

# **Hyacinth Macaws for Seniors**

## **Survey Report**

[http://stevenmoskowitz24.com/hyacinth\\_macaw/](http://stevenmoskowitz24.com/hyacinth_macaw/)

**Steven Moskowitz**

**IM30930**

**Usability Testing**

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## **INTRODUCTION**

The Hyacinth Macaws for Seniors website serves as an easy-to-use, feel-good and educational website about Hyacinth Macaws. Additionally, it was designed to serve as a learning tool for computers and/or the Internet. While aimed at Senior Citizens, this site has served these purposes for other age group(s) as well. The survey of the Hyacinth Macaws for Seniors website was carried out in order to determine the needs for improving and/or expanding the current website.

The survey, conducted online, was carried out by the author during the first and second weeks of March, 2015.

## **EXECUTIVE SUMMARY**

This online survey was carried out by the author during the first and second weeks of March, 2015 by use of an online survey tool. The purpose of the survey was to see what could be done to improve and/or expand the Hyacinth Macaws for Seniors website. Ten people were surveyed during the first and second weeks of March 2015. Most of the class members did the survey during a class period, with the remainder outside of class or at home.

This report contains the survey methodology, results, user comments and findings regarding how the website could be expanded and/or improved.

## **RESULTS**

### **Methods**

Ten people were surveyed by the use of the online survey tool eSurvey Creator (<https://www.esurveycrator.com>). Six were members of the Usability Testing class, including the instructor, Rupa Misra. Each participant was invited to take the survey via e-mail, with the link to the survey in the message body. The message was along the lines of:

Please take a little time to participate in this survey of the author's under construction Hyacinth Macaw website.

Use this link to go to the survey: <https://www.esurveycrator.com/s/fd28b40>

Website link: [http://stevenmoskowitz24.com/hyacinth\\_macaw/](http://stevenmoskowitz24.com/hyacinth_macaw/)

Thank you!!

Steve

Participants were not asked for their name, address, etc.; however, participants were asked general demographic questions such as age range, gender, Internet use, etc.

The survey was divided into five sections, with each section consisting of one category of questions. The sections were Demographics, Computer/Internet Experience, Subject (participant feelings about the subject and related matter), Website Expectations and Overall Impressions.

Demographic questions were of the multiple choice format allowing one answer per question. Radio buttons were used for the input. For Computer/Internet Experience questions, a mix of multiple choice questions with only one allowed answer and those with multiple answers allowed were used; radio buttons were used for the first type, and checkboxes were utilized for the latter. Questions in the Subject Section mostly made use of the Likert Scale, using 1 for strong disagreement, 4 for neutral and 7 for strong agreement, with one being a yes or no question. section expectations and impressions of the website, while the other was a text box for comments. Website Expectations and Overall Impressions sections exclusively used the Likert Scale in the manner described in the Subject section. Radio buttons were used for the user interface for all questions in the last three sections.

### Demographics

1. What is your age?

Age	Number	Percent of Responses
Under 18	0	0.0
18-22	1	10.0
22-29	3	30.0
30-49	2	20.0
50-69	1	10.0
70 or older	3	30.0

2. Gender

Gender	Number	Percent of Responses
M	6	60.0
F	4	40.0

3. How much time per day, outside of work, do you spend online?

Hours	Number	Percent of Responses
0-4	6	60.0
5-9	4	40.0
More than 10	0	0.0

4. How many devices (computers, tablets, smart phones) do you own?

Number of Devices	Number	Percent of Responses
0	1	10.0
1	2	20.0
2	1	10.0
More than 2	6	60.0

### Computer/Internet Experience

5. How would you describe your experience level with computers?

Experience Level	Number	Percent of Responses
No experience	0	0.0
Beginner	1	10.0
Intermediate	3	30.0
Very Experienced	6	60.0

6. Do you enjoy working with computers and/or tablets?

Yes/No	Number	Percent of Responses
Yes	10	100.0
No	0	0.0

7. Which devices have you used (check all that apply)?

Device	Number	Percent of Responses
Computer	10	100.0
Tablet	8	80.0
Smart Phone	6	60.0

