
FalconNet Usability Test Report

Product: <http://bentley.edu/FalconNet>
Date of Submittal: December 10th, 2007

Executive Summary:

The purpose of this study was to uncover possible usability issues in the FalconNet professional networking website. These were then analyzed to determine if potential issues are responsible for creating barriers to FalconNet's business goals of user registration, utilization, and long-term acceptance of the product. By conducting task based usability sessions with six participants, the team was able to assess that, indeed, certain design choices, task flows, and conceptual models incorporated into FalconNet present users with an experience that leaves them reticent to register and use the product. The team has provided line items of specific local (appearing once) and global (appearing in many places) findings and a summary of meta-issues based on aggregating those specific findings. Finally, recommendations are provided on how to successfully address these issues to rectify the problem of poor user experience to meet the business goals of gaining widespread adoption and use of FalconNet.

What follows is a detailed explanation and analysis of the methods, findings, recommendations, and actual material used throughout the study. A follow-up usability test is suggested to incorporate alumni users' perspective on the site given that they have goals that differ from student users; however due to resource limitations this was out of scope for this round of evaluation.

If you have any questions or require further clarification regarding the materials contained herein please do not hesitate to contact us.

Thank You.

Test Methods:

Technique:

We conducted usability studies to get user feedback on FalconNet.

In a usability test, participants are recruited to attend a testing session where they can use a product or website and provide feedback. The participants are screened, so they are characteristic of the target customer. Sessions are conducted individually, with only the participant and a moderator in the testing room. The moderator is a neutral person who facilitates the testing session. During the session, participants are given a series of tasks to complete using the product and they provide feedback to a moderator.

We conducted the FalconNet sessions using a variation of the “think aloud” technique which was first proposed by Ericsson and Simon¹. Think aloud is a technique where participants are instructed to verbally express what they are thinking as they complete the tasks. They are instructed to describe the steps they are taking, what they are expecting to happen or see, things they like, things they don’t like, and any frustrations they encounter. The sessions conducted relied heavily on the verbal feedback and user comments; we feel the task time is not a valid representation of the actual user performance for this particular study.

A usability test can be designed to get user feedback on task performance, areas of confusion or difficulty, and the overall user experience. The usability test goals and the tasks performed are a result of discussion with the business on what their requirements and goals of the study are.

The goals of the FalconNet study were to:

- Determine why users are not registering for FalconNet at a greater rate.
- Isolate barriers that may stop users from utilizing application features.
- Identify global usability issues with FalconNet that, if improved, would offer the most benefit to users in the realm of usability.
- Identify local usability issues associated with tasks that users will frequently perform. These will be defined based on user experience data gathering, which will be conducted prior to creating the tasks for the usability test to focus on.
- Gain general feedback from prospective users of FalconNet to determine which existing features of FalconNet have the most potential to add value for users.

Participants:

We conducted one pilot session and 6 usability sessions which lasted from 60 to 90 minutes. All of the participants were graduate students at Bentley College. 5 participants had previously registered with FalconNet.

¹ Boren, M. T. & Ramey, J. (2000). Thinking aloud: Reconciling Theory and Practice. *IEEE Transactions on Professional Communication*. 43(3), 261-278.

Participant Demographics:

Participant	Gender	Social Networking Experience	Internet Experience	Internet Frequency
Pilot	Female	Facebook, MySpace	Expert	Daily
P1	Male	Facebook	Expert	Daily
P2	Male	None	Expert	Daily
P3	Male	Facebook, MySpace, LinkedIn	Expert	Daily
P4	Female	None	Expert	Daily
P5	Female	Facebook, MySpace	Expert	Daily
P6	Female	Facebook	Expert	Daily

Session Descriptions:

The usability sessions we conducted consisted of three parts. In the first part, the moderator asked the participants about their experience with social networking sites. This is to get the participant thinking about the context of the product. In the second part of the session, the participant interacted with the site, completing or attempting to complete the tasks. In the last part of the test, the moderator asked the participant about his or her experience using the site, and the participant completed a Likert scale.

All sessions were videotaped for future review, and to pull highlight clips.

