

Evangel Website Usability Test Report

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Executive Summary

To: Levi Matteson
From: Evangel Usability Team
Subject: Executive Summary of Usability Test
Semester: Spring 2023

This executive summary shares an overview of the purpose, research question, methodology, results, and recommendations from our team's usability test on the Evangel Community Church website.

Purpose and Research Question

The purpose of our usability test was to improve the Evangel Community Church webpage. Our research questions for usability testing were: *How easy is it for people to find critical information using the website?* Our usability test focused specifically on the most used parts of the website, and how difficult or efficient accessing that information was.

Methods

Five methods of gathering information were used in the test. Background questionnaires gathered basic demographics. During the test, participants were asked to complete ordinary tasks relevant to what the Evangel Community Church audience may perform on its website. After each scenario participants were given post-task questions. When the test was over, the participants were asked to select five product reaction cards containing words that described the experience. Lastly, participants were given a debriefing interview. Participants were selected by asking friends and church members to volunteer and accepting anyone who said yes.

Results

All participants completed scenarios for a 100% completion rate. Time-on-task varied between 27 seconds (Scenario 4) and 2 minutes, and 17 seconds (Scenario 2); all scenarios were completed in under 5 minutes. Participants rated tasks as fairly easy, with average ratings between 3-5 on a five-point scale. When given a list of words to select to describe their usability experience, participants selected positive words such as:

- Modern
- Familiar
- Simple
- Inconsistent

Overall, participants were able to complete tasks without much difficulty. However, participants encountered the following issues, which are fully explained in the report:

- Overwhelming amount of information
- Lack of a system-wide search bar
 - When searching for a specific life group, many users stated it would be nice to search for it directly on the home page instead of navigating multiple menus
- Use of in house terminology that was difficult for new users to parse
 - When users saw the “Life Groups” tab at the top, they assumed that it was a specific group with the church and not a collection of groups
 - When users were searching for sermons, they would be initially confused by the recordings being labeled as their sermon title, rather than explicitly being labeled “sermon”

Discussion

Keeping our research question “*How easy is it for people to find critical information using the website*” in mind, we discuss the areas that worked well with the Evangel Community Church website and also things that did not work well. We found that when given specific tasks, many users were able to complete said tasks with relative ease. Three of the five participants explicitly described the website as simple, and multiple users described the website as easy to use. This all implies that the core of the website is very solid and that most users knowledgeable with computers should be able to find information on the site with relative ease. One thing we found where the website was underperforming was that our participants would have greatly appreciated a system-wide search function for finding specific information. Participant 4 explicitly mentioned that finding the Men’s 33 Bible Study group would’ve been much easier with a global search function, and the first participant used the keyboard shortcut control+f (a browser-specific searching tool) to find that information in place of a global search.

Recommendations

Based on our results, we have suggested the following recommendations:

- Simplify the “I’m New” page to have only absolutely essential information
- Consolidate individual life groups into a single “Groups” tab
- Add a search bar at the top of the home page for easy sitewide navigation
- Ensure certain pages like links to the library or “pushpay” open in new windows/tabs
- Consider finding a new calendar plugin that is easier to read

Introduction

This report describes the results for conducting a usability test during the development of Evangel Community Church website (evangelup.org). The website features a lot of information, for new and existing members, in a lot of places. While it is described by test participants as modern and effective, there may be slight modifications that could assist the user experience greatly. Our user test identified some relevant areas of focus that could be improved.

Our report will address our purpose and methodology during usability testing, and results and recommendations for Evangel Community Church.

Our general research question was: How easy is it for people to find critical information using the website?

Our usability test focused specifically on the efficiency and difficulty for users to navigate to and interact with the:

- “I’m New” page
- Recorded sermons
- Give functionality
- Date and time for the 33 Men’s Life Group
- Library search function

In terms of efficiency, we addressed whether or not participants were able to complete tasks and we measured the time of the task-to-completion for each task. We anticipated a benchmark of five minutes maximum for completing each task in the test.

In terms of error frequency, we recorded both critical and noncritical issues. Critical issues were those that deterred participants from successfully completing a task, whereas noncritical issues were those that slowed down but did not prevent the successful completion of the task. We anticipated a benchmark of an 80% critical issue-free rate. In other words, we expected that, at most, 20% of the users would experience critical issues, which deterred them from successfully completing their tasks.

In terms of user performance, we asked participants to describe their impressions and experiences in a debriefing interview. We also asked them to rate the difficulty of each of the tasks, as a post-task question, on a scale of 1 to 5 (1 being very difficult and 5 being very easy). We anticipated an average benchmark of 3 out of 5 for user satisfaction.

Participants

Please refer to Appendix A for a complete table of participant demographics.

Targeted Participants

According to the client information provided to us by Evangel Community Church, website users include first-time visitors to the website and potential church attendees and regular church attendees, and family members of attendees. Users would be characterized by tasks they wished to accomplish, rather than demographic.

Actual Participants

We recruited five participants for this usability evaluation. For easier reference, we will refer to all of our participants as P1, P2, P3, P4, and P5. The participants were all recruited by reaching out to Levi Matterson to get current members of the church with an email script. The other participants were recruited through email and by asking friends. All the participants were between the ages of 21 and 49. Only 2 of the participants have had previous experience and familiarity with the Evangel Community Church website. The other 3 participants had no previous experience nor were they familiar with the site.

Methods

The evaluation used a usability test that involved representative users and asked them to complete realistic web tasks. The usability test involved participants who were previous users of Evangel Community Church websites and people who have never seen the website before. Procedures included a background questionnaire, tasks based on scenarios, post-task questions, and a debriefing interview with Product Reaction Cards. A “think-aloud” protocol was used throughout the test. These procedures are described more fully below.

Participants completed a demographic and background information questionnaire. Participants supplied information such as age, education level, experience with the use of the internet, and experience with the Evangel Community Church website. The results of this survey can be found in Appendix A.

The participants were provided a task description, asked to read it out loud and start the task. Time-on-task measurement began when the participant started the task. Once the participant completed a task, they completed the post-task questionnaire and elaborated on the task session with the moderator see (Appendix C). The moderator instructed the participant to ‘think aloud’ so that a verbal record existed of their interaction with the website. The logger observed and entered user behavior, user comments, and system actions in the data worksheet. After all task scenarios were attempted, the moderator asked participants about their impressions of the site and testing experience. These questions asked them to rate the ease or difficulty of the task. Part of the interview involved asking participants to select words from the “Product

Reaction Cards" that described their experience. (See Appendices D & E).

Results

Scenarios

We asked participants to rate the difficulty of each of the tasks on a scale of 1 to 5, 1 being *very easy* and 5 being *very difficult*. Please refer to Appendix B for our scenarios and tasks.

Scenario 1

Participant 1 (P1) started this task on the homepage of the Evangel Community Church website. They quickly located the Audio Archive link near the top of the homepage and clicked it. After being redirected to the Audio and Visual Archive they quickly noted the video at the top was the most recent sermon and clicked on it to complete the task. Participant 1 gave this task a rating of 5 out of 5.

