# USABILITY TEST REPORT

Authors

Paul Vasholz
Fozan Tariq
Ashwini Walavalkar
Rajatha Rao Valleri

## Looks Like Team

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# Executive Summary

This usability study evaluated Lookkle.com, a website that analyzes website traffic and associated statistics. This website helps web developers, marketing teams and SEO professionals by offering tools that can track website performance metrics and give insights into optimizing websites. The study assessed users' satisfaction and their ability to complete core tasks aimed at analyzing the functionality of the website.

We started our testing process with a pilot test where we refined our procedures and methodology. We then tested 5 participants on three tasks related to common usage of the website. Our usability tests took place online from the 23$^{nd}$-26$^{th}$ of May 2025.

## Results and Findings

Overall, there were many issues with the website, and only 2 out of 5 of the participants said that they would recommend this website to others. Some key problems are:

- Lack of clear explanations of tools
- Popups pushing users to subscribe
- Too many similar tools

On this basis, we recommend that several changes be made. Most important are:

- Unify and simplify tool names to improve clarity. Renaming tools with distinct labels and including brief descriptions in the navigation is recommended.
- Consolidate similar tools. Many of the tools have small or unclear differences and it would be better to streamline the experience by removing or consolidating them.
- Eliminate the intrusive subscription pop-up. The subscription prompt delays completion of tasks and takes away from the usability of the website.

# Introduction

**Website:** https://www.lookkle.com

Lookkle.com is an online website that analyzes website traffic and associated statistics. This website offers tools that help track website performance metrics and gives insights into optimizing different websites. It is primarily used by website developers and marketing teams.

Lookkle.com operates in a very competitive environment, with many websites offering similar tools and solutions. Following the shutdown of Alexa.com, the competition for such websites has gotten fierce. Usability and user experience will play a critical role in Lookkle.com's success, with the large number of competitors currently available. After conducting a heuristic evaluation and cognitive walkthrough of the website, we discovered that the current platform contains several possible usability issues. These include unclear feedback from the system, navigational issues, many minor inconsistencies, and problems with the websites' aesthetics and design.

This usability test helped us discover how users navigate the website and developed feedback that can help researchers make informed decisions to enhance the website's functionality and usability. The research was spearheaded by four graduate students from DePaul University in Chicago, IL, during our 2025 Spring quarter. It was supervised by Professor Ken Douros for our HCI 460 Usability Evaluation Methods course.

We used various testing methods to gather our data, both quantitative and qualitative. These methods include usability testing focusing on task-based analysis and pre and posttest questionnaires. The questionnaires helped us gather meaningful qualitative data as certain insights were not discoverable just through our task-based analysis process.

## Goals and Research Questions

**Problem statement:** The preliminary heuristic evaluation and the cognitive walkthrough indicates that Lookkle.com has some confusing aspects, including the navigation of the website. These aspects give unclear feedback to users. Confusing aesthetics, presentation of content, and lack of recovery from errors may cause many user issues. It is important to test users and see how these issues are impacting the success of tasks and their efficiency.

**Scope:** The usability test focused on evaluating four major aspects of the website. These aspects were selected from the initial heuristic evaluation and cognitive walkthrough. They are:

- System feedback
- Navigational clarity
- Aesthetic clarity
- Error prevention

Since Lookkle.com provides critical tools to help web developers and marketing teams, making sure that the experience of using the website is seamless and satisfying is essential to helping its users complete task efficiently and effectively. Below is a list of our goals along with relevant research questions.

**Goal 01 – Evaluate system feedback**

**Q1.** Do users receive clear and timely feedback when they are performing tasks and during action steps?

**Q2.** Do users notice and understand the responses sent by the system after taking actions?

**Goal 02 – Assess navigation clarity**

**Q1.** Can users find and access important tools on the website?

**Q2.** Are the pathways to finding these tools following the "happy paths"? Do users encounter any difficulties?

**Q3.** Are users satisfied with the clarity of the navigation of the website?

**Goal 03 – Evaluate the aesthetic clarity**

**Q1.** Do users find the layout of the website easy to read and organized?

**Q2.** Does the website have any redundant or repeated visuals / content?

**Q3.** Does the aesthetic design of the website help users quickly and efficiently find content and complete tasks?

**Q4.** Are users satisfied with the aesthetic design of the website?

**Goal 04 – Evaluate error prevention and error recovery**

**Q1.** Can users complete tasks without encountering errors?

**Q2.** If errors occur, do they hinder users from completing tasks?

**Q3.** Do errors occurring offer users the ability to recover from the error?

## Methodology

### Procedure Overview

Our team conducted a "within subjects" design using the **summative** test method. Through our observations, we collected data on the participants' experiences, measuring the time it takes for them to complete tasks and the number of times they deviate from the happy path and/or navigate to wrong pages. We also conducted a post-test questionnaire to gather feedback on the participants' thoughts and feelings during the test. This included questions about how easy they believed the tasks were, what they liked about the process, and more. We collected this data to identify areas of improvement for the website.

### Procedure Outline

1. **Recruitment**

   - We recruited participants that pass our preliminary screening questions to participants in the testing sessions. The demographics of the participants met the requirements outlined for our testing environment.

2. **Consent Form**

   - We ensured participants are fully informed of their responsibilities and requirements for the testing. They were provided the choice to consent to the testing session and the video recording of their experience - before, during, and after the testing session.

3. **Introduction Script**

   - An introduction script was given to help participants understand the usability testing process and the methods we would employ.

4. **Pre-test Questionnaire**

   - The pre-test questionnaire identified the main demographic information of the participants as well as their experience with web analytics.

5. **Remote Testing & Data Collection**

   - The testing session was conducted, and observations were recorded on how the participants performed. The testing session was used later for reference by the researchers. Consent was obtained throughout the process.

6. **Post-test Questionnaire**

   - The post test questionnaire was asked to collect additional qualitative data from our participants and gather there thoughts and concerns about their experience using Lookkle.com.

7. **Debrief Script**

   - A debrief script was used to conclude our usability testing session.

8. **Data Analysis**

   - The research team analyzed the data collected from the testing sessions to gain an understanding of areas for improvement on the site.

Our testing materials can be found in **Appendix A-J.**

**Testing Environment**

Testing was conducted remotely over an online video conferencing service such as Zoom, Google Meet, or Microsoft Teams, etc. The participants and researchers were required to have a quiet and private space in order to take part in the session and also had consistent internet access. A laptop or desktop computer was required to conduct the test. Participants were also required to share their screen.

**Testing Equipment**

- Researchers' Equipment

- o Laptop or Computer

- o Quiet space

- o Zoom

- o Internet Access

- o Signed Consent Form

- o Record Sheet for Observation Recording

- o Test Script

- Participants' Equipment

  - o Laptop or Computer

  - o Quiet space

  - o Zoom

  - o Internet Access

**Team Roles**

For an effective test, at least one person from the research party was required in order to conduct and record the session. This role was rotated across the team members.

- Researchers

  - o The researchers oversaw the recruitment of participants, conducting testing sessions, and analyzing the participant data. They ensured that during test sessions, participants have consented, asked all the appropriate questions, and stayed on task by adhering to the testing script.

  - o Researchers also analyzed the recorded session, filling out the record sheets, noting down specific user behaviors, and marking down participant feedback from the post-test questionnaire.

## Participants

We recruited 5 participants. We aimed to recruit a diverse group of participants who had experience with web analytics. Our inclusion requirements were as follows:

1. Must be 18 years or older

2. Has access to the Internet

3. Can read and speak English

4. Experience in website analytics

These factors helped us narrow down users of Lookkle.com and those who can benefit from and understand the tools and products of the website. Additionally, participants who did not feel comfortable in reading and responding in English, and did not have basic familiarity with website browsing and online tools or availability to participate in the test session were excluded.

**Demographics**

| Name | Age | Gender | Field of Work |
|------|-----|--------|---------------|
| Shahan. T | 32 | Male | Project Management and Web Development |
| Mohini. L | 31 | Female | Project Management |
| Alhanouf. A | 37 | Male | Software Development |
| Roberto. D | 53 | Male | Website Design and Digital Management |
| Tanay. B | 26 | Male | Software Testing |

These participants all met our eligibility requirements and had web analytical experience in varying degrees of familiarity.