Task Descriptions:

1	<i>You recently received an email from Career Services about a new website called FalconNet that included a link to the site: http://www.bentley.edu/FalconNet. You would like to find some information about internships and decide to go to the site and register for FalconNet.</i>
2	<i>Now that you've registered, you'd like to add some more information about yourself for people to see. Add the following information:</i> <ul style="list-style-type: none"> - Your undergraduate/high school degree. - Your membership in the Bentley "Graduate Student Association". - A picture of yourself ("me.jpg" is on the desktop of the computer)
3	<i>Now that you've added some personal information, you would like to add information about your two most recent jobs.</i> 1) Customer Service Rep at Putnam Investments in Andover MA 2) Marketing Associate at Fidelity Investments in Boston MA
4	<i>You are wondering what your friend Daniel Berlin is up to these days. Search for him, and add him to your network.</i>
5	<i>You are an accounting major interested in a job at a company called "GULLabs". Find a person who works there, and ask them "how do you like working at GULLabs".</i>
6	<i>Join a group where you can exchange information with current and previous students about getting an internship. After you've joined, go to the homepage.</i>
7	<i>Ask your friend Andrew Condon if he is free to go to the "Fall Career Fair" next Friday.</i>

8	<i>You are concerned about showing too much personal information on the site. Make your home address private.</i>
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Issue Identification:

After the usability tests were completed, the videos were reviewed to identify both positive and negative findings. The findings were compiled, and the team of usability experts grouped the findings by topic, discussed if the finding was a global issue or a local issue (global issues are issues which affect many pages of the site, local issues are unique to a single screen), and ranked the severity of the findings. In some cases several local issues which were similar, were rolled up into a single global issue.

Severity Scale:

The team used a severity scale designed by Chauncey Wilson². Wilson recommends using a single severity rating scale that considers several attributes such as performance, probability of loss of critical data, probability of error, violations of standards, impact on profit, revenue, or expenses, and aesthetics, readability, and clutter.

Level 1	A catastrophic error which causes loss of data or damage to hardware or software. The problem causes loss of work. Performance using the system is inefficient and affecting business goals.
Level 2	The problem can cause a potential loss of data. The user does not have a workaround for the problem. Performance is poor.
Level 3	The problem affects performance, and causes time loss. There is a workaround for the problem. There are inconsistencies that require increased learning. Important functions or features do not work as expected.
Level 4	Minor problem that slows users down or causes mistakes which are recoverable
Level 5	Minor cosmetic or consistencies issues.

² Wilson, C. & Coyne, K. P. (2001). The Whiteboard: Tracking Usability Issues; to bug or not to bug? *Interactions*, 8(3), 15-19

Findings Summary:

Top Issues:

Superfluous text & graphics, and confusing navigation distract users from finding pertinent information.

Overall, users commented that there was significantly too much text on the screen. Users commented, as is typical in their demographic, that they do not read screen text, and in the case of users who did, the amount is so overwhelming that it took a significant amount of time to parse. Specifically, the use of text in the registration process is daunting and overwhelming; the text is used to guide the task flow but since users don't read it, it creates a confusing and often unsuccessful or difficult registration experience. Similar experiences were echoed by users in joining discussion groups or sending email.

Similarly, users did not find the navigation model to be very easy to use or learn. While users eventually picked it up, the use of an embedded page in the Bentley.edu site creates an environment with two horizontal toolbars at the top of the screen. Additionally, the toolbars are context sensitive when moving from one page or section to another, but the treatment of menu items is too similar and confused users. There was no simple way for them to navigate FalconNet; navigating required learning to a degree that it caused frustration, confusion, and contributed to an overall feeling in not wanting to use or register.

Users expected to have a simple and quick interaction with FalconNet, likely because of their use and prior knowledge of the widely adopted Social Networking model. To secure usage and the subsequent profile maintenance to deposit data which makes a social networking site relevant, FalconNet needs to address the navigation and text use issue. These two issues represent the product's foremost problems since they both present obstacles for finding information and publishing information.

User Quotes:

"Include contacts of contacts of contacts. I'm just not there yet... in my familiarity with social networking sites. That's just not something I'm going to use right now."

"The jigsaw pieces... I don't want to spend my time looking at... some type of animation... I just want to get to the page."

Ambiguous groupings and fields cause confusion.

