



The whole world
can talk for free.

Skype Test Plan



M&M Corporation
SJSU Fall 2005 ISE215

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Rational for Study

The primary reason for conducting the usability test on the Skype website (www.skype.com) and application is to evaluate the user experience while engaging with important functions. We will be measuring users' performance, behavior and preference by asking them to accomplish several scenarios. The goal is to identify difficulties and pain points from the users' perspective and make recommendations to resolve them.

Test Objectives

- Verify the download process is accessible for users, which will increase the application's download rate.
- Improve the user accessibility to the various add-on products offered on the website
- Test the users understanding of the value proposition of the site
- Evaluate overall usability throughout the site and application

Product Overview

Skype is a Global Telephony Company that offers consumers free, high quality calling worldwide. The product is based on a peer-to-peer voice over IP technology which allows Skype users to call other Skype users for free. Users can also call regular phones (Landline) and cell phones for a reduced rate. Skype works on multiple OS platforms including Windows, Mac, Linux

and Pocket PC. The main features of Skype are computer to computer calls (including conference calls), computer to regular phones calls, file transfers and chatting. It also includes the ability to detect missed calls and get voice mails. The focus is on a simple, reliable and friendly communications tool. The flexibility, cost efficiency and high sound quality assist in bringing together friends, families, and colleagues.

Test Type

The type of test selected for this study is a validation test for the Skype website and application. This test is aimed to evaluate how Skype complies with usability standards and guidelines. The product exists in the market and currently the download rate stand on 190 million downloads. The client expressed interest in verifying that users understand the value statement of the website. He is also interested in making sure the download is easily accessible to new users. We will use quantitative measurements to evaluate users' performance such as time on task and number of clicks. In addition, qualitative data about users' preferences and values will be collected.

User Goals

The user goals can be divided into global usability goals and local goals that are specific to the Skype application and content domain. The following are global goals which adhere to usability principles:

- **Learnability:** Can visitors use the web site effectively the first time they visit it without becoming frustrated? How easy it is to learn to use the application?
- **Memorability:** Will visitors remember how to use the web site the next time? Will users remember how to use features of the application the next time they will launch the client?
- **Effectiveness:** Can visitors easily navigate through the web site, determine what to do next, and understand the content? Is the design consistent and predictable? Can users easily operate the different features?
- **Efficiency:** Can visitors find what they need and accomplish their goal in a reasonable amount of time? Can users easily find the main functions on the operation?
- **Satisfaction:** Do visitors have a good feeling about using the web site? Will they use it again? Is the content presented effectively? Will users use the application again? Were they satisfied with the application and its functionality? Was the quality of service satisfactory?

The list below describes the local goals which are domain specific for the Skype website and application:

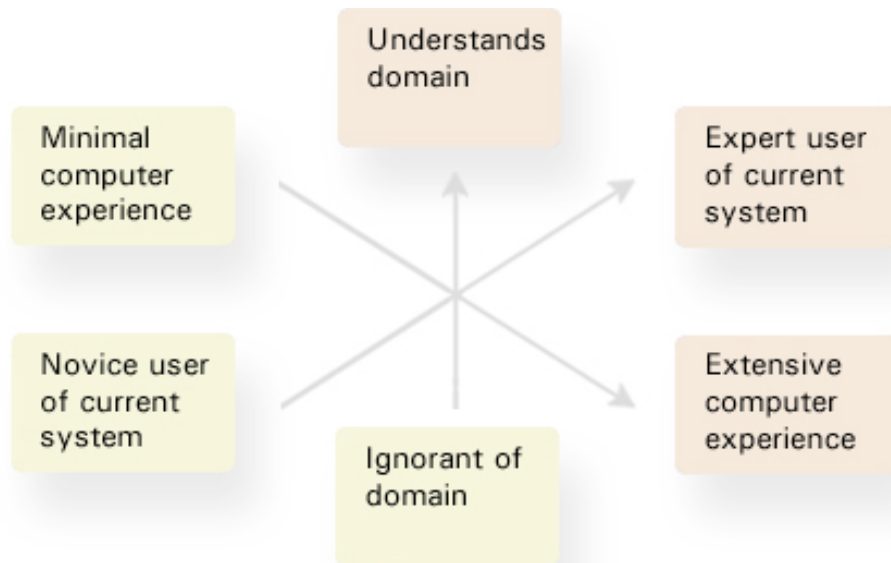
- Easy and quick download and installation of the application.
- Connect and communicate with their friends and families with minimum cost and high quality calls.
- Invite other people to use the same device.
- Have the ability to look up friends and add them to their application.
- Enhance the users basic service by adding add-ons.

- Personalize the users experience with the application (toolbar, personalization options).

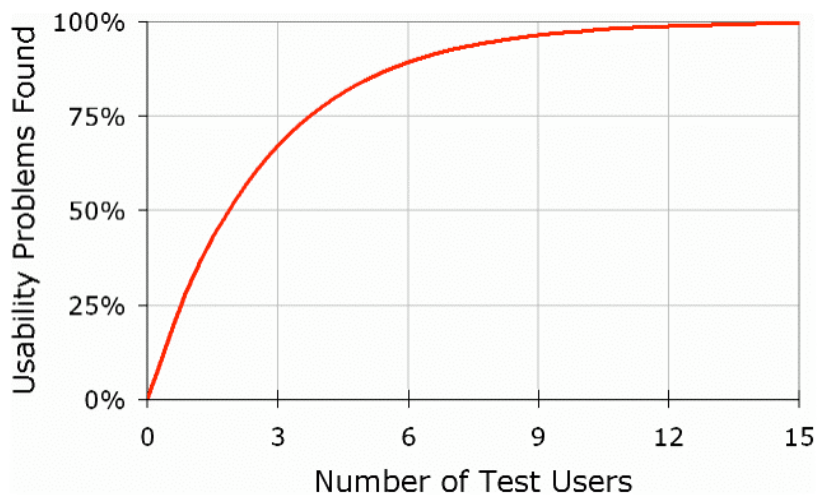
User Profile

Personal History	Characteristic	Range	Allocation
	Gender	Female Male	50% 50%
	Age	20 - 60 years old	50% from 20-40 25% from 41-50 25% from 51-60
	Computers Experience	Experienced - Novice	50% Experienced 50% Novice
Education	Level of education	High School College University	Various
Language	English	Basic-Proficient	Various
Location	Reside in the US	50 US States	100%
OS	Main OS used at home	Windows Other platforms	70% 30%
Internet Usage	Frequency of Use	Once a week 2-3 times a week 4+ times a week	20% 40% 40%
Skype Users	Using Skype	User-non user	50% Current users 50% Non users

The specific populations which were identified as the primary focus are existing users of the application and non-users (who are considered potential users). The objective is to support existing users (some of them are revenue generating) and reach out to new users. Each of the two users groups have different needs that should be addressed.



In addition, our focus will be on a comparison between experienced and novice computer users. The assumption is that computer expertise will be a variable influencing performance. Experienced computer users will perform better than novice ones while interacting with the application.



