Team CookieCrumbs

Project Milestone 2

CGT 411
Contemporary Problems in Applied Computer Graphics

Purdue University

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Lafayette Instrument.

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At this point of the project, Jordan and Jessica have created personas based on the information we gathered from our surveys. We had nine participants, and from there, Jordan and Jessica developed two personas, one male and one female. These personas are going to be used to help narrow and discuss our target audience for this project. We have found that our target audience may have an age range from early 30s to late 50s. This is because most of the visitors/customers are employees either of Lafayette Instrument (LI) or have a job that requires them to order products from LI.

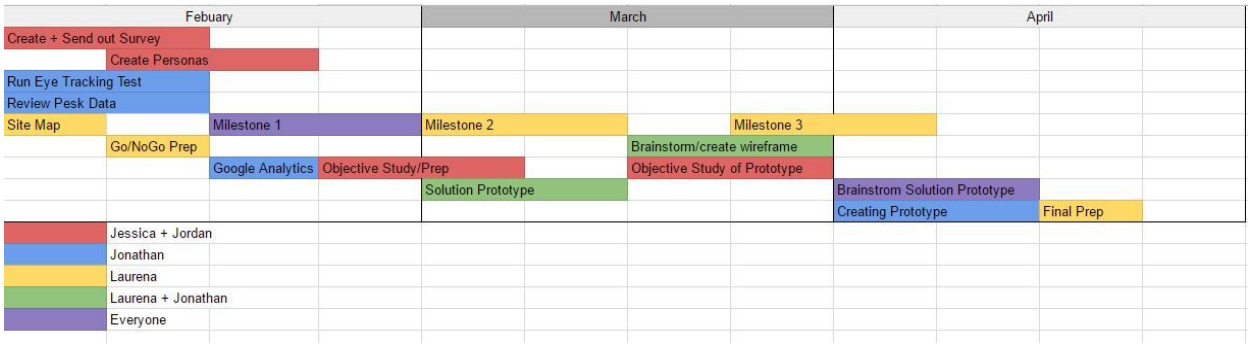
While Jonathan was able to get Google Analytics successfully set up on their website through Greg with Jennifer's help, there has been a lack of feedback from Greg to Jennifer about any results, so we currently have no usable information from it. Because of this, we may not be able to use data from Google Analytics for our project.

This week, we just conducted five objective usability tests with volunteer participants, two being employees at Lafayette Instrument and three being novice users. To perform this test, we traveled to Lafayette Instrument, where asked our participants to meet us. For the objective usability test, we used a video recorder and an eye tracker device to help us observe the subject and gain hard data. The eye tracker is a tool that we used to record the participant as they worked through the objectives test. The video recorder served as a backup in case the eye tracker did not properly record. The screen activity, participants facial expressions, and eye movement were recorded through the device. The most important for us was tracking their eye movement and using the program to display where the participant's eyes traveled on the screen from page to page. This will help us to truly see the flow of the page, what attracts viewer's eyes, and where there was confusion or difficulty, if any.

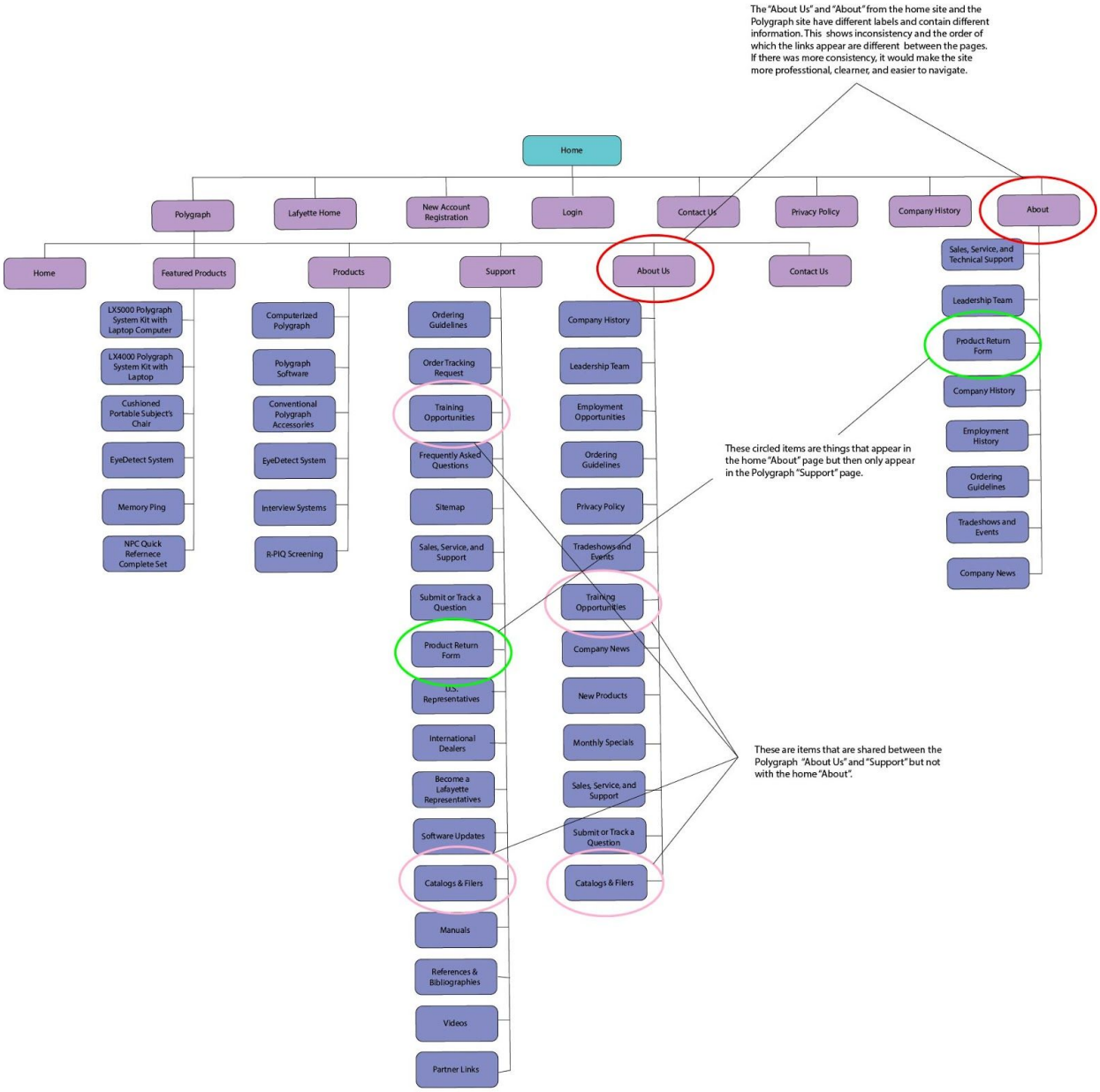
In a study done by Rosli *et al*, they "identified problems through interviews with experts in the field" (Rosli, 2013). For comparison, we had two employees from Lafayette Instrument and four novice users do the usability test. This will give us insight on what types of information is easier to find than others.

