

Usability Testing Transcript

Care.com
<http://www.care.com/>

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Description of Test

<i>Dates of testing:</i>	February 3 – 7, 2010
<i>Testing Location:</i>	Varied
<i>Number of users tested:</i>	5
<i>Length of each test:</i>	60-70 minutes
<i>Platforms tested on:</i>	2 users tested on Windows XP 3 users tested on Macintosh OSX
<i>Browsers tested on:</i>	2 Windows and 2 OSX users tested on Firefox; 1 OSX user tested on Chrome (Users were given choice of browser)

Transcript of Usability Testing Sessions

Transcription Conventions

This transcript is intended to provide an accurate portrayal of the sequence of events during the user testing. However, not every movement of the Mouse was documented and quotations, while believed to be accurate, may not include all connectors and filler phrases (“you know,” “well,” “uh,” “OK,” “So...”, and so on).

Transcription Key

<i>F:</i>	Facilitator
<i>TS:</i>	Test Subject
<i>“..”</i>	Quotation
<i>‘...’</i>	Name of page, link or heading
<i>[...]</i>	Inside quotations: Clarification of pronoun, antecedent or phrase use
<i>[...]</i>	Outside of quotations: Summary of events that do not require elaboration (e.g., reading a task, etc.)
<i>(...)</i>	Clarifying notes where meaning of TS quotation is unclear

Transcript Terminology

<i>‘Splash’ page</i>	Public face of website for non-members and logged out members. Invites visitors to use its matching search functionality by placing it prominently on the page and minimizing other interactive features, such as global navigation.
<i>‘Welcome’ page</i>	Logged-in home page
<i>‘Overview’ page</i>	Each audience-oriented topical global navigation tab offers an overview page featuring articles, resources and links to functionality
<i>Masthead</i>	Area at top of page containing logo, tagline, global and utility navigation units, search and login functionality, marketing (See Appendix A)
<i>Splash masthead</i>	Area at top of splash page featuring a minimalist version of the above (See Appendix B)
<i>Footer</i>	Area of page below content area as designated by rounded rectangle container; it includes several units of navigation, from utility to global to topical.
<i>Dropdown menu</i>	Option list located in 3 areas of the utility interface offering users a choice of roles (babysitter, senior care service seeker, etc.) and distances.

User Ratings

All individual-response ratings and overall ratings are on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum.

USER 1

Task 1 You are vacationing in Seattle and need to hire a babysitter that has his or her own transportation. The zip code is 98102.

1. F: [Reads task aloud]
2. TS: "I guess 'within 10 miles' doesn't matter." (refers to default distance radius)
3. Enters zip code in masthead form field; lingers over drop down menu and default 'within 10 miles' option
4. TS: "Let's just see what my options are. Childcare 'within 50 miles'"
5. Chooses 50-mile option
6. TS: "I have a list of them. Pretty easy. Once I typed in and gave the largest mile restriction, it was pretty easy. 3815 choices!"
7. F: "Now refine the search to a sitter with own transportation."
8. TS: "There it is—oops: a popup. Will that go away?"
9. [Popup registration form automatically appears as overlay over search results]
10. Closes popup.
11. TS: "The popup took me out of my search when I clicked out of it."
12. Repeats filtering effort twice, gets popup both times.
13. TS: "It doesn't give me an escape. That's confusing, the popup. I close it and it's the same loop."
14. F: "In order to successfully refine your search, sign up with this account information."
15. F: [Supplies account information]
16. Enters account info; once completed, a series of screens follow prompting TS to supply more information or upgrade.
17. TS: "Am I joining for free? It asks me to continue and upgrade. I would not want to upgrade [if it were me]... Now it takes me to a job posting!: 'Tell us about your care needs.' Seems like a long time to get back - if not a premium member, a hassle to get back. I'm not ready to read all these options."
18. Clicks back button several times
19. TS: "Finally I'm back to home page."
20. Scans left 'Refine your search' column
21. TS: "Just click to refine results? It took 1000 people out. Wow. 3500 to 2700 with no transportation."
22. F: "Do you have any general comments you'd like to make about this task?"
23. TS: "That took way too long and took me off task. I don't like popups. I don't want to get bombarded with steps I don't want to be doing. I didn't notice if there was a signup tab. I just automatically assume I will sign up. Interesting: I didn't know there were those kinds of sites out there."
24. After filling out evaluation form, continues to look at the site

Task 1 Response

<i>How hard was this task?</i>	2
<i>How quick was this task, compared to what you expected?</i>	6
<i>How obvious were the steps in this task?</i>	5
<i>What was difficult in doing this task?</i>	
It took me off my task to sign up for membership	
<i>What was helpful in doing this task?</i>	
Putting pertinent information [in a prominent place]	
<i>What could be changed to make this task easier?</i>	
Take away the popups	
<i>Additional comments</i>	
n/a	

Task 2 Still on vacation in Seattle but now a registered member of care.com, you want to refine your sitter search. Find a sitter with a background check completed and who doesn't smoke.

1. F: [Reads task aloud]
2. Selects filter for non-smoker; scrolls and browsers among left column 'Refine your search' options looking for background check filter; finding none, clicks 'Refine Results' for nonsmoker filter.
3. TS: "Well we have a nonsmoker woman here—Now: someone with a background check completed."
4. Scrolls through available options.
5. TS: "[The page] doesn't have a check off specifically mentioning background check. I can get a nonsmoker with [her] own transportation. I can scroll through them but this will take me 70 pages to look for all w/ background checks. [it] would be helpful to narrow the search. [The background check] would be vital if you're looking for a sitter online."
6. Continues to scroll
7. TS: "No 'tab' for background check."

Task 2 Response

<i>How hard was this task?</i>	2
<i>How quick was this task, compared to what you expected?</i>	4
<i>How obvious were the steps in this task?</i>	3
<i>What was difficult in doing this task?</i>	
No, but no tab to click for search refinement of Background Check	
<i>What was helpful in doing this task?</i>	
The 'Refine [search] Results' menu	

What could be changed to make this task easier?

Put in Background Check tab in 'Refine [search] Results' menu

Additional comments

n/a

Task 3 Sign in as Nancy, a care.com registered senior care provider located in Dearborn, Mi. Find out about upgrading to a Featured listing.

1. F: [Resets to splash page; reads task aloud; supplies new login information]
2. TS: "Good. You have the login info."
3. Looks through email dropdown menu to find the email preset, chooses it, enters supplied password and is delivered to 'Get SMS Job Alerts' prompt button and 'Continue' text link option.
4. Chooses 'Continue' and lands on caregiver 'Welcome' page featuring account navigation in the left column.
5. TS: "[I do] not see how to upgrade. My ... 'dashboard' ... [it] has my references, reviews, etc. I don't see where [upgrade] is. I would assume I could go to my dashboard. I might go to 'Promote my Services' under 'Quick Links' and look at that.
6. Clicks on 'Promote my Services'
7. "Here's [the info], but it doesn't say how to become a featured listing...I don't see where it says I can get featured."
8. F: "Are you done with this task?"
9. TS: "Yes."

Task 3 Response

<i>How hard was this task?</i>	6
<i>How quick was this task, compared to what you expected?</i>	7
<i>How obvious were the steps in this task?</i>	5
<i>What was difficult in doing this task?</i>	
Finding the Featured listing	
<i>What was helpful in doing this task?</i>	
Not much	
<i>What could be changed to make this task easier?</i>	
Make the Featured listing more prominent	

Additional comments

n/a

Task 4 You are a tutor registered as a basic member. Login and find a tutoring job within 10, 25 and 50 miles.

1. F: [Resets to splash page; reads task aloud; supplies new login information]
2. TS: "That's interesting; it still gives me the Seattle zip [from task 2 and 3]."
3. Enters new account information
4. TS: "It took me right to 'Shop Card', not to a tutor 'Home' page." (Facilitator unable to duplicate this result)
5. TS: "It doesn't give me my zip code. Even though I am the tutor, I don't know my zip code and it doesn't give me a city option. If I don't know my zip code, I'm stuck looking for zips."
6. Filters for jobs within a 10-mile radius using masthead search field
7. TS: "There are [no sitters] within 10 miles—so far, I'm disappointed. As a tutor I'd need my own transportation."
8. Changes search criteria to a 25-mile radius using masthead search field
9. Presses 'Go' button
10. TS: "Disappointed again. Only 4 profiles— all without photos. I don't know who they are, what they look like. [Photos] would give me a preconceived notion of maybe I'd be interesting in that person."
11. Changes search criteria to a 50-mile radius using masthead search field
12. Presses 'Go' button
13. TS: "Same results: no pictures but more [tutor job] options. There are more people further away from me who need tutoring help."

