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Final Report

Interactive Testing of the
TCP Web site with Youth

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1.0 Executive Summary

This report summarizes the findings of a study undertaken to test the navigability, appeal and relevance of a prototype section for youth on the www.gosmokefree.ca Web site. A total of 12 focus groups, with 34 participants (ranging in age from 14 to 19) were undertaken in Ottawa, Montreal, Halifax and Victoria in April and May of 2002. The study utilized a hybrid focus group methodology, whereby participants both discussed their reactions with a moderator as a group and worked at individual workstations to navigate the section of the site. *are total*

The concept of the site met with the approval of most participants, both smokers and non-smokers. Most participants cautioned that they would most likely visit the site if motivated by the need to achieve a particular outcome (i.e. a smoker trying to quit, someone trying to help a friend quit, someone needing to do research for a project). These outcomes can serve as a guide both for promoting the site to youth and for organizing the content of the site into relevant sections.

Reaction to the home page of the youth section was generally positive, with most participants immediately noting that the fonts, images and colours on this section are significantly different from those used on the remainder of the site (the "adult" section) and more appropriate for this age group. It is important to note that the many of the older participants (esp. 17 - 19) felt that the images and colour were perhaps "too young" for them, and many of these were more comfortable with the adult site.

Most participants felt that their expectations of the site's content (graphic photos of disease, information on how to quit smoking, statistics, health information, facts on smoking and cigarettes) were met. Many participants also expected to find more interactive elements (games, quizzes, chat rooms) and found these on the site to varying degrees.

The aesthetics of the site earned generally favourable reviews from participants. Even older youth who felt the look was too young for them acknowledge that the design would be effective with younger visitors. Participants called for even more colour, more photos and more use of graphics to break up and possibly replace long columns of text.

The site was generally found to be easy to navigate and most participants were able to quickly find the answer to a specific question posed to them by the moderator (how many cigarettes are manufactured in Canada every year). Where navigability could be improved, according to participants, is in the ease with which visitors can retrace their steps back through the site. Participants called for a menu of major sections that appears on every page and that indicates which of those major sections the visitor is currently in.

Finally, the content on the site generally met the expectations of participants. Many responded positively to the trivia-oriented information on the site (i.e. it takes one tree to manufacture 300 cigarettes), while noting that much of what is on the site is information they already knew. Generally speaking, older participants were more interested in information on quitting and some of the political and ethical dimensions of the topic, while younger participants favoured more interactive elements such as the cost calculator, quizzes and surveys.

Downloadable screensavers and Windows desktops proved less popular, however, as participants prefer to download these when the theme is one they are more passionate about (i.e. music, movies, sports). Finally, it is worth noting that smokers and non-smokers differed in their opinion of how relevant the issue of secondhand smoke is to them, with non-smokers rating it more of a social issue and less of a matter of personal choice. The difference was particularly pronounced in Victoria, and less so in Montreal and Halifax.

2.0 Introduction

This report is based on a series of 12 usability sessions conducted with youth (smokers and non-smokers) in Ottawa, Montreal, Halifax and Victoria at the end of April and the beginning of May, 2002 to test their reaction to Health Canada's Web site, www.gosmokefree.ca, and in particular, the redesigned youth section of the Web site.

A previous version of the Web site is currently live. The testing was conducted on a prototype for a newer version of the Web site that incorporates changes to the youth component of the Web site.

The outcomes of each of the 12 sessions have been compiled, analyzed and summarized in this report.

3.0 Methodology

The interviews were conducted with a balanced sampling of three different segments of youth: 14-15 year olds, 16-17 year olds and 18-19 year olds. A copy of the participant screener questionnaire is included as appendix A.

The moderation of the Ottawa sessions was shared between Vision Research's two moderators, Bernard Gauthier and Candace Fedoruk, with Bernard moderating the French group. Bernard was the sole moderator in Montreal and Halifax while Candace was the moderator for the sessions in Victoria. The same moderator's guide, with a French translation for the French interviews in Ottawa and Montreal, was used for all of the sessions and has been added as reference as appendix B. It should be noted that, with client input, additional questions evolved as the sessions were completed and in some cases, the questions were only asked of the youth in some cities as opposed to all.

Upon arrival at the testing locations, participants completed a brief questionnaire designed to provide some insight into their Web habits and interests. A sample of this questionnaire can be found in appendix C along with a summary of the results, categorized by city.

The sessions lasted approximately 90 minutes and consisted of a preliminary group discussion regarding the concept of the Web site, followed by 15 minutes during which the each individual respondent was invited to search for the answer to a pre-determined question while exploring the site at will. Following the search period, the group discussion resumed.

Testing was conducted with the aid of a CD-Rom that had been programmed to track the participants' movements through the site. Once the individual sessions in Ottawa, Montreal and Halifax were completed, the captured data was transmitted over the Internet to Health Canada's servers. In Victoria, since the testing was not being conducted in a computer facility, the data was stored as text files and then transmitted via email. It should be noted, however, that the data reporting for Victoria was not complete due to technical difficulties with the programming of the CDs. Three out of the four CDs were faulty and the one remaining viable CD only captured the data sporadically.

The youth sessions were held as follows:

Age	N° in Group	Type of Participant	Language	City
14-15 yrs	3	Non-Smoker	French	Ottawa, ON
	3	Smoker	French	Montreal, QC
	3	Smoker	English	Halifax, NS
	4 Total = 13	Non-Smoker	English	Victoria, BC
16-17 yrs	4	Non-Smoker	English	Ottawa
	3	Smoker	French	Montreal, QC
	3	Smoker	English	Halifax, NS
	3 Total = 13	Non-Smoker	English	Victoria, BC
18-19 yrs	2	Smoker	English	Ottawa, ON
	2	Non-Smoker	French	Montreal, QC
	2	Non-Smoker	English	Halifax, NS
	2 Total = 8	Smoker	English	Victoria, BC

The groups were conducted similarly in all cities, with discussion focussing on:

- The concept of the site;
- The home page and its effectiveness in inviting users into the site;
- The aesthetics of the site;
- Ease of navigation; and
- The content on the site.

The findings which follow are organized around these same areas of discussion.

4.0 The Concept

On balance, the concept of a Web site for young people designed to provide information on smoking and health met with the approval of participants in all groups. None registered any strong opposition to the concept and some were quick to point out that this is an appropriate topic for a site.

Many participants (smokers and non) were also careful to point out that the site was not a destination that they would actively seek out unless they had a particular reason for doing so ("Il faudrait un raison"). Reasons cited for checking out the site include:

- to "prove a point" to someone (mostly non-smokers);
- to get help with quitting (mostly smokers);
- to research a school project; or
- to help a friend quit.

This is an important point to consider when promoting the site. Young people will indeed visit but mostly when prompted. The better the site promotion can promise to address those reasons that prompt a visit, the more young people will go.

It is also worth noting that older participants (18-19 year olds) seemed more open to the concept and confident that the site would hold good information. In contrast, the 16-17 year olds were more likely to feel that "it would be difficult to get kids to go there."

4.1 Initial Expectations

When asked what they expected to find on the site (based only on a very brief description by the moderator), respondents tended to concentrate their answers on items that do appear prominently on the site. Most participants expected "pictures of nasty stuff", information on how to quit smoking, statistics, health information, facts on smoking and what's in cigarettes that's bad. The site, it would appear, meets the expectations of young visitors.

It is also worth noting that many of the 16-17 year-old participants also expressed an expectation to find real-life stories and a question and answer area. In addition, many anticipated something interactive, like games and quizzes, "if it's aimed at our age."

5.0 Home Page

5.1 Overall Site Design

Participants in these groups were taken to two separate "home" pages and asked for their initial impressions. The first page was the main page for www.gosmokefree.ca. The second was the main page of the youth section within this site.

5.1.1 Main Home Page

Reaction to the main page was quite consistent in all groups. Participants found the page to have a clean design and described it as easy to read. Many (especially in the 14-17 segments) also noted, however, that the design was not "appealing to kids."

Participants in the older segment were more split on the look and feel of the page. While some called for more colour and graphics, others pointed out that they didn't expect a "flashy site" and commented that "health is serious" and for a serious site it was inviting.

When asked what could be improved on the site, a majority of respondents found the site to have "too much white" and "lots of empty space." A majority also called for the addition of more photos, even though some of the photos would likely be "a bit morbid."

Finally, it is important to note that the vast majority of participants failed to notice the link for the youth page on the top navigation bar of the main page. The item that best caught the attention of participants was the statistics.

5.1.2 Youth Page

Once being taken to the youth section of the site and asked to comment on its main page, participants in all groups involving 14-17 year olds were quick to point that the design here was more "inviting," "intriguing" and "entertaining." Participants cited the "shorter read", better colours, and more appealing design. The photos were generally found to be appealing by all participants, with a few exception. For example, one commented that the female skateboarder had "80 style equipment."

"It is built for youth. You can tell by the colours and the language."

The 18-19 year old participants were more likely to declare themselves "too old for this," though most felt the design would be appealing to a younger audience.

One point worth noting is that very few of the participants in all age categories noticed the small link to the youth site on the navigation bar of the main site. As one participant commented:

"The site is much better for targeting youth...the links should advertise more because we spent 5 minutes on the page and we didn't realize there was a youth link at the top of the page."

5.2 Fulfilment of Expectations

By and large, the site met the expectations of the participants, both in terms of design and content. Many, for example, noted the "official" government look and colour scheme (red and white for Health Canada) of the main page. Others pointed out how the statistics, health information and help for those wanting to quit mirrored the expectations they had expressed. In many instances, participants' expectations of the site were exceeded. Some participants mentioned they "didn't know that it would have so much information." Others feared the tone of the site would be less engaging and more "preachy" and were left pleasantly surprised.

Finally, some respondents in many of the groups mentioned they had been expecting photos "like on the cigarette packages" to be more prominent on the site. Interestingly, both smokers and non-smokers agreed these graphic images of the impact of tobacco should be more prominent and that they were effective.

5.3 Areas of Interest

Having had a chance to review the two main pages of the site, all participants were able to quickly identify areas on the site that interested them. This is no small feat and an important measure of the effectiveness of the two pages to reach out and engage the audience.

Participants differed a good deal in terms of the sections on the main and youth pages that interested them most. Areas that participants showed an interest in visiting included:

Main Page

Second-hand Smoke
Health Effects

Youth Page

Cigarettes Inside and Out
The Real Costs
Speak Out (the poll).

It is worth noting that all of the links that attracted the most attention are above the scroll line. Clearly, items placed below the line generate much less attention – a pattern we have seen in numerous other usability tests.

Participants in the 18-19 year-old segment were more likely to show interest in:

- The Real Cost (on the youth page)
- The Industry (on the main adult page, hoping this section would be "like a combo between the movie *The Insider* and the health effects of the industry.")
- Quitting (main page) and Quit 4 Life (youth page, especially smokers in this age group)

Younger participants were more likely to be interested in the Did you Know section.

5.4 Language

We next asked participants about the quality and appropriateness of the language used on the site. The majority of participants felt that the site was well written and didn't contain any "big words" that would be hard for them or others to understand. Not surprisingly, younger respondents tended to prefer the style of writing found on the youth site.

Generally, the 14-15 year olds found the tone to be acceptable and that Health Canada was approaching the subject like a parent would ("Santé Canada s'est mis à la place des parents.") The comment was made in a neutral way, suggesting that this was what they expected and what was appropriate for a government department.

