

USABILITY TESTING MANAGEMENT TOOL

V 0.9

This free spreadsheet will help you to plan, run, analyze and present usability testing studies, from the data collection to the solution prioritization. The primary audiences are UX researchers, designers and product managers. Feel free to copy, use, modify and share :-)

To start using it, just access the Sheets menu above: FILE > MAKE A COPY*

Comments, bug reports, suggestions?

Please visit my website: www.carlosroseberg.com

***NOTE: Do not add rows to any of the worksheets. Adding rows will negatively affect the formulas on all sheets.**

HOW THIS SPREADSHEET IS ORGANIZED

SUMMARY

A brief consolidation of the data that can be used to generate, report and present the main takeaways of the study

TEST PLAN

The configuration tab, where the predefined values / parameters of your study can be set

ISSUES

The area for logging issues and comments

TASK PERFORMANCE

The area for calculating success rates and task times

SOLUTIONS

The area for defining and prioritizing solutions

VERSION HISTORY

09/21/2017	0.9	Adding a count in the summary for the number of screens / elements tested
05/04/2017	0.8	Issue frequency count now uses the function 'COUNT' instead of 'COUNTA' ; Participant description not required anymore; Participant profile/persona now is required
04/19/2017	0.7	Adding 'Task' tab, adding test plan tab, new summary tab, lots of bug fixes
12/06/2016	0.3	Adding instructions to the "Tables and Graphs" area and minor updates in the look and feel
11/07/2016	0.2	Adding history log
11/03/2016	0.1	First public release

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Modified 12/18/21 by Deborah Prewitt

Modified 10/30/2025 by Cynthia Storm

TEST PLAN

NOTE: Do not add rows! This will affect the results on the Charts and Summary worksheets.

METHODOLOGY

Location (Participants' locations (remote? In person?))	Remote and In-Person
Moderation (Moderated by the researcher?)	Gabriel Garcia, Stacy Holloway, Diane Le, Thamare Toriola, Henry Urbina, Fatima Zaheer
Participant recruitment (how you found participants)	Purposive Sampling, Snowball Sampling, Convenience Sampling

STUDY OBJECTIVES

Which are the outcomes expected for this study?

ID	Description
1	Users will struggle to locate important information because navigation labels and content organization are unclear.
2	Older users may experience difficulty reading text or navigating the site.
3	Mobile users will experience additional challenges due to layout and navigation issues.
4	Users will struggle with the interface design of the website.

RESEARCH QUESTIONS

Which are the specific questions that must be answered by this study, in order to achieve the study's objectives?

ID	Description
1	Can users easily determine what the website is for?
2	How easily can users find important community information?
3	Are users confused by navigation labels or menu structure?
4	Are documents and images easy to access and interact with?
5	Does the website work effectively on mobile devices?
6	Does the interface design of the website have any affect on people?

PARTICIPANTS

Details about the participants.

ID *	Profile / Persona * [1]	Description [2]	Preferences [3]	Test location [4]	Device	Equipment / tool
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1	Miguel	Female teacher within the 55-64 age bracket. Married with two adult sons/daughters.	She prefers clear navigation, large and readable text, simple design and well-organized information. Community pricing, floorplans, residents and amenities information is also important to her.	Remote	Laptop	Zoom
2	Miguel	Male retiree within the 65-74 age bracket. Married with two adult sons/daughters.	He prefers simple and colorful websites with readable font. Community location and surrounding area information is most important for him followed by policies, resident services and amenities.	Remote	Laptop	Zoom
3	Miguel	Male businessman within the 55-64 age bracket. Married with two adult sons/daughters.	He prefers images with good resolution with an option to enlarge and zoom-in. He also prefers clear navigation, simple design and easy access to contact information. He also likes to see important information about the community such as pricing, photos and floorplans.	Remote	Laptop	Zoom
4	Miguel	Female teacher within the 45-54 age bracket and married.	She prefers simple design and easy access to contact information. She likes to see visually engaging content on website.	Remote	Laptop	Zoom
5	Sam	Male engineer under the age of 44. Married. Has retired parents.	He prefers a functional website with no dead links. He likes to have activities and atmosphere information about community. He also likes to see clear navigation, well-organized information, easy access to contact information and benefits.	In Person	Desktop Computer	Loom
6	Miguel	Female within the 55-65 age bracket. Married with four adult children.	She prefers large, readable text, well-organized information, and easy access to contact details. Pricing, location, and contact information are most important to her.	In Person	Laptop/Phone/Tablet	
7	Miguel	Male IT employee within the 55-65 age bracket. Married with four adult children.	He prefers clear navigation, large and readable text, simple design, and well-organized information with easy access to contact details. Pricing, floorplans, and amenities information are most important to him.	In Person	Laptop/Phone/Tablet	
8	Sam	Female under 44. Has one working parent.	She prefers clear navigation, simple design, and well-organized information with helpful search functionality. Pricing, photos, and floorplans are most important to her.	In Person	Laptop/Phone/Tablet	
9	Sam	Male under 44. Has no working parents.	He prefers clear navigation, large and readable text, simple design, and well-organized information with easy access to contact details. Pricing, floorplans, and amenities information are most important to him.	In Person	Laptop/Phone/Tablet	
10	Sam	Female under 44. Has one working parent looking for new housing options.	She prefers clear navigation, large and readable text, and helpful search functionality. Pricing, floorplans, and amenities information are most important to her.	In Person	Laptop/Phone/Tablet	