Task 4 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	3
<i>How obvious were the steps in this task?</i>	1
<i>What was difficult in doing this task?</i>	I don't know my zip code
<i>What was helpful in doing this task?</i>	Knowing my zipcode
<i>What could be changed to make this task easier?</i>	Give a city option on the search menu
<i>Additional comments</i>	n/a

Task 5 You are a tutor who has a number of interviews lined up with prospective clients. You want to be as prepared for the interview as possible. Locate information that will help you in this endeavor.

1. F: [Resets to splash page; reads task aloud]
2. On splash page, selects 'Looking for a ... "Tutoring Job"' from the dropdown menu
3. Presses 'Go' button
4. Scrolls up and down page with no search results
5. TS: "Am I missing something? I think I'm missing something. How do you go back to the page to update my resume or help me update my profile? I can't complete this task only because I can't get [there]. I'd have to go back to where I started to find what I need. Nope, it doesn't [allow me to go back to 'start' page]..."
6. F: "Do you have any concluding remarks?"
7. TS: "I guess I could have checked out the 'Care' link. I was so focused on my options in the left menu. There are no tabs. [The site] needs something more obvious."

Task 5 Response

<i>How hard was this task?</i>	7
<i>How quick was this task, compared to what you expected?</i>	7
<i>How obvious were the steps in this task?</i>	7
<i>What was difficult in doing this task?</i>	
Yes	
<i>What was helpful in doing this task?</i>	
Not Much	
<i>What could be changed to make this task easier?</i>	
Need more options once searching	
<i>Additional comments</i>	
a/a	

Task 6 You want to be sure that your online hire is a safe and smart thing to do. Find tips about safely hiring a service provider using an online source.

1. F: [Resets to splash page; reads task aloud]
2. Clicks 'How it Works' masthead global navigation link (video starts automatically)
3. TS: "I went to 'How it Works'"
4. Briefly watches video
5. TS: "Then I would go to 'Looking for Care'—I'd go there to get started. But, once I'm there, it just prompts me to sign up and I don't want to sign up. When I clicked back it gave me the popup to sign up. [I had to] double click back to login to get out."
6. F: "The information is available in the utility links at the bottom of the page, and elsewhere."
7. TS: "I would never [have gone] there. I would expect to find 'Safety Tips' prominent for a site offering babysitting services."

Task 6 Response

<i>How hard was this task?</i>	6
<i>How quick was this task, compared to what you expected?</i>	5
<i>How obvious were the steps in this task?</i>	5
<i>What was difficult in doing this task?</i> Could not find 'Safety Tips'	
<i>What was helpful in doing this task?</i> Nothing	
<i>What could be changed to make this task easier?</i> Put 'Safety Tips' link at top of page	
<i>Additional comments</i> I wouldn't think to go to the footer for 'Safety Tips'	

Task 7 You work in Personnel for a large company that provides childcare for employees and are responsible for locating these childcare workers. Get as far as you can in the process of posting a childcare job for your place of business.

1. F: [Resets to splash page; reads task aloud]
2. TS: "First I click on the 'Child Care' tab. I'm working for a company."
3. Clicks on 'Child Care' global navigation tab
4. "Alright: 'Posting a Job?'"
5. Moves attention to 'Care Gigs' global navigation tab
6. TS: "'Care Gigs'? I'll click there."
7. Scrolls down and up 'Care Gig' page, hesitating over content area bullet points
8. TS: "That's not it."
9. "'Post a job'—got it."
10. Clicks 'Post a job' link on Care Gig' page
11. TS: "This was pretty fast. [But] it gives me a popup [to join/sign up]."
12. F: "That's ok, we're not signing up in this task. Remember that you were required to post as a corporate member, not an individual."
13. TS: "...the interface does not make clear that the job poster must be [an individual], not a corporate recruiter."

Task 7 Response

<i>How hard was this task?</i>	3
<i>How quick was this task, compared to what you expected?</i>	3
<i>How obvious were the steps in this task?</i>	4
<i>What was difficult in doing this task?</i> I thught it was easy but I found I went to the wrong link	
<i>What was helpful in doing this task?</i> Not much	

What could be changed to make this task easier?
It's not very clear in defining corporation and user

Additional comments
n/a

Task 8 You found a great article on pet care options and you want to share it with friends on Facebook and Twitter. How would you do that?

1. F: [Resets to splash page; reads task aloud]
2. Clicks on 'Pet Care' global navigation tab
3. Scrolls up and down page
4. Stops at footer area
5. Scans links
6. TS: "It's not obvious. I don't see where it would give me an option. I suppose I could copy and paste the link [sic] into my own Facebook page..., but..."
7. F: "Is the task completed?"
8. TS: "Yes."

Task 8 Response

How hard was this task? 1

How quick was this task, compared to what you expected? 1

How obvious were the steps in this task? 5

What was difficult in doing this task?
No way to define Facebook or Twitter

What was helpful in doing this task?
Nothing

What could be changed to make this task easier?
Put Facebook/Twitter icon on homepage

Additional comments
n/a

Task 9 Because of your work schedule and lifestyle, you've decided it's in your best interest to hire a housekeeper, but don't know how to go about interviewing and hiring. Find information to help you.

1. F: [Resets to splash page' reads task aloud]
2. Clicks 'Childcare' global navigation tab
3. Browses "Childcare' overview page (it is unclear to F why TS peruses 'Childcare' in search information about housekeeping)
4. TS: "Clicking on Housekeeping would be my first way to go."
5. Clicks 'Housekeeping' global navigation tab; scrolls to bottom
6. Locates 'How to Interview a Housekeeper' article

7. Clicks on article link
8. TS: "To be honest, I wouldn't know to do that unless scrolling through to find what I would think [to be] info. There's a lot of 'Martha Stewart' information, such as 'Clean your Kitchen the Smart Way,' etc., when what I really need is steps for hiring. This is all 'Good Housekeeping' stuff. Too much like a magazine rather than a matching service."

Task 9 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	2
<i>What was difficult in doing this task?</i> Nothing [Nope]	
<i>What was helpful in doing this task?</i> Having info available	
<i>What could be changed to make this task easier?</i> Bringing to top of page	
<i>Additional comments</i> n/a	

Task 10 Cancel account created for Seattle babysitting seeker.

1. F: [Resets to splash page; reads task aloud; supplies account info]
 2. TS: "I'm logged in [as user in Tasks 1 and 2]—it says 'Welcome Alex'. Cancel is usually at the bottom of the page, in the footer."
 3. Scans footer links
 4. TS: "I would click on 'Terms of Use'."
 5. Clicks on 'Terms of Use'
 6. TS: "No [in response to 'Terms of Use' page content]. 'Contact Us'."
 7. Clicks on 'Contact Us'
 8. TS: "No, not there. It doesn't look like an easy way, right off the bat. 'Help' would be my last option. Too much to read. It's telling me how to upgrade, not cancel."
 9. F: "Are you finished with this task?"
 10. TS: "Yes."
 11. F: "Can you give me just one brief sentence describing your overall evaluation?"
 12. TS: "Distracting, a lot of text."
-

Task 10 Response

How hard was this task? 1

How quick was this task, compared to what you expected? 1

How obvious were the steps in this task? 1

What was difficult in doing this task?

Couldn't cancel membership

What was helpful in doing this task?

Nothing

What could be changed to make this task easier?

Put in a cancel membership link in footer

Additional comments

n/a

Care.com: Overall Ratings

(All ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum.)

Easy to use:	5
Responsive:	2
Interesting	2
Efficient:	5
Well-organized	3
Good labels:	3
Direct:	6
Attractive:	1
Easy to Read:	1
Focused:	5
Useful	1
Valuable Information	4
Comprehensive	3
Good instruction	2

What do you consider the most valuable aspect of the care.com website?

Its subject matter

What is the biggest problem with the care.com website?

Not that user-friendly; put more of important info at top of page

Additional comments:

no response

USER 2

Task 1 You are vacationing in Seattle and need to hire a babysitter that has his or her own transportation. The zip code is 98102.