There were some participants who expressed a negative reaction to the language on the youth page. Their objections tended to be related to the tone rather than the vocabulary. For example, one 16-17 year old commented that they knew the site made all of the arguments they had heard when they were younger: i.e. *Smoking causes cancer and makes your fingers yellow. Kissing a smoker is like kissing an ashtray.*

Similarly, some of the older participants found the tone of the writing was too "preachy" and that "no smoker wants to be told to quit." They called for the site to speak to smokers directly, i.e., "these are chemicals going into your body and these are the companies you're supporting while you smoke."

There was also an important difference between the reactions of the English and French 16-17 year olds. While the English participants found the site to be fine and "didn't talk down" and wasn't "pushy," the French participants found that the language was too strong ("Ça frappe un peu trop.") This suggests to us that the cultural milieu of Quebec – where smoking's role in life is perhaps more accepted – should be taken into consideration when interpreting the English text into French.

6.0 Aesthetics

Both the main adult site and the youth site were generally well received. Participants noted that the site was "clear" and well laid out. Most responded positively to the colour scheme in the youth page. Most importantly, none of the participants expressed a negative first impression to the design elements of the site and saved their comments for when prompted.

Once asked to suggest ways to improve the aesthetics of the site, the most common suggestion was to add more graphics and photos to the site, in order to break up the long pages of text. Others suggested the site needed to be more interactive and flashy. (Interestingly, one younger participant cautioned that the site should not be too flashy because health is a serious matter – "la santé, c'est sérieux.")

When asked to comment on the differences in the design of the main page and youth main page, a clear split emerged between younger participants (14-17) and older participants (18-19). Older participants tended to prefer the main adult page, citing how it is "easy to find things" and generally more informative. These same participants found the youth section to be "juvenile" and geared toward people who haven't started smoking. One of the 18-19 year olds commented that the youth site reminded them of the "say no to dope" campaign.

Younger participants were clearly more in favour of the youth section, citing the images, the fonts and the colour scheme. Interestingly, many who praised the colour and photos called for even more photos and more varied use of colour. As one participant summed up: "If you see it, you tend to read it."

It is important to remember that our segmenting of older and younger participants (14-15 year olds, 16-17 year-olds, and 18-19 year olds) is mathematically tidy but not necessarily reflective of the reality of this very dynamic segment of the population. The age at which youth stop preferring the youth site and feel more at home on the main site will vary. The 16-17 year olds, for example, tended to favour the youth site still, though there were exceptions. Some didn't relate well to the photos and found that they "don't seem our age." Another participant found the photo of the girl jumping to be "goofy" but that the girl skateboarding "wouldn't get people's attention."

It needs to be pointed out that participants in all groups were nearly unanimous in the preference for very short blocks of text, broken up by many visual elements. While the amount of information on the site was appreciated by most, many found the long pages of information "a bit boring." Several participants thought that the statistics would be easier to read in a table format instead of within the text – fewer words and more visual.

Finally, when asked to compare the site with the other favourite sites they frequented, the older participants indicated, for the most part, that it was "fine for its purposes." "Super pour un site d'information." Since many younger participants' favourite sites were gaming-related, they were used to more colour and photos. One participant noted that it was good that there wasn't any advertising on the site.

7.0 Navigation

The navigation on this site does not pose a barrier to its success and, in fact, drew largely positive response from all participants. Most of the participants were able to find the answer to the question that was posed to them during their independent site navigation time and found that for the most part, the site was easy to navigate and found that overall, it compared to other sites.

There were, however, some areas in which the navigation could be improved. Some participants, for example, noted difficulty when they tried to go back to the adult site from the youth page since the Home Page link initially took them back to the main page of the youth site. From here, they needed to click on a separate "home page" button to return to the main page.

Several other participants spoke of the difficulty of "back tracking" through the site. This was principally ascribed to two reasons. The first is the rotation of the a series of photos on the same page – every time you download the page, a different image is used at the top. This led to some confusion since recognizing the photo is one of the ways participants know they have read a certain page before. "Je trouve ça bien qu'il mette les 5 sites en haut...mais tu ne sais jamais si tu as fait le tour complet du site, ou si tu as passé à côté de tout."

The other reason for the difficulty in back tracking is in the design of the page. What participants called for was some permanent indication of which of the principal sections of the site they are in. As it is, on the adult site, much of this navigation information is below the scroll line. On the youth page, there is indication of which of the principal sections they are in but the list of other options (Cigarettes Inside and Out, Did You Know and The Real Costs) is only visible from the main youth page.

There was little difference between smokers and non-smokers and between age groups in this line of questioning. Some differences did emerge when the older participants spent most of their time on the main site (as opposed to the youth section) and so focussed their comments on that site. Here, they tended to call for less white space and more clearly defined links that stand out from the surrounding text.

8.0 Content

Reaction to the content of the site was mixed and, for the most part, subdued. The majority of participants were indeed able to point to information on the site that was new to them. None of the participants dismissed the information as completely false or irrelevant. Most, however, cautioned that the information is not likely to draw them into the site for its own sake. Rather, the information will serve their needs once they have identified the need to quit, or help someone quit or research a project.

Topics that generated the most discussion include second hand smoke (especially among non-smokers), the real cost of smoking (especially among smokers), and the interesting facts or trivia related to the environment (i.e. it takes one tree to manufacture 300 cigarettes), demographics (young women smoke more than young men) and health (the long list of chemicals found in a cigarette). As one participant in Montreal noted: "La liste des ingrédients a un effet de choc.") The topics themselves were not new to participants, but the detailed information within was surprising and memorable.

When asked whether or not the information was useful to them, participants for the most part proved to be very task or outcome-oriented. Participants found that the information on the site would be useful to them for specific tasks, such as quitting smoking, doing research or helping someone to quit. As one participant in Halifax announced: "I already got my father to quit drinking and gambling and now I want to get him to quit smoking because I don't want him to die young." Another in Montreal said that the site would be useful in helping her mother through the cravings she's experiencing while she's quitting.

Here again, we saw differences between the younger and older participants, largely driven by the fact that many of the older participants spent much of their time on the main site. They tended to be more interested in information on quitting. They were also more interested in the political dimension and requested information on the history of smoking and legislation. One even encouraged "discussion of third world countries and how smoking is targeted to them."

Where opinions converged was on the need to add more personal, testimonial-style information on the site. A large number of participants in nearly all groups called for a personal account by smokers of the challenges of quitting. One called more specially for a 21-day journal to be written as someone goes through the quitting process. Another called for statistics and testimonials on smokers who wish now they had never started. Younger participants tended to call for a chat room or forum where young smokers and non-smokers could interact directly to answer questions, share advice and motivate one another through a difficult process. Others called for a Questions & Answers area that would allow them to pose questions to "experts."

Finally, of those who spent much of their time in the youth section, many noted that there was not enough information on how to quit (likely due to the low prominence of the top navigation bar), the methods available and what happens to someone as they quit. Remembering that the decision to quit is what would likely drive many young people to the site, it would be in the client's best interest to ensure the main page of the youth section immediately draws these visitors in and promises support, information and advice.

When asked if they were likely to return to the site in the future, many respondents indicated that they would be curious to see the site in its entirety to see if there was anything they missed, to see what was going to be added to the site or to do research for a school project. The younger participants, in particular, were interested in returning to try out the interactive features like the poll and would be likely to return if there were games or quizzes. One youth suggested that the quiz should be changed weekly.

Overall, respondents did not believe that the Web site, on its own was enough to either help keep youth from smoking or help them quit as smoking is a personal decision. "If they're really going to smoke, what you say won't matter." They did point out, however, that some of the material such as the ingredients in cigarettes makes quite an impression ("elle est très impressionnante") and that the reasons youth shouldn't smoke should be added. Despite this, they did indicate that they would refer only other smokers, or people who were quitting to the site.

Participants were also asked to comment on the more interactive features of the site: downloadable screensavers, Windows desktop calendars, interactive quizzes, etc. The reaction here was mixed. Interactive elements that allow visitors to express and test themselves (survey, cost calculator) won favourable reviews. Indeed, participants called for more of these elements. Remembering that game sites and Hotmail were the preferred sites of these people, it is not surprising to find that they want to be active and vocal when surfing.

The free downloads, however, did not garner such favourable reviews. Simply put, young people who do download such items (not quite the majority of participants) tend to select themes that are close to them: their hobbies, their favourite sports, their favourite stars. Living without tobacco, while important to many, does not fall into that category of things they are passionate about and for which they want to express their passion. As one participant in Montreal expressed it, "If I put something on my computer, it'll be about wrestling, not smoking." Another said she would only download something like this or send it to a friend "for a joke."

Participants in several of the groups were also asked to comment on second hand smoke in general and the Blue Ribbon campaign in particular. Here, we saw clear differences of opinion between smokers and non-smokers. Non-smokers generally responded more strongly to the issue of second hand smoke and agreed that reducing exposure to second hand smoke was indeed worthy of a ribbon campaign. Smokers, on the other hand, were more likely to feel that second hand smoke was a matter of "personal responsibility" and not a social issue.

We also saw some interesting regional differences. Smokers in Montreal and Halifax felt most strongly that second hand smoke was not a social issue. The entire topic had little relevance for most of them. Smokers in Victoria, however, differed in that they did feel that the campaign was a worthy one – "Yes, because it is such an issue especially within B.C. I, myself, smoke and I wish I didn't."

9.0 Wrap-Up Questions

When asked how www.gosmokefree.ca should be promoted, many recommended television commercials, on MuchMusic, youth magazines such as *What Magazine*, on public transit, through Web banners on chat sites and on posters and brochures in schools. Another suggested putting the Web site address on the cigarette packages themselves. A contest was also suggested to not only promote the site but as a way to encourage repeat visits. The idea of a contest was later tested in other groups and generated a favourable response.

At the end of the discussion, participants were asked to put into their own words how they would describe www.gosmokefree.ca to someone else.

The following are a few of the most notable descriptions:

"Tout sur la cigarette"

– Smoker Age 14-15, Montreal

"Helps you not to smoke. Gives information on what it does to you. Shows photos, gives statistics."

– Smoker, Age 14-15, Halifax

"Lots of information on anything I could think of about smoking - cigarettes, diseases you can get."

– Smoker, Age 16-17, Montreal

"Info you can't miss. Keeps your life in check."

– Smoker, Age 14-15, Halifax

"Un site pour de l'information et des statistiques. sur les dangers de la cigarette."

– Smoker, Age 16-17, Montreal

"A lot more respectful than the 'say no to dope' campaign."

– Smoker, Age 18-19, Ottawa

"Site on smoking aimed toward quitting....Worthwhile to look at"

– Non-Smoker, Age 18-19, Ottawa

"Un bon moyen de prévention et d'inciter à arrêter. Donne de la bonne information. Les statistiques sont étonnantes!"

– Non-Smoker, Age 18-19, Montreal

10.0 Conclusions

Overall, response to this site – both the main site and its youth section – was favourable and indicates that there are no serious barriers that would prevent people from successfully using the site, although efforts to simplify navigation into the site and back out would be helpful to many.

The findings indicate that the decision to create a special section for youth is a sound one – though the age range targeted by the section perhaps needs to be narrowed to those younger than 17. And, of course, ensuring young visitors to the main page can immediately find and connect to the youth section would be an excellent way to realize a return on the investment in the section. Presently, the link is difficult to find and this risks undermining the success of the youth site.

We also draw as a general conclusion the need to push even further in the creative directions taken in developing the youth section. The youth section is more colourful and, participants told us, needs to be more colourful still. The section uses more photos and graphics (esp. of young people) and needs to add yet more, especially in long sections of text. The youth site is interactive and needs to provide even more opportunities for young people to test themselves (quizzes, contests, trivia), express themselves (chat rooms, surveys, Questions and Answers) and play games.

