

SI 622: Evaluation of Systems and Services **User**  
**Testing: Assignment #7**

**YAHOO!** AVATARS

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## Executive Summary

On March 16, we conducted a usability test of Yahoo! Avatars (Y!A) website and its ease of use within the Yahoo! Messenger (Y!M) chat client. A total of five participants were tested: all were current graduate students with significant computer and IM experience. Only one participant had used (Y!A) before, and not extensively. The participants were asked to complete a list of seven tasks designed to test common actions and previously identified usability problems. The major findings of the usability test are:

### Overall successful findings:

1. *Navigation*: New users were successful at navigating through the Y!A site and customizing an avatar.
2. *Saving the Avatar*: The “Save” function was clear and easy for all test subjects to use; allowing for a smooth transition from Y!A back to Y!M
3. *Emoticons*: Emoticons on Y!A site were clear and easy for new users to understand.
4. *Zooming in*: Zooming was a clear and simple task for new users to complete and there were various methods through which they could achieve it.

### Urgent needs: These fixes are of highest priority, and take the least time to fix.

1. A clearer link should be created to guide new users from Y!M to Y!A.
2. The checkboxes on the control panel need to work as checkboxes and not as radio buttons.

### High priority changes: These fixes are important, but may take longer to fix.

1. All users should arrive at Y!A via the same page — The “Getting Started” introduction page for new users is confusing and should be eliminated.
2. Expand use of “Quick Links” navigation from “Homepage” to every page and include each level of submenus on it.
3. Place cross-over items into more than one category to make them easier to locate. This especially applies to “branded” items which could be placed in other categories such as “apparel.”

### Medium priority changes: These fixes are less important, and may take longer to fix.

1. Expand zooming functionality to the chat window by right-clicking on the avatar image and by inserting a zoom option in the pull-down menu directly below the image.
2. Give the “Switch gender” function its own tab and place it in the “Quick links” navigation.

## Introduction

On March 16, we conducted a usability test of Yahoo! Avatars (Y!A) website and its ease of use within Yahoo! Messenger (Y!M) chat client. A total of five participants were tested: all were current graduate students with significant computer and instant messaging experience. Only one participant had used (Y!A) before, but not extensively.

We asked participants to complete a list of seven tasks which we designed to test common tasks on the Y!A website and to test usability problems previously identified from our heuristic evaluation.

## Product Description

A Yahoo! Avatar (Y!A) is an image that can be customized by a user of Yahoo! Messenger (Y!M). An avatar's appearance can be modified in order to reflect the physical appearance, fashion sense, lifestyle, and current mood of the user. Although it is possible to directly create and customize an avatar using the Y!A website, the avatar finds its true function within Y!M. Here the user can share his or her avatar with Y!M contacts. He or she does this by using the path: "Messenger → Change My Display Image (Ctrl+Shift+K) → Share my Avatar → Customize." Choosing "Customize" accesses the Yahoo!'s Avatar customization webpage.

## Methodology

### Equipment Setup

The usability tests were all conducted in a meeting room in West Hall. Participants used a laptop computer with the display resolution scaled to 800 x 600 pixels. The required software (Yahoo! Messenger, Internet Explorer, and Camtasia) was preinstalled and configured for use. The laptop screen was replicated on a second monitor so three observers could monitor the user's behavior without having to look over their shoulder. The test administrator sat beside the participants giving them forms and instructions as necessary.

### Participant Description

Five participants were chosen to complete the usability test. All five are current graduate students at the University of Michigan. They were chosen because they are all familiar with instant messaging applications, but none were expert users with Yahoo! Avatars. Only one participant had even had exposure to Y!A in the past, and that was very limited. Participant responses to a pre-study questionnaire are given in table 1.

Table 1: Pre-questionnaire data for usability test participants

<b>1. What is your undergraduate Area of Study</b>				
Industrial Engineering	Computing & the Arts	MIS & Marketing	Anthropology	English
<b>2. How long have you been using a computer? (in years)</b>				
19	11	15	20	15
<b>3. How long have you been using the internet?</b>				
11	10	14	11	12
<b>4. About how many times per week do you use Yahoo! to search for items on the Internet?</b>				
0	0	0	7	25
<b>5. About how many hours per day are you logged into an instant messaging application?</b>				
8	5	1	0	4
<b>6. About how many hours per day are you actively chatting in an instant messaging application?</b>				
1	1	1	0	1.5
<b>7. How many programs have you used in the last 6 months where you used avatars to represent yourself?</b>				
0	3	0	0	2
<b>8. Which of the following messaging applications do you use the most often?</b>				
AIM, MSN, and Y!M (all in Trillian)	MSN	Y!M	Y!M, MSN	Y!M

## Task Descriptions

The seven tasks used in the usability test were derived from problems discovered during the heuristic evaluation. A list of the relevant problems is given in table 2.

Table 2: Usability problems discovered during the heuristic evaluation

	<b>Problem</b>	<b>Severity</b>	<b>Heuristics Violated</b>
1	The relationship between Yahoo! Messenger and the Yahoo! Avatars page is not clear	4	7.29

2	“What I’m Trying On” list in the control panel does not behave as expected	4	1.10, 1.28, 2.23, 4.1, and 10.23
3	It’s not possible to save multiple avatars or have easy access to an avatar recently created	3	All of section 8
4	Inconsistencies, confusion, and ambiguity of the information architecture	3	1.25, 2.2, 2.9, 2.13, 4.1, 4.39, 4.40, 6.4, 7.12, and 10.6
5	Inconsistencies in navigation, metaphors, and homepage	3	1.1, 1.2, 1.4, and 4.1
6	Emoticons on the control panel are not labeled and their relation to the Yahoo! Messenger program is ambiguous	2	4.5, 11.1, 12.1
7	Help section has navigation and consistency problems	2	10.17, 10.18, 10.19, 10.20, 4.11, 10.9, 10.12, 10.2, and 10.11
8	“Customize my avatar” link is not emphasized visually	1	4.1

The seven tasks designed for the usability test and the corresponding problems they address are given in table 3. When a task required a picture, it was given to them by the test administrator. All user behavior was digitally recorded using a microphone and Camtasia. The observers also took notes during the test.

Table 3: Description of usability test tasks, the required actions and relevant heuristics

Task Description		User Requirements	Heuristic(s) Addressed
1	Use the Yahoo! Messenger interface to set up an avatar for chat	Required the user to navigate from the Yahoo! Messenger client to the Avatars webpage, which is not particularly easy.	1
2	Create an avatar scene that looks exactly like the one in a picture	The user had to find each element that the desired avatar was wearing and add it to their avatar. This tested the categorization of different items on the website.	4, 5, 8
3	Show your avatar and scene to your contact via the messaging window	This required the user to choose to save their avatar on the website and make sure it was shown in the preferences in the Messenger client.	1, 4

4	Make a close-up of your avatar's face (as shown in a picture) and show it to your contact	The user needed to zoom in by using the webpage control panel	1, 4, 5, 6
5	Use the avatar's website to make your avatar look unhappy (as in a picture) and show it to your contact	The user could click on an unhappy emoticon to set their avatar's mood. This tested whether the user understood what the emoticons on the control panel were for.	1, 6
6	Bring the avatar to its initial state (as shown in a picture)	This task tested the control panel check list and made the user remove the items they had previously selected. It was known before the test that the checklist was poorly programmed, so we wanted to observe how users reacted to that.	2, 3
7	Change your avatar from female to male (or male to female) and give it a Yahoo! t-shirt (as shown in a picture) and show it to your contact	This tested how users performed on a less frequent task. Because the Yahoo! t-shirt was in the "Branded" section of the website, it was also a potential source of confusion.	3, 4, 7

## Usability Findings

Several common problems were identified among most or all users in the usability test. Several successful points were also identified. The findings come from our observations of user behavior, along with the subject's verbalizations. A post-questionnaire gave additional insight into what the user was thinking. The responses from the post-questionnaire are all given in Appendix 1.