Ref: Nielsen, J. *Why You Only Need to Test With 5 Users*, Alertbox, March 19, 2000, www.useit.com

Jacob Nielsen reports the diminishing effect of adding participants. It demonstrates that five users (per cell) will uncover approximately 80% of the usability problems in a product. We chose to have 6 users per cell in order to increase the discovery rate to ~85%.

	Skype Non users	Skype Users
Novice Computer Users	6	6
Experienced Computer Users	6	6

Definition:

Novice computer users:

- 1-3 years of using computers
- Surfing the web at least 2-3 times a week
- Familiarity with at least one browser

Experienced computer users:

- More than 3 years of computer experience
- Daily usage of computer (including surfing the web)
- Familiarity with more than 1 browser (such as Mozilla, Safari or Internet Explorer)

Recruiting Participants

In order to recruit participants for our study, we will be using several media forms:

- Ads posted on a craigslist community portal called www.craigslist.org. See appendix 1a and 1b.
- Ads posted on local newspapers such Palo Alto Daily News & San Jose Mercury News
- Flyers posted on boards located near main gathering areas (such as university, grocery store etc). See appendix 1c.

- Mass email which will be sent to potential participants from our company's database
- Query Skype users database for recruiting existing users

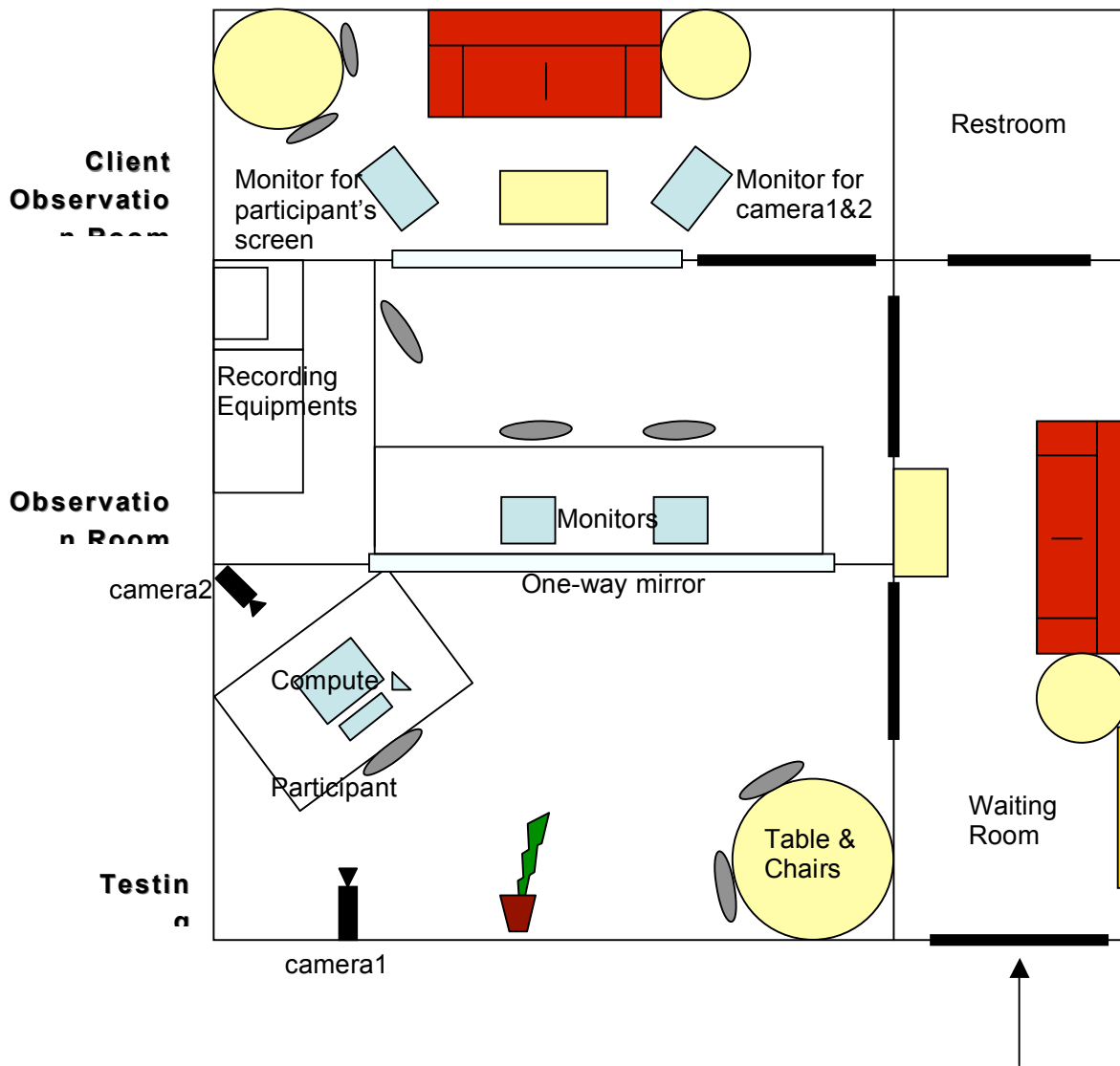
As our usability facilities are located in the bay area, we will be doing the recruiting for local participants.

Screening Document

In order to screen candidates who will be responding to the various ads, a screener document was created. The screener questions target the specific characteristics identified as filters for the population. The characteristics were described in the user profile section of this document. The screener can be found at appendix 2.

Lab Configuration Plan

The testing lab is located in downtown San Francisco. The image below provides a quick overview of the facility. Our facility has four rooms: waiting room, testing room, observation room and another observation room for clients.



Waiting Room
<i>Equipments:</i> 1 rectangular table, 1 round table, 1 couch, 1 bulletin board
Participants come in to the lab, and they are greeted by the evaluators in this room. This room is used for participants to wait until their session begins and also to fill out User Profile Survey before at this time.
Testing Room
<i>Equipments:</i> 1 round table, 3 chairs, 1 participant desk, 1 computer set, 2 cameras, 1 plant, 1 one-way mirror
Testing room is where the participants sit at a workstation equipped with a computer, monitor, keyboard and a mouse, and participate in the actual study. Participants' computer screen is monitored by a camera (camera1), as well as their reactions are caught by another camera (camera2). The participants are being watched by evaluators in the observation room through the one-way mirror throughout the session.
Observation Room
<i>Equipments:</i> 2 workstations, 3 chairs, 2 monitors, recording equipments (Digital video camera peripherals, DVD recorder and burner), 1 one-way mirror
Observation room is where the evaluator sits and takes records of study sessions. There are recording equipments such as VCR, DVD recorder and recordable stereo system, etc. Evaluators are monitoring the study through the one-way mirror, and takes notes of whatever comments made by the participants. The monitors in front of them also show participants' activity on their computer screen.
Client Observation Room
<i>Equipments:</i> 1 couch, 1 rectangular table, 2 round tables, 2 chairs, 2 monitors
This room is prepared for clients who wish to watch the study sessions. The clients are able to see the testing room via monitors which show camera 1 and 2, in addition to another monitor which shows ongoing computer screen of the participant. Also they are able to see the evaluators in the observation room.