Perhaps more than anything, the site needs to be clearer on the principal reasons that young people will visit and more evident in displaying the tools and information available to help them with those “tasks.” We infer from the various comments of participants that a main page with four prominent links would serve young people well:

- **I want to know more** – Help with projects, health facts, statistics and photos
- **I’m ready to quit** – Tips, support and information on products that can help you
- **I want to help a friend quit** – How you can help someone through the challenge
- **I want to have some fun!** – Free downloads, quizzes, games, surveys and more

11.0 Summary of Recommendations

11.1 Aesthetics

- Design the home page of the youth site so that all the content and links are above the scroll line. Items below the scroll line are much less visible and less likely to generate interest.
- Use more photos and graphics to break up long columns of text and seize opportunities to reduce text to shorter passages by making better use of tables, charts and illustrations.

11.2 Navigation

- Dramatically increase the prominence of the link to the youth page currently placed on the main page of the www.gosmokefree.ca site. As it stands, very few participants were able to spot the link.
- Use the principal reasons for visiting the site (to “prove a point” to someone, to get help with quitting , to research a school project, or to help a friend quit) as the basis for both promoting the site and organizing the information into major sections.
- Make it easier to return to the “adult” main page in one click, rather than requiring a link to the main page of the youth section first.
- Use one image consistently in each main section page, so that visitors can recognize the image and know they have visited the section before.
- Add a consistent menu of major sections that appears on every page and clearly indicates which of the major sections the visitor is currently in.
- Make information on quitting more evident from the main page of the youth section (remembering that this is one of the principal reasons that will draw people to the site).

11.3 Content

- Consider youths aged 14 to 16 as the *primary* audience for the site and build the content accordingly.
- Avoid a “parental” tone in the text of the site, sticking with facts and a positive approach. Be especially careful in the French text, given the nuances of translation and the more accepted place of smoking in Quebec social life.

11.3 Content, Continued

- Add human interest to the site by way of testimonials or a diary from individuals who have faced the challenge of quitting and succeeded.
- Add a Q&As section that allows visitors to pose questions to a health expert and have questions and answers viewed by all visitors.
- Make greater use of interactive elements that allow visitors to play and express themselves. Games, surveys, quizzes and chat rooms all met with enthusiastic response. Downloadable items proved less popular and traffic to these sections of the site should be monitored to determine their effectiveness. The likelihood of download would likely be increased by tying these items more closely to popular figures from sport, music and movies.



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Appendices

Appendix A

Participant screener

Screenener

Client:	Health Canada
Contact:	Charles Reynolds, Jared Cohen
Project:	Web usability testing – Youth
Date:	FINAL, April 15, 2002

1.0 Introduction

Our client, Health Canada, wishes to evaluate the usability of a Web site aimed at Canadian smokers and non-smokers. The site is intended to provide health information on the risks of smoking. The interactive user tests will be conducted with members of the Canadian general public who:

1. Use the World Wide Web at least once a week;
2. Have sought out health information for either themselves or family members on the Internet within the last year;
3. Are young men and women in the following age ranges: 1) 14-15; 2) 16-17; and 3) 18-19 years of age.
4. Each age grouping should reflect a composition of approximately 50% females, and 50% males; and
5. Each age group should reflect a composition of approximately 40% regular and occasional smokers (from at least five cigarettes a day to once a month social smokers) and 60% non-smokers. Ex-smokers should be considered non-smokers.

The sessions will be held in groups as outlined in the table below. Separate sessions will be held for smokers (including ex-smokers) and non-smokers. Participants will be engaged in group discussion following a period of individual navigation on the Web site. Each session will take no more than ninety minutes.

City	Date	Time	Age Group	# of Participants	Language	Category
Ottawa	Apr. 29	4:30 - 6:00 p.m.	14-15	4	French	Non
Ottawa	Apr. 29	6:30 - 8:00 p.m.	16-17	4	English	Non
Ottawa	Apr. 30	7:30 - 9:00 p.m.	18-19	3	English	Smokers
Montreal	May 1	4:30 - 6:00 p.m.	14-15	4	French	Smokers
Montreal	May 1	6:30 - 8:00 p.m.	16-17	4	French	Smokers

City	Date	Time	Age Group	# of Participants	Language	Category
Montreal	May 2	7:30 - 9:00 p.m.	18-19	3	French	Non
Halifax	May 7	4:30 - 6:00 p.m.	14-15	4	English	Smokers
Halifax	May 7	6:30 - 8:00 p.m.	16-17	4	English	Smokers
Halifax	May 8	7:30 - 9:00 p.m.	18-19	3	English	Non
Victoria	May 13	4:30 - 6:00 p.m.	14-15	4	English	Non
Victoria	May 13	6:30 - 8:00 p.m.	16-17	4	English	Non
Victoria	May 14	7:30 - 9:00 p.m.	18-19	3	French	Smokers

The evaluation will focus on the aesthetic presentation of the site, its structure and ease of navigation, as well as the relevance to the participant of the content within.

The following cash incentives will be offered to participants who attend and complete the evaluation:

14-15 year olds: \$40
16-17 year olds: \$40
18-19 year olds: \$40

2.0 Screening Questionnaire

- 2.1 Our client, Health Canada, is preparing to evaluate one of its Web sites aimed at young Canadians between the ages of 14 and 19. The Web site provides health information on smoking for both smokers and non-smokers. The evaluation will only take 90 minutes and participants will receive a cash incentive to thank them for participating.

Is there someone at home right now between the ages of 14 and 19 who would be willing to participate in this study?

IF "YES," PROCEED TO QUESTION 2.3 WITH CANDIDATE.

IF "NO," PROCEED TO 2.2.

- 2.2 "Is there a better time to call and reach someone in this household between the ages of 14 and 19 who might be interested in participating.

NOTE TIME AND NAME OF CANDIDATE: _____

- 2.3 How often would you say you use the World Wide Web in an average week?

- a) Never
- b) Once or twice a week
- c) Three to five times a week
- d) Every day

IF "A", THANK THE CANDIDATE AND TERMINATE THE CALL.

- 2.4 What would you say is the search engine you use most often?

IF NO READY ANSWER WITHIN THREE SECONDS, THANK THE CANDIDATE AND TERMINATE THE CALL.

- 2.5 How often, in the past year, have you looked for information related to health, either for you or for a friend or member of your family?

- a) Never
- b) Once or twice
- c) Three to five times
- d) More than five times

IF "A", THANK THE CANDIDATE AND TERMINATE THE CALL.

- 2.6 Do you currently work in Web development or Web design?

IF YES, THANK THE CANDIDATE AND TERMINATE THE CALL.

2.7 How would you describe yourself in terms of your cigarette smoking habits?

- A) As a non-smoker? (i.e. Never smokes or has quit)
- B) As a smoker?

AIM FOR 50% NON-SMOKERS.

SEE CHART UNDER SECTION 1.0 TO FILL REQUIRED GROUPS

2.8 How old are you currently?

*AIM FOR A BALANCE OF AGES IN THE THREE AGE CATEGORIES: 1) 14-15 YEAR OLDS,
2) 16-17 YEAR OLDS AND 3) 18 - 19 YEAR-OLDS.*

SEE CHART UNDER SECTION 1.0 TO FILL REQUIRED GROUPS

IF CANDIDATE IS 16 OR OLDER, PROCEED TO QUESTION 3.0

IF CANDIDATE IS YOUNGER THAN 16, PROCEED TO SECTION 2.9.

2.9 We will need written permission from your parent or legal guardian in order for you to participate if you are younger than 16 at the time of the evaluation. Would you be able to provide us with written permission on the day of the evaluation?

IF "YES," CONTINUE TO SECTION 3.0. IF "NO," THANK THE CANDIDATE AND TERMINATE THE CALL.

3.0 Other Considerations

3.1 Have you participated in any other focus groups in the past year?

IF "YES," THANK THE CANDIDATE AND TERMINATE THE CALL.

3.2 Do you currently have any visual or mobility impairments that would prevent you from using a personal computer or mouse?

IF "YES," THANK THE CANDIDATE AND TERMINATE THE CALL.

4.0 Confirmation

- 4.1 Thank you for answering our questions. I would like to invite you to attend the focus group to evaluate a Web site developed just for young people like you. You'll get to explore the site on your own and then speak with one of our researchers about what you liked and didn't like about the site. The session will take no more than 90 minutes and all of your answers will be kept confidential. You'll receive:

- \$40 (14-15 year old)
- \$40 (15-16 year olds)
- \$40 (18-19 year olds) for taking part.
-

Would you like to attend and help us evaluate this important site?

IF "YES," MOVE TO INSTRUCTIONS (4.2). IF "NO," THANK THE CANDIDATE AND TERMINATE THE CALL.

- 4.2 Do you have a pen handy so I can give you the location and time of the session?

The evaluation session will be held on: _____ at _____.

The session will be held at: _____.

We're only inviting a very small number of people to attend so your involvement is very important to us. If you are unable to attend, please call me at (provide number). We'll also be confirming your participation the day before the session. If for some reason you haven't heard from us, you should contact us. We also ask that you arrive for ten minutes early so that you can settle in, enjoy some refreshments and prepare for the evaluation.

THANK RESPONDENT AND CONFIRM PARTICIPATION ONE DAY PRIOR TO SESSION TO MAXIMIZE PARTICIPATION.

PLEASE REMIND PARTICIPANTS TO BRING GLASSES WITH THEM IF THEY NEED THESE TO WORK COMFORTABLY AT A COMPUTER.

VISION
RESEARCH A Delta Media Company
RECHERCHE Membre du groupe Media Delta inc.

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Appendix B

Moderator's Guide

Moderator's Guide

Client:	Health Canada
Contact:	Charles Reynolds
Project:	Web usability testing – Youth (Health V002)
Date:	FINAL, April 30, 2002

1.0 The Invitation

10 minutes

THE DISCUSSION BEGINS WITH MONITORS TURNED OFF.

- 1.1 Does the concept of a health information Web site on tobacco and the effects of smoking appeal to you? Why or why not? (*Probe for Web as a medium and relevance of the information.*)
- 1.2 What kinds of information and features would you expect to find in a site like this? (Prompt for smoking prevention, quitting, quizzes, games...)

PARTICIPANTS ARE INVITED TO TURN ON MONITORS AND REVIEW THE HOME PAGE OF THE MAIN SITE.

- 1.3 Would you say the main page of this site is inviting? Does it encourage you to stay and continue your search for health and smoking information? Why or why not?
- 1.4 How does this page compare to your expectations? Did you notice the youth link?
- 1.5 Are there links on the home page that interest you more than others? Which ones? Why is that?
- 1.6 What links of this page interest you the least? Which ones? Why is that?
- 1.7 Are there any words or terms on this page that you don't understand?

ONCE THESE QUESTIONS ARE ANSWERED, THE MODERATOR WILL LEAVE THE ROOM AND THE PARTICIPANT WILL BE INVITED TO EXPLORE WHATEVER PARTS OF THE SITE INTEREST THEM. ANSWER ONE QUESTION (TO BE PROVIDED ON A SHEET OF PAPER) AND TAKE NOTES ON ANY ASPECT OF THE SITE THAT DOES NOT FUNCTION WELL OR THAT COULD BE IMPROVED IN ANY WAY.

MODERATOR SHOULD POINT OUT THE LINK TO THE YOUTH SITE AND EXPLAIN THAT WE'RE MOST INTERESTED IN THEIR OPINION ABOUT THIS SECTION. MODERATOR SHOULD ALSO WARN THAT SOME INTERACTIVE FEATURES DO NOT WORK IN THIS "CANNED" VERSION OF THE SITE, SEARCH PAGE AND SEND TO A FRIEND FOR INSTANCE.