At this point, we have not begun the prototype development stage. Since we just conducted objective tests and want to use this data to help guide our prototype. We have since updated our Gantt chart to reflect the different steps we have taken and how other things will fit into our timeline. To help us analyze data, we will reference "Examining the Order of Effect of Website Navigation Menus With Eye Tracking", a journal article from *Journal of Usability Studies* (Dewitt, 2010) . After we analyze the data we gathered from our usability tests, we will brainstorm ideas for potential changes that could be made to the Lafayette Instrument Company website, then we will create a wireframe for our prototype. Once we run that by Jennifer, the next step will be to test our prototype. We asked the participants from this round of usability testing if they would be willing to test again for our prototype of the website with our suggested improvements.

Our evaluation plan is to compare the responses of participants from the original website to one with our suggested improvements. We want to know if the difficulty level of navigating the site increased, lowered, or remained the same with our changes. We have made adjustments to our Gantt chart to reflect what we have done and what we have to come based on our current progress (Img. 1). Laurena has made improvements to our sitemap and has made notes on what we have learned from the sitemap (Img. 2).



Img. 1


The "About Us" and "About" from the home site and the Polygraph site have different labels and contain different information. This shows inconsistency and the order of which the links appear are different between the pages. If there was more consistency, it would make the site more professional, clearner, and easier to navigate.
Home
Polygraph
Lafyette Home
New Account Registration
Login
Contact Us
Privacy Policy
Company History
About
Home
Featured Products
Products
Support
About Us
Contact Us
Sales, Service, and Technical Support
LX5000 Polygraph System Kit with Laptop Computer
LX4000 Polygraph System Kit with Laptop
Cushioned Portable Subject's Chair
EyeDetect System
Memory Ping
NPC Quick Refernece Complete Set
Computerized Polygraph
Polygraph Software
Conventional Polygraph Accessories
EyeDetect System
Interview Systems
R-PIQ Screening
Ordering Guidelines
Order Tracking Request
Training Opportunities
Frequently Asked Questions
Sitemap
Sales, Service, and Support
Submit or Track a Question
Product Return Form
U.S. Representatives
International Dealers
Become a Lafayette Representatives
Software Updates
Catalogs & Filers
Manuals
References & Bibliographies
Videos
Partner Links
Company History
Leadership Team
Employment Opportunities
Ordering Guidelines
Privacy Policy
Tradeshows and Events
Training Opportunities
Company News
New Products
Monthly Specials
Sales, Service, and Support
Submit or Track a Question
Catalogs & Filers
Leadership Team
Product Return Form
Company History
Employment History
Ordering Guidelines
Tradeshows and Events
Company News
These circled items are things that appear in the home "About" page but then only appear in the Polygraph "Support" page.
These are items that are shared between the Polygraph "About Us" and "Support" but not with the home "About".

Img. 2

References

Dewitt, A. 2010. Examining the Order Effect of Website Navigation Menus with Eye Tracking. *Journal of Usability Studies*, 39-47.

Rosli, D.; Alias, R.; Rahman A. 2013. Cognitive Interface System Design Usability Testing. *3rd International Conference on Research and Innovation in Information Systems*, 348-353.