Participant 2 (P2) started this task on the homepage of the Evangel Community Church website. The participant started by reading out some of the links in the top bar of the page then scroll down the homepage before finally clicking on the tab labeled Audio. Not immediately recognizing the top video as the most recent sermon, they opened up the series tab looking for a group labeled "Sermon" and then scrolled down the page looking for something labeled "Sermon". Not finding anything the participant scrolled back to the top and clicked on the tab Resource Center to try and find sermons there. After stating that they could not find the sermons on the Audio page, Resource Center page, or homepage, the moderator suggested returning to the Audio page. Finally, they click on the video on the front page of the Audio tab under the assumption it is the most recent sermon and complete the task. Participant 2 gave this task a rating of 3 out of 5.

Participant 3 (P3) started this task on the homepage of the Evangel Community Church website. The participant scrolled down the homepage and saw a link labeled Sunday Livestream and clicked it. They note that the link is only for live streams and not for recordings then return to the homepage. They look over to the next link labeled Audio and click on that. They then click on the most recent sermon recording on the front of the page and complete the task. Participant 3 gave this task a rating of 4 out of 5.

Participant 4 (P4) started this task on the homepage of the Evangel Community Church website. The participant starts by reading through the tabs across the top bar, noting that the Resource Center may be a good place to start, but decides to scroll down the homepage first. There they see the Audio tab near the top of the page and click on it. They then click on the video at the top which is the most recent sermon and complete the task. Participant 4 gave this task a rating of 4 out of 5.

Participant 5 (P5) started this task on the homepage of the Evangel Community Church website. The first thing the participant notes is the time of the Sunday services at the very top of the homepage. They then search through the top tabs looking for something explicitly labeled

Sermon. When they do not find such a tab they begin to scroll down the homepage. After scrolling down slightly the participant saw the Sunday Livestream link and clicked it stating they believed they were getting close to the recordings. After noting that the page seemed to be just for live streams and not recordings, they returned to the homepage and clicked on the Audio tab next. The participant then immediately noticed that there was a link to podcasts at the top of the page which was not what they were looking for, so the participant continued scrolling down. Finally, they saw the video recording of the most recent sermon and played it, completing the task. Participant 5 gave this task a rating of 4 out of 5.

Scenario 2

Participant 1 (P1) started this task on the homepage of the Evangel Community Church website. The participant started by scrolling down the page looking for dates listed on the homepage, but did not find any and decided to click on the calendar tab at the top bar. After being initially unable to find the Men's Bible Study group he was looking for on the calendar page, he returned to the homepage using control+f to search for the phrase men. Still confused, he returned to the Calendar page again and used control+f a second time to find the date and time of the Men's Bible Study Group and complete the task. Participant 1 gave this task a rating of 3 out of 5.

Participant 2 (P2) started this task on the homepage of the Evangel Community Church website. The participant initially decides to check the I'm New page for listings on when groups like the Men's Bible Study would meet, but then decides to scroll down the homepage for that information first. There they find a listing of dates and times when different groups are meeting for the week, including the Men's Bible Study group they're looking for, thus completing the task. Participant 2 gave this task a rating of 4 out of 5.

Participant 3 (P3) started this task on the homepage of the Evangel Community Church website. They click on the New to Evangel button at the top of the homepage assuming it will show information about the Bible Study Group. After scrolling through the I'm New page and not finding the information they were looking for, they go up to the top bar of the site and click on the calendar tab. After quickly looking over the calendar, they found the date and time of the next Men's Bible Study Group meeting and completed the task. Participant 3 gave this task a rating of 5 out of 5.

Participant 4 (P4) started this task on the homepage of the Evangel Community Church website. The participant started by clicking the New to Evangel button and scrolling through the I'm New page looking for the Men's Bible Study Group. After noting that it was more of a general information page, they returned to the top bar tabs and clicked on the calendar. They note that the calendar is very cluttered but are ultimately able to find the date and time of the Study Group and complete the task. Participant 4 gave this task a rating of 3 out of 5.

Participant 5 (P5) started this task on the homepage of the Evangel Community Church website. Participant 5 noted that they were familiar with both the church and website, which made them want to click the Life Groups tab from the top bar to find the Men's Bible Study Group. After clicking to the Life Groups page, the participant used the Life Group search

function to find that the group met on Thursdays, but could not find the specific time. The participant then spent some time filling out a “request to join” form assuming that would give them the time, but it did not. The participant also noted the strange spacing on these pages at this time, with lots of blank space one could scroll down below the Life Group information. They look through the events tab on the Life Groups tab as well, then click on the Calendar tab on the top bar when that also led to a dead end. After clicking on the calendar, the participant was able to find the Men’s Bible Study group within it and get both the date and time, completing the task. Participant 5 gave this task a rating of 3 out of 5.

Scenario 3

Participant 1 (P1) started this task on the homepage of the Evangel Community Church website. The participant stated that their best guess was that the Resource Center page would have the search function he was looking for, so they clicked on that page. The participant then used the search bar to look up “Little Colt’s Palm Sunday” to find the book on the connected Evangel Library Page and read out the author, completing the task. Participant 1 gave this task a rating of 4 out of 5.

Participant 2 (P2) started this task on the homepage of the Evangel Community Church website. The participant refers back to the Resource Center page knowing it had a search function from looking for sermons in a previous task. The participant then used the search bar to look up “Little Colt’s Palm Sunday” to find the book on the connected Evangel Library Page and read out the author, completing the task. Participant 2 gave this task a rating of 4 out of 5.

Participant 3 (P3) started this task on the homepage of the Evangel Community Church website. Looking over the top bar they decide to start with the Resource Center tab then note that the library search is right at the top of that page. The participant then used the search bar to look up “Little Colt’s Palm Sunday” to find the book on the connected Evangel Library Page and read out the author, completing the task. Participant 3 gave this task a rating of 5 out of 5.

Participant 4 (P4) started this task on the homepage of the Evangel Community Church website. They immediately intuit that the library search is most likely in the Resource Center and click on that tab. The participant then used the search bar to look up “Little Colt’s Palm Sunday” to find the book on the connected Evangel Library Page and read out the author, completing the task. Participant 4 gave this task a rating of 5 out of 5.

Participant 5 (P5) started this task on the homepage of the Evangel Community Church website. The participant looked over the top bar once again and clicked on the Resource Center tab. The participant then used the search bar to look up “Little Colt’s Palm Sunday” to find the book on the connected Evangel Library Page and read out the author, completing the task. Participant 5 gave this task a rating of 5 out of 5.

Scenario 4

Participant 1 (P1) started this task on the homepage of the Evangel Community Church website. The participant quickly found the give page link from the top bar and clicked on it,

bringing them to the give page where they read out the company Evangel uses for their donation transactions “Pushpay” and completed the task. Participant 1 gave this task a rating of 5 out of 5.