Q: How many cigarettes are made in Canada every year?

AFTER 15 MINUTES, THE MODERATOR WILL RETURN AND PROCEED WITH THE INTERVIEW.

2.0 Aesthetics

20 minutes

- 2.1 What do you think of the overall design of this site: the colours, the fonts, the images, the layout? *(Probe for energy, vitality, contemporary look.)*
- 2.2 Overall, in terms of how the site is laid out, how does this site compare to the favourite sites you listed for us when you came in? Does it have anything in common with those sites?
- 2.3 What was the best thing about the design of the site? What worked best for you?
- 2.4 What was the worst thing about the design? What just didn't work for you? Did you find any of the things you listed earlier on the questionnaire as most annoying?
- 2.5 What did you think of the interactive tools like "what's in a cigarette?" and "The real cost"? What about the quiz?
- 2.6 Any other advice for our designers?

3.0 Navigability

10 minutes

- 3.1 Were you able to find the answer to the question we presented to you at the start?
- 3.2 Did anything not work as you expected when you were navigating the site? If so, what?
- 3.3 What could be done to make the site even easier to navigate?

4.0 Content

20 minutes

- 4.1 Tell me about the information you checked out while you visited the site. Where did you go and what did you think about what you found there?
- 4.2 How useful is this information to you or to others close to you, i.e. family members or friends?
- 4.3 Is any of the information on the site new to you? If so, what?
- 4.4 Did we miss anything? Are there topics here you feel we should add to the site? If so, what would these topics be?
- 4.5 Did you see anything in your visit that would make you come back to the site?
- 4.6 This site has lots of free stuff for visitors: newsletters, Windows wallpaper, e-cards. What did you think of these offers? Are you tempted to go back and try any of these? Why is that? *(PROBE FOR WHETHER THEY EVER DOWNLOAD THESE KINDS OF MATERIALS FROM OTHER SITES.)*

For non-smokers:

- 4.7 Does this site have what it takes to help young people never take up smoking? If so, what is it? If not, what needs to change?

For smokers:

- 4.7a Does this site have what it takes to help young people give up smoking? If so, what is it that can help get young people over the hurdle? If not, what needs to change?
- 4.7b Did you look at any information about the cigarette package warning labels?

For both:

- 4.8 Did you learn anything new about second-hand smoke?

5.0 Wrap-Up Questions

10 minutes

- 5.1 What new features do you feel could make the site more appealing for youth like you?
- 5.2 Would you return to the site or not? Why is that? Would you be likely to subscribe to a newsletter from this site?
- 5.3 Would you refer others to the site or not? If "yes," who? Why is that?
- 5.4 If someone asks you later today about the Web site you helped us evaluate today, what words would you use to describe the site?



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Appendix C
Pre-interview Questionnaire and
Results (by city)

QUESTIONNAIRE – Youth

A. *What are the three sites on the Web you visit most often?*

B. *What kinds of on-line tools and information do these sites have that keep you coming back?*

C. *What's the best site you ever visited?*

D. *What did you like the most about the look of this site?*

E. *What did you like least about this site?*

HEALTH CANADA

YOUTH - FOCUS GROUP QUESTIONNAIRE REPORT

HALIFAX				
QUESTIONS	NUMBER OF ANSWERS			
Group Age	14-15	16-17	18-19	
1. Best three Web Sites?	✓ mealhugy.com ✓ coffeebreakarcade.com ✓ lox.com ✓ altavista.com ✓ yahoo.com ✓ gameshark.com ✓ cheatplanet.com	✓ e-bay.com ✓ newgrounds ✓ hotmail.com (x2) ✓ yahoo.com ✓ music.com ✓ go2net.com ✓ nhl.com ✓ lycos.com	✓ askveeves.com ✓ hotmail.com (x2) ✓ teenhealthcentres.com ✓ thespark.com ✓ uproar.com	
2. Kinds of on-line tools?	✓ on-line games ✓ on-line shopping ✓ good ✓ information, interesting topics (x2)	✓ on-line auction ✓ on-line games (x2) ✓ on-line chat (x2) ✓ information (x2) ✓ lyrics, different artists ✓ objects to draw attention	✓ information ✓ quick and easy ✓ anonymous questions & answers ✓ free ✓ on-line games	
3. Best site ever visited?	✓ lox.com ✓ yahoo.com ✓ gameshark.com	✓ e-bay.com ✓ tp-2.com ✓ tharow.com	✓ uselessfacts.net ✓ uproar.com	
4. Most liked about best site?	✓ colours ✓ good information (x2)	✓ easy navigation (x2) ✓ accuracy (x2) ✓ colour, designs and graphics ✓ good information ✓ not boring	✓ a lot of information ✓ draws attention	
5. Least like about best site?	✓ expensive gear ✓ more topics ✓ new codes every week, cheap games	✓ hard to read, not all products appear on page ✓ not enough links, pictures or lyrics ✓ multiple windows appearing	✓ n/a ✓ click on too many sections to get where you want to be	

HEALTH CANADA

YOUTH - FOCUS GROUP QUESTIONNAIRE REPORT

MONTREAL				
QUESTIONS	NUMBER OF ANSWERS			
Group Age	14-15	16-17	18-19	
1. Best three Web Sites?	☒ basketball sites ☒ nike.com ☒ santéquébec.ca ☒ nba.com ☒ sneakercenter.com ☒ yahoo (x2) ☒ hotmail (x2) ☒ sports ☒ new movies ☒ caramail	☒ yahoo 2 ☒ caramail 2 ☒ la toile 2 ☒ photography ☒ music bands ☒ schools (CÉGEPs)	☒ sympatico.ca ☒ emploi-québec ☒ toutmontréal.com ☒ wwf.com ☒ rds.ca	
2. Kinds of on-line tools?	☒ links ☒ personal information ☒ chat ☒ can communicate (x2)	☒ advanced engin research ☒ chat ☒ interesting subjects ☒ question section ☒ content is clear	☒ job search ☒ information on Internet ☒ connexions ☒ housing search	
3. Best site ever visited?	☒ nba.com ☒ coffeebreak.com ☒ game sites ☒ musiqueplus.com (x2)	☒ whatisthematrix.com ☒ adorable.com ☒ lespacs.com/ca	☒ cbhq.com ☒ rds.ca	
4. Most liked about best site?	☒ colours and graphics ☒ lots of images ☒ lots of information ☒ site is complete...we know everything before it gets on the market ☒ well made	☒ images ☒ colours ☒ easy access ☒ surveys ☒ interviews ☒ comic books ☒ email ☒ good navigation ☒ precise titles	☒ objects on sale were easy to find ☒ order in which the information is presented	
5. Least like about best site?	☒ too much time to download the video clips ☒ can't try video games on site ☒ songs that I don't like or the specials ☒ not enough information on bands	☒ not enough information on Matrix movies ☒ size of site ☒ stereotyped images of women ☒ designs take too much space on site	☒ poor layout design	

HEALTH CANADA
YOUTH - FOCUS GROUP QUESTIONNAIRE REPORT

HEALTH CANADA

YOUTH - FOCUS GROUP QUESTIONNAIRE REPORT

OTTAWA						
QUESTIONS		NUMBER OF ANSWERS				
Group Age		14-15		16-17		18-19
1. Best three Web Sites?	✓	Government of Canada	✓	howstuffworks.com	✓	hotmail
	✓	instructive	✓	rds.ca	✓	yahoo
	✓	informative	✓	hotmail (x3)	✓	oyplayers.on.ca
	✓	entertainment	✓	fatdol	✓	plastic.com
	✓	hotmail	✓	Abercrombie & Fitch	✓	google
	✓	hmv.com	✓	email.com	✓	revolve.spacegirl.nu
	✓	yahoo	✓	google		
			✓	muchmusic.com		
			✓	sakafet.com		
2. Kinds of on-line tools?	✓	project information	✓	cool stuff	✓	email
	✓	research	✓	easy access to	✓	weather
	✓	information clearly presented	✓	information	✓	theatre (audition notices)
	✓	links that facilitate navigation	✓	email	✓	search engines (x2)
			✓	sports statistics	✓	current events
			✓	research	✓	news (x2)
			✓	school athletics updates	✓	message board sites
			✓	userfriendly	✓	discussion
			✓	junkmail free email service	✓	opinions
			✓	large amount of site (google)		
			✓	familiar		
3. Best site ever visited?	✓	Magic 100	✓	howstuffworks.com	✓	discovery.com
	✓	a music band's Web site	✓	jamiroquai.uk.com	✓	prystation
	✓	hmv.com	✓	google	✓	amontobin.com
			✓	bet.com		
4. Most liked about best site?	✓	colours	✓	overview of site on home page	✓	easy access to information
	✓	good links	✓	interactive	✓	use of flash
	✓	animation	✓	musical background (x2)	✓	colour scheme
	✓	good information display (x2)	✓	colourful graphics	✓	originality
	✓	good navigation	✓	simple	✓	complexity of visuals
			✓	easy to use		
			✓	not too flashy		
			✓	movies		
			✓	television		

HEALTH CANADA

YOUTH - FOCUS GROUP QUESTIONNAIRE REPORT

QUESTIONS	NUMBER OF ANSWERS		
5. Least like about best site?	✓	too much time to download	✓
	✓	quality of text	✓
	✓	site would freeze	✓
	✓	too much advertising on site	✓
		nothing	✓
		hard to find your way around	✓
		too busy at times...too much to look at	✓
		colour scheme	✓
		too much simplification of information	✓
		awkward navigation	✓
		lack of information (purely visual)	✓

HEALTH CANADA

YOUTH - FOCUS GROUP QUESTIONNAIRE REPORT

VICTORIA				
QUESTIONS	NUMBER OF ANSWERS			
Group Age	14-15	16-17	18-19	
1. Best three Web Sites?	✓ paintball ✓ bmx ✓ graffiti ✓ schoolboys ✓ aka-con.com ✓ hotmail (x3) ✓ that 70's show ✓ Saliene's craft page ✓ cozmogirl.com ✓ lyrics.com	✓ nhl.com ✓ officepools.com ✓ download.com ✓ livevictoria.com ✓ newgrounds.com ✓ hotmail (x2) ✓ lyrics.com ✓ altavista.com	✓ yahoo (x2) ✓ msn ✓ google ✓ e-bay ✓ nhl.com	
2. Kinds of on-line tools?	✓ pictures (x2) and products ✓ easy access to email ✓ good links ✓ good information ✓ easy to understand and use ✓ good connections (none of page cannot be displayed) ✓ information on celebrities ✓ information on community things ✓ access to song lyrics ✓ allows me to talk with friends (email/MSN)	✓ information about hockey pools ✓ downloading programs ✓ complete list of shows and musicians ✓ funny ✓ interactive games ✓ movies ✓ easy to use and to navigate ✓ email ✓ search engines ✓ interested in songs	✓ search information on post-secondary schools, movies and new music updates and entertainment ✓ on-line purchasing and selling	
3. Best site ever visited?	✓ Graffiti ✓ Phoenix features ✓ Saliene's craft page ✓ my friend's personal site	✓ warez.com ✓ whitewolf.com ✓ warpedtour.com-music tour	✓ no favourite ✓ muchmusic.com	

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Final Report

Interactive Testing of the
TCP Web site with Adults

Presented to:
Charles Reynolds
Health Canada

Prepared by:
Vision Research Inc.
a Delta Media Company

June 2002

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APPENDICES:

Appendix A: Participant Screener

Appendix B: Moderator's Guide

Appendix C: Pre-interview Questionnaire and Results (by city)

1.0 Executive Summary

This report presents the findings from a study conducted with both smokers and non-smokers in April and May of 2002, to test the navigability, appeal and relevance of the www.gosmokefree.ca Web site. The study utilized a hybrid depth interview methodology, wherein individual participants both met with the moderator and spent time working at an individual workstation to view the site. A total of 37 interviews (lasting 60 minutes each) were conducted with adults, aged 20 to 54, in Ottawa, Halifax, Montreal and Victoria.