Lab Equipment Checklist

The following items are needed for each session:

Participants

- Participant's Computer (Skype Uninstalled + Delete Cookies)
 - -Windows XP OS for participant
 - -Camtasia
 - -Webcam
- Standard LCD 17 inch Monitor
- Standard Keyboard
- Standard mouse
- Standard speakers
- Standard headset
- Standard microphone
- Video Cameras (2)
- Refreshments

Evaluators

- Monitors (4)
- Stopwatch
- Computer for evaluator
- Ear buds between facilitator and evaluator
- Recording Equipments –Digital video camera peripherals, DVD recorder and burner

- Printed Test Protocols
- Printed Consent Form
- Printed User Profile Survey
- Printed Post Activity Survey
- Papers
- Pens
-

Test Methodology

We are planning to have 4 sessions in a day, 2 sessions in the morning starting at 9am and 2 sessions in the afternoon starting at 1pm.

The following is the overall procedure and time line for each session. All participants will be asked to be at the site 10 minutes prior to the session.

1. Welcome participants
2. Introduction to the usability procedures
3. User Demographic survey
4. Free play with the website
5. 1:1 Interview with participants about website experience
6. Break
7. 1:1 testing (5 user scenarios)
8. Participant requested to fill out post activity survey
9. Usability consultant thanks the participant and provides the promised incentives

Testing Agenda

Time Slot	Activity	Location
10 minutes	Consent Form User profile survey	Lobby
5 minutes	Welcome & Introduction	Testing room
5 minutes	Website free play	Testing room
25 minutes	Website interview	Testing room
10 minutes	Break (refreshments)	Break room
25 minutes	Application scenarios: 1-5	Testing room
5 minutes	Post activity survey	Testing room
5 minutes	Thank you & incentives	Lobby
90 minutes	Total Time	

Checklist

The following list of checks is required to be done before the participants show up for the test. Ideally the checklist will be completed a day before the actual test.

- Verify computer is working properly
- Verify internet connection is available
- Verify the www.skype.com website is loading properly
- Verify the video & audio equipment is functional by running a short recording and playback
- Check the room has adequate lighting
- Confirm the room has minimal noise level
- Verify the temperature in the room is comfortable
- Make sure the room is clean and organized
- Verify the Skype application is uninstalled from the machine
- Clean cache and cookies on the machine
- Make sure you have a clean notepad and several pens
- Confirm testing packets are printed
- All testing files should be copied on the testing machine

While in the test, the tester should use the following checklist:

- Avoid providing unnecessary information to the participant
- Ask non-biased questions
- Remember to document any questions that you will need to follow up
- Make sure the participant is informed about the location of the restrooms
- Double check that the video audio equipment is recording

- Turn off cell phone and pager
- Make sure to replenish refreshments at the break room

Consent Form

Before engaging the participants in the usability activities, they will have to sign a consent form. The form allows M&M Corporation to use the information gathered from the participant. It also informs them that their identity will remain confidential. The actual consent form which will be used for this study appears in appendix 3.

User Profile Survey

The user profile survey will be given to participants before starting the session. It collects general demographic information such as age, gender, education, profession and income. It allows us to get a more realistic picture of the participants and assists in the data analysis phase. Refer to appendix 4 for the User Profile Survey questions.

Test Protocols

The protocols testers use while talking to participants are very important. It allows them to consistently probe on specific areas of interest. We will use two test protocols: one for users who never used Skype before and the other for users with Skype experience. The protocol begins with a free play activity when the users are requested to play with the website without moderator instruction. It then continues with questions the moderator will ask about the site. Finally the users are requested to perform four tasks and are questioned about their behavior along the way. Appendix 7 reviews the test protocols that will be used.

Experimental Instructions

When conducting the test, we would like to keep the test variables under control. As part of this goal, we make sure that various testers are consistent in their way of approaching the users. This helps in increasing the test validity and reliability. To accomplish, we use several pre-made scripts which force every experimenter to approach users in the same exact manner. An example of the test script we use when welcoming the participants can be viewed in appendix 6.

Measurement Plan

The measurement plan measures the user performance and behavior during a session. It is divided into two main sections: subjective and objective measurements. Subjective measurements focus on qualitative data such as users' feelings, opinion, satisfaction and experienced difficulties or frustrations. Objective measurements focus on quantitative data for users behaviors such as time on task and number of click to complete tasks.

Subjective Measurement

Measurement	Description	Method
Users Expectancies	To measure users expectancies, the following questions will be asked: <ul style="list-style-type: none">• <i>Without clicking anywhere, do you think you know where to click?</i>• <i>Q. Was the process something you would expect?</i>	Questions at the end of each task Click patterns
Ease of Use	How easy it was to accomplish the following tasks will be measured: <ul style="list-style-type: none">• Downloading the application	Observation Video Taping Notes Questions at the end

	<p>from the website</p> <ul style="list-style-type: none"> • Installing the Application • Creating an Account • Adding a Friend • Making a Call • Troubleshooting a Problem • Inviting Friends 	<p>of each task</p> <p>Post Interaction Survey</p>
Difficulties or Frustrations	<p>Any experienced difficulties or frustration while performing the tasks will be asked</p>	<p>Observation</p> <p>Video Taping</p> <p>Notes</p> <p>Questions at the end of each task</p> <p>Post Interaction Survey</p>
Liked or Disliked Features	<p>What users liked the most and disliked the most about Skype will be asked</p>	<p>Post Interaction Survey</p>
Website Features	<p>How much do users agree with the following statements on application will be asked:</p> <ul style="list-style-type: none"> • I liked the color • The top navigation bar was useful • Finding where to "Download" was easy • I liked the search functionality • The "Help" section was useful • The website was clearly laid out and easy to navigate 	<p>Post Interaction Survey</p>
Application Features	<p>How much do users agree with the following statements on website will be asked:</p> <ul style="list-style-type: none"> • I liked the color • The top toolbar was useful • The tabs were useful • "Getting Started Wizard" was helpful • I liked the search functionality • The "Help" section was useful • The application window was clearly laid out and easy to navigate • Making a call was easy 	<p>Post Interaction Survey</p>

	<ul style="list-style-type: none"> • Skype is for someone like me 	
Overall Impression	<p>Users will be asked to rate the following attributes for Skype:</p> <ul style="list-style-type: none"> • Boring : Fun&Exciting • Not colorful : Colorful • Unreliable : Reliable • Bargain quality : Top quality • New comer : Established • Cold and rude : Warm&empathetic • Unfriendly : Friendly • Not international : International • Not creative, curious&innovative : Creative, curious&innovative • Not lively&energetic : Lively&energetic • Useless : Useful • Skype is for other people : Skype is for someone like me 	Post Interaction Survey
Overall Satisfaction	How satisfied users are with the Skype in general will be asked considering all the measurements described above.	Post Interaction Survey