All testing sessions were carried out between the 23rd of May to the 26th. We conducted these sessions over online meeting tools such as Zoom or Discord. See **Appendix B**. for more information on our schedule.

## Tasks and Scenarios

We had three key tasks that participants were asked to perform in the testing session followed by the relevant "happy path" steps:

1. Check website traffic of a website

   Scenario: Imagine you are interested in identifying how many users frequent a specific website for a school project. You come across Lookkle and want to accomplish your goal of identifying the key website traffic statistics for your website. Please identify the steps you would take.

   a.      Go to the homepage of Lookkle.com and find web analytics

   b.      Click on "Web Analytics" in the top menu.

   c.      Select "Web Checker" from the dropdown.

    d.      Enter any website URL in the search field.

    e.      Click Search.

    f.      View traffic stats like visits, bounce rates, and ranking.

2. Analyze backlinks for a website

   Scenario: Imagine you want to analyze the links attached to the Chicago Public Library website. You want to know that backlinks can affect search engine optimization and want to see how the CPL website performs. Please identify the steps you would take to analyze these links for the CPL website.

       a.      From the homepage, go to the "Tools" section in the navigation.

       b.      Click on "Backlink Checker."

       c.      Type in website's URL.

       d.      Press the "Check Backlinks" button.

       e.      View the list of linking domains and the backlink quality.

3. Perform an SEO audit for a website

   Scenario: Imagine you are researching a software consulting firm, consulting.us. You want to learn if this company comes up at the top of search results. Your goal is to identify how well the company's site does in terms of Search Engine Optimization. Please identify the steps you will take.

       a.      Go to the "SEO Tools" menu from the homepage.

       b.      Select "SEO Analysis Tool".

       c.      Enter the URL of your website.

       d.      Click Analyze

       e.      Review the SEO report and the suggestions

## Evaluation Measures

Users were evaluated on a mix of quantitative and qualitative methods that were designed to meet the overall project goals.  Which project goals are met by these methods are noted below.

Tests were conducted online.  Users shared their screens so actions can be captured through screen recording software.  Audio recordings were also made.

The following are general areas on which the participants were evaluated.  For a more detailed list, see the questionnaires in the appendix

All tasks will be evaluated on the basic metric of, "Was the Task Completed," as explained here: https://www.nngroup.com/articles/success-rate-the-simplest-usability-metric/

**Users were measured on the following tasks:**

1. Time to complete task **Helps with Goal 2: - Assessing Navigation Clarity, Goal 3: Assessing Aesthetic Clarity, and Goal 4: Evaluating error prevention and error recovery**

    a.      Overall time to complete

    b.      Time to complete each step

2. Number of times navigating to the wrong page (record which page) **Helps with Goal 2 and Goal 4**

3. Number of deviations from the happy path **Helps with Goal 2 and Goal 4**

4. If deviations, what were they? **Helps with Goal 2 and Goal 4**

**A Post-Test was administered to determine how users felt about the process:**

1. How easy did you find completing this task (on scale of 1-5, with 5 as high level) **May help with all goals**

2. How likely would you be to use this product in the future if you needed to perform a similar activity? (on scale of 1-5, with 5 as high level) **May help with all goals**

3. How helpful did you find the feedback from the website after taking an action? (on scale of 1-5, with 5 as high level) **Helps with Goal 1: Evaluating System Feedback**

4. Did you notice anything in the design of the website that made it easier to complete the task? **May help with all goals**

5. Did you notice anything in the design of the website that made it more difficult to complete the task? **May help with all goals**

6. Suggestions for improving the process **May help with all goals**

The quantitative data was evaluated by looking for similarities between our test subjects' results. The qualitative data was evaluated by comparing subjects' answers, looking for similar problems that they may have had while performing these tasks and suggestions on how to improve them. Any conclusions judged to be significant by the team were then summarized in the findings and results of this report.

## Results

We obtained both quantitative and qualitative data from our usability testing sessions. We used this data to evaluate our results to see if our original goals for this usability test were met. Our participant data can be found in **Appendix K.Participant Data**

**Goal 01 – Evaluate System feedback**

We were able to collect task completion metrics and assess this by asking our participants to rate their satisfaction and experiences completing the tasks. We also asked participants to determine how helpful they found the feedback from the website and recorded their answers.

**Goal 02 – Assess navigation clarity**

We successfully assessed the navigation clarity of the website by taking note of errors, task timings and deviations that occurred during the testing.

**Goal 03 – Evaluate the aesthetic clarity**

We asked our participants to share their thoughts and opinions on whether the feedback of the system was apt and had direct questions regarding the visual design of the website to assess whether the aesthetics of the website were clear.

**Goal 04 – Evaluate error prevention and error recovery**

We measured task completion rates and recorded deviations to assess the error rate of the website. Users also shared their frustrations with the website and expressed issues that occurred.

## Overall Experience

We described three scenarios to our participants and asked them to complete tasks. After the task was completed, we asked seven questions to assess their overall experience with completing that task. Participants found task one to be mostly intuitive. Task three posed significant challenges for them. The participants' feedback was extensive and detailed, highlighting many positives and negatives of the website.  The core problems were the pop-ups ads that were intrusive, and the unclear terminology of some menu items.

1. Task 01 had an average ease of use rating of 4.8/5
2. Task 02 had an average ease of use rating of 3.8/5, with one participant rating it at 1
3. Task 03 had an average ease of use rating of 3.4/5, with almost all participants facing difficulty with the task and two users failing to complete the task.



Usability Ratings by Task (1 = Hardest, 5 = Easiest)
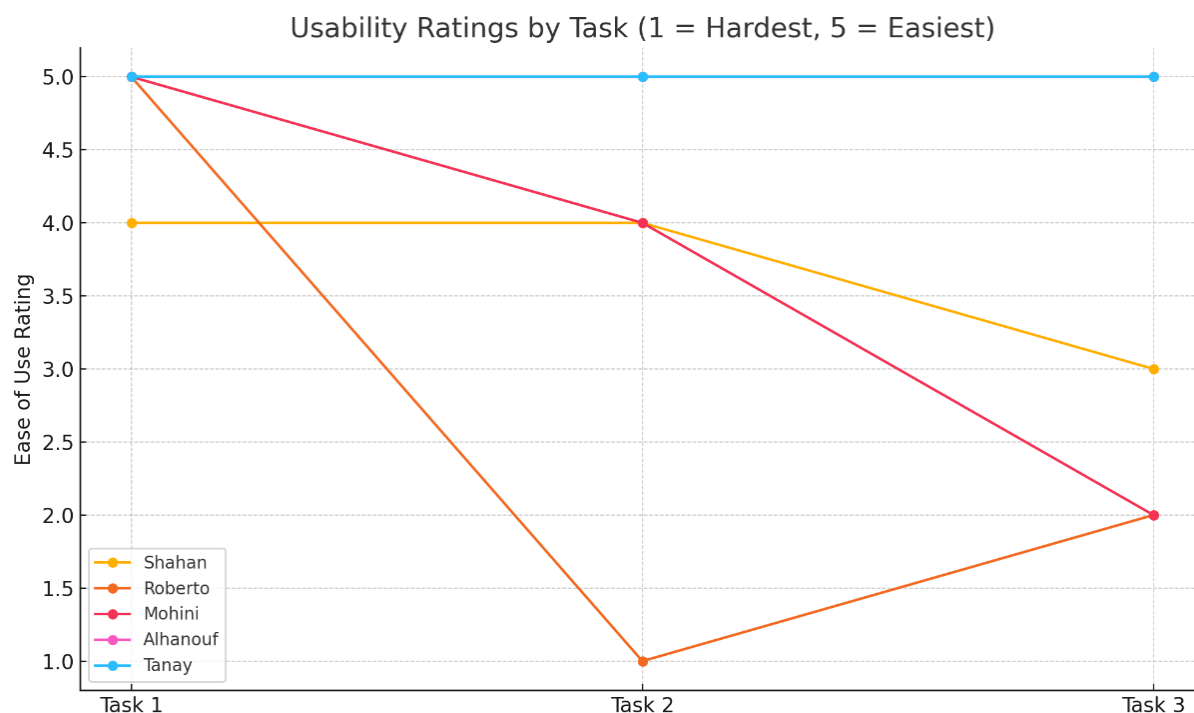
Above Is a graph showing the usability ratings of the three tasks.