11	Miguel	She is a 67-year-old woman and a retired mother of two daughters. She still works two days a week and is looking for a retirement home community.	She prefers large text and simple websites with floor plans and photos displayed side by side. She also wants the pricing for each home to be easy to find.	In Person	Laptop / Tablet	
12	Susan	47 year old male, father of 2. Realtor based in NY.	He prefers a list of all the homes with their information and prices shown together on one page. He also prefers a more modern-looking website. He strongly disliked the font and said it was hard to read. He Also wanted to know the location of each resident.	Remote	Desktop / phone	Zoom
13	Miguel	He is a 60-year-old man who lives alone and is looking to purchase a retirement home. He is still working now, but he is planning to retire within the next few years.	He liked the homes and thought they looked nice, but he had trouble finding a clear list of them. He would prefer the homes to be listed with their names, floor plans, and prices. He also expected the "Home" tab to show that list of homes.	Remote	Desktop computer	Zoom
14	Miguel	62 year old female, currently working to retire in a few years. Looking for communttee with activities and has beautiful homes.	She had difficulty navigating the site and wanted it to be much simpler. She preferred a better font with larger, bolder text and wanted information to be easier to find. Location was not clear.	In Person	Desktop Comuter	
15	Sam	He is a 47-year-old man who is looking for a retirement home for his parents. He also has specific concerns about his mother, who has dementia, so he needs clear and detailed information to help him make the best decision for her.	The website was not very clear or transparent about the details of the homes. The images were unclear, and he could not tell which home he was looking at. He also strongly disliked the downloaded file and worried that it might give his computer a virus.	remote	Desktop Computer	Zoom
16	Miguel	55-year-old woman, mother of two, business administrator.	She prefers having access to housing information, floorplans and photos, community amenities, contact information, and location and maps. Additionally, she value clear navigation, large and readable text, a simple design, well-organized information, search functionality, and easy access to contact information. When researching, pricing and availability are the most important, followed by contact information for staff and the location and surrounding area.	In Person	Desktop Computer	In Person
17	Miguel	55-year-old man, father of two children, hospital technician.	He prefers clear navigation, simple design, and well-organized information. When researching a retirement community, pricing and availability matter most to him, followed by photos that show the atmosphere. During a visit, he would focus on observing the environment, checking residence prices, and meeting residents to get familiar with them.	In Person	Desktop Computer	In Person
18	Miguel	53-year-old woman, mother of three children, school social worker.	She prefers finding housing information, floorplans and photos, pricing information, community amenities, resident events, and contact information. She also prefer a website with clear navigation, large and readable text, well-organized information, and easy access to contact information.	In Person	Desktop Computer	In Person

