



TheOpenBureau

MARCH 13, 2014 **DMV.NY.GOV** USABILITY TESTING

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Introduction

rayogram conducted multiple formative and summative¹ usability tests using working versions of dmv.ny.gov² in order to shed light on issues facing users when accessing information or services offered by the New York State DMV. These tests gathered information to determine the effectiveness of The Open Bureaus' Web site redesign in regards to the site's ability to:

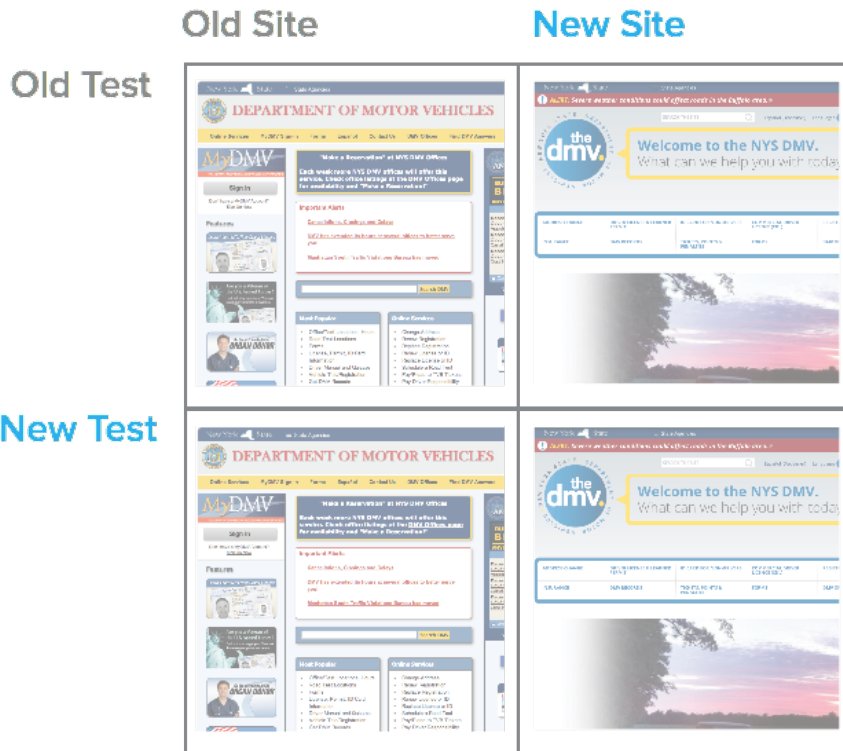
- 1. Provide more services to customers with fewer resources**
- 2. Improve online customer satisfaction**
- 3. Increase the number of online transactions completed**

¹ A formative study is conducted to gain insights on design and development needs, while a summative study is done conducted on working prototypes and used for in-depth metrics.

² The URL for site used in these tests was www.test-dmvpub.logical.net

Summary

The OpenBureau's user testing took place in four rounds, between December 18, 2013 and January 31, 2014. Two of the tests were tests based on a formative usability test conducted by L&P Media between November 21, 2011 and December 1, 2011. The two other tests conducted were summative tests written by The OpenBureau. Each test was conducted on both the original dmv.ny.gov website as well as the site in development in order to provide control and manipulated variables with a comparable baseline.



1. Original site/Original test: This test was conducted to serve as a baseline on the chosen platform. Dummy data was lacking and the test developed by L&P Media was geared to the testers approaching the tasks with certain information. As such, many users had a hard time navigating both the site and the test. Users disliked having to flip between what they considered the “regular” Web site and the MyDMV site and almost all reported that the navigation needed improvement. While users noted that they appreciated the information was thorough and credible, they unanimously felt that there was too much of it and that it was overwhelming to look through.

2. Original site/New test: This new test was written for the content on hand. The tasks were chosen to analyze the most common tasks that users were attempting. With this focus, it was easier to identify issues with the design of the original site. Navigation was commented on consistently and issues with finding information about a learner’s permit were prominent.

3. New site/Original test: A test using the same questions developed by L&P Media, minimally revised for the new platform was also conducted against the new site. Though this test was incompatible with the structure of the new site, this test provided the most comments regarding the look and feel of the site. Further feedback identified that while there was quite a bit of content, the new layout and styling helped users find information.

4. New site/New test: The OpenBureau’s final test had far greater breadth than any of the previous tests. More users on a greater variety of browsers and platforms allowed tests to reveal platform issues. For example: the hover function being lost on tablet resulted in many users bypassing most of the functionality of the megamenu. The search functionality was still in development at the time of testing,

and thus some of the users has difficulty with search results. Users still felt as though there was too much content but noted that they liked the presentation of it and appreciated the “common” language and “friendly” layout.

Test Strategy

Platform

The platform chosen to conduct all of these usability tests on was UserTesting³, which helps designers gain insights on complex projects using videos with narrations, qualitative questions and task completion times.

Test format

Each test was comprised of 10 tasks and 4 questions. While the tasks varied between the L&P Media test and rayogram test, the same qualitative questions were asked of both sites' testers (deviating from L&P Media's initial surveying questions from their original usability study). The tasks from the initial study remained consistent to the extent allowed by the new platform. The tasks developed by rayogram were derived from the top tasks current users were going to dmv.ny.gov for, according to Google Analytics statistics gathered in December 2013 and January 2014.

³ This platform can be accessed at www.usertesting.com.

Tasks amassed from initial study:

- Task 1: Find out how to get a copy of your registration online.
- Task 2: Apply to renew your license online.
- Task 3: Find the number for the DMV nearest 52 West Seneca Street, Oswego, NY 13126.
- Task 4: Find out how to get a new RPI plate with your favorite name 3STARS
- Task 5: Find where to apply to get a copy of your driving record
- Task 6: Find out how much you will pay to renew the registration on your 2006, 2,800 lb. Honda Accord.
- Task 7: Where can you submit a question about provisional licenses to the DMV?
- Task 8: What is the address of the nearest DMV office to 79 Leonard Street, NY, NY 11013?
- Task 9: Where can you update your address with the DMV?
- Task 10: How do you apply for an Enhanced Driver License?

Tasks developed by The OpenBureau:

- Task 1: You are learning how to drive - find a PDF copy of The NYS Driver's Manual (MV-21)
- Task 2: You are getting your Learner Permit - learn what forms of payment the DMV accepts online for learner permit fees and find the MV-44 form to apply
- Task 3: You need to renew your driver license - determine whether you need to visit a DMV office to do it.
- Task 4: You need to visit the DMV - locate the address for the DMV office nearest your home in Buffalo, NY 14221.
- Task 5: You received a ticket in Buffalo - find the page to pay or plead your "TVB" ticket online.
- Task 6: You want to sell your car - find the form to transfer the bill of sale.
- Task 7: You've purchased a new car - find the registration fee estimation tool.
- Task 8: You're an acupuncturist - find the price for a custom, professional license plate for a licensed acupuncturist.
- Task 9: You are a Spanish speaker - locate the phone number for language assistance in Spanish. Then, automatically translate that page.
- Task 10: You had an accident - reach the page where you can request a copy of your accident report.

Questions

The qualitative questions were asked of each participant in each study to gather more specific insights on what frustrated or pleased each user. These questions were developed by rayogram with some assistance from the research team at UserTester.

Qualitative questions

- What frustrated you most about this site?
- What made tasks harder to complete (be as specific as possible)?
- What did you like about this site and what emotions did you experience when using it?
- How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

Users & Demographics

UserTesting allowed for detailed breakdowns of users and technology. For the first three studies (Original Site/old test, Original Site/new test and new site/old test), the only goal in the tests was to provide insights on overall issues with the user experience. Smaller samples sizes of five testers were used in each of these tests, as recommended for studies only looking for user experience insights⁴.

A closer look was taken at the new test run against the new site, which used fourteen testers for statistical validity⁵⁶. The more in-depth study (new site vs. new test) further specified a more detailed breakdown of platforms in order to more closely examine the functionality of the responsive Web site.

⁴ U.S. Department of Health & Human Services, "Recruiting Usability Test Participants." <http://www.usability.gov/how-to-and-tools/methods/recruiting-usability-test-participants.html>.

⁵ Web Usability, "How many testers are enough?" Last modified October 18, 2013. <http://www.webusability.co.uk/blog/usability-testing/how-many-testers-are-enough/>.