## Error and Deviations

Despite Task 02 having a higher usability rating than Task 03, the most critical usability breakdown occurred in this task as participant Roberto encountered a total of 7 deviations during this task. Task 03 had the most overall deviation count, with participants being confused between similar tools and being unclear about how to complete the task. URL formatting sensitivity also caused errors for participants, as inputting website names without "https" and other case sensitive sections of the URL would cause errors.

Below is a graph representing the deviations that occurred in the usability test.



Total Deviations from Happy Path per Participant
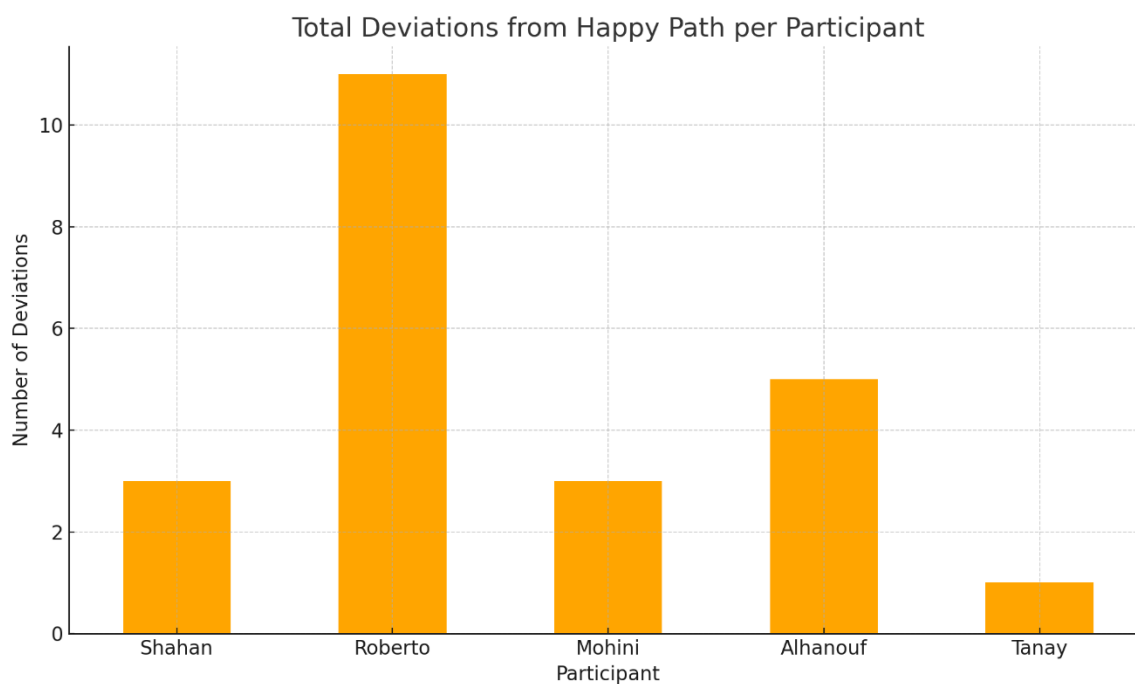
## Task Efficiency

Task timing averages were fairly similar. Task 1 took an average of 6:28 min, Task 2 took an average of 6:11 and task 3 took an average of 7:31.

| Participant | Task 01 | Task 02 | Task 03 | Total Time |
|---|---|---|---|---|
| Shahan | 2:53 | 1:32 | 2:13 | 5:98 |
| Roberto | 10:09 | 11:41 | 13:51 | 35:41 |
| Mohini | 5:53 | 7:26 | 9:47 | 23:06 |
| Alhanouf | 7:43 | 3:37 | 2:34 | 13:54 |
| Tanay | 5:43 | 6:20 | 8:11 | 20:13 |

Some key insights here is how Roberto's experience was an outlier. There were serval usability issues regarding his session. Shahan and Alanouf in comparison had short completion times, this can correspond to their higher usability ratings and fewer deviations.

## Findings & Recommendations

Overall, there was inconsistent usability across all our tasks. The outlier being one user who took excessive time on all tasks and rated task 2 as the worst task with 7 deviations. Task 3 was considered the hardest by 3 out of 5 participants, with participants saying the vague instructions, confusing and overlapping terms and navigation made it difficult to complete the task correctly.

Participants consistently noted that the websites pop-ups, similar tool names, and results placed too far down on the page significantly detracted from their experience. Participants also noted that they wanted better descriptions of data from the analysis tools.

There was consistent repetitive trial and error with the tasks, caused by similar terminology and confusion about selecting the right tool. Sign-up pop-ups were also consistently frustrating for users.

Task 01 was moderately time consuming, due to misleading interface cues from the front-page, and participants taking some time to explore the website. The "Get started for free" also caused deviations with users, and they often redirected to a subscription path instead of directly using the tools that were within the navigation bar.

Task 02 had an inflated average mostly due to Roberto who had 7 deviations take place during this task. These included failed login attempts and verification issues.

Task 03 was consistently the longest taking task. Participants were confused due to similar named tools and frequently used the wrong tools before backtracking or failed to complete the task altogether.

### Common Post-test Complaints

Three participants mentioned they didn't like the color scheme of the website, mentioning the overuse of blue, and that it looked outdated.

Multiple participants mentioned that it was unclear that you needed to enter the full URL to check a website (e.g. http://www.apple.com rather than www.apple.com)

Only two of five participants would recommend the website to others. These two users also mentioned that they liked having access to all these tools in the same place.

## Trust

Participants trust in Lookkle was influenced by their experience with the tasks and how reliable they found its features. Only two of five participants said they would recommend Lookkle, despite its reasonably high usability rating. This could be because most participants found the website serviceable, but annoying to use, and felt that the website lacked clarity.

Trust was impacted by:

- Lack of clear explanations of tools.

- Popups pushing users to subscribe.

- Unclear limitations on how case-specific the website URL needed to be.

- Results had to be scrolled down to see, and it was not clear an action had been taken.

- Too many similar tools.

## Design Appeal

Participants noted how the colors used by the website had contrast issues, too many similar elements and elements that were difficult to look at. Participants also noted that the homepage was cluttered, and the top bar navigation did not follow them when scrolling down. The text was also not structured well according to participants, and the iconography used was confusing.

## Recommendations

After analyzing our findings, we created a list of recommendations that are ranked by priority based on the severity of the issue. (1=low priority, 5= high priority). Please see **Appendix L.Screenshots** for examples of issues presented.

| # | Recommendation | Severity |
|---|---|---|
| 1 | Unify and simplify tool names to improve clarity. Renaming tools with distinct labels and including brief descriptions in the navigation is recommended. | 5 |
| 2 | Eliminate the intrusive subscription pop-up. The subscription prompt delays completion of tasks and takes away from the usability of the website. | 4 |
| 3 | Provide feedback and validation after completing an action. Indicate URL errors after they have been made instantly, rather than only being visible after scrolling down. | 5 |

| 4 | Redesign the homepage with better organization. Prioritize popular tools and reduce the bloat of having every tool and confusing icons directly on the homepage. | 3 |
|---|---|---|
| 5 | Offer onboarding and walkthrough. For first time users of the website, a walkthrough or guide would help them familiarize themselves with the website. | 3 |
| 6 | Improve the design of the website. Adjust the high contrast colours and eliminate the justified text and remove the purple colour on buttons making them unreadable. | 4 |
| 7 | Add persistent header and menu on scroll. Have the navigation bar and header attach as users scroll down the website. | 3 |
| 9 | Allow for better results without needing to login. Build trust with users by allowing them to access tools without requiring subscription. | 4 |
| 10 | Consolidate similar tools. Many of the tools have small or unclear differences and it would be better to streamline the experience by removing or consolidating them. | 5 |
| 11 | Remove case-sensitivity from search bar. Improve the search function by changing it to understand website input without exact URL details. | 4 |
| 12 | Feedback to users for results. After a search or action has been taken, an indication needs to be made to the user, rather then them being ignorant to the fact that their results are being displayed if they scroll down. | 4 |

## Conclusion

In conclusion, the usability tests conducted on Lookkle.com have provided valuable results that helped us review and derive recommendations that would directly improve the usability of the website. Recurring issues such as intrusive pop-ups, lack of feedback from the system, and a vague and bloated tool library are critical problems keeping users away from Lookkle.com. Additionally, the website is poorly designed and could use a rebrand, as the colors and poor structure of the text also reduce the clarity of the website.

The recommendations provided in this report provide a roadmap for addressing these problems and would help ensure that new users have smooth experience. Future advancements should also focus on prioritizing the differentiation of tools and reducing the visual clutter of the website.

To extend the impact of the findings of our usability tests, we recommend that further testing with a broader approach of more diverse demographics be taken into consideration. It would be beneficial to also include non-technical users to see if they can understand and use this website.

# Appendix

## A. Recruitment screener

**Eligibility Requirements:**

- At least 18 years of age or older

- Basic familiarity with website browsing and online tools

- Comfortable reading and responding in English

- Experience with web analytics

- Access to the internet through mobile or computer

- Availability to participate in test session

## B. Schedule for test:

| Test subject | Conductor | Date | Session type |
|---|---|---|---|
| User 1: Shahan. R | Fozan. T | 05/25/2025 | Laptop |
| User 2: Roberto | Paul. V | 05/23/2025 | Laptop |
| User 3: Mohini. L | Ashwini. W | 05/25/2025 | Laptop |
| User 4: Alhanouf. A | Paul. V | 05/24/2025 | Laptop |
| User 5: Tanay. B | Rajatha. R. V | 05/26/2025 | Laptop |

## C. Session checklist:

1. Complete recruitment screener.
2. Schedule interview with participant.
3. Send Consent form.
4. Complete introduction script on interview day.
5. Complete and record pre-test questionnaire.
6. Complete all three tasks with the participant and ask / record log sheet questions and ratings after each task.
7. Complete post-test questionnaire.
8. Complete Debrief script.
9. Researchers then meet to discuss each interview.

## D. Consent Form:

**Purpose of the Study:**

You are invited to participate in a usability evaluation of "Lookkle", an online application providing SEO analysis, keyword monitoring, and performance metrics for websites. The purpose of this

study is to receive users' input and explore usability issues in order to improve the platform's functionality and usability.

**Your Rights:**

Participation in this research is entirely voluntary. You may withdraw at any moment without penalty or punishment. All you respond to and perceive while participating in the study will be handled in a confidential manner. The data will be anonymous during reporting in order to ensure your anonymity.

**Potential Benefits:**

The participants will contribute directly to Lookkle's SEO tool development by providing valuable feedback. They will see early exposure to SEO practices, gain problem-solving and critical thinking capability, and gain a better understanding of usability testing and user-centered design principles. Participants will also gain immediate practical insights on website performance and optimization. Overall, this study is a valuable experience of contributing to a professional site while acquiring useful skills relevant in web administration and digital marketing.

By signing below, you confirm that you have read and understood the information provided, and you agree to participate in this usability evaluation and testing. Additionally, you consent to the recording of this test session for the purposes of analyzing observation findings by the researchers.

Participant Name: _____

Participant Signature: _____

Date: _____

## E.Test Session Introduction Script

Hello, and thank you for participating in today's Lookkle testing session. Our goal is to understand how actual users like you interact with Lookkle's SEO and web analysis tools.

This session is focused on evaluating the website's performance, not on assessing you. If you encounter any problems or feel uncertain, that feedback is exactly what we need.

As you complete the tasks, please verbalize your thoughts, share what you're searching for, your expectations, and your feelings as you navigate the site.

We will be recording this session for research purposes but rest assured that all information will remain confidential and no personal details will be disclosed.

Feel free to ask any questions during the session. When you're ready, just let me know, and we can begin!

- **Scenario 1**

Read Scenario Task to Participant

Complete the tasks

Record post test questionnaire

- **Scenario 2**

Read Scenario Task to Participant

Complete the tasks

Record post test questionnaire

- **Scenario 3**

Read Scenario Task to Participant

Complete the tasks

Record post test questionnaire

## F.Pre-Test Questionnaire:

Respondents will, prior to the usability session, be asked to take a short pre-test survey which is designed to provide researchers with an overview of their background and technology use habits. These will be useful when interpreting study results.

1. How do you feel before starting this study? (Open-ended)

2. What is your age?

3. What is your current role or field of work?

4. How often do you use online tools for work, study, or personal projects?

(Daily / Weekly / Occasionally / Rarely)

5. Have you ever managed a website or worked on improving a website's performance?

(Yes / No)

6. How familiar are you with the concept of "search engine optimization" (SEO)?

(Very familiar / Somewhat familiar / Heard of it / Not familiar)

7. Which SEO or web analytics tools, if any, have you used before? (List any)

8. When choosing a tool for analysing a website, what factors are most important to you?

(e.g., ease of use, detailed reports, speed, price)

9. Have you used a platform similar to Lookkle before (e.g., Ahrefs, SEMrush, Moz)?

(Yes / No)

10. What device are you using for today's test session?

(Desktop / Laptop / Tablet / Other - please specify)

11. On a scale from 1 to 5, how comfortable do you feel learning a new online tool without prior training?

(1 = Not Comfortable, 5 = Very Comfortable)

12. What are your expectations for a good SEO analysis experience? (Open-ended)

## G.In task questionnaire

Participants will complete the tasks accordingly, and answer questions after each task. These task questionaries are included in the log sheets.

**Task 01**

1. How would you rate your experience completing this task?

2. How easy did you find completing this task (on scale of 1-5, with 5 as high level)

3. How likely would you be to use this product in the future if you needed to perform a similar activity? (on scale of 1-5, with 5 as high level)

4. How helpful did you find feedback from the website after taking an action? (on scale of 1-5, with 5 as high level)

5. Did you notice anything in the design of the website that made it easier to complete the task?

6. Did you notice anything in the design of the website that made it more difficult to complete the task?

7. Suggestions for improving the process of completing this task?

**Task 02**

1. How would you rate your experience completing this task?
2. How easy did you find completing this task (on scale of 1-5, with 5 as high level)
3. How likely would you be to use this product in the future if you needed to perform a similar activity? (on scale of 1-5, with 5 as high level)
4. How helpful did you find feedback from the website after taking an action? (on scale of 1-5, with 5 as high level)
5. Did you notice anything in the design of the website that made it easier to complete the task?
6. Did you notice anything in the design of the website that made it more difficult to complete the task?
7. Suggestions for improving the process of completing this task?

**Task 03**

1. How would you rate your experience completing this task?
2. How easy did you find completing this task (on scale of 1-5, with 5 as high level)
3. How likely would you be to use this product in the future if you needed to perform a similar activity? (on scale of 1-5, with 5 as high level)
4. How helpful did you find feedback from the website after taking an action? (on scale of 1-5, with 5 as high level)
5. Did you notice anything in the design of the website that made it easier to complete the task?
6. Did you notice anything in the design of the website that made it more difficult to complete the task?
7. Suggestions for improving the process of completing this task?

