

APPENDIX



Sample Observer Form

Participant ID: _____

Date: _____

Time started: _____ Time ended: _____

Tallies (make a mark for each incident)

Site A	Site B	Incident
		Could not figure out what to do next for more than 30 seconds
		Was visibly lost in the Web site
		Was visibly frustrated with the Web site
		Said something clearly negative about the Web site
		Said something clearly positive about the Web site
		Cursed out loud

Tasks Completed (mark whether successfully completed or not)

Site A	Site B	Task
<input type="checkbox"/>	<input type="checkbox"/>	1. Find the Web site's privacy policy.
<input type="checkbox"/>	<input type="checkbox"/>	2. Find the two cheapest MP3 players on the Web site.
<input type="checkbox"/>	<input type="checkbox"/>	3. Find a gift for a friend and add it to the shopping cart.
<input type="checkbox"/>	<input type="checkbox"/>	4. Find a gift for yourself and add it to the shopping cart.
<input type="checkbox"/>	<input type="checkbox"/>	5. Check out and finalize the purchase.
<input type="checkbox"/>	<input type="checkbox"/>	6. Check the status of the purchase.
<input type="checkbox"/>	<input type="checkbox"/>	7. Subscribe yourself to the Web site's newsletter.

Notes