8. Which device are you most comfortable with?

Device	Number	Percent of Responses
Computer	6	60.0
Smart Phone	2	20.0
Tablet	2	20.0

9. Describe your main uses for a computer/tablet/smartphone (check all that apply)

Use	Number	Percent of Responses
News	9	90.0
Social Media (i.e., Facebook, Twitter)	5	50.0
School	6	60.0
Work	6	60.0
Paying Bills Online	7	70.0
Games	4	40.0
Watching movies/TV shows	5	50.0

### Subject

10. I like animals in general (1 meaning strong dislike, 4 being neutral and 7 meaning strong liking)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	0	0.0
5	0	0.0
6	2	20.0
7	8	80.0

11. My interest level in Hyacinth Macaws is (1 meaning no interest, 4 being neutral and 7 meaning highly interested)

Likert Scale Level	Number	Percent of Responses
1	1	10.0
2	0	0.0
3	0	0.0
4	3	30.0
5	3	30.0
6	0	0.0
7	3	30.0

12. The idea of Hyacinth Macaws being able to bond with humans appeals to me (1 meaning no appeal, 4 being neutral and 7 meaning highly appealing)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	0	0.0
5	3	30.0
6	3	30.0
7	4	40.0

13. My experience(s) with owning a pet have been all (or mostly all) positive

Yes/No	Number	Percent of Responses
Yes	9	90.0
No	1	10.0

#### Website Expectations

14. The font size and style chosen should be easy to read (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	0	0.0
5	0	0.0
6	2	20.0
7	8	80.0

15. The use of Hyacinth Macaw videos would greatly enhance my enjoyment of the website. (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	0	0.0
5	2	20.0
6	2	20.0
7	6	60.0

16. The website should be searchable in the same manner as Google. (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	1	10.0
3	1	10.0
4	2	20.0
5	0	0.0
6	0	0.0
7	6	60.0

17. Links to other websites for further Hyacinth Macaw information should be included in this website.

Likert Scale Level	Number	Percent of Responses
1	1	10.0
2	0	0.0
3	0	0.0
4	1	10.0
5	2	20.0
6	1	10.0
7	5	50.0

18. I hope to learn more about Hyacinth Macaws from using this website (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	1	10.0
5	2	20.0
6	1	10.0
7	6	60.0

19. Using this website will serve as a learning experience for me regarding the Internet and/or computers (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	1	10.0
2	0	0.0
3	0	0.0
4	2	20.0
5	2	20.0
6	1	10.0
7	4	40.0

### Overall Impressions

20. The website was easy to navigate (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	0	0.0
5	1	10.0
6	3	30.0
7	6	60.0

21. The colors used in the website were easy on the eyes (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	0	0.0
5	3	30.0
6	2	20.0
7	5	50.0

22. Using the website increased my knowledge about Hyacinth Macaws (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	0	0.0
5	1	10.0
6	1	10.0
7	8	80.0

23. The photos should have had captions. (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	2	20.0
5	3	30.0
6	2	20.0
7	3	30.0

24. This website made me like Hyacinth Macaws even more (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	2	20.0
5	2	20.0
6	2	20.0
7	4	40.0

25. The text was easy to read. (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	0	0.0
5	1	10.0
6	3	30.0
7	6	60.0

26. The photos and videos conveyed “warm and fuzzy” feelings about Hyacinth Macaws (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	0	0.0
2	0	0.0
3	0	0.0
4	0	0.0
5	1	10.0
6	2	20.0
7	7	70.0

27. The website helped me learn more about using the Internet and/or computers. (1 meaning strongly disagree, 4 being neutral and 7 meaning strongly agree)

Likert Scale Level	Number	Percent of Responses
1	1	10.0
2	0	0.0
3	1	10.0
4	3	30.0
5	2	20.0
6	1	10.0
7	2	20.0

### Comments

28. Please give any additional comments you may have about the Hyacinth Macaw website below:

*I liked the videos. The sound in the videos makes them very realistic.*

*N/A*

*It was thoroughly enjoyable as well as informative. Very attractive presentation. Using it made me more comfortable and confident going forward to more experiences with electronic devices.*

*I thought the website was well done. I learned quite a bit about this beautiful bird.*

