



TCID 574 P4 REPORT



Boutique Mental Health and Wellness

OUR VISION

Our vision is to bring whole mind, body, soul healing to our community through social support, one to ones, workshops, events and retreats with a special focus on mental health.

OUR MISSION

Our mission is to offer experiences for individuals to build community, support and empower one and another. Finding their strengths from vulnerability, while leaning in on one and another using life hardships as leverage to heal.

OUR MEMBERS

Our members and guests are at the heart of every decision we make. Embracing change and innovation, creating a culture of giving and serving. Building long term relationships, healing through community.

THE HIVE SUPPORTS WOMEN ON THEIR JOURNEY THROUGH LIFE,
AND INSPIRES THEM TO EMBODY TRUE TRANSFORMATIONAL HEALING.

Final Usability Report

Allison Hennen & Naba Imran

Executive Summary	3
Usability Test	3
Limitations of the Usability Test	4
Participants	5
Background and Introduction	5
Business Objectives	5
Goals of the Website	6
Usability Test Goals	6
User Analysis and Participants	6
Persona	7
Methodology and Procedure	7
Cognitive Walkthrough	7
Website Experience Survey	9
Demographics	12
Findings	17
Recommendations	24
Conclusion	25
Appendix	26
A: Summary of Tasks	26
B: Participant Screener and Script	27
C: Usability Study Checklist	29
D: Consent Form	31
E: Pre-Study Questionnaire	32
F: Post-Task Questionnaire	36
G: Post-Study Questionnaire	38
H: Experience Questionnaire	41

Executive Summary

The Hive is a center for emotional and psychological well-being located in Waconia, Minnesota. All aspects of a woman's health are addressed in their offerings. The goal of The Hive is to help women find inner peace by fostering positive emotions like joy, self-love, and confidence, as well as by providing a supportive and encouraging environment for them to continue their recovery journeys and make new friends along the way. We conducted a usability test to determine the site's ease of use and navigation, the quality of the content, and whether or not it would encourage a visitor to sign up for a membership or schedule a session.

Usability Test

Before designing the tasks for our study, we conducted an in-depth analysis of the Hive MN website. To gather feedback on how to improve mental health and wellbeing, created a user profile, conducted a cognitive walkthrough analysis to achieve the objectives of the study. Throughout the course of the usability test, six distinct tasks were assigned (Appendix A). Each task were designed with the goals of the usability tests in mind. An in-depth analysis of the website was conducted beforehand, and a survey (Appendix H) was issued to get a feel for how the website interacted with first-time and repeat visitors. Questions on their use of technology were asked. We also did a cognitive walkthrough of the site, identified the target audience, and created a user profile.

Limitations of the Usability Test

Website Navigation Bars

After our first survey, the website's tabs and content were somewhat changed; we noticed these changes when completing the usability study; one of the tasks was to discover the "*Boutique*" however the website had been changed to "*Shop*." The contact box for sending a message was removed and so the participants were not able to send a message. Hence, before beginning our usability test, we should test the tasks and the website to confirm correctness and avoid confusing the users.

Moderators

Due to time and distance constraints, we were unable to have both moderators present at the same time during the study. Having both moderators present while the user is performing the test is more effective because the moderator is taking notes. Each moderator may look at it from a different perspective, which adds more details for the reporting of each task.

Testing

The moderator relied on the think aloud from the participants for virtual testing and was unable to watch participants' navigation through the website during the tasks due to note taking, so sharing their screen would have been more effective as they could see the steps as the participant went through the tasks. When the test

was being administered in the room, two participants were talking over each other as they completed the same job, so if they are in a large room, it will be easier for them and the moderator.

Participants

Though women of all ages will be considered potential customers for The Hive, we want to focus primarily on those who are 18 to 40 years old. We aimed for a diverse group of consumers, including both singles and couples. In order to find people to take part in the "The Hive" Website Experience survey, we deployed a participant screener (Appendix C). Five participants were found to be suitable for the usability test. The other three were not Hive Members, although two of them were.

Recommendations

We learned about the task's degree of difficulty through the Think Aloud Notes. The Post-Task Questionnaire indicated that locating the Retreats and planning a Body Image Workshop were the most challenging tasks due to the number of tabs and number of steps involved in performing each of these activities. According to post-activity task (Appendix F), users were ambivalent about the site's ease of use and navigation and the material's value. There were some modifications noted in the survey, and they might be fixed by tweaking the website. On the basis of comments from participants, we propose the following changes:

Incorporating these improvements into the site should make it easier to use for everyone. Many respondents who filled out the survey after the study concluded

said they felt at ease when using the site. Even though the material was well-structured, it wasn't always easy to understand. They had a positive experience with the website and the test was successful. The test results also suggest that Hive MN's usability and user experience can be enhanced. The accessibility can be improved and some clicks can be reduced for faster navigation. We will share these findings with Heather Boll, the owner of Heal Her Peer Support as we believe that if these recommendations are implemented, the site's usability and usefulness will be strengthened, and the user experience will improve, increasing the number of people who sign up for circles, events, and memberships.

Background and Introduction

The Hive, located in Waconia, Minnesota, is a facility for emotional and psychological well-being. Their website offerings cover all facets of a woman's health. Circles, one-on-one individual support, events, workshops, and retreats are among the services provided.

Business Objectives

- Giving the gift of inner tranquility
- promoting satisfaction, self-esteem, and self-assurance
- Creating a sense of belonging and community
- Assisting ladies on their healing path

Goals of the Website

- To share details about the company

- Increase brand recognition by educating users about the services they offer.
- Increase sales by offering memberships and shopping at the mental health boutique.

A usability test was performed to measure how well the site achieves its goal. The test consisted of six tasks. The first task was intended to acquaint the participant with the website and acquire their first impressions. The remaining five tasks were created with the study's aims in mind.

MILLE WATSON

PROFILE

Gender : Female
 Age : 28
 Education : Bachelor's degree
 Occupation : Economist
 Ethnicity : Caucasian
 Location : Waconia, MN
 Family : Husband and three daughters
 Income : \$100,000+

COMPUTER SKILLS

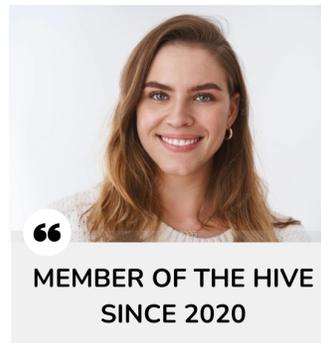
Millie is comfortable using the Internet and computers. She is conversant with social media platforms and has used HiveMN in the past.

TECHNOLOGY

Social Media 
 Website Navigation 

EXPERIENCE WITH HIVEMN:

Millie has been a member of The Hive for 3 years. She sought out The Hive's services at the start of her personal growth/healing journey. She uses the website to book classes and workshops.



Usability Test Goals

- Is it easy to use and navigate the website?
- Is the information helpful?
- Will the information help them use, arrange a session, or sign up as a member?

User Analysis and Participants

Persona

The persona is a member of Hive and has attended many sessions and has used the website to schedule her classes. With the help of this persona, we were able to

acquire a perspective comparable to that of the users who will interact with "The Hive" Website Experience survey. It also helped us step outside of ourselves and understand that different users have varied requirements and expectations as they navigate the website.