Objective Measurement

Measurement	Description	Method
Completion Time	<p><i>Effectiveness</i></p> <p>Time measured between instruction to start the task and user says "I'm done."</p>	Time measured by test facilitator Video Tapes Camtasia
Number of Steps	<p><i>Efficiency</i></p> <p>Number of clicks for users to take to accomplish each task instruction to start the task and user says "I'm done."</p>	Video Tapes Camtasia Click patterns
Performance Speed	<p><i>Learnability</i></p> <p>After free play, overall accuracy of knowing where to first click for each task.</p>	Video Tapes Camtasia Observation Time measured from the instruction to first click (Only Success)

Searching Time	<i>Accessibility</i> Task 3: Time measured between instruction to start searching for the problem solving question and user says "I'm done."	Time measured by test facilitator Video Tapes Camtasia
Number of Tasks Completed	<i>Ease of Use</i> How many tasks out of the 4 tasks will be completed by users.	Notes Observation
Frequency of Using Help Feature	<i>Intuitiveness / Affordance</i> Do users need help on the tasks? Is Skype guiding users throughout the sequence? <i>Does not apply to Task 3</i>	Notes Observation Video Tapes Camtasia
Accuracy of Performance	Do users correctly achieved the tasks and obtain information accurately?	Notes Observation Video Tapes Camtasia

Behavioral Measurements

Measurement	Description	Method
Hesitation	Observe the user's behavior to identify indecision or pause in speech or action.	Video Tapes Notes Camtasia
Frustration	When users can not identify the specific target they are looking for on the web page or the application	Video Tapes Notes Facial expression Body language Verbal expression
Confusion	When the user is not sure about the course of action that he needs to take to accomplish the task.	Video Tapes Notes Camtasia Facial expression Body language Verbal expression
Stress \Anxiety	A mentally or emotionally disruptive or upsetting condition occurring in response to adverse external influences. In addition, physiological characteristics are present.	Video Tapes Notes Camtasia Facial expression Body language Verbal expression
Effort	How much effort is required in order to accomplish a task such as focused attention.	Video Tapes Notes Camtasia

		Facial expression Body language Verbal expression
Excitement	The likeliness of the application by the user and how much is he engaged in the various tasks.	Video Tapes Notes Camtasia Facial expression Body language Verbal expression
Anger	Ongoing frustration might lead to users feeling angry.	Video Tapes Notes Camtasia Facial expression Body language Verbal expression

Post Interaction Surveys

Users will receive a post interaction survey after completing all the activities which were scheduled for the testing session. The purpose of this survey is to collect subjective data about the users' perception of their performance, behavior and preferences. The questions repeat some verbal questions asked by the usability tester but also include a broader view of the website and application reviewed in the session. The post interaction survey can be found at appendix 8.

Summary

The test plan defines the goals and objectives for the Skype testing. We describe the specific users' goals and task which will be evaluated. The characteristics of the users who will be recruited for the test are presented. Thereafter, it outlines the procedures and activities chosen for the test. We at M&M Corporation take pride in our work and will be happy to answer any questions you might have after reviewing the document. You can reach us at 800-123-4567.

Appendices

The following appendices represent documents that will be used for the Skype testing.

Appendix 1: Recruiting Postings

1a: Experienced

1b: Novice

1c: Flyer

Appendix 2: Consent Form

Appendix 3: Screener

Appendix 4: User Profile Survey

Appendix 5: Task Scenarios

Appendix 6: Experimental Instructions

Appendix 7: Test Protocols

Appendix 6: Post Activity Survey

Appendix 1: Recruiting Postings

Appendix 1a: Craigslist Posting (Experienced with No Skype Experience)

MARKET RESEARCH PARTICIPANTS Wanted! – IT PROFESSIONALS (San Francisco downtown financial district)

Reply to: maueda@gmail.com
Date: 2005-10-25-05

We, M&M Corporate, are a San Francisco based market research company conducting three testing sessions on a product this November. We are inviting technical people from companies with 200+ employees to interact with a website and discuss your opinion about the website at our facility in downtown San Francisco.

- Session length: 1-2 hrs
- Cash honorarium: \$75 Per hour

You need to qualify for the following criteria:

- More than **3 years** of computer experience
- Extensive knowledge of various applications
- **Daily** usage of computer (including surfing the web)
- Familiarity with **more than 1 browser** (ex. Mozilla, Safari or Internet Explorer)

If you are interested, please call our toll free number - 800-123-4567 to sign up. You will be asked pre-qualification questions by a recruiter. You may also visit our Website at: www.mmusablab.com.

Appendix 1b: Craigslist Posting (Novice with No Skype Experience)

MARKET RESEARCH PARTICIPANTS Wanted! (San Francisco downtown financial district)

Reply to: maueda@gmail.com

Date: 2005-10-25-05

We, M&M Corporate, are a San Francisco based market research company. We are conducting a study to evaluate one of our client's products. Three testing sessions are available in November. We are looking for people who like to surf the web and interact with new products.

- Session length: 1-2 hrs
- Cash honorarium: \$50 Per hour

You need to qualify for the following criteria:

- Some computer experience
- Familiarity with surfing the web
- Likes to talk on the phone

If you are interested, please call our toll free number - 800-123-4567 to sign up. You will be asked pre-qualification questions by a recruiter. You may also visit our Website at: www.mmusablab.com.

Appendix 1c: Craigslist Posting (Skype Users)

MARKET RESEARCH PARTICIPANTS Wanted! (San Francisco downtown financial district)

Reply to: maueda@gmail.com
Date: 2005-10-25-05

M&M Usablab Inc., are a San Francisco based market research company conducting three testing sessions on Skype, Voice over IP, this November. We are inviting people who have used or current users of Skype to participating in this study at our facility in downtown San Francisco.

- Dates: November 10-15th
- Session length: 1-2 hrs
- Cash honorarium: \$75 Per hour

You need to qualify for one of the following groups:

[Group 1]

- More than **3 years** of computer experience
- Extensive knowledge of various applications
- **Daily** usage of computer (including surfing the web)
- Familiarity with **more than 1 browser** (ex. Mozilla, Safari or Internet Explorer)

[Group2]

- Some computer experience
- Familiarity with surfing the web
- Likes to talk on the phone

If you are interested, please call our toll free number - 800-123-4567 to sign up. You will be asked pre-qualification questions by a recruiter. You may also visit our Website at: www.mmusablab.com.

Appendix 1d: Flyer

Posted 10/25/05

November MARKET RESEARCH PARTICIPANTS Wanted!

Interact with a website and
tell us what you think!!
We'll pay you \$75 Per hour!



Are you ready to participate?
Contact us at:

M&M Corporation
Toll Free: (800)123-4567
E-mail: maueda@gmail.com

Market Research \$75/hr Tel: (800)123-4567 m.ueda@gm.all.com
Market Research \$75/hr Tel: (800)123-4567 m.ueda@gm.all.com
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Market Research \$75/hr Tel: (800)123-4567 m.ueda@gm.all.com
Market Research \$75/hr Tel: (800)123-4567 m.ueda@gm.all.com

Appendix 2: Consent Form

INFORMED CONSENT FORM FOR THE SKYPE USABILITY TEST

Purpose of the Project:

The researchers Michal Cohen and Mayuko Ueda are conducting a usability study to learn more about how to improve the interface of the Skype website and application. The users are not being tested. Rather, the goal is for users to utilize their expertise and help test the website and application.