⁶ Ritch, Macefield. Usability Professionals' Association, "How To Specify the Participant Group Size for Usability Studies: A Practitioner's Guide." Last modified 11, 2009. http://www.upassoc.org/upa_publications/jus/2009november/macefield5.html.

1. Original site/Original test

Gender	% / # of Users
Male	60% / 3
Female	40% / 2

Age	% / # of Users
20-29	0
30-39	20% / 1
40-49	40% / 2
50-59	40% / 2
60-69	0

Web Experience	% / # of Users
"Average"	100% / 5
"Experienced"	0

Income Level	% / # of Users
> 40,000 / year	60% / 3
40,000 - 100,000 / year	40% / 2
100,000 + / year	0

Operating System	% / # of Users
Windows 7	60% / 3
Windows XP	40% / 2

Browser	% / # of Users
Mozilla Firefox	80% / 4
Chrome	20% / 1

2. Original site/New test

Gender	% / # of Users
Male	40% / 2
Female	60% / 3

Age	% / # of Users
20-29	0
30-39	20% / 1
40-49	40% / 2
50-59	40% / 2
60-69	0

Web Experience	% / # of Users
"Average"	100% / 5
"Experienced"	0

Income Level	% / # of Users
> 40,000 / year	40% / 2
40,000 - 100,000 / year	60% / 3
100,000 + / year	0

Operating System	% / # of Users
Windows 7	60% / 3
Windows XP	40% / 2

Browser	% / # of Users
Mozilla Firefox	100% / 5
Other	0

3. New site/Original test

Gender	% / # of Users
Male	40% / 2
Female	60% / 3

Age	% / # of Users
20-29	40% / 2
30-39	20% / 1
40-49	20% / 1
50-59	20% / 1
60-69	0

Web Experience	% / # of Users
"Average"	100% / 5
"Experienced"	0

Income Level	% / # of Users
> 40,000 / year	20% / 1
40,000 - 100,000 / year	60% / 3
100,000 + / year	20% / 1

Operating System	% / # of Users
Windows	100% / 5

Browser	% / # of Users
Mozilla Firefox	100% / 5
Other	0

3. New site/New test

Gender	% / # of Users
Male	36% / 5
Female	64% / 9

Age	% / # of Users
20-29	28.5% / 4
30-39	36% / 5
40-49	28.5% / 4
50-59	0
60-69	7% / 1

Web Experience	% / # of Users
"Average"	71.5% / 10
"Advanced"	28.5% / 4

Income Level	% / # of Users
> 40,000 / year	21% / 3
40,000 - 100,000 / year	58% / 8
100,000 + / year	21% / 3

Operating System	% / # of Users
Windows	21% / 3
OSx	14% / 2
Android	28.5% / 4
iOS	36% / 5

Browser	% / # of Users
Mozilla Firefox	36% / 5
Safari	36% / 5
Chrome	14% / 2
Unknown	14% / 2

Test Results

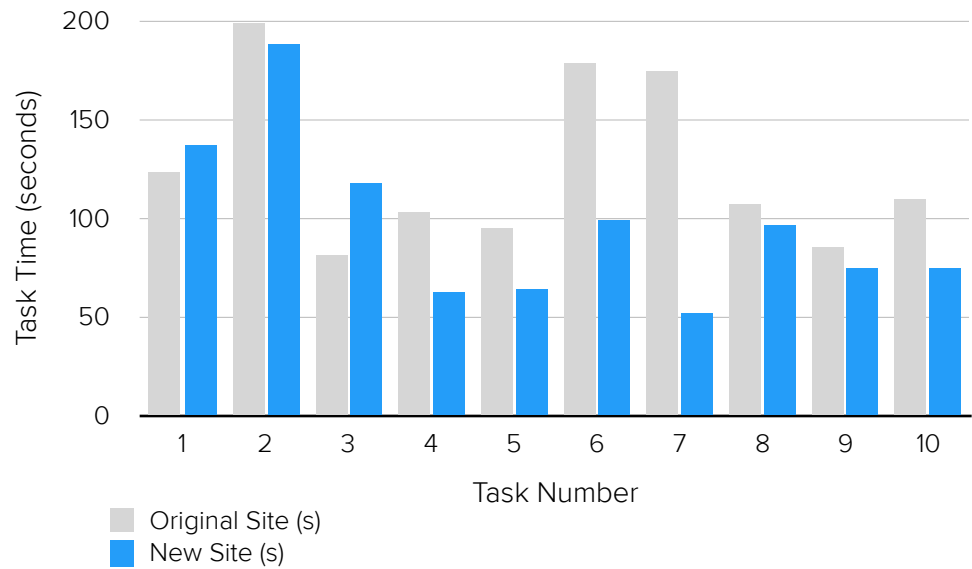
Testing Task Times

In our proposal to the NYS DMV, **The OpenBureau** aimed to **provide more services to customers with fewer resources**. These resources can most accurately be measured in usability tests by calculating task times, as both access to internet and time can be quantified with this metric.

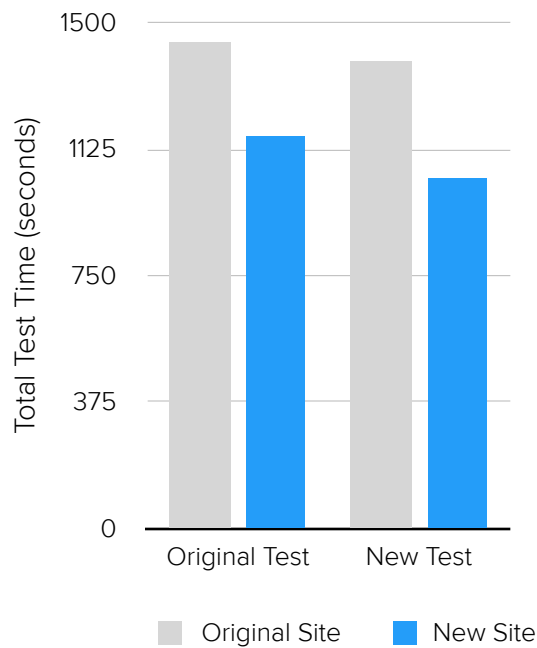
On average, users saved upwards of **34 seconds** a task between the two sites. In total, they saved **348.08 seconds, or 5-6 minutes**.

Not every task time improved between the original Web site and the testing site. The two tasks that failed to save time (tasks 1 and 3), were affected by technical complications with the search function which have since been resolved and tester misinterpretation of the directions at hand. Both have influenced our recommendations for future content and technical development.

Time Difference per Task



Time Difference Totals



The OpenBureau Test : Time Task Averages

The geometric means are calculated using a 95% confidence level for task completion times⁷.

	Original Site (sec)	New Site (sec)	Difference (sec)	Time saved
Task 1	123.86	137.19	-13.33	-13 sec
Task 2	199.91	188.57	11.34	11 sec
Task 3	81.18	118.56	-37.38	-37 sec
Task 4	103.79	62.79	41.00	41 sec
Task 5	95.34	63.90	31.44	31 sec
Task 6	179.52	99.14	80.38	1 min 20 sec
Task 7	175.06	51.98	123.08	2 min 3 sec
Task 8	107.14	96.99	10.15	10 sec
Task 9	85.49	75.58	9.91	10 sec
Task 10	109.97	74.97	35.00	35 sec
Total Time	1,388.34	1,040.26	348.08	5 min 48 sec

Total Time Improvement : **348.08 seconds** or **5.8 minutes**

⁷ Sauro, Jeff. Measuring Usability, "Average Task Times In Usability Tests: What To Report?." Last modified April 21, 2010. Accessed March 13, 2014.

The L&P Media Test : Time Task Averages

The geometric means are calculated using a 95% confidence level for task completion times⁸.

	Original Site (sec)	New Site (sec)	Difference (sec)	Time saved
Task 1	103.81	201.64	-151.44	-2 min 31 sec
Task 2	50.20	95.71	-45.51	11 sec
Task 3	215.91	105.76	110.15	-37 sec
Task 4	166.03	106.06	59.97	41 sec
Task 5	68.93	76.89	-7.96	31 sec
Task 6	244.11	171.78	72.33	1 min 20 sec
Task 7	176.03	118.68	57.35	2 min 3 sec
Task 8	146.06	102.28	43.78	10 sec
Task 9	30.65	37.57	-6.92	10 sec
Task 10	159.96	76.75	83.21	35 sec
Total Time	1,445.07	1,165.01	280.06	5 min 48 sec

Total Time Improvement : **280.06 seconds** or **4.7 minutes**

⁸ Sauro, Jeff. Measuring Usability, "Average Task Times In Usability Tests: What To Report?." Last modified April 21, 2010. Accessed March 13, 2014.

