reached the bottom of the page and then was able to see the Amenities and Transportation section, where he clicked "Guest Amenities" and was able to complete the task.

Tester Three

Answer: *Yes*

Completed: *Yes*

Tester Three clicked "Plan My Visit" and then quickly scrolled while scanning the page for any information. This tester quickly found Amenities and Transportation section, where he clicked "Guest Amenities". On this page, he was able to find the information needed to complete the task.

Recommendations to Improve UX for This Task

A Drop-Down Menu on the Main Navigation Bar

Heuristic: Recognition Rather than Recall

While every tester was able to complete this task, that doesn't necessary mean this proportion of the test was perfect. While all of the testers thought this task was performed quickly, only Tester One was able to complete this task quickly and without having to go through other pages or second-guess him or herself.

The easiest way to fix this problem would be to create a drop-down menu on the navigation bar so users do not have to do through the "Plan Your Visit" page to access a link to the "Guest Amenities" page. This improves the heuristic of recognition rather than recall. Instead of having to load different pages and click several links, adding a hover and dropdown navigation bar would reduce this task to only one click. Minimizing the user's need to guess where an item may be by making the items visible right away maximizes the user's time.

Layout of Information Changed on Pages

Heuristic: Error Prevention

Another fix, if drop-down navigation bars are not an option, is to change the layout of the "Plan Your Visit" and "Guest Amenities" pages. One problem the "Plan Your Visit" page has is the layout that has an uneven amount in the two columns of information the web designer created for UnionStation.org. The Discounts and Guest Amenities sections could easily be placed next to the Parking Information section. This change would fix any problem of a user not seeing the information right away or re-scrolling to the top. While this change seems incredibly small, this will prevent errors made by the user by not seeing all of the information right away.

As for the "Guest Amenities" page, even though there is much less information on this page compared to the "Plan Your Visit" page, each user still had to scroll to get their information. Tester Three commented negativity on the length of the lines of text used. To make the page more legible, the lines of text must be shortened and the information should be in a two-column format, such as the "Plan Your Visit" page.

Task Two: You want to see an Extreme Screen movie during your visit so you want to secure tickets in advance. Determine what is playing on Wednesday, November 25, 2015.

Tester One

Answer: *Jerusalem and Robots 3D*

Completed: *Yes*

Tester One was still on the "Guest Amenities" page from the first task and when prompted to find movie times and tickets, quickly went to "Events Calendar" on the

main navigation bar. When reaching the Calendar page, the tester had to be reminded the date of the scenario and, once again, quickly found what she was looking for. This tester appreciated the interactive calendar and how rapidly she was able to find her information.

Tester Two

Answer: *Jerusalem and Robots 3D*

Completed: *Yes*

Tester Two selected "Plan Your Visit" from the main navigation bar and went to the Admission Information table. This tester then selected the "Buy Tickets" button for the Regnier Extreme Screen Theatre. When trying to find tickets for November 26, this tester had some difficulty. At first glance, Tester Two did not see the run dates. When he realized the run dates were at the bottom right corner of each movie description section. Before selecting a movie, this tester sat for a moment and mentally went through the numbers corresponding to each month to make sure he was selecting a film that was playing in November. The tester then clicked "Add to Basket". When the next page loaded, this tester selected the scrollable date selection tool and clicked the down button six times to find "Wed 11/25/15". When seeing what shows were available for that date, he repeated the last few steps to see if any other movie was available for November 25, 2015. After seeing every Extreme Screen movies available for that day, he completed the task.

Tester Three

Answer: *Jerusalem and Robots 3D*

Completed: *Yes*

      From the Guest Amenities page, Tester Three selected "Plan Your Visit" from the main navigation bar. This tester briefly scrolled through this page and then said, "There are no events listed on November 25 on their Plan Your Visit page so I guess that means I have to click on the Calendar button." This tester proceeded to click "Events Calendar" on the navigation bar. On this page, Tester Three clicked the "Right Arrow" button on the calendar to get to the month of November and the selected the "25" button on the calendar to select the correct date. From here, he was able to see both movies playing on November 25, 2015 and complete the task.

Recommendations to Improve UX for This Task

Change the placement of and format that the dates are written when looking up available Extreme Screen movies

      Heuristic: Flexibility and Efficiency of Use

      An easy change would be to change the placement of the dates of show times when viewing the movies on the page the "Buy Tickets" button on the Plan Your Visit page leads the tester to. If this change could be taken even a step further, a sorting and filter tool could be used so the user could select dates or times for the movies so the user doesn't need to scroll or look at the dates. If this filter would be created and enabled, this tool would speed up the interaction of the user and caters to each individual's user needs.

If this tool can't be put in place, a way to ease the frustration of a user would be to label the runtimes as November 25 – January 1 instead of 11/25/15 – 1/1/16. This would also allow the user to move about the site efficiently and correct the heuristic problem this site has.

Task Three: Go through the steps of buying two tickets for an Extreme Screen movie on that day. Determine whether or not you can choose the actual seats so that you and your grandmother will have wheelchair-compatible seating.

Tester One

Answer: No

Completed: Yes

Tester One was still on the Events Calendar page when asked to determine whether or not she could choose the actual seats of the theatre. This tester was confused about the question, explaining that there was only a "More Info" button. She felt unsure if a user would be able to find seating information on that page or on the Plan Your Visit or Guest Amenities pages. I asked if she wanted to complete the task or not and decided to continue.

Sally decided to click "Plan Your Visit" in the main navigation bar. When scrolling through the page and selecting "Guest Amenities", Tester One was still unable to find any information. Sally then hit the back button until she was back onto the Calendar page and date she was previously on.

Tester One clicked "More Info" under Robots 3D and quickly scrolled through the page. Upon scrolling through the page for the fourth time, this tester realized there was a "Buy Tickets" button under the large promotional image. "When I first went in here I didn't see that. I guess it just wasn't there. They kind of have lettering running through it so it's kind of hard to see," said the tester. When selecting "Buy Tickets", the tester didn't understand why the ticket dates were reset to the date of the test. When interacting with the date selection tool, this user ran into the same problem as Tester Two during Task Three. Instead of quickly being able to select the dates of the movies, this tester had to click and scroll several times to find the right date. When selecting "Add to Basket", there was a slight hesitation, as if wondering whether or not this was the correct button. Tester One was starting to get annoyed at this step. "I'm at the place where I buy tickets and their preset is zero," said Sally. After clicking the "Up" button for the amount of tickets two times, the tester forcefully clicked "Add to Basket". When the ticket page loaded, the tester quickly skimmed over the page to find a place to select the seats. "At this point, I would have just closed the Internet and called them. This is ridiculous," said Sally. The tester's mouse hovered over these sections of the page in this order: Number of Tickets, Area, Price Type, To Pay, Commissions, Price, Total, My Tickets, the "Facebook Recommend" button, "Share" button, "Remove Item" button, and then "Select Seats". The tester exclaimed that she finally found it only for the page to load to the page she was previously on. This is when the tester explained that this task just couldn't be completed even though her answer was what completed the task. Instead of letting the tester know this, I examined how she tried to get back to the homepage. When the tester tried to exit the page, she first tried to click the Union Station logo. When this didn't work, Tester One resorted to hitting the back button

several times. When I asked her where she would find the number to call if she wanted to, she hovered over "Plan Your Visit" but changed her mind to click "Contact".

Tester Two

Answer: *No*

Completed: *Yes*

Tester Two had a different experience that Tester One. Starting from where this tester ending the last task, the box office area of UnionStation.org, Tester Two clicked "Tickets" on the navigation bar. While this is logical, this led the tester to a page with every ticket available for purchase. The tester then hovered over the items in the secondary navigation bar and selected "More...". A problem this tester has was when clicking this button, he was unable to tell if the website was responding because the buttons on the dropdown menu did not seem to be affected in the same way the other buttons in the navigation bar were.

The tester tried to click "Extreme Screen" anyway. Leon was surprised the button actually worked. From this point, he re-found the Jerusalem section of the page. "More info or add to basket. I wonder if I need to add to basket but I don't have a basket so how can I add to it," said Leon and clicked "Add to Basket". After selecting "Wed 11/25/15" once again in the date-selection tool, Tester Two clicked "Add to Basket". After clicking the "Up" button twice to select the amount of tickets he wanted, Tester Two expressed this opinions best in this quote, "I don't know were to go. I clicked tickets up there [in the navigation bar] but it led me to a completely different area. I'm guessing that's an entirely different thing but... I don't want General Admission seats, I want wheelchair access. But it's not letting me click it. I guess I'll just click 'Add to Basket' again."