Procedures:

Users will be asked to fill out this form. Then, users will be given a list of tasks to perform. After completing a series of tasks, the users will be asked to fill out a survey, giving their perceptions of the web site and application. The user's voice and actions will be recorded via video. However, the video will not be shown outside of the usability lab, and at no point will the user's name be attached to the video.

Confidentiality:

Participation in this usability study is voluntary. All information will remain strictly confidential. The descriptions and findings may be used to help improve the interface of the web site. However, at no time will your name or any other identification be used. You are at liberty to withdraw your consent to the experiment and discontinue participation at any time without prejudice. If you have any questions after today, please contact Michal Cohen or Mayuko Ueda at 800-123-4567.

I have read and understood the information on this form and had all of my questions answered

Subject's Signature

Date

Usability Consultant

Date

Appendix 3: Screener

Contact Info

Name	Email	Cell Phone	Home Phone

Gender M F

1. Please select the age group you belong to:

- Younger than 20 yrs
- 20-30 yrs
- 31-40 yrs
- 41-50 yrs
- 51-60 yrs
- Above 60

2. What is your profession?

3. Do you own a computer?

- Yes
- No

4. What operating system is currently installed on your computer?

**5. Do you have a dsl or cable internet at your home?
If does not have broadband connection- STOP**

- Yes
- No

6. How often do you use your computer?

- Less than once a week
- 1-3 times a week
- 4-6 times a week

- Everyday
- Other _____

7. How often do you use the Internet?

- Less than once a week
- 1-3 times a week
- 4-6 times a week
- Everyday

8. Which browser/s are you familiar with?

- Internet Explorer
- AOL
- Mozilla Firefox
- Safari
- Netscape
- Other

9. What main tasks do you perform using the Internet?

10. How long have you been using computers?

- Less than a year
- 1-3 years
- More than 3 years
- Other _____

11. Have you in the past or do you currently use VoiceOver IP (VoIP) telephony systems?

- No
- Yes. Please list:
 - MSN messenger
 - Yahoo messenger
 - AOL messenger
 - Skype
 - GoogleTalk

- Other _____

12. If yes to previous question: what do you do with the VoIP?

- Chatting
- Making calls
- Sending files
- Other _____

13. Which of the following services do you have on your computer? (check all that apply)

- MSN messenger
- Yahoo messenger
- AOL messenger
- Skype
- GoogleTalk
- Other _____

Office use only:

Group1	Group 2	Group 3	Group 4
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Appendix 4: User Profile Survey

1. How long have you been using the Internet (including using e-mail, shopping, chatting etc.)?

- Less than 6 months
- 6 to 12 months
- 1 to 3 years
- 4 to 6 years
- 7 years or more

2. What is your primary language (i.e., the one you speak most of the time)?

- English
- Spanish
- Chinese
- French
- German
- Dutch
- Japanese
- Hebrew
- Swedish
- Other _____

Note: This is a sensitive question that can help Internet developers to understand the needs of current Web users--it is not intended to offend.

3. Are you disabled or impaired? (Please check all that apply.)

- Rather not say
- Vision impaired
- Hearing impaired
- Motor impaired
- Cognitively impaired
- Not impaired

4. How frequently do you access the web from the following places?

	Daily	Weekly	Monthly	Less than once a month	Never
Home					
Work					
School					
*Public Places					
Other Places					

* For example library, cybercafé etc

5. What kind of internet connection do you have at home?

- DSL
- Cable
- Dialup
- T1
- Other _____
- Don't know
- None

7. Which industry do you primarily work in (regardless of your actual position)? _____

8. What do you use as your primary mean of communication?

- E mail
- Regular phone
- Cell phone
- Face to face conversation
- Online chatting
- Voice over IP
- Other _____

9. Please indicate the highest level of education completed.

- Grammar School
- High School or equivalent
- Vocational/Technical School (2 year)
- Some College
- College Graduate (4 year)
- Master's Degree (MS)
- Doctoral Degree (PhD)
- Professional Degree (MD, JD, etc.)
- Other _____

10. What is your gender?

- Female
- Male

11. How would you classify yourself?

- Rather not say
- Caucasian/White
- African American
- Indigenous or Aboriginal Person
- Asian/Pacific Islander
- Hispanic
- Latino
- Multiracial
- Other _____

12. Please indicate your current household income in U.S. dollars

- Rather not say
- Under \$50,000
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 and above

13. What is your age?

- Under 20
- 21 - 30
- 31 - 40
- 41 - 50
- 51 - 60
- 61 and over
- Rather not say

14. What is your primary computing platform?

- Macintosh
- Unix
- Linux
- Windows
- Terminal
- WebTV
- Do not know
- Other _____

Thank you for your participation!

Appendix 5: Experimental Instructions and checklists

Introducing Scenarios-Non Users

Skype Task Scenarios
Non-Users
M&M Corporation
October 2005

Skype Installation
Your friend, Lisa, recommended a cool program that she has been using for the past couple of months. She is very excited because it lets you talk for free over the Internet.
◆ Using internet explorer, install it on your computer and create an account.
www.skype.com

Making Your First Call
You have successfully installed Skype. Now, you want to add Lisa to your Skype contact list and make a call.
◆ Look for Lisa and call her on Skype.
Name: Lisa Simpson
Location: Springfield
User Name: "LisaLuv5U676"

Finding a Solution
You attempted to talk to Lisa, but your microphone was not working, and she couldn't hear you.
◆ Try to resolve this problem.

Inviting Friends
Now that you have used the Skype service, you are very enthusiastic about it. You want to make sure that your friends take advantage of this service too.
◆ Send invitations to your friends.
1. Michal (michal.cohen@gmail.com)
2. Mayuko (maueda@gmail.com)

Introducing Scenarios-Users

Skype Task Scenarios
Users
M&M Corporation
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Download & Install
You have been using Skype to talk to your friends. Lately, your laptop broke down and you are trying to install all the programs that you had. Since you don't remember your account information, you are also creating a new account this time.
◆ Using internet explorer, install skype on your computer. www.skype.com

Making Your First Call
You have successfully installed Skype. Now, you want to add one of your friend, Lisa, to your Skype contact list and make a call to let her know your new username.
◆ Look for Lisa and call her on Skype.
Name: Lisa Simpson
Location: Springfield
User Name: "LisaLuvvsU676"

Finding a Solution
You attempted to talk to Lisa, but your microphone was not working, and she couldn't hear you.
◆ Try to resolve this problem.

Inviting friends
Now that you have the latest Skype service, you are very enthusiastic about it. You want to make sure that your friends take advantage of this service too.
◆ Send invitations to your friends.
1. Michal (michal.cohen@gmail.com)
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Appendix 6: Experimental Instructions

Script for “Welcome & Instruction”

“Welcome [user’s first name] to our usability lab. I hope you were able to find the facility using the driving instruction sent to you by email. MY name is [Tester’s first name] and I will be spending the nest [session time length] with you. I am very happy that you chose to participate in our study.