By and large, the expectations of both smokers and non-smokers were met in terms of content (i.e. health information, smoking hazards, statistics). Smokers, on the whole, expected that information on quitting would be given a higher profile on the site. Expectations in terms of overall tone and approach were exceeded, in that many expected the site to be more "preachy" and less inviting and respectful of smokers.

Aesthetically, the site was judged by most to be clean and well-organized, though in need of more photos and graphics to break up the text and bring more colour and visual points of interest to the pages.

The site's overall navigability was deemed to be generally effective and as easy as most other sites on the Web. One issue that did emerge was the need for improved architecture and design to make it easier to retrace one's steps through the site. This would include the use of breadcrumbs, a consistent menu on the left of each page (to the main sections of the site), and a consistent relationship between one image and one section of the site.

The site's content was generally deemed to be complete and relevant to individuals. Interestingly, many participants called for more use of the graphic images that currently adorn cigarette packages — though many cautioned that these images should not appear on the main page (which is deemed to be inviting and effective in its current form). Other items recommended for inclusion on the site include a Q&A section wherein visitors can ask questions of a health expert, information on products and techniques to help smokers quit, and more human interest information, such as testimonials from those who have successfully quit.

The interviews also revealed that most visitors will come to the site with a specific task or outcome in mind. The outcomes most often cited by participants are:

- Non-smokers aiming to help a friend quit
- Parents or teachers aiming to encourage young people not to start
- Smokers trying to quit
- Individuals looking to research specific information on the topic

This report recommends that these four outcomes could serve as the basis of a means to organize the site's main page into four sections, corresponding to the outcome that motivated the individual to visit the site.

2.0 Introduction

This report is based on a series of 37 one-on-one interviews conducted with adults in Ottawa, Montreal, Halifax and Victoria at the end of April and the beginning of May, 2002 to test Health Canada's Web site, www.gosmokefree.ca. The site contains information on the health effects of smoking.

A previous version of the Web site is currently live. The testing was conducted on a prototype for a newer version of the Web site that incorporates changes to the youth component of the Web site.

The outcomes of all of the interviews have been compiled, analyzed and summarized in this report.

3.0 Methodology

The interviews for www.gosmokefree.ca were conducted with adults between the ages of 20 and 54 who identified themselves as either smokers or non-smokers. A copy of the participant screener questionnaire is included as appendix A.

The moderation of the Ottawa interviews was shared between Vision Research's two moderators, Bernard Gauthier and Candace Fedoruk, with Bernard conducting the French interviews. Bernard was the sole moderator for the interviews in Montreal and Halifax while Candace was the moderator for the interviews in Victoria. The same moderator's guide, with a French translation for the French interviews in Ottawa and Montreal, was used for all of the interviews and has been added as reference as appendix B. It should be noted that, in consultation with the client, the discussion guide evolved as the interviews were completed and in some cases, the questions were only asked in some cities.

Upon arrival at the testing locations, participants completed a brief questionnaire designed to provide some insight into the respondent's Web habits and interests. A sample of this questionnaire can be found in appendix C along with a summary of the results, categorized by city.

The one hour long interviews consisted of a preliminary discussion regarding the concept of the Web site, followed by 15 minutes during which the respondent was invited to roam the site at will to search for the answer to a pre-determined question. Following the search period, discussion resumed.

Testing was conducted with the aid of a CD-Rom that had been programmed to track the participants' movements through the site. Once the individual sessions in Ottawa, Montreal and Halifax were completed, the captured data was then transmitted over the Internet to Health Canada's servers. In Victoria, since the testing was not being conducted in a computer facility, the data was stored as text files and then transmitted via email. It should be noted, however, that the data reporting for Victoria was not complete due to technical difficulties with the programming of the CDs. Three out of the four CDs were faulty and the one remaining viable CD only captured the data sporadically.

The one-on-one interviews were held as follows:

City	Date	N° of Participants	Type of Participants	Language of interview
Ottawa, ON	April 29 and 30, 2002	3 2 3 Total 8	Smokers Smokers Non-Smokers	English French English
Montreal, QC	May 1 and 2, 2002	1 3 1 5 Total 10	Smokers Smokers Non-Smokers Non-Smokers	English French English French
Halifax, NS	May 7 and 8, 2002	6 3 Total 9	Smokers Non-Smokers	English English
Victoria, BC	May 13 and 14, 2002	5 5 Total 10	Smokers Non-Smokers	English English

4.0 The Concept

By and large, both smokers and non-smokers responded positively to a description of the site's concept (offering information on tobacco and health to smokers and non-smokers). Comments ranged from "very good" to "a laudable goal. " In Victoria, one non-smoker thought it was a good concept but cautioned that the site would be judged on its content:

"It's only good if it provides the right information."

Smokers and non-smokers alike were interested mostly for personal reasons. Among smokers, most indicated that they would visit the site because they had questions, were thinking of quitting or were in the process, or wanted to know the health effects. One smoker in Halifax saw the site as a "way to educate" herself. A number of smokers specified that they were not likely to visit such a site as it would contain what they already know (one English-speaking smoker in Montreal said that they "Know it already. Read it, see it. Don't think I'll learn anything new.")

Likewise, non-smokers were interested in health information (as in the case of one asthmatic participant who had a "vested interest" in the information) because they had relatives die from smoking-related diseases or because their spouses, children or co-workers smoke. Some indicated that they were likely to use the site as a teaching tool for their children. A few respondents felt that since they were non-smokers, the site would not be relevant. However, a number did concede that if they wanted to encourage someone to stop smoking, or support someone, they would turn to the site.

It is important to note how respondents were quick to identify the specific reasons that would bring them to such a site. Their support for the concept was not unconditional but rather hinged on the need to accomplish specific tasks such as quitting, helping someone else quit or finding out more about specific health concerns. This reasoning should be used to guide both the content of the site and its promotion.

4.1 Initial Expectations

In general, participants agreed widely on the kinds of information they expected to find on the site, and most correctly anticipated what they would later find. Interestingly, smokers and non-smokers shared the same expectations of the site:

- General health information
- The hazards of smoking
- Diseases and health conditions caused by smoking

Their expectations differed somewhat in that non-smokers were more likely to expect information on how "dangerous" smoking is, whereas smokers were more likely to expect information on ways of quitting smoking or ways to never begin smoking. These expectations were certainly not mutually exclusive to either group, however.

In addition, several of the adult participants (both smokers and non-smokers) hoped that the site would also reach out to youth and provide "advice to parents, teachers, adults to help youth stay away from smoking." This is in effect an important endorsement of the youth section on the site.

One participant also suggested they hoped for information on the respiratory system in terms of "how it works and what happens to it...your body and what cigarettes do to it." "Le tabagisme... qu'est ce que c'est et qu'est ce que ça donne." By-law information was also a subject of interest for one smoker in Montreal and Ottawa while in Halifax, support groups and provincial, national and universal death rates were anticipated.

Both smokers and non-smokers in all cities fully anticipated graphic images like diseased lungs showing the effects of smoking. Many cited the cigarette packaging as the reason for this expectation. It is clear from the frequency with which the packaging was cited in all cities that these disturbing images are top of mind with both smokers and non-smokers.

In the ensuing discussion of the graphic images (which was quite animated in nearly all groups), opinion differed quite a bit on the effectiveness of these images. Many smokers claimed that the images have no effect on them personally. One smoker in Halifax said she didn't want to "see pictures of how horrible my lungs look, like on the cigarette packages. If it's the same old thing, there's no point."

Others, both smokers and non-smokers, felt the images can be effective. A non-smoker in Victoria expected the site to "look like the DARE program...as in Dare to Say No to Drugs for kids. It is a stupid program, but effective and educational." Others confirmed that the powerful images can catch people's attention and "have an effect" in helping people to quit. One went so far as to later describe it as the most memorable thing on the site. One participant in Ottawa noted that although they personally did not pay attention to the actual physical cigarette packages, on the site they could "click on the photos, see the ads and read more about them." Both smoker and non-smokers called for the inclusion of more of this type of photo, but not on the first level of the site.

Outside of information, a small number of non-smoking respondents anticipated that there would be links to other sites such as health sites that deal with smoking such as the Lung Association and the Asthma Association.

5.0 Home Page

5.1 Overall Design and Aesthetics

At first glance, all respondents generally agreed that the home page of the site was clear, easy to read and did not have "any surprises."

Where negative comments did emerge was usually in relation to the length of the first page and the scrolling that was required. Several were surprised at the content found on the page and were stuck by items they did not expect to see on the site (i.e. Toxic Emissions and certain of the news items).

The background colour elicited mixed reactions from both the smoking and non-smoking participants. While some felt that the lack of colour (i.e. the white background) was an advantage, others noted the text was "hard to read" and that the addition of colour would make the page "less harsh" and would serve to "draw you back." The suggested colours were neutral in tone such as pale blue. A number of users questioned usage of the "prime real estate" in the middle of the screen as the white space around the text was noticeable.

The photos at the top of the home page (i.e. a flutist) also generated some discussion in most interviews. On balance, the positive comments regarding the soft lifestyle photos outnumbered the negative comments. Those who felt the images to be positive were "pleasantly surprised" by the tone of the images and some found that these depictions of health were more of an incentive for people to quit than images of disease. Many were appreciative that the approach that was used to invite them into exploring the site further was gentler than what they had been anticipating ("...trouve ça bien au'ils ont mis quelque chose de plus santé avec les photos de gens qui sont bien dans leur peau...plus intéressant pour me faire arrêter de fumer que montrer des horreurs.")

Where people responded negatively to the lifestyle photos, it was either because the participants failed to make a connection between the visual and the topic of smoking or because the photos did not appeal to their individual tastes ("The photos aren't necessarily for me." "They're hokey.") Respondents in Victoria, in particular, tended to be more negative. Among the remainder of the respondents, a few non-smokers thought that the photos should "focus on smoking" and it was suggested that there be a contrast between photos portraying smokers and some that show non-smokers in active situations.

Another suggestion was to help visitors understand the link between the photo to the content through the addition of captions explaining the symbolism. Many respondents also felt that the fade effect on the photos was too heavy, and that any text contained inside the borders of the photo was hard to read.

Although almost all of the respondents fully expected to find graphic photos contained on the site similar to the images found on the cigarette packages, many were appreciative that these types of photos were not the first ones they encountered on the home page.

For the most part, the no-smoking symbol on the homepage went unnoticed except for with one or two participants in Victoria and Ottawa who found it to be "out of place" and suggested that it should either be moved up or down. Respondents questioned its purpose, if it was not a functional link.

When asked if they were likely to remain on the site to continue their research, respondents generally agreed. One non-smoker in Montreal indicated that they would stay and read what caught their attention ("oui...je lirai des choses accrochantes") while another in Halifax stated that "they might not stick around very long.

An overwhelming majority of respondents did not notice the URL at the bottom of the page, mostly due to the fact that they did not scroll all the way to the end. This in itself may be a reflection of the "scroll fatigue" they expressed earlier.