Users felt that the way data is presented within FalconNet was inefficient in terms of the amount of space used on the screen, as well as the amount of time it took them to find and read what they were looking for. The most severe issue users encountered was the fact that despite having hid or not entered data in their profile, the entire profile was displayed including blank spaces. Users were frustrated by having to read through blank forms, and felt they should only see fields that were populated with data. Some of those tables or categories, like education, were split between Bentley and non-Bentley; users do not view their education data in that way. Similarly, users felt the discussion group interface and task flow was not organized in a rational way. Users could not find a clear hierarchy in group listings, and had difficulty parsing the "home page" for each discussion group.

Participants found that the site does not present data in a way that highlights grouping, hierarchy, active/inactive state, or significance in the task flow. Virtually all information was presented in non logical groupings, in a similar style, and with almost no effort towards directing a user's eye towards information of importance. In order to frequently use and contribute to FalconNet, users do not want to have to work to find or analyze community data.

User Quotes:

"There's redundancy, and that makes things confusing."

"Group details... that doesn't tell me anything at all."

There is a lack of customization.

Users felt like there was little they could do in terms of preference setting or customization to make the site conform to their use patterns. Users wanted to be able to either add, or have available, data fields that they thought were important; they felt frustrated that key fields were absent, or specific fields they might want could not be added. Users also wanted to be able to see what information was and wasn't hidden easily, without having to page through a lot of check boxes.

Overall, users wanted to be able to get the site to do what they wanted. Some users were so concerned with their inability to change certain information, like the home address, that they explicitly said it would prevent them from using the site. The users need for customization is yet another user experience pain point that they expressed would likely prevent them from using FalconNet to level that it would become useful to the community.

User Quotes:

"Wouldn't people want to see what my actual title was?"

"It's decent, it needs work... I'm not encouraged to use it."

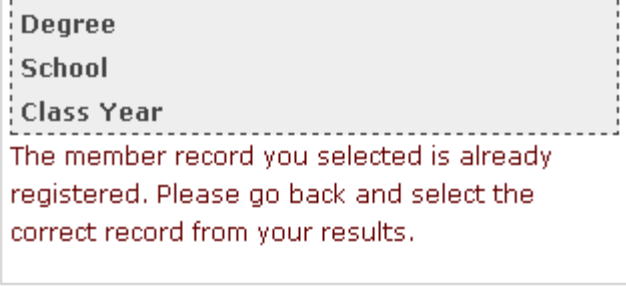
Positive Findings:


These are findings that users highlighted as positive features and experiences:

- User liked the fact that they can't send multiple invitations to same person; FalconNet prevents a duplication of effort or embarrassing situation by alerting users that a contact has already been added to their network.
- Users liked seeing their name on welcome screen; they thought it was nice to see instead of username.
- The pop-up of the preview after uploading picture was a feature users expect, and liked to have.
- Users were pleased to see the "Update successful" after making changes.
- Users liked that they could receive a copy an email they send from within FalconNet.

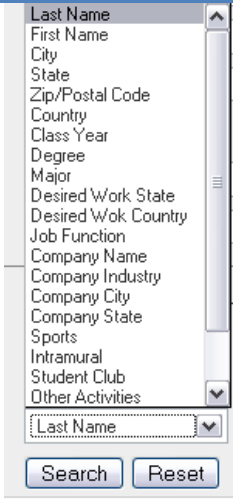
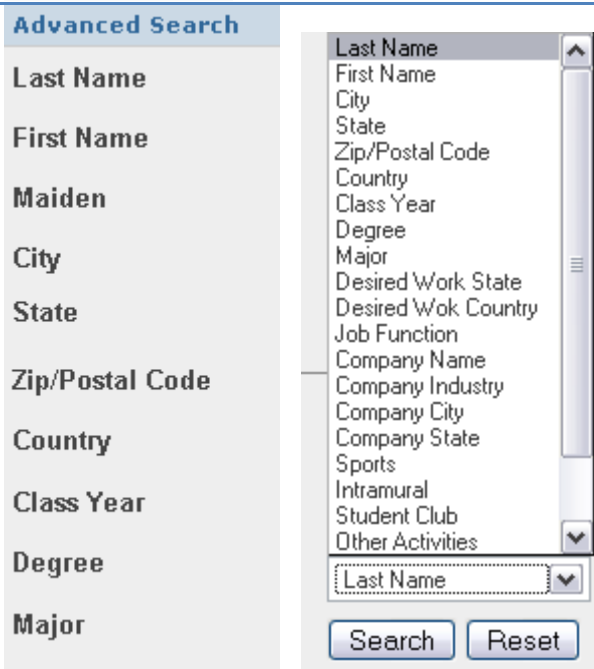
- Users noted that emailing multiple contacts at once was a good feature to have.