19	Linda	74-year-old man, childless, retired.	He prefers finding pricing information. He also prefers a website with clear navigation and well-organized information.	In Person	Desktop Computer	In Person
20	Miguel	A 43-year-old woman, married, childless, and working as a nurse in a hospital.	She prefers clear navigation, simple design, and well-organized information. When researching a retirement community, pricing and availability matter most to her, followed by photos that show the atmosphere. During a visit, she would focus on observing the environment, checking residence prices, and meeting residents to get familiar with them.	In Person	Desktop Computer	In Person
21	Susan	Woman in the 55-64 age range, married, no children, biology teacher who is also a licensed realtor.	She prefers a website that has clear navigation, large, readable text, simple design, well-organized information, search functionality and easy access to contact information. Viewing websites as a realtor, she expects multiple images of the properties, pricing, descriptions of the location and easy to find contact information. If availability is not listed on the website, she will log into her realtor website that lists property pricing and availability.	Remote	Laptop Computer	Zoom
22	Sam	Woman under 44, married, two sons and working as a SQL database administrator.	She prefers a website that has clean navigation, simple design, has well organized information, clear search functionality, and easy to access contact information. She is currently searching for a retirement community or a home closer to her home where she can look after her retired parents.	Remote	Laptop Computer	Zoom
23	Linda	Woman in the 55-64 age range, married, children, and a school teacher. Currently lives in a 55+ community.	She prefers a website that has clear navigation, large, readable text, simple design, well-organized information, search functionality and easy access to contact information. If availability is not listed on the website, she will log into her realtor website that lists property pricing and availability. She does not like when links are not clickable and does not trust accepting cookies.	Remote	Laptop Computer	Zoom
24	Susan	Woman under 44, married, no children. Works as a full-time realtor.	She prefers a website that is simple to use and is visible on her phone. She does not trust google chrome, and takes precautions to share her information. She believes property websites need professional pictures to clearly show property highlights.	Remote	Desktop Computer	Zoom
25	Miguel	Woman in the 64-74 age range, newly retired, looking to downsize current home. Works in construction management.	She prefers a website that has clear navigation, large, readable text, simple design, well-organized information, search functionality and easy access to contact information. Prefers websites with photos and videos to get a good idea of the property before visiting. Wants clear directions to get there.	Remote	Laptop Computer	Zoom

26						
27						
28						
29						
30						

25	Participants in total	The ID and Profile/persona fields are required in order to get the number of participants correctly				
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TEST STEPS The protocol repeated for each test, in order to reduce inconsistencies and make the results reliable

Step	Description
1	CHECK IF: The product is ready for the test (database clean/adapted, system up&running, etc)
2	CHECK IF: The participant is ready for the test, in an interruption-free environment
3	CHECK IF: The audio/video capture software is properly set and running
4	CHECK IF: Notifications and other apps are turned off
5	SAY: Thank you for your time;
6	SAY: We will be looking at https://www.cottagesatforestpark.org/index.html to find how what their website is doing well and what they can improve upon to best serve the user.
7	SAY: The product is being tested, not you;
8	SAY: There is no such thing as mistakes or wrong answers during this session, I'd just like your honest reaction to the process
9	SAY: Please think out loud, so that we know what you are thinking;
10	SAY: Would you mind if we recorded the screen? It will help us to analyze the details later. Only the research team will have access to the record.
11	ASK them to sign consent form
12	EXPLAIN the scenario(s) of the test (see below)
13	RUN the test tasks (see below)
14	ASK them to fill out post test questionnaire

SCENARIOS The details that the moderator tells before starting the test, so that the participant has a better understanding of the context of use

ID	Description
1	You are a resident at Cottages at Forest Park. While chatting with a neighbor, they mention that their paintings are featured on the community website. It reminds you that your own work is displayed there too. You want to look up the artists' page to see how everything looks but your painting is missing, and while you are on the site you decide to explore if there are any activities or upcoming events for the residents.
2	You are a real estate agent and one of your clients is interested in 55+ communities near Boulder, Colorado. You are visiting the Cottages at Forest Park website on your phone to quickly gather key details before a meeting with your client.
3	Your father is deciding between two 55+ communities and has nearly made up his mind about the Cottages at Forest Park. His deciding factor is whether he can reserve a clubhouse for future family gatherings. While sitting outside, he pulls up the community website on his tablet, but the screen is washed out in the sunlight and the text is hard to read. He hands the tablet to you for helping him find the clubhouse information and policies before he makes his final decision.
4	
5	