When this page loaded, Tester Two slowly looked over the page and clicked "Select Seats". When the page the tester just left was reloaded, Leon made an audible, disappointed sigh. He then asked me if I designed this as one of my "artsy school project things" and said he didn't understand why I made it so confusing. Leon tried to remedy what he said by quietly stating, "Don't worry though, it really does look nice. I like the colors." That comment knocked me down a peg but I quickly explained UnionStation.org was a professionally made website. This seemed to disappoint him even more.

After returning to the last page he was on by clicking the "Back" button, he stared at the computer screen for a minute or so, scratching his head and completed the task by stating that there is not a way to select the exact seats he wanted.

Tester Three

Answer: *No*

Completed: *Yes*

Tester Three was on the Events Calendar page for the events of November 25,2015. The tester selected "More Info" under the Robots 3D section. Dimitric quickly found the "Buy Tickets" button and clicked it. When selecting the date using the drop down selection, Dimitric commented on how it was strange to go from a very interactive calendar to a chunky drop down style menu. He also commented on another item Tester One commented on. Tester Three seemed annoyed by the idea that the tickets were not automatically set to a minimum of one ticket. When clicking "Add to Basket" and loading the page, the tester completed the task by saying he was incapable of selecting specific seats. Tester Three said, "There isn't any information on handicapped seating. Also, I saw a senior discount earlier but I can't add that here. I'm

trying to save my money. It looks like I can't select anything other than general admission."

Recommendations to Improve UX for This Task

Make the "Buy Tickets" button more noticeable

Heuristic: Recognition Rather than Recall

Heuristic: Aesthetic and Minimalist Design

Tester one quickly scrolled over the "Buy Tickets" button on the More Information pages of Robots 3D. This button is comparatively small and the page is designed so that text is over the button. This makes the text extremely hard to read and the button less noticeable. While this makes the text difficult to read, the kerning and spacing of the text does not help make the text any more legible. To make the text more legible to the user, making the text have a combination of uppercase and lowercase letters rather than all uppercase and spacing the lines of text out, much like this paper, would make a significant difference. When looking at the image above, anyone can see the text is so much bigger than the text inside the button. Just making the button larger would fix any problem this page has.

Create a more interactive system for date selection

Heuristic: Flexibility and Efficiency of Use

Heuristic: Aesthetic and Minimalist Design

Heuristic: Error Prevention

The best way to illustrate the difficulty of the drop down date selection tool is the amount of clicking each tester had to do just to get to November 25. Each tester had to click into this tool three to six times. Instead of this tool, the drop down menu can be

replaced by a calendar similar to the interactive calendar that can be found on the Event's Calendar page.

This would affect the Flexibility and Efficiency of Use and Aesthetic, Error Prevention, and Minimalist Design heuristics by making the calendar simple and easy to use. Instead of several clicks and scrolling, a user would only have to click twice to find November 25. An interactive calendar helps users quickly navigate through the site and, because of the large red squares and clarity, could prevent errors occurred when selecting dates.

Change the icon of the "Select Seats" button

Heuristic: Consistency and Standards

When testers would try seeing if they could select specific seats, each tester selected the "Select Seats" option of the My Tickets page in the Union Station because the button is completely misleading. The icon of this button leads the user to believe they could select their seats. There are two options to make this better for users. The icon for this button could be changed or the button could actually allows users to select their seats. This could improve the miscommunication between users and the site have during this task. Another improvement, which would have have helped Tester One notice the buttons much quicker is to design these buttons like every other button on the site and allow this set of three buttons to be consistent with the others.

Create an exit option for ticket information

Heuristic: User Control and Freedom

An annoyance every tester faced was the multiple clicks of the Internet browser's back button. Tester One tried to click the Union Station logo before using the back button, Tester Two clicked the "Cancel Order" Button (this problem for Tester Two

will be talked about in the task four section of this paper) before relying on the back button, and Tester Three used both of these methods before clicking the "Back" button several times.

One way to fix this issue could be linked the "Cancel Order" button to the Events Calendar page or the homepage. Another fix would be a separate button next to the "Cancel Order" button that says "Return to Union Station" or "Return Home". According to the user control and freedom, users often choose the wrong system functions by mistake and often need clearly marked exits. If there was a clearly marked button, this would make this one of the strong heuristics of UnionStation.org because the rest of the site does this so well.