We at M&M Corporation try to make products as user friendly as possible. As part of our role, we engage users with various activities of using the product in order to gather as much feedback as possible. We then take the feedback back to out clients with recommendation of how to improve the product.

One thing to keep in mind is that we are not testing you. We are only interested in testing the product for its ease of use. I would appreciate if you can be as vocal as you can during the session. Feel free to provide us positive as well as negative feedback.

Today’s session is going to be recorded for study purposes only. Before we begin, I would like to ask you to sign a consent form which gives us permission to use the data we collect today. If you have any questions feel free to stop my at any time during the session. Shall we begin?”

Appendix 7: Test Protocols

Two test protocols are prepared, one for non-users and one for users.

Non-Users

Free Play

Questions/Task	Answers/Observations
After users are set on the participant's desk in the testing room, they will be asked to begin with free play.	
<i>"This is the website you are interacting with today, please feel free to explorer. I will be back with coffee/tea for you in 5 minutes. "</i> -Experimenter leaves the room	Start with www.Skype.com
5 minutes free play for users	Users interact with the website
<i>"Ok, now I'd like to ask you some questions."</i>	
<i>Q. What do you think the skype website is about?</i>	Note:
<i>Q. What do you think type of products is it offering?</i>	Note:
<i>Q. Who do you think are the people who are going to be using this site?</i>	Note:
<i>Q. What is required in order to</i>	Note:

<i>download the application?</i>	
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Tasks

1. Website: Download and Install

Questions/Task	Answers/Observations
<p>Your friend, Lisa, recommended a cool program that she has been using for the past couple of months. She is very excited because it lets you talk for free over the Internet.</p> <p>◆ <i>Using internet explorer, install it on your computer and create an account.</i> (www.skype.com)</p>	<p>Start with www.Skype.com</p>
<p>Install and Download Users install skype application on the computer</p>	<p>The computer needs to be ready to install Skype every time. At the end of each session, UNINSTALL skype from computer. Delete Cookies!</p>
<p><i>Q. Without clicking anywhere, where would you go to download the application?</i></p>	<p><input type="checkbox"/> User clicked on the download link from the homepage <input type="checkbox"/> User click on the download tab</p>
<p><i>"Now please perform the task, please say "I'm done" when you are done with the task."</i> Start measuring time for completion</p>	<p>€ User clicks on Download</p> <ul style="list-style-type: none"> ○ Top Navigation Bar (Download) ○ On left side of screen (Download Skype) ○ On center of screen underlined link (<u>Download Skype</u> now). ○ Other: _____ <p>€ User follows steps for installation</p> <ul style="list-style-type: none"> ○ Run the Skype Setup File ○ Follow Skype Setup Wizard ○ Launch Skype <p>Note:</p>
<p>Q. Once the application is installed</p>	<p><input type="checkbox"/> Create a new account</p>



and launches for the first time: Will the user choose to create an account or use existing one?	<input type="checkbox"/> Use an existing account
Time for completion When user says "I'm done"	
Q. Did you successfully accomplish the task?	Yes No
Q. Install wizard, do you know what you need to do in each step?	Did user fail to understand the prompts on the wizard YES NO
Q. Was the process something you would expect?	Yes No Why?:
Q. How difficult or easy was it to perform this task?	Easy Difficult Very E/D Very E/D 1 2 3 4 5
Q. What do you think about the length of the installation?	<input type="checkbox"/> Too long <input type="checkbox"/> OK <input type="checkbox"/> Too short <input type="checkbox"/> Other _____
Q. If you were to improve the website, what changes would you make?	
Q. If any, what did you like/dislike about this task?	

2. Skype Application: Make Your First Call

Questions/Task	Answers/Observations
<p>You have successfully installed Skype. Now, you want to add Lisa to your Skype contact list and make a call.</p> <p>◆ Look for Lisa and call her on Skype. (Lisa Simpson : Springfield "LisaLuvU676")</p>	
<p>Add Lisa Use the information provided to put Lisa on your contact list.</p>	€ User search for "Lisa Simpson"

<i>the task?</i>	
<i>Q. Was the process something you would expect?</i>	Yes No Why?:
<i>Q. If you were to improve the website, what changes would you make?</i>	
<i>Q. If any, what did you like/dislike about this task?</i>	

3. Website: Troubleshooting

Questions/Task	Answers/Observations
<p>You attempted to talk to Lisa, but your microphone was not working, and she couldn't hear you.</p> <p>◆ <i>Try to resolve this problem.</i></p>	<p>Correct Path: Home>Help>Troubleshooter>"My mic is not working..."</p>
<p>Look for solution</p> <p>Home Page:</p> <p><i>Q. Without clicking anywhere, do you think you know where to click?</i></p>	
<p><i>"Now please perform the task, please say "I'm done" when you are done with the task."</i></p> <p>Start measuring time for completion</p>	<ul style="list-style-type: none"> € User looks for help on application <ul style="list-style-type: none"> ○ Clicks "Help" on the menu <ul style="list-style-type: none"> ◆ Help <ul style="list-style-type: none"> -Browses topics -Uses search ◆ FAQs

<p>Other Notes:</p>	<ul style="list-style-type: none"> -Browses topics -Uses search <p>€ User looks for help on website (Start with Skype Home)</p> <ul style="list-style-type: none"> ○ Clicks "Help" on the top navigation bar ○ Clicks "Help" on the menu <ul style="list-style-type: none"> ◆ Getting Help <ul style="list-style-type: none"> -Browses topics -Uses search ◆ Knowledgebase <ul style="list-style-type: none"> -Browses topics -Uses search ◆ Troubleshooter <ul style="list-style-type: none"> -Browses topics ◆ User Guides <ul style="list-style-type: none"> -Browses topics ◆ Announcements <ul style="list-style-type: none"> -Browses topics ◆ Support Requests <ul style="list-style-type: none"> -Send requests ◆ Forum <ul style="list-style-type: none"> -Browses topics -Uses search <p>Note:</p>
<p>Time for completion When user says "I'm done"</p>	
<p><i>Q. Did you successfully accomplish the task?</i></p>	<p>Yes No</p>
<p><i>Q. Was the process something you would expect?</i></p>	<p>Yes No Why?:</p>
<p><i>Q. Was the information you found helpful?</i></p>	<p>Yes No Why?</p>
<p><i>Q. If you were to improve the website, what changes would you make?</i></p>	

Q. If any, what did you like/dislike about this task?	

4. Skype Application & Web: Inviting Your Friends

Questions/Task	Answers/Observations
<p>Now that you have used the Skype service, you are very enthusiastic about it. You want to make sure that your friends take advantage of this service too.</p> <p>◆ <i>Send invitations to your friends.</i></p> <ol style="list-style-type: none"> 1. Michal (michal.cohen@gmail.com) 2. Mayuko (maueda@gmail.com) 	<p>Correct Path: Start with the application > Tools > Share Skype with a friend</p>
<p>Send invitations Home Page:</p>	
<p>Q. Without clicking anywhere, do you think you know where to click?</p>	
<p>"Now please perform the task, please say "I'm done" when you are done with the task." Start measuring time for completion</p>	<ul style="list-style-type: none"> € Clicks "Tools" on the menu € Clicks on "Share Skype with a Friend" € Users move onto the website (http://share.skype.com/recommend/?skypename=lisaluvsu676) <p>Note:</p> <hr/> <ul style="list-style-type: none"> € User enters friends' information <ul style="list-style-type: none"> ○ Enters "Your Name" field ○ Checks "Your Skype Name" field ○ Checks/Reenters "Your Message" field ○ Enters "Friend 1's Email" field ○ Enters "Friend 2's Email" field € Clicks on "Send this" € Uses help € Other <p>Note:</p>

Time for completion When user says "I'm done"	
Q. Did you successfully accomplish the task?	Yes No
Q. Was the process something you would expect?	Yes No Why?:
Q. How difficult or easy was it to find this information?	Easy Difficult Very E/D Very E/D 1 2 3 4 5
Q. Was the information you found helpful?	Yes No Why?
Q. If you were to improve the website, what changes would you make?	
Q. If any, what did you like/dislike about this task?	