*there is one problem i [sic] found on the site, and that is the website dimensions changes when switching from the homepage to the other pages.*

*Generally speaking the website is constructed in a organized way but i [sic] personally think that more stylizing will enhance the experience of the users on the site.*

*When clicking on ta picture it should open on the same webpage. The view-able [sic] content should all be consistent in the center of the page. I like that colors are the same as the birds themselves. Overall I like the concept of information.*

*it could be very helpful to put in a section on how to legally and environmentally acquire a hyacinth macaw. If I were looking to adopt one, that is the information I would be looking for next, to point me in*

*the right direction. I would also be interested in reading more about the special benefits of these pets to seniors.*

*I liked the photos and loved, loved, loved the videos! The macaws look like wonderful birds. I want to pet one too! Are there any videos showing the birds interacting with seniors?*

## **DISCUSSION**

### **Goals Achieved**

The *Hyacinth Macaws for Seniors* website clearly achieved the objective of being “warm and fuzzy” and giving users feel-good reading. 90% of the respondents gave a Likert Scale answer of 6 or 7, with 70% of users responding with “7”), and the ten percent who gave a Likert Scale reading of below “6” gave their answer as “5”, meaning there were no Likert responses from 1-4. On the question of the website aiding in the users like Hyacinth Macaws more, there were no Likert responses below “4”--only 20%. 80% of users responded with Likert responses from 5-7, with fully half rating the issue as “7”. Additionally, the comments also show success in achieving the “warm and fuzzy” objective:

*“I liked the photos and loved, loved, loved the videos! The macaws look like wonderful birds. I want to pet one too!”*

Another goal of the site was ease of use. The same range of responses was given by the survey respondents for the site being easy to navigate as for the site being “warm and fuzzy” question, above. A good outcome was also shown regarding the colors chosen for the website being easy on the eyes, with no Likert responses below “5” (only 30%)--the remaining 70% answered either “6” or “7”, with “7” getting 50% of the total. Finally, concerning the issue of the text being easy to read, a Likert response of “5” was the lowest score given by only 10% of respondents, with “6” netting 30% of respondents and “7” 60%. Clearly, the site performed well in being easy to use.

Finally, the survey responses showed success regarding the goal of this website serving as an educational tool for Hyacinth Macaws. The lowest Likert rating was “5”, netting just 10% of the responses; 80% responded with a Likert score of “7”. Further, from the comments:

*“I learned quite a bit about this beautiful bird.”*

Obviously, the website served very well as an educational tool about Hyacinth Macaws

### Improvements/Additions Needed

However, confirmation of the need for improvements and/or expansion of the website was also evident. The evidence for this came from both the Likert responses as well as user comments.

One improvement the results showed a need for is having links to other websites about Hyacinth Macaws for further information. On this question, 90% of respondents gave a Likert score of “4” or higher (with 50% of users giving a Likert score of “7”).

Considering more than half of the survey respondents have used tablets and/or smart phones, it would seem to add responsive design to the CSS so the website will work well with these devices.

Another upgrade to the site which was shown to be necessary was giving the website the capability of being searchable in the same manner as Google. Here, 60% of users gave a Likert rating of “7” to the idea; of the other 40%, half gave a Likert rating of “4” (neutral), and remainder gave a Likert score of “3”. Despite a somewhat split mix of responses, the percentages of those who responded with Likert scores of “4” and “7” versus those who responded “3” (certainly not a strong disagreement), still indicated the need for this upgrade.

Beyond the questions, the comments also showed a need for improvements and/or additions to the website (see Recommendations, below):

*“it could be very helpful to put in a section on how to legally and environmentally acquire a hyacinth macaw. If I were looking to adopt one, that is the information I would be looking for next, to point me in the right direction. I would also be interested in reading more about the special benefits of these pets to seniors.”*

*“there is one problem i [sic] found on the site, and that is the website dimensions changes when switching from the homepage to the other pages. Generally speaking the website is constructed in a organized way but i [sic] personally think that more stylizing will enhance the experience of the users on the site.”*

The issue here is the container width being wider in the homepage than the inside pages; however, this issue did not appear on the author’s computer, as Figures 1 and 2, on the following pages show:

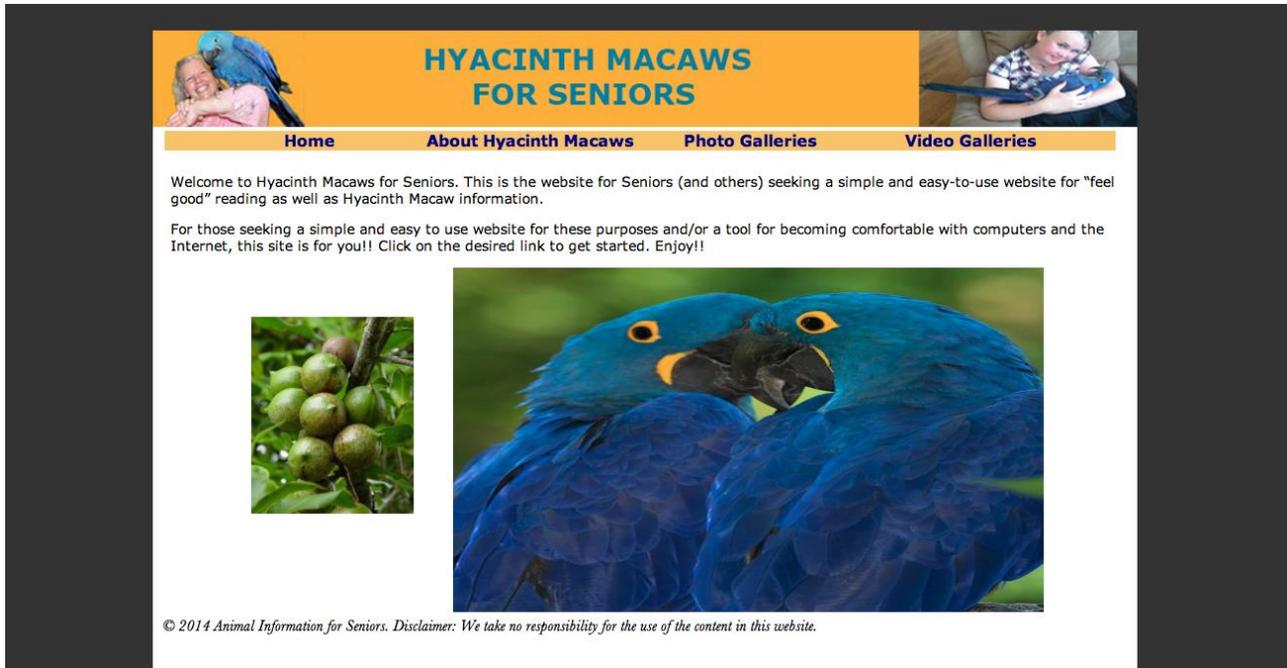


Figure 1. Hyacinth Macaws for Seniors homepage.



Figure 2. Hyacinth Macaws for Seniors inside page.

*“When clicking on a picture it should open on the same webpage. The view-able [sic] content should all be consistent in the center of the page.”*

## **RECOMMENDATIONS**

While the *Hyacinth Macaws for Seniors* website accomplished its goals in its current state, it needs to be remembered this survey was done to see what could be done to improve and/or expand the website. The Likert responses to the Expectations Questions and user comments clearly show a need for improvements and/or additions to the website.

Based on these responses, the following recommendations for further improvements and/or additions to the website are:

- Include responsive design.
- Make the site searchable in the manner of Google searching.
- Add links to other Hyacinth Macaw websites so users can obtain further information.
- Further investigate the issue of the homepage reportedly having a different container width than the inside pages.
- Change the website navigation scheme so images open in the same page rather than in a new page.
- Fix the styling so content on all pages is centered exactly.

## **CONCLUSION**

The Likert responses and user comments clearly show the *Hyacinth Macaws for Seniors* website succeeded in its basic objectives of being an easy-to-use, feel-good and educational website about Hyacinth Macaws. However, the results also confirmed the need for improvements and/or expansions to the website in order for the site to be much more enjoyable and useful to both existing and established users.