1. F: [Reads task aloud]
2. TS: "Looking for care or baby sitter."
3. Enters zip code in dropdown menu on splash page
4. Clicks 'Go' button
5. TS: "There are all my options with pictures and blurbs about what they're doing and if I want to chose one of these people. I will sort by experience."
6. Sorts by experience
7. Presses 'Refine Results' button
8. [Search results page appears momentarily but is quickly overlaid with a popup registration form]
9. TS: "What is this popup crap?"
10. Closes popup using available "X" ('Close') button
11. TS: "I don't like that. When I close the popup I got back to the original page. I lost my sort."
12. Repeats the sort; popup reappears
13. TS: "Frustrating. Why? I don't want to join. I just want to sort by experience."
14. F: "Don't forget you're sorting on transportation. Here's your account information so you can do the sort."
15. F: [Provides login data]
16. Registers using provided data; receives one of series of windows prompting for more information or to upgrade
17. TS: "I can continue or upgrade. I just want to continue."
18. Presses 'skip this step' again to continue
19. TS: "I'm interested in childcare. I expected to go back to the home page [after signing up] with the same search box. What happens when I skip [all the prompts]? I'm going to put the address in again and start over."
20. Returns to splash page and re-enters zip
21. TS: "[The SRP interface] is different. I'm going to search on ... [sorts through options menu]... on distance...no, transportation. I look in 'additional details' [in profile], and find nothing."
22. Discovers "Refine Results" left column options
23. TS: "I'm going to click this to refine my results. 785 choices!"

Task 1 Response

<i>How hard was this task?</i>	2
<i>How quick was this task, compared to what you expected?</i>	2
<i>How obvious were the steps in this task?</i>	2
<i>What was difficult in doing this task?</i>	Nothing
<i>What was helpful in doing this task?</i>	Dropdown boxes

What could be changed to make this task easier?

Get rid of popups

Additional comments

Expected to see homepage after I registered

Task 2 Still on vacation in Seattle but now a registered member of care.com, you want to refine your sitter search. Find a sitter with a background check completed and who doesn't smoke.

1. F: [Reads task aloud]
2. TS: "I'm going to leave 'has own transportation' and look for a nonsmoker and one who has completed a background check."
3. Focuses attention on the left 'Refine Results' column
4. TS: "Where is background check? It looks like there isn't anything over here [left column]. Let me click 'Refine Results' and see what comes up."
5. Clicks 'Refine Results' button after entering filter values
6. TS: "I refined my results and got more. The only way to find out about background checks is to look in the profiles."
7. F: "Are you finished with the task?"
8. TS: "Yes."

Task 2 Response

How hard was this task? 2

How quick was this task, compared to what you expected? 3

How obvious were the steps in this task? 2

What was difficult in doing this task?

Nothing

What was helpful in doing this task?

Dropdown boxes

What could be changed to make this task easier?

Search boxes that are not included in the dropdown boxes (e.g., 'Background Check')

Additional comments

n/a

Task 3 Sign in as Nancy, a care.com registered senior care provider located in Dearborn, MI. Find out about upgrading to a Featured listing.

1. F: [Resets to splash page; reads task aloud; supplies login information]
2. Lingers over home page; clicks on login; instead of logging in, clicks on: 'Are you a Care Provider?' and gets signup popup
3. TS: "In sign up, I need to login; I'll just use your [the facilitator's provided] email."
4. Enters login data
5. Presses 'Log in' button
6. TS: "I see the availability..." (referring to page prompting care provider to detail available work times)
7. "No thanks"
8. Clicks 'Continue to account' link; reaches 'Welcome' page'
9. TS: "I'm looking for 'upgrade'."
10. Hovers over various links in masthead
11. TS: "I don't want to add a service."
12. Peruses other links
13. TS: "I don't want to find a childcare provider; I don't want to look for someone."
14. Reconsiders options in dropdown menu;
15. TS: "I wonder if I could add a service..."
16. Moves to left column account navigation and hovers over 'Update my profile' link
17. TS: "Let's see if that's it."
18. Moves cursor over options while scanning
19. TS: "'Edit availability and qualifications'. Nope. How about 'Help?'"
20. Browses search drop down menu options
21. TS: "Not premium member—I want 'featured'."
22. F: "Are you finished with the task?"
23. "Yes."

Task 3 Response

How hard was this task? 7

How quick was this task, compared to what you expected? 7

How obvious were the steps in this task? 7

What was difficult in doing this task?

Couldn't find exact wording

What was helpful in doing this task?

Knowing what I wanted to find

What could be changed to make this task easier?

make wording the same

Additional comments

The 'right' option was listed in the 'wrong' list

Task 4 You are a tutor registered as a basic member. Login and find a tutoring job within 10, 25 and 50 miles.

1. F: [Resets to splash page; reads task aloud; supplies login information]
2. Logs in using supplied account information; enters first search criteria in masthead search field
3. TS: "If I already had a photo, would this [prompt to upload a photo] be showing up or is it smart enough to know that [I have one]? You want a photo. Anyway, I'm going to 'Continue to my account.'"
4. Clicks 'Continue to my account' link
5. TS: "I'm going to search for a job near me. It doesn't have any links in the 'Welcome to Care.com' content area, so I'm going to change the drop down menu to 'finding a job...' It only gives me a zip to choose from. I'm going to sort."
6. F: "Note that it's remembering the Seattle zip from the earlier task."
7. TS: "I'm going to go back and put in 48104. Using left ['Refine your search'] column, I'm going to refine to 10 miles."
8. Clicks search area 'Go' button
9. TS: "Now there are 4 jobs. Let me see how many are available within 50 miles."
10. Clicks search area 'Go' button
11. Now there are 16 results. Now I could start looking at exactly what services they offer."

Task 4 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	2
<i>What was difficult in doing this task?</i>	
Knowing which search option to select	
<i>What was helpful in doing this task?</i>	
Being more familiar with the site	
<i>What could be changed to make this task easier?</i>	
na/a	
<i>Additional comments</i>	
n/a	

Task 5 You are a tutor who has a number of interviews lined up with prospective clients. You want to be as prepared for the interview as possible. Locate information that will help you in this endeavor.

1. F: [Resets to splash page; reads task aloud]
2. TS: "[aside:] I was actually thinking of using this site for my daughter. I'm going to assume that the jobs I have lined up are within 25 miles of me. How can I be prepared?"
3. Enters (default) search criteria,
4. Clicks 'Go' button

5. Reads a few profiles on search results page
6. TS: "I can see what they're looking for. The first one is math—that won't help me. The second one is a child with ADHD. I could help student to prepare—read, bone up on ADHD. A third-grader for the next one. Need help with searches on early childhood education. I'd like to look for buzzwords to wow them with, my knowledge. [The next profile] needs a tutor for a 14-year-old boy. I'd look for sites on differences in learning between girls and boys."
7. Continues speculating aloud on ways to prepare for interviews (but is unsuccessful in locating information on the site about interviewing and hiring)
8. Scans masthead tabs
9. TS: "Maybe these tabs? I give up."

Task 5 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	2
<i>What was difficult in doing this task?</i>	
Nothing—info about what they wanted was available	
<i>What was helpful in doing this task?</i>	
Options on sidebar	
<i>What could be changed to make this task easier?</i>	
n/a	
<i>Additional comments</i>	
n/a	

Task 6 You want to be sure that your online hire is a safe and smart thing to do. Find tips about safely hiring a service provider using an online source.

1. F: [Resets to splash page; reads task aloud]
2. Scans on splash page contents above fold, scrolls down
3. TS: "All this down here is advertising. The only thing to choose from is 'Help'" (a utility link located in footer area below icon-based global navigation, itself located below advertisement)
4. Clicks 'Help'
5. Scans links on 'Welcome! We're Here to Help' page
6. Clicks link to 'Safety Measures & Tips'
7. TS: "I think the link should be more along the wording of your question—a more descriptive link title. When I go to the 'Safety Measures and Tips' page, the titles of all the link options seem pretty thorough. It's clean—everything's right there..."
8. While speaking, toggles FAQ headers open and closed.
9. "A clean list. I like bullets."
10. Task 7: You work in Personnel for a large company that provides childcare for employees and are responsible for locating these childcare workers. Get as far as you can in the process of posting a childcare job for your place of business.
11. F: [Resets to splash page; reads task aloud]

12. I guess I'm looking for ..."
13. Looks in drop down; stops at 'Care Gigs' option
14. TS: "I'm going to see if this is what I want to do. 'Post a job', 'Let job providers contact you' ... [I'm selecting] 'Post a job'"
15. Clicks 'Post a job' link and gets sign-up form page (distinct from registration popup overlay)
16. TS: "It looks like I can put in info about myself, but if I'm doing this for my place of work, I can't do that. It's all about me. It looks like I'm applying for a subscription. What would it be billing me for? I don't want to join. I just want to post a job."
17. Presses back button
18. On splash page, moves to drop down in masthead area and looks through options
19. TS: "I don't like [my options]."

Task 6 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	1

What was difficult in doing this task?

Wording of links could be more specific/descriptive

What was helpful in doing this task?

Layout of links

What could be changed to make this task easier?

Specific/descriptive words

Additional comments

I like the bullet format of the information

Task 7: You work in Personnel for a large company that provides childcare for employees and are responsible for locating these childcare workers. Get as far as you can in the process of posting a childcare job for your place of business.