TASKS			
The tasks assessed in this test			
ID	Task short name * [5]	Importance * [6]	Description
1	Artist's Page/Paintings	3	Find the Artists' Page and locate your featured paintings.
2	Managment Contact Info	8	Locate the contact information for community management to inquire about your missing paintings.
3	Events/Activities	1	Locate information about upcoming events or activities in the community.
4	Floorplans Availability/Pricing	5	Find the floorplans and look for pricing and availability information for the housing options.
5	HOA & Property Specs	8	Locate any HOA documents or property specifications available on the site.
6	Community Contact	8	Find contact information for the community so your client can reach out directly.
7	Clubhouse Use Policy/Fees	8	Find the Clubhouse Use policy and identify any rules or fees for reserving it.
8	Exterior Photos	5	Locate photos of the clubhouse or exterior areas and try to zoom in on the images.
9	Office Phone Number	8	Find the contact information for the management office so your father can call and confirm the details.
10	Location	5	Find location of the community
10	Tasks in total		

SCOPE			
Relevant system areas, modules and elements that are being tested (i.e.: navigation, pages, functionality, etc.)			
ID	Short name * [7]	Importance (Scale of 1-5) *	Description

1	Information Findability	5	ability to locate key information such as pricing, policies, events, and contact details across the site.
2	Navigation Clarity	5	how intuitive and understandable the site's navigation structure and menu labeling are
3	Content Accessibility	4	how easily users can access and interpret important content, including readability and visibility
4	Mobile & Tablet Usability	4	user experience across mobile and tablet devices, including responsiveness and readability in different environments
5	Visual Design	3	how layout, imagery, and visual hierarchy support or hinder usability, including image clarity and interaction
6	Content	5	it is the structured information necessary for users to achieve their goals with minimal friction.
7	Document & Policy Discovery	3	ability of users to locate important documents such as HOA information and clubhouse policies
8			
9			
10			
7	Elements in total		

ISSUE TYPES		Each issue is given a SEVERITY level, which represents how much it interferes the task. This will impact in the solution ROI
Item *	Impact level * [8]	Description
Suggestion	2	A suggestion that describes a possible enhancement of fix in the system, but with low importance to the participant
Strong Suggestion	3	A suggestion to fix something that is clearly annoying the participant
Minor Issue	2	Participant stops to think, but proceeds
Major Issue	3	Participant faces a significant delay or starts doing try-and-error
Blocker Issue	5	Participant gets stuck or gives up, only proceeds with help

COMMENT TYPES		The way comments are categorized
Item *		
Positive		Praise, joy comment, etc
Negative		Complaint, reaction of annoyance etc
Neutral		Generic, indifferent comment (i.e.: Participant make a reinforcement of something trivial that happen during the test)

[1] Role in system ("system actor") or persona name -- DO NOT LIST THE PARTICIPANT'S ACTUAL NAME! Which persona does this participant represent?

[2] Additional information about the test participant

[3] Preferences for the site - this could be taken from your pre-test questionnaire if question was asked

[4] Ex.: Remote, participant dependencies, laboratory, street, etc.

[5] Give a short (1 to 2 words) to describe the task. For example, "Login" or "Send Email"

[6] How important the task is for the product. Values suggested: 1, 3, 5 or 8 (Fibonacci's scale). You can also use a linear scale, like 1, 2, 3, etc.

[7] Give a short name (1 to 2 words) to describe the item being tested. For instance: "Main navigation", "Cart" or "Confirmation screen"

[8] Values suggested: 1, 3, 5 or 8 (Fibonacci's scale). You can also use a linear scale, like 1, 2, 3, etc. This number will affect the prioritisation later

ISSUES AND FEEDBACKS

USABILITY ISSUES (Participant behavior)		PARTICIPANT FOR WHOM THE ISSUE OCCURED																												Count [2]	Frequency [3]	Severity [4]								
ID	Where (scope)	What (Task)	Issue description	Type [1]	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	p30						
7	Content Accessibility	Exterior Photos	"I can change the picture but can't zoom in" - "It's not giving me zoom in option anywhere" "These are photos" - "If these photos do not zoom, I can do it with chrome's settings" "Ok I tried everything but there is no zoom in option" - "I can't zoom in" "I'm trying to zoom in but it doesn't work" "Nope, you cannot zoom in on these images unless you do your control and zoom in but then it makes the pixels bad"	Negative		1	1	1	1	1						1	1	1	1	1																		15.00		
8	Content Accessibility	Floorplans Availibili	"Okay there are floorplans" "Now I need pricing" "Maybe in the Clubhouse" "This the plan" "Floorplans?" "None Available" Users tried to read floorplan information on plan images. "What does the information look like" "Speedy" "What to do next" "I don't see it" "I am searching" "Hmm, Looks missing" "Are these all different artists" "I go back?"	Negative		1	1	1	1	1	1	1	1			1	1	1	1	1							1		1	1	1								18.00	
9	Visual Design		"I have to find Events" - "I cannot find this it" "I don't see it" "Is that upcoming events you said" - "Its not there" "I didn't find it" "Upcoming events, right? Nope" "I see the contact, location, plan but nothing about the events" In the Pre test and Post test questionnaire, users also indicated that information about community events and activities are important to them. "These are all download files" - "I don't want to download this" "Again downloads"	Neutral		1	1		1	1	1	1			1	1	1	1									1			1	1								14.00	
10	Content	Events/Activities	"I see no fees or rules for reserving it" "I found clubhouse use file" "There should be a new tab that opens up" "It downloaded" "What is this?" - "Is it fraud?" "Not found"	Negative		1	1	1	1	1	1	1	1	1	1	1	1	1	1																				20.00	
11	Content Accessibility	HOA & Property Sp	"This is information about this unit but no price information with floorplan" "There is no pricing" "No pricing here" "The pricing is not here" "I couldn't find pricing" Most users were unable to locate the Rent or Buy button on the website home page to find pricing information. "The font was not good enough to read."	Negative		1	1	1	1	1																													11.00	
12	Information Findabilit	Floorplans Availibili	"This information about this unit but no price information with floorplan" "There is no pricing" "No pricing here" "The pricing is not here" "I couldn't find pricing" Most users were unable to locate the Rent or Buy button on the website home page to find pricing information. "The font was not good enough to read."	Negative		1	1	1	1	1	1	1	1	1	1	1	1	1	1																					17.00
13	Visual Design	Management Contac	"Very outdated" Some participants also liked the bright colors and suggested in post questionnaire. Users expectations from the community website, as quoted: "Fees and Pricing, cost, should add the prices, be more details on Fees and Pricing, image zoom in, the environment, surroundings, and safety, Location, activities and atmosphere, pricing, general information"	Neutral					1	1				1	1	1				1								1	1	1								9.00		
14	Content		"This information is very important and is very well hidden."	Positive		1	1	1	1	1	1	1	1	1	1	1	1	1	1																				15.00	
15	Information Findabilit	Management Contac	"I cannot find the contact information."	Negative																																		5.00		
18	Visual Design	Management Contac	"I cannot properly read what it says in the contact information." "The handwriting is very difficult to read." "The color of the text makes it even more difficult to read."	Negative					1	1			1																										11.00	
19	Information Findabilit	Floorplans Availibili	"I would think that hovering the mouse over this would display the prices." "Here are the floorplans, but I can't find the prices anywhere" "I don't know if this is what I'm supposed to find"	Neutral		1	1	1	1	1						1	1	1	1	1	1	1																18.00		
20	Content Accessibility	Exterior Photos	"Is it valid to do this? (They zoom in using the browser.)" "I can't find any zoom button."	Neutral		1		1								1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	15.00		
21	Navigation Clarity	Events/Activities	"I think I did something wrong." "The screen turned white with strange letters." "How do I return to the website?"	Negative					1	1	1	1	1	1	1	1	1	1	1																				10.00	
22	Content Accessibility	Location	"ohh where is this" "ohh wow that did. nothing for me" "can you just tell me where it is" "ohh its up here" "I am not seeing any events or activities." "The non-resident website needs to show what activities are offered, but when should only be shown to current residents. You don't want random people showing up to your happy hour."	Negative				1	1	1	1	1	1	1	1	1	1	1	1	1																			14.00	
23	Content	Events/Activities	"I am not seeing any events or activities." "The non-resident website needs to show what activities are offered, but when should only be shown to current residents. You don't want random people showing up to your happy hour."	Negative		1			1	1	1	1	1	1	1	1	1	1	1																				12.00	
24	Content	Clubhouse Use Pol	"Is this pricing current for the clubhouse?" "I think these are the rules."	Neutral																																		5.00		
25	Information Findabilit	Artist's Page/Paintin	"Why are these artists' names not clickable? This page only has their names and no art." "Why is there no information or titles to the art?"	Negative					1	1	1	1	1	1	1	1	1	1																				12.00		
26	Content	Community Contac	"I hope the person on this phone number can help me contact the correct person." "Is this phone number the same for everyone I need to contact?" "When I call, will it tell me what times they are available to visit?"	Negative																																			10.00	
27	Visual Design	Exterior Photos	"That's a great picture of a rock. Oh, look, A door." "These photos tell me nothing about the property." "Are these photos of the clubhouse?" "The tree photos are nice. The other photos are not." "Photos sell your property. They need to be professional."	Negative		1		1	1				1	1	1	1	1	1	1																				10.00	
28	Mobile & Tablet Usab	Office Phone Num	"Why is the phone number at the bottom of the menu now?" "This menu is a little easier to use than the other one."	Negative																																		2.00		
29																																								
30																																								
31																																								
32																																								
24	Comments			Positive		1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15		
				Negative		10	8	10	10	9	11	8	9	10	8	10	11	10	11	12	2	1	3	3	2	10	10	12	11	10	0	0	0	0	0	0	0	211		
				Neutral		4	3	2	5	4	2	2	1	3	1	5	5	3	3	4	2	2	1	2	3	5	2	5	6	3	0	0	0	0	0	0	78			
				TOTAL		15	12	13	16	14	14	11	11	14	10	16	17	14	15	17	4	3	4	5	5	15	12	17	17	13	0	0	0	0	0	0	304			