User Recommendation Rating

Another goal of **The OpenBureau**'s work with the NYS DMV was to **improve customer satisfaction online**. This is measured using the qualitative assessments from select tests.

The User Recommendation Rating derived from the survey question "how likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?". Over the course of the four studies, the score consistently rose. Many users rated the new Web site a "10", and frequently users with issues on the new site still had a favorable experience and an increased task completion rate.

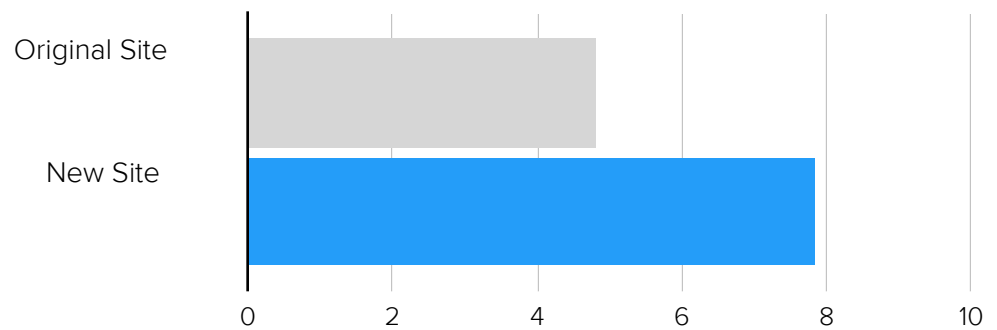
While testing styles also factored into users' satisfaction with their experience, the highest recommendations ratings were consistently awarded to the new Web site.

User Recommendation Rating Matrix

	Original test	New test
Original site	6.6	2.75
New site	7.8	7.85

Aggregate Test Rating Averages

These ratings are derived from averaging ratings from L&P Media-based and OpenBureau tests.



Click Count Estimates

Finally, **The OpenBureau** aims to **increase the number of online transactions completed**. This information is gathered using Click Count Estimates, gathered by rayogram from videos recorded on the UserTesting Platform. These numbers provide insight into task completion that Concurrent Think Aloud⁹ self-reporting tests cannot examine from task times alone.

This total clicks saved reflects on the ability of the user to efficiently complete transactions. The click count improvement was **16.2 clicks** on average.

Watching test recordings provides further insight on task failures. On the new Web site, with 1 task failures within the total 50 tasks assigned to 5 users on the new Web site. This is a distinct improvement from the 13 task failures in the 50 tasks assigned to 5 different users recorded on the original Web site.

All failures are recorded from the test recordings specifically examined for Click Count Estimates¹⁰.

⁹ Concurrent Think Aloud is a testing methodology in which users are encouraged to react and record their responses to the test.

¹⁰ Tests 1021551A, 1021551B, 1021516B, 1021516C, 1021516A, 1019696B, 1019696E, 1019696D, 1019696A, 1019696C

Click Count Estimate for New Web site

	1021551A	1021551B	1021516B	1021516C	1021516A
Task 1	3.00	4.00	2.00	1.00	4.00
Task 2	3.00	2.00	4.00	2.00	4.00
Task 3	1.00	3.00	2.00	2.00	1.00
Task 4	2.00	2.00	2.00	1.00	1.00
Task 5	1.00	3.00	2.00	2.00	1.00
Task 6	1.00	5.00	4.00	1.00	7.00
Task 7	2.00	3.00	3.00	2.00	2.00
Task 8	3.00	4.00	6.00	2.00	6.00
Task 9	3.00	3.00	2.00	1.00	4.00
Task 10	2.00	3.00	3.00	2.00	2.00
Total Clicks	21.00	32.00	30.00	14.00	32.00



: notes task failure

Average Click Count for Task Completion: 25.8

Click Count Estimate for Original Web site

	1019696B	1019696E	1019696D	1019696A	1019696C
Task 1	6.00	8.00	2.00	5.00	4.00
Task 2	4.00	12.00	5.00	12.00	14.00
Task 3	5.00	4.00	2.00	5.00	4.00
Task 4	14.00	5.00	5.00	3.00	13.00
Task 5	5.00	4.00	6.00	3.00	4.00
Task 6	9.00	9.00	8.00	5.00	4.00
Task 7	5.00	12.00	8.00	8.00	18.00
Task 8	6.00	11.00	7.00	3.00	3.00
Task 9	6.00	4.00	3.00	8.00	7.00
Task 10	4.00	3.00	4.00	2.00	3.00
Total Clicks	64.00	35.00	17.00	34.00	60.00



: notes task failure

Average Click Count for Task Completion: 42

Recommendations

Continued support and maintenance is required for the NYS DMV to stay up-to-date and helpful to its users. While the testing site shows immense progress in customer satisfaction and task accessibility, more experience with the Web site provides more insight into the user experience. Post launch of dmv.ny.gov, **The OpenBureau** has several areas of recommendations for further work.

Technical changes

The functionality of dmv.ny.gov has changed drastically. Navigation, search functionality and UI fluidity have been designed to anticipate users' needs. Continued development on these pieces will enhance user experience. Usability testing provided insights on the:

- o current megamenu “hover to open” function vs. current “click to open”
- o implementation of a search radius control in offices search
- o refinement of search functionality throughout the Web site, as search was not fully functional at the time testing was completed

The OpenBureau recommends changing the “**hover to open**” behavior currently implemented on the NYS DMV Web site. One option would be to return to a “click to open” action, as originally designed. The hover, with a slight delay (as currently implemented) is confusing and nonintuitive, leading many users to accidentally click on the hyperlinks associated with the titles and bypass most of the megamenu’s functionality altogether. Adding hyperlinks to the megamenu options was implemented to easily accommodate 508 compliance, as per the requirements set by federal mandate¹¹. 508 compliance can still be met without megamenu section hyper links, as “top tasks” are included in the footer as links that bring users to the same sets of pages. As an interim measure, **The OpenBureau** recommends removing the delay on the “hover to open” function currently implemented.

¹¹ [Section508.gov, "Summary of Section508 Standards."](http://www.section508.gov/summary-section508-standards)
<http://www.section508.gov/summary-section508-standards>

Further development of the **office search functionality** by adding other search controls, including a radius control. Users would be able to see more offices that could suit their needs or would possibly fit into other parts of their schedule if they had more control over the search itself. Allowing for possibilities outside of a single typical use case is key to a smooth and satisfying user experience.

Redundancies are another aspect of a hospitable web environment. Users mostly skim text and search results, hoping to find what they are looking for quickly. Knowing this tendency of users, it would be helpful to further refine the search functionality throughout the site. Icons or some other indication of different elements included in pages that are displayed by filtered search results would give quick visual feedback for users who know what they want to do, but maybe not all of the steps involved. Configuration of forms searches to include PDFs in both types of searches would also be helpful for users who don't necessarily stop to think about the implicative differences of "forms" and "manuals" (an example displayed by user testing). Furthermore, altering the forms task dropdown menu functionality so that forms related to tasks selected on forms search page display as results, rather than taking the user to that information page would have a more cohesive feel to the search page.

Design changes

Users have specifically commented on the friendly “look and feel” of the new DMV Web site. They appreciate visual cues such as the “do it now” buttons and the different ways of highlighting important parts of the text. Stricter standardization and rethinking of certain design elements is recommended to present a more consistent user experience that contributes to this friendly UI. We recommend more closely examining the:

- current functionality of the search icon in search fields
- varying implementations of right sidebar elements
- visibility of footnotes in their current implementation in the Web site.
- redesign the disclaimer alert

The **search icon** is currently present as an image only in the search fields found in the top toolbar, forms and offices search pages and megamenus. While users don’t take long figuring out that the magnifying glass is a graphic only and not a button, making the magnifying glass also click to complete the search action adds to that user’s experience whose first instinct is to use a button, and doesn’t detract at all from the user whose first inclination is just to hit “enter”. Redundancies that don’t detract from one user experience and make another more seamless add to the overall cohesiveness of the Web site.

