# Bookseller Site Usability Test

MMC5279 UX Theory and Research | Toni Marie Perilli
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## Demographic Questions

*Please answer the following questions about yourself. Select from the options provided by circling or highlighting, or write your answer if no option is provided.*

1. Age
    - 
2. Have you used the Internet within the past six months?
    - Yes
    - No
3. Gender
    - Female
    - Male
    - Other
4. Do you have a computer at home?
    - Yes
    - No
5. How did you learn to use a computer? Select all that apply.
    - Family Member
    - Friend
    - Training Class/School
    - Self Taught
6. How long have you used the Internet?
    - Less than 1 year
    - Between 1-2 years
    - Between 2-3 years
    - More than 3 years
7. How did you learn to use the Internet? Select all that apply.
    - Family Member
    - Friend
    - Training Class/School
    - Self Taught
8. Where do you connect to the Internet? Select all that apply.
    - At home
    - At school
    - At the library
    - Other
9. If you connect to the Internet at home, what type of connection do you have?

    - Dial-Up
    - High-speed
    - Don’t know
10. How frequently do you use the Internet?
    - Daily
    - Weekly
    - Monthly
    - Other
11. How many times during the past year have you purchased products/services from an Internet website?
    - 0 times
    - 1-2 times
    - 3-4 times
    - 5-6 times
    - 7-8 times
    - 9-10 times
    - More than 10 times
12. How many times during the past year have you purchased a similar product from an online store?
    - 0 times
    - 1-2 times
    - 3-4 times
    - 5-6 times
    - 7-8 times
    - 9-10 times
    - More than 10 times

# Scenarios

*Please access the Barnes & Noble website to answer the following questions.*

1. What is the price for the regular print edition of the top book on your “to be read” list?

2. You are considering upgrading to a premium or paid membership since you buy a lot of books every year. What is the membership discount off standard products?

3. You want to visit a physical location to browse. How far away is the closest location to you?

*Please access the Books-A-Million website to answer the following questions.*

4. What is the price for the regular print edition of the top book on your “to be read” list?

5. You are considering upgrading to a premium or paid membership since you buy a lot of books every year. What is the membership discount off standard products?

6. You want to visit a physical location to browse. How far away is the closest location to you?

# Post-Task Questionnaire: Barnes & Noble

*For each item on this page, please indicate the extent to which you agree or disagree with each statement by circling a number from 1 to 7.*

| **Strongly Disagree** | **Disagree** | **Slightly Disagree** | **Neutral** | **Slightly Agree** | **Agree** | **Strongly Agree** |
|---|---|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |

| Statements | Strongly Disagree | | | Neutral | | | Strongly Agree |
|---|---|---|---|---|---|---|---|
| 1. The Internet makes my life more interesting. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. I enjoy shopping online. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. The Internet has brought great convenience to my life. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. The Internet makes my life easier. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Shopping online is very easy. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6: Using Barnes & Noble was convenient. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7: Using Barnes & Noble would save me time. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8: The fact that I cannot see the actual products makes me think twice about using Barnes & Noble. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9: I intend to use Barnes & Noble (e.g., purchase a product or seek product information). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10: Learning to use Barnes & Noble was easy for me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11: I found it easy to use Barnes & Noble to find what I want. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12: My interaction with Barnes & Noble was clear and understandable. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13: It was easy for me to become skillful at using Barnes & Noble. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14: I found Barnes & Noble easy to use. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15: Using Barnes & Noble would improve my performance in shopping or information seeking (e.g., save time or money). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16: Using Barnes & Noble would increase my productivity in shopping or information seeking (e.g., make purchase decisions or find product information within the shortest time frame). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17: Using Barnes & Noble would enhance my effectiveness in shopping or information seeking (e.g., get the best deal or find the most information about a product). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 18: I found Barnes & Noble very useful in my shopping or information seeking. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19: Barnes & Noble has a vast selection of products. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20: Barnes & Noble offers lower prices than traditional stores for the same products. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21: Overall, I like the product offerings of Barnes & Noble. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 22: It is easy to find specific information from Barnes & Noble. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 23: I feel frustrated when I am using Barnes & Noble. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 24: I feel confused when I am using Barnes & Noble. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 25: It is hard to search for information at Barnes & Noble. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 26: I feel confident that I have found all the relevant information that I am looking for at Barnes & Noble. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 27: Overall, I think Barnes & Noble is usable. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

# Post-Task Questionnaire: Books-A-Million

*For each item on this page, please indicate the extent to which you agree or disagree with each statement by circling a number from 1 to 7.*

**Strongly Disagree 1** **Disagree 2** **Slightly Disagree 3** **Neutral 4** **Slightly Agree 5** **Agree 6** **Strongly Agree 7**

| Statements | Strongly Disagree | | | Neutral | | | Strongly Agree |
|---|---|---|---|---|---|---|---|
| 1. The Internet makes my life more interesting. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. I enjoy shopping online. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. The Internet has brought great convenience to my life. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. The Internet makes my life easier. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Shopping online is very easy. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6: Using Books-A-Million was convenient. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7: Using Books-A-Million would save me time. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8: The fact that I cannot see the actual products makes me think twice about using Books-A-Million. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9: I intend to use Books-A-Million (e.g., purchase a product or seek product information). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10: Learning to use Books-A-Million was easy for me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11: I found it easy to use Books-A-Million to find what I want. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12: My interaction with Books-A-Million was clear and understandable. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13: It was easy for me to become skillful at using Books-A-Million. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14: I found Books-A-Million easy to use. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15: Using Books-A-Million would improve my performance in shopping or information seeking (e.g., save time or money). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 16: Using Books-A-Million would increase my productivity in shopping or information seeking (e.g., make purchase decisions or find product information within the shortest time frame). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 17: Using Books-A-Million would enhance my effectiveness in shopping or information seeking (e.g., get the best deal or find the most information about a product). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 18: I found Books-A-Million very useful in my shopping or information seeking. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 19: Books-A-Million has a vast selection of products. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 20: Books-A-Million offers lower prices than traditional stores for the same products. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 21: Overall, I like the product offerings of Books-A-Million. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 22: It is easy to find specific information from Books-A-Million. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 23: I feel frustrated when I am using Books-A-Million. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 24: I feel confused when I am using Books-A-Million. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 25: It is hard to search for information at Books-A-Million. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 26: I feel confident that I have found all the relevant information that I am looking for at Books-A-Million. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 27: Overall, I think Books-A-Million is usable. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |