



GALE SMALL BUSINESS BUILDER

User Testing Report

Abstract

A remote modulated testing was conducted on July 17th and July 18th with 3 participants performing 3 different tasks at three different time slots. This report summarizes the observations and inferences from the testing.

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GALE SMALL BUSINESS BUILDER – User Testing Report

1. Summary

1.1 Summary of Work Performed

This report presents the findings of the usability evaluation test for the Gale Small Business Builder (GSBB) Academic Database.

The purpose of conducting this test is to ensure that the academic clientele of GSBB can effectively use the product with little to no difficulty in finding information in a timely manner to complete three pre-determined tasks:

Task1: Complete an Entrepreneur Profile.

Task2: Complete Business Ideation/Lean Canvas

Task3: Locating information about creating Scenarios

Both satisfaction and performance data were gathered to determine design discrepancies within the user interface and content areas by answering the following questions:

1. Are participants able to navigate easily through the product site?
2. Was the information presented without page errors, labeling ambiguities for it be user effective?

1.2 Summary of Findings

The usability test brought to our attention some very important findings.

Define here the aspects of the current website that are working successfully and also identify areas that can be improved.

The evaluation results, along with recommendations for improvement, are outlined in this report.

2. Evaluation Procedure

2.1 Test Objective

The objective of this test was to determine design discrepancies within the user interface and content areas

2.2 Participants

Usability tests were conducted with 3 individuals who are presumed to meet one or more of the following criteria:

- *Are regular computer users.*
- *Have a basic understanding of the web.*

Based on the information collected from the background questionnaire:

- *The participants are under 24years old.*
- *All the participants were undergraduate students either in their freshman or sophomore year.*
- *All the participants undergraduate major was non-business.*
- *English is not the first language of 2/3rds of the participants.*
- *2/3rds of the participants where male.*

2.3 Tools Used

Participants used their personal computer/laptop from their home. Zoom was used to do web conference with participants and monitor them while they were performing the tasks. Test moderator/observer took notes and the live testing sessions were recorded for later review.

2.4 Procedure

2.4.1 Orientation

Each participant was sent a meeting invite.

Followed up with a pre-liminary instruction of what to expect, tools to download and link to electronic Informed consent form and Background questionnaire.

24 hours prior to scheduled testing day, the participant was sent a testing checklist and instructions for them to review and be prepared.

2.4.2 Testing

On the day of testing during the assigned testing slot participants log on to zoom. The participant was greeted and explained what is expected.

Follow the direction from the test administrator and create a GSBB user account.

Then the participant has to complete a pre-testing questionnaire.

Before beginning each task, participant is asked to fill out a pre-task questionnaire.

Then, the participant performs task1 using the instruction provided. The participants were timed for 20minutes on the task. The participants are requested to think out loud and asked if they missed any of the help links. Then the administrator/observer silently observes and record participant responses.

At the end of each task participant is asked to fill out a post-task questionnaire.

Once the user completes all three tasks, they are requested to complete a post-testing questionnaire.

2.4.3 Participant Debriefing

Once the participant completes the testing and post-testing questionnaire, they were asked to complete an exit debriefing questionnaire.

They were also asked open ended questions on what they liked most and least about the tool and they suggestions for improvements.

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2.5 Evaluation Measures

During the test, any problems incurred by the participants received a criticality rating which was made up of two other ratings:

Criticality = Severity + Estimated Frequency of Occurrence Severity Ranking	Severity Description	Severity Definition
4	Critical	The identified issue is so severe, the user will not be able to complete the task and may not want to continue using the website.
3	Major	Users can accomplish the task but only with considerable frustration and/or performance of unnecessary steps. The user will have great difficulty in circumventing the problem; users can overcome the issue after they have been shown how.
2	Moderate	The user will be able to complete the task in most cases but will have to undertake some moderate effort in getting around the problem. They may need to investigate several links or pathways through the system to determine which option will allow them to accomplish the intended task. Users will most likely remember how to perform the task on subsequent encounters with the system.
1	Minor	The problem occurs only intermittently, can be circumvented easily but is irritating. Could also be a cosmetic problem.