A summary of the usability test findings is given below. The discussion that follows breaks down the findings by task and discusses specific user behavior that was attempted to complete the task.

### Successful findings:

1. New users were successful at navigating through the Y!A site and customizing an avatar.
2. The "Save" function was clear and easy for all test subjects to use; allowing for a smooth transition from Y!A back to Y!M.
3. Emoticons on Y!A site were clear and easy for new users to understand, as 100% of the participants were easily able to change the avatar's mood using the control panel.
4. Zooming was a clear and simple task for new users to complete and there were various methods through which they could achieve it.

### Urgent needs: These fixes are of highest priority, and take the least time to fix.

5. A clearer link should be created to guide new users from Y!M to Y!A as all but one of the users had trouble figuring out how to get to the Y!A customization pages.

- The checkboxes on the control panel need to function like checkboxes and not like radio buttons. Users become confused and annoyed when the checkboxes behave in an odd manner and items reappear unexpectedly.

#### **High priority changes: These fixes are important, but may take longer to fix.**

- All users should arrive at Y!A via the same page — The “Getting Started” introduction page for new users is confusing and should be eliminated. It should be replaced with the home page so that user’s find a common “front page” each time they visit the site.
- Expand use of “Quick Links” navigation from “Homepage” to every page and include each level of submenus on it. The language and purpose of the submenus lacks consistency, so expanding the “Quick Links” section should fix this.
- Place cross-over items into more than one category to make them easier to locate. This especially applies to “branded” items which could be placed in other categories such as “apparel.” Users have particular trouble finding items that they think are in one category but reside someplace else.

#### **Medium priority changes: These fixes are less important, and may take longer to fix.**

- Expand zooming functionality to the chat window by enabling right-clicking on the avatar image and by inserting a zoom option in the pull-down menu directly below the image.
- Give the “Switch gender” function its own tab and place it in the “Quick links” navigation as users currently have problems finding it in the “Preferences” section.

## **Task 1:**

Use the Yahoo! Messenger interface to set up an avatar for chat.

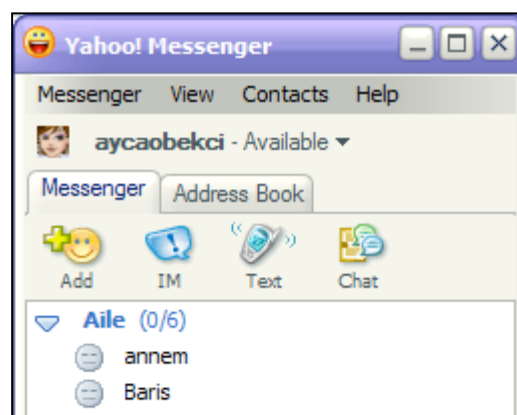
### **Task Objectives:**

Our heuristic evaluation found that the relationship between Y!M and Y!A is not clear. Our first task was to test how easy it was for the participants to locate the Avatars page starting from the Messenger window.

### **Task Completion Analysis:**

The average time the participants spent at this task was

Figure 1: Y!M Window



2.4 minutes; 1 minute being the MIN and 4 minutes being the MAX time. However, the user performing the task with the maximum time stopped searching after 4 minutes and received second-person help for the task.

#### Task Completion Successes:

- 1 out of 5 subjects located the Y!A easily, directly following the expected path.
- 1 out of 5 subjects found the right path after trying four other menu options for 2 minutes.

#### Task Completion Failures:

- 2 out of 5 subjects failed to locate the avatars from the messenger, and received online help.
- 1 out of 5 subjects failed to locate to avatars at all, and received second person help for this step.

