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An Interface Analysis of the New Leaf Initiative Website

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Lab report for IST 331: New Leaf Initiative
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Executive Summary

-Adam Hauze, John Gipe

For our User and System Principles course project at the Pennsylvania State University, we were tasked with analyzing and suggesting possible improvements to an interface. Our professor, Frank Ritter (an expert in the field of Human-Computer Interaction), supplied a list of possible sites to be analyzed. After examining several of the options, we found New Leaf Initiative to be a worthy subject for the analysis. We chose the non-profit business incubator because of their local roots and helpful community message. New Leaf is an organization that aims to connect entrepreneurs, businesses, and community facilitators in order to share ideas and foster growth across the community.

Websites are a playground for testing and analyzing, which is why we chose to look over New Leaf. The first analyses we conducted were simply on user perception. We found that some items of the website could be improved visually to help the user notice them more and cut down on some confusion at the same time.

The second analysis used the Keystroke Level Model (KLM) and the Goals, Operators, Methods, and Selection rules (GOMS) model to analyze the task of filling out a membership application on the website. The KLM model showed how long it took the user to complete each task while filling out the form. Our results were much longer than the predicted times suggesting improvement is possible.

Our 7 suggestions for improving the New Leaf Site:

1. **Make the navigation bar more prominent and ensure continuous support in redesigns**
2. **Remove the animation that occurs after hovering over the bullet point icons because it suggests that they are clickable**
3. **Adding labels to the social media link buttons and incorporate text to note the logo’s meanings for community members to learn from**
4. **Include a sitemap for users to ensure clarity and visibility of all aspects of the website**
5. **Remove and center one “Sign Up” button**
6. **Remove the option of selecting a time zone from booking a room**
7. **Remove the “Book Now” buttons from selecting rooms and duration**
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Introduction

-Adam Hauze, Dan Servich

The user is often overlooked when talking about interface design. People underestimate how important it is for the designer to truly understand how the user is going to behave when working with the system. Once the designer acquires this knowledge, they can maximize user performance, reduce user errors, and also minimize risk. “User Interface (UI) Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate those actions” (User Interface Design Basics).

Our group has chosen to analyze the user interface of New Leaf Initiative’s website (newleafinitiative.org). New Leaf Initiative’s mission is to provide a home and workspace for members of the community who need a fun and collaborative environment to truly engage with their team or group and achieve their goals. As we began to examine the New Leaf site, we found several things that we liked and that seemed efficient and easy to use. However, we did find a few things that we believed could be improved. Over the course of the semester we ran several studies on different aspects of the site, including a perception analysis and specific task analyses on their membership application form and the reservation system.

To determine if the site’s overall perception was optimal for the user we decided to test a few subjects on how well they were able to find certain items on the webpage. We also wanted to test whether the membership application was user friendly, so we applied both a KLM and GOMS task analysis, two methods for analysing the actions performed by the user, to see what we could find. The results we got were both satisfying and useful, and the details of such will be discussed in more detail below.

A Preliminary Evaluation of the New Leaf Initiative Website

-Cazembe Dwyer

Our evaluation of New Leaf’s Website revealed several areas that were found to be favorable and beneficial within the context of user interface and design concepts. To begin, the website features very soft and warm color tones that gives the user a sense of comfort. According to the color experts at tigercolor.com, designers of an award-winning color-scheming program, “warm colors are vivid and energetic” (tigercolor). The colors also are not too intense, and therefore send a less intense message. Additionally, the site’s color tones are very welcoming and not too overwhelming with clashes or bright colors. Figure 1 shows the homepage of New Leaf Initiative.
In addition to a very strong choice of color layout, New Leaf’s site also featured high usability. The site layout optimized the process for locating important and first-time information. Figure 1 highlights that all main cores of the business are on the first section a user lands on when they click on the site via his/her search engine, namely the mission statement, who they are, what they do, and why.