Methodology and Procedure

Cognitive Walkthrough

The cognitive walkthrough consisted of 6 tasks that were typical of the persona we created for The Hive, named Millie. The 6 tasks are as follows:

Task #	Is the user able to identify the correct command or buttons?	Will this user know that this command will execute the action that they want?	What was a success or failure?
1	Yes	Yes	The main functions of the website are located in the navigation bar, making it easy for Millie to immediately identify the "Retreats" page.
2	No	No	Millie had difficulty finding the login portal. Within the navigation bar or anywhere at the top of the page, there isn't a login button. Instead, it's located under the "About Us" section. Millie initially clicked on "Circles and Events" within the navigation bar.
3	Yes	No	It took Millie some time to figure out the contact page. She easily identified the "Contact" tab in the navigation bar, but she had to scroll down under the contact form to schedule a free tour.
4	Yes	Yes	Millie easily found the "Mental Health & Wellness

			Boutique" under the "Shop" tab in the navigation bar.
5	Yes	No	Millie easily identified the "Circles and Events" tab in the navigation bar, but she was slightly confused about how to schedule a circle. She initially tried to hover her mouse over the calendar at the top of the page, but the circles in the calendar were not linked to any circles.
6	Yes	Yes	Millie easily identified the "Membership Opportunities" tab in the navigation bar. She continued to scroll down the page until she saw the correct membership and proceeded to add it to her cart.

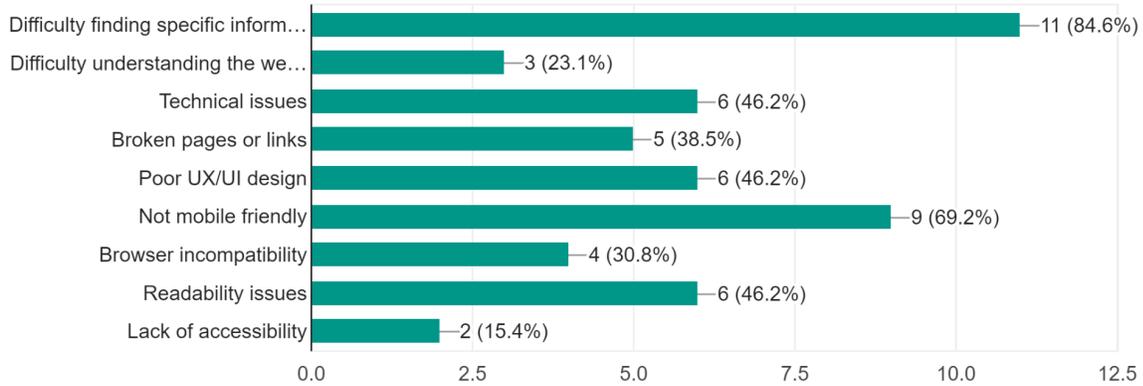
Website Experience Survey

Our survey featured 23 questions and was conducted through Google Forms.

Current Hive members, their families, and friends all took part. After reaching out to a large number of our intended audience members, we found that on average 15 people responded to each survey question. The most common complaint among respondents was problems accessing specific information (62.5 percent), followed by difficulties comprehending the website's objective and readability issues.

What problems have you previously had with other websites? Select all that apply.

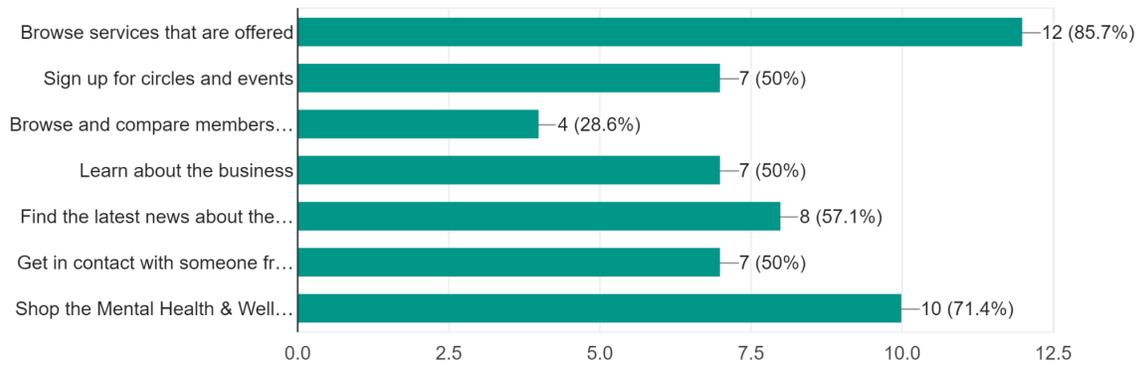
13 responses



When asked what goals they hoped the website would help them achieve, 85% said they wanted to browse the services offered, 71.4% said they wanted to shop the mental health and wellness, and 50% said they wanted to sign up for circles and events, learn about the business, and get in touch with support.

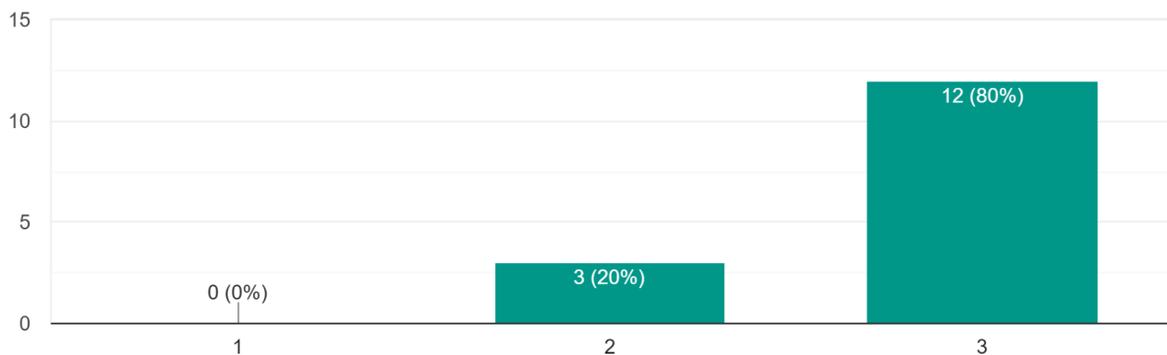
What objectives do you hope the website will help you achieve? Select all that apply.

14 responses



How pleasant is the website's appearance?

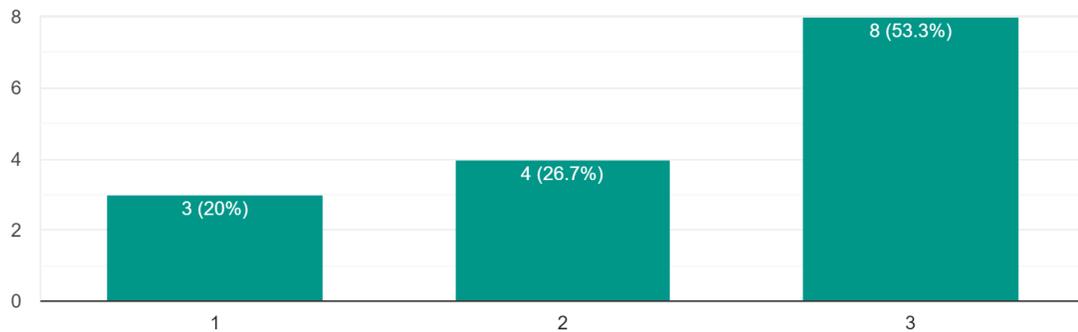
15 responses



Overall, respondents' perceptions and experiences with the website are positive, as evidenced by the overwhelming positive replies received. There were a few obstacles that made it difficult to navigate through the homepage; so, we took into consideration their previous troubles that they had with other websites, and we wanted to fix their difficulties so that they may visit the website again and become a member of it.