Frequency Ranking	Estimated Frequency of Occurrence
4	Will occur > 90% of the time.
3	Will occur 51 – 89% of the time.
2	Will occur 11 – 50% of the time.
1	Will occur < 10% of the time.

The higher the rating of criticality, the more critical the problem is to the user's experience or ability to accomplish the task.

3. Evaluation Results

3.1 Task Success Rate and Completion Time

Gale Small Business Builder was tested by providing 3 tasks to the participants. All three tasks were timed to be completed in 20 minutes. There were no right or wrong way for the participants to complete the tasks. They were requested to do it just the way they would do be performing the task, if they were to use the product outside of the testing.

Task 1: All the participants successfully completed within the allotted time of 20 minutes or less.

Task 2: All the participants successfully completed the task. This was the task that took all the participants a little more time to complete, than the allotted 20 minutes.

Task 3: 2/3rds of the participants had confusion completing the task and had to be given verbal instructions to how to proceed and then they were able to figure out the task. Since this was the last task and open ended, they were given a little bit over 20 minutes.

3.2 Participant Observed Issues & Recommendations

There were no critical usability issues discovered that prevented the participants from completing their task. Most of them were major to minor issues which did not prevent them from completing the task but required a considerable amount of effort and verbal guidance for them to effectively complete the task.

3.2.1 Major Usability issue:

Only 1/3rd of the participants found the ‘Guide Me’ and ‘Helpful Resources’ link and used the same. 2/3rd of the participants did not even notice the presence and had to be given verbal cues to use the same.

Frequency rating: 4.

Participant Recommendation:

Redesign the prominence and placement of the ‘Guide Me’ and ‘Helpful Resources’. 1/3rd of the participants stated that a Video tutorial will be helpful.

3.2.2 Moderate Usability issue:

2/3rd of the participants recommended that the guiding icons and help text was not very visually present at first look.

Participant Recommendation:

Make icons bigger and the guide/help texts bolded and italicized.

Frequency rating: 3.

3.2.3 Minor Usability issue:

1/3rd of the participant noticed inconsistency in how the dashboard item details were displayed.

Participant Recommendation:

Suggested that the display was consistent.

Frequency rating: 2.

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3.3. Questionnaire Results and Participant’s Suggestions:

3.3.1 Pre-Testing:

CRITERIA	%YES
Intention to start a small business	33
Association with a business owner	33
Created a business plan before	0
Used other business plans	0
If yes above, name of the tool	-

3.3.2 Task 1: Creating an Entrepreneur Profile

Legend: Y- Yes, N-No, D-Don’t know

Pre task 1	%Y	%N	%D
Knows what an entrepreneur profile is		100	
Creating an entrepreneur profile is time consuming			100
Familiar with entrepreneurship	67	33	

Post task 1	%Y
Found it fun to complete	100
Did not understand the task	0
Found the task difficult	33
Task was effective	100
Noticed changes in the dashboard	33
Noticed the green dude(icon)	0
Noticed other stuff	66

33% of the participant noticed the green bolded questions and the example responses which were helpful. 33% noticed that the entrepreneur profile was marked complete.