Link the logo on the ticket check out point to UnionStation.org's homepage

Heuristic: Consistency and Standards

Heuristic: User Control and Freedom

Most sites link their logos of in the header to their homepage, which has become a standard in website design. I believe this is why two of the testers tried clicking the Union Station logo before trying the "Cancel Order" button or the "Back" button in the browser. To fix this, Union Station simply has to link their logo to their homepage on the box office proportion of their site [the other pages are already liked this way] so the users have a quick exit from any page.

Change the wording of the "Add to Basket" button

Heuristic: Consistency and Standards

Heuristic: Match Between System and the Real World

Every user should completely understand what tools and buttons located on a website mean. While most parts of UnionStation.org followed platform conventions, the

change between the "Buy Tickets" and "Add to Basket" confused the low-experience testers. Not only was "Add to Basket" not consistent with the rest of the website, but "Add to Basket" is not a standard checkout term for websites or a phrase familiar to users. When the button read "Add to Basket", the testers were more hesitant with their selection of buttons and even questioned it aloud, as written in the Tester Two section of Task Three.

Changing the phrase "Add to Basket" to "Buy Tickets", "Checkout", or "Add to Cart" would help the standard between the pages of the site or the site compared to other sites the testers have visited. Another positive that would come from changing this phrase would be the use of phrases users are accustomed to and would fix two heuristic problems.

Add Price Type and Area selection tools

Heuristic: Flexibility and Efficiency of Use

As mentioned by all testers, and expanded on by Tester Three, there are no options for any of the types of tickets available. While the site stated there were senior and youth discounts, those options were not available or made clear when selecting the amount of tickets the testers needed. Tester Two mentioned that he couldn't select anything other than general admission. Instead of not giving those options, allowing the user to select seats meant for the handicapped or select youth or senior tickets would be all-inclusive and make every user feel as though they can modify their experience and purchases to their individual needs. This change will help improve this heuristic by speeding up the interaction between the website and user and letting the user tailor their options easily whether the user is experienced or not.

Change the "More…" button

Heuristic: Visibility of System Status

Heuristic: Consistency and Standards

As mentioned earlier by Tester Two, the drop down buttons of the box office page are not interactive like the other buttons on the page. The definition of the visibility of system status heuristics states that the website should keep users informed about what is going on through feedback. This change, while small, would give feedback to the user as to whether or not those buttons actually worked. This change would also improve the consistency of the buttons, which are all the same except for the three buttons located under "More…".

Add the phone number of Union Station to the Plan Your Visit page

Heuristic: Error Prevention

Heuristic: Match Between System and Real World

When Tester One had problems during this task, she confided that she would have tried to call them to get the information that she needed. When trying to find the number, the tester hesitated over the "Plan Your Visit" button before clicking the "Contact" button. When looking at the Plan Your Visit page after conducting this test, I realized this page did not have a phone number. Because this is the same page where the hours are located, this would be a logical area to have a phone number located. If Tester One, who was already frustrated at this point, clicked on the page she knew was supposed to help her plan her visit and was still unable to answer her questions, she may have quit the test at that point. Instead, if there was a phone number on that page, the tester would have found the information she needed quickly without feeling like she made an error by selecting the wrong page. Websites need to be logical and have

information where people believe the information should be, which is what the match between system and real world heuristic is about.

Task Four: You'd like to spend time walking around Union Station during your visit, but you want to be sure enough areas of the station will be wheelchair-friendly. Go through the steps to send an email to the appropriate person/department to inquire about wheelchair access throughout all areas of Union Station.

Tester One

Answer: *Visitor Relations*

Completed: *Yes*

This tester was already on the Contact page and when given scenario, Tester One only had to scroll to the bottom and decide which department was the best suiting. After looking through the options, Sally clicked "Visitor Relations", which completed her task.

Tester Two

Answer: *Visitor Relations*

Completed: *Yes*

Tester Two, who was still on the box office part of the site, clicked "Cancel Order" to take him back to the homepage. When realizing this only led him back to a page with more tickets, Tester Two began quickly clicking the web browser's "Back" button several times to get back to the Plan Your Visit page. From this page, Tester Two

scrolled to the bottom of the page, and clicked "Guest Amenities". When scrolling to the area where information about wheelchairs, there is not an email connected to that information, as the tester had assumed. Leon was confused, "They usually have a thing that says 'If you have any questions contact' and then a link to the email or at least a phone number next to it." At this point, Leon leaned back in his chair and collected his thoughts. It was when he leaned back that he saw the "Contact" button of the navigation bar. After clicking the "Contact" button and loading the page, Leon slowly scrolled to the bottom of the page, picked Visitor Relations as the department he would send an email to and completed the task.