## H.Metrics Log Sheet

Participant Name: _____

Date: _____

Observer: _____

**Task 01**

Scenario: Imagine you are interested in identifying how many users frequent a specific website for a school project. You come across Lookkle and want to accomplish your goal of identifying the key website traffic statistics for your website. Please identify the steps you would take.

| # | Question | Response | Notes |
|---|----------|----------|-------|
| 1 | How would you rate your experience completing this task? Any additional thoughts? | | |
| 2 | How easy did you find completing this task? (1–5) | | |
| 3 | How likely would you be to use this feature in the future? (1–5) | | |
| 4 | How helpful did you find feedback from the website after taking an action? (1–5) | | |

| 5 | Did you notice anything in the design of the website that made it easier to complete the task? | | |
|---|---|---|---|
| 6 | Did you notice anything in the design of the website that made it more difficult to complete the task? | | |
| 7 | Suggestions for improving the process of completing this task? | | |

## Task 02

Scenario: Imagine you want to analyze the links attached to the Chicago Public Library website. You want to know that backlinks can affect search engine optimization and want to see how the CPL website performs. Please identify the steps you would take to analyze these links for the CPL website.

| # | Question | Response | Notes |
|---|---|---|---|
| 1 | How would you rate your experience completing this task?  Any additional thoughts? | | |
| 2 | How easy did you find completing this task? (1–5) | | |
| 3 | How likely would you be to use this feature in the future? (1–5) | | |
| 4 | How helpful did you find feedback from the website after taking an action? (1–5) | | |
| 5 | Did you notice anything in the design of the website that made it easier to complete the task? | | |
| 6 | Did you notice anything in the design of the website that made it more difficult to complete the task? | | |

| 7 | Suggestions for improving the process of completing this task? | | |
|---|---|---|---|

**Task 03**

Scenario: Imagine you are researching a software consulting firm, consulting.us. You want to learn if this company comes up at the top of search results. Your goal is to identify how well the company's site does in terms of Search Engine Optimization. Please identify the steps you will take.

| # | Question | Response | Notes |
|---|---|---|---|
| 1 | How would you rate your experience completing this task? Any additional thoughts? | | |
| 2 | How easy did you find completing this task? (1–5) | | |
| 3 | How likely would you be to use this product in the future? (1–5) | | |
| 4 | How helpful did you find feedback from the website after taking an action? (1–5) | | |
| 5 | Did you notice anything in the design of the website that made it easier to complete the task? | | |
| 6 | Did you notice anything in the design of the website that made it more difficult to complete the task? | | |
| 7 | Suggestions for improving the process of completing this task? | | |

**Observed Task Metrics**

| Metric | Data | Notes |
|---|---|---|

| a. Overall time to complete all tasks | _____ min | |
|---|---|---|
| b. Time to complete each task | TASK 1: ___<br>TASK 2: ___<br>TASK 3: ___ | |
| 2. Number of times navigated to the wrong page | ___ times | TASK 1: ___<br>TASK 2: ___<br>TASK 3: ___ |
| 3. Number of deviations from the happy path | ___ deviations | TASK 1: ___<br>TASK 2: ___<br>TASK 3: ___ |
| 4. If deviations occurred, what were they? | TASK 1: ___<br><br>TASK 2: ___<br><br>TASK 3: ___ | |

## I. Post test Questionnaire:

2. Which task did you feel was the hardest?
3. One a scale from 1-5, How difficult was navigating through Lookkle.com?
4. Would you recommend this website to others?
5. What was your favorite thing about this website today?
6. Did the website meet your expectations?
7. What are your thoughts about the design of the website?
8. Was there anything vague or unclear about the website?
9. Do you have any other comments?

## J. Debrief Script:

Thank you for participating in our usability test for this website. Your feedback will be valuable in helping us make sure that Lookkle.com can better serve users find their web analytical needs. If you have any questions or suggestions about this usability test feel free to share them. Thank you and have a great day.

## K.Participant Data:

**Pre-test Questionnaire Data**

| Question/Data | Shahan | Roberto | Mohini | Alhanouf | Tanay |
|---|---|---|---|---|---|
| **Questionnaire** | | | | | |
| How do you feel before starting this study? | I feel great | Fine, a little stressed | I had a busy weekend so I'm a little tired | it's at the beginning of the weekend so I'm good | Feeling great |
| What is your age? | 33 | 53 | 31 | 37 | 26 |
| What is your current role or field of work? | Project management and web development | Website design and digital management | Project Manager | My field is IT | I am working in an IT firm in software and hardware testing, automation. |
| How often do you use online tools for work, study, or personal projects? | Daily | Daily | Constantly | Daily, 24/7 | Frequently |
| Have you ever managed a website or worked on improving a website's performance? | Yes | Yes, on the front-end, but not the development side. | No | No | No |
| How familiar are you with the concept of "search engine optimization" (SEO)? | Somewhat familiar | Somewhat familiar | Somewhat familiar | Not familiar | Somewhat familiar |

| Which SEO or web analytics tools, if any, have you used before? (List any) | Yoast SEO on wordpress | Google Analytics and the Yoast SEO plugin | None | None | Yes, Smirsh |
|---|---|---|---|---|---|
| When choosing a tool for analysing a website, what factors are most important to you? | Visitors, reports, improvement suggestions | I'd like to see what's actionable and know how it ranks things you know like to like to me that's a drawback i would not sign up for this service just because I can't see anything that even at the free level that I couldn't figure out myself | Probably ease of use and detail reports, especially if it's for a client project | I think speed and the purpose of use | Find all the functionalities in one place and with high efficiency of needs. |
| Have you used a platform similar to Lookkle before? | No | No | No | No | Yes |
| What device are you using for today's test session? | Laptop | Laptop | Laptop | Laptop | Laptop |
| On a scale from 1 to 5, how comfortable do you feel learning a new online tool without prior training | 5 | 5 | 4 | 3 or 4 | 5 |
| What are your expectations for a good SEO analysis experience? | easy to use, customer friendly and intuitive. | I'd like to see what's actionable and know how it ranks things you know like to like to me that's a drawback i would not sign up for this service just because I can't see anything that even at | I guess a good analysis and clear explanations of what I need to fix | Not sure | I Find a simple and straightforward with all specific functions and all the details of functionalities. |

| | | the free level that I couldn't figure out myself | | |
|---|---|---|---|---|
| | | | | |

**Task Ratings and Responses**

| Question/Data | Shahan | Roberto | Mohini | Alhanouf | Tanay |
|---|---|---|---|---|---|
| **Task 01** | | | | | |
| How would you rate your experience completing this task?<br><br>Any additional thoughts? | 3<br><br>Too many ads showed up, First I clicked on get started for free but it told me to sign up, then I realized to check the tools before signing up | Pretty easy | "It was easy, not that difficult" | it's a great experience. I liked it when I see the graphs and the numbers about the website. | "It was easy, simple and straightforward" |
| How easy did you find completing this task? (1–5) | 4 | 5 | 5 | 5 | 5 |
| How likely would you be to use this feature in the future? (1–5) | 1 | 3<br><br>I think in general because we have a Google Analytics account I would be using that more because, you know why pay for another service if I can do the same things [on google] | 3<br><br>She stated that it's not really relevant to her but was interesting to use | 5 | 3<br>Easy to get track of it and was relevant to what was needed. |

| | | | | | |
|---|---|---|---|---|---|
| How helpful did you find feedback from the website after taking an action? (1–5) | 1 | 1<br><br>when I entered that first URL it didn't give me an error as to why that URL didn't work.<br><br>yeah I would say that's that's bad so from one to five one being um low and five being really good yeah I'll give that I'll give that a one in that case. I think that's pretty bad | 4<br><br>She said it was interesting to see the engagement rates and demographics | 5 | 4 |
| Did you notice anything in the design of the website that made it easier to complete the task? | The navigation / header listed the tools clearly. | not any not really. I guess it was pretty straightforward that I needed to enter a URL | Not really | Yeah, those two buttons were clear and that one was helpful for me as like an example you have to type http and the registration process was easy" | No |
| Did you notice anything in the design of the website that made it more difficult to complete the task? | Too many ads, also it said get started for free rather than letting me try the tools and I had to click the tools, and the main page is confusing since all the tools look similar. | Nothing difficult | No | No | No |
| Suggestions for improving the process of completing this task? | After search input has been sent, I couldn't see till I scrolled down that it said invalid url, so that being above would have made it easier, and the ads popping up is annoying | get rid of the subscription window that pops up.  It is just like uh yeah let me dismiss that,  you know figure out other opportunities to get me sign up,  like hey give | "It would be nice to have a summary and jump down to each section" | I don't have anything. It was clear, it was easy, and I really like this website. I'm going to use it | It would have been nice if it was well organized |

| | | me only partial data if I want to see a full report then sign up.<br><br>you know or something other than that like even now it's just a time based thing that just keeps popping up and I keep closing | | | |
|---|---|---|---|---|---|

