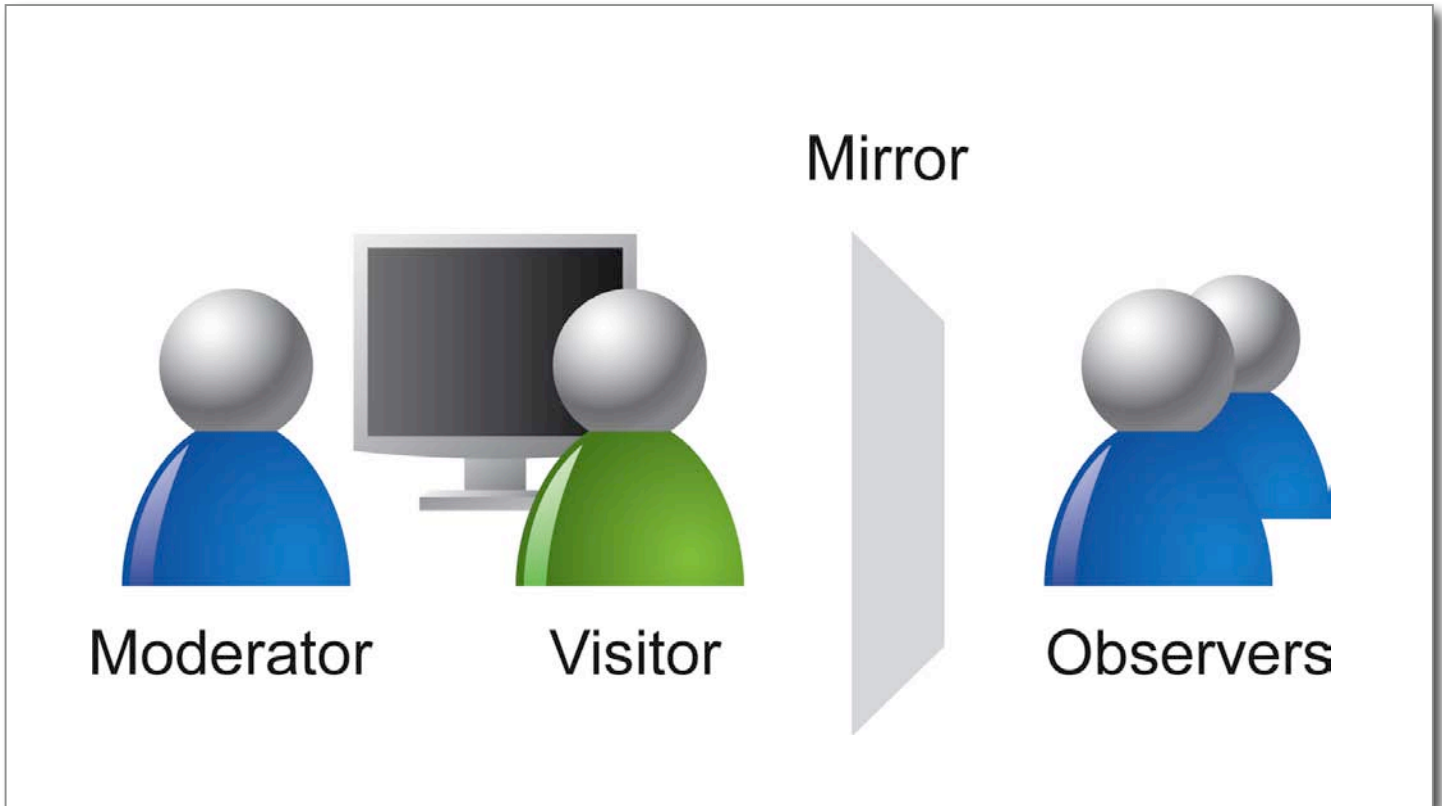


Client: Treasury/Usability Testing



USABILITY TESTING SETUP



HEAT MAP

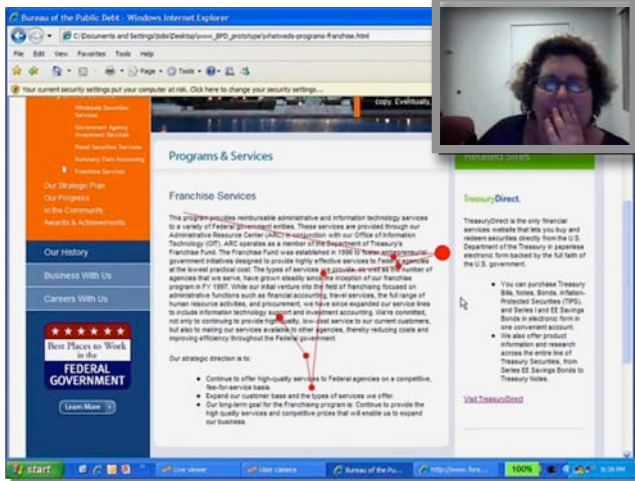
OVERVIEW

Alexander & Tom, Inc. has been building websites for over 10 years and has always conducted some form of prototype testing. Although, not always referred to as, Usability Testing, it has always been present. A+T, like all technology developers, has been conducting Alpha Test, Beta Test, Open Beta's and Soft Launches. All of these testing procedures were designed to identify errors and issues with the audience before the site was distributed to its full audience.