1. F: [Resets to splash page; reads task aloud]
2. I guess I'm looking for ..."
3. Looks in drop down; stops at 'Care Gigs' option
4. TS: "I'm going to see if this is what I want to do. 'Post a job', 'Let job providers contact you' ... [I'm selecting] 'Post a job'"
5. Clicks 'Post a job' link and gets sign-up form page (distinct from registration popup overlay)
6. TS: "It looks like I can put in info about myself personally, but if I'm doing this for my place of work, I can't do that. It's all about me. It looks like I'm applying for a subscription. What would it be billing me for? I don't want to join. I just want to post a job."
7. Presses back button
8. On splash page, moves to masthead dropdown and looks through options
9. TS: "I don't like [my options]."

Task 7 Response

<i>How hard was this task?</i>	7
<i>How quick was this task, compared to what you expected?</i>	7
<i>How obvious were the steps in this task?</i>	7
<i>What was difficult in doing this task?</i> I couldn't find the correct link	
<i>What was helpful in doing this task?</i> Nothing	
<i>What could be changed to make this task easier?</i> Making links more descriptive	
<i>Additional comments</i> I wouldn't use this service if it were this difficult	

Task 8 You found a great article on pet care options and you want to share it with friends on Facebook and Twitter. How would you do that?

1. F: [Resets to splash page; reads task aloud]
2. TS: "I'm going to click the 'Pet Care' tab."
3. Clicks global navigation tab to 'Pet Care' section overview page
4. TS: "I'm in the 'Pet Care' section. Here is [a link] called 'Articles & Resources.'"
5. Clicks on 'Articles & Resources' link
6. On 'Articles & Resources' page, clicks 'Traveling with your pet' link
7. A video automatically begins on 'Traveling with your pet' page
8. TS: "I would put this video on Facebook."
9. Locates and clicks Facebook icon link (but does not continue through to Facebook)
10. TS: "That's pretty easy to do. I don't know what all these [other social networking] icons are. What I'd like to do is email this link but it doesn't give me this option."

Task 8 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	1
<i>What was difficult in doing this task?</i> Wanted to email the video and there was no option to do that	
<i>What was helpful in doing this task?</i> Good links	
<i>What could be changed to make this task easier?</i> n/a	

Additional comments

If I wanted only printed articles as opposed to videos, there was no way to tell from the links which was which

Task 9 Because of your work schedule and lifestyle, you've decided it's in your best interest to hire a housekeeper, but don't know how to go about interviewing and hiring. Find information to help you.

1. F: [Resets to splash page; reads task aloud]
2. Scrolls up and down on splash page
3. TS: "I'm going to go to the 'Housekeeping' tab."
4. Moves to colored global navigation tabs in masthead
5. Clicks 'Housekeeping' tab
6. On 'Housekeeping' overview page, hovers over several links, as if deliberating
7. TS: "I wonder –under 'Sheila's Blog'—how they could have cleaned up ... those are problems ... dumb typos." (referring to non-encoded special characters)
8. Scrolls down page
9. TS: "There it is!" (referring to the information required of the task)

Task 9 Response

<i>How hard was this task?</i>	2
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<i>How quick was this task, compared to what you expected?</i>	3
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<i>How obvious were the steps in this task?</i>	3
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What was difficult in doing this task?

Choosing the right link

What was helpful in doing this task?

n/a

What could be changed to make this task easier?

Put relevant info higher up on screen; the 'Get Started' button wants to sell you something

Additional comments

n/a

Task 10 Cancel account created for Seattle baby-sitting seeker.

1. F: [Resets to home page; reads task aloud; supplies login information]
2. Enters log-in data and presses 'Log in' button
3. 'Welcome' page addresses TS by name.
4. TS: "I'm going to look in 'My Profile & Settings'" (refers to left column account navigation)
5. Scrolls to, then stops at and clicks 'Membership Information' link on 'My Profile & Settings' page
6. Clicks 'edit' link

7. "It goes into a lot of information, like 'Update Today' button; but I want something called account. Here it is."
8. Checks 'No thanks. Just Close my Account' checkbox
9. Chooses 'Other' from dropdown menu of reasons for cancellation, citing:
10. TS: "Your site was too difficult to use."
11. Clicks to cancels account
12. [Message appears: 'We're sorry to see you go']
13. TS: "Now I've changed my mind since you're sorry. Nobody every apologizes to me."

Task 10 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	1
<i>What was difficult in doing this task?</i> Pretty easy	
<i>What was helpful in doing this task?</i> The links took me where I expect to go	
<i>What could be changed to make this task easier?</i> n/a	
<i>Additional comments</i> n/a	

Care.com: Overall Ratings

(All ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum.)

Easy to use:	2
Responsive:	3
Interesting:	3
Efficient:	3
Well-organized:	3
Good labels:	4
Direct:	4
Attractive:	2
Easy to Read:	2
Focused:	3
Useful:	1
Valuable Information:	1
Comprehensive:	1
Good instruction:	3

What do you consider the most valuable aspect of the care.com website?

The service it provides

What is the biggest problem with the care.com website?

Ambiguous links

Additional comments:

Nice to Know it's out there

USER 3

Task 1 You are vacationing in Seattle and need to hire a babysitter that has his or her own transportation. The zip code there is 98102.

1. F: [Reads task aloud]
2. TS: "I'm typing in the zip code in the box."
3. Enters the zip code into the splash page zip code field
4. Clicks the 'Go' button
5. On search results page, refines search by choosing several options in the 'General Information' section of the 'Refine your search' left column
6. TS: "These are what I would choose if I were looking for someone"
7. TS: "There's an option missing" (F unclear what option TS is looking for)
8. Chooses 'Non-smoker'
9. Clicks 'Refine Results' button
10. 'Join Free Now' popup registration form automatically appears
11. TS: "What's this?" (responding to the popup registration form)
12. TS: "Do I have to join?"
13. Returns to search page using the backspace key
14. Reads through the various options chosen earlier
15. Refines search by choosing other options
16. TS: "Well, let's just go with what they asked me to do in the task."
17. Removes previous options, except for 'Has own transportation.'
18. TS: "I'd be going to another site by this time!"
19. Clicks 'Refine Results' button
20. 'Join Free Now' popup registration form automatically appears
21. Exits from form with the 'X' button and goes back to home page
22. TS: "I'm done. That certainly didn't work. Why did that page keep popping up?"

Task 1 Response

How hard was this task? 4

How quick was this task, compared to what you expected? 4

How obvious were the steps in this task? 4

What was difficult in doing this task?

Did not accomplish because a "popup" appeared. I closed without reading and it took me out of the program

What was helpful in doing this task?

n/a

What could be changed to make this task easier?

No popup

Additional comments

n/a

Task 2 Still on vacation in Seattle but now a registered member of care.com, you want to refine your sitter search. Find a sitter with a background check completed and who doesn't smoke.

1. F: [Resets to splash page; reads task aloud]
2. Enters in zip code and clicks the 'Go' button (bringing TS to search results page)
3. TS: "I don't see any place to choose 'Background check.'" (looks through the refine search section)
4. Clicks 'Refine Results' button
5. 'Join Free Now' popup registration form automatically appears
6. TS: "I'm not sure this is going to work."
7. F: [Provides TS with registration data]
8. Fills out registration form
9. Clicks 'Join' button
10. Clicks 'Continue' (on 'Membership Option' page)
11. Chooses 'Childcare' from dropdown menu (on 'Post a Job' page)
12. Clicks 'Next' button (taking TS to 'Complete Your Job Description' page)
13. Fills out various part of the job description form
14. Clicks the 'Submit' button (taking TS to the 'Upgrade Today' page)
15. "Well, I'm at a page where I have no further option, as from this point on they needed money from me. This is really frustrating."
16. F: "Do you feel you've gotten as far as you can in the task?"
17. TS: "Yes."

Task 2 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	1
<i>What was difficult in doing this task?</i>	
Not	
<i>What was helpful in doing this task?</i>	
Patience	
<i>What could be changed to make this task easier?</i>	
Clearer time instructions; for example, either "6" or "6:00"	
<i>Additional comments</i>	
n/a	

Task 3 Sign in as Nancy, a care.com registered senior care provider located in Dearborn, MI. Find out about upgrading to a Featured listing.

1. F: [Resets to splash page; read task aloud; provides login data]
2. Clicks 'Log in' link in splash page masthead
3. Fills out registration using provided data
4. Clicks on 'New! Upgrade to a featured listing today' graphic on right side of page
5. TS: "I think this is it. I think I'm here."
6. F: "Do you feel you completed the task?"
7. TS: "I think so."