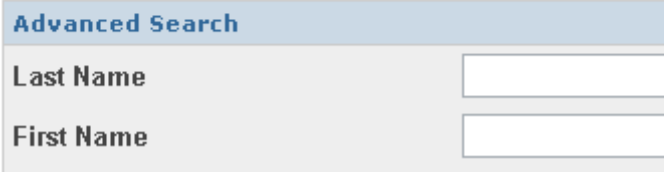
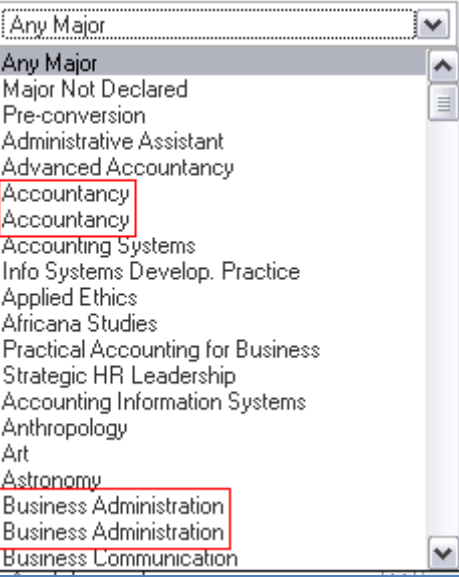
Usability Findings – Local:

Issue:	Sev:	Screen Shots:
Login & Registration:		
<p>Users felt the security question field was ambiguous; they weren't sure what it was for.</p> <p><i>Rationale:</i> Users don't know what information to enter or how it will be used in the future.</p> <p><i>Recommendations:</i> Add a prop-down for question choice and explain what it is used for.</p>	3	
<p>If a user is already registered and they try and register, they “hit a wall”, and need to click back to login.</p> <p><i>Rationale:</i> Navigation</p> <p><i>Recommendations:</i> Give a link to login if a user has already been registered.</p>	3	
<p>There are two login boxes presented if the user forgets their password.</p> <p><i>Rationale:</i> User goals and expectations</p> <p><i>Recommendations:</i> Only have one login table, possible bug.</p>	4	

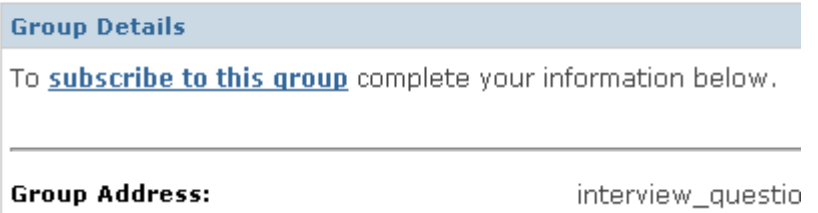
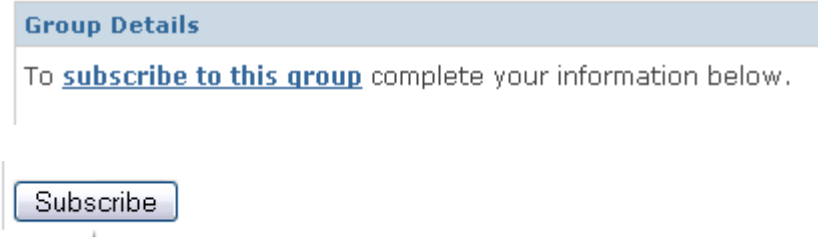
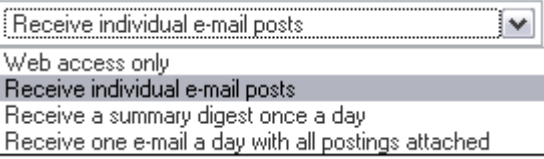
<p>User's felt the Flash jigsaw puzzle animation added no value and distracted from the task flow.</p> <p><u>Rationale:</u> Distracting and time-consuming</p> <p><u>Recommendations:</u> Change to a static display.</p>	5	
<p>Users don't want their password included in the registration email.</p> <p><u>Rationale:</u> Security</p> <p><u>Recommendations:</u> Give users the option to not have PW in email.</p>	5	
Profile:		
<p>Users were concerned that they could not ad job title or dates.</p> <p><u>Rationale:</u> User goals and expectations</p> <p><u>Recommendations:</u> Add a job title and date of employment field.</p>	1	
<p>There is not a space for users to input a major for non-Bentley education</p> <p><u>Rationale:</u> User goals and expectations</p> <p><u>Recommendations:</u> Add more space for major</p>	2	<p>Additional Institution <input type="text"/></p> <p>Additional Degree <input type="text"/></p> <p>Additional Institution <input type="text"/></p> <p>Additional Degree <input type="text"/></p>