Contact information is also a very easy find as users can click on the contact link in the traditionally located navigation bar across the top, which is conveniently fixed for easy access throughout any area of the page while users are scrolling. Further, the contact information features its own section at the bottom of the page, displayed in Figure 2, with three social media links (Twitter, Facebook, and Flickr respectively) above the orange subscribe button. This is followed by an interactive Google maps widget for directions and other information associated with contact information; a direct correlation with Gestalt Principles of Visual Grouping of proximity (the contact and directional information placed with the map widget) and similarity (the social media icons’ visual appearance and location with the contact information) (Ritter et al.). (Ritter FDUCS, 103-105) Each of these principles refer to “elements that are close together appear as groups rather than as a random cluster of elements” and “elements of the same shape or color are seen as belonging together” respectively.
In contrast, New Leaf Initiative’s site has the undoubted potential of being an even more excellent site with a few improvements in key areas. Firstly, our findings indicate a distraction in the paragraph headers located in the “About” and “Services” section of the site. Each paragraph is accompanied by a small moving rollover widgets. These rollovers have no distinct function, though their movement upon mouse interaction may suggest to users otherwise. The effect can be useful on buttons that are linked to another page, but they serve little to no purpose as bullet points, as they appear in Figure 3.

Aside from these distractions, several improvements can be made upon the New Leaf’s social media buttons, located within the Contact section. Applying the same “pop-out” effect and correct labeling of each will minimize any user misperceptions and usability issues (Ritter et al.). Additionally, this will further the site’s ability to match the mental model of their user. Pop-out effect can be applied by highlighting the widget with two discriminating features that stand out and help users recognize them more, hence “popping-out” at the user. Below is Figure 3, an example of this widget mouse-over:
Evaluation of Website Analysis (Our analysis of the site)

- John Gipe, Adam Hauze

Though we found several things about the New Leaf website that we liked and that appeared to be helpful and easy to use, we did find a few things that we believed could be improved. We noticed a few icons that were misleading or imperceptible. To determine if these things were troublesome to people that had no training in the science of Human Computer Interaction, we performed a series of experiments, involving several different methods, to study the website through the eyes of an ordinary user.

Perception

We first ran a test on user perception of the New Leaf website by examining specific objects. All three objects that the subjects were asked to find were valuable parts of any website, yet we believed some of them to be difficult to find.

To test this hypothesis, we designed a simple experiment that would show just how easy these objects could be perceived. To quantify the perceptibility of the site, we recorded the amount of time needed for test subjects to complete three simple tasks that a typical user would likely do on the site. The subjects were to find and hover the mouse over:

- The organization’s phone number
• The link to the organization’s Flickr account
• What meeting was being held on a certain date (October 31, 2014)

To promote a valid testing environment, all subjects tested on the same laptop PC, equipped with Windows 7, and the same wireless mouse. Subjects were also given the same card, requesting the same three objects to find. Subjects had no prior experience with the website to promote a valid test.

Each test would begin with the New Leaf site (newleafinitiative.org) loaded in a Google Chrome, v. 39.0, web browser, minimized to the taskbar. Timing began as soon as the subject restored the browser window to its original size and would end after the third object was found. The times at which the other objects were found were also recorded in Table 1.