Task 3 Response

<i>How hard was this task?</i>	n/a
<i>How quick was this task, compared to what you expected?</i>	n/a
<i>How obvious were the steps in this task?</i>	n/a
<i>What was difficult in doing this task?</i>	n/a
<i>What was helpful in doing this task?</i>	n/a
<i>What could be changed to make this task easier?</i>	n/a
<i>Additional comments</i>	n/a

Task 4 You are tutor registered as a basic member. Login and find a tutoring job within 10, 25, and 50 miles.

- F: [Resets to splash page; reads task aloud; provides login data]
1. 'Log in' link in splash page masthead
 2. Fills out registration using provided data
 3. Chooses 'Tutoring Job' from masthead drop-down menu
 4. Enters '48105' for zip code
 5. Chooses '10 miles' from drop-down menu
 6. Clicks 'Go' button
 7. Chooses '25 miles' from down-down menu
 8. Clicks 'Go' button
 9. Chooses '50 miles' from down-down menu
 10. Clicks 'Go' button
 11. TS: "Well, I think that's it. That was pretty easy."

Task 4 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	2
<i>What was difficult in doing this task?</i> n/a	
<i>What was helpful in doing this task?</i> n/a	
<i>What could be changed to make this task easier?</i> Make the boxes on the top bigger than the boxes in the middle	
<i>Additional comments</i> n/a	

Task 5 You are a tutor who has a number of interviews lined up with prospective clients. You want to be as prepared for the interview as possible. Locate information that will help you in this endeavor.

1. F: [Resets to splash page; reads task aloud]
2. Scrolls through page, looking for clue
3. Clicks 'Tutoring & Lessons' navigation link at bottom of page
4. Reads through options on the 'Tutoring and Lessons' page
5. Clicks on 'The Tutoring Job Interview'
6. Scans the page
7. TS: "Yep, this is it. That wasn't too hard."

Task 5 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	6
<i>What was difficult in doing this task?</i> Had to go to the bottom of the page to very small icon	
<i>What was helpful in doing this task?</i> n/a	
<i>What could be changed to make this task easier?</i> Bigger, more obvious place to click	
<i>Additional comments</i> n/a	

Task 6 You want to be sure that your online hire is a safe and smart thing to do. Find tips about safely hiring a service provider using an online resource.

1. F: [Resets to splash page; reads aloud task]
2. TS: "I'm looking for help for..."
3. Scrolls through home page
4. Clicks 'Safety Tips' navigation link at bottom of home page
5. TS: "Here it is."

Task 6 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	4
<i>What was difficult in doing this task?</i> Again, small writing at the bottom of page	
<i>What was helpful in doing this task?</i> n/a	
<i>What could be changed to make this task easier?</i> Change bigger writing	
<i>Additional comments</i> n/a	

Task 7 You work in Personnel for a large company that provides childcare for employees, and are responsible for locating these childcare workers. Get as far as you can in the process of posting a childcare job for your place of business.

1. F: [Resets to splash page; reads task aloud]
2. TS: [reviews the task]
3. Scrolls through splash page and clicks the 'Childcare' link at bottom
4. Clicks 'Post a job' link in top graphic (brings up a form to create an account)
5. Clicks 'Company Recruiter' link in masthead
6. Clicks 'Post a Job' button in graphic at top right of page
7. TS: "I don't think I can go any further. I'm supposed to pay money if I want to actually post a job."

Task 7 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	1
<i>What was difficult in doing this task?</i> n/a	

What was helpful in doing this task?

n/a

What could be changed to make this task easier?

n/a

Additional comments

n/a

Task 8 You found a great article on pet care options and you want to share it with friends on Facebook and Twitter. How would you do that?

1. F: [Resets to splash page; reads task aloud]
2. Scrolls to bottom of page and clicks 'Pet Care' navigation link
3. Clicks 'Pet care job options' link
4. TS: "I think this is it. Here's the stuff for Facebook and Twitter..."

Task 8 Response

How hard was this task? 1

How quick was this task, compared to what you expected? 1

How obvious were the steps in this task? 1

What was difficult in doing this task?

n/a

What was helpful in doing this task?

n/a

What could be changed to make this task easier?

n/a

Additional comments

n/a

Task 9 Because of your work schedule and lifestyle, you've decided it's in your best interest to hire a housekeeper, but don't know how to go about interviewing and hiring. Find information to help you.

1. F: [Resets to splash page; reads aloud the task]
2. Scrolls to bottom of page and clicks 'Housekeeping' navigation link
3. TS: [scans through the page, reading aloud various links]
4. Clicks 'Housekeeper Interview' link in 'Looking for Housekeeping' section
5. TS: "Here it is..."

Task 9 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	1
<i>What was difficult in doing this task?</i>	n/a
<i>What was helpful in doing this task?</i>	n/a
<i>What could be changed to make this task easier?</i>	n/a
<i>Additional comments</i>	n/a

Task 10 Cancel account created for Seattle babysitting seeker.

1. F: [Resets to splash page; reads aloud the task]
2. TS: "I think I have to log in first."
3. Clicks 'log In' navigation link in splash page masthead
4. Clicks 'help' navigation link at tope of 'Log In' page (tester did not fill in data in order to log in)
5. Clicks 'Terms of Use' link on left side of page
6. TS: [scans through Terms of Use page]
7. TS: "I would think there would be something here about how to cancel my account."
8. Returns to Log In page using backspace key
9. TS: "I would probably log in, and see what else I was supposed to do to cancel it."
10. F: "Do you feel you've gotten as far as you can go at this point?"
11. TS: "I think so." (tester never logged in)

Task 10 Response

<i>How hard was this task?</i>	n/a
<i>How quick was this task, compared to what you expected?</i>	n/a
<i>How obvious were the steps in this task?</i>	n/a
<i>What was difficult in doing this task?</i>	Did not create an account as it was going to cost money and I did not want to put personal information on the website
<i>What was helpful in doing this task?</i>	n/a
<i>What could be changed to make this task easier?</i>	n/a
<i>Additional comments</i>	n/a

Care.com: Overall Ratings

(All ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use:	1
Responsive	1
Interesting:	2
Efficient:	4
Well-organized:	4
Good labels:	6
Direct:	7
Attractive:	3
Easy to Read:	3
Focused:	4
Useful:	1
Valuable Information:	1
Comprehensive:	1
Good Instructions:	2

What do you consider the most valuable aspect of the care.com website?

No response

What is the biggest problem with the site?

Small wording. Small icons. Info at the bottom instead of the top or side

Additional comments about the website:

No response

USER 4

Task 1 You are vacationing in Seattle and need to hire a babysitter that has his or her own transportation. The zip code is 98102.

1. F: [Resets to splash page, reads task aloud]
2. Uses splash page dropdown to enter zip code
3. Sorts through 'I'm looking for...' options list
4. Selects 'Babysitter/Nanny'; uses default 10-mile radius distance criteria
5. Clicks 'Go' button to obtain search results page
6. On 'Child care providers within...' (search results) page, looks at left column 'Refine your search' options
7. TS: "I want to see how much closer."
8. Chooses a number of filters (age, gender, language, etc.), including the transportation task item. (In one filter, confuses 'last login' filter as a question about self rather than prospective care provider)
9. TS: "'Provider type' –what's that?"
10. Continues to look through filter options
11. TS: "Oh: 'company or center,' 'individual in my home'"
12. Presses 'Refine Results' button
13. Receives glimpse of search results page quickly overlain with a popup registration form prompting user to join: 'Want to see all [precise number] of caregivers? It's Free. Join for FREE today,' followed by signup form
14. Closes popup.
15. F: "Why did you close that window?"
16. TS: "It was an ad or something. I just wanted to get out of there."
17. Continues with task of refining search; uses default dropdown menu zip code
18. Clicks 'Refine Results' button and gets popup overlay again
19. F: "Don't forget you're just sorting on transportation. Here's your account login information so you can do the sort."
20. Fills out signup form and presses 'Join Now' button
21. Receives the first of several pages prompting for more information or to upgrade
22. TS: "Upgrade now? Can I just continue?"
23. F: "Yes."
24. TS: 'Post a job.' 'Look for childcare'; next...'job profile' option...'Complete your job description'... For child care I would want to pay a lot of attention to details like that—there is a fair amount of detail."
25. F: "You can skip filling out the job description form."
26. TS: "Next is: 'Tell us about your care needs'– it was already checked. 'Tell a friend.' No Thank. You. It's annoying' [they] try to get everything out of you for free. 'Take the next step' –a photo. No. 'Learn about other care options'... This intrigued me –are they offering me information about other companies?" Ooi. A lot of stuff. When you query petfinder.com, it's bang, bang, bang: what breed, gender, how far away. Next thing you know is a list of information for you. Seems like I've been twirling around a bit here."
27. Reaches 'Welcome' page
28. TS: "Provides no obvious way to get [back] to search. I'll have to go up here [masthead] to use the search field. I'll also click here ['Refine Results' button]. It doesn't look all that different. I have 1-10 of 785. That's a little..."