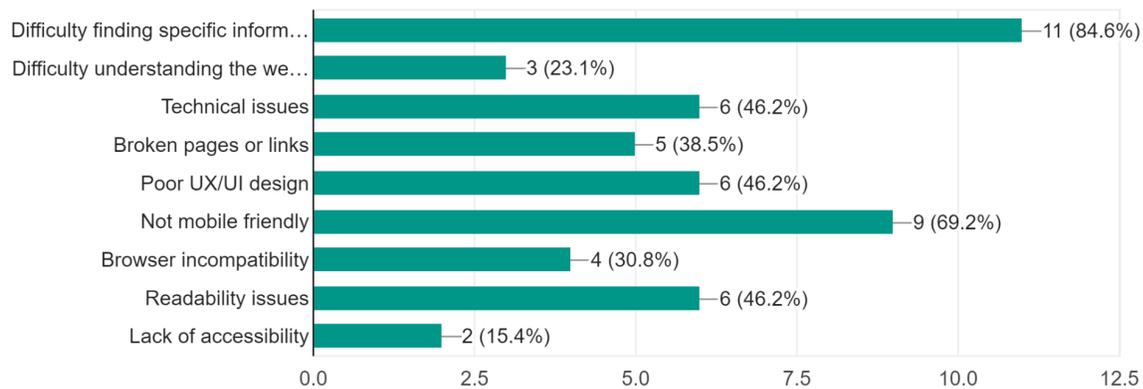
How likely are you to visit the website again?

15 responses



What problems have you previously had with other websites? Select all that apply.

13 responses

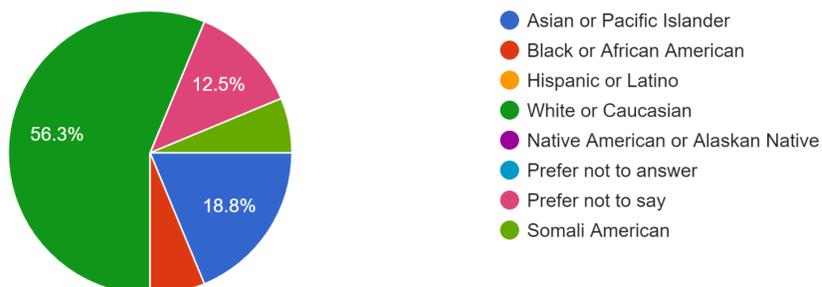


The questions posed to the respondents were useful in examining the website since they were geared toward meeting the specific goal of giving an assessment of the website from regular users. Furthermore, the questions were focused only on user interactions with the website during their exploration. As a result, these questions were pertinent and well-structured to the survey's goal.

Demographics

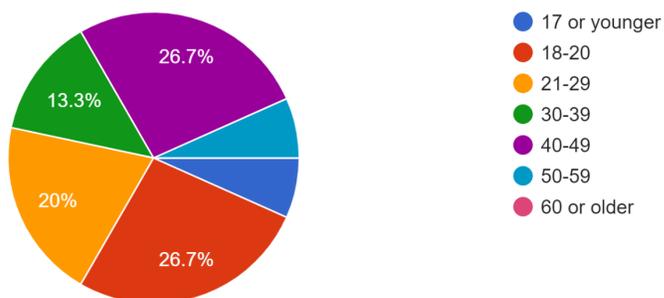
Which of the following best describes you? Select all that apply.

15 responses



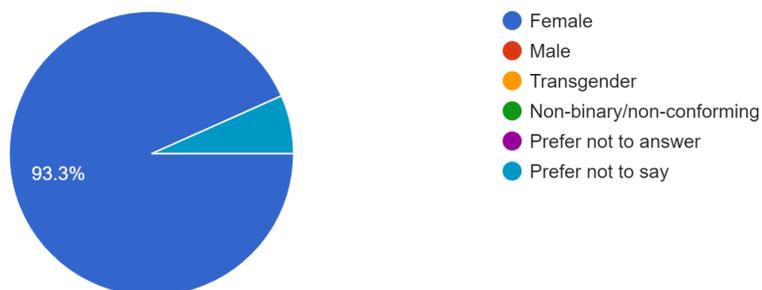
What is your current age in years?

15 responses



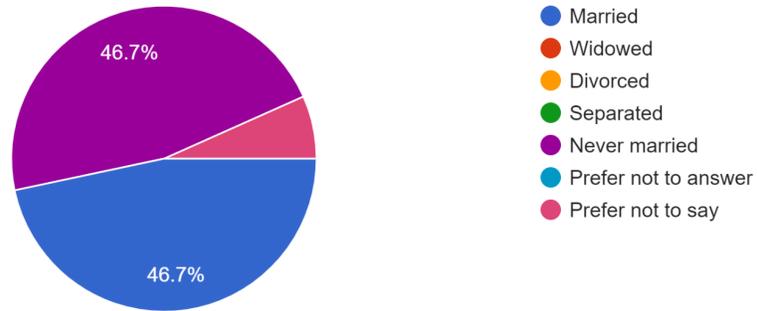
What is your gender?

15 responses



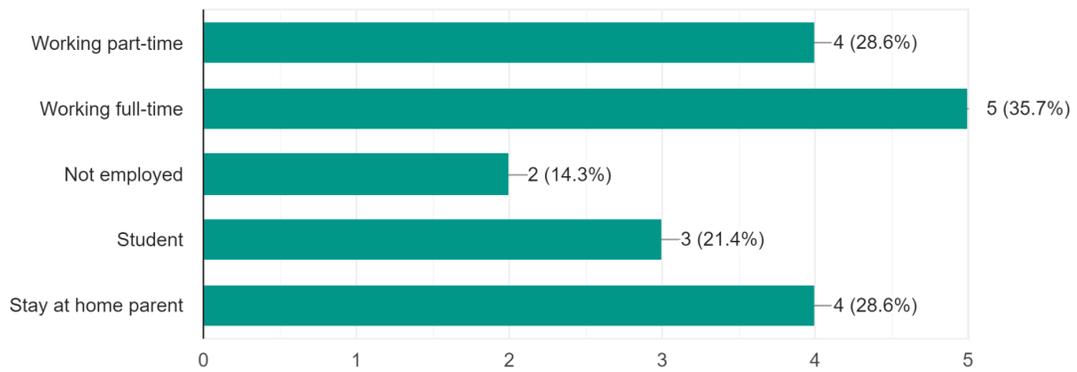
What is your marital status?

15 responses



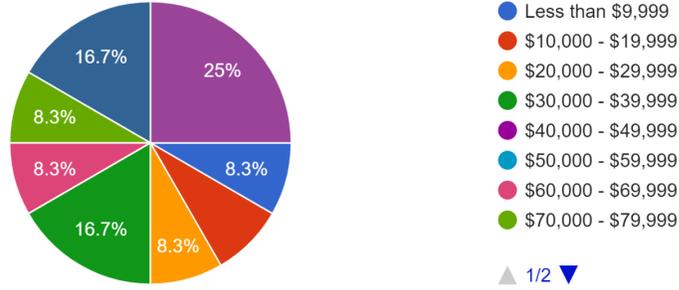
Which of the following best describes your employment status? Select all that apply.