[1] How impactful for the user is the issue. See the TEST PLAN tab to see what each level means.

[2] Number of participants who had this issue. In order to calculate it right, please check whether the # of participants is correct in the SETUP tab.

[3] Proportion (%) in which the issue appeared, considering all participants

[4] FREQUENCY * SEVERITY

[1] Number of participants who had this issue. In order to calculate it right, please check whether the # of participants is correct in the TEST PLAN tab.

[2] Proportion (%) in which the issue appeared, considering all participants

[3] Number of participants who had this issue. In order to calculate it right, please check whether the # of participants is correct in the TEST PLAN tab.

SOLUTIONS

SOLUTION IDEAS		ISSUES ADRESSED BY THE SOLUTION IDEA																																								ISSUE DESCRIPTIONS													
ID	Solution Idea	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	ID	Description	Severity											
1	Select a more legible and accessible typeface.															1			1			1			1																		1	Users struggled to understand where to find key information due to unclear navigation structure and labeling.	21.00										
2	Add a native zoom button for photos.			1			1										1							1	1																				2	Users had difficulty locating the Artists' page and identifying where featured content was housed.	20.16								
3	Add updated documents containing accurate and complete information.		1	1							1				1		1	1		1		1	1	1		1																				3	Pricing and availability information was not easily visible or accessible within floorplan pages.	115.00							
4	Inform users at all times of their current location on the website.	1	1		1			1	1	1																		1																			4	Clubhouse use policies were difficult to find, leading to confusion and incomplete task success.	26.88						
5	Ask users if they want to download a file when clicking.												1	1													1	1																			5	Contact information was unclear about the types of questions the contact would be able to answer.	32.00						
6	Add more precise, up-to-date, and easy-to-find information regarding pricing and availability.			1			1						1						1				1	1		1	1	1																			6	Users were unable or struggled to zoom into images or view details clearly.	38.40						
7	Delete or update broken links on the website.		1																								1	1																				7	Missing or incomplete visual and informational content caused confusion and reduced trust.	48.00					
8	Relocate less important menu options to another location and make important options more visible.	1	1	1	1				1	1				1						1		1	1	1	1	1	1	1																			8	Users frequently backtracked and navigated multiple pages due to unclear information hierarchy.	13.20						
9	Delete or update the Buy or Rent button.				1									1	1									1	1	1	1																					9	Visual hierarchy did not effectively guide users to important content or actions.	6.48					
10	Add updated and complete information regarding community events and activities.	1									1	1	1													1	1	1	1																				10	Users expected missing information regarding community events and activities.	15.00				
11	Have a private community member's only section to the website.	1				1																																												11	Users expected some interactivity on cottage artist's page and browse more paintings.	19.20			
12	Have a single scrollable listing page with house cards (price, floorplan, images, availability) with Rent or Buy button			1			1	1							1	1													1	1	1	1																			12	Users seemed hesitant/frustrated about downloading files	42.24		
13	Simplify top navigation in header and add relevant sections	1	1		1				1					1					1		1	1	1				1		1																					13	The information was scattered across multiple documents and pages without much specifications	25.92			
14	Add a sticky navigation menu and add breadcrumbs	1	1	1				1	1					1	1																																				14	Users were unable to locate Rent or Buy button easily to find pricing information.	90.00		
15	Use high contrast colors across the website and clear headings	1	1				1	1								1			1				1	1																											15	The font type, color and size was not accessible and user friendly	43.20		
16	Remove wooden grainy background and add more white space	1						1	1							1				1							1	1	1																						16	Users expected more specific photos of the community, neighborhood, floorplan interiors and exteriors.	48.00		
17	Add high resolution images with interactivity						1	1	1	1																																										17	Information regarding amenities and resident services were not specified	57.60	
18	Move all local community images into one section or page	1	1				1	1	1	1	1			1																																							18	Users prefer high contrast colors, accessible and modern interface design	37.44
19	Add consolidated information sections (Amenities, Policies and Contact)	1	1	1	1		1	1	1	1				1						1		1	1	1	1	1	1	1	1																						19	Users suggested neighborhood insights and area amenities information such as surrounding schools, transportation and safety.	43.20		
20	Make Cottage Artists' page interactive and add submit paintings/inquiries form		1				1						1																																							20	Users complained that the contact information was buried in a submenu.	19.20	
21	Have clear audience segmentation for residents vs buyers											1																																									21	Users complained that the contact information is barely legible.	15.36
22	Add a senior friendly mode (Accessibility toggle which can increase font size, boosts contrast and simplifies the layout)	1	1		1			1	1				1	1	1																																						22	Users expected to find pricing and availability information within the floor plans and complained about not finding it.	66.00
23	Add guided navigation buttons 1. Looking to move in? 2. Current Resident 3. Visitor	1	1				1	1	1																																												23	Users opted to use the browser's zoom because the photos lacked native zoom.	16.00
24	Add clear Call-to-Action buttons such as, schedule a tour, check availability and contact a representative.	1	1	1	1						1	1	1	1																																							24	Users complained that there were broken links leading to pages that were confusing to them.	9.00
25	Offer clean printable versions of download friendly pages for better accessibility for non digital friendly users				1									1	1	1																																					25	User prefers to have all the houses in a list along with its floorplan, images, and prices	36.00
26	Add a quick "Ask a question" help widget						1																																														26	User wanted to see a list of all activities for residents	10.80
27	Add a community lifestyle section with events calendar, resident testimonials and daily life at the cottages at forest park								1	1																																											27	User's were unsure the purpose of website if it was for current residents, prospect buyer or both	42.00
28	Add location and neighborhood insights								1																																												28	Users expect clearer connection between photos, floor plan and specific homes could not tell which image belonged to which property	48.00
29	Add consistent 'Back', 'Next' and 'Home' Navigation across all pages	1	1	1	1				1	1																																											29	Users wanted to find the location of all the homes in the location tab, did not fid the map of the area useful, unable to interact with the map	40.00
30	Add a resident portal (private section for current residents)					1																																															30	User expects to see a private area for current residents only (not public view) to log into for a different "side" of the website.	4.20
31																																																				31		0.00	
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		Issue severity	21.00	20.16	115.00	26.88	32.00	38.40	48.00	13.20	6.48	15.00	19.20	42.24	25.92	90.00	43.20	48.00	57.60	37.44	43.20	19.20	15.36	66.00	16.00	9.00	36.00	10.80	42.00	48.00	40.00	4.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00							
		Number of solutions addressing the issue	14	10	11	11	4	6	13	9	6	9	6	7	11	7	6	6	9	5	8	9	11	14	9	11	13	6	9	3	6	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						

STUDY SUMMARY

PROJECT

Cottages at Forest Park Website: <https://www.cottagesatforestp>

PRODUCT VERSION

Original

RESEARCH PERIOD

3/6/26

to

3/21/26

RESEARCH TEAM

Forest Park B

USER GOALS TESTED

- Determine whether users can easily locate important information
- Evaluate the clarity of navigation and page organization.
- Identify usability issues affecting accessibility, readability, and mobile usability.