Task 1 Response

How hard was this task? 6

How quick was this task, compared to what you expected? 5

How obvious were the steps in this task? 7

What was difficult in doing this task?

Started fast and clear then was stalled and popups started arriving, then the proverbial sign-up page before allowed to go further

What was helpful in doing this task?

Showing that this site is fairly labor intensive—which often will put me off

What could be changed to make this task easier?

If they insist on ultimately having you sign up to get into the site, I'd rather do that right away; otherwise it's frustrating being stopped over and over until you realize that you have to sign in

Additional comments

n/a

Task 2 Still on vacation in Seattle but now a registered member of care.com, you want to refine your sitter search. Find a sitter with a background check completed and who doesn't smoke.

1. F: [Resets to splash page, reads task aloud]
2. TS: "I'm going to click [the] 'non-smoker' [filter]. Has one of the Sitters completed a Background Check? I'm trying to read and see."
3. Scrolls down
4. F: "What were you looking for when you scrolled down?"
5. TS: "I wanted to see how far they went. I assume they all had [a background check]."
6. Looks in left 'Refine your results' column
7. Clicks "include hidden profiles"
8. Clicks 'Refine Results' button
9. F: "We're going to stop this task now; you've found that they don't have a filter for Background check."
10. TS: "They don't have enough refinements to suit me. Background Check [should be included]."

Task 2 Response

How hard was this task? 6

How quick was this task, compared to what you expected? 7

How obvious were the steps in this task? 5

What was difficult in doing this task?

Some information items were available right away—some were going to take a lot of digging—not sure when or where. Eventually realizing that I needed to pay more attention—read everything

What was helpful in doing this task?

FIND ERROR

What could be changed to make this task easier?

I felt I had to search too much for some basics

Additional comments

n/a

Task 3 Sign in as Nancy, a care.com registered senior care provider located in Dearborn, MI. Find out about upgrading to a Featured listing.

1. F: [Resets to splash page; reads task aloud; supplies login information]
2. Selects email from dropdown menu, logs on;
3. Looks at account links on left column of “Welcome to Care.com” page
4. Clicks ‘Profile & Settings’ link
5. Looks through available options on ‘Profile & Settings’ page
6. TS: “No mention of ‘Featured’ in list. I want to upgrade to membership plan—is that the same as ‘Featured’?”
7. Reads ‘Upgrade’ option
8. TS: “For just \$10 a month? Well, if I’m serious...” (Note: the marketing language has since been rephrased.)
9. F: “Are you finished?”
10. TS: “Yes, I can’t find the ‘featured’ option.”

Task 3 Response

How hard was this task? 3

How quick was this task, compared to what you expected? 3

How obvious were the steps in this task? 3

What was difficult in doing this task?

A lot of reading to do—and search all over the site to find what I needed!

What was helpful in doing this task?

Realizing for more complex sites I should relax and carefully read everything

What could be changed to make this task easier?

Slightly better layout—more attention to typography rules (and there are accurate suggestions—standard practices for making reading easier).

Additional comments

n/a

Task 4 You are a tutor registered as a basic member. Login and find a tutoring job within 10, 25 and 50 miles.

1. F: [Resets to splash page, reads task aloud; supplies login information]
2. Logs in with provided information

3. On 'Welcome' page, moves to masthead search area
4. Enters 'find a job...' and distance selections, also changing distance criteria in middle-page input field.
5. Presses 'Go' button
6. TS: "You have to change [zip code and distance info] twice."
7. Obtains search results page with no matches
8. Clicks back button; obtains intervening page: 'Have you listed all the services you provide?'
9. Clicks back button; obtains login page (TS dubbed this process the 'double-click escape trick').
10. "So maybe I'm too picky. Anyway, I have to [enter distance information] in two places."
11. Enters 'jobs within 25 miles' search criteria in both masthead search field and left "Refine your search" panel
12. Obtains search results with 6 results
13. TS: "OK, this [job poster] needs a math tutor. They're for small children so far. I might have to fix my profile. Now I'll try 50 [miles]. Let's see how this [works]."
14. Changes left panel distance criteria to 50 miles; page returns same results as previously (masthead input field criteria remains same as in previous search)
15. "I guess I need to pick more. It did not work. I didn't change [distance] at top."
16. Changes distance criteria in masthead field
17. Presses 'Go' button; 19 results appear
18. Scrolls up and down.
19. TS: "They always seem to list in the same order. How are they picked? Listing date? No, those [dates] are all over the place. Oh, they're posted by distance [from me]—like petfinder.com. I noticed right away that there were no pics. Maybe because they're children. You'd want the pics for the employee."

Task 4 Response

<i>How hard was this task?</i>	3
<i>How quick was this task, compared to what you expected?</i>	4
<i>How obvious were the steps in this task?</i>	6

What was difficult in doing this task?

Had to try several times to figure out the limitations—had to check the same info too many times.

What was helpful in doing this task?

Remembering to reduce constrictions of distance—at first anyway—and scroll to the distance you want.

What could be changed to make this task easier?

See questions above. Too many duplicate options to put in the same info, which didn't help.

Additional comments

n/a

Task 5 You are a tutor who has a number of interviews lined up with prospective clients. You want to be as prepared for the interview as possible. Locate information that will help you in this endeavor.

1. F: [Resets to splash page; reads task aloud]
2. TS: "On the site? It gives you suggestions?"
3. Hovers over masthead links (global navigation tabs, utility links, login link)
4. Maybe it's under 'Help'—but I think of that as being help about navigation."
5. Continues to peruse masthead links
6. TS: "'My Care.com'?"
7. Scrolls down, returns to top
8. TS: "The most pertinent information should be at the top. ...it would only be at the bottom—except contact us—if it's also at the top.
9. Clicks 'How it Works' utility navigation link
10. On 'How it Works' page, video begins automatically; TS scrolls down, looks at footer links
11. TS: "I'm reading the bottom links while she [the video] is blabbing. 'Success Stories?'"
12. Turns audio off
13. TS: "That's interesting. The only other button to click on for more info is 'Help'"
14. Clicks 'Help' link
15. On 'Help' page, looks at adjacent, color-coded FAQ bullet lists
16. TS: "So now we've got more tips. I had to figure out the left [FAQ] list for care seekers."
17. Looks at care providers' FAQ list to the right
18. TS: "'How do I search and apply for job'...?"
19. F: Let's move on. We've given sufficient time to this task

Task 5 Response

<i>How hard was this task?</i>	4
<i>How quick was this task, compared to what you expected?</i>	4
<i>How obvious were the steps in this task?</i>	6

What was difficult in doing this task?

Started clicking on buttons that 'sounded' like they might have helped (but didn't)—then clicked another then another ...

What was helpful in doing this task?

One positive is that I get the feeling most options at the top are the complete list of options; then if I didn't find what I wanted started scrolling down.

What could be changed to make this task easier?

An option for the beginner to see suggestions on how to apply FIND Maybe even other sites that help exclusively with prepping for application

Additional comments

n/a

Task 6 You want to be sure that your online hire is a safe and smart thing to do. Find tips about safely hiring a service provider using an online source.

1. F: [Resets to splash page; reads task aloud]
2. Begins looking through role-based dropdown menu; abandons this endeavor and moves to footer utility links
3. TS: "I want to see the whole thing before making a decision."
4. Uses masthead dropdown menu to select "Care Gigs" option
5. 'Join Free Now' Popup registration form appears
6. Clicks back button
7. TS: "Need to go back to home and clear it."
8. Reads footer links on splash page
9. TS: "Oh, here's 'Safety Tips' ... about avoiding scams—that would make me scared."
10. Clicks on 'Contact Us' link in the left column local navigation for the 'Safety Tips' page
11. TS: "Sometimes I find 'Contact Us' forms disingenuous. I don't get the impression that anyone gives a response. As someone seeking safety tips, I wanted to see if this site was any different from other sites that automate responses—[these automated responses] are not answers."

Task 6 Response

How hard was this task? 2

How quick was this task, compared to what you expected? 2

How obvious were the steps in this task? 2

What was difficult in doing this task?

Nothing, really—this 'Safety Tips' [link] got me to their page of suggestions

What was helpful in doing this task?

Average help—generic questions/answers. The 'Contact Us' was the usual 'Email Us-We'll -Email-You'—in my experience, they are minimally helpful

What could be changed to make this task easier?

n/a

Additional comments

n/a

Task 7 You work in Personnel for a large company that provides childcare for employees and are responsible for locating these childcare workers. Get as far as you can in the process of posting a childcare job for your place of business.