<table>
<thead>
<tr>
<th>Subjects</th>
<th>Phone Number</th>
<th>Flickr</th>
<th>Oct 31st Meeting</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject 1 (S1)</td>
<td>11.2</td>
<td>27.1</td>
<td>18.8</td>
<td>Subject Scrolled only. Found Flickr icon due to its grouping with Facebook and Twitter icons. Knew what Flickr was, did not know the logo.</td>
</tr>
<tr>
<td>Subject 2 (S2)</td>
<td>11.5</td>
<td>84.2</td>
<td>38.0</td>
<td>Scrolled to find phone number, abandoned scrolling to search with ctrl + f. Found Oct 31st via ctrl + f. Flickr did not appear in ctrl + f search because it is a logo. Resumed searching manually until finding Facebook and Twitter next to Flickr. Did not know what Flickr was or Flickr logo.</td>
</tr>
<tr>
<td>Subject 3 (S3)</td>
<td>6.9</td>
<td>9.7</td>
<td>16.5</td>
<td>Actually used bookmark tabs on the nav bar located at the top of the site. Knew what Flickr was and its logo (photojournalism major).</td>
</tr>
<tr>
<td>Subject 4 (S4)</td>
<td>20.1</td>
<td>151.4</td>
<td>8.4</td>
<td>Scrolled only. Did not know what Flickr was or its logo. Eventually found it due to placement with Facebook and Twitter.</td>
</tr>
</tbody>
</table>

Table 1: Perception Lab times in seconds.

Finding the Phone Number
Our results show that task 1 was the easiest to find by all the subjects except S4. Those same subjects took 12 seconds or less to find the phone while subject S4 took 20.

Two of the users scrolled to find the number while one user, S2, used ctrl+f to search for the word “phone”, which was the most effective for this object. Ctrl+f is a common tool, equipped on most PC browsers and programs to search for a string of text. Although this was the fastest way, according to a google study done 3 years ago, “90 percent of computer users don’t use ctrl+f to search for a word - as they don’t know such a shortcut exists” (Glenda Kwek). Subject S3 found the contact information by clicking the contact tab on the navigation bar located at the top of the website.

Finding the New Leaf Flickr Account

Flickr was definitively the most difficult object to find, with multiple subjects taking over a minute to find it. In our opinion, it takes entirely too long to find this, but it may not be as much of an issue to New Leaf. After the tests were completed, subjects were asked about their knowledge of Flickr. Two of the subjects did not know what Flickr was or what its logo looked like, and one knew what it was, but still didn’t know what the logo looked like. The only subject that knew the logo was S3, who is a Photojournalism Major that uses Flickr regularly.

The main reason the Flickr logo was findable on the New Leaf site, is that it was grouped with other forms of social media, which is how three of the subjects eventually stumbled upon it. The main problem seems to be that the logo is not recognizable to the user. To prove this theory we surveyed 30 subjects in the IST building by showing them the Flickr logo and asking if they knew what company it was for. Only 10 of the 30 surveyed knew that it was Flickr.

Finding the October 31st Meeting

This task proved to be a fairly easy one to accomplish. Three of the four had very little trouble finding the calendar and then the meeting day was very simple to find from there. The calendar was easy to find by scrolling because it is very near the top. The subject that used ctrl + f to find it took longer, proving that method’s ineffectiveness.

Task Analysis

- John Gipe, Adam Hauze

After running the Perception Lab, we decided to run an in-depth Task Analysis Lab on two other aspects of the New Leaf site to further evaluate the usability of its key components. The two tasks that were chosen were:

- Signing up for an Ally Membership
- Making a reservation in the Green Room for 15-20 people for a retirement party for an employer.
In order to truly understand what is going on through each of these processes, we used two methods of analysis, GOMS (Goals, Operators, Methods, and Selection rules) (Card et al. 1980, 1983) and a KLM (Keystroke Level Model) (Card et al. 1983).

The GOMS model is an outline of every action that a subject would do to complete a task. These models can be used for a few different purposes by the designer, but the one that’s important to us is execution time.

We made our KLM analysis models by breaking down each task into very small, individual actions. The model counts keystrokes and any other low-level operations, such as mouse clicks, etc. This includes the system’s response time as well as the user’s reaction time for actions and recalling necessary knowledge.

GOMS

Our GOMS analysis model broke down the two tasks and allowed us to predict times for each. After completing our analysis and observing the users navigate the forms, we were able to locate congestion points where the user was confused or took longer than predicted for a function.