25

PARTICIPANTS

10

TASKS TESTED

30

USABILITY ISSUES

7

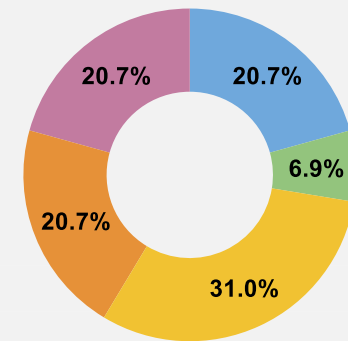
AREAS TESTED/SCOPE

85.5%

SUCCESS RATE

ISSUES BY TYPE

- Suggestion
- Strong Suggestion
- Minor Issue
- Major Issue
- Blocker Issue



STUDY HIGHLIGHTS - maximum of 8

1	92% of participants were unable to find clear pricing and availability					
2	72% of participants struggled to locate or interpret requested task features					
3	88% of participants expected pricing details regardless of availability					
4	72% of participants could not easily find amenity information					

5	80% of participants reported missing or unclear content					
6	64% of participants struggled to connect photos, floorplans, and details					
7	36% of participants specifically requested more local/community context					
8	100% of the participants expected to find local community activities and events information on the website.					

PRE-TEST HIGHLIGHTS (pertinent information from pre-test questionnaire) - **maximum of 12**

1	Participants expected quick access to key information (pricing, amenities, policies)
2	Users expected clear labeling for documents (HOA, policies)
3	There was an expectation of visual browsing (photos, community features)
4	Participants preferred clear navigation, readable text, simple design and well-organized information
5	Before visiting this 55+ community website, the most important feature the users anticipated to find was pricing and availability information.
6	Participants expected to find information regarding neighborhood activities, surrounding area and safety information, amenities and events information.
7	Participants expected to see prices on the floorplans along with images of the properties
8	Participants expected to find information quickly and precisely
9	Users expected transparency on housing and community amenities
10	Users expect modern website with a seamless mobile experience
11	Users expected to see two sides of a website: one for "outsiders" buying homes and the other just for current residents (private)
12	Users (realtors) need to see pricing, images that professionally represent the community, a specific map of the location, and everything labeled with a written out description that would allow quick searching (using a search bar) for information.

POST-TEST HIGHLIGHTS (pertinent information from post-test questionnaire) - **maximum of 12**

1	Some users were unsure if information existed vs. was just hard to find
2	Trust was slightly reduced due to missing or unclear content (e.g., artwork)
3	Likelihood to reuse or recommend the site was moderate to low

4	Users were frustrated by accessibility issues related to the image zoom feature not working properly
5	Users did not find the readability and visuals of the website accessible or user friendly
6	The majority of users were unable to locate pricing information
7	The majority of users were unable to locate events and activities page
8	Participants didn't find the map on the location page useful
9	Participants felt like the fonts, wood background, and text colors need to be updated
10	Participants were visibly confused about the rent or buy option, and its button when clicked. "Why a Word document?"
11	Users (realtors) expected listings of all amenities, elevations of the condominiums, professional photos of offered events and residences (inside and outside), grade listings of kitchen appliances, and direct contact numbers to management. Would only use website for contact information because: "The things I need [as a realtor] are just not there. I would need to call to find them."
12	User suggested an FAQ section along with the documents. Point users to the correct document in the FAQ that is needed or who to directly contact if you need information because there is no search bar for the website.
OBSERVATIONS/THINK-ALOUD HIGHLIGHTS (pertinent comments from participants or observations you've made during tasks portion) - maximum of 12	
1	Participants verbalized uncertainty like "I'm not sure where this would be"
2	Repeated backtracking and page hopping occurred across tasks
3	Participants used navigation menu a lot to find content in the tasks.
4	Participants expected to find content scattered across multiple pages on a specific page. i.e Floorplans with images, information and pricing.
5	Most participants did not acknowledge the envelope icon on the header and opted for the contact information tab from the navigation menu.
6	Participants used recognition and recall to find information once they completed a task, reducing their completion time for the next task.
7	Many users expressed frustration finding basic information from the navigation menu.
8	Users also expected to find the community events and activities information but it was missing.
9	Users tried to zoom in on exterior photos and floorplans but found no native functionality.
10	Several users were annoyed by the site forcing downloads for documents rather than opening them in new tab.
11	Participants also noted that most photos on the website provided no specific context about the property. "Does not look like they want anybody new to live here."