1. F: [Resets to splash page, reads task aloud]
2. Selects 'Babysitter/Nanny' from splash page dropdown menu
3. Clicks 'Go' button,
4. Obtains search results page
5. TS: "I don't want that."
6. Clicks back button (to splash page)
7. Peruses other links on splash page

8. Clicks search 'Go' button again
9. 'Join Free Now' Popup registration form appears as overlay over search results
10. TS: "I'm an individual. Can I do this [fill out the form]?" My sister works as a recruiter... not an individual..." (continues story about recruiter sister)
11. Scans footer utility navigation links
12. Clicks 'Recruiters' button
13. Obtains 'Find and Hire the best Caregiver' page
14. TS: "The word 'recruiter' was vague; not sure what that meant."
15. F: "Now see if you can get back to the home page for the next task."
16. [TS is unable to find way to return to home page without using back button]

Task 7 Response

<i>How hard was this task?</i>	5
<i>How quick was this task, compared to what you expected?</i>	4
<i>How obvious were the steps in this task?</i>	5
<i>What was difficult in doing this task?</i>	
Not sure what the terminology would be—had to guess a bit	
<i>What was helpful in doing this task?</i>	
Looked as if it got me closer to what I needed	
<i>What could be changed to make this task easier?</i>	
Maybe clearer terms—(recruiter was a bit vague)	
<i>Additional comments</i>	
n/a	

Task 8 You found a great article on pet care options and you want to share it with friends on Facebook and Twitter. How would you do that?

1. F: [Resets to splash page; reads task aloud]
2. Scrolls to bottom and locates 'Pet Care' icon link
3. Clicks 'Pet Care' link
4. Obtains 'Pet Care' overview page
5. TS: "I would look for pet care providers."
6. Mistakenly hits unidentified button and gets 'Join for Free' popup overlay
7. Double-clicks back button to return to splash and repeats #3.
8. Hovers over 'Pet Care Articles' bullet link
9. "I want to see everything first."
10. Clicks on 'Pet Care Options'
11. "There's the 'Pet Guide' page, 'Pet Care Costs'—each page goes through the list item [on the Pet Care landing page]."
12. Scrolls down and up, several times passing over the Facebook/Twitter (and other social networking) icons; lingers on masthead global and utility links, scrolls down again, etc.
13. F: "Tell me what you're thinking while you're looking."
14. TS: "I'm looking/glancing at subtitles."
15. Returns to top, concentrating cursor-lurking on masthead utility navigation

16. F: "Have you completed the task?"
17. "Yes."

Task 8 Response

How hard was this task? 5

How quick was this task, compared to what you expected? 5

How obvious were the steps in this task? 3

What was difficult in doing this task?

I just didn't focus on the fairly obvious box for 'sharing' info on FB and TW. Eventually have found it—my eyes weren't calibrated.

What was helpful in doing this task?

Reminding myself to read carefully and pay attention to each section and each style of info section

What could be changed to make this task easier?

My brain—not off to the side so much.

Additional comments

n/a

Task 9 Because of your work schedule and lifestyle, you've decided it's in your best interest to hire a housekeeper, but don't know how to go about interviewing and hiring. Find information to help you.

1. F: [Resets home and reads task aloud]
2. "Since now I know how to do it..."
3. Goes to Masthead global navigation, clicks on 'Housekeeping' tab, browses Housekeeping overview page, scrolls down, reads aloud 'Looking for Housekeeping' and 'For Housekeepers' titles; scrolls back to top, and, based on 'Need a Housekeeper?' text, hovers on 'Get Started' button in upper left
4. "If I click [the button] do I get the stupid signup form?"
5. Tries the button, gets anticipated popup; presses back button; scrolls down page and locates a link
6. TS: "Here's 'Looking for Housekeeping' options."
7. Skips over 'Housekeeper Interview' list item
8. F: "Are you finished?"
9. TS: "Yes."
10. F: "You passed over the correct link a few times. Tell me about that."
11. TS: "I didn't think... or see about interviews. It it's not in my top two items, I move on."

Task 9 Response

How hard was this task? 4

How quick was this task, compared to what you expected? 6

How obvious were the steps in this task? 5

What was difficult in doing this task?

Again, I stopped reading after a certain point—if I had continued, I'd have found what I wanted.

What was helpful in doing this task?

Having previous experience helped me avoid some pitfalls. I'm starting to calibrate my eyes/mind to the layout of this particular site.

What could be changed to make this task easier?

n/a

Additional comments

n/a

Task 10 Cancel account created for Seattle babysitting seeker.

1. F: [Resets to splash page; reads task aloud]
2. F: "Here is the account login information that you used in Task 1 and 2."
3. Logs on
4. Obtains page with Task 1 & 2 profile information (for user seeking Babysitter, located in Seattle) and featuring a prominent button prompting TS to search and a smaller link for continuing to account;
5. Clicks 'continue to account'
6. Hovers over 'My Profile and Settings' in left account navigation
7. Scrolls down, returns to 'My Profile and Settings' and clicks it
8. On 'Profile and Settings' page, locates 'Membership Information'
9. Selects 'Upgrade or Cancel' link
10. Obtains page with a large button prompting Upgrade and a small link to cancel
11. TS: "They want me to upgrade. No thanks!"
12. Clicks 'Cancel' link
13. Looks through dropdown menu for cancellation reason
14. Selects "Found care elsewhere."
15. An un-styled popup alert (resembling a browser-generated error message) warns TS that a cancellation is occurring (unstyled confirmation occurs on Windows Firefox but not on OSX Firefox)
16. TS: "The message should look like the site design."

Task 10 Response

<i>How hard was this task?</i>	2
<i>How quick was this task, compared to what you expected?</i>	2
<i>How obvious were the steps in this task?</i>	2

What was difficult in doing this task?

It was pretty straight-forward.

What was helpful in doing this task?

I am more familiar with the site now.

What could be changed to make this task easier?

Maybe less options to stop [prevent] closing an account

Additional comments

n/a

Care.com: Overall Ratings

(All ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum.)

Easy to use:	5
Responsive:	5
Interesting	7
Efficient:	6
Well-organized	6
Good labels:	6
Direct:	7
Attractive:	7
Easy to Read:	7
Focused:	6
Useful:	3
Valuable Information	3
Comprehensive	3
Good instruction	6

What do you consider the most valuable aspect of the care.com website?

It seems to have lots of information and loads of people to search through. I got the feeling it was professional and safe.

What is the biggest problem with the care.com website?

Awkward to navigate—very 'busy' pages giving the user too much to look at - threw me off.

Additional comments:

No response

User 5

Task 1 You are vacationing in Seattle and need to hire a babysitter that has his or her own transportation. The zip code there is 98102.

1. F: [Reads task aloud]
2. Enters the zip code into the splash page zip code field
3. Clicks the 'Go' button
4. TS: "So, I need to find someone with their own transportation."
5. Clicks profile of 'Angie C.'
6. Scans profile (seeming a bit hesitant)
7. F: "So, tell me what you're thinking right now."
8. TS: "I'm looking for any information that says she can provide her own transportation" (looking for information in the profile.)
9. Types 'drive to work' in 'Refine your search' box in left column
10. Clicks 'Refine Results' button
11. 'Join Free Now' popup registration form automatically appears
12. Quickly exits popup using 'X' ('Close') button
13. Stares at Angie C's profile page
14. F: "What are you thinking?"
15. TS: "It's not letting me do anything."
16. F: "Is there anything else you think you can do to complete the task?"
17. TS: "No. I'm stuck, and not sure what to do."

Task 1 Response

How hard was this task? 3

How quick was this task, compared to what you expected? 4

How obvious were the steps in this task? 3

What was difficult in doing this task?

It wouldn't let me go anywhere

What was helpful in doing this task?

Almost nothing.

What could be changed to make this task easier?

Not having to join or for them to let you know you had to join before you started searching.

Additional comments

n/a

Task 2 Still on vacation in Seattle but now a registered member of care.com, you want to refine your sitter search. Find a sitter with a background check completed and who doesn't smoke.

1. F: [Resets to splash page; reads task aloud]
2. F: "If you will, please click the 'Join Now' button at the top right of the page."
3. Clicks 'Join Now' button (brings up registration page)
4. Fills out registration form using provided data]
5. Clicks 'Continue' on 'Membership Options' page
6. TS: [clicks 'Skip this Step' on the following pages until she reaches the 'Welcome to Care.com' page]
7. F: [reads task aloud, alluding to necessary data from task 1]
8. Types in 98102 in zip code box
9. Clicks on a Care.com member/client profile
10. TS: "It says here she doesn't smoke, but I'm also looking for info about her driving... here it is."
11. F: "Have you found what you're looking for?"
12. TS: "Yes." (throughout task, TS does not notice the 'Refine your search' left column)

Task 2 Response

<i>How hard was this task?</i>	3
<i>How quick was this task, compared to what you expected?</i>	3
<i>How obvious were the steps in this task?</i>	2
<i>What was difficult in doing this task?</i>	
Wasn't sure where to look	
<i>What was helpful in doing this task?</i>	
Had some headings but were kind of vague, though	
<i>What could be changed to make this task easier?</i>	
Be more descriptive of what the section is about	
<i>Additional comments</i>	
n/a	

Task 3 Sign in as Nancy, a care.com registered senior care provider located in Dearborn, MI. Find out about upgrading to a Featured listing.