Participant 2 (P2) started this task on the homepage of the Evangel Community Church website. The participant quickly found the give page link from the top bar and clicked on it, bringing them to the give page where they read out the company Evangel uses for their donation transactions “Pushpay” and completed the task. Participant 2 gave this task a rating of 5 out of 5.

Participant 3 (P3) started this task on the homepage of the Evangel Community Church website. The participant quickly found the give page link from the top bar and clicked on it, bringing them to the give page where they read out the company Evangel uses for their donation transactions “Pushpay” and completed the task. Participant 3 gave this task a rating of 5 out of 5.

Participant 4 (P4) started this task on the homepage of the Evangel Community Church website. The participant quickly found the give page link from the top bar and clicked on it, bringing them to the give page where they read out the company Evangel uses for their donation transactions “Pushpay” and completed the task. Participant 4 gave this task a rating of 5 out of 5.

Participant 5 (P5) started this task on the homepage of the Evangel Community Church website. The participant quickly found the give page link from the top bar and clicked on it, bringing them to the give page where they read out the company Evangel uses for their donation transactions “Pushpay” and completed the task. Participant 5 gave this task a rating of 5 out of 5.

Scenario 5

Participant 1 (P1) started this task on the homepage of the Evangel Community Church website. The participant navigated to the I’m New page by clicking the link from the top bar and began scrolling from the top to bottom quickly summarizing each major section of the page. When they were done, they stated that they felt all of the sections of the page fit the theme of “I’m New” and completed the task. Participant 1 gave this task a rating of 4 out of 5.

Participant 2 (P2) started this task on the homepage of the Evangel Community Church website. They click on the I’m New page using the link in the top bar and note that they are expecting an overview of the church’s services. They start scrolling and when they see the links at the top of the page they assume they bring you to specific parts of the I’m New page. They go over each major section of the I’m New page and then point out some of their observations on the page. They say that it seems to cover mostly information on facilities for children and is “a little dense at points”. They also note that “the (shuttle) map seems redundant”. They ultimately state that “the information seems to all be there” and complete the task. Participant 2 gave this task a rating of 4 out of 5.

Participant 3 (P3) started this task on the homepage of the Evangel Community Church website. The participant clicks on the I’m New page using the top bar and begins scrolling through and describing the major sections of the page. They note that the hyperlinks likely bring the user to specific parts of the page but do not click on them. After scrolling through the page the participant stated that they believed all of the information made sense for an I’m New page,

but noted that Sunday worship should be reiterated at the top of the page. They also noted that there was a typo in the blurb about Travis Williams Participant 3 gave this task a rating of 5 out of 5.

Participant 4 (P4) started this task on the homepage of the Evangel Community Church website. The participant navigated to the I'm New page using the tab at the top bar and then began to scroll down the page. After reading through the page briefly, they note that the page seemed pretty good with lots of useful information on what you can do with your kids or how the shuttle bus worked. They also noted that they found it strange that the core beliefs were so far down the page, rather than near the top. Participant 4 gave this task a rating of 4 out of 5.

Participant 5 (P5) started this task on the homepage of the Evangel Community Church website. The participant navigated to the I'm New page and quickly skimmed all of the info on the page. Once they had reached the bottom they noted that a lot of the information was useful, but the page was also very dense. They also noted that an extra description of what to expect on your first Sunday morning would be great information to include on the page. Participant 5 gave this task a rating of 4 out of 5.

Scenarios Time Completion

Chart 1 shows the scenario time completion for each participant with each scenario.

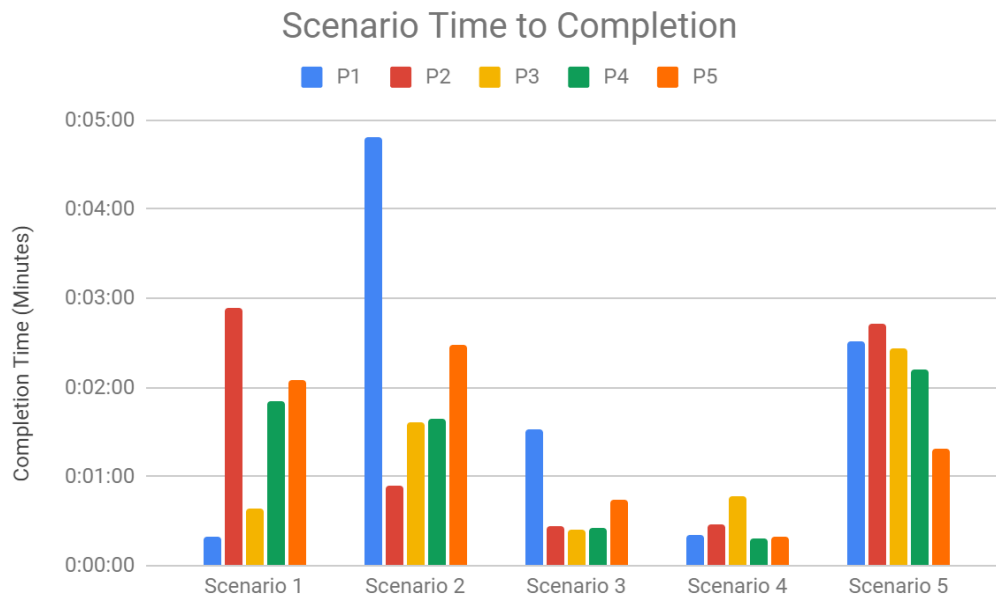
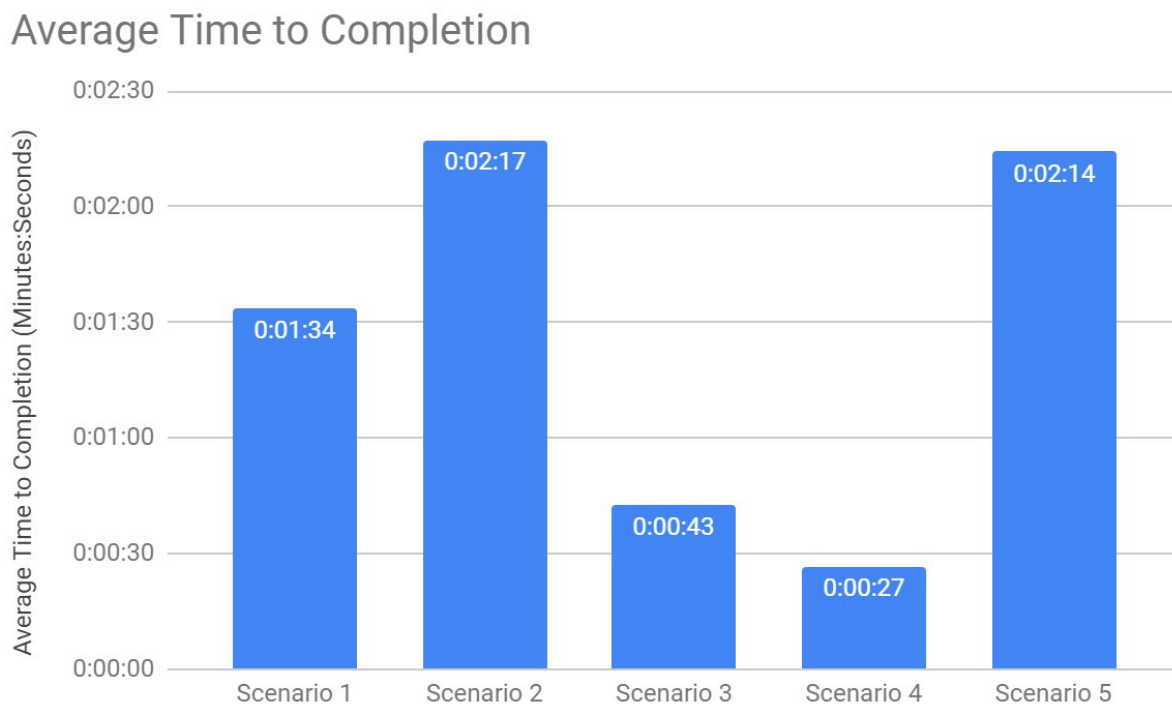