<p>Users found the degree field ambiguous, and were unclear what data should be input.</p> <p><i>Rationale:</i> Users can enter inconsistent information</p> <p><i>Recommendations:</i> Add a prop-down menu w/ degree types, eg. BA,BS, MS, PhD.</p>	3	<p>Additional Institution</p> <p>Additional Degree</p> <p>Additional Institution</p> <p>Additional Degree</p> <div style="float: right;"> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> </div>
<p>User's felt having two tables for Bentley & Other Education to be confusing.</p> <p><i>Rationale:</i> Can't find certain fields b/c not grouped together</p> <p><i>Recommendations:</i> Merge tables into one education section.</p>	4	<p>Education</p> <p>Additional Education/Professional Affiliations</p>
<p>User's noticed that when adding a photo it isn't properly scaled to fit the screen.</p> <p><i>Rationale:</i> User goals and expectations</p> <p><i>Recommendations:</i> Properly scale the photo; show a preview or thumbnail.</p>	5	
<p>Search:</p>		

<p>Users wanted to find/filter members by full-time or part-time status.</p> <p><i><u>Rationale:</u></i> Searchability</p> <p><i><u>Recommendations:</u></i> Add a field to discriminate by full-time/part-time, and make it searchable.</p>	2	
<p>Users felt the amount of sorting options for conducting a search was overwhelming.</p> <p><i><u>Rationale:</u></i> Searchability</p> <p><i><u>Recommendations:</u></i> Limit sorting options to name, grad year, company, major, then add an advanced options menu for more.</p>	3	

<p>Users felt they were forced to do an advanced search; no quick search.</p> <p><i>Rationale:</i> Searchability</p> <p><i>Recommendations:</i> See above.</p>	<p>3</p>	<p>Advanced Search Enter only the criteria you wish to search on and clic</p> <p>Directory Usage Policy Directory information is intended to be used as a me and students only. Misuse of this resource, and any and will result in loss of access privileges. To report .</p> 
<p>Major information was duplicative and confusing to users.</p> <p><i>Rationale:</i> Searchability</p> <p><i>Recommendations:</i> Condense majors.</p>	<p>3</p>	
<p>The search results don't remind users of the search criteria.</p> <p><i>Rationale:</i> Searchability and user goals</p> <p><i>Recommendations:</i> Show search criteria, i.e. "25 results for Accounting".</p>	<p>3</p>	


<p>The discussion group links are ambiguous.</p> <p><i>Rationale:</i> Searchability</p> <p><i>Recommendations:</i> Re-label the group names.</p>	3	<p>International Job Search Questions international_job_search@btt.dgroups.alumniconnecti</p> <hr/> <p>Internships internships@btt.dgroups.alumniconnections.com</p> <hr/> <p>Interview Questions interview_questions@btt.dgroups.alumniconnections.c</p> <hr/> <p>Job Outside of New England jobs_outside_ne@btt.dgroups.alumniconnections.com</p>
<p>Users felt there was no clear discussion group homepage because of the labeling.</p> <p><i>Rationale:</i> User goals and expectations</p> <p><i>Recommendations:</i> Label the group home page as such and add a my discussion group page.</p>	3	<p>Group</p> <hr/> <p>Bentley Entrepreneurs</p> <hr/> <p>International Job Search Questions</p> <hr/> <p>Internships</p> <hr/> <p>Interview Questions</p> <hr/> <p>Job Outside of New England</p> <hr/> <p>Portland ME Bentley Group</p>
<p>Users were frustrated that they had re-enter their username and email address, and felt the system should already “know” this.</p> <p><i>Rationale:</i> Work-flow</p> <p><i>Recommendations:</i> Pre-populate known fields.</p>	3	<p>Your Full Name: <input type="text" value="Drewcon"/></p> <p>Your E-mail Address: <input type="text" value="-- Select Activated E-mail Address --"/></p> <p>Manage activated e-mail addresses</p>