1. F: [Resets to splash page; read task aloud; provides login data]
2. Clicks 'Log in' link in splash page masthead
3. Fills out registration using provided data
4. Clicks on 'New! Upgrade to a featured listing today' graphic on right side of page
5. Reads through page
6. F: "Do you feel you've reached the page you're looking for?"
7. TS: "Yep."

Task 3 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	2
<i>What was difficult in doing this task?</i>	Nothing
<i>What was helpful in doing this task?</i>	I don't know—all I did was click on it.
<i>What could be changed to make this task easier?</i>	Not sure
<i>Additional comments</i>	n/a

Task 4 You are tutor registered as a basic member. Login and find a tutoring job within 10, 25, and 50 miles.

1. F: [Resets to splash page; reads task aloud; provides login data]
2. Clicks 'Log In' button in masthead
3. Logs in using provided data
4. Chooses 'Tutoring Job' from drop-down menu
5. Fills in local zip code (using the default distance of 10 miles)
6. Clicks 'Go' button
7. TS: "Hmm, there are only 3 options for those within 10 miles."
8. Chooses 25 miles from drop-down menu
9. Clicks 'Go' button
10. Choose 50 miles in drop-down menu
11. Clicks 'Go' button
12. TS: "Here's a family..."

Task 4 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	2
<i>How obvious were the steps in this task?</i>	2
<i>What was difficult in doing this task?</i>	Nothing
<i>What was helpful in doing this task?</i>	Using dropdown menus
<i>What could be changed to make this task easier?</i>	I don't know
<i>Additional comments</i>	n/a

Task 5 You are a tutor who has a number of interviews lined up with prospective clients. You want to be as prepared for the interview as possible. Locate information that will help you in this endeavor.

1. F: [Resets to splash page; reads task aloud]
2. Chooses 'Tutor/Private Lesson' from drop-down menu on splash page
3. Clicks 'Go' button
4. 'Join Free Now' popup registration form automatically appear
5. F: "The task does not require you to register."
6. TS: "Then there's nothing I can do."
7. Clicks back to home page with backspace key

Task 5 Response

<i>How hard was this task?</i>	3
<i>How quick was this task, compared to what you expected?</i>	2
<i>How obvious were the steps in this task?</i>	3
<i>What was difficult in doing this task?</i>	
Didn't know if I was "looking for a...[job]" because it says that I have interviews set up, so I was looking for a spot that said "Interviews" or something	
<i>What was helpful in doing this task?</i>	
I didn't get far enough to know	
<i>What could be changed to make this task easier?</i>	
Put in option like this [arrow to #4 answer]	
<i>Additional comments</i>	
n/a	

Task 6 You want to be sure that your online hire is a safe and smart thing to do. Find tips about safely hiring a service provider using an online resource.

1. F: [Resets to splash page; reads aloud task]
2. Clicks 'Safety Tips' navigation link at bottom of splash page
3. TS: "I think this is it...yeah, this is it, I'm sure."

Task 6 Response

<i>How hard was this task?</i>	1
<i>How quick was this task, compared to what you expected?</i>	1
<i>How obvious were the steps in this task?</i>	2
<i>What was difficult in doing this task?</i>	
Not an "in-your-face" obvious place to put link.	
<i>What was helpful in doing this task?</i>	
Had prior knowledge of where things like that are usually found	

What could be changed to make this task easier?

Put it at the TOP

Additional comments

n/a

Task 7 You work in Personnel for a large company that provides childcare for employees, and are responsible for locating these childcare workers. Get as far as you can in the process of posting a childcare job for your place of business.

1. F: [Resets to splash page; reads task aloud]
2. Chooses 'Care Gig' from masthead dropdown menu
3. Backspaces to home page
4. Clicks 'Care Gigs' navigation link at bottom of home page
5. TS: "What's in Care Gigs?"
6. Chooses 'Babysitter' from masthead drop-down menu
7. TS: "I don't know. I can't really do anything. I guess I'm not sure where to go from here."

Task 7 Response

How hard was this task? 4

How quick was this task, compared to what you expected? 5

How obvious were the steps in this task? 6

What was difficult in doing this task?

Difficult—didn't know where to look

What was helpful in doing this task?

Nothing

What could be changed to make this task easier?

Put a link on homepage

Additional comments

n/a

Task 8 You found a great article on pet care options and you want to share it with friends on Facebook and Twitter. How would you do that?

1. F: [Resets to home page; reads task aloud]
2. TS: "Oh, I saw something about that when I was registering earlier."
3. Goes through process of registering under a new, made-up name; clicks through various pages (using 'Skip this Step' link)
4. Stops at 'Tell a friend about Care.com' page
5. TS: "Oh, this only give me the option to send them an email... I thought I remembered seeing something about Facebook somewhere."
6. F: "What would you think you would have to do at this point to find it?"

7. TS: "I don't know. I guess I'm stuck. Sorry."
8. F: "No need to apologize."

Task 8 Response

How hard was this task? 3

How quick was this task, compared to what you expected? 3

How obvious were the steps in this task? 5

What was difficult in doing this task?

There wasn't any spot where it said "Tell your friend about Care.com"

What was helpful in doing this task?

I had created an account and remembered something about an option to tell a friend, so I created another account, but it didn't have FB/TW options

What could be changed to make this task easier?

[arrow to answer #4]

Additional comments

n/a

Task 9 Because of your work schedule and lifestyle, you've decided it's in your best interest to hire a housekeeper, but don't know how to go about interviewing and hiring. Find information to help you.

1. F: Resets to splash page; reads task aloud]
2. Clicks 'Housekeeping' navigation link at bottom of page
3. Clicks 'Housekeeper Interview' link in 'Looking for Housekeeping' section
4. TS: "I'm pretty sure this is what I'm supposed to be looking for."

Task 9 Response

How hard was this task? 3

How quick was this task, compared to what you expected? 2

How obvious were the steps in this task? 3

What was difficult in doing this task?

Nothing much

What was helpful in doing this task?

Had a housekeeping link

What could be changed to make this task easier?

Have options under housekeeping, like a dropdown menu and then choose Interview or something and it sends you to a page

Additional comments

n/a

Task 10 Cancel account created for Seattle babysitting seeker.

1. F: [Resets to splash page; reads aloud the task]
2. Logs in using data from Task 2
3. Scans 'Welcome to Care.com' page
4. F: "What are you thinking right now?"
5. TS: "I'm looking for cancel links at the bottom of the page."
6. Clicks 'How it Works' masthead navigation link
7. Video from the creator of Care.com comes begins automatically
8. TS: "Oh look, it talks to me."
9. Scans through video looking for instructions on how to cancel an account.
10. Clicks the 'Help' link
11. Clicks through the various account navigation links on left column;
12. Back-spaces to 'Help' page after each exploratory click,
13. TS: "I don't know what do to..."
14. Clicks 'Home' link in Masthead
15. Clicks 'Profile and Settings' link
16. Clicks 'Upgrade or Close Account'
17. Checks 'close account' checkbox
18. Selects a reason for closing account
19. Clicks submit button
20. (Tester "stumbled" upon the profile page)

Task 10 Response

How hard was this task? 4

How quick was this task, compared to what you expected? 5

How obvious were the steps in this task? 4

What was difficult in doing this task?

I wasn't sure where personal settings was

What was helpful in doing this task?

I found something where it said how to close it, but then I had to GO and FIND it

What could be changed to make this task easier?

Where it said how to close it, there should have been a link, but a link by name (where you login/signout).

Additional comments

n/a

Care.com: Overall Ratings

(All ratings on a scale of 1-7; 1 is the positive end of the spectrum while 7 is the negative end of the spectrum)

Easy to use:	4
Responsive:	1
Interesting:	4
Efficient:	5
Well-organized:	5
Good labels:	5
Direct:	6
Attractive:	4
Easy to Read:	3
Focused:	1
Useful:	1
Valuable Information:	1
Comprehensive:	1
Good Instructions:	3

What do you consider the most valuable aspect of the care.com website?

You can find things like babysitters and petsitters.

What is the biggest problem with the site?

Kind of jumps around. To do one thing, you have to go to another place.

Additional comments about the website:

No response