Table 1 shows the average time completion rate of each scenario.



Post-Task Rating

Table 2 indicates the participants' rating for the difficulty of each task on a scale of 1 to 5, with 1 being *very difficult* and 5 being *very easy*.

Session	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
P1	5	3	4	5	4
P2	3	4	4	5	4
P3	4	5	5	5	5
P4	4	3	5	5	4
P5	4	3	5	5	4
AVERAGE	4.00	3.60	4.60	5.00	4.20

Debriefing Interview

When all task scenarios were completed, our moderator asked a series of questions to assess the overall reaction from the participants' perspective. See Appendix E: Debriefing Script for the questions asked to each participant at the end of the test.

Product Reaction Cards

After participants completed the testing, we asked them to complete "Product Reaction Cards" to describe their overall experience. Each participant chose five words from 44 total words. **Figure 1** shows the most frequently mentioned words. All the words in the word map were tied for the most mentioned word being mentioned 3 out of five times. There were two words mentioned twice: Simple and Wordy.



Figure 1. Most Used Words

Discussion

The results provide us with data and evidence which help answer our research question: How easy is it for people to find critical information using the website?

Scenarios

Scenario 1

Scenario one was designed to see how easy and intuitive it was for users to find and watch the latest recorded sermons from the church. The hope was that since this feature was considered rather important and had a direct link at the top of the home page that this would be a feature users would be able to easily access and understand. The results from the participants however were fairly mixed. The average time for completing the task was 1 minute and 34 seconds, but the range was well over 2 and a half minutes with the fastest time being just over 20 seconds and the slowest time taking almost 3 minutes. This longer average completion time shows that even though sermons have a direct link on the front page, they are not advertised clearly enough. Several participants scrolled past the link entirely because it is labeled simply as “Audio”, while one participant, in particular, struggled to find the most recent sermon even after clicking to the correct tab because there is nothing explicitly labeled sermon, meaning you have to be a churchgoer who knows what the specific title of that week's sermon was to know what to look for.

Scenario 2

Scenario two was designed to see how accessible information on life groups or events at the church is by having participants search for the date and time of the weekly meetup of the Church's Men's 33 Bible Study. The results from the participants were highly varied, showing that the website had many different ways of reaching the same information about life groups. One participant immediately clicked on the Calendar tab at the top of the screen and got the date and time from there. Three other participants also eventually found the date and time from the Calendar tab, but either looked for the information in a place where it wasn't like the “I'm New” page or the “Life Groups” page first, or they simply struggled for a long time to decipher the calendar and find the specific event they were looking for. Finally, one participant didn't look at the Calendar tab entirely and instead found the date and time from a visual that is updated weekly on the main page of all the main events at the church and their respective dates and times. The many different approaches to finding this information showed that the participants weren't given a clear idea of where to look for events from the main page, and that confusion led to this being rated as the hardest task overall. The average time for completing the task was 2 minutes and 17 seconds, with even the shortest time still being almost 1 minute. These high average times further show that this was a task that the participants really struggled with due to the strange and confusing layout of information.

Scenario 3

Scenario three was designed to see how easy it was for users to navigate to and properly use the site's built-in search function for their library center. The participants found this task to be very straightforward and were all easily able to navigate to and use the library search function. The average time for completing the task was 43 seconds, With three participants needing less than 30 seconds to complete the task. There were several comments on the search function that showed some confusion. For example, one participant noted that because the library search links to an entirely different website, it was difficult to return to the main evangel homepage after completing a search, with the only option being to simply hit the back page button in the browser until the participant was back to the starting page. All participants after the first pointed out that the browser was automatically filling out the specific book title all participants had to search, which the participants assumed was actually a feature of the website. Even though it wasn't directly built into the site, they all did comment that they appreciated the feature. The high speed of completion for this task shows that the library search is contained within the resource center is a logical place for most users and that the search function itself is very easy to use, though adding an autofill directly to the search rather than simply having one from the browser could improve it further.

Scenario 4

Scenario four was designed to ensure that the give functionality of the website was obvious and easy to navigate, as the client specified this was one of the few functions that are very important to be accessible to users. The results from the participants showed that this is indeed by far one of the easiest things to complete on the website. The average time for completing the task was only 27 seconds, and all of the participants were immediately able to recognize the give functionality from the top bar of the homepage. All of the participants noted during this task that it was by far the easiest of the tasks given to them, and this incredibly short average completion time shows that this functionality is definitely clear enough to users that they can find and utilize the functionality with ease.

Scenario 5

Scenario five was the final scenario, and inherently the most subjective. The task was very simple, only asking participants to navigate to the I'm New page and describe the page as they scrolled through it, particularly asking them to note whether the information "made sense" to be on a page titled I'm New. The comments from the participants were very consistent between each participant. Most of the participants took around two and a half minutes to skim through all of the information, and all of the participants noted that the information by and large was very sensible for a page titled I'm New. There were several comments on things that the participants

thought could be improved upon, however. Three of the five participants explicitly stated that they thought the page was too cluttered and had too much information packed into a single page. One participant also noted that the core values of the church were much lower down the page than they would have expected, while another was surprised that the times for Sunday sermons weren't directly mentioned on the I'm New page at all. Overall, the impression from the participants seemed to be that the page was useful for new members but had a lot of extra clutter or poor use of space that could be improved upon.

Scenario Time Completion

Our benchmark time-on-task completion rate for each scenario was *300 seconds*. **Chart 1** shows the data on completion times for all the participants. In reality, we overestimated the time that we thought it would take for the participants to complete each task. The overall findings related to time completion can be taken away from Chart 1, which highlights the time taken by each participant on each task. It can be seen that users were capable of finding more straightforward information such as in scenario 4, as these scenarios yielded the shortest times for our participants and the highest overall post-task rating as well. When looking at Chart 1 and Table 1, it can be seen that Scenarios 2 and 5 took the participants the longest compared to the other tasks.