3.3.3 Task 2: Creating lean business plan

Legend: Y- Yes, N-No

Pre task 2	%Y	%N
Helpful to have a business plan	100	
Business plans are not important		100
Pay attention to layout	93	
Knows what makes a business plan layout		33

Post task 2	%Y
Found it fun to complete	60
Did not understand the task	47
Found the task difficult	20
Task was effective	87
Task was thought provoking	100

3.3.4 Task 3: Exploring Scenarios

Legend: Y- Yes

Pre task 3	%Y
Knows what business scenarios are used for	53
I am familiar with scenarios in business	46
Interested in learning about scenario creation	93
Knows what makes a business plan layout	80

Post task 3	%Y
I understand scenario methods	60
The task was tedious	80
It was difficult to read instructions and figure out how to create scenarios	80
GSBB provided clear instructions on how to create scenarios	47

3.3.5 Post testing:

1. Does the builder motivate you to start your own business?

Only 33% of the participants who have association with a business owner, were motivated to start their own business. The rest of the users impressions were that the amount of information needed to be input is extremely daunting, and they were too young to handle all the elements associated with it.

2. What did you learn after doing the tasks?

Only 33% of the participants learned that planning and researching is very vital. 33% of the participants learned about the basics to start a business and the reminder of the participants learned to use the product interface, editing company information and editing scenarios.

3. How differently would you approach to business planning after using the builder?

All the participants felt 100% that the builder was thorough. It helped them understand what it takes to start their own business and they would definitely plan well.

4. What where you unaware of before using the builder?

1/3rd of the participants learned about the various steps in building a business, 1/3rd learned that businesses made scenario plans and the rest of the participants learned about interactions a company can have with other groups.

5. What was hard about the tasks?

70% of the participants found coming up with info to precisely represent their ideas, as it involved lot of thinking. 30% of the participants found the scenario part was hard.

6. What was easy about the tasks?

30% found entrepreneur profile questions easy to answer. 30% found it was easy to understand and make a business profile and the rest of the participants found inputting the info was the easiest part.

3.3.5 Exit Debriefing:

1. Which feature did you like the most?

Help Notes – 70%

Layout – 30%

2. Which feature did you like the least?

Dashboard – 70%

Scenarios – 30% found it confusing

3. Which was the easiest task?

Creating Entrepreneur Profile – 100%

4. Which was the most challenging task?

Scenarios – 70%

Creating a Business Plan – 30%

5. Would you recommend the builder?

Yes – 100%

6. What changes would you recommend?

- a. Making learning about scenarios easier by providing more help and a ‘guide me’.
- b. Make some of the icons bigger to show users the importance of them.
- c. Streamline Dashboard as there are lots of wasted space and use consistent display format.

4. Contact Information

If you have any questions about anything contained in this report, please contact:

Michele LaMeau Michele.LaMeau@cengage.com
or Sushila Srinivasan Sushila.srinivasan@cengage.com

5. Appendix A-K Copies of actual testing documents

Appendix A - Informed Consent Form

Gale Small Business Builder Electronic Informed Consent Form

Please read and sign this form.

During this usability test I agree to participate in an online session using my computer and telephone. During the session I will be interviewed about the site, asked to find information or complete tasks using the site and asked to complete an online questionnaire about the experience.

I understand and consent to the use and release of the recording by Gale, a Cengage Company. I understand that the information and recording are for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording and understand the recording may be copied and used by Gale, without further permission.

I understand that participation is voluntary, and I agree to immediately raise any concerns I might have.

If you have any questions after today, please contact Michele LaMeau at Michele.LaMeau@cengage.com.

Please check the box below to indicate that you have read and understand the information on this form and that any questions you might have about the session have been answered.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

Image title



Electronic Signature *

Gale Small Business Builder remote product testing electronic consent.

By checking this box you are electronically signing your consent to participate.

Please type your full name *

Short answer text

Appendix B - Background Questionnaire

Background Questionnaire

Please answer a few demographic questions to help us serve the needs of the users better for using the Gale Small Business Builder.

Image title



Name *

Short answer text

Email *

Short answer text

What is your Age? *

- Under 18
- 18-24 years old
- 25-34 years old
- 35-44 years old
- Over 45

Education - entering my Undergraduate.. *

- Freshman Year
- Sophomore Year
- Junior Year
- Senior Year
- Other..

Appendix B - Background Questionnaire Cont.