Current Users

Free Play

Questions/Task	Answers/Observations
After users are set on the participant's desk in the testing room, they will be asked to begin with free play.	

<p><i>"This is the website you are interacting with today, please feel free to explorer. I will be back with coffee/tea for you in 5 minutes. "</i></p> <p>-Experimenter leaves the room</p>	<p>Start with www.Skype.com</p>
<p>5 minutes free play for users</p>	<p>Users interact with the website</p>
<p><i>"Ok, now I'd like to ask you some questions."</i></p>	
<p><i>Q. Where would you sign in to Skype website to find out your account information?</i></p>	<p>Note:</p>
<p><i>Q. How much does a voicemail cost?</i></p>	<p>Note:</p>
<p><i>Q. What is the difference between SkypeOut and SkypeIn?</i></p>	<p>Note:</p>
<p><i>Q. What is the Skype Group feature about? What are the advantages of using it?</i></p>	<p>Note:</p>
<p><i>Q. Who did you last call on October 2005?</i></p>	<p>Note:</p>

Tasks

1.Website: Download and Install

Questions/Task	Answers/Observations
<p>You have been using Skype to talk to your friends. Lately, your laptop broke down and you are trying to install all the programs that you</p>	<p>Start with www.Skype.com</p>



<p>had. Since you don't remember your account information, you are also creating a new account this time.</p> <ul style="list-style-type: none"> ◆ Using internet explorer, install skype on your computer. (www.skype.com) 	
<p>Install and Download Users install skype application on the computer</p>	<p>The computer needs to be ready to install Skype every time. At the end of each session, UNINSTALL skype from computer. Delete cookies!</p>
<p>Q. Without clicking anywhere, where would you go to download the application?</p>	<p><input type="checkbox"/> User clicked on the download link from the homepage <input type="checkbox"/> User click on the download tab</p>
<p>"Now please perform the task, please say "I'm done" when you are done with the task." Start measuring time for completion</p>	<p>€ User clicks on Download</p> <ul style="list-style-type: none"> ○ Top Navigation Bar (Download) ○ On left side of screen (Download Skype) ○ On center of screen underlined link (<u>Download Skype</u> now). ○ Other: _____ <p>€ User follows steps for installation</p> <ul style="list-style-type: none"> ○ Run the Skype Setup File ○ Follow Skype Setup Wizard ○ Launch Skype <p>Note:</p>
<p>Q. Once the application is installed and launches for the first time: Will the user choose to create an account or use existing one?</p>	<p><input type="checkbox"/> Create a new account <input type="checkbox"/> Use an existing account</p>
<p>Time for completion When user says "I'm done"</p>	
<p>Q. Did you successfully accomplish the task?</p>	<p>Yes No</p>
<p>Q. Install wizard, do you know what you need to do in each step?</p>	<p>Did user fail to understand the prompts on the wizard YES NO</p>
<p>Q. Was the process something you</p>	<p>Yes No</p>



would expect?	Why?:
Q. How difficult or easy was it to perform this task?	Easy Difficult Very E/D Very E/D 1 2 3 4 5
Q. What do you think about the length of the installation?	<input type="checkbox"/> Too long <input type="checkbox"/> OK <input type="checkbox"/> Too short <input type="checkbox"/> Other _____
Q. If you were to improve the website, what changes would you make?	Note:
Q. If any, what did you like/dislike about this task?	Note:

2.Skype Application: Make Your First Call

Questions/Task	Answers/Observations
<p>You have successfully installed Skype. Now, you want to add one of your friend, Lisa, to your Skype contact list and make a call to let her know your new username.</p> <p>◆ Look for Lisa and call her on Skype.</p> <p>(Lisa Simpson : Springfield "LisaLuvsU676")</p>	
<p>Add Lisa Use the information provided to put Lisa on your contact list.</p>	<p>€ User search for "Lisa Simpson"</p>
<p>Q. Without clicking anywhere, do you think you know where to click?</p>	<p>Yes No If Yes, then where: ()</p>
<p>"Now please perform the task, please say "I'm done" when you are done with the task." Start measuring time for completion</p>	<p>€ User clicks on icon for "add contact" button</p> <ul style="list-style-type: none"> ○ By Skype name ○ By full name ○ By email address <p>€ User clicks on icon for "Search"</p> <ul style="list-style-type: none"> ○ By Skype name ○ By full name ○ By email address

	<ul style="list-style-type: none"> ○ Uses filtering options <p>Note:</p>
<p>Make a call to Lisa Now Lisa is added to your contact list, please make a call to her.</p>	<p>Needs Lisa to be online on the other line.</p>
<p>User continues to perform the task.</p>	<p>Making a call</p> <ul style="list-style-type: none"> € User clicks on username on the contact list € User clicks on icon for "Call"  € User clicks on "Dial" tab User clicks on "Call List" <p>On the call</p> <ul style="list-style-type: none"> € User clicks on different tabs <p>Hanging up the call</p> <ul style="list-style-type: none"> € User clicks on icon for "Call"  <p>Note:</p>
<p>Time for completion When user says "I'm done"</p>	
<p>Q. Did you successfully accomplish the task?</p>	<p>Yes No</p>
<p>Q. Was the process something you would expect?</p>	<p>Yes No Why?:</p>
<p>Q. How difficult or easy was it to perform this task?</p>	<p>Easy Difficult Very E/D Very E/D 1 2 3 4 5</p>
<p>Q. If you were to improve the website, what changes would you make?</p>	<p>Note:</p>
<p>Q. If any, what did you like/dislike about this task?</p>	<p>Note:</p>

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3.Website: Troubleshooting

Questions/Task	Answers/Observations
<p>You attempted to talk to Lisa, but your microphone was not working, and she couldn't hear you.</p> <p>◆ <i>Try to resolve this problem.</i></p>	<p>Correct Path: Home>Help>Troubleshooter>"My mic is not working..."</p>
<p>Look for solution Home Page: <i>Q. Without clicking anywhere, do you think you know where to click?</i></p>	
<p><i>"Now please perform the task, please say "I'm done" when you are done with the task."</i></p> <p>Start measuring time for completion</p>	<ul style="list-style-type: none"> € User looks for help on application <ul style="list-style-type: none"> ○ Clicks "Help" on the menu <ul style="list-style-type: none"> ◆ Help <ul style="list-style-type: none"> -Browses topics -Uses search ◆ FAQs