14 responses



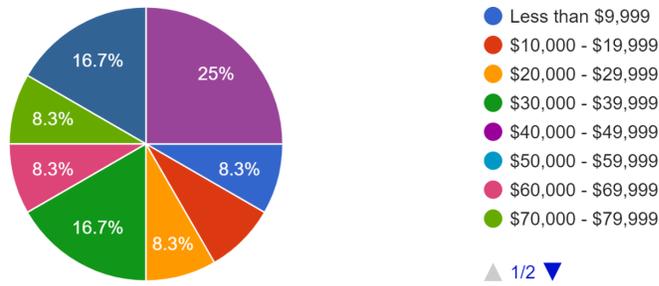
How much total combined money did all members of your household earn in 2021?

12 responses



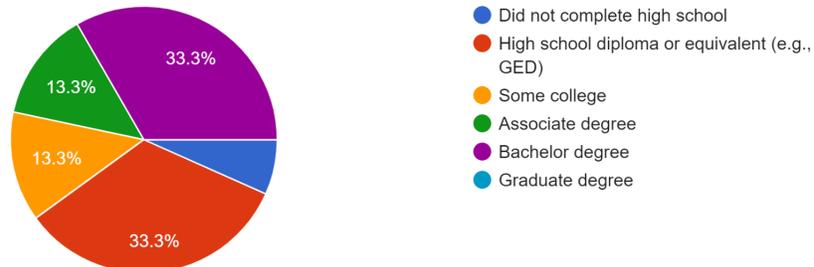
How much total combined money did all members of your household earn in 2021?

12 responses



What is the highest level of education you have completed?

15 responses



Because the vast majority of people who visit a website are aware of what the company does and what it stands for, we modeled our persona after their level of technological proficiency and the way they engage with content online. We developed a user persona that was really pertinent to the questions that we presented in order to ensure that we were addressing the correct audience. Because we targeted a wide range of demographic groups, the majority of the people who responded to our survey were of Caucasian ethnicity, which is consistent with the qualities of our persona. The majority of respondents indicated that their total family income was at least \$100,000, and the two largest groups had bachelor's degrees (33.3% of respondents) and high school diplomas (33.3% of respondents). The majority of the people who responded to our survey were of Caucasian ethnicity and held a bachelor's degree; these are two of the qualities that make up our persona. The majority of the women held full-time jobs, and the percentage of single women and married women both stood at 46.7%; hence, our persona was a good match for these demographics.

Think Aloud

The think aloud method was used in the usability test, where we recruited participants to volunteer for our study. Through this method, we gained valuable insight on participants' thoughts, feelings, and actions while completing the 6 tasks:

1. Become familiar with the website and make a first impression of it, go through the different tabs, look at the text and colors
2. Locate the "Retreats" page and click on the November 19th retreat
3. Locate "The Honeycomb Monthly Membership" and add it to your cart

-
4. Locate the Mental Health & Wellness Boutique and click on the link to shop the products
 5. Schedule an appointment for Intimacy, Sexuality and Body Image Coaching and select the Body Image Coaching
 6. Locate the contact information and send a message

Usability Test

Participant recruitment for the usability test was found through family, friends, along with members and non-members of The Hive. We pitched our study to those who showed interest, in which they were given a participant screener that was administered in person. If they passed the screener questions, they were eligible and invited to participate in our usability study. All five of the respondents were eligible to participate in the test.

The usability test was completed between November 16 and November 18, 2022. It was conducted in several different settings, including a computer lab, a coffee shop, and The Hive's meeting room. The testing locations were peaceful, comfortable, and quiet. The test held in the computer lab used a desktop computer, where the other locations used a Windows HP laptop. Each test session included a moderator who was responsible for preparing the test location and materials, observing participants, and taking notes. To ensure consistency with how the test was administered, a moderator was guided by a checklist and a script to read from. In addition to note taking, a moderator captured audio recordings once consent was given and the test began. The sessions took approximately one hour to complete, where participants were given a pre-study questionnaire, post task questionnaire for each task, and a post study questionnaire.

The test involved six tasks. The first task was designed to familiarize participants with the website and to gather their initial impression. The remaining tasks were designed around the goals of the usability test to help determine:

1. If the website is easy to use and navigate
2. If the information is helpful
3. If the information helps users book a session or sign up as a member

At the conclusion of the test, participants were given a post-study questionnaire with questions about website use, information quality, and interaction quality. All of the questions employed a 7-point scale, with 1 denoting strong agreement and 7 denoting strong disagreement, along with the NA choice.

