

NOAA Fishwatch.gov Usability Focus Group

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Begin Meeting: Introductions and warm-up (15 minutes)

1. Who do you think is the audience of the site?

- What types of information would expect to find here?
- What do you think are the most important messages for this site and these audiences?

Usability Discussion (35 minutes)

2. Looking at the home page: What catches your eye? Where would you click first (if at all)?

- When would you use this site? How would you use this site?
- What types of information would you want to find here?
- Are you interested in reading the feature stories and watching related videos?
- How would you go about finding the information you are seeking? If you are looking for seafood profiles, what is or would be the easiest way to find the fish you are seeking?

3. Direct attention to the Seafood Profiles tab: What catches your eye on this tab? Where would you click first?

- What type of information do you want to find behind this tab?
- How does this information meet your expectations?

4. Choose a fish and open the Seafood Profile tab for that fish: What catches your eye on this tab? Where would you click first?

5. How would you rate the format of this page?

- Is the layout of information useful?
- Is the amount and organization of text useful?

6. Return to home page, direct attention to the Toolbox link: What kinds of tools do you need?

- How useful is the information on this page?
- What is missing from this page?

7. Direct attention to the FAQ link: What kinds of seafood questions do you frequently encounter?

- Is this the right set of FAQs? What would you add or remove?
- Are you interested in the feature stories?

Wrap-up discussion and collect final thoughts (10 minutes)

8. Are there any gaps in the information on this site?

- What would you recommend adding?
- What is most and least useful on the homepage?

9. How would you rate the overall:

- User friendliness of this site? On a scale from 1 to 5, where 1 is very unfriendly and 5 is very user friendly.
- Overall visual appeal? On a scale from 1 to 5, where 1 is very unappealing and 5 is very appealing.
- Amount, size, font of text? On a scale from 1 to 5, where 1 is very text heavy and 5 is very light on text.

10. Is there anything else you would like to comment on?