### Findings:

There was a lack of a clear connection between Y!M and Y!A. The two ways to get to the Y!A from Messenger, (under the main 'Messenger' menu, or by using the image icon on the chat window), were hard for subjects to find.

### Problems/Comments:

This disconnect could be due to interference effects and vocabulary problems resulting from subjects' use of other IM software. 'Preferences', 'Profile', and 'Address Book' were places subjects unsuccessfully attempted to locate Y!A.

- One subject looked under create/edit profiles because that's where the image display is in MSN.
- Another subject did not realize that the phrase "Change my display image" was referring to avatars.
- One subject went to the messenger.yahoo.com site and searched for avatars there.
- Another subject used Y!M 'Help' to learn the way to get to the avatars.

### Recommendations:

1. Place an avatar icon on the main Y!M window next to the status bar for all users.
2. Perform a vocabulary analysis and consider renaming "Change my display image."
3. Use an avatar icon in the menus to convey meaning and to make it easily recognizable.

## Task 2:

Create an avatar scene that looks exactly like the one in picture 1F (for females) or 1M (for males).

### Task Objectives:

Our heuristic evaluation found inconsistencies in the navigation and the information architecture of Y!M. It also found that the

Figure 2: Make avater look like this.



“Customize my avatar” link is not emphasized visually and could be difficult to locate. Our goal for Task 2 was to see if participants could easily navigate through Y!M menus and information architecture to re-create an avatar.

### Task Completion Analysis:

37 out of 40 (92.5%) task elements were successfully completed by the combined participants. The average time of completion was 7:6 minutes with a five minute MIN and a 12 minute MAX.

#### Task Completion Successes:

100% were able to customize their avatar.

### Finding A:

Getting Started” page is confusing for first time users and it is difficult to locate the “Customize My Avatar” page or “Homepage” where a user must be to create or customize their avatar.

### Problems/Comments:

For one participant the customize link didn’t pop out immediately and she was lost in the beginning. Another participant had trouble locating the customize link as he immediately began scrolling down the page away from where the link is visible. Another participant praised the “Quick Links” feature and suggested that this feature be included more often.

### Recommendations:

Remove the “Getting Started” page (A “How to Use Avatars” page already exists) and consolidate the “Customize My Avatar” page with the “Homepage” so that all users (new and repeat) go to the same place when they logon to the Avatars page and can begin customizing immediately.

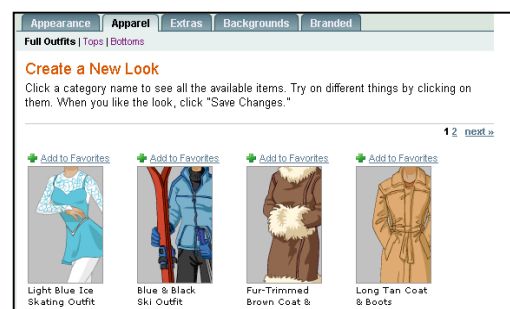
### Finding B:

Submenus are not particularly visible and lack consistency. In addition, Some Submenus contain their own submenus which can also be difficult to see.

### Problems/Comments:

All five users commented on how difficult it was to see the ‘Tops| Bottoms’ submenu under the ‘Apparel’ top menu. Most searched through the ‘Full Outfits’ before realizing they could customize tops and bottoms separately.

Figure 3: “Tops|Bottoms” submenu under “Apparel” tag are hard to see.



### Recommendations:

1. Make font for submenus larger.
2. Use color to create pop-out.
3. Remove the unnecessary text (under “Create a New Look”.)
4. Use icons to create visual representations for submenus.
5. Include all levels of submenus on “Quick Links”.
6. Expand use of “Quick Links” (Fig 4) navigation from the homepage to every page.

Figure 4: “Quick Links”



### Finding C:

All users had a difficult time locating the backpack.

### Problems/Comments:

Four out of five users searched for the backpack under “Extras→Accessories→Bags” but failed to find it (the fifth user, a male, did not have the “Bags” submenu as an option). Four out of five users (including the male) eventually found the backpack under “Sports & Hobbies”; one user gave up without locating it.

### Recommendations:

Two users suggested putting some items in multiple categories: the backpack should be placed under both “Bags” and “Sports & Hobbies” to make it easier to find.

### Finding D:

Three of the five users suggested that a step-by-step guide to customizing their avatar would be useful. One even suggested that having a wizard to walk them through the steps would be useful.

### Recommendations:

Include the “Quick Links” menu on each page of the site. Because this menu shows a map of where everything is and what is available, it may help guide users through each step of the avatar creation process. Further user testing would be needed to see if this is a successful strategy.

### Task 3:

Show your avatar and scene to your contact via messaging window.

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#### Task Objectives:

Our heuristic evaluation showed that the relationship between Y!A and Y!M was not clear. Our goal for Task 3 was to test if users could easily transition from customizing their avatar in Y!A to using it in the chat window on Y!M. This task requires saving the avatar on the Y!A control panel and then switching back to the chat window.

#### Task Completion Analysis:

100% of participants easily completed this task. Four participants completed this task in less than one minute; one participant completed this task in less than two minutes.

#### Task Completion Successes:

100% of subjects easily transitioned from customizing their avatar in Y!A to using it in the Y!M chat client

#### Finding:

There is a successful transition path from Y!A back to Y!M for users who started the program in I!M.

#### Recommendation:

None.

### Task 4:

Zoom in on the avatar's face and show it to your contact.

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#### Task Objectives

Our heuristic evaluation found that users might have difficulty understanding the functionality and icons on the "Control Panel." This task attempted to test the comprehensibility and functionality of the "Control Panel."

#### Task Completion Analysis:

There was a 100 % completion rate for this task, with an average time of completion of 1:24 minutes. There was a minimum and maximum time of one and three minutes, respectively.

**Task Completion Successes:**

5 out of 5 subjects completed this task.

**Findings:**

This task was relatively simple for all participants. A positive finding is that users have several ways to zoom in using the “Control Panel” including a ‘zoom in on face’ icon and a slider bar. (Fig. 5)

However, all users want to use messenger client to zoom, rather than going to the avatar page. (Fig. 6)

**Problems/Comments:**

One user initially attempted to use the website help feature (which did not help) before using the control panel icons to zoom in on the avatar. Other users attempted to click on the avatar in the messaging window or change the view within the messaging client—without success.

**Recommendations:**

Enable zooming functionality by right-clicking on the avatar image in the chat window and by inserting a zoom option in the pull-down menu directly below the image.

**Task 5:**

Use the avatar’s website to make your avatar look unhappy to your contact.

**Task Objectives:**

Our heuristic evaluation found that the emotion control icons on the avatar website might be difficult to understand. Our goal was to test how well the icons could be understood.

**Task Completion Analysis:**

There was a 100 % completion rate for this task, with an average time of completion of 1:00 minute. There was a MIN and MAX of one minute, respectively.

**Task Completion Successes:**

5 out of 5 subjects completed this task.

Figure 5: There are several ways to zoom.



Figure 6: Users want to use the Y!M client

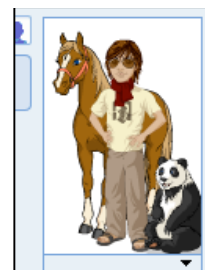


Figure 7: Emotion icons on the “Control Panel.”



### Findings:

Subjects were able to use trial and error to find out what the emotion icons in the control panel represented. Subjects want to use Y!M to make the avatar look sad, but they cannot figure out how. Subjects were unsure about their avatar's current emotion because the animated avatar only expresses sadness periodically in between periods of neutral emotion.

### Problems/Comments:

Subjects did not like returning to Y!A to change the emotions.