Findings

Pre-Study Questionnaire Results

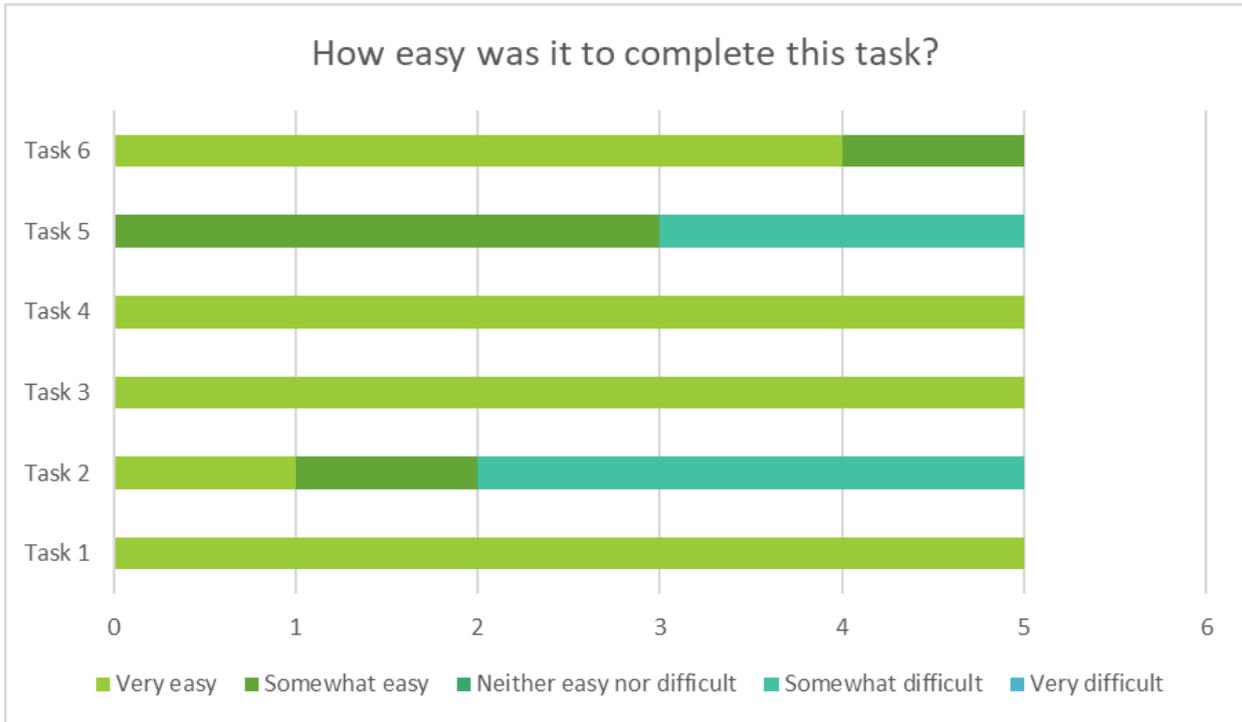
Members

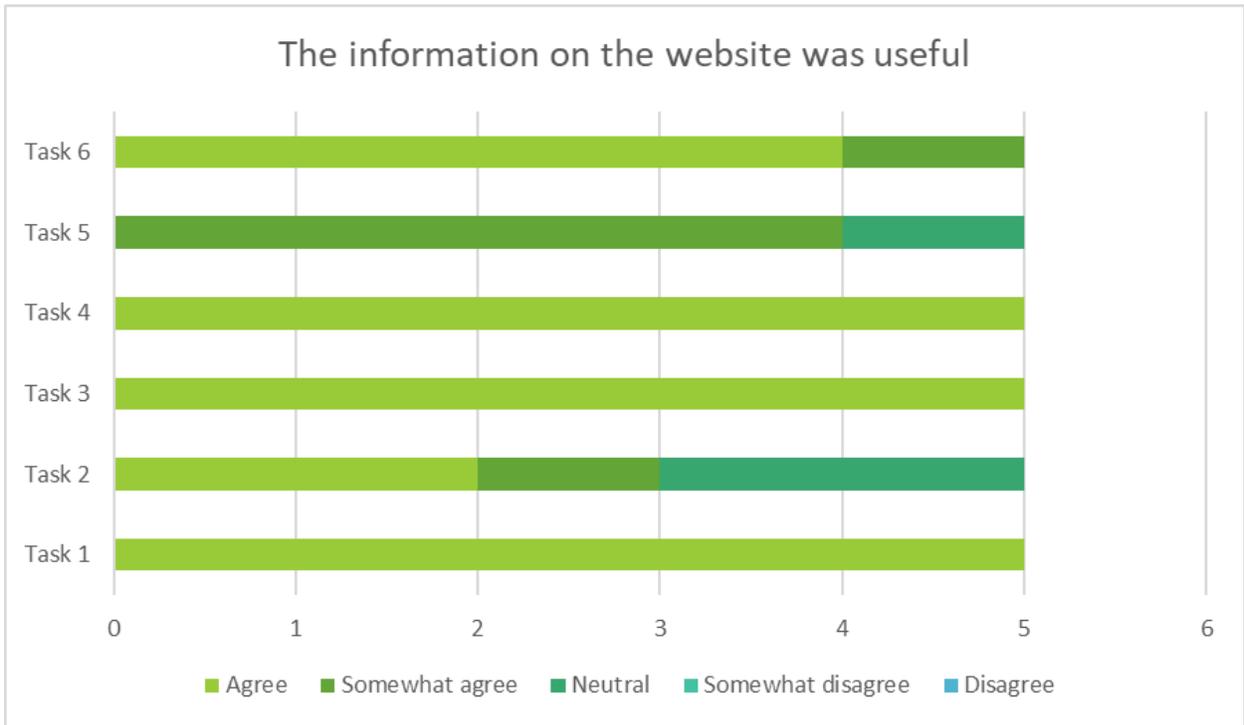
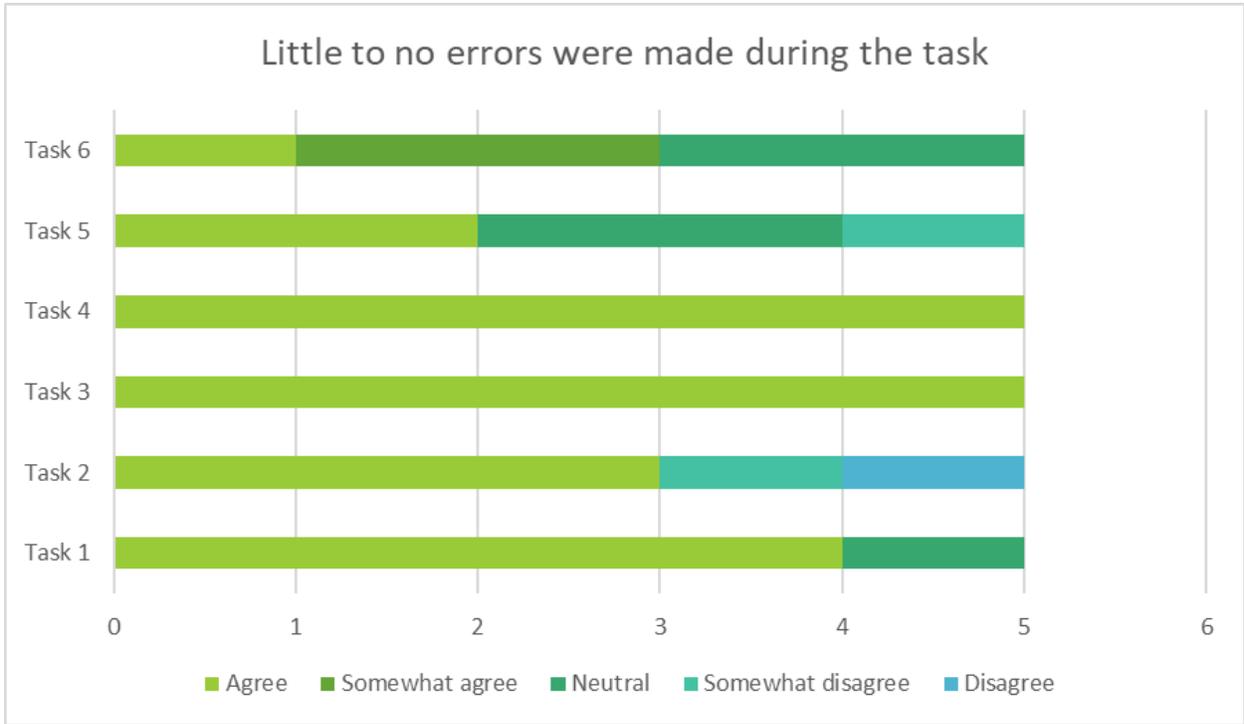
While the participants that were members have been to The Hive's website, they were not very familiar with it. They noted that they only used the website in the initial phase of learning about The Hive and their services. Once they became a member, they relied on the mobile application to book services and use the website less than once a month. When asked about the reason for using the website, they recorded that it's mainly used to search for the latest news about the services and/or events and to view the monthly calendar.

Non-Members

Out of the three participants that were non-members, they all recorded that they have not sought out mental health services. Two out of the three recorded that they have been to The Hive's website, in which they had used while completing the survey questionnaire prior to the usability study.