Tester Three

Answer: *Visitor Relations*

Completed: *Yes*

This tester, much like Tester One, was able to complete this task relatively quickly. While this tester was still on the box office area of the site, she clicked the Union Station logo and when realizing this did nothing, he clicked "Cancel Order". When this did not give him the page he wanted, Tester Three resorted to clicking the back button several times until he reached the Events Calendar page. From this page, this tester quickly clicked "Contact" and scrolled down the page. Tester Three chose Visitor Relations to contact, completing the task.

Recommendations to Improve UX for This Task

Have contact information with Guest Amenities

Heuristic: Match Between System and Real World

The heuristic of a match between system and real world is important because of the comment made by Tester Two. He had went to a page to find information that would logically be in that place and had to find that information in a different place. The simple fix is to add this text to the wheelchair section of the Guest Amenities page: For more information contact, Visitor Relations at "visitor@unionstation.org" or call (816) 460-2020.

Test Conclusions

Completion Rate

The completion rate of the three testers were extremely high compared to the average of 78%. While Tester One had a moment where she was close to giving up on a task, the completion rate of all three tests was 100%.

Similarities and Differences

I was surprised each of my testers had been stumped on many of the same problems and how quickly the low-experience users said they would have given up and called Union Station if this scenario was real. This was typically said when a user could not quickly find the answer or information they wanted. While Tester One rushed through every page to get best answer as quickly as possible, Tester Two was more content slowly walking through each step and reading the content on every page and Tester Three felt comfortable quickly finding the information he needed while obtaining the information he felt was most important. Even though Tester Two was the tester who went through the test the slowest, his test was done much quicker than Tester One's test. Each tester heavily relied on the navigational bar but Tester Two was the only tester to truly see and explore the links within pages, which I believed is a

factor that helped this tester beat out Tester One's test time. Overall, Tester Three was the fastest of all the testers, but that was to be expected since he was the high-experience user.

Each tester made a comment on how well the website is designed. While a promotional gif of a movie playing at Union Station distracted Tester Two, the other testers did not seem to notice this graphic. While Tester Three used terms such as 'modular' and 'interactive', the other testers made similar comments without knowing the exact thing they were talking about. As an example, Tester Three did not understand why UnionStation.org had an interactive calendar and then kept an awkward drop down menu in another area. Tester One commented on this as well but just stated that the drop down date-selection tool made her click around more and it didn't stand out like the calendar on the Events Calendar page.

Overall, the high-experience user was more aware of how the website works due to modern website design standards and was more willing to slow down to find the correct links and information rather than slowly scrolling down the screen to take every piece of information in or rushing through each page for the sake of time.

Heuristics Done Well

Heuristic: Aesthetic and Minimalist Design

As mentioned earlier, each of the three testers commented on the simple design of UnionStation.org. While the colors are bright, they are not overbearing and is pleasing to the eye. The design is not cluttered and the large image slideshow near the header caught the Tester One and Tester Two's attention. There is copy on the

homepage but every word is relevant and informative. As far as design principles are concerned, UnionStation.org is following all of them.

Heuristic: Visibility of System Status

While this paper has a few visibility of system status corrections, UnionStation.org follows the rules of this heuristic quite well. On the UnionStation.org homepage, there is a bottom red bar anchored to the bottom of the user's window that informs users of the exhibitions or areas of Union Station and Science City that will be closed.

Another area of this site that shows visibility of the system status is the calendar that can be found on the Events Calendar page. The calendar is clearly visible and, not only was this tool designed well, but the user has no question as to what date they are on.

Heuristic: Recognition rather than recall

Union Station's navigation bar is clear and contains the most relevant information, minimizing the user's need to remember where things are. While I mentioned a change to the navigation bar in this paper, the current navigation bar is to par with other sites.

Heuristic: Flexibility and Efficiency of Use

While I have made many suggestions on the corrections UnionStation.org, the heuristic that UnionStation.org does the best at and fails with the most is flexibility and efficiency of use. Every tester, even though they stated the site was easy to use, had moments where they dealt with site flaws. Even when these flaws were frustrating, none of these testers seemed to feel like the site could be changed and dealt with these problems. Every tester believed the site was easy to use, which made the site really

appealing to the user. Because other the testers comments, I'm concluding that this heuristic is done efficiently.