Every user has a different experience, and **consistent user interaction design** can ensure that the average user experience is as pleasant as possible. It is important to have constant design element implementation in this sense, since users learn habits quickly and subconsciously. One user specifically described when she “learned” that helpful

information could be found in the right-hand sidebar elements, only to fail to see information in the same place when those elements were implemented differently on the custom plate subpages. We recommends further training for the use of these elements in diverse content throughout the site.

Users skimming content will often see contrast and color first. In the case of these usability tests, often before shapes separating content. Many users, in skimming the shortened content found that the information they were looking for was located in the footnotes and found the bottom of the page before it occurred to them to click on the interactive footnotes. Adding more visual cues to the footnote icons themselves would add to the users' understanding of the purpose of the footnotes. This could be done by exploring more effective colors, shapes, or directions regarding the separation of content.

A final recommendation for the new Web site is to rebrand the disclaimer alert. Testers found themselves bounced around and were frequently confused on the old Web site. In the tests examined for the Click Count Estimate metrics, many users found themselves using different search fields, flipping between sites, and getting lost on the old Web site. Users were prone to mistrust any change in design, and those who stopped noticed failed to recognize that the information they were reading was no longer relevant. It would be most helpful to users to directly describe when they are bouncing between different parts of the DMV Web sites, in addition to when they are leaving the dmv.gov suite of sites. Both disclaimer pages should be branded accordingly.

Content changes

The new tone and structure of information found in the Web site is instrumental to the user experience. Users unanimously commented on the sheer volume and density of the content of the original Web site. While the implementation of the 80:20 has greatly reduced the jargon displayed and added to a more logical navigational flow, the site still needs:

- the removal of redundant content and addition of paths to find frequently accessed content
- tool tips written in plain language

Specifically, in the test developed by rayogram, users fell into similar patterns confusing verbiage leading to incorrect paths to content. We recommend taking a second look at all of the content in the megamenu, and moving more of the frequently accessed pages to the “more information” section. For example, adding the driver manual in the “more information” or “younger driver resource” and providing redundant paths to other popular documents would further enable users to find information.

Content could also act as a device to encourage users to access all the different tools in the Web site. Using written suggestions to calling attention to tools contextually could be an easy way to engage users looking for functionality or assistance outside of the typical user experience. For instance, a call to action at the top of the languages pages describing how to translate any page into Spanish might allow Spanish speakers to take advantage of more of the online services, rather than just call the DMV from the “languages” page.

Further Testing

User testing is most insightful when both comparative iterative¹². We recommend further testing with varying sample sizes several times a year to keep dmv.ny.gov relevant and highly usable. This testing should include examine the Web site analytics available at the time, and the test design should reflect the needs of the audience traffic.

¹² Neilson, Jakob. Neilson Norm Group, "Parallel & Iterative Design Competitive Testing = High Usability." Last modified January 18, 2011. <http://www.nngroup.com/articles/parallel-and-iterative-design/>.

Appendices

All of the user demographics, task times and qualitative survey responses from the raw data gathered on the UserTesting platform may be found in the following appendices.

- Any demographic data missing could not be gathered via UserTesting.
- Qualitative answers have been quoted directly from testers and as such, grammar and spelling mistakes have been included.

Appendix A

Original site/Original test : December 18, 2013

	975376B	975376C	975376D	975376E	975376F
Age	37.00	53.00	45.00	53.00	42.00
Gender	Male	Male	Male	Female	Female
Experience	Average	Average	Average	Average	Average
Income	\$40k-\$100k	<\$40k	\$40k-\$100k	<\$40k	<\$40k
Platform	Windows 7/ Chrome	Windows 7/Chrome	Windows XP/Firefox	Windows 7/Firefox	Windows/ Firefox
Task 1: Find out how to get a copy of your registration online.	0:02:22	0:02:14	0:02:56	0:03:00	0:02:14
Task 2: Apply to renew your license online.	0:00:56	0:00:44	0:00:56	0:02:34	0:00:44
Task 3: Find the number for the DMV nearest 52 West Seneca Street, Oswego, NY 13126.	0:01:57	0:03:53	0:04:59	0:08:58	0:03:53
Task 4: Find out how to get a new RPI plate with your favorite name 3STARS.	0:02:10	0:06:07	0:02:47	0:03:30	0:06:07
Task 5: Find where to apply to get a copy of your driving record.	0:01:49	0:01:03	0:01:27	0:01:32	0:01:03

	975376B	975376C	975376D	975376E	975376F
Task 6: Find out how much you will pay to renew the registration on your 2006, 2,800 lb. Honda Accord.	0:04:34	0:04:26	0:04:01	0:05:55	0:04:26
Task 7: Where can you submit a question about provisional licenses to the DMV?	0:02:37	0:04:26	0:03:00	0:02:34	0:04:26
Task 8: What is the address of the nearest DMV office to 79 Leonard Street, NY, NY 11013?	0:03:44	0:04:26	0:04:25	0:01:19	0:04:26
Task 9: Where can you update your address with the DMV?	0:00:24	0:01:15	0:00:37	0:00:29	0:01:15
Task 10: How do you apply for an Enhanced Driver License?	0:03:39	0:03:56	0:02:17	0:30:28	0:03:56
Total Time	0:22:22	0:32:27	0:27:26	0:31:14	0:12:31

Original site/Original test : December 18, 2013

o **User 975376B**

What frustrated you most about this site?

The duality between the "regular" website and the "MyDMV" websitem which seem to be the same, but actually are different, and the jumping back and forth from one to each other.

What made tasks harder to complete (be as specific as possible)?

That I could not find the in the standard navigation menu (those that I couldnot find), and had to use the search bar to find them. Generally, the navigation was sometimes very simple, but in other cases a bit cumbersome. Some pages were overwhelming with information and made me read through a lot of non-relevant text. The main problem is the lack of a tool to locate a DMV near a specific address. All pages that indicate DMV location navigate to the branches by counties page which is not as useful.

What did you like about the site?

I liked the functionality. Specifically the search engine worked pretty well, and the most common tasks were very easy to perform. Mostly I liked how easy it was to make a custom plate and number.

How likely are you to recomment this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

8

o **User #975376C**

What frustrated you most about this site?

It was not always easy to find answers, and too much verbage, which again made things difficult to find.

Original site/Original test : December 18, 2013

What made tasks harder to complete (be as specific as possible)?

It was not always easy to find answers, and too much verbiage, which again made things difficult to find.

What did you like about the site?

It has a good nav system and it was usually just one click to get back to Home. There is a ton of information on this site - it's just finding it that can be frustrating.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

7

o **User 975376D**

What frustrated you most about this site?

Not being able to easily search for DMV locations was frustrating; there didn't seem to be any way of finding a DMV office except to look up locations by county. Most e-business sites enable the user to find locations by entering a zip code and not being able to do that on this site made the experience tedious.

What made tasks harder to complete (be as specific as possible)?

What made tasks harder to complete was: [1] the navigation, which could be improved upon (the top menu navigation was not particularly easy to use; the links on the middle of the page made the experience easier, but in most cases, I had to navigate to an intermediate page before I found the information I wanted); [2] when looking for custom license plates, there were two entries in the drop-down menu for "Colleges and Universities" (the second one had RPI listed); [3] not being able to search for DMV offices by entering a

Original site/Original test : December 18, 2013

city or a zip code made looking for the DMV offices more difficult; [4] in most cases, there weren't simple answers to questions; rather, you had to scroll down long pages to find answers to questions and/or links to pages where one could get the information.

What did you like about the site?

The layout and design of the pages seemed reasonable; navigation, while not ideal, was OK, and in most cases, I could find the required information within a reasonable amount of time. The site had a lot of information on it as well.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

5

o **User 975376E**

What frustrated you most about this site?

The biggest frustration was navigating through the site. Many of the tasks I had to resort to the search function since the menu option was not easily obtainable through the lists. It was extremely frustrating scrolling through pages of text where I thought I could achieve results only to realize the end result was not on said page.

What made tasks harder to complete (be as specific as possible)?

The specific task that was most difficult to perform was find a DMV location based on the address given in the task instructions. It was unclear if that was my address or the address of the DMV office. Either way, I could not find any means to search for an office by address

What did you like about the site?

Original site/Original test : December 18, 2013

The DMV site offers an extensive amount of information for drivers. I find all the information quite valuable only after succeeding in locating the specific section of the website.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

8

o **User 975376F**

What frustrated you most about this site?

The site was very busy to the eye. I found it very hard and frustrating to find information.

What made tasks harder to complete (be as specific as possible)?

Having to read through many different entries to find what I was looking for. Also, everything looked the same, and there was no clear sections that could have made my search easier. It seemed that everything was crammed into the website and that made navigation frustrating.

What did you like about the site?

It had a .gov url, so that made it trustworthy and I knew the information was official and accurate.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

5

Appendix B

Original site/New test : January 31, 2014

	975376B	975376C	975376D	975376E	975376F
Age	53.00	44.00	32.00	51.00	40.00
Gender	Female	Female	Female	Male	Male
Experience	Average	Average	Average	Average	Average
Income	\$40k- \$100k	<\$40k	<\$40k	\$40k- \$100k	\$40k- \$100k
Platform	Windows/ Windows	Windows/ Mozilla	Windows/ Mozilla	Windows/ Mozilla	Windows/ Mozilla
Task 1: You are learning how to drive - find a PDF copy of The NYS Driver's Manual (MV-21).	0:04:41	0:01:07	0:02:07	0:01:07	0:03:02
Task 2: You are getting your Learner Permit - learn what forms of payment the DMV accepts online for learner permit fees and find the MV-44 form to apply,	0:06:16	0:01:00	0:07:11	0:02:28	0:04:06
Task 3: You need to renew your driver license - determine whether you need to visit a DMV office to do it.	0:03:06	0:01:51	0:01:02	0:00:54	0:00:51

	975376B	975376C	975376D	975376E	975376F
Task 4: You need to renew your driver license - determine whether you need to visit a DMV office to do it.	0:01:10	0:03:40	0:03:35	0:01:47	0:00:34
Task 5: You received a ticket in Buffalo - find the page to pay or plead your "TVB" ticket online.	0:01:02	0:02:19	0:01:35	0:01:05	0:01:16
Task 6: You want to sell your car - find the form to transfer the bill of sale.	0:04:35	0:04:01	0:02:39	0:02:38	0:01:52
Task 7: You've purchased a new car - find the registration fee estimation tool.	0:03:48	0:02:02	0:04:27	0:02:15	0:02:44
Task 8: You're an acupuncturist - find the price for a custom, professional license plate for a licensed acupuncturist.	0:01:02	0:02:50	0:01:24	0:01:47	0:02:29
Task 9: You are a Spanish speaker - locate the phone number for language assistance in Spanish. Then, automatically translate that page.	0:01:58	0:02:51	0:02:07	0:00:54	0:00:33

	975376B	975376C	975376D	975376E	975376F
Task 10: You had an accident - reach the page where you can request a copy of your accident report.	0:02:20	0:01:02	0:01:23	0:01:30	0:04:08
Total Time	0:29:58	0:22:43	0:27:30	0:16:25	0:21:35

Original site/New test : January 31, 2014

o **User 1019696A**

What frustrated you most about this site?

I was very frustrated navigating this site on just about every task and find it hard (in some cases, impossible) to find the correct information. I also found it frustrating that I was taken to other websites and only way back was via the "back" button, plus some times I ended up on forms pages where, again, I completely lost any navigation labels at top. Quite honestly, I found most of my experience on this site rather frustrating. :(

What made tasks harder to complete (be as specific as possible)?

I think I had the hardest time trying to scroll through the large amounts of text and links on each page to try to find what I was looking for. There doesn't seem to be an easy way to click down through navigation to find info, but rather you get to a main page and then have to just read and scan and hope you find something that sounds right. A good example of this would be on the "License, Permit" page where the page went on forever, tons of text and links, yet I never could find the answer. Sometimes I thought I found the right area yet the basic question I wanted answered wasn't there (ex: I found the fee schedule for learner's permit, but didn't see any info associated with table on what payment methods were available). Another example is the "Forms" page where there doesn't seem to be any type of categorization of the forms as they are in alpha order. It would be helpful to be able to at least find all the forms associated with "Auto Registration" together, or better yet click on a filter at left to immediately take you to a page where all you see are "Auto Registration" forms.

What did you like about the site?

Original site/New test : January 31, 2014

The best part of the site was the 4 boxes in the middle where I felt like I found the most answers the easiest. The home page seemed to be somewhat organized even if there were a ton of different boxes to look through. The emotions I felt while using it were extreme frustration and, quite honestly, surprise that the site could be so difficult to use.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

2 - Unfortunately, if you live in NY, you don't really have much choice as many times you have to use the DMV site to find answers (I live in MI and use mine to do all my registration/license renewal tasks). But, I wouldn't necessarily recommend this site to anyone. Sorry to be so blunt, but I'm just trying to be honest.

o **User 1019696B**

What frustrated you most about this site?

I didn't know where to go to find anything, i had to totally rely on the search facility to get anywhere.

What made tasks harder to complete (be as specific as possible)?

I was lost in the navigation system of the site.

What did you like about the site?

Once i had found the correct page all the information was available and easy to understand. When trying to find the page i felt frustrated.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

4

o **User 1019696C**

Original site/New test : January 31, 2014

What frustrated you most about this site?

Navigating through the site is very tedious. The site on a whole is not very user-friendly.

What made tasks harder to complete (be as specific as possible)?

Lack of relevant information. The homepage does not have adequate and relevant links to enable easier navigation. Also though there is a lot of information on the site, it is given in a very muddled form. The site is not exactly designed to help easy navigation. For example, the task of trying to find the nearest DMV office to the Buffalo address; instead of having to go through the list of offices, it would be easier to have the option, where I can key in my postcode, and the nearest DMV offices are shown along with the distance from my postcode. That would be so much easier for the users.

What did you like about the site?

The site seems to have a lot of information. Emotions experienced while using the site would include frustration and more frustration.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

3

o User 1019696D

What frustrated you most about this site?

Probably the task regarding pricing for personalized plates. Found the page and the answer to every question except the most obvious: 'what is the cost?'

What made tasks harder to complete (be as specific as possible)?

Original site/New test : January 31, 2014

Navigation was very confusing. Most of the links I clicked on were counter-intuitive. Also, there did not seem to be any logic to the placement of information. I found myself hunting for answers rather than following a logical path.

What did you like about the site?

Navigation was very confusing. Most of the links I clicked on were counter-intuitive. Also, there did not seem to be any logic to the placement of information. I found myself hunting for answers rather than following a logical path.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

2. You really have to know where to look to find the info you are looking for.

o **User 1019696E**

What frustrated you most about this site?

There was so much content that I felt confused the whole time I was on it.

What made tasks harder to complete (be as specific as possible)?

There were a couple tasks that I had no idea what category they would fall under and after much search had to give up.

What did you like about the site?

I like the online services tab and the FAQs tab but even on those pages I felt overwhelmed by the content and it stressed me out which is uncommon for a webpage (of course this is a more complex page than most business pages just because it is DMV which contains many things)

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

0-I live in California. Even if I lived in NY I am sure everyone knows there is a DMV website.*

*This answer was discounted from any User Recommended Rating metrics

Appendix C

New site/Original test : January 31, 2014

	1020966A	1020966B	1020966C	1020966D	1020966E
Age	51.00	44.00	39.00	26.00	29.00
Gender	Male	Female	Female	Female	Male
Experience	Beginner	Average	Average	Average	Average
Income	\$100k+	\$40k-\$100k	\$40k-\$100k	<\$40k	\$40k-\$100k
Platform	Windows/ Mozilla	Windows/ Mozilla	Windows/ Mozilla	Windows/ Mozilla	Windows/ Mozilla
Task 1: Find out how to get a copy of your registration online.	0:02:38	0:04:08	0:01:46	0:05:21	0:04:10
Task 2: Apply to renew your license online.	0:00:36	0:02:20	0:00:54	0:02:16	0:03:37
Task 3: Find the number for the DMV nearest 52 West Seneca Street, Oswego, NY 13126.	0:01:10	0:02:13	0:01:39	0:02:25	0:01:39
Task 4: Find out how to get a new RPI plate with your favorite name 3STARS.	0:01:08	0:01:29	0:01:09	0:02:49	0:03:25
Task 5: Find where to apply to get a copy of your driving record.	0:00:30	0:01:22	0:01:04	0:02:41	0:01:46

	1020966A	1020966B	1020966C	1020966D	1020966E
Task 6: Find out how much you will pay to renew the registration on your 2006, 2,800 lb. Honda Accord.	0:02:58	0:02:37	0:00:34	0:06:51	0:06:23
Task 7: Where can you submit a question about provisional licenses to the DMV?	0:01:26	0:02:32	0:02:02	0:02:02	0:02:01
Task 8: What is the address of the nearest DMV office to 79 Leonard Street, NY, NY 11013?	0:01:19	0:01:39	0:01:44	0:01:26	0:02:40
Task 9: Where can you update your address with the DMV?	0:00:10	0:01:19	0:00:42	0:00:55	0:00:41
Task 10: How do you apply for an Enhanced Driver License?	0:00:28	0:02:05	0:00:47	0:03:04	0:01:28
Total Time	0:12:23	0:21:44	0:12:21	0:29:50	0:27:50

New site/Original test : January 31, 2014

o **User 1020966A**

What frustrated you most about this site?

The office locator had a default 30 mile radius from zip but couldn't find a way to expand to 50/100 mi, etc

What made tasks harder to complete (be as specific as possible)?

For the contact, you had to look at an answer before the tab appeared, but if the list and search didn't have an answer, you couldn't get the contact tab. It should also appear after a search result with no results

What did you like about the site?

The icons that showed what could be done now - i.e. on website vs office.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

8

o **User 1020966B**

What frustrated you most about this site?

I did have frustrations on this site as you will hear on my video. I struggled to find information. I felt as though a lot of information was provided in multiple places and it was just simply difficult to find simply items like in task number 1 and 2. I did not understand why (as you will see in the last task) that there are 2 places to link to the same information on that page. I just think it adds to confusion. Often the 'do it now' did not lead to the ability to really do it now clearly. Even when I wanted to 'ask you a question', I really could not do so on that page and that was frustrating!

New site/Original test : January 31, 2014

What made tasks harder to complete (be as specific as possible)?

As I just shared in the last question, it was challenging because wording was not always clear, there appeared to be a lot of redundancy and the 'do it now' did not always lead to the ability to do so. Please see my video for lots of comments.

What did you like about the site?

I love the clean look and feel of the site. I love the coloring and the font. I love just the current feel. Visually it was very very appealing to work on and this is a compliment! Well done. The frustrations just got in the way of this visual appeal. I did like the ability to easily download so many forms...that was very helpful! I love the menu...I was extremely reliant on it and I think that it is a great effort. I love the 'do it now'...this is very eye catching and again, well done.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

8

o User 1020966C

What frustrated you most about this site?

It was hard to find some of the info. I wanted to see DMVs further than 30 min away. Why it did not take me further out I could not understand.

What made tasks harder to complete (be as specific as possible)?

I did not like how the navigation boxes disappeared and then I had to scroll down. I preferred to see those boxes. They were easier to navigate.

New site/Original test : January 31, 2014

What did you like about the site?

I liked that most tasks could be found easily. I was able to most of what I needed on the site and not have to go into a DMV.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

8

o **User 1020966D**

What frustrated you most about this site?

Finding out of to do certain things as far as getting a copy of my registration was really frustrating. I had no idea where to find out how to get an EDL that was the most frustrating. The site is not as easy to use as it looks.

What made tasks harder to complete (be as specific as possible)?

Spending a lot of time looking for things and how to apply for things made simple tasks extremely hard. I spend a lot of time looking for something simple.

What did you like about the site?

I dont really think there was much that I liked about this site. The drop down menu was my favorite part and even that was a little bit annoying. I also like the do it now feature next to some of the options.

How likely are you to recoment this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

7

o **User 1020966E**

What frustrated you most about this site?

New site/Original test : January 31, 2014

Nearly every page after the homepage was organized like an FAQ, when I would typically just search quickly to see which of a few possible situations applied to me and go on to the next page.

What made tasks harder to complete (be as specific as possible)?

Too much text to read through. This was affecting almost every task. For the branch locator, sometimes in real life I would know the address or city (or borough for NYC) but not the zip code and would expect to have multiple ways to be able to find branches. The map tool also required very awkward panning after I zoomed in or out. The 30-mile limit seemed really arbitrary to me, and it appeared that there were in fact search results within 30 miles of the location I had typed in. The Contact Us page had artificial barriers of a knowledge base and needing a whole separate account (or any account at all) to contact the DMV. I should just be able to send them an email and get it answered. My #1 frustration with Q&A sites and forums is that many of them have an attitude of "somebody already asked us this question before". As a business owner, I only get paid for the work that I get done and I don't have time to search through pages of maybe-relevant results to get an answer; I need to just ask the question to someone who will give me the right answer quickly.

What did you like about the site?

I liked the blue and yellow color scheme. I really liked the navigation menu toward the top of the homepage. It had a lot of really common tasks. There was a site map in the footer that would have been quite good if it were broken up a bit better and not written in all caps. Although the site has a lot of text to read through, a lot of it is in bullet points, which makes the reading faster. There is a way to see the DMV branches on a map.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

8

Appendix D

New site/New test : January 31, 2014 : Desktop

	1021516A	1021516B	1021516C	1021551A	1021551B
Age	41.00	60.00	40.00	30	33.00
Gender	Female	Female	Male	Female	Female
Experience	Average	Average	Average	Average	Average
Income	\$40k-\$100k	\$40k-\$100k	\$40k-\$100k	<\$40k	<\$40k
Technology	Desktop	Desktop	Desktop	Desktop	Desktop
Platform	Windows/ Mozilla	Windows/ Mozilla	Windows/ Mozilla	Mac 10.9/ Mozilla	Mac 10.9/ Mozilla
Task 1: You are learning how to drive - find a PDF copy of The NYS Driver's Manual (MV-21).	0:00:49	0:02:16	0:02:07	0:02:00	0:01:32
Task 2: You are getting your Learner Permit - learn what forms of payment the DMV accepts online for learner permit fees and find the MV-44 form to apply,	0:01:42	0:04:39	0:02:17	0:01:58	0:02:49

	1021516A	1021516B	1021516C	1021551A	1021551B
Task 3: You need to renew your driver license - determine whether you need to visit a DMV office to do it.	0:03:22	0:00:57	0:02:55	0:02:35	0:01:03
Task 4: You need to renew your driver license - determine whether you need to visit a DMV office to do it.	0:00:34	0:00:56	0:00:54	0:00:51	0:01:11
Task 5: You received a ticket in Buffalo - find the page to pay or plead your "TVB" ticket online.	0:00:45	0:01:45	0:00:48	0:01:54	0:00:51
Task 6: You want to sell your car - find the form to transfer the bill of sale.	0:03:43	0:02:24	0:01:08	0:01:51	0:00:17
Task 7: You've purchased a new car - find the registration fee estimation tool.	0:00:33	0:01:31	0:00:42	0:00:50	0:01:13
Task 8: You're an acupuncturist - find the price for a custom, professional license plate for a licensed acupuncturist.	0:01:45	0:02:50	0:01:16	0:01:06	0:00:54

	1021516A	1021516B	1021516C	1021551A	1021551B
Task 9: You are a Spanish speaker - locate the phone number for language assistance in Spanish. Then, automatically translate that page.	0:01:03	0:01:12	0:01:15	0:01:17	0:00:52
Task 10: You had an accident - reach the page where you can request a copy of your accident report.	0:00:34	0:01:21	0:01:02	0:01:35	0:01:40
Total Time	0:14:50	0:19:51	0:14:24	0:15:57	0:12:22

Appendix D

New site/New test : January 31, 2014 : Smartphone

	1021561A	1021561B	1021586A	1021586B	1021586C
Age	27.00	30.00	27.00	26	22.00
Gender	Male	Female	Female	Male	Female
Experience	Average	Average	Average	Average	Average
Income	\$40k-\$100k	<\$40k	\$40k-\$100k	\$40k-\$100k	\$100k+
Technology	Android Phone	Android Phone	iPhone	iPhone	iPhone
Platform	Android Phone	Android Phone	ios	ios	ios
Task 1: You are learning how to drive - find a PDF copy of The NYS Driver's Manual (MV-21).	0:01:29	0:01:38	0:04:32	0:04:49	0:01:38
Task 2: You are getting your Learner Permit - learn what forms of payment the DMV accepts online for learner permit fees and find the MV-44 form to apply,	0:02:12	0:03:42	0:03:18	0:04:48	0:03:11
Task 3: You need to renew your driver license - determine whether you need to visit a DMV office to do it.	0:01:40	0:01:45	0:02:49	0:02:18	0:01:21