Task & Scenario Results







Please leave any additional comments about your experience completing this task					
	Participant 1 - Caralynn (member)	Participant 2 - Sandra (member)	Participant 3 - Pachia (non-member)	Participant 4 - Law (non-member)	Participant 5 - Miguel (non-member)
Task 1	No answer	Easy step, search and locate and familiarize	Quite clear on labels, can't go back to main profile	I think the website is very beautiful, and whenever you click on something, it has a picture and descriptions of it as well	Some text color was not accessible with the background color. Too much information in each site. Reviews always visible below footer. Circles and events has a non-functioning calendar that looks like it is clickable

Task 2	Go to the services drop down menu and then find "retreats". Retreats doesn't have its own tab	Easy to navigate	Couldn't find the retreats page. Thought it was in events page, tricky to find the date due to blending in	I thought the retreats was at the events column and when I clicked on it, it was not there	Too much information spread throughout the site. Many redundant blocks with the same information. Retreats are not obvious to select
Task 3	No answer	Very easy, clean, and not too many clicks needed	Found the membership button which was found at the top. After scrolling down it was there	When I look at the website, the membership was at the top corner and then I clicked on it and it was there like I expected, so it was easy to navigate this one	No answer
Task 4	No answer	Easier than I thought	Naba said boutique when there was only "shop" on the page. I thought it was shop only but then Naba confused me when she said boutique	When Naba said boutique I was like what, then she also said the word shop and then I was thinking oh maybe she is talking about the shop section and I was right	The shop button was easy to find. There is not mention of boutique or what it sells
Task 5	No answer	Hard to find the info at first, really had to search	Clicking too much. Too many words, seems clustered to get there. Seems squished. Confused on what might be	It was easy to click on the schedule here and then when I am clicking on the intimacy, sexuality and body image	Schedule takes you out of the site and there are too many options displayed altogether. Clicking on any

			the difference. Some have no pricing. Some places the logo doesn't go back to home	coaching, there is other stuff on there as well. Some have prices and some don't. Need more organization. I want the logo to take me back to the site	takes you to another menu and the design is not consistent. Needs more consistent design across the site and there should always be a way back to the site
Task 6	Easy to do	Very easy and clear to find, multiple options to contact	I like the box where you can just send the information without the extra stuff	If I do not want to use this laptop that I am searching the website on then I am able to put the phone number on my phone.	Every page has a contact us that goes into appointment instead of contact information. Contact site also has this button and it is confusing

During this task, was there anything that met or did not meet your expectations?					
	Participant 1 - Caralynn (member)	Participant 2 - Sandra (member)	Participant 3 - Pachia (non-member)	Participant 4 - Law (non-member)	Participant 5 - Miguel (non-member)
Task 1	No	No	Everything was met	Everything met expectations	Schedule and shop link did not work as I would usually expect
Task 2	No	Thought there would be more info about retreat available before having	Finding the retreat was a struggle	I thought it would be easier to find the retreats	No answer

		to click on additional links			
Task 3	No	No	Went faster to find because it has its own button and page	Everything met expectations	Membership opportunities are clear and concise
Task 4	No	No	Was easy to find	It was easy to navigate	Shop takes you out of website and can't go back
Task 5	No answer	It was harder to find than I thought	Too many clicks to get there	There were things that confused me	No answer
Task 6	No	No	Easy to find but there was another contact us and they take to different site	I like the way it is	Contact button in the landing page does not take you to contact

Post-Study Questionnaire Results

	Pachia	Law	Miguel	Caralynn	Sandra	Average	Result
Website Use							
It is easy to use this website	4	2	2	2	1	2.2	Agree
I can complete a task without encountering any problems	4	4	3	2	1	2.8	Agree
I can complete a task relatively quickly	3	4	2	1	1	2.2	Agree
I feel comfortable using this website	3	2	4	1	1	2.2	Agree
Information Quality							
I can recover easily after making a mistake	3	1	7	1	1	2.6	Agree
It is easy to find the information I needed	4	3	2	2	2	2.6	Agree
The information is easy to understand	3	3	4	1	1	2.4	Agree
The organization of information on the website pages is clear	4	1	6	1	3	3	Somewhat agree
It is clear what kind of services the website offers	3	2	3	1	1	2	Agree
The organization of information on the website is clear	2	3	4	1	2	2.4	Agree
The categories in the navigation bar are helpful for quickly finding information	3	4	1	1	1	2	Agree
The information on the website was readable	4	5	7	1	1	3.6	Somewhat agree
Interaction Quality							
The website is pleasant	4	3	2	1	1	2.2	Agree
The website met my expectations	5	3	2	1	1	2.4	Agree
Overall, I like using this website	4	2	4	1	1	2.4	Agree
The colors used in the website are appealing	5	3	6	1	1	3.2	Somewhat agree

Key:

1 = Strongly Agree

2 = Agree

3 = Somewhat agree

4 = Neutral

5 = Somewhat disagree

6 = Disagree

7 = Strongly Disagree

Recommendations

The following changes are suggested to make hivemn.com more usable as a consequence of the usability test and participant comments. Implementing the suggestions below will enhance the user experience by increasing the navigation and usability of the website, and help users sign up for circles, events, retreats and memberships.

Design

- Add a drop down menu under 'Circles and Events' and add 'Retreats'
- Include a contact box to provide an alternative way for communication

The image shows a contact form with the following elements:

- A dropdown menu at the top with the text "General Inquiry" and a downward arrow.
- A text input field labeled "Name".
- A text input field labeled "Email".
- A large text area labeled "Enter your message" with a small cursor icon at the bottom right.
- An orange "Submit" button at the bottom.

- Change the taskbar so that it is one row



About Us Services - Aerial Studio Circles and Events Membership Opportunities
Schedule Here Shop Contact Us

About Us Services - Aerial Studio Circles and Events Membership Opportunities Schedule Here Shop Contact Us

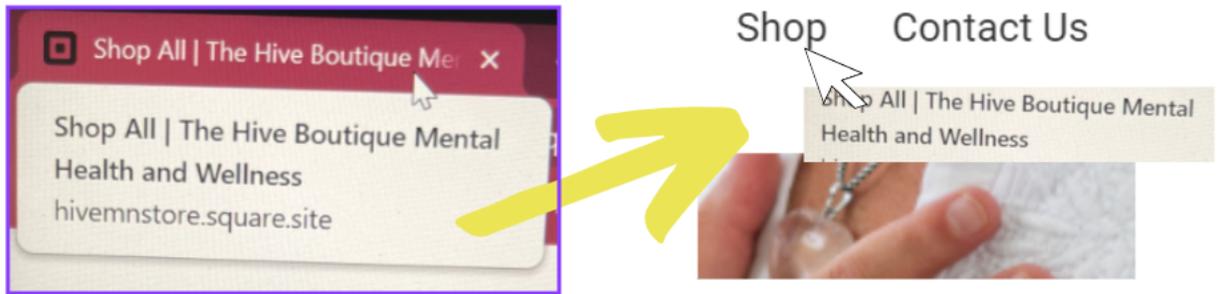
- When a user scrolls down after viewing the website's calendar of events, it may take time to register as they have to find the date through the list below. It would be simpler to discover registration URLs on the calendar itself as opposed to having to scroll to find the date.

Accessibility

- Make navigation easier by adding buttons and ensuring the logo always takes you to the home page.



- Clicking on shop hyperlink should include a box that says 'The Hive Mental Health Boutique and Wellness' instead of having it on the tab.



- Ensure links work across the site
- Change font so the text is readable for all users
- Improve the contrast
- Include alternative text



Retreat November 19th 10:00am-4:00pm – Waconia, MN
 Spots available \$599
 Pay and Register Here: <https://app.acuityscheduling.com/owner=16732364&appointmentType=35469805>

April 28th-30th 2023 – Pequot Lakes, Minnesota Wee
 SOLD OUT (wait list is available upon request)

September 22-October 2nd, 2023 – Bali
 VIP Suite Available \$7,950
 Down Payment and Register Here: <https://checkout.square.site/merchant=hivemn.com/order=16732364>
 \$1,000 down payment, once received further info will follow
 For more information email info@hivemn.com

26 Features
 10 X Alternative text

16 Contrast Errors
 16 X Very low contrast

19 Alerts
 1 X Missing first level heading
 2 X Skipped heading level
 1 X Possible list
 2 X Redundant link

Content

- Clearly establish the type of website and the type of services offered on the home page
- Place information in meaningful places
- The website creator logo should be at the bottom or corner of the page and it should say "REVIEWS" so people can see what the comments are about



WEBSITE CREATED BY METANOIA

 **Jamie Favorite Simmons**
about 5 months ago

The Hive is a place with a mission behind it that we all need. I love everything that is offered here and it is truly a come as you are place to heal. Whole body health is important to me and The Hive offers that. The minute you walk in one of these buildings you feel peace and support. This community is exactly why we need right now. There is so much to offer from 1:1 support to group support and events and circles along the way that I think are pure gold.