Post-Task Rating

Post-task ratings allow the participant to give their opinions of the task on a measurable scale. The rating scale asks how they perceived the difficulty/easiness of the task from 1 to 5, 5 being the easiest. The post-task ratings are done after participants complete each of the scenarios.

Overall, the participants rated the Evangel Community Church higher on the post-task rating. This means that they had a better attitude towards the website and felt it was easier to navigate to complete the tasks. For scenario 1, the Evangel Church website finding previous sermons got an average of 4.0. This was expected because the sermons are hidden under a button labeled audio which many participants originally skimmed over it.

Scenario 2 on the other hand received a post-task rating of 3.6 for finding Bible Study Groups. As seen in Table 1 this task took a minute longer to complete than the previous task. It makes sense that it has a lower rating. Scenario 2 also had the longest completion time out of the scenarios.

Scenario 3 received the second-highest post-task rating of 4.6. This is also not too surprising as seen on Chart 1, you can see that it was closer to the lowest average time completion. Each participant navigated quickly to the resource center and seemed to figure it out pretty quickly.

Scenario 4 was the highest rated task with all 5's for finding the Give function. Scenario 4 took the shortest amount of time so it makes sense that this was rated the highest for the post-task

ratings. All users were able to swiftly find the “Give” button at the top of the page quite quickly.

Scenario 5 on the other hand received a post-task rating of 4.2 for reviewing the I’m New page. The score made sense since it was right in the middle of the averages to complete each task. This can be observed in Table 1.

Product Reaction Cards

The complexity of the website is further supported by the most frequently mentioned words by the participants. Three of the words mentioned were negative such as “**wordy**”, “**inconsistent**”, and “**confusing**”. The most-mentioned words “**familiar**”, “**modern**”, “**fast**”, “**inconsistent**”, “**informative**”, and “**useful**” were mentioned by 3 participants. This shows that there are parts of the website that the participants thought were overwhelming and full of words but overall the website is informative and modern and gives the user a sense of familiarity. Throughout the discussion, some words that came up after the completion of tasks some of those common phrases were “a lot of information”, “little dense at points”, and “very cluttered”. These words might be a bit confusing based on the post-task ratings. While doing the ratings, the participants rated it easy but then had comments that expressed their feelings about the site. We think that this might be due to the fact that the tasks weren’t inherently difficult but the pages themselves had lots of information which made it difficult for the users.

Conclusion

In summary, these were our conclusions with regard to the quantitative and qualitative data we collected:

- Many of our participants are technically savvy and use technology on a daily basis.
 - This leads them to complete tasks quickly and efficiently.
- Many of the participants rated the task easier but then followed up their ratings with a but and a critique.
 - One participant mentioned that live streams are easier to get through Youtube rather than through the website.
 - Many felt that titles on the top of the page were confusing
- Our recommendations should seek to remedy areas of confusion amongst the participants and other observed usability problems.
 - Re-imaging the header and footer by adding a website-wide search function
 - Reorganizing the I’m New page to be less intimidating while still informative
- The EvangelUP website should continue its conversations with people at the church to see what aspects of the church they use most often.
 - The best way to ensure that parishioners will use the site is to continue the discussion with them. Continue testing and continue improving as users bring to light new issues.

- Due to time constraints we were unable to test all the pages of the website on the brief and we think that it would be beneficial to continue these tests on the pages that we were unable to test.

Recommendations

Our recommendations are based on the significance of our findings, what they imply, and what users wish had been incorporated to help them easily find information about church services.

Simplify the “I’m New” page

The “I’m New” page provides a lot of helpful information. Unfortunately, the mass of text obscures information, potentially hiding what is important to a given new member. In her article, “The Psychologist’s View of UX Design,” Dr. Susan Weinschenk tells us “It is better to show people a little bit of information and let them choose if they want more details.”

We recommend trimming the page down to “What to Expect” and a “More Information” section with helpful links that people can click on to find more information. As part of that, we think moving the “Core Beliefs,” “Our People,” and “Our Pastors” into an “About Us” page that the “I’m New” page links to. Similarly, the playground and similar parent-relevant information can be grouped into a “Parents” page, so newcomer parents can still readily find that information without it getting in the way of other newcomers.

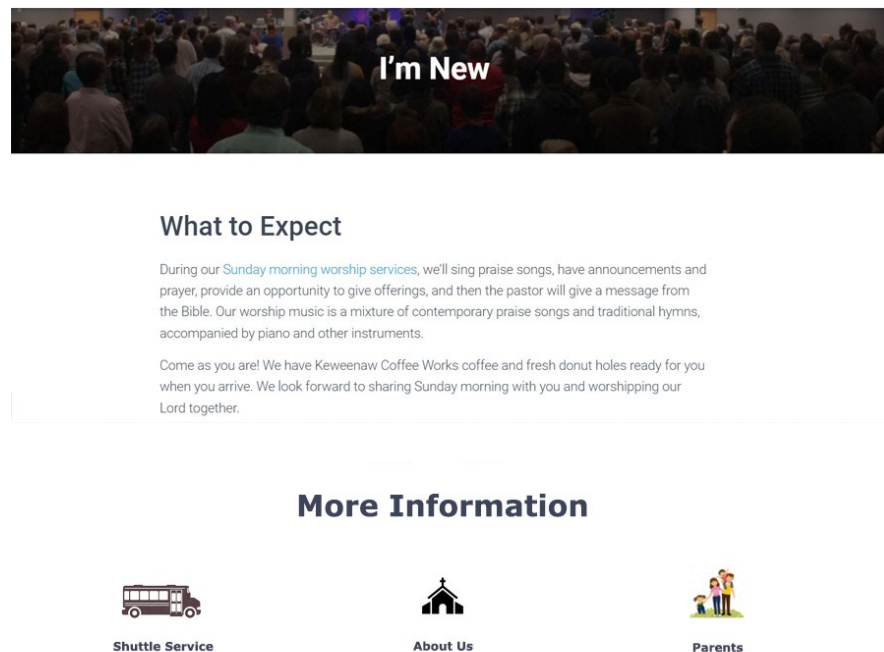


Figure 2. Proposed “I’m New” page

Consolidate Life Groups into a singular “Programs” tab

As part of our usability testing, we asked users to find the timing for the Men’s 33 Bible Study Group. Only a current member went to the “Life Groups” tab to find this information, and a user unfamiliar with the church suggested that there should be some sort of programs tab. We believe this occurs due to the terminology being unclear to newcomers.

The first part of our recommendation is to change the wording “Life Groups” to “Programs.” When looking for information on the “Men’s 33 Bible Study Group,” a test participant unfamiliar with the church specifically stated wanting to see a “Programs” page. Since “Programs” was specifically called out, we favor that change over others we could come up with like “Groups.” Additionally, changing the “Life Groups” tab to “Programs” gives an opportunity to address the second part of the problem.