5.2 Fulfillment of Expectations

By and large, the expectations of both smokers and non-smokers were met or exceeded by the site. Those who liked what they saw discovered that there was "more than expected", that it was "very professional" and "more informational than fluff." One non-smoker in Montreal declared that "it was for non-smokers too." Reaction to the amount of content on the page was mixed with some finding the amount "more in-depth than expected" and others finding the amount of information "too much."

Those few non-smokers who found that the page did not meet their expectations did so because there was "not as much health information." Another thought the page was "too crowded" and "doesn't grab you." Many participants, thought the page looked like a government document – a statement that both conveys how their expectations were met and how the site's aesthetics are perhaps not as exciting as those of commercial sites.

Several smokers found that the site seemed to deal more with prevention and less with quitting than what they had expected. A number were also surprised by the positive tone of the site. A smoker in Montreal commented that it was not aggressive ("Ce n'est pas agressant.") The very few smokers who did not find the page inviting felt that it was "same old, same old" and that it held everything that they had heard before. Several of the younger adults (in their early twenties) initially found the site to be for youth and, therefore, less interesting for them.

Only one non-smoking participant in Montreal felt that there was a lot of emphasis placed on the negative consequences of smoking and the costs involved and believed that the issue goes beyond that.

Overall, the statistics met everyone's expectations and still caught their attention. In addition, most users liked the "feature" links on the upper right but a respondent in Victoria who worked with the disabled suggested that the boxes would be difficult to perceive and isolate if the user had poor eyesight, because they bleed into the white space surrounding them. This was echoed by a participant in Ottawa who, being a person with a disability, was mindful of barriers for that community.

5.3 Areas of Interest

When asked what sections of the home page they would most likely visit, some important differences between smokers and non-smokers emerged. Non-smoking respondents were consistent in their intent to visit the following areas of the site:

- Health Effects;
- Second-hand Smoke;
- Toxic Emissions; and
- The Industry.

Only a few cited the international conference and one cited the Blue Ribbon.

By comparison, smokers were most interested in E-Quit and the link to "Quitting" in the navigation bar, though several also pointed to health effects.

When asked where they were least likely to visit, it was clear that Media Campaigns and E-Quit held limited interest for non-smokers. Other areas that non-smoking participants would not visit were links to the Advisory Council and certain of the News links (which are regularly updated on the site).

Many smokers pointed to Second-hand Smoke as a section they likely would not visit since it was "information they already knew."

Both smokers and non-smokers also cited Legislation and some of the news items (i.e. funding of a summit on reducing smoking in Francophonie countries) as sections they likely would not visit. It needs to be noted that the news items are updated constantly so the findings here need to be interpreted with caution. Finally, several pointed to the "Send to a Friend" link and indicated that, although they approve of the approach, they likely would not use such a feature. One smoker in Halifax did not like the "Send to a Friend" feature and one found it "most disgusting. It's like solicitation" and suggested changing the wording to "Would you like to..."

5.4 Language

Overall, the majority of participants, both smokers and non-smokers, thought the language on the site was "simple" and "straightforward." For example, one English smoker in Montreal, whose first language was neither French nor English, found the language to be fine. Some participants mentioned the complex chemical or medical terms, and all but one participant in Montreal felt that the language posed no barrier. One participant who ventured into the youth section found that it "lectured."

6.0 Site Aesthetics

After having explored the site for 15 minutes, participants were asked to comment on the overall aesthetic quality of www.gosmokefree.ca. In keeping with the variety of individual tastes in colour and design, reviews were mixed though definitely tending to positive.

Overall, the majority of non-smoking participants found the site easy on the eyes and well laid out:

"Il n'y a pas trop de tape à l'oeuil."

"It makes you comfortable" and was "easy to manoeuver."

The large size of the font was also appreciated by several participants, who described the page as easy to read. While some participants liked the section headings at the left of the page ("vraiment clair, bien divisée avec les sous-titres"), several found the resulting design was "too cluttered" and had been expecting less text with more links.

The clarity of the links imbedded into text was an issue voiced by respondents in all groups. Respondents found that these links were not as evident as they needed to be, since the colour variation between the black type and the dark blue link was too small. In addition, some expected underlined hyperlinks.

By and large, participants considered the design of the site to be authoritative. Many indicated that their trust in the site was enhanced by the knowledge that it was "a government site." This trust drew in part from the more restrained graphic style of the site

"Yes, I don't doubt it. It has the [Canada] logos... I didn't even question statistics."

When asked what could be done to improve the site, both smokers and non-smokers pointed to the need to improve the links found within the text by either changing the colour to make them stand out or by underlining them to denote them as hyperlinks.

Many participants in all cities also called for more photographs and graphics to break up the sometimes long columns of text on pages. Given the considerable white space on either side of these columns, the pages quickly become quite monochromatic as users scroll to conceal the photos and navigation bars at the top. As we observed the navigation through the site, it became clear that scrolling through these texts was discouraging for many participants, who quickly switched from reading to scanning as they made their way down. The use of photographs would serve both to break the text down into more manageable units and provide points of entry for visitors as they scrolled (reasons to stop scanning and begin reading).

There were also suggestions to move some of the more interesting items (i.e. Hollywood and the industry and TV ads that can be viewed on the computer) to a more prominent location to help sustain interest in the site ("...l'Internet n'est pas quelque chose qu'on lit."). Others called for more photos and animation, as well as more condensed content so as to lessen repetition and scrolling. One participant who had visited the youth section suggested that some of that section's look be applied to the main site. Some also asked to change the background colour to something more inviting and soothing than white.

7.0 Navigation

By and large, participants rated the ease of navigation of the site as either the same as or better than their favourite sites. As one non-smoker in Halifax expressed it, the site “answers questions right away. It doesn’t take you elsewhere.”

It is important to note that the majority of respondents reported not using the top navigation bars, either because they went unnoticed, or because they were seen as “like every Government site” and hence ignored. Some respondents immediately scrolled down to position the photo at the top of the screen, thereby eliminating the top bars.

Another point that was raised by some participants was that visitors must return to Home in order to pursue another path (e.g. to go Facts or to Media Campaigns). This occurred because the main headings from the left menu of the Home page are not repeated on subsequent pages. This leads to a “cleaner” look, but a less efficient one for navigation.

While several participants appreciated the consistent look throughout the site, many found that they become lost as they moved through the site in search of the specific information they were asked to find (a specific question was asked of all participants by the moderator, with the instruction to spend a few minutes looking for the answer in the site). Most users said that while they could move around the site easily, they had difficulty in *retracing* their steps or finding a particular feature that they saw earlier. There was some frustration as users clicked from screen to screen looking for a path to get to a particular chart, paragraph, or illustration. One smoker in Ottawa suggested adding “breadcrumbs” (a summary of the section and sub-sections through which the visitor has traveled to arrive at the page they are now on) “to tell you where you are and everywhere you go.” The difficulty in retracing steps was also exacerbated by the rotation of the photos on the tops of the pages. Many participants explained that they use these photos as an aid in determining whether or not they have been to a particular page before: if they recognize the photo, they have been here before. However, since photos rotate, some might appear a second time on a page not yet viewed or, similarly, a page already viewed might display a different photo. Both instances lead to confusion. As one participant in Montreal explained:

“L’image du haut du site qui revient à chaque page porte à confusion, car elle me donne l’impression d’être à la page d’accueil lorsque je n’y suis même pas.”

Sometimes, as in the case of the question regarding the number of cigarettes produced, the answer was not contained in the section they anticipated (Trends as opposed to Facts) and some had difficulty finding the correct answer. It should be noted that the French-speaking respondents were not successful in finding the answer. Also, one participant in Ottawa expressed that “the best parts were some of the most obscure.” In order to improve navigation through the site, many respondents requested a search function, specific to the site itself, and a site map.

8.0 Content

When asked to rate the quality and relevance of the content on the site, participants differed quite widely, though most tended to a generally positive assessment. As one smoker in Victoria stated:

"It hits you when you read it. It stays in your mind."

Most participants (both smokers and non-smokers) were familiar with the major points of the site – that smoking has serious health consequences, cigarettes contain many noxious substances, etc. None were overwhelmed by these general themes. Many of the respondents, both smokers and non-smokers, felt that the site "doesn't tell you anything new", especially when it comes to second-hand smoke.

On the other hand, the collection of such a complete and convincing body of information and statistics into one site was deemed to be quite helpful to many and would be useful for research projects. For example, most conceded that they were unaware of some of the details and statistics, such as the number of chemicals (both smokers and non-smokers), of deaths (mostly non-smokers) and that the manufacturing of 300 cigarettes kills one tree (had ventured into youth site). A smoker in Victoria explained:

"The section on facts really stuck to me, as well as the section on stroke. I wasn't aware of the different levels of stroke and what exactly they do to you."

As for second-hand smoke, a smoker in Halifax stated:

"I knew it was bad but didn't know how much."

Specific areas of the site that generated discussion include the cigarette cost calculator, which drew the attention of both smokers and non-smokers. One non-smoker in Victoria described the calculator as "a good incentive to quit."

E-Quit was another area that drew the attention of both smokers and non-smokers. The non-smokers said they would likely tell smokers whom they knew about the service (specifically those already thinking of quitting), while the smokers were predominantly interested in either investigating this further, or signing up once they have made the decision to quit. Another non-smoker noted that they saw e-cards as "a way to get involved" in the site.

When asked what content could be added to the site to make it more effective or relevant, an important number of participants (both smokers and non-smokers) in all cities suggested additions to boost the site's human interest. Participants called for personal stories or testimonials, to either help smokers quit or to prevent someone from starting. This could come in the form of a diary from someone who has successfully quit, for example. Smokers saw this as a way not only to help them in their decision to quit or to reduce the amount they smoke, but also as a means of finding out the different methods that have worked for others. Also, they indicated that it would be useful in understanding the physical effects of quitting smoking (i.e. what to expect and when).

Other suggestions included more of the graphic photographs like those now on cigarette packages ("the ones I don't want to see"), information on the history of tobacco as well as the addition of a "Tobacco in the News" section.

Smokers also expressed an interest in a Question & Answer area, where they could email a question if they were unable to find it on the site. A hot topic among smokers was also even more information on quitting and the products available such as the patch, gum and Zyban.

One non-smoker in Montreal suggested a section on alcoholism since "smoking and alcohol go hand in hand." Another non-smoker in Montreal felt that the site needed to speak more to women ("sensibiliser plus les femmes...s'adresse un peu directement." A few also commented on the need for information on peer pressure. One suggested that youth be made the focus of the site with the information for adults as secondary. Several also suggested adding interactive features like games.

Overall, the majority of respondents were not convinced that the site, on its own, was everything that someone needed quit smoking. This was not meant to disparage the site in any way so much as to remind the moderator that the decision to quit is a personal one, and one that requires enormous willpower. They felt that much more than a Web site was required to successfully stop smoking. Those who thought the site had potential felt that it "had a lot of information to help them." Several thought that the site would be useful in school settings.

Reactions were split among smokers when asked if they were either interested in, or would sign up for, an automatic email update alert. One smoker in Halifax declined on the basis of "...getting an email every time a typo was fixed" while a non-smoker in Montreal thought it would be beneficial "because this is something you want to be updated on – there's a constant change." A French-speaking participant from Ottawa found this type of service annoying ("ça m'énervé") even though they had signed up for this service in the past. Others commented that it produced "junk mail." Meanwhile, some already subscribe to the same type of service for recipes, travel information, sports information and music.

