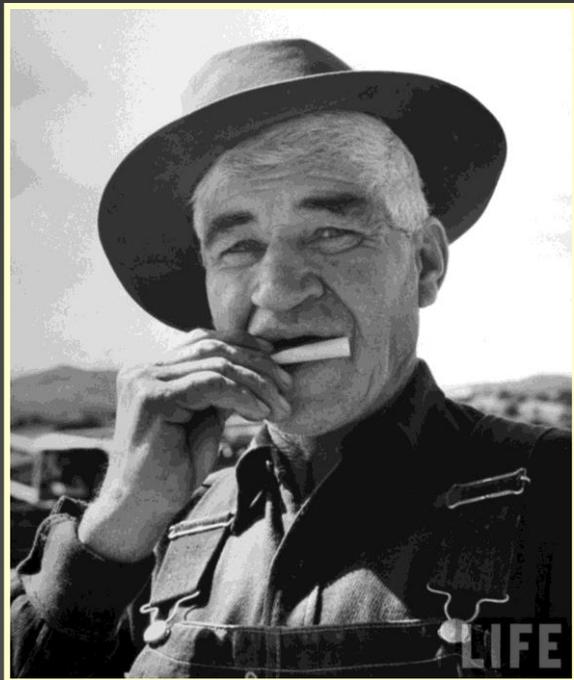


“Rolling Your Own” Online Usability Study



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“Rolling Your Own” Online Study

- A way of building an online usability study based on online survey tools.
- Sample study built using the free version of SurveyGizmo.
- Allows you to collect:
 - For each task:
 - Task success
 - Task time
 - Subjective rating
 - Comments
 - Overall comments or ratings, such as the System Usability Scale (SUS).
 - Any demographic data needed.

Sample Study of MeasuringUX.com

The image shows a screenshot of a Windows Internet Explorer browser window. The main window displays the website 'Measuring the User Experience' at 'http://www.measuringux.com/'. The website has a yellow background and features a header with the title 'Measuring the User Experience' and a subtitle 'A companion website to the book by Tom Tullis and Bill Albert.' Below the header, there is a paragraph of text: 'Including articles, spreadsheets, links, and other resources related to usability metrics. We're adding to this site regularly, so please check back!'. The main content area is divided into two columns: 'Articles & Presentations' and 'News and Announcements'. The 'Articles & Presentations' column lists several items, including 'Results of Online Usability Study Comparing Obama and McCain Websites (Nov. 14, 2008)', '"Word Clouds" from Measuring the User Experience (Nov. 8, 2008)', 'An Empirical Comparison of On-Screen Keyboards by Thomas Tullis, Ellen Mangan, and Richard Rosenbaum. Human Factors and Ergonomics Society 51st Annual Meeting, Baltimore, MD, October 2007.', 'Tips and Tricks for Measuring the User Experience (PDF). Presentation by Tom Tullis and Bill Albert at the UPA Boston Usability and User Experience 2008 Conference (May 28, 2008)', 'A Timestamp Macro for Task Timing (March 29, 2008)', 'Calculating a Confidence Interval for Task Completion using the Adjusted Wald Method (March 28, 2008)', and 'Results of Online Usability Study of Apollo Program'. The 'News and Announcements' column lists: 'We will be teaching the following upcoming tutorials: NEW', '90-minute Course at the CHI 2009 Conference: Tips and Techniques for Measuring the User Experience Boston, MA, USA April 8, 2009', 'Full-day Tutorial at the UPA 2009 Conference: Usability Metrics 101 Portland, Oregon, USA June 9, 2009', 'Bill Albert has been named as the new Director of the Design and Usability Center at Bentley University. NEW', 'Check out the profile of Bill in the February 2009 issue of the UPA Voice. NEW', and 'Forthcoming book: Online Usability Testing: Improving the User Experience through Automated Studies'. Below the main content area, there is a section titled 'Tools and Services'. A small survey window is open in the foreground, titled 'Sample Study - Window...', with the URL 'http://pro22.sgizmo.com/survey.php?SUR1'. The survey text asks 'What was the mean SUS score for the Obama site in the study comparing the Obama and McCain sites? *' and includes a dropdown menu with '-- Please Select --', a 'Next' button, and a 'Take a look under the hood' button. The browser's address bar shows 'http://www.measuringux.com/' and the search bar contains 'Google'. The browser's status bar at the bottom shows 'Internet' and '100%' zoom.

Sample Study - Window...
http://pro22.sgizmo.com/survey.php?SUR1

What was the mean SUS score for the Obama site in the study comparing the Obama and McCain sites? *

-- Please Select --

Next

Take a look under the hood
Online Surveys powered by SurveyGizmo

Measuring the User Experience - Windows Internet Explorer
http://www.measuringux.com/

File Edit View Favorites Tools Help

Measuring the User Experience

MEASURING THE USER EXPERIENCE

Measuring the User Experience

A companion website to the book by Tom Tullis and Bill Albert.

Including articles, spreadsheets, links, and other resources related to usability metrics. We're adding to this site regularly, so please check back!

Articles & Presentations

- Results of Online Usability Study Comparing Obama and McCain Websites (Nov. 14, 2008)
- "Word Clouds" from *Measuring the User Experience* (Nov. 8, 2008)
- [An Empirical Comparison of On-Screen Keyboards](#) by Thomas Tullis, Ellen Mangan, and Richard Rosenbaum. *Human Factors and Ergonomics Society 51st Annual Meeting*, Baltimore, MD, October 2007.
- [Tips and Tricks for Measuring the User Experience](#) (PDF). Presentation by Tom Tullis and Bill Albert at the [UPA Boston Usability and User Experience 2008 Conference](#) (May 28, 2008)
- A Timestamp Macro for Task Timing (March 29, 2008)
- [Calculating a Confidence Interval for Task Completion using the Adjusted Wald Method](#) (March 28, 2008)
- Results of Online Usability Study of Apollo Program

News and Announcements

- We will be teaching the following upcoming tutorials: **NEW**
 - 90-minute Course at the [CHI 2009 Conference](#): [Tips and Techniques for Measuring the User Experience](#) Boston, MA, USA April 8, 2009
 - Full-day Tutorial at the [UPA 2009 Conference](#): Usability Metrics 101 Portland, Oregon, USA June 9, 2009
- Bill Albert has been named as the new Director of the Design and Usability Center at Bentley University. **NEW**
- Check out the profile of Bill in the February 2009 issue of the [UPA Voice](#). **NEW**
- Forthcoming book: *Online Usability Testing: Improving the User Experience through Automated Studies*

Tools and Services

Internet 100%

Create Tasks

- For this example, I used the free version* of [SurveyGizmo](#).
- Typical order of questions:
 - Key identifying info (e.g., email address)
 - For each task:
 - The task question and associated answer options
 - Timer
 - Rating scale (e.g., easy ... difficult)
 - Comments
 - Post-study ratings (e.g., SUS)
 - Any additional demographic info (e.g., age range, etc)

* Free version is limited to 250 responses per month.

SurveyGizmo Question Editor

How-To Guides - Ask in the Forums - Suggestions? - Support/Help
You have a Free Account - Upgrade for More Features [Account Settings](#) [Logout](#)
You are logged in as Tom Tullis

Home All Your Surveys Files & Templates Survey Feeds

Survey: [Online Study of MeasuringUX.com](#) [edit](#)

Status: ● **Launched** (survey active)

Overview Edit Survey Publish Email Invites Reports Publish Preview

Question Editor Reorder Questions Look & Feel Advanced Options  Print Survey

[Add actions](#) [Add descriptive text/images](#) [Add question](#)

1. Email address [Copy page](#) [Delete page](#) [Page Options & Logic](#)

1. Please enter your email address:

Add Action

Add Text/Images

Add Question

^top

Add Page

Sample Task

[Add actions](#) [Add descriptive text/images](#) [Add question](#)

2. Task 1

[Copy page](#) [Delete page](#) [Page Options & Logic](#)



2. What was the mean SUS score for the Obama site in the study comparing the Obama and McCain sites? *



-- Please Select --



Could also use other answer types, such as a text-input field.



Hidden Tracking Value: time1
value: Page Timer



Add Action

Add Text/Images

Add Question

[^top](#)

Add Page

Editing Task Question & Answer Options

Edit Question

[Back to Survey](#)

Question Title Question Type Options Formatting Logic & Piping

Question Title

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, bulleted list, numbered list, link, unlink, image, video, source, and help. Below the toolbar is a text area containing the question title: "What was the mean SUS score for the Obama site in the study comparing the Obama and McCain sites?"