| Task 02 | | | | | |
|---|---|---|---|---|---|
| How would you rate your experience completing this task?<br><br>Any additional thoughts? | 5<br><br>No it was pretty simple, I like how the database table is simple even thought the full part of it doesn't show I can scroll so its fine. | um can I do a negative like -1,000 | "This was a little harder because I didn't know what backlinks were" | 10 out of 10 | It was pretty straightforward as I knew about backlinks before |
| How easy did you find completing this task? (1–5) | 4 | 1 | 4 | 5 | 5 |
| How likely would you be to use this feature in the future? (1–5) | 2 | 1 | 2 | 5 | 2 |
| How helpful did you find feedback from the website after taking an action? (1–5) | 4 | 1 | 2 | 5 | 2 |
| Did you notice anything in the design of the website that made it | The checker was titled correctly in the tools | Not really.<br><br>I mean I just had the only thing I noticed was | Not really | the lists and the buttons here same for the task one | Yes |

| | | | | | |
|---|---|---|---|---|---|
| easier to complete the task? | | that the backlink checker was on that one homepage but it's still not enough for me to give it more than a one | | | |
| Did you notice anything in the design of the website that made it more difficult to complete the task? | Too many ads, and I would like to know if my search is successful without having to scroll down. | the lack of providing me any feedback as to what I did wrong | "I didn't know what to do with the table it gave. I wasn't sure how it helped me analyze that site" | No, it was clear good | No |
| Suggestions for improving the process of completing this task? | Maybe some sort of filters on the backlinks and what you can find and sort by. | No suggestions | "Have more analysis or explanations" | No suggestions | Require more explanation and how it behaves. |

| Task 03 | | | | | |
|---|---|---|---|---|---|
| How would you rate your experience completing this task?<br><br>Any additional thoughts? | 3<br><br>The task could be described a bit more | I would give my experience a 2 | "A 2, this was a little more confusing" | It was good, a 5 | Easy and was straightforward |
| How easy did you find completing this task? (1–5) | 3 | 2 | 2 | 5 | 5 |
| How likely would you be to use this feature in the future? (1–5) | 1 | 1 | 3 | 5 | 4 |
| How helpful did you find feedback from the website after taking an action? (1–5) | 1 | 1 | 4<br><br>She mentioned the task was confusing at first | 5 | 3<br>Can be improved |

| | | I don't like that whole it should be able to take a URL without the HTTP and WWW, me personally I think that seems like it should be able to take whatever, as long as it's a valid URL.<br><br>In general the usability of that information didn't seem all that great, you know, not actionable, and that's what I'm looking for in terms of if I was um using a service to evaluate SEO. I'd like to see what's actionable and know how it ranks things. I would not sign up for this service just because I can't see anything that even at the free level that I couldn't figure out myself right" | but the info was insightful | | |
|---|---|---|---|---|---|
| Did you notice anything in the design of the website that made it easier to complete the task? | All the tools were available in the list in the navigation at the top | not really and it and I mean so my big complaint is like it makes no sense that I'm logged in but if I hit the home button I'm not logged in in a way and like you know so if I click from that homepage to go to let's | "The rating at the end was clear" | yes same okay the tools list and the buttons here | Felt real through the functions. |

| | | say the SEO explorer then it gives me all that garbage about signing up versus you know oh I have to click sign back in and then you know oh now I get like um the tools on the left side um for the SEO site explorer so it it's just kind of a weird mechanic | | | |
|---|---|---|---|---|---|
| Did you notice anything in the design of the website that made it more difficult to complete the task? | The confusion between the similar tool names made it hard to find the correct tool | I should in my opinion be taken to the tools or the portal page or some sort of dashboard that would let me get to doing the things I need to do with SEO | "It felt like the tool was buried on that first page" [homepage] | no there is nothing | Except the popup no other issue. |
| Suggestions for improving the process of completing this task? | I would differentiate what the tools are called a bit more. | Besides previous suggestions, would be good to include a description of what each tool actual does | "Make the tool easier to find or rename some of the other tools" | no suggestions i really like it it's it's helpful website | Nope, Felt easy |

**Post-test Questionnaire Data**

| Question/Data | Shahan | Roberto | Mohini | Alhanouf | Tanay |
|---|---|---|---|---|---|
| **Questionnaire** | | | | | |
| Which task did you feel was the hardest? | First one | 2nd task was the hardest | I think third task, there wasn't much direction. | Maybe the First one. It was the hardest | None, It was easy |

| | | | | because it was the first one | |
|---|---|---|---|---|---|
| One a scale from 1-5, How difficult was navigating through Lookkle.com? | 1 | would rate it a 1 | Like a 3, it wasn't horrible but could be better | 5, It was easy, not that hard. | Felt easy for me. I would give a 4. |
| Would you recommend this website to others? | No | I doubt it | Not really, I don't know anyone who would need this | Yes, I will recommend it to all my familly | Yes, To my collegues and friend who would want help with these features. |
| What was your favorite thing about this website today? | I liked the colors on the background of the hero section | Nothing | Seeing the demographics was interesting | I don't have to use like tools to find out what I need, like the to check my website, or something everything just in one website right | Everything at one place and the differentiating between functions and usability was smooth. |
| Did the website meet your expectations? | No | No. | I didn't have specific expectations going into this | Yes | Yes |
| What are your thoughts about the design of the website? | It needs a lot of work, there's a lot of random things | Too many pop ups, bad URL entry | The colors don't go well together, and it looks kind of dated | Maybe the colors could be better. There was too much blue used | Layout, colour, placements can be improved, also adding more information would work well. |
| Was there anything vague or unclear about the website? | Yes, the similarities between tool names and the purpose of the company and website | Isn't clear you need to enter full URL | The tool names were not that clear | No, everything was clear | No |

| Do you have any other comments? | It would be nice to have the header menu available once I scroll down, the menu buttons that are purple are hard to read, all the icons are confusing, the justified text and text structure also has problems. | No | No | No | No |
|---|---|---|---|---|---|

**Quantitative Data Metrics**

| Question/Data | Shahan | Roberto | Mohini | Alhanouf | Tanay |
|---|---|---|---|---|---|
| Overall time to complete all tasks | 5.98 | 34:41 | 23:06 | 13:54 | 20:13 |
| **Task 01** | | | | | |
| Time to complete each task | 2.53 | 10:09 | 5:53 | 7:43 | 5:43 |
| Number of times navigated to the wrong page | 1 | 0 | 0 | 1 | 0 |
| Number of deviations from the happy path | 1 | 1 | 0 | 1 | 0 |
| If deviations occurred, what were they? | They went to try website for free from the homepage button but then navigated | did not enter a full URL for site, (2) issues with consulting.us URL (probably the site was | N/A | Navigated to registration site, but returned to complete task successfully | N/A |

| | back to the homepage successfully after browsing the information. | down), (3) had to switch searching to apple.com because of consulting.us failure | | | |
|---|---|---|---|---|---|

| **Task 02** | | | | | |
|---|---|---|---|---|---|
| Time to complete each task | 1.32 | 11:41 | 7:26 | 3:37 | 6:20 |
| Number of times navigated to the wrong page | 0 | 6 | 0 | 0 | 0 |
| Number of deviations from the happy path | 0 | 7 | 0 | 0 | 0 |
| If deviations occurred, what were they? | N/A | TASK 2: (1) the usage limit, (2) the sign-up requirement, (3) Incognito use, (4) the registration, (5) password errors and Captcha, (6) email verification, (7) reset password, (8) and no backlink data even after login. | N/A | N/A | N/A |

| **Task 03** | | | | | |
|---|---|---|---|---|---|

| Time to complete each task | 2.13 | 13:51 | 9:47 | 2:34 | 8:11 |
|---|---|---|---|---|---|
| Number of times navigated to the wrong page | 2 | 5 | 2 | 1 | 1 |
| Number of deviations from the happy path | 2 | 3 | 3 | 4 | 1 |
| If deviations occurred, what were they? | The third task was a failure as they went to term ranking section instead of the correct tool | Task 3: Had trouble with the url (I think the site being navigated to was down).  Decided to navigate to a different site (Apple) instead | during the third task, navigated to SEO scan and Web ranking checker before SEO Analysis tool. Also, URL did not work initially | Navigated to Website Ranking Checker Tool, used it to search for the website.<br><br>Task was unsuccessful | got confused with 2 functions "Website rank checker" and "search engine ranking" |