<p>Other Notes:</p>	<ul style="list-style-type: none"> -Browses topics -Uses search € User looks for help on website (Start with Skype Home) <ul style="list-style-type: none"> ○ Clicks "Help" on the top navigation bar ○ Clicks "Help" on the menu <ul style="list-style-type: none"> ◆ Getting Help <ul style="list-style-type: none"> -Browses topics -Uses search ◆ Knowledgebase <ul style="list-style-type: none"> -Browses topics -Uses search ◆ Troubleshooter <ul style="list-style-type: none"> -Browses topics ◆ User Guides <ul style="list-style-type: none"> -Browses topics ◆ Announcements <ul style="list-style-type: none"> -Browses topics ◆ Support Requests <ul style="list-style-type: none"> -Send requests ◆ Forum <ul style="list-style-type: none"> -Browses topics -Uses search <p>Note:</p>
<p>Time for completion When user says "I'm done"</p>	
<p>Q. Did you successfully accomplish the task?</p>	<p>Yes No</p>
<p>Q. Was the process something you would expect?</p>	<p>Yes No Why?:</p>
<p>Q. How difficult or easy was it to find this information?</p>	<p>Easy Difficult Very E/D Very E/D 1 2 3 4 5</p>
<p>Q. What was the solution? Answer "My mic is not working, no one can hear me. First step, make sure you have consulted our Sound Setup Guide to see how to properly setup your system to use Skype.</p>	<p>Note:</p>



<p>If you are using external microphone, make sure that it is connected properly to your computer. Make sure that the headphones and microphone plugs are connected to the right socket. “</p> <p>Call to Echo123.</p>	
<p>Q. Was the information you found helpful?</p>	<p>Yes No</p> <p>Why?</p>
<p>Q. If you were to improve the website, what changes would you make?</p>	<p>Note:</p>
<p>Q. If any, what did you like/dislike about this task?</p>	<p>Note:</p>

4. Skype Application & Web: Inviting Your Friends

Questions/Task	Answers/Observations
<p>Now that you have the latest Skype service, you are very enthusiastic about it. You want to make sure that your friends take advantage of this service too.</p> <p>◆ <i>Send invitations to your friends.</i></p> <p>1. Michal (michal.cohen@gmail.com) 2. Mayuko (maueda@gmail.com)</p>	<p>Correct Path: Start with the application > Tools > Share Skype with a friend</p>
<p>Send invitations Home Page:</p>	
<p>Q. Without clicking anywhere, do you think you know where to click?</p>	
<p>"Now please perform the task, please say "I'm done" when you are done with the task." Start measuring time for completion</p>	<p>€ Clicks "Tools" on the menu € Clicks on "Share Skype with a Friend" € Users move onto the website (http://share.skype.com/recommend)</p>



	<p>/?skypename=lisaluvsu676) Note:</p> <hr/> <ul style="list-style-type: none"> € User enters friends' information <ul style="list-style-type: none"> ○ Enters "Your Name" field ○ Checks "Your Skype Name" field ○ Checks/Reenters "Your Message" field ○ Enters "Friend 1's Email" field ○ Enters "Friend 2's Email" field € Clicks on "Send this" € Uses help € Other <p>Note:</p>
<p>Time for completion When user says "I'm done"</p>	
<p>Q. Did you successfully accomplish the task?</p>	<p>Yes No</p>
<p>Q. Was the process something you would expect?</p>	<p>Yes No Why?:</p>
<p>Q. How difficult or easy was it to find this information?</p>	<p>Easy Difficult Very E/D Very E/D 1 2 3 4 5</p>
<p>Q. Was the information you found helpful?</p>	<p>Yes No Why?</p>
<p>Q. If you were to improve the website, what changes would you make?</p>	<p>Note:</p>
<p>Q. If any, what did you like/dislike about this task?</p>	<p>Note:</p>



Appendix 8: Post Activity Survey

1. Ease of use:

Please rate **ease of use** with the following tasks:

Downloading the Application	Very Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Very Easy
Installing the Application	Very Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Very Easy
Creating an Account	Very Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Very Easy
Adding a Friend	Very Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Very Easy
Making a Call	Very Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Very Easy
Troubleshooting a problem	Very Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Very Easy
Inviting Friends	Very Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Very Easy

2. Difficulties/Frustrations:

While you were interacting with Skype website or application, did you experience any **difficulties/frustrations**? If Yes, then what and why:

3. Liked/Disliked Features:

3.1 What features did you **like** the most about the Skype website/application?

3.2 What features did you **dislike** the most about the Skype website/application?

4 Suggested Improvements:

What features would you add to **improve** the Skype website/application?

5 Features:

Please rate how you agree or disagree with the following statements:

Website	Strongly Disagree 1	2	3	4	Strongly Agree 5
I liked the color					
The top navigation bar was useful					
Finding where to "Download" was easy					
I liked the search functionality					
The "Help" section was useful					
The website was clearly laid out and easy to navigate					

Application	Strongly Disagree 1	2	3	4	Strongly Agree 5
I liked the color					
The top toolbar was useful					
The tabs were useful					
"Getting Started Wizard" was helpful					
I liked the search functionality					
The "Help" section was useful					
The application window was clearly laid out and easy to navigate					
Making a call was easy					
Skype is for someone like me					

6 Overall Impression of Skype:

Please rate your opinion about Skype for the following attributes:

	1	2	3	4	5	
Boring						Fun& exciting
Not colorful						Colorful
Unreliable						Reliable
Bargain quality						Top quality
New comer						Firmly established
Cold and rude						Warm and empathetic
Unfriendly						Friendly
Not international						International
Not						Creative, curious,

creative, curious, innovative						innovative
Not Lively and energetic						Lively and energetic
Useless						Useful
Skype is for other people						Skype is for someone like me

7 Overall Satisfaction:

Please rate your **overall satisfaction** with:

Skype Website	Very Unsatisfie d	Somewhat Unsatisfie d	Neutral	Somewhat Satisfied	Very Satisfied
Skype applicati on	Very Unsatisfie d	Somewhat Unsatisfie d	Neutral	Somewhat Satisfied	Very Satisfied

8 Other Applications:

8.1 Have you in the past or do you currently use any of the following applications? (Check all that apply)

- MSN messenger
- Yahoo messenger
- AOL messenger
- Skype
- GoogleTalk
- Other _____
- None

8.2 If you used any of the above applications, what features did you like the most about them?

8.3 How likely will you quit using your current service and switch to Skype?

Very Unlikely	Somewhat Unlikely	Not Sure	Somewhat Likely	Very Likely
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8.4 "I would quit my current service and start using kype if.."

8.5 If you could design your ideal Voice over IP application, what would it be like?

8.6 Now that you have experience with the application, are you more likely to use it?

- Yes
- No.

Please explain

8.7 Other comments

Thank you for taking the time to provide us with your valuable feedback!!!