What is your Undergraduate major? *

Short answer text

What is your current Employment Status? *

- Employed full time (40 or more hours per week)
- Employed part time (less than 40 hours per week)
- Unemployed and currently looking for work
- Unemployed and not currently looking for work
- Student
- Self-employed
- Unable to work

Are you of Hispanic, Latino, or of Spanish origin? *

- Yes
- No
- Prefer not to answer

How do you describe your Ethnicity? *

- American Indian or Alaska Native
- Asian
- African American
- Native Hawaiian or Other Pacific Islander
- Caucasian
- Prefer not to answer

What is your Gender? *

- Female
- Male
- Other
- Prefer not to answer

Appendix C – Pretesting questionnaire

Gale Small Business Builder Remote User Testing: Pre-testing Questionnaire

Before we begin our testing please help us understand your experience/expertise in business or business solutions.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

Image title



First Name *

Short answer text

Do you have any intention to start a small business? *

- Yes
- No
- Maybe, in the future.

Do you have association with a friend or a family member who owns a business? *

- Yes
- No

Have you created a business plan before? *

- Yes
- No

Have you used any other business plan builder? *

- Yes
- No

If you have previously used a business plan builder, please share the name of the tool that you used?

Short answer text

Appendix D – Task 1: Pre-Questionnaire

Gale Small Business Builder Remote User Testing: Task 1 - Pre Questionnaire

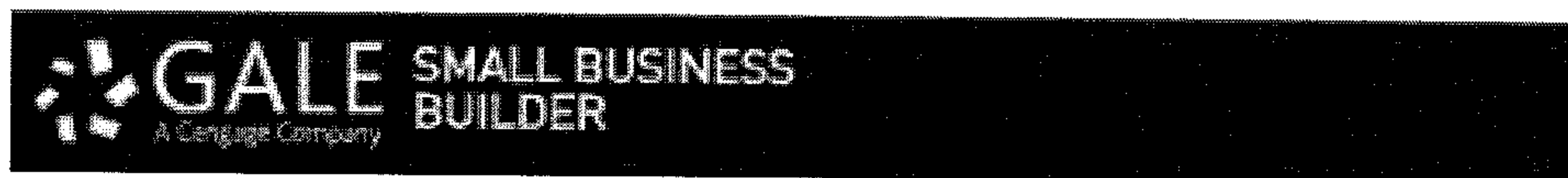
Before we begin our testing please help us understand your experience/expertise in business or business solutions.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

Image title



First Name *

Short answer text

I know what an Entrepreneur Profile is. *

Yes

No

Creating an entrepreneur profile is time consuming. *

Yes

No

I don't know.

I am familiar with entrepreneurship. *

Yes

No

Appendix E – Task 1: Post Questionnaire Gale Small Business Builder Remote User Testing: Task 1 - Post Questionnaire

Please let us know your thoughts after completing Task 1.

* Required

Email address *

Your email



First Name *

Your answer

Found this task fun to complete. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I did not understand the task. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Found this task to be difficult. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

The task was effective. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I noticed changes on the dashboard. *

Yes

No

Did you notice the green dude(icon) on the top menu? *

Yes

No

Did you notice anything else? *

Your answer

Appendix F – Task 2: Pre-Questionnaire

Gale Small Business Builder Remote User Testing: Task 2 - Pre Questionnaire

Before we proceed to the next task, please take a moment to answer a few questions.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

Image title



First Name *

Short answer text

It is helpful to have a business plan before starting a business. *

1 2 3 4 5

Strongly Disagree Strongly Agree

Business plans are not important. *

1 2 3 4 5

Strongly Disagree Strongly Agree

I pay attention to layouts. *

1 2 3 4 5

Strongly Disagree Strongly Agree

I know what makes a good business plan layout. *

1 2 3 4 5

Strongly Disagree Strongly Agree

Appendix G – Task 2: Post Questionnaire

Gale Small Business Builder Remote User Testing: Task 2 - Post Questionnaire

Please let us know your thoughts after completing Task 2.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

Image title



First Name *

Short answer text

Found this task fun to complete. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I did not understand the task. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Found this task to be difficult. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

The task was effective. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Was the task thought provoking enough to consider creating a detailed plan? *

- Yes
- No
- Not sure, need to explore more.