<p>After joining a group, users were confused by the “update successful”, and being shown how to join.</p> <p><i>Rationale:</i> User goals, expectations, and work-flow</p> <p><i>Recommendations:</i> Remove the sign-up field after a user joins.</p>	3	<p>Subscribed successfully</p> 
<p>In the group list, the join anchors don't make the screen move or make it move very little.</p> <p><i>Rationale:</i> Navigation</p> <p><i>Recommendations:</i> Remove anchors, and just use the subscribe button at the bottom.</p>	3	
<p>Users felt the “delivery mode” and posting acknowledgement language was ambiguous.</p> <p><i>Rationale:</i> User goals and expectations; unclear</p> <p><i>Recommendations:</i> Give the user a better explanation for these two fields.</p>	3	
<p>There is no distinction between categories of groups, and individual groups; users had difficulty navigating the org structure.</p> <p><i>Rationale:</i> Searchability</p> <p><i>Recommendations:</i> Make clear distinctions between individual groups and categories.</p>	3	
<p>Send Email:</p>		
<p>Users felt the email warning message for possible dormant email is confusing and irrelevant.</p>	5	

<p><u>Rationale:</u> User goals</p> <p><u>Recommendations:</u> Remove the message, it's already understood by users.</p>		
<p>Hide/Unhide Profile Info:</p>		
<p>Users were concerned that the education information is hidden by default.</p> <p><u>Rationale:</u> User goals and expectations; business goal</p> <p><u>Recommendations:</u> Education should not be hidden by default.</p>	4	
<p>Users were concerned that they could not easily see which fields were hidden in own profile.</p> <p><u>Rationale:</u> User goals and expectations</p> <p><u>Recommendations:</u> Try and adhere to internal/external facing profile standard; users have a good mental model of this format.</p>	4	
<p>Users were concerned that the amount of sharing shows up on their public profile.</p> <p><u>Rationale:</u> User goals and expectations</p> <p><u>Recommendations:</u> Give users the ability to hide the sharing level, or remove this feature.</p>	4	<p>Share Your Profile with Undergraduate Students?</p> <p>Share Your Profile with Alumni?</p>
<p>Showing the number of contacts</p> <p><u>Rationale:</u> User goals and expectations</p> <p><u>Recommendations:</u> Need ability to hide number of contacts</p>	4	<p>14 contacts</p> <p>8 contacts of contacts</p> <p>0 contacts of contacts of contacts</p>

General:		
No general FalconNet homepage, just personal homepage <i>Rationale:</i> Navigation <i>Recommendations:</i> Add a global homepage	5	
No way to tell # of total users on FalconNet (but may want to wait) <i>Rationale:</i> User goals and expectations <i>Recommendations:</i> List total # of users, after critical mass achieved	5	

Usability Findings – Global:

Issue:	Sev:	Screenshot:
Login & Registration:		
Wrong year displayed for users graduation date causing them to search only by name to find themselves. <i>Rationale:</i> User goals and expectations <i>Recommendations:</i> Eliminate as search criteria or fix in DB	3	
Login is case sensitive; users are not used to case sensitive logins, and without an indication users are only told after the error occurs. <i>Rationale:</i> Searchability <i>Recommendations:</i> Login shouldn't be case sensitive; at least indicate it to the user.	3	<p>Sorry, the information you provided is invalid. Please try again. Note: Your User ID and password are case sensitive.</p> <p>Only Bentley Alumni have access to this area of the web site.</p> 

<p>Directory usage policy moves around depending on what page the user is on; users found this confusing, and assumed that the information was different, and required re-reading.</p> <p><i>Rationale:</i> Consistency</p> <p><i>Recommendations:</i> Keep it in a consistent place; move to the bottom as link; or standard EULA, but don't premier it.</p>	5	
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Profile:

<p>Users had to work when dealing with superfluous headings and fields being shown even when the field is empty.</p> <p><i>Rationale:</i> Distraction and excessive scrolling</p> <p><i>Recommendations:</i> Hide empty fields when viewing.</p>	5	<table border="1"> <thead> <tr> <th colspan="2">Education</th> </tr> </thead> <tbody> <tr> <td>Expected Graduation Date</td> <td>2008</td> </tr> <tr> <td>Expected Bentley Degree</td> <td>Master of Business Administration</td> </tr> <tr> <td>Expected Major</td> <td>Human Factors & Information Design</td> </tr> <tr> <td>Expected Graduation Date</td> <td></td> </tr> <tr> <td>Expected Bentley Degree</td> <td></td> </tr> <tr> <td>Expected Major</td> <td></td> </tr> <tr> <td>Expected Graduation Date</td> <td></td> </tr> <tr> <td>Expected Bentley Degree</td> <td></td> </tr> <tr> <td>Expected Major</td> <td></td> </tr> <tr> <td>Expected Graduation Date</td> <td></td> </tr> <tr> <td>Expected Bentley Degree</td> <td></td> </tr> <tr> <td>Expected Major</td> <td></td> </tr> </tbody> </table>	Education		Expected Graduation Date	2008	Expected Bentley Degree	Master of Business Administration	Expected Major	Human Factors & Information Design	Expected Graduation Date		Expected Bentley Degree		Expected Major		Expected Graduation Date		Expected Bentley Degree		Expected Major		Expected Graduation Date		Expected Bentley Degree		Expected Major	
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<p>Users were confused by the lack of organization caused by the absence of separation between profile fields.</p> <p><i>Rationale:</i> Can't find certain fields b/c not grouped together</p> <p><i>Recommendations:</i> Better organization, perhaps as separate tabs or pages would be effective. Otherwise, simply adding a line separator between groups would help.</p>	5	<p>Job Function</p> <p>Company Name</p> <p>Company Industry</p> <p>City</p> <p>State</p> <p>Job Function</p> <p>Company Name</p> <p>Company Industry</p> <p>City</p> <p>State</p>
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Invitation:		
<p>Users felt there was significantly too much text included on a simple contact invitation.</p> <p><i>Rationale:</i> Distraction</p> <p><i>Recommendations:</i> Make instructions very concise</p>	2	
<p>Users felt the invitation was "spam-like" and did not convey a professional feel.</p> <p><i>Rationale:</i> User goals</p> <p><i>Recommendations:</i> Personalize invitation email and decrease text usage; and html email would be a plus.</p>	2	
<p>Review screen is superfluous when nothing is typed in, and users felt it interrupted their task flow and was frustrating.</p> <p><i>Rationale:</i> Distraction and work-flow value</p> <p><i>Recommendations:</i> Remove review screen all together.</p>	4	<div style="background-color: #e0e0e0; padding: 5px; border: 1px solid #ccc;"> <p>Review your message & recipients:</p> <p>To: <input type="text" value="Daniel Berlin residential"/></p> <div style="border: 1px dashed red; padding: 5px; margin-top: 10px;"> <p>Total number of recipients for this message: 1</p> </div> <p>From: Andrew Condon</p> <p>Subject: test</p> </div>
Search:		
<p>The industry field is not populated on based on preceding fields; users felt this was frustrating and decreased trust.</p> <p><i>Rationale:</i> User goals and expectations</p> <p><i>Recommendations:</i> Always allow industry field population.</p>	2	<p>Company Industry <input type="text" value="Select Company Industry"/></p> <p>City <input type="text" value="Select Company Industry"/></p> <p>State <input type="text" value="Select State/Province"/></p>

<p>No wildcard searches are allowed; users wanted to be able to conduct broad searches with partial information.</p> <p><i>Rationale:</i> Searchability</p> <p><i>Recommendations:</i> Allow wildcards & inform users</p>	3	
<p>Users perceived searches as case-sensitive from username experience, even though they were not.</p> <p><i>Rationale:</i> User goals</p> <p><i>Recommendations:</i> No case-sensitivity, globally</p>	3	
<p>Send Email:</p>		
<p>Users were concerned that they can't enter a preferred email instead of their Bentley email.</p> <p><i>Rationale:</i> User goals</p> <p><i>Recommendations:</i> Users need ability to enter preferred email address</p>	2	
<p>Hide/Unhide Profile Info:</p>		
<p>Users can't change their local address; this was exceptionally frustrating for foreign students.</p> <p><i>Rationale:</i> User goals and expectations</p> <p><i>Recommendations:</i> Need ability to enter local address.</p>	1	
<p>General:</p>		