Dr. Weinschenk tells us “Things that are close together are believed to go together,” and there are five groups/programs (College, Youth, Awana, Mops, and Indoor Playground together on the top banner that set the expectation that the groups and programs are there. That grouping is separated from the “Life Groups” tab by the Chinese characters denoting the Chinese Peace Joy

Fellowship. Due to the language barrier for the average user, users would expect to find other programs or groups after the Chinese Peace Joy Fellowship with the other programs and groups.

The second part of our recommendation is to turn the “Programs” tab into a drop-down menu to consolidate relevant information. Certain programs like “Celebrate Recovery” and “MOPS” can still be promoted, and the bottom of the menu can have a link saying “All Life Groups” to continue sharing information about all the church has to offer. The ability for “Programs” to consolidate similar information is another reason we favor changing “Life Groups” to specifically “Programs.”



Figure 3. Proposed header

Add a sitewide search bar

Users were able to quickly find most of the information, especially the “Give” function. When users began to struggle with some of the other tasks, like finding the time the Men’s 33 Bible Study Group met, they had an idea of what they were looking for, but the info was not where they expected. As Dr. Weinschenk explains “people always have a mental model in place” and that “mental model... may make it easy or hard to use an interface that you have designed.” We believe offering a search bar gives users a way to interact with the website and find information even if the layout they expect does not match the way the website is actually designed.



Figure 4. Current header

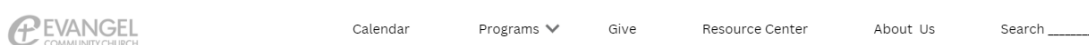


Figure 5. Proposed header

Ensure outside links open in new tabs

Dr. Weinschenk tells us to “make it easy to ‘undo’” because people will inevitably make mistakes. For the vast majority of functions on the website, the logo link to the homepage makes it incredibly easy to restart any search. However, we noticed that the donation and library links navigate to outside sites, and thereby remove the option to return to the homepage. We believe the fix is simple, make these links open into a new tab. Users would then be able to close the tab when needed, instead of having to find a way to undo or manually type the homepage url back in.

Change “Audio” to “Archive”

Dr. Weinschenk tells us “People are programmed to pay attention to anything that is different or novel. If you make something different it will stand out.” We believe this idea of difference and expectations can help make it easier to find the “Audio” tab. When we did the Usability testing to find the most recent sermon, the fourth participant told us that he thought the “Audio” tab would be filled with Christian music based on that title, echoing the first participant’s sentiment that the “Audio” tab might benefit from being renamed. Two of the participants also believed the “Sunday Livestream” to be the most likely spot for previous sermons, probably because of its title seeming closer to previous sermons.

Our thought process is to change the title to “Archive” to keep a short title while making it more distinct. Specifically, “Archive” would clearly describe the page’s contents as something that’s already happened and been recorded. When contrasted with the nearby “Sunday Livestream,” we believe users will better understand that the “Sunday Livestream” page is limited to the live stream in addition to a clearer understanding of the purpose of the “Archive” page.

There is a chance the media component will be ever so slightly less clear, but our belief is that “Archive” is different enough to encourage users to read the subheading for clarification.

Additionally, “Archive” will probably be more eye-catching than a long title. However “Media Archive” might be able to bridge the clarification of changing it to “Archive” while also making sure that users will fully understand the purpose at a glance.



I'm New

Sunday Services 9:30 & 11:00 a.m.

Learn about Evangel and what to expect for in person worship



Sunday Livestream

Join Us Online at 9:30 a.m.

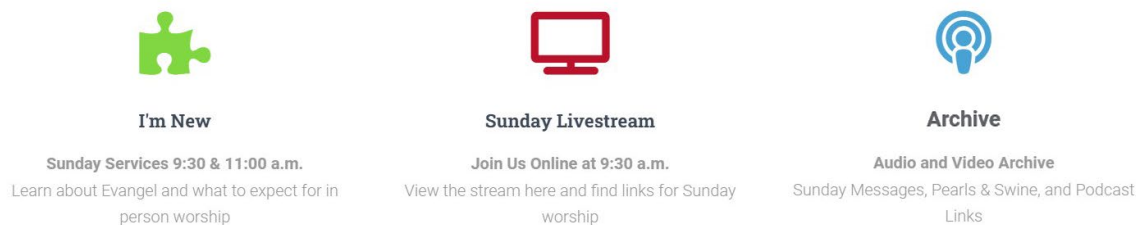
View the stream here and find links for Sunday worship



Audio

Audio and Video Archive

Sunday Messages, Pearls & Swine, and Podcast Links

Figure 6. Current banner with Audio label**Figure 7.** Banner with proposed Archive label change

Rework the calendar to be easier to read

Each participant was able to navigate to the calendar. participants often had to pause to comb through the calendar with one user even describing the current setup as cluttered and expressing doubt about his ability to find information on the calendar. When looking for the start time for the Men's 33 Bible Study, one user even navigated away from the calendar due to information overload, which lines perfectly up with what Dr. Susan Weinschenk tells us "People can only look at so much information or read so much text on a screen without losing interest. Only provide the information that's needed at the moment."

Over the course of our examination of the website, we noticed an easy-to-read calendar on the homepage that is regularly updated and split between recurring and special events. We believe simply replacing the calendar page with the calendar from the homepage solves the current clutter. The weekly format cuts out redundant events and reduces the amount of information immediately presented. The second section of special events still promotes upcoming irregular events without overwhelming users with a month's worth of events.