Appendix H – Task 3: Pre-Questionnaire

Gale Small Business Builder Remote User Testing: Task 3 - Post Questionnaire

Please let us know your thoughts after completing Task 3.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

Image title



First Name *

Short answer text

I understand scenario methods. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

The task was tedious. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

It was difficult to read the instructions and figure out how to create scenarios. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

GSBB provided clear instructions on how to create scenarios. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Appendix I – Task 3: Post Questionnaire

Gale Small Business Builder Remote User Testing: Task 3 - Post Questionnaire

Please let us know your thoughts after completing Task 3.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

Image title



First Name *

Short answer text

I understand scenario methods. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

The task was tedious. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

It was difficult to read the instructions and figure out how to create scenarios. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

GSBB provided clear instructions on how to create scenarios. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Appendix J – Post-testing Questionnaire

Gale Small Business Builder Remote User Testing: Post-testing Questionnaire

Thank you for taking the time to complete the online testing by performing the assigned tasks. Please take a few moments to complete the post-testing questionnaire.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

Image title



Name *

Short answer text

Does the builder motivate you to start your own business? *

- Yes
- No
- Other...

What did you learn after doing the tasks? *

Long answer text

How differently would you approach to business planning after using the builder? *

Long answer text

What was something that you were not aware of before using the builder? *

Long answer text

What was hard about the tasks? *

Long answer text

What was easy about the tasks? *

Long answer text

Appendix K – Exit Debriefing Questionnaire

Gale Small Business Builder Remote User Testing: Exit Debriefing Questionnaire

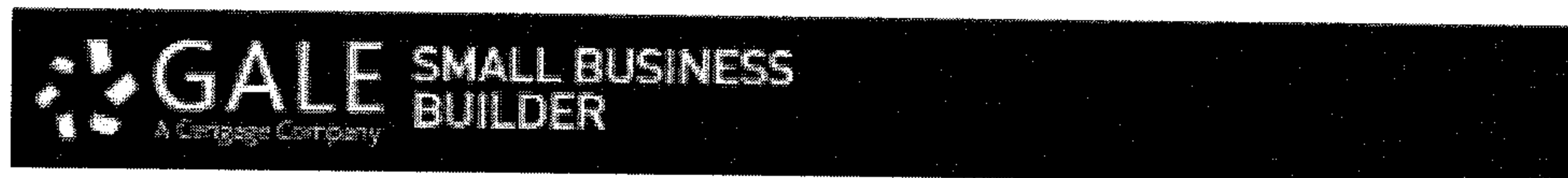
Thank you for taking the time to complete the online testing by performing the assigned tasks. Please take a few moments to complete the exit debriefing questionnaire.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)

Image title



Name *

Short answer text

Which feature did you like the most? *

Please select all that apply. If there is a feature you liked, please specify below.

- Dash board.
- Help Notes
- Layout
- Other...

Which feature did you like the least? *

- Dashboard
- Help Notes
- Layout
- Other...

Appendix K – Exit Debriefing Questionnaire Cont.

Which was the easiest task? *

- Creating Entrepreneur Profile
- Creating a Business Plan
- Learning about Scenarios

Which was the most challenging task? *

- Creating Entrepreneur Profile
- Creating a Business Plan
- Learning about Scenarios

Would you use/recommend Gale Small Business Builder in the future if you or anyone you know was thinking about starting a business? *

Please type your comments in other if you will recommend based on improvement.

- Yes
- No
- Other...

What changes would you recommend? *

Long answer text