- “Going back to Customize my Avatar is too much work. There must be an easy way to change it in Y!M”
- “She keeps going from sad to happy... weird.”

### Recommendations:

1. It is currently possible to change the avatars mood from the Messenger window, but not from the chat window. As in the recommendations for task 4, the menu accessed by clicking on the avatar in the chat window should contain functionality to change the avatar's mood.
2. When the avatar's emotion is set by the user, it should always show some intensity of the selected emotion. This emotion could range in intensity from slightly sad/angry/happy to very sad/angry/happy.

## Task 6:

Bring the avatar to its initial state.

### Task Objectives:

Our heuristic evaluation found that the current functionality of the checkboxes on the control panel do not reflect how users would expect the checkbox functions to work. This task was created to test the usability of the checkbox functions within the control panel.

### Task Completion Analysis

The average time for the completion of this task was 2 minutes, with a MIN and MAX of 1 and 4 minutes, respectively.

#### Task Completion Successes:

- 2 out of 5 subjects performed this task with much difficulty.
- 2 out of 5 subject used a workaround to complete this task.

#### Task Completion Failures:

- 1 out of 5 subjects could not complete this task.

Figure 8: “Control Panel”



**Findings:**

Checkboxes do not work as expected. The checkboxes behave as if they are radio buttons rather than checkboxes: if item A is unchecked and then item B is unchecked, item A returns without user input. This was annoying to subjects.

**Problems/Comments:**

Subjects were surprised when the default clothing items were listed as checklist items after clothing was removed, since those items were not there to begin with.

- Two subjects used a workaround to this task – they deleted their avatars then started again.
- Subjects also had trouble understanding the difference between the “What I’m Trying On” vs. “What I’m Wearing” lists.
- “Is this beta?”

**Recommendations**

1. Make checklist work as a checklist and not as radio buttons.
2. Provide a quick, “Remove All” toggle for users to quickly return back to default state.
3. Change the terminology to reflect more contextual vocabulary, such as “Saved Items” vs. “Not Saved Items.”
4. List the default clothing in the control panel upon login, not after clothing has been added and then removed.

**Task 7:**

Change your avatar’s gender and give it a Yahoo! t-shirt; show it to your contact.

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**Task Objectives:**

To test two advanced options:

- Difficulty or ease of changing an avatar’s gender
- Difficulty or ease of finding sub-content. (In this case a t-shirt in the ‘Branded’ section.)

**Task Completion Analysis**

The average time for the completion of this task was 2:06 minutes; with a MIN and MAX of 10 seconds and 5 minutes, respectively. The time required to perform this task by an expert subject is about 15 seconds, including the navigation to the ‘Preferences’ page.

**Task Completion Successes:**

1 out of 5 subjects performed this task without difficulty

2 out of 5 subjects completed the task after some browsing.

**Task Completion Failures:**

2 out of 5 subjects failed to complete this task.

**Problems/Comments:**

The difficulties our subjects faced in both these tasks were related to the “Inconsistencies, confusion, and ambiguity of the information architecture” problem we discovered in our Heuristic Evaluation.

**Sub-Task A: Changing the Gender**

The subjects who had been to the ‘Preferences’ page at some point while doing other tasks did not have difficulty in coming back and changing the gender quickly.

**Change My Avatar's Gender to Male**

Click "Change" to switch the gender of your Yahoo! Avatar. This will delete all of your current avatar customizations. Some items will not be available for your new avatar.

Change

Figure 9: Gender preference

However, other subjects had difficulty recognizing the ‘Preferences’ link, or understanding what its content might be.

- One of the subjects who failed the task kept coming to the ‘Preferences’ page over and over and repeatedly failed to notice the gender change section. When later asked, he said he read the first heading under ‘Preferences’ (i.e. ‘Show/Hide my Profile’) but did not pay attention to the later headings; he thought that all the headings would be conceptually related.
- Another subject who failed the task could not find the ‘Preferences’ link.