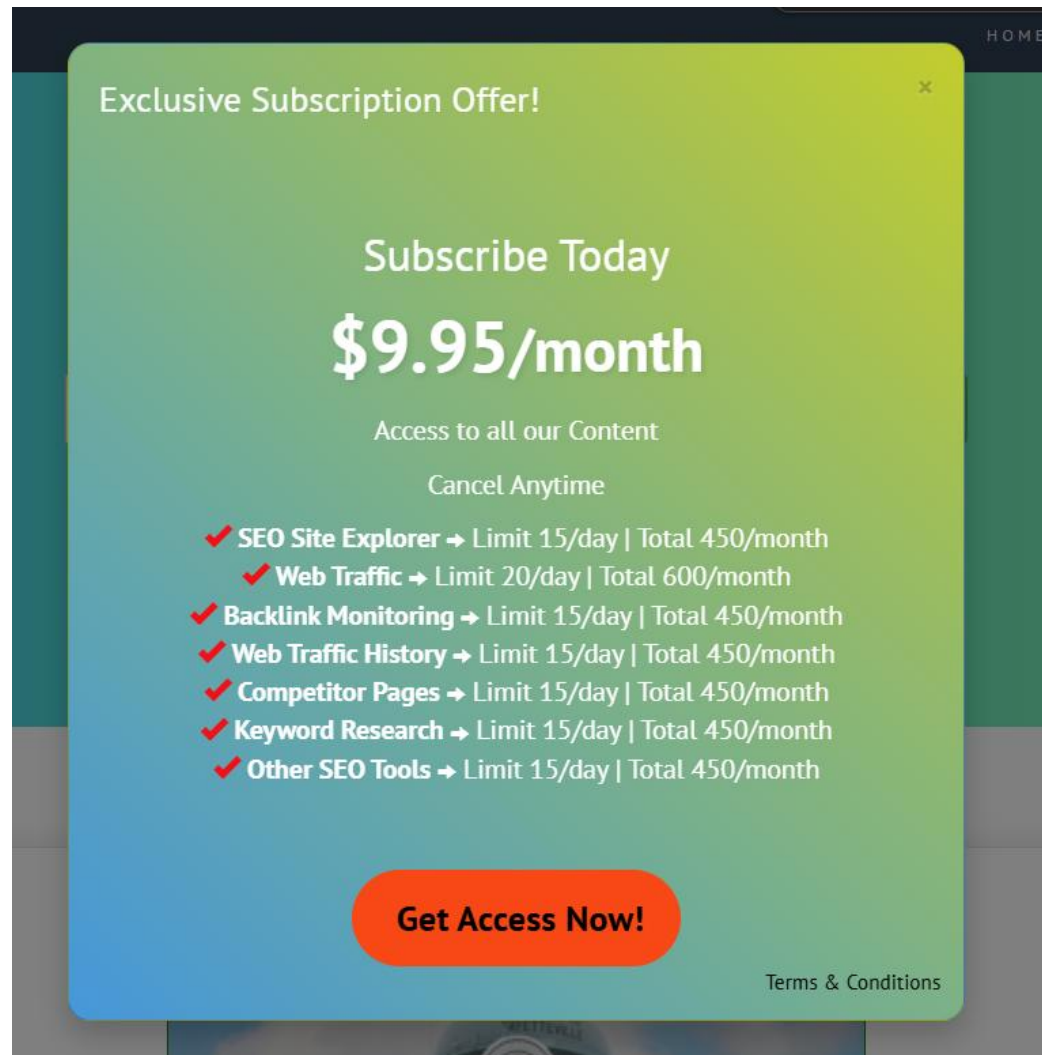**L.Screenshots:**

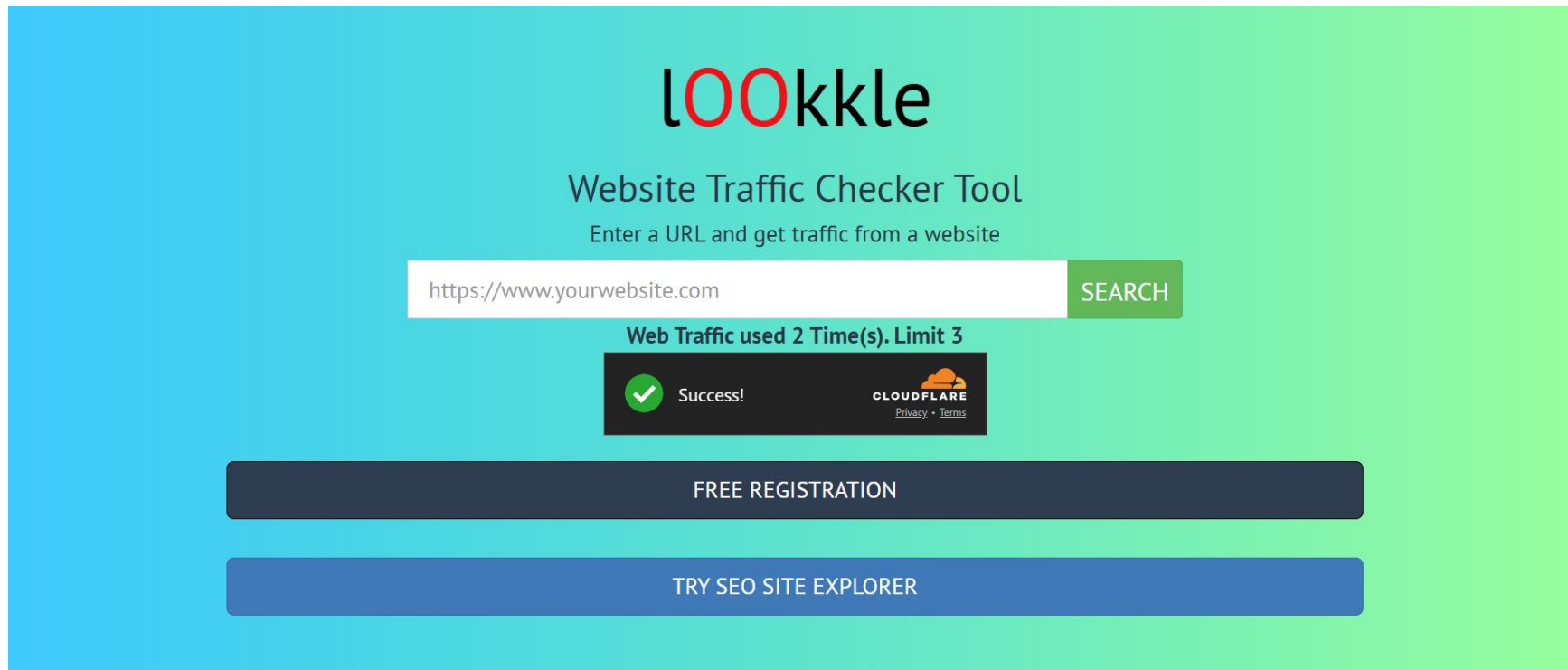1. Confusing icons on homepage
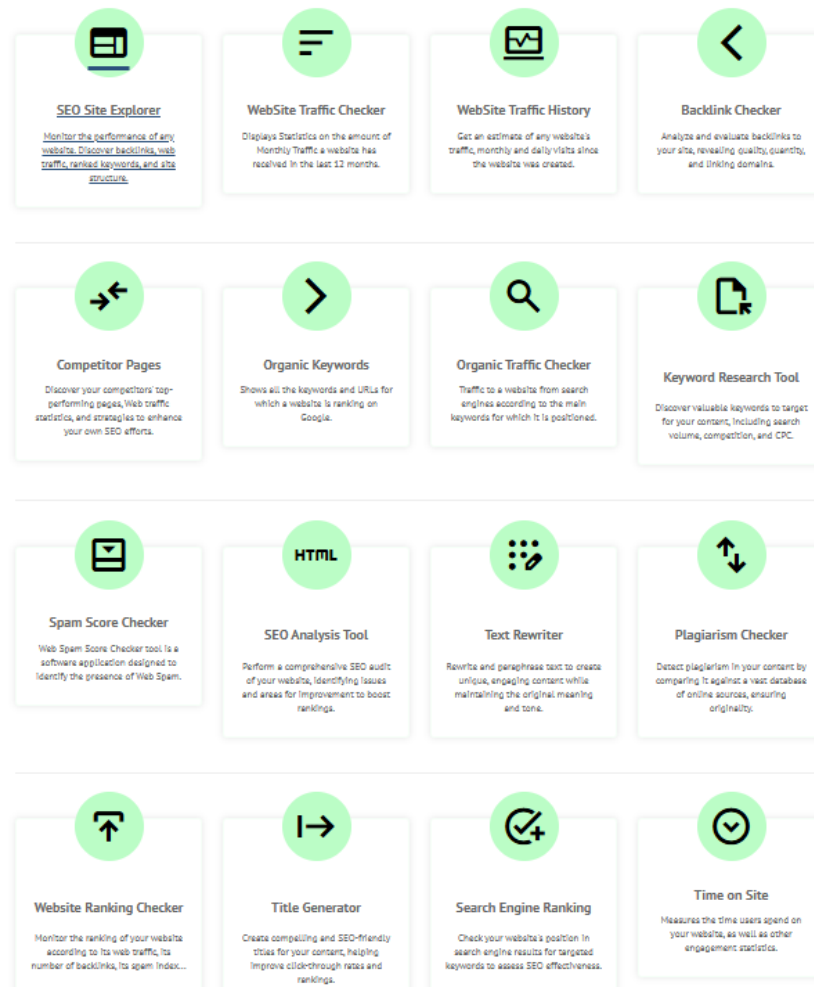
2. Hard to read purple buttons
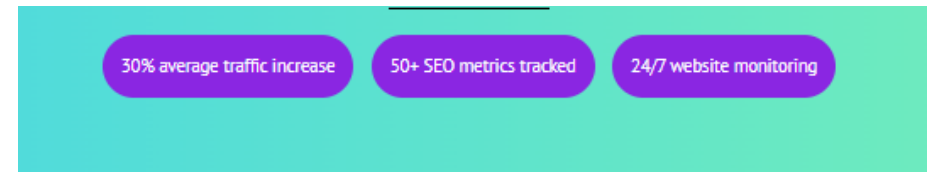


