

Stacy, 47, Female, Actuary

Whitney, 43, Female, PM

Jerry, 45, Male, Systems Admin

Jeff, 48, Male, Electrical PM & Admin

Mary, 38, Female, UNIX Systems Admin

### SUCCESSSES

Completed all tasks

80% of participants completed all tasks

Found a Group Ride to attend

80% of participants found a Group Ride to attend with no errors

Requested info on volunteering

100% of participants requested info on volunteering with no errors

Completed purchase as a guest

100% of participants were able to check out as a guest with no errors

### PATTERNS

Used main nav for getting around website

100% of participants used main navigation as their source for navigation

Navigated to Volunteer page for volunteering

100% of participants viewed Volunteer page for volunteer info

Used Request Info button

100% of participants used Request Info button to find out more

Wanted to use add event to Google calendar

80% wanted to use the add event to Google calendar

Clicked on "more info" for each event

60% of participants wanted to use the "more info" under events

### COMMENTS

Would add event to calendar

80% of participants like the add to calendar feature

Would add event info to calendar

80% of participants want more visible and informative calendar

Does not think Group Rides is an event

80% of participants feel navigation can be clearer with regards to Group Rides

- Likes add to calendar option
- She wants something for her skill level :)
- Wants to read more info on event
- Wonders if first date was full which is why she couldn't click on it
- Program looks pretty clear, understands everything
- Really likes the point system
- Maybe have details near each event
- Have details available on each event on the calendar
- Wants to read more info on event
- Loves the add to calendar option!
- Would add "Events" to "Programs" - seems more natural place
- Get Involved seems more like the volunteering aspect
- Programs seems like what programs she can attend
- Felt a little confused when looking at navigation options
- Feels Programs is more natural place for Events
- Would want to do Trample because he hasn't been on a bike in a while
- Wants to click more info to read more about Trample
- Would add to his calendar
- Move calendar up the page, maybe in place of the images
- Would move Events to Programs
- Not sure where to navigate
- I wanted to click on the first event in the list
- Thought about going to About Us to find out more on volunteering
- Has contacted businesses before about getting involved
- Maybe add Volunteer under About section as well
- Rename Events to "Rides" or add "Group Rides" to dropdown/site
- Would add event info to calendar
- Read Get Involved intro and said, "this is about volunteering"
- Wanted to use a search field
- Wants to see a "ticker" with events scrolling on home page
- Have a highlight on home page for "Group Rides"
- Does not think Group Rides is an event
- Likes the point system, understand the program
- Feels Get Involved is about volunteering

### OBSERVATIONS

#### SUCCESSSES

- 80% of participants completed all tasks
- 80% of participants found a Group Ride to attend with no errors
- 100% of participants requested info on volunteering with no errors
- 100% of participants were able to check out as a guest with no errors

#### PATTERNS

- 100% of participants used main navigation as their source for navigation
- 100% of participants viewed Volunteer page for volunteer info
- 100% of participants used Request Info button to find out more
- 80% wanted to use the add event to Google calendar
- 60% of participants wanted to use the "more info" under events

#### COMMENTS

- 80% of participants like the add to calendar feature
- 80% of participants want more visible and informative calendar
- 80% of participants feel navigation can be clearer with regards to Group Rides

### INSIGHTS

- Users want the events calendar to be more visible and to have more information on each event on the calendar.
- User are confused by some navigation items and feel some items should be relocated or renamed to make better sense of things.

### RECOMMENDATIONS

- Make adjustments to the navigation so that it make sense with regards to Events location, specifically Group Rides.
- Move the events calendar up the page and add features to allow for more informative information.