**Recommendations**

1. Finding the “Switch Gender” link is difficult. Currently it is under ‘Preferences’, but it is a more fundamental feature than a preference. Give “Switch Gender” on its own tab and include it in the Quick Links menu with a distinguishing color.
2. The basic gender neutral characteristics such as eye color, skin color, and unisex accessories should be retained when you switch gender.

**Sub-Task B: Having the avatar wear the Yahoo! T-shirt**

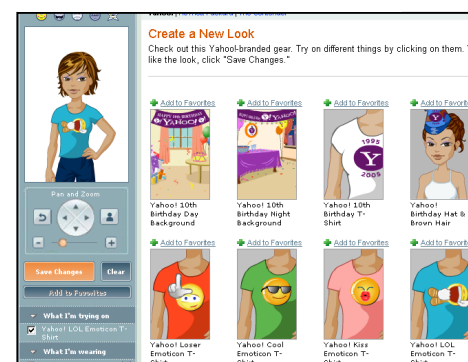
Yahoo! T-shirts were found in the ‘Branded’ section.

The subjects, with one exception, managed to find the t-shirt, but only after searching it for more than a minute among the “tops” and “outfits” categories.

**Task Completion Analysis**

The average time for the completion of this task was 1:06 minutes, with a MIN and MAX of 1 and 3 minutes, respectively.

Figure 10: Find a Yahoo! T-shirt



The time required to perform this task by an expert subject is about 10 seconds.

**Task Completion Successes:**

4 out of 5 subjects succeeded on this task.

**Findings:**

'Branded' is an ambiguous category for inexperienced users. It includes outfits, accessories and backgrounds, all in one category. However, the subjects tend to search items under the main categories they belong to. They expect a t-shirt be under "Tops", no matter what its decoration.

All but one subject expected to find the T-shirt under tops, and searched that category at least twice before realizing the existence of the "Branded" tab.

**Problems/Comments:**

One subject searched for a plain white t-shirt hoping to "paint" it to orange since changing the color of some items is possible.

**Recommendations**

Have the items in the Branded category appear only in their general categories, or in both categories – (e.g., have the Yahoo! t-shirt under 'Tops' or under both 'Tops' and 'Branded'.)

## Appendix A: Post-Evaluation Questionnaire – Subject Comments

### *Design and Layout*

#### 1. What was your impression of the look or design of the homepage?

- “I got sick of seeing the homepage until I figured out the format.”
- “Looked like other Yahoo Services – but wasn’t really... Too much text.”
- “Once I figured it out, it was nice.”
- “The design is somewhat weird because the top green navigation bar links are not all together. The bar with ‘Home’, ‘Customize’, etc, should have all 4 together. It would be nice if the avatar didn’t go away when I scrolled to the bottom of the page.”

#### 2. On a scale of 1 to 5 (1 easy, 5 difficult) how easy/difficult did you find it to log-in to the avatars homepage from the messenger window?

Average	MIN	MAX	MODE
2.25	1	3	3

- “Figured I was logged in already; I don’t know why I had to log in twice.”
- “Annoying – the roadblocks between you and the website are not difficult, but annoying...Not pleasant.”
- “This was annoying.”
- “Figuring out where to start was difficult.”

#### 3. Did you find the organization of the web site explicit and obvious?

- “Doesn’t mirror the other sites I’m used to seeing... Once I got into the website I understood.”
- “Yes, but ‘Branded’ could be better...maybe ‘Branded Apparel’...otherwise, it was consistent.”
- “Some additional items – I wasn’t sure if they were part of the background or separate... Once I navigated it [yes], but it was rough the first time... Backgrounds were hard to find – it was tough to find bedroom scene.”

#### 4. If you could change the look of the homepage, how would you prefer it to look?

- “Wouldn’t change...would like the website to display in my chosen custom colors [from other Yahoo! websites.]”
- “Maybe *not* like a Yahoo! page... more step-by-step for first time users.”
- “Nice if I didn’t have to scroll... have palette and options so I don’t have to scroll down. Make the checkboxes work.”