<p>Users were confused by the multiple rows of navigation bars on top of screen it cluttered the screen and caused them to have to work harder in navigating the site.</p> <p><i>Rationale:</i> Navigation</p> <p><i>Recommendations:</i> FalconNet needs to be its own site, not sub-site of Bentley website; navigation links should be on the left</p>	3	 <p>The screenshot shows the Bentley website header. At the top left is the 'BENTLEY' logo. To the right is the URL 'www.bentley.edu/' followed by a search bar with the word 'search' and a 'GO' button. Below the search bar are links for 'CONTACT', 'DIRECTORY', and 'DIRECTIONS'. A dark blue navigation bar contains the following menu items: 'ABOUT', 'TEACHING/RESEARCH', 'ACADEMICS', 'ADMISSION', 'CAMPUS LIFE', 'ATHLETICS', and 'ALUMNI'. Below this bar, the 'FalconNet' section is visible, with a sub-navigation bar containing links: 'My Falcon Network', 'My Discussion Groups', 'My Profile', 'My Home Page', 'Send E-mail', 'Search the Network', and 'Log Out'.</p>
<p>Users felt some text fields were too short for certain fields</p> <p><i>Rationale:</i> User goals and expectations</p> <p><i>Recommendations:</i> Increase text field lengths; consider increasing text field size to text blocks.</p>	3	

Recommendations:

After analysis of the information provided by participants the team has concluded that FalconNet provides a service that students would like to utilize. In most cases participants felt as though they could work with FalconNet as is, but admittedly felt it was frustrating at key points and was missing key features that they expected to be incorporated (e.g., ability to search for internships/jobs directly). Only one participant felt that the issues described above were severe enough to completely dissuade him from using FalconNet; however, he commented that given improvements in certain aspects of the design he would definitely leverage FalconNet for its intended purposes. Specific improvements were given for local issues in the previous section which should be considered and implemented where appropriate as resources allow. Priority however should be focused on the following four key areas that were found to be global issues that we believe severely detracts from the usability and overall user experience of FalconNet. Improving FalconNet in these four areas will not only improve the user experience but in turn will increase the adoption rate of the site and directly assist in achieving the business goals of FalconNet.

1. Superfluous text/graphics and confusing navigation may distract user from finding pertinent information
 - a. Wherever possible, cut down on the amount of text on the screen
 - b. Give short instructions, where needed
 - c. Remove distracting animations
 - d. Make FalconNet its own website (not within the Bentley website)
 - e. Move navigation links to a left sidebar
2. Ambiguous groupings and fields may cause confusion
 - a. Make clear distinctions between groups of information
 - b. Combine profile groups where possible
 - c. Ensure the drop-down menus contain necessary information
 - d. Replace text fields with drop-down menus to maintain consistency
 - e. Give clear instructions for all fields
3. Lack of customization
 - a. Add profile fields to allow for profile customization
 - b. Allow user to change personal information
 - c. Make hidden fields overt
 - d. Allow for wildcards in searches
4. Miscellaneous
 - a. Make the entire site case insensitive
 - b. Show the search criteria on the search results screen

Appendix:

Post-Study Questionnaire Response Summary

- 4 out of 6 participants ‘strongly agreed’ with the idea of having a networking site dedicated to the Bentley community
- 0 participants thought that registration was challenging
- 0 participants ‘strongly agreed’ with liking the design of FalconNet; 1 ‘strongly disagreed’

I like the idea of having a social networking site dedicated to the Bentley community.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
P1					X
P2					X
P3				X	
P4					X
P5	X				
P6					X

Registration for FalconNet was easy for me to complete.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
P1					X
P2				X	
P3			X		
P4					X
P5				X	
P6					X

FalconNet offers features/functionality that I can't get from other social networking sites.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
P1		X			
P2			X		
P3		X			
P4				X	
P5				X	
P6			X		

I like the design of FalconNet.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
P1				X	
P2		X			
P3	X				
P4				X	
P5		X			
P6				X	

When I am searching for a job, FalconNet will be one of my tools.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
P1					X
P2		X			
P3			X		
P4			X		
P5				X	
P6					X

I will as my friends to join FalconNet.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
P1				X	
P2			X		
P3		X			
P4				X	
P5			X		
P6			X		

I will use FalconNet.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
P1					X
P2				X	
P3		X			
P4				X	
P5				X	
P6					X