Like 1 Share

 **Amy Janzen**
about 5 months ago

The Hive is INCREDIBLE! They have a safe place to go to for 1:1 support in challenging times whether of adults, teens or children are in need. Heather and the professionals also created circles for people who need guidance or support in a group environment. I am a big fan of the floating meditation and how it allows me relax, get out of my head and just be with myself. As a busy mom and business owner, I have to be intentional at putting myself first so I am able to pour into... See more

Like 2 Share 2

 **Allison Hennen**
about 10 months ago

The Hive is absolutely wonderful no matter where you are in your healing journey. They offer so many unique services to meet your personal needs. The professionals are so informative and truly care about you and your health. I always look forward to my circles with Heather & Sara ❤️ I owe it all to The Hive. I would not be where I am today without their services.

 **Jamie Favorite Simmons**
5 months ago

place with a mission behind it that we all need. I love it is offered here and it is truly a come as you are place to heal. health is important to me and The Hive offers that. The minute ne of these buildings you feel peace and support. This exactly why we need right now. There is so much to offer from group support and events and circles along the way that I gold.



 **Allison Hennen**
about 10 months ago

The Hive is absolutely wonderful no matter where journey. They offer so many unique services to m The professionals are so informative and truly ca health. I always look forward to my circles with H all to The Hive. I would not be where I am today v

Conclusion

According to the usability test, hivemn.com's usability and user experience can be enhanced. Despite the site's overall well-designed layout, it can be challenging to navigate and locate useful information. The usability and functionality of the website will be significantly increased by putting the aforementioned suggestions into practice, creating a better user experience.

Appendix

A: Summary of Tasks

Task 1	Become familiar with the website and make a first impression of it, go through the different tabs, look at the text and colors
Task 2	Locate the "Retreats" page and click on the November 19th retreat
Task 3	Locate "The Honeycomb Monthly Membership" and add it to your cart
Task 4	Locate the Mental Health & Wellness Boutique and click on the link to shop the products
Task 5	Schedule an appointment for Intimacy, Sexuality and Body Image Coaching and select the Body Image Coaching
Task 6	Locate the contact information and send a message

B: Participant Screener and Script

If terminated, say, "Okay, I appreciate you taking the time to respond to some questions. You do not currently meet the requirements for this particular study. If screening wasn't terminated, finish this step after all questions have been answered.

Qualifies? Yes No

Notes:

Candidate Information

Name: _____

Recruiter Introduction

Hello, My name is Allison Hennen and my name is Naba Imran, undergraduate students at Metropolitan State University in St. Paul, Minnesota. In order to complete my assignment, I need to ask you a few questions about your experience using the website HiveMN.com. The answers to the questions will help me decide whether you would be a good study participant. If so, I would like to invite you to a single, one-hour session in a place that's calm and convenient for you.

Questions

- Will you allow me to record audio of the session if you are chosen?
 - Yes (keep going)
 - No (terminate)
- Do you search the internet for services geared toward women's health and focusing on the mind, body, and soul?
 - Yes (keep going)

-
- No (terminate)
 - Are you concerned that there isn't enough support for women's mental health and wellness?
 - Yes (continue)
 - No (terminate)
 - What device do you prefer to use when looking for this type of information?
 - Smartphone (Continued)
 - Tablet/iPad (Continued)
 - Laptop (Continued)
 - Desktop (terminate)
 - Are you familiar with Windows-based laptops?
 - Yes (continue)
 - No (terminate)
 - Are you a person born between 1985 and 2002?
 - Yes
 - No
 - Prefer not to respond
 - Have you ever visited Hive MN.com?
 - Yes, but what exactly did you do on the website?

 - No

Getting in Touch

I appreciate you answering these questions. Please be on time when we meet to do the usability study—10 minutes early. We will have enough time to complete the release form and respond to any queries you may have as a result.

- What is the best way for me to contact you and schedule a session if you are chosen for this study?

Cell: _____

- Is it OK for me to text this number?

-
- Yes (continue)
 - No (terminate)

Email: _____

- Is there a particular time or day of the week that works best for you?

Please write the time and circle the day

Day of the Week	Time (8.00 AM - 5.00 PM)
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	

C: Usability Study Checklist

Confirm Participant Availability

- Contact participant to confirm date, time, and location

Session Prep

-
- Charge laptop
 - Secure audio recorder
 - Print the following documents and place them in a folder:
 - Usability test protocol
 - Consent form
 - Pre-Study Questionnaire
 - Post-Task Questionnaire
 - Post-Test Questionnaire
 - Number each Post-Task Questionnaire
 - Pack backpack with:
 - Printed questionnaires
 - Laptop
 - Laptop charger
 - Audio recorder
 - Pens/pencils
 - Large sized envelope
 - Notepads – 1 for participant and 1 for moderator

Day of Session

30 minutes before scheduled time

- Arrive at the designated location
- Setup laptop and audio recorder
- Open the website on Google Chrome
- Set up test area with a desk, chair, and supplies

When participant arrives

- Follow Pre-Study script:
 - Welcome and study introduction
 - Gain consent forms
 - Pre-Study Questionnaire
 - Remind participant that this test will take some time and they can take breaks as needed
 - Remind participant that they can ask questions at any time throughout the duration of the study

Conduct Usability Study

- Follow Usability Test Script:
 - General instructions
 - Turn on audio

-
- Conduct scenarios/tasks 1-6
 - Offer a break at the beginning of task 3

Concluding Usability Test

- Turn off audio recorder
- Follow the Post-Test Script:
 - Post-Test Questionnaire
 - Thank participant

After Participant Leaves

- Clean up test area
- Pack backpack with:
 - Laptop
 - Laptop charger
 - Audio recorder
 - Pens/pencils
 - Large sized envelope with completed forms
 - Notepads

D: Consent Form

This usability study is being conducted by Allison Hennen and Naba Imran, undergraduate students at Metropolitan State University. It is part of a semester-long project investigating product and service usability and user experience. It has nothing to do with the Natural Resources Defense Council (NRDC) or the Hive MN service campaign.

In this usability study you will be asked to:

- Perform a set of six tasks related to a website called HiveMN.com
- Provide feedback (such as ease of use, ease of navigation, content usefulness) related to said website

The audio from the sessions will be recorded and kept until December 5, 2022, when it will be deleted or destroyed.

Participation in this usability study is entirely voluntary, and your name or any other identifying information will never be used or shared. You have the right to withdraw your consent and stop participating in the study at any time.

By signing below, you acknowledge that you have read and comprehend the information on this form and that any questions about the session have been addressed.

Thank you for joining us on our educational journey!

Singutaure

Date

E: Pre-Study Questionnaire

- 1.) Have you sought out mental health services such as but not limited to, peer support or therapy?
 - a.) Yes or No
- 2.) Have you ever been to The Hive's website?