Evangel Calendar

Today	◀	▶	March 2023	▼	Print	Week	Month	Agenda	▼
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
26	27	28	Mar 1	2	3	4			
9:30am First Service	11am Staff Meeting	9:15am MOPS (Mot)	3:30pm Open Sessi	6:30am Men's 33 Bi	10am MOPS Playgr	9am Worship Team			
9:30am First Service	3:30pm Open Sessi	6:30pm CR Small G	6:15pm Awana Club	7pm FUSE College	3:30pm Open Sessi				
11am Second Servi	6:30pm Celebrate R		6:30pm THRIVE & P	7pm busy	7pm Chinese Peace				
11am Marriage Clas	6:30pm busy								
11am Second Servi	+2 more								
5	6	7	8	9	10	11			
9:30am First Service	9am MOPS Steering	9:15am The Well: M	3:30pm Open Sessi	6:30am Men's 33 Bi	10am MOPS Playgr	9am Worship Team			
9:30am First Service	11am Staff Meeting	6:30pm Needlecraft	6:15pm Awana Club	7pm busy	7pm Chinese Peace	2pm busy			
11am Second Servi	3:30pm Open Sessi	6:30pm CR Small G	6:30pm THRIVE & P						
11am Financial Clas	6:30pm Celebrate R								
11am Second Servi	+2 more								
12	13	14	15	16	17	18			
9:30am First Service	9:15am Childcare: P	9:15am MOPS (Mot)	3:30pm Open Sessi	6:30am Men's 33 Bi	10am MOPS Playgr	PROFILE SATURD			
9:30am First Service	11am Staff Meeting	6:30pm CR Small G	6:15pm Awana Club	7pm busy	3:30pm Open Sessi	9am Worship Team			
11am Second Servi	3:30pm Open Sessi	6:30pm THRIVE & P			7pm Chinese Peace				
11am Financial Clas	6:30pm Celebrate R								
11am Second Servi	+3 more								
19	20	21	22	23	24	25			
9:30am First Service	11am Staff Meeting	9:15am The Well: M	3:30pm Open Sessi	6:30am Men's 33 Bi	Women's IF:Gathering Event - Evange				
9:30am First Service	3:30pm Open Sessi	6:30pm Needlecraft	6:15pm Awana Club	7pm FUSE College	10am MOPS Playgr	9am Worship Team			
11am Second Servi	6:30pm Celebrate R	6:30pm CR Small G	6:30pm THRIVE & P	7pm busy	3:30pm Open Sessi				
11am Financial Clas	6:30pm busy				7pm Chinese Peace				
+2 more	6:30pm Deacon Me								
26	27	28	29	30	31	Apr 1			
9:30am First Service	11am Staff Meeting	9:15am MOPS (Mot)	3:30pm Open Sessi	6:30am Men's 33 Bi	10am MOPS Playgr	9am Worship Team			
9:30am First Service	3:30pm Open Sessi	6:30pm CR Small G	6:15pm Awana Club	7pm busy	3:30pm Open Sessi				
11am Second Servi	6:30pm Celebrate R	6:30pm THRIVE & P			7pm Chinese Peace				
11am Financial Clas	6:30pm busy								
11am Second Servi	+2 more								

Events shown in time zone: Eastern Time - New York



Figure 8. Current calendar

EVANGEL COMMUNITY CHURCH

coming up

REGULARLY SCHEDULED:

- Sundays, 9:30 & 11AM - Worship
- Mondays, 6:30PM - Celebrate Recovery
- Mondays, 6:30PM - Adult Bible Study: Romans (at Wayne's)
- Tuesdays, 9:15AM - MOPS / The Well Bible Study (alternate weekly)
- Wednesday - *No Awana Club on April 5 - Enjoy Spring Break!*
- Wednesday - *No Youth Group on April 5 - Enjoy Spring Break!*
- Thursdays, 6:30AM - Men's 33
- Fridays, 7:00PM - Chinese Peace Joy Fellowship
- Mondays/Wednesdays/Fridays, 3:30-5:30PM - Open Session Playground
- LENT - Feb 22 - Apr 6

SPECIAL NOTE:

- Sunday, April 2, 9:30&11AM - Palm Sunday / The Lord's Supper
- Tuesdays, April 4&18, 6:30PM - Needlecraft Group
- Thursdays, April 6&20, 7:00PM - FUSE College Group
- Friday, April 7, 6:30PM - Good Friday Service
- Sunday, April 9, 9:30&11AM - Easter Sunday Worship
- Sunday, April 16, 12:30PM - Youth Leaders Meeting
- Sunday, April 16, 12:30PM - Family Pizza Lunch
- Sunday, April 23, 6:00PM - Annual Church Family Business Meeting
- Wednesday, April 26, 6:15PM - Final Awana Clubs Night
- Thursday, April 27, 6:30PM - Women's Night
- Wednesday, May 3, 6:30PM - Awana Awards Night

Make a note, check back, learn more at
www.evangelup.org/calendar

Figure 9. Calendar on Home page

Simplify the Footer at the Bottom of the Page

Here we noticed the helpful persistent header of the web page overlaps several links with the footer. Similar to the calendar, we believe a problem can arise with information overload where “people can only look at so much information or read so much text on a screen without losing interest” (Weinschenk). As such, we recommend removing all the links from the bottom set, as

they are linked elsewhere on the homepage or persistent header. We would suggest then moving the social media links, weekly news, and sermon audio to the bottom of the footer to help highlight these fresh links. We would then move the “Contact Us” information to where the current “Quick Links section is” to further distinguish the three sets of information and preserve symmetry.