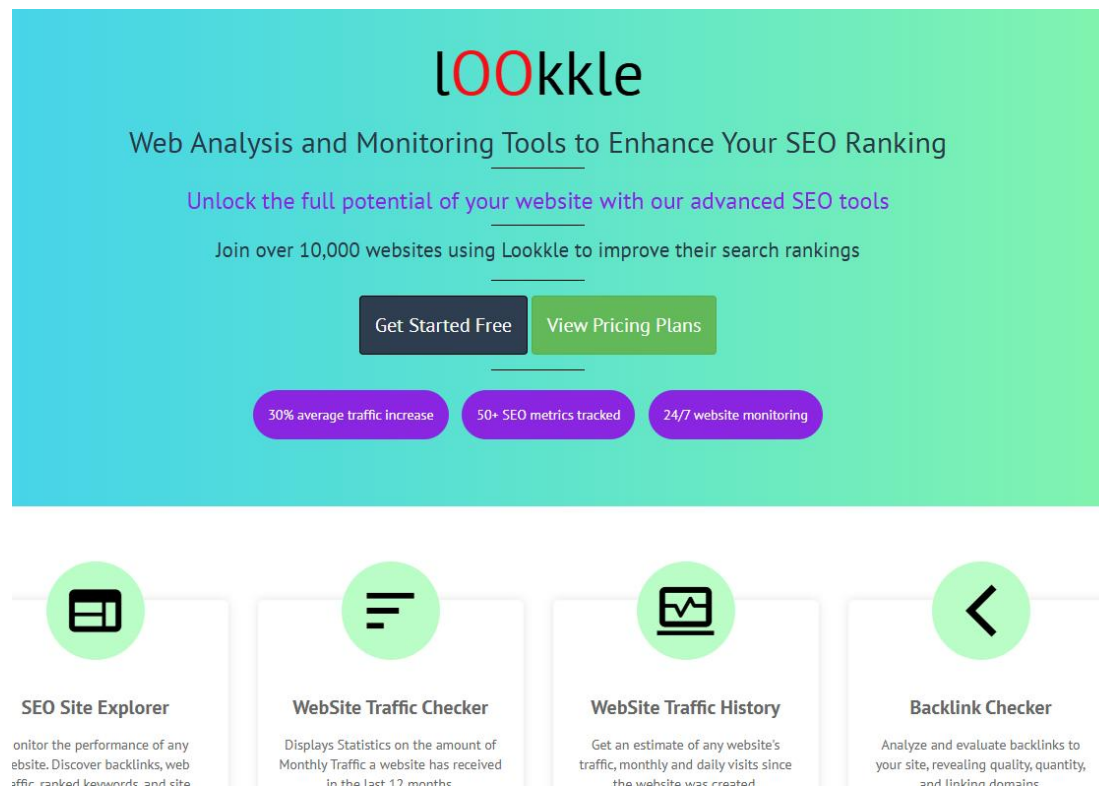3. Convoluted tool names

## 4. Intrusive pop-up

5.No confirmation after action has been made (clicked search but results are shown below)
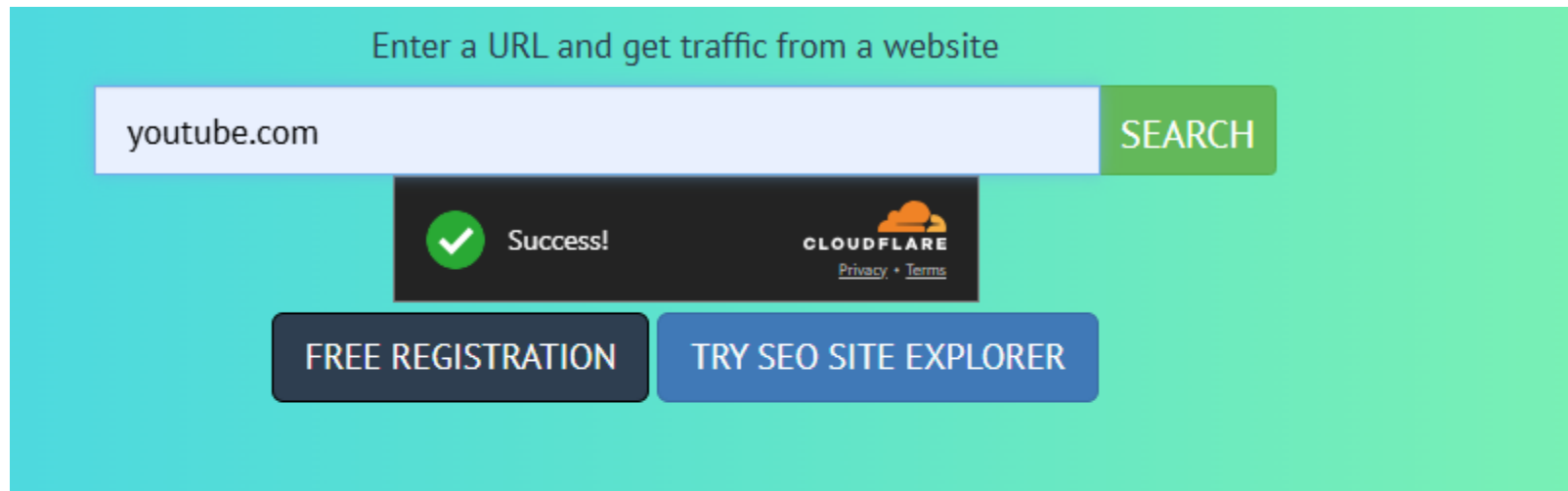
## 6. Navigation bar does not scroll with page



## 7. Harsh and poor colors

8. Case-sensitive search bar where https// needs to be added or URL doesn't work