## Navigation

### 5. How did you find the organization of headings and sub-content?

- “Good, except for ‘Branded’... maybe categorize backgrounds in subgroups.”
- “Made sense, but for the first time I’d like a step-by-step tutorial... Backpack doesn’t make sense.”
- “‘Backgrounds’ and ‘Extras’ items were confusing... [Colors of hair and eyes:] I didn’t realize they were there at first because they were on the side.”

### 6. Did you ever feel “lost” while navigating? (Please describe if yes.)

- “A couple of times.... Zooming – I didn’t get that at all!” Backpack...I would have gone to bags.”
- “Weird concept within Messenger... I’m used to doing stuff...it just sits there blinking. Other things actually do stuff...like showing thought bubbles [as if in a conversation]; like the two avatars could be talking to each other. This just looks like an AIM thumbnail picture, except that it’s animated.... I was lost in the gender switching task.”
- “Several times: finding how to change the gender; when I was asked to log-in again when leaving Messenger.”

### 7. How consistent was the navigation throughout the website?

- “I would like a way to change the avatar from chat. That bugged me. I’d like a simple zoom on a face.”
- “Navigation was ok; but I assumed the tabs at the top were junk, like banners.... Icons on the control panel were a little confusing to figure out.”
- “Checkboxes were annoying!”

### 8. On a scale of 1 to 5 (1 easy, 5 difficult) how easy/difficult were the icons on the control panel to understand?

Average	MIN	MAX	MODE
2	1	3	2

- “‘Show All’ was poorly labeled.”
- “Had to hover over every icon – not really intuitive.”
- “Pan and zoom-in icons were okay, but the zoom-out icon was not obvious.”

### 9. On a scale of 1 to 5 (1 easy, 5 difficult) how easy/difficult did you find the functionality of the control panel?

Average	MIN	MAX	MODE
3.4	1	5	4

- “I didn’t understand the checkboxes... I had click “Save” each time. They behaved more like radio buttons than checkboxes. Are you sure this isn’t beta?”
- “Checkmarks sucked!”

- “Only difficult thing was close-up of the face. Getting back to the initial state too way more time than it should have.”

## **Accessibility**

### **10. When you were customizing the Avatar, did you need to use any instructions or did you seek any clarifications/How well did the available help/instructions fulfill your needs (if help was needed)?**

- “No, but gender transfer could be smoother. The gender change was weird – it seems like a ‘big deal’ change...should have carried some items over.”
- “I used help to get to customizations page...not helpful; not consistent.”
- “I don’t like reading text on stuff like this. It seems too wordy. I just look at the headings...I didn’t read text.”
- “I didn’t pay enough attention to notice the instructions.”

### **11. If you could add something to increase understanding of the website, what would that be?**

- “It would be easier if you could do everything from Messenger...make it more blended.”
- “Make an easier start up for new users.... Getting into it was difficult – I shouldn’t be leaving chat to make an avatar.”
- “‘Quick Links’ should always be there.”

### **12. As the tasks progressed, did you feel that you were able to complete the tasks more easily, the same, or worse?**

- “Things got easier – except for the gender thing.”

### **13. On a scale of 1 to 5 (1 easy, 5 difficult) how easy/difficult did you find it to change your Avatar’s gender?**

Average	MIN	MAX	MODE
3.4	1	5	5

## **Additional**

### **Any additional notes/comments?**

- “I have a complaint about the [limited] range of choices: there need to be a much wider range of colors – should be able to pick from a color mixer and choose colors for clothes. They should make the list of emotions more obvious.”
- “I didn’t read below ‘Show/Hide’ on ‘Preferences’ page because I didn’t see gender in this category.” [Preferences contains the link to change gender.]
- “This was a humbling experience.”