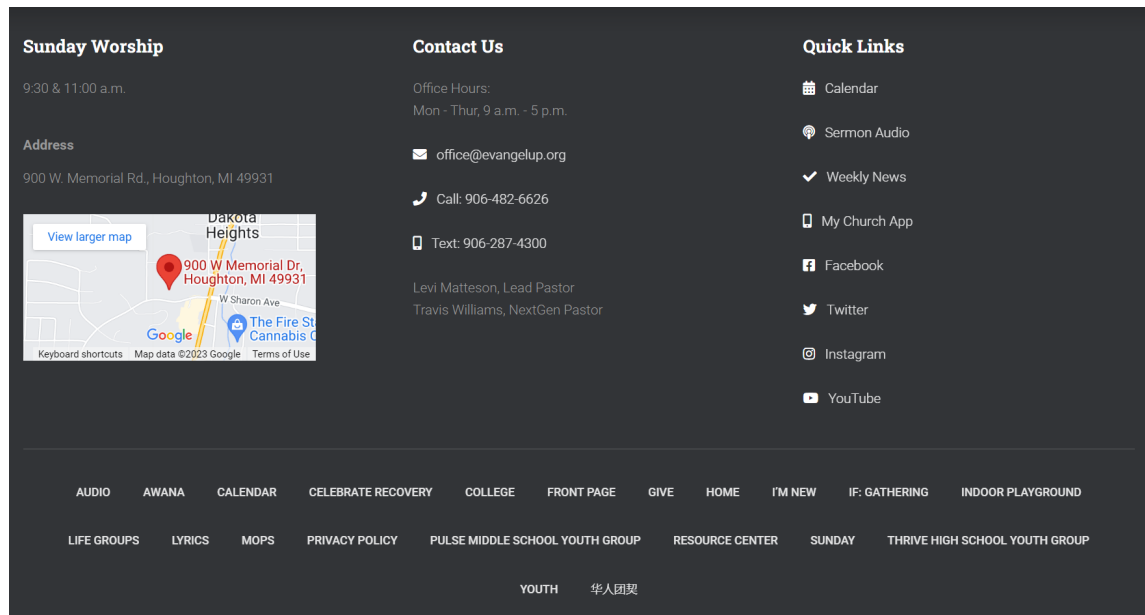


Figure 10. Current Footer

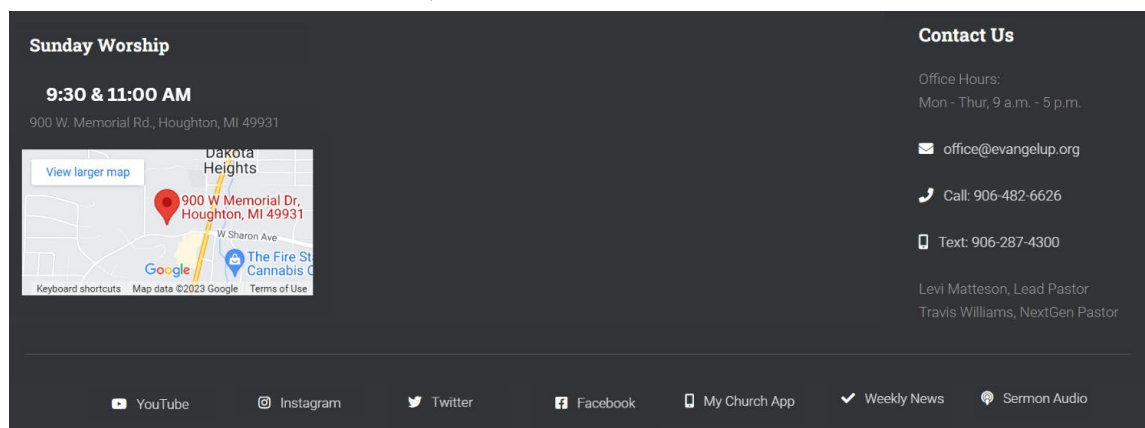


Figure 11. Proposed footer

Works Cited

Weinschenk, S., Ph.D. (2010, May 19). The Psychologist's View of UX Design. *UX Magazine*.
<https://uxmag.com/articles/the-psychologists-view-of-ux-design>

Appendix A: Background Questionnaire

	P1	P2	P3	P4	P5	
What is your age?	40-49	21-29	21-29	21-29	40-49	
What is the highest level of education you have completed?	PhD	Bachelor's Degree	Some College	Some College	Some College	
How do you most often use a computer?	Work	Work	Work	Entertainment and Games	Work	
		Word Processing				
	Personal Email	Personal Email	Internet	Music		
		Entertainment and Games				
How often on average do you use a computer?	Several Times per day	Several times a day	Several times a day	Several times a day	Several times a day	
How often do you use the internet (not including email)	Several Times per day	Several times a day	Several times a day	Several times a day	Several times a day	
Which of the following statements best describes your relationship with technology?	I feel comfortable with technology, and I feel I now know the basics.	Technology is a real passion of mine, and people come to me for help with technical issues when they get stuck.	I like technology, and I can mostly troubleshoot any problems that occur on my own.	Technology is a real passion of mine, and people come to me for help with technical issues when they get stuck.	Technology is a real passion of mine, and people come to me for help with technical issues when they get stuck.	
	I like technology, and I can mostly troubleshoot any problems that occur on my own.					
	Technology is a real passion of mine, and people come to me for help with technical issues when they get stuck.					
How familiar are you with the Evangel Community Church Website?	I have used the website in the past.	I have not visited the website before.	I have not visited the website before.	I have not visited the website before.	I have used the website in the past.	

Appendix B: Scenarios and Tasks

Scenario 1

You were sick during the last sermon and want to watch the recording online, so that you can stay up to date with all of the happenings of the church

Tasks

1. Start at the *evangelup* homepage at <https://evangelup.org/>
2. Find the most recent sermon on the website and watch the first few seconds of it.
3. Stop playback when you've found it and say, "I'm done."
4. Return to the *evangelup* homepage.

Scenario 2

You are new to the church and have heard of a Bible study group you are interested in joining, so you are on the website to find the next time they meet

Tasks

1. Start at the *evangelup* homepage at <https://evangelup.org/>.
2. Find the date and time for the next Men's 33 Bible Study meeting.
3. Read the date and time out loud and say, "I'm done."
4. Return to the *evangelup* homepage.

Scenario 3

You want to find a new book to read from the Church library.

Tasks

1. Start at the *evangelup* homepage at <https://evangelup.org/>.
2. Locate the Library search function on the site and look up "Little Colt's Palm Sunday".
3. Read the author out loud and say, "I'm done."
4. Return to the *evangelup* homepage.

Scenario 4

You have been a member of the church for a while, and want to give back by donating on their webpage

Tasks

1. Start at the *evangelup* homepage at <https://evangelup.org/>.
2. Find the give page.
3. Read the company that evangel uses for donations out loud and say, "I'm done."
4. Return to the *evangelup* homepage.

Scenario 5

You are a prospective member of the church and want to find more information out about the church. You see the "I'm new" tab and decide to take a look.

Tasks

1. Start at the *evangelup* homepage at <https://evangelup.org/im-new/>.
2. Scroll down the page and describe whether or not you think the information fits a page titled "I'm New".
3. Once you reach the bottom of the page, say "I'm done."

Appendix C: Post-Task Questions

Scenario 1

1. Please rate the ease and/or difficulty of this task on a scale of 1 to 5, with 5 being very easy.

Very Difficult ①–②–③–④–⑤ **Very Easy**

2. Do you think you could find the sermon again, with 5 being very likely?

Very Unlikely ①–②–③–④–⑤ **Very Likely**

3. Is the information where you thought it would be? If no where should it have been?

Scenario 2

1. Please rate the ease and/or difficulty of this task on a scale of 1 to 5, with 5 being very easy.

Very Difficult ①–②–③–④–⑤ **Very Easy**

2. Is the information where you thought it would be? If not where should it have been?

Scenario 3

1. Please rate the ease and/or difficulty of this task on a scale of 1 to 5, with 5 being very easy.

Very Difficult ①–②–③–④–⑤ **Very Easy**

2. Please rate the likelihood of you using this function again on a scale of 1 to 5, with 5 being very likely.

Very Unlikely ①–②–③–④–⑤ **Very Likely**

3. Is the information where you thought it would be? If no where should it have been?

Scenario 4

1. Please rate the ease and/or difficulty of this task on a scale of 1 to 5, with 5 being very easy.

Very Difficult ①–②–③–④–⑤ **Very Easy**

2. Is the information where you thought it would be? If no where should it have been?

Scenario 5

1. Please rate the ease and/or difficulty of this task on a scale of 1 to 5, with 5 being very easy.

Very Difficult ①–②–③–④–⑤ **Very Easy**

2. Describe your overall experience and impressions with the “I’m New” page. Was there anything you were expecting to be there that was not?

Appendix D: Product Reaction Cards

Entertaining	Reliable	Instructive	Slow
Boring	Easy to Use	Insufficient	Straightforward
Cumbersome	Efficient	Intuitive	Time-Consuming
Simple	Familiar	Jargon-Filled	Simplistic
Complicated	Fast	Clear	Technical
Confusing	Frustrating	Modern	Trustworthy
Sensory Overload	Hard to Use	Outdated	Unhelpful
Discouraging	Inconsistent	Overwhelming	Useful
Distracting	Informative	Robust	Wordy

Appendix E: Debriefing Script

General

1. What was your first impression of the site?
2. Did this impression change over the course of testing the site?
3. What was the best part of the experience using the site?
4. What was the most frustrating part of the site experience?
5. Is there anything you would change with regard to finding and searching?

Product Reaction Cards

Please choose and select five words that best describe the Evangel Community Church Website you visited today, based on your experience using it.