	1021561A	1021561B	1021586A	1021586B	1021586C
Task 4: You need to renew your driver license - determine whether you need to visit a DMV office to do it.	0:02:37	0:01:21	0:00:39	0:01:44	0:00:47
Task 5: You received a ticket in Buffalo - find the page to pay or plead your "TVB" ticket online.	0:00:32	0:00:54	0:00:41	0:02:16	0:00:34
Task 6: You want to sell your car - find the form to transfer the bill of sale.	0:01:56	0:01:22	0:01:20	0:02:23	0:01:19
Task 7: You've purchased a new car - find the registration fee estimation tool.	0:00:13	0:00:51	0:00:34	0:01:26	0:00:58
Task 8: You're an acupuncturist - find the price for a custom, professional license plate for a licensed acupuncturist.	0:01:17	0:01:14	0:01:53	0:01:58	0:01:34
Task 9: You are a Spanish speaker - locate the phone number for language assistance in Spanish. Then, automatically translate that page.	0:01:25	0:02:23	0:01:03	0:02:21	0:00:26

	1021561A	1021561B	1021586A	1021586B	1021586C
Task 10: You had an accident - reach the page where you can request a copy of your accident report.	0:01:09	0:01:34	0:00:48	0:01:42	0:00:39
Total Time	0:14:30	0:16:44	0:17:37	0:25:45	0:12:27

Appendix D

New site/New test : January 31, 2014 : Tablet

	1021561A	1021561B	1021586A	1021586B
Age	36.00	37.00	40.00	44
Gender	Female	Male	Female	Male
Experience	Advanced	Advanced	Advanced	Advanced
Income	\$100k+	\$40k-\$100k	\$40k-\$100k	\$100k+
Technology	Tablet	Tablet	Tablet	Tablet
Platform	Android	Android	iPad/safari	iPad/safari
Task 1: You are learning how to drive - find a PDF copy of The NYS Driver's Manual (MV-21).	0:01:52	0:05:34	0:02:53	0:03:26
Task 2: You are getting your Learner Permit - learn what forms of payment the DMV accepts online for learner permit fees and find the MV-44 form to apply,	0:02:56	0:08:10	0:01:40	0:02:48
Task 3: You need to renew your driver license - determine whether you need to visit a DMV office to do it.	0:02:03	0:05:26	0:01:42	0:00:39

	1021561A	1021561B	1021586A	1021586B
Task 4: You need to renew your driver license - determine whether you need to visit a DMV office to do it.	0:00:56	0:01:08	0:01:17	0:00:56
Task 5: You received a ticket in Buffalo - find the page to pay or plead your "TVB" ticket online.	0:01:31	0:01:51	0:01:46	0:00:45
Task 6: You want to sell your car - find the form to transfer the bill of sale.	0:01:39	0:01:03	0:04:45	0:04:15
Task 7: You've purchased a new car - find the registration fee estimation tool.	0:00:57	0:02:39	0:00:59	0:00:38
Task 8: You're an acupuncturist - find the price for a custom, professional license plate for a licensed acupuncturist.	0:01:56	0:02:50	0:01:37	0:01:48
Task 9: You are a Spanish speaker - locate the phone number for language assistance in Spanish. Then, automatically translate that page.	0:00:55	0:02:07	0:02:23	0:00:52

	1021561A	1021561B	1021586A	1021586B
Task 10: You had an accident - reach the page where you can request a copy of your accident report.	0:01:47	0:02:24	0:01:23	0:01:09
Total Time	0:16:32	0:33:12	0:20:25	0:17:16

New site/New test : January 31, 2014

o **User 1021516A**

What frustrated you most about this site?

I was frustrated by not feeling as confident as I would like that I was where I wanted to be on the site. For instance, when I was looking for the transfer of bill of sale, I found a form that may have been the right one, but I wasn't completely certain because the title of the form wasn't what I expected. I was also a bit frustrated by the amount of text I had to read through to find the information I was looking for. It's great to provide that much information, but maybe formatting differently would make it easier to absorb.

What made tasks harder to complete (be as specific as possible)?

The amount of text to read through made certain tasks more difficult because there was a good deal of text on the landing pages. Because the text was mostly in paragraph form, it wasn't as easy as I would like to quickly and efficiently find the information I was looking for. Also, tasks were more difficult when I wasn't sure under which tab (category) the information would be located. Most of the tasks were obvious, but one or two weren't as intuitive.

What did you like about the site?

I liked the categories along the top of the page and how clearly they were laid out. I also liked when I hovered over those categories that all the subcategories were displayed. I liked the breadth and depth of information provided. I felt confident that I would find what I was looking for (for the most part) and I felt like the site would be able to meet all of my needs. I didn't worry or feel lost and I felt competent and in control.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

10. The site was comprehensive and user-friendly. It felt like like the site anticipated my needs and was very responsive.

o User 1021516B

What frustrated you most about this site?

The drop down menus kept showing up inadvertently when I moused up to the top of the page (by me just skimming over it). This was a bit annoying. There is a lot of information to filter through to get to where you want and that is frustrating. It took me a while to figure out that I needed to look over to the right when I did land on a page to actually go to where I needed to be but really that was just a matter of learning where it was. Also, it did take me a minute or two to figure out I needed to hover over each category to get the drop down menus for more information so that was a bit disconcerting.

What made tasks harder to complete (be as specific as possible)?

Just that there were so many things to filter through. The categories were fairly easy to figure out but then when I went into them I had a bit of trouble finding what you wanted me to find because there were some things that might apply but they weren't necessarily where I needed to go. So just some confusion there. Then once I got to where I wanted to be there was a lot of information to filter through to find what I wanted (sometimes).

What did you like about the site?

I liked that it seemed to be well organized and did make some sense. I felt like I would get better at understanding it the more I used it. The pages were easy to read as far as the fonts and it did make sense once I read where to go to find what I wanted. There isn't a lot of clutter which is great and no flashing ads or anything like that. Yea! It's a very informative site as well. I feel like if I have any questions

about the DMV and licensing this site should have the answers.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

9

o **User 1021516C**

What frustrated you most about this site?

menu was expanding and contracting out of control

What made tasks harder to complete (be as specific as possible)?

I could not find custo, plates under Title& Registration/plates

What did you like about the site?

I liked that I can do some things online. Overwhelmed - would be an emotion.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

5

o **User 1021551A**

What frustrated you most about this site?

The thing that frustrated me most about the site was the bar that kept coming down in the middle of the page. I often had to dismiss it in order to read the information on the website.

What made tasks harder to complete (be as specific as possible)?

The only thing that made the tasks hard to complete was the bar coming down in the center of the page. If I wasn't able to find what I was looking for via the categories. I was still able to type the inquiry into the search engine at the top of the page for optimal results. There is a lot of information to skim

through before finding an answer, but I'm glad it's all there and conveniently located.

What did you like about the site?

I like the colors and general layout of the site. The only thing that frustrated me was when the categories bar kept dropping down when I hovered over it. It lagged the screen slightly and it was a little more difficult to navigate during those periods of time. Otherwise, I felt good when I was able to easily find information based on the given tasks.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

I would recommend this site to a friend at a 7 in it's current state. If the dropdown didn't exist, I would give it a 9.

o **User 1021551B**

What frustrated you most about this site?

I really didn't experience frustration while browsing this site.

What made tasks harder to complete (be as specific as possible)?

While I didn't really find the tasks hard, some I was not sure on where I would need to go to get the question answered. It did seem very intuitive though and the tabs I clicked on, were the ones I needed to select to get that key piece of information. It was a little overwhelming with all the different choices that were presented to me when I selected a dropdown though.

What did you like about the site?

I loved the quick tabs that me streamline on where I needed to go quickly. I felt happy while using it as I was able to find my information in a timely manner as the key points were bolded and highlighted for me.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

10 - I found this site to be quite user-friendly and intuitively designed.

o **User 1021561A**

What frustrated you most about this site?