-
- a. Yes or No
- 3.) If you answered “Yes” to question 6, please explain what you did on the website. If you answered “No” please continue to question 5.
- a. Learn more about the company
 - b. Search for the latest news about the services and/or events
 - c. Book services, such as circles, workshops, retreats, and aerial classes
 - d. Used the member login
 - e. Browse membership opportunities
 - f. Read biographies about participating partners
 - g. View the monthly calendar for services offered
 - h. Purchase products from the Mental Health & Wellness Boutique
 - i. Contact the company
 - j. Other

4.) How frequently do you use the website?

- a. Daily
- b. 4-6 times a week
- c. 1-3 times a week
- d. Every other week

e. Once a month

f. N/a

5.) Are you a current or past member of The Hive?

a.) Yes or No

6.) If you answered "Yes" to question 5, what service(s) did you receive? If you answered "No" you do not need to answer further questions.

a. One-on-one support

b. Circles

c. Workshops

d. Aerial studio classes

e. Retreats

7.) Which benefit(s) do you receive from your service(s)?

a. Sense of community

b. Sense of belonging

c. Healing from trauma

d. Finding the meaning of life

e. Confidence

f. Physical gains

g. Self-awareness

h. Coping with anxiety, depression, or other mental health disorders

i. Other

8.) Why did you choose The Hive for your service(s)?

F: Post-Task Questionnaire

Task # ____

1. How easy was it to complete this task? [use Likert rating scale]

- a. Very easy
- b. Somewhat easy
- c. Neither easy nor difficult
- d. Somewhat difficult
- e. Very difficult

2. How long did it take to complete this task compared to your expectations? [use rating scale]

- a. Less time than expected
- b. About as much time as expected
- c. More time than expected
- d. I couldn't complete the task

3. Little to no errors were made during the task [use Likert rating scale]

- a. Agree
- b. Somewhat agree
- c. Neutral
- d. Somewhat disagree
- e. Disagree

4. The information on the website was useful [use Likert rating scale]

-
- a. Agree
 - b. Somewhat agree
 - c. Neutral
 - d. Somewhat disagree
 - e. Disagree

5. During this task, was there anything that met or did not meet your expectations?

- a. Short answer

6. Did the website help you accomplish your goal(s)?

- a. Yes
- b. No
- c. Somewhat

7. Please leave any additional comments about your experience completing this task

G: Post-Study Questionnaire

While completing these questions, please refer to your experience when you performed the six tasks.

Please read each statement and indicate how strongly you agree or disagree by circling a number on the scale.

Website Use

It is easy to use this website	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
I can complete a task without encountering any problems	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
I can complete a task relatively quickly	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
I feel comfortable using this website	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A

Information Quality

I can recover easily after making a mistake	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
---	----------------	---	---	---	---	---	---	---	-------------------	-----

It is easy to find the information I needed	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
The information is easy to understand	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
The organization of information on the website pages is clear	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
It is clear what kind of services the website offers	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
The organization of information on the website is clear	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
The categories in the navigation bar are helpful for quickly finding information	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A

The information on the website was readable	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
---	----------------	---	---	---	---	---	---	---	-------------------	-----

Interaction Quality

The website is pleasant	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
The website met my expectations	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
Overall, I like using this website	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A
The colors used in the website are appealing	Strongly agree	1	2	3	4	5	6	7	Strongly disagree	N/A

H: Experience Questionnaire

Link to survey: <https://forms.gle/iskj5PhNuoPAIqKa7>

Number of questions: 23

"The Hive" Website Experience

I am a student in TCID 574, Usability and User Experience, at Metropolitan State University. Thank you for participating in this brief survey. Participation is voluntary and there are no penalties if you skip any questions or choose not to take the survey. By completing this survey, you have consented to participate.

Please use the website link below to answer the following questions.

<https://hivemn.com>

1. What problems have you previously had with other websites? Select all that apply.

Check all that apply.

- Difficulty finding specific information
- Difficulty understanding the website's purpose
- Technical issues
- Broken pages or links
- Poor UX/UI design
- Not mobile friendly
- Browser incompatibility
- Readability issues
- Lack of accessibility

Other: _____

2. What objectives do you hope the website will help you achieve? Select all that apply.

Check all that apply.

- Browse services that are offered
- Sign up for circles and events
- Browse and compare membership opportunities
- Learn about the business
- Find the latest news about the business
- Get in contact with someone from the business
- Shop the Mental Health & Wellness Boutique

Other: _____

3. Upon arrival to the website, is it clear what kind of services the company offers?

Mark only one oval.

- Yes
 Somewhat
 No

4. How pleasant is the website's appearance?

Mark only one oval.

- 1 2 3
Unsatisfied Satisfied

5. How easy is it to navigate the services page?

Mark only one oval.

1 2 3

Difficult Easy

6. How easy is it to find the contact information?

Mark only one oval.

1 2 3

Difficult Easy

7. Are the membership plans clear?

Mark only one oval.

Yes
 Somewhat
 No

8. Are you a current member of The Hive?

Mark only one oval.

Yes
 No

9. How easy is it to find and browse the products under "Mental Health & Wellness Boutique"?

Mark only one oval.

1 2 3

Difficult Easy

10. Find the "Circles and Events" page. Would it be easier to sign up for a circle by clicking on a link within the schedule calendar?

Mark only one oval.

Yes
 No

11. In your perspective, do you find it easy to sign up for circles and events?

Mark only one oval.

Yes
 Somewhat
 No

12. How likely are you to visit the website again?

Mark only one oval.

1 2 3

Unlikely Likely

13. From your experience with The Hive's website, did you face any of the following problems?

Select all that apply.

Check all that apply.

Difficulty finding specific information
 Difficulty understanding the website's purpose
 Technical issues
 Broken pages or links
 Poor UX/UI design
 Not mobile friendly
 Not browser friendly
 Readability issues
 Lack of accessibility
 Other: _____

14. Do you have any suggestions to improve the website's usability?

Demographic Information

15. What is your current age in years?

Mark only one oval.

17 or younger
 18-20
 21-29
 30-39
 40-49
 50-59
 60 or older

16. Do you live within 15 miles of Waconia, MN?

Mark only one oval.

Yes
 No

17. What is your gender?

Mark only one oval.

Female
 Male
 Transgender
 Non-binary/non-conforming
 Prefer not to answer
 Other: _____

18. Which of the following best describes you? Select all that apply.

Check all that apply.

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- White or Caucasian
- Native American or Alaskan Native
- Prefer not to answer
- Other: _____

19. What is your marital status?

Mark only one oval.

- Married
- Widowed
- Divorced
- Separated
- Never married
- Prefer not to answer

20. How many children live in your household? (Age 17 and younger only).

Mark only one oval.

- None
- 1
- 2
- 3
- 4
- More than 4
- Prefer not to answer

21. What is the highest level of education you have completed?

Mark only one oval.

- Did not complete high school
- High school diploma or equivalent (e.g., GED)
- Some college
- Associate degree
- Bachelor degree
- Graduate degree

22. Which of the following best describes your employment status? Select all that apply.

Check all that apply.

- Working part-time
- Working full-time
- Not employed
- Student
- Stay at home parent
- Other: _____

23. How much total combined money did all members of your household earn in 2021?

Mark only one oval.

- Less than \$9,999
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 or more

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