Question ID: 2
Tip: keep your question short and use clear language.

[Disable rich text editor](#)

Simple Piping Wizard 
Insert a run-time variable into this question title.
[Select the variable...](#)

Question Type

Change Type:

This question is required.

Options

These are the multiple choice options for this question.

	Title 	Report Value 
	<input type="text" value="45%"/>	<input type="text" value="45%"/>
	<input type="text" value="58%"/>	<input type="text" value="58%"/>
	<input type="text" value="63%"/>	<input type="text" value="63%"/>
	<input type="text" value="76%"/>	<input type="text" value="76%"/>
	<input type="text" value="81%"/>	<input type="text" value="81%"/>

Page Timer

Edit Question [Back to Survey](#)

Question Title Question Type

Hidden/Tracking Question

Hidden Field Name:

Value:

-- Select a Variable --

or

Advanced Value:
(Populates the field with a calculated value)

8 Note: Each task (question) must be on its own page, along with the timer.

Task Rating and Comments

Add actions Add descriptive text/images Add question

3. Task 1 Rating and Comments Copy page Delete page Page Options & Logic

3. This task was... *

Difficult Easy

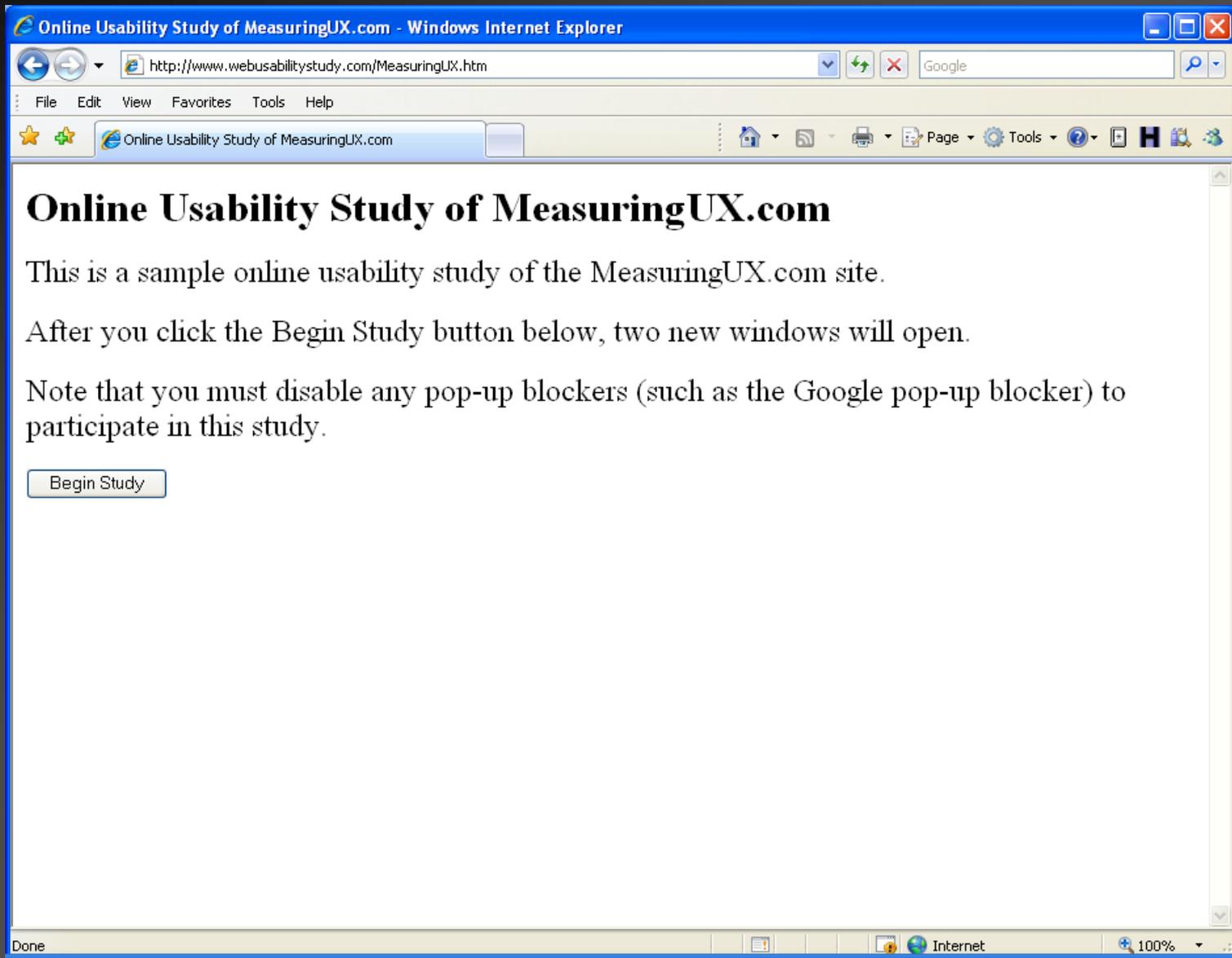
4. Please describe anything you found confusing or difficult in doing this task:

Add Action Add Text/Images Add Question

Window Management

- Easiest thing to do is to let the user worry about managing windows:
 - Include a link at the beginning of the survey to open the site being evaluated in another window.
- But if you want to make it easier for them, you can create a “welcome” page for launching the study which opens and positions the two windows.

“Welcome” Page



HTML & JavaScript for Welcome Page

```
<html>
<head>
<title>Online Usability Study</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<SCRIPT language="JavaScript1.2">
function Open_Windows(win1,win2) {
    w = screen.width //screen width
    w1 = 240 //width for task window
    w2 = w-w1-30 //width for main window
    h = screen.height //screen height
    h1 = h-70 //height for task window
    h2 = h-140 //height for main window
    var TaskWin = window.open(win1,
    'MyTaskWin','width='+w1+',height='+h1+',left=0,top=0,\
    location=no,resizable=no,scrollbars=no,toolbar=no,menubar=no,status=no');
    var MainWin = window.open(win2,
    'MyMainWin', 'width='+w2+',height='+h2+',left=260,top=0,\
    location=yes,resizable=yes,scrollbars=yes,toolbar=yes,menubar=yes,status=yes');
}
</SCRIPT>
</head>
<body bgcolor="#FFFFFF" text="#000000">
<h1>Online Usability Study of MeasuringUX.com</h1>
<p>This is a sample online usability study of the MeasuringUX.com site.</p>
<p>After you click the Begin Study button below, two new windows will open.</p>
<p>Note that you must disable any pop-up blockers (such as the Google pop-up blocker) to participate in this study. </p>
<form>
    <input type=button value="Begin Study"
    onClick="Open_Windows('http://www.surveygizmo.com/s/116161/online-study-of-measuringux-com',
    'http://www.MeasuringUX.com')">
</form>
</body>
</html>
```

Put your
instructions
here.

Put the URL
of your survey
here.

Put the URL of
the site being
evaluated here.

Export the Data to a CSV File

Survey: [Online Study of MeasuringUX.com](#) [edit](#)

Status: ● **Launched** (survey active)

[Overview](#)
[Edit Survey](#)
[Publish](#)
[Email Invites](#)
[Reports](#)
[Publish](#)
[Preview](#)

[Your Reports](#)
[Browse Responses](#)
[Data Management Options](#)

Reports for this Survey

Response Summary Report

[View](#)
[Modify](#)
[Rerun](#)
[Download](#)
[Delete](#)

Responses: 2 Last run: Mar 21, 2009 0 minute(s) ago

Available Report Types

- [Summary Report](#)
Graphs & Averages From Your Data

Export Data

- [Export to text \(.csv\)](#)

Response	Date Started	Date Finished	Status	Please en	What was	time1	This task	Please des	In the onli	time2	This task	Please des
26149465	3/21/2009 18:14	3/21/2009 18:13	Submitted	tom@aol.c	76%	20	4		1.8	27	3	
26157702	3/21/2009 22:57	3/21/2009 22:57	Submitted	tomt@aol.	58%	16	3		1.8	26	3	At first I th
26158082	3/21/2009 23:13	3/21/2009 23:11	Submitted	tomt@aol.	58%	7	3	I was confu	1.8	10	3	

(Task 1)

(Task 2)

New Slide!

- If you set up a SurveyGizmo account using this link:
- <http://www.surveygizmo.com/?ap=25018>
- That will identify you as “affiliated” with me, which will show you a template of this study which you can copy.