In the first task, we noticed a point of congestion on the last page of the membership form. Users were required to complete short answer questions and more in depth questions about the type of work they planned to do as members. The users took longer to answer these questions because they had to think more.

KLM

The first thing we noticed after breaking it down was how many small tasks are actually required to perform a more important, meaningful task such as signing up for membership. Our tasks involved all four of the physical-motor operators offered by the Keystroke Level Model. It was interesting to see how our users reacted when filling out the form because most of them used the tab key to navigate between text fields while we predicted points and clicks with the mouse in our KLM model. It is because of this specific difference that we thought our prediction times should actually be longer than the times recorded for the tasks, because it takes less time to hit tab than it does to move the mouse and click the next box.

These models (see Appendix 1 for the GOMS models and Appendix 2 for KLM models) gave us the estimated times to complete the tasks at hand. Each task should take no longer than 30 seconds according to our models, yet we found that the tasks took much longer to complete, and twice as long most of the time, as shown in Table 2.
<table>
<thead>
<tr>
<th>Subject Initials/Task</th>
<th>Predicted</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>S1 Ally</td>
<td>28.0</td>
<td>64.7</td>
</tr>
<tr>
<td>S1 Reservation</td>
<td>29.0</td>
<td>67.6</td>
</tr>
<tr>
<td>S2 Ally</td>
<td>28.0</td>
<td>44.9</td>
</tr>
<tr>
<td>S2 Reservation</td>
<td>29.0</td>
<td>61.9</td>
</tr>
<tr>
<td>S3 Ally</td>
<td>28.0</td>
<td>39.8</td>
</tr>
<tr>
<td>S3 Reservation</td>
<td>29.0</td>
<td>68.2</td>
</tr>
<tr>
<td>Average Ally</td>
<td>28.0</td>
<td>49.8</td>
</tr>
<tr>
<td>Average Reservation</td>
<td>29.0</td>
<td>65.9</td>
</tr>
</tbody>
</table>

**Table 2**: Predicted vs. Actual times to complete a task (in seconds).

The users’ actions were recorded using the Recording User Input (RUI) keylogging tool, a well-tested tool used by many. This tool allowed us not only to time the user’s process, but to actually see exactly what keys were pressed and where and when the mouse was moved and clicked. This proved extremely useful in determining why the actual times were so far from the predicted times. It showed us when people were hitting tab instead of clicking the next box and when the user was scrolling down the long page, which was not accounted for in the model.

**General Discussion and Recommendations**

*Dan Servich, Adam Hauze*

From our analysis of the New Leaf website, we found a few potential areas of improvement in an overall strong and attractive interface. These areas stemmed from the users’ perceptions of the interface, as well as their prior technical experience. Both our perception lab and our task analysis lab results provided insight into the users of the website that can be beneficial to New Leaf.

**Perception**

The results received from the perception lab indicate to us a lack of the user’s knowledge of a few specific aspects of the website. First, our phone number search demonstrated that the users have a relative ease of maneuvering the website. Each user was able to find the organization’s phone number quickly and without any problems. However, most users found the phone number using a different method.

For the user that used the navigation bar, their results yielded the fastest time to find the phone number by nearly half. This demonstrates the usefulness of the navigation bar, and proves it to
be a key concept of your web design. However, with only 25 percent of the users using the navigation bar, this could be improved upon to increase its usability.

We humbly recommend increasing the visibility of the otherwise useful navigation bar seen in Figure 5. There are several ways you can do this but the choice is yours. One way to increase visibility on a website is to make the item larger, so increasing the font of the menu buttons is a start. However, you can also adjust the background color of the navigation bar. The majority of your website background color is white, which makes it hard to distinguish between buttons and text.

Another way you could make your bar more usable is to change the background color to something other than white so that the user will notice it at the top of the page. The color change as you hover over a navigation bar button is a very nice touch and one that should not be removed, but perhaps changed to contrast the new color of