Technical Aspects:

- Eye-Tracking Analysis
- Screen Activity Recording
- Heat Mapping
- Moderators
- Two-Way Mirrors
- Video Recording
- Audio Recording

VIDEO OF PARTICIPANT



EYE-TRACKING

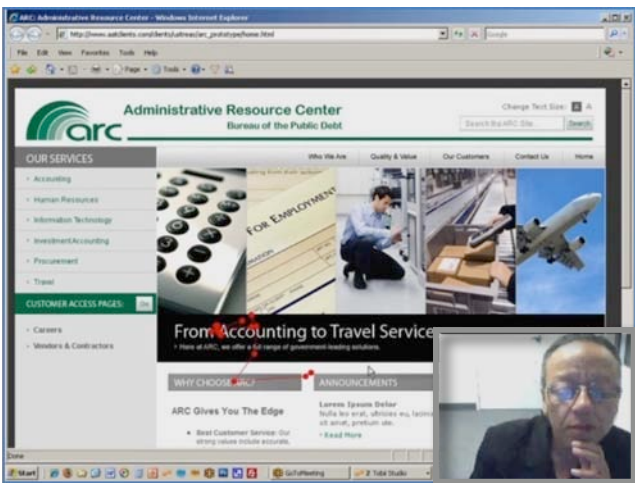
### Eye-Tracking Analysis

A camera tracks the website user's eyes and is able to record the location of the user's eyes, what they are looking at on the screen at any moment, and how long they are looking at a specific area.

### Heat Map

The data gathered from the eye-tracking analysis is displayed in a "heat map" which depicts the amount of time the user spent on each area of the screen when assigned a specific task. The red areas indicate areas that the user spent the most time looking at, and the green areas indicate areas where the user spent less time. This helps designers develop better content and navigation strategies for a website.

In the image on the left, it is evident that the user was looking at various items on the page, but eventually settled into a reading behavior in which the user read the first column from top to bottom. This was the result of asking the user, "Who is the Bureau of the Public Debt, and what do they do?"



SCREEN ACTIVITY MONITORING

VIDEO OF PARTICIPANT

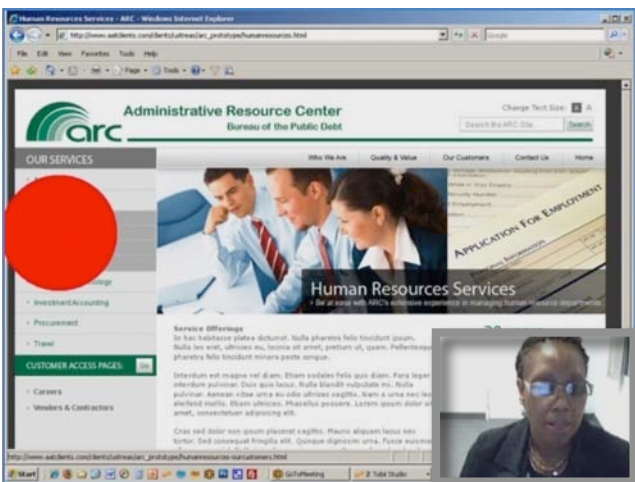
### Testing Session

All information gathered during usability testing is gathered in real-time and is viewable by the testers and client at any location outside of the test room. Two-way mirrors are used to observe the testing, while the customer is able to view the session from a remote location utilizing a web browser and a Go-to-meeting web conferencing account.

### Screen Activity Monitoring

The image on the left displays the user's actions in real time and records their comments and facial expressions for later review. This is exactly what the tester sees on the screen.

The red lines and dots indicate which spots on the page the user is looking at when asked to do a task. The larger red dots indicate areas the user is currently looking at, while the smaller dots indicate the things the user looked at and the order in which those items were viewed. This helps us get a better idea of what sequence of events a user goes through as they do their internal problem solving.



VIDEO OF PARTICIPANT

### Audio Recording

The information gathered during testing is recorded, allowing for the customer to keep the testing results for their own records.