There were a LOT of options and some of the tasks I found it very hard to find the exact area to go and at times was making guesses I did really like the forms section, which enabled me to isolate and just find forms I wanted an easier way to get back to the homepage

What made tasks harder to complete (be as specific as possible)?

Having so many options and categories Having to press back to go back so many times and going too far Not being sure if the answer was under 'more options' which made there even more choice

What did you like about the site?

Considering how many options and the size of the info database i felt it was well organised Was able to (I think) locate most of the info Perhaps i WOULD HAVE LIKED MORE ASSISTANCE if I was stuck eg being able to type keywords into a glossary and then being directed to the right page

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

7

o **User 1021561A**

What frustrated you most about this site?

Trying to find the number in Spanish was probably the hardest part.

What made tasks harder to complete (be as specific as possible)?

I didn't really have any problems completing tasks.

What did you like about the site?

I was pleasantly surprised by how well organized the site was so it made me fairly happy to use it.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

For friends in NYC, 10.

o User 1021561B**What frustrated you most about this site?**

Trying to find the number in Spanish was probably the hardest part.

What made tasks harder to complete (be as specific as possible)?

I didn't really have any problems completing tasks.

What did you like about the site?

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How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

For friends in NYC, 10.

o User 1021586A**What frustrated you most about this site?**

Probably that whenever I was looking for something specific, a lot of times it was at the bottom of a page (causing me to scroll and search through a lot of info that didn't apply to me) and it felt like information overload/confusing.

What made tasks harder to complete (be as specific as possible)?

The charts for fees in the middle that would cause my phone to lag, when the answer to the task was at the bottom of a page. I wish that I could have jumped to the bottom of the page by clicking on the question at the top of the page that I was looking for-- "What forms of payment does the DMV accept?" amongst other questions hyperlinked in blue at top and I can just click it and it will bring me to the part of the page that has my answer on it. I also felt like it was hard to find specific forms--I couldn't even find the first form I was asked to find in the Forms section. I tried to use the search bar and had no luck.

What did you like about the site?

I liked the little "do it now!" icon next to certain buttons like "Renew your license" --showing me that I could do it online. I liked how forms/sections of the site were nicely organized in a navigation menu with categories and that I could access that menu easily from anywhere on the site by clicking the menu button. I liked how you hyperlinked a lot of forms/links, this helped me scan the page easier and helped things stand out to me. I felt a little overwhelmed honestly when looking at the site but when it was quick and easy for me to find answers, I felt accomplished and efficient.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

5--honestly it wasn't the most user friendly--it had a wealth of information which probably made it hard to organize, but I still felt like there could be things to make it easier to find/ some questions were unnecessarily complicated to find answers to.

o User 1021586B**What frustrated you most about this site?**

I had to click through several layers of menus before I got to anything, and the final step was usually a page that wasn't formatted for my phone.

What made tasks harder to complete (be as specific as possible)?

Any page that required me to pinch-zoom to read the text was hard to use. It was very hard to find the correct forms when I didn't use the exact form number (e.g. searching for "apply for permit" gave me several unrelated forms before the correct one. Several of the pages I landed on were very long, and the answer I needed was somewhere in the middle, embedded in text. It seems like the website is more suited to a desktop or laptop computer.

What did you like about the site?

I like that the DMV is trying to use more common language as a first level of options. The emotions I experienced were frustration, boredom, and impatience.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

2-3, not very likely. I have had frustrating experiences using the DMV's website in the past, and I would probably recommend that others call by phone or visit an office in-person instead.

o User 1021586C

What frustrated you most about this site?

To get back to the home screen, it wasn't immediately obvious how to... so I had to keep clicking the back button.

What made tasks harder to complete (be as specific as possible)?

When you click on a category and get a drop down menu, it is too long and makes the site slow to scroll through.

What did you like about the site?

It was easy to find things, everything was located where you would expect. It was satisfying how easy it was to find things.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

10.

o User 1021516A**What frustrated you most about this site?**

Nothing, it was very easy to use.

What made tasks harder to complete (be as specific as possible)?

The only task that was 'hard' was finding the accident report. But once I knew to click MORE INFO, I was able to find it very easily.

What did you like about the site?

I like the layout. There is a lot of information but its easy to navigate and not overwhelming. I felt smart because I could find everything.

How likely are you to recoment this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

10.

o User 1021576B**What frustrated you most about this site?**

Finding things are really not intuitive and I constantly fought with the navigation system.

What made tasks harder to complete (be as specific as possible)?

The navigation system has a bug where it does not allow you to "tap" on a link when you use the navigation to scroll.

What did you like about the site?

For what I liked - I like that the NYS DMV is trying to make something easy to use and convenient for its patrons. My emotions when using the site: Extreme frustration. I actually wanted to go to a DMV office and stand in line instead!

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

On a mobile device - 0. On a desktop computer 6.

o User 1021591A**What frustrated you most about this site?**

It frustrated me that there weren't simpler explanations of something, for example there wasn't a section that just had information about the procedure for the sale of a vehicle without complications.

What made tasks harder to complete (be as specific as possible)?

Trying to include so much information without having to show a lot of subcategories made it harder to get tasks done. Like the bill of sale transfer, having a page dedicated to this process in very simple instructions would be easier. Also having the page split and include the content between the navigation bars just added lag to the process which I don't like on a site I'm accessing from my iPad.

What did you like about the site?

I liked the clean look and I liked that the categories seemed intuitive. In general I felt that it was easy and simple to use. I felt satisfaction about being able to do most of the tasks fairly quickly and easily. I was slightly frustrated on the tasks I couldn't get to the point I wanted to but overall it was a feeling of satisfaction.

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

9

o **User 1021591B**

What frustrated you most about this site?

I was unable to locate the form i was looking for, to transfer the bill of sale when selling my car. I tried the search and navigated through the sections where i would expect it to be, but was unable to find it

What made tasks harder to complete (be as specific as possible)?

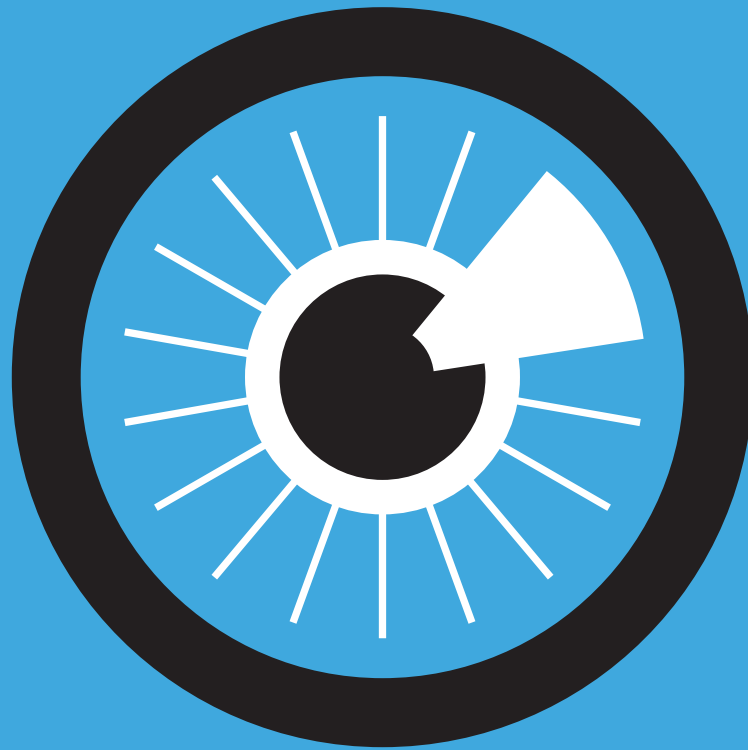
When i used the search feature of the site, it didnt always bring up the most accurate results. Also i had to scroll down to view the results which seemed a little odd. Also, there wasnt a dedicated section that i could find, that would give information directly related to selling a vehicle. I'm aware this probably is available on the site, but i was unable to find it

What did you like about the site?

In terms of the emotions i experienced, frustration at some points when i was unable to find the form i was looking for, but mostly i was content. The site was simple to navigate which i liked. I also liked the fact that all the forms i needed could be viewed on my ipad in PDF format

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

8, Likely. The site gave me nearly all the information i needed, and was simple to navigate



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