9.0 Conclusion

We concluded the interviews by asking participants how, in their own words, they would describe the site to family members, friends or colleagues. Most focused their answers on the rich "information" on the site and on its use for people trying to quit smoking. In general, the descriptions of the site were quite positive and suggested participants will be prepared to recommend the site to others.

The following is a selection of how some participants would describe the site to others:

"Site qui parle du tabagisme entre autres mais aussi qui parle de prévention pour les jeunes." – Non-smoker, Montreal

"If want to have background information, thinking about quitting and not sure? Go to site, read up and then make decision." – Non-smoker, Montreal

"Site ayant des outils pour t'aider à arrêter de fumer." – Smoker, Montreal

"Very easy to read, to understand. Not Dr. talk. Simple to get around. Not fancy but it's not there for entertainment. Easy to find things." – Smoker, Montreal

"Awesome...site on quitting. Well done." – Non-smoker, Ottawa

"A Health Canada site with information on smoking and statistics on the effects of smoking. Information on quitting smoking and to get help on quitting smoking."
– Smoker, Ottawa

"Information based site with all kinds of facts about second-hand smoke, the industry, legislation." – Non-smoker, Halifax

"A site designed to help you quit smoking. Lots of information on the effects of smoking." – Smoker, Halifax

"It is a good Web site, very interesting. It has a lot of information on smoking. I will tell my wife's friend, if she considers to quit, to take a look at the site."
– Non-smoker, Victoria

"Check it out. It is really interesting if you are looking to quit. I have a friend right now who is struggling to quit. I will tell her all about the site. I will also tell all the people at my workplace who want to quit smoking to have a look at it."
– Smoker, Victoria

In many of the interviews, we also concluded by asking respondents how they felt the site should be promoted. Banners or buttons on Web sites like Sympatico were most often suggested.

Finally, we asked participants if they would likely return to the site again. Here again, their answers pointed to how participants are "outcome oriented" when they surf. The majority of respondents said "yes" they would return, however their intentions were conditional. They would return if, for example, they decided to quit smoking, or if they had a friend who needed help quitting, etc.

Interestingly, several non-smokers and smokers also indicated they would return out of curiosity to see the sections they did not have time to see during the testing. This, in itself, suggests their experience on the site was a positive.

10.0 Summary of Recommendations

10.1 Aesthetics

- Denote the imbedded links more clearly - use a more evident colour or underline the text.
- Consider using images at the top of each section page that relate more closely to smoking or using text to link the current images more closely to the topic of smoking and health.
- Consider using a background colour other than white, to make the site easier on the eyes and more inviting.
- Use more images and photos throughout in order to break up long columns of text.

10.2 Navigation

- Make the links for Quitting and Youth more prominent (i.e. on the left menu).
- Add a site-specific search engine and place the text box immediately on the main page. Consider also adding a site map.
- Use a consistent left-hand menu of major sections on all pages in the site, to ease navigation.
- Have the colours for subheadings change once the visitor has viewed that information.
- Use consistent images on each page so visitors will recognize the image and know they have been there before.
- Use "Breadcrumbs" to help visitors situate themselves on the site and retrace their steps

10.3 Content

- Organize information into sections that correspond more closely to the major reasons individuals would likely visit the site (i.e. non-smokers aiming to help a friend quit, parents or teachers aiming to encourage young people not to start, smokers trying to quit, or individuals looking to research specific information on the topic).
- Add more graphic images of disease (as currently seen on the cigarette packaging), though continue placing those deeper in the site rather than immediately on the home page.
- Add a Q&A section wherein visitors can ask a question of an expert on health and tobacco, with questions and answers being shared for all visitors to read.
- Add more information on the products and techniques to help people quit.
- Add human interest to the site (i.e. testimonials or a diary by those who have quit).
- Add information (and/or raise the profile on existing information) on the history of tobacco in this country, and current events related to "Tobacco in the News."



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Appendices

Appendix A

Participant screener

Screenener

Client:Health Canada

Contact:Charles Reynolds, Jared Cohen

Project:Web usability testing – Adults

Date:FINAL, April 15, 2002

1.0 Introduction

Our client, Health Canada, wishes to evaluate the usability of a Web site aimed at Canadian smokers and non-smokers. The site is intended to provide health information on the risks of smoking. The interactive user tests will be conducted with members of the Canadian general public who:

1. Use the World Wide Web at least once a week;
2. Have sought out health information for either themselves or family members on the Internet within the last year;
3. Are men and women ranging between ages 20-54 years;
4. Reflect a composition of approximately 50% females, and 50% males; and
5. Reflect a composition of approximately 40% regular smokers (at least five cigarettes a day) and 60% non-smokers and occasional or light smokers. Ex-smokers can be considered to be non-smokers.

The sessions will be one-on-one interviews, following a period of individual navigation on the Web site. The entire session will take no more than one hour. The following table identifies the times we have available for these sessions.

Ottawa - April 29; Montreal - May 1; Halifax - May 7 and Victoria - May 13.

#	Name	Age	Time
1			7:30 - 8:30 a.m..
2			8:30 - 9:30 a.m.
3			9:30 - 10:30 a.m.
4			10:30 - 11:30 p.m.
5			11:30 - 12:30 p.m.
6			12:30 - 1:30 p.m.
7			1:30 - 2:30 p.m.
8			2:30 - 3:30 p.m.
9	NOT AVAILABLE - BOOKED FOR GROUP SESSION		3:30 - 4:30 p.m.

10			4:30 - 5:30 p.m.
11			5:30 - 6:30 p.m.
12			6:30 - 7:30 p.m.
13			7:30 - 8:30 p.m.
14			8:30 - 9:30 p.m.

Ottawa - April 30; Montreal - May 2; Halifax - May 8 and Victoria - May 14.

#	Name	Age	Time
1			7:30 - 8:30 a.m..
2			8:30 - 9:30 a.m.
3			9:30 - 10:30 a.m.
4			10:30 - 11:30 p.m.
5			11:30 - 12:30 p.m.
6			12:30 - 1:30 p.m.
7			1:30 - 2:30 p.m.
8			2:30 - 3:30 p.m.
9			3:30 - 4:30 p.m.
10			4:30 - 5:30 p.m.
11			5:30 - 6:30 p.m.
12	NOT AVAILABLE - BOOKED FOR GROUP SESSION		6:30 - 7:30 p.m.
13			7:30 - 8:30 p.m.
14			8:30 - 9:30 p.m.

The evaluation will focus on the aesthetic presentation of the site, its structure and ease of navigation, as well as the relevance to the participant of the content within.

A cash incentive of \$50 will be offered to participants who attend and complete the evaluation.

2.0 Screening Questionnaire

- 2.1** Our client, Health Canada, is preparing to evaluate one of its Web sites aimed at Canadians. The Web site provides health information on smoking for both smokers and non-smokers. The evaluation will only take one hour and participants will receive a cash incentive to thank them for participating.

Is there someone at home right now between the ages of 20 and 54 who would be willing to participate in this study?

IF "YES," PROCEED TO QUESTION 2.3 WITH CANDIDATE.

IF "NO," PROCEED TO 2.2.

- 2.2** "Is there a better time to call and reach someone in this household between the ages of 20 and 54 who might be interested in participating.

NOTE TIME AND NAME OF CANDIDATE: _____

- 2.3** How often would you say you use the World Wide Web in an average week?

- a) Never
- b) Once or twice a week
- c) Three to five times a week
- d) Every day

IF "A", THANK THE CANDIDATE AND TERMINATE THE CALL.

- 2.4** What would you say is the search engine you use most often?

IF NO READY ANSWER WITHIN THREE SECONDS, THANK THE CANDIDATE AND TERMINATE THE CALL.

- 2.5** How often, in the past year, have you looked for information related to health, either for you, for a friend or a member of your family?

- a) Never
- b) Once or twice
- c) Three to five times
- d) More than five times

IF "A", THANK THE CANDIDATE AND TERMINATE THE CALL.

2.6 Do you currently work in Web development or Web design?

IF YES, THANK THE CANDIDATE AND TERMINATE THE CALL.

2.7 How would you describe yourself in terms of your cigarette smoking habits?

- A) As a non-smoker? (i.e. Never smokes or has quit)
- B) As an occasional smoker? (i.e. Fewer than five cigarettes a day or an occasional "social smoker")
- C) As a regular smoker? (i.e. More than five cigarettes per day)

AIM FOR 50% NON-SMOKERS AND OCCASIONAL SMOKERS, AND 50% REGULAR SMOKERS.

SEE SCHEDULE UNDER SECTION 1.0 TO DETERMINE AVAILABLE TIMESLOTS TO SCHEDULE PARTICIPANTS

2.8 How old are you currently?

AIM FOR A BALANCE BETWEEN THE FOLLOWING AGE GROUPS: 1) 20 - 25 YEARS OLD, 2) 26 - 45 YEARS OLD AND 3) 46 - 55 YEARS OLD.

3.0 Other Considerations

3.1 Have you participated in any other focus groups in the past year?

IF "YES," THANK THE CANDIDATE AND TERMINATE THE CALL.

3.2 Do you currently have any visual or mobility impairments that would prevent you from using a personal computer or mouse?

IF "YES," THANK THE CANDIDATE AND TERMINATE THE CALL.

4.0 Confirmation

- 4.1 Thank you for answering our questions. I would like to invite you to attend the focus group to evaluate a Web site developed just for people like you. You'll get to explore the site on your own and then speak with one of our researchers about what you liked and didn't like about the site. The session will take no more than one hour and all of your answers will be kept confidential. You'll receive \$50 for taking part. Would you like to attend and help us evaluate this important site?

IF "YES," MOVE TO INSTRUCTIONS (4.2). IF "NO," THANK THE CANDIDATE AND TERMINATE THE CALL.

- 4.2 Do you have a pen handy so I can give you the location and time of the session?

The evaluation session will be held on: _____ at _____.

The session will be held at: _____.

We're only inviting a very small number of people to attend so your involvement is very important to us. If you are unable to attend, please call me at (provide number). We'll also be confirming your participation the day before the session. If for some reason you haven't heard from us, you should contact us. We also ask that you arrive for ten minutes early so that you can settle in, enjoy some refreshments and prepare for the evaluation.

THANK RESPONDENT AND CONFIRM PARTICIPATION ONE DAY PRIOR TO SESSION TO MAXIMIZE PARTICIPATION.

*PLEASE **REMIND PARTICIPANTS TO BRING GLASSES** WITH THEM IF THEY NEED THESE TO WORK COMFORTABLY AT A COMPUTER.*

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Appendix B

Moderator's Guide

Moderator's Guide

Client:	Health Canada
Contact:	Charles Reynolds
Project:	Web usability testing – Adult (Health V001)
Date:	FINAL, April 30, 2002

PARTICIPANTS WILL BE WELCOMED TO THE FACILITY AND GIVEN A BRIEF QUESTIONNAIRE TO COMPLETE:

- A. *What are the three sites on the Web you visit most often?*
- B. *What kinds of features or information do these sites have that keep you coming back?*
- C. *What kinds of information have you searched for most often in the past year?*
- ☐ *Travel*
 - ☐ *Health*
 - ☐ *Banking, investment, financial planning*
 - ☐ *Sports*
 - ☐ *Games, entertainment*
 - ☐ *Other: _____*
- D. *Have you visited any specific Web sites for health information? If so, which?*
- _____
- _____
- _____
- E. *What did you like best about these sites?*

NEXT, PARTICIPANTS WILL BE SHOWN TO A ROOM EQUIPPED WITH A PERSONAL COMPUTER. THEY WILL BE ASKED TO REVIEW THE HOME PAGE BRIEFLY WITH THE MODERATOR PRESENT.

1.0 The Invitation

10 minutes

THE DISCUSSION BEGINS WITH THE MONITOR TURNED OFF.

- 1.1 Does the concept of a health information site on tobacco and the effects of smoking including helping smokers quit and encouraging youth not to start appeal to you? Why or why not? (*Probe for Web as a medium and relevance of the information.*)
- 1.2 What kinds of information and features would you expect to find in a site like this?

PARTICIPANT IS INVITED TO TURN ON MONITORS AND REVIEW THE MAIN PAGE.

- 1.3 Would you say the main page of the site is inviting? Does it encourage you to stay and further your search for health information? Why or why not?
- 1.4 How does this page compare to your expectations?
- 1.5 Are there links on the home page that interest you more than others? Why is that?
- 1.6 What links of this page interest you the least? Why is that?

ONCE THESE QUESTIONS ARE ANSWERED, THE MODERATOR WILL LEAVE THE ROOM AND THE PARTICIPANT WILL BE INVITED TO EXPLORE WHATEVER PARTS OF THE SITE INTEREST THEM, ANSWER ONE QUESTION (TO BE PROVIDED ON A SHEET OF PAPER) AND TAKE NOTES ON ANY ASPECT OF THE SITE THAT DOES NOT FUNCTION WELL OR THAT COULD BE IMPROVED IN ANY WAY.

MODERATOR SHOULD WARN THAT SOME INTERACTIVE FEATURES DO NOT WORK IN THIS "CANNED" VERSION OF THE SITE, SEARCH PAGE AND "SEND TO A FRIEND" FOR INSTANCE.

Q: In Canada, how many people over the age of 15 smoke?

A: 5.7 million or 23%

AFTER 15 MINUTES, THE MODERATOR WILL RETURN AND PROCEED WITH THE INTERVIEW.

2.0 Aesthetics

5 minutes

- 2.1 What do you think of the overall design of this site: the colours, the fonts, the images, the layout? (*Probe for clarity, trustworthiness, authoritativeness.*)
- 2.2 In terms of overall design, how does this site compare to other health sites you have visited? Does it have anything in common with those sites?
- 2.3 What other advice would you give the designers to improve the site?

that information to you?

4.9a Would you be likely to subscribe to an auto-email service that would advise you of updates to the Web site?

4.9b Do you currently subscribe to such a service? If so, where?

5.0 Wrap-Up Questions

5 minutes

5.1 Would you return to the site or not? Why is that?

5.2 Would you refer others to the site or not? If "yes," who? Why is that?

5.3 If someone asks you later today about the site you helped us evaluate today, what words would you use to describe the site?

5.4 Has the Web site you've seen today had an impact on your opinion of Health Canada? If so, how?



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Appendix C
Pre-interview Questionnaire and
Results (by city)

QUESTIONNAIRE – Adult

- A. *What are the three sites on the Web you visit most often?*
- B. *What kinds of on-line tools or information do these sites have that keep you coming back?*
- C. *What kinds of information have you searched for most often in the past year?*
- ☐ *Travel*
 - ☐ *Health*
 - ☐ *Banking, investment, financial planning*
 - ☐ *Sports*
 - ☐ *Games, entertainment*
 - ☐ *Other: _____*
- D. *Have you visited any specific Web sites for health information? If so, which?*
- _____
- _____
- _____
- E. *What did you like best about these sites?*
- _____
- _____
- _____

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

HALIFAX		
QUESTIONS	NUMBER OF ANSWERS	
1. Best three Web Sites?	✓	e-bay.com
	✓	drugreport2
	✓	google (x2)
	✓	employment
	✓	sports
	✓	music
	✓	royalbank
	✓	canoe
	✓	yahoo (x2)
	✓	hotmail.com (x2)
	✓	uproar.com
	✓	discovery toys
	✓	games
	✓	thespark.com
	✓	morpheus.com
	✓	altavista
	✓	lessonplan.com
	✓	education.net
	✓	msvu.com
	✓	sympatico.ca
	✓	t.v. listings (guide)
	✓	rear play (media news)
	✓	email.com
	✓	infospace.ca
	✓	csvu.net

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

QUESTIONS	NUMBER OF ANSWERS
2. <i>Kinds of on-line tools?</i>	✓ expansive search ✓ information (x3), business (x2) ✓ latest news and new resources ✓ updated frequently (x2) ✓ email (x2) ✓ on-line banking ✓ sports information and news ✓ search engine (x3) ✓ games ✓ fast & most efficient ✓ entertainment ✓ music, quizzes ✓ prepare lesson plans ✓ easy navigation ✓ make job easier (infospace.com)
3. <i>Information searched most often?</i>	✓ travel (x7) ✓ health (x5) ✓ sports (x4) ✓ games, entertainment (x5) ✓ banking, investment, financial planning (x2) ✓ other: employment ✓ other : school related projects ✓ other: info on teaching English in Seoul ✓ other: business ✓ other: music ✓ other: lesson plans ✓ other: news

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

QUESTIONS	NUMBER OF ANSWERS
4. <i>Specific sites on health visited?</i>	✓ can't remember the name (x3) ✓ Health Canada (x2) ✓ Home remedies ✓ Web doctor ✓ Planned Parenthood ✓ MSN healt ✓ Mother's Web site ✓ just do research ✓ site on crohn disease ✓ search on google ✓ Glaxo Welcome ✓ MassGeneral

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

QUESTIONS	NUMBER OF ANSWERS
5. Most liked about health sites?	✓ very specific information (x2) ✓ provide exercise to decrease back pain ✓ quick navigation (x2) ✓ simple ✓ fast loading ✓ easy links (x2) ✓ informative (x2) ✓ information easy to understand ✓ clear graphics ✓ very organized ✓ have answers to my questions ✓ found information I was looking for (mouth and foot disease, medication, symptoms)

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

MONTREAL		
QUESTIONS	NUMBER OF ANSWERS	
1. Best three Web Sites?	✓	use google as search engine (x3)
	✓	rds.ca
	✓	canada411
	✓	cnn.com
	✓	tvguide.com
	✓	cbs.com
	✓	global.com
	✓	MSN Hotmail (x2)
	✓	sympatico (x2)
	✓	electronic newspapers
	✓	Statistiques Canada
	✓	Gadbo-Droy
	✓	vélo-québec
	✓	stcum (bus) (x2)
	✓	tourisme Québec
	✓	parcs Québec
	✓	Government of Canada
	✓	Gouvernement du Québec (employment insurance)
	✓	e-bay
	✓	yahoo
	✓	sympaticolycos.com
	✓	websédution.com
	✓	hivsymptoms.com
	✓	snowlabdesign.com
	✓	firstview.com
2. Kinds of on-line tools?	✓	information from doctors
	✓	information research (x3)
	✓	google for research
	✓	useful and specific information
	✓	efficient research on site
	✓	information on children
	✓	information on programs
	✓	information on study programs
	✓	variety of subjects
	✓	games
	✓	horoscopes
	✓	email
	✓	information on design

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

QUESTIONS	NUMBER OF ANSWERS
3. Information searched most often?	✓ travel (x3) ✓ health (x5) ✓ games, entertainment (x4) ✓ sports (x2) ✓ banking, investment, financial planning (x2) ✓ other: television information ✓ other: music ✓ other: employment ✓ other: design
4. Specific sites on health visited?	✓ no (x4) ✓ cbs.com (health watch) ✓ MSN (health section) ✓ nutrition guide ✓ masexualité.ca ✓ Health Canada ✓ Association de la sclérose en plaques ✓ yes...can't remember the name of site ✓ hivsymptoms.com
5. Most liked about health sites?	✓ useful information (x2) ✓ nutrition information (x2) ✓ links to other sites (x2) ✓ availability and diversity of information ✓ research information (no shyness) ✓ easy to understand answers

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

OTTAWA		
QUESTIONS	NUMBER OF ANSWERS	
1. Best three Web Sites?	✓	cnn.com
	✓	cbc.com
	✓	washington post
	✓	google (x2)
	✓	TD waterhouse
	✓	msn (x5)
	✓	pogo.com
	✓	ICQ
	✓	astrology
	✓	expedia.ca
	✓	French newspaper Web site
	✓	yahoo (x2)
	✓	rogers.com
	✓	cibc
	✓	ccra
	✓	uottawa.ca
	✓	tsn.ca
	✓	radiocanada.ca
2. Kinds of on-line tools?	✓	news information (x2)
	✓	interesting information and frequent update
	✓	nice pictures
	✓	good search engine (google)
	✓	easy to navigate
	✓	travel cost
	✓	learning tool
	✓	interest
	✓	game
	✓	chat
	✓	updated weather
	✓	email (x2)
	✓	find information
	✓	on-line banking
	✓	work related information

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

3. <i>Information searched most often?</i>	✓ travel (x6) ✓ health (x5) ✓ sports (x2) ✓ banking, investment, financial planning (x3) ✓ games, entertainment (x3) ✓ other: school ✓ other: work related
QUESTIONS	NUMBER OF ANSWERS
4. <i>Specific sites on health visited?</i>	✓ web MD ✓ Mental Health Association ✓ no (get health info from News sites) ✓ various sites from google ✓ explorer ✓ yes...can't remember the name of the site ✓ yahoo (health section) ✓ Government site ✓ Canadian Diabetes Association ✓ Medic Alert ✓ Life Scan
5. <i>Most liked about health sites?</i>	✓ excellent source of information ✓ language clear and concise ✓ provide answers to questions ✓ general information and documentation ✓ informative ✓ easy to find information (x2)

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

VICTORIA		
QUESTIONS	NUMBER OF ANSWERS	
1. Best three Web Sites?	✓	google (x5)
	✓	hotmail(x2)
	✓	akc breeders site
	✓	msn (x3)
	✓	Environment Canada's weather site
	✓	salon.com
	✓	BC legislation
	✓	CBS.com
	✓	chalktv.com
	✓	chektv
	✓	e-bay
	✓	Royal Bank
	✓	genealogy
	✓	Australian Consulate
	✓	pogo.com
	✓	delipher.com
	✓	cibc.com
	✓	mls.ca
	✓	tdcanadatrust.com
	✓	hotsheet.com
	✓	racing (nascar)
	✓	computers (Intel)
	✓	games
	✓	sixsixfive.com (comedy site)
	✓	diesel.com (web comic)
	✓	gamespy.com
	✓	sluggy.com
	✓	redeemedsoft.com
	✓	morrowind.com
	✓	somethingpositive.net

HEALTH CANADA

ADULT- FOCUS GROUP QUESTIONNAIRE REPORT

QUESTIONS	NUMBER OF ANSWERS
2. <i>Kinds of on-line tools?</i>	✓ search engine (x3) ✓ email ✓ dog breeding information ✓ google (x2) (answers questions easily) ✓ msn (x2) ✓ hotmail (easy access for email) ✓ information (x3) ✓ entertainment ✓ BC legislation ✓ CBS.com ✓ computer information ✓ news ✓ on-line shopping ✓ on-line banking (x3) ✓ ancestral family information ✓ updated information ✓ news on my home country ✓ weather ✓ results of BC 49 ✓ results of 649 ✓ real estate ✓ links ✓ easy to understand ✓ comedy (x3) ✓ good communities ✓ game information
3. <i>Information searched most often?</i>	✓ travel (x4) ✓ health (x8) ✓ banking, investment, financial planning (x4) ✓ games, entertainment (x7) ✓ other: news ✓ sports (x2) ✓ other: learning tutorials ✓ other: food recipes, genealogy ✓ other: real estate ✓ other: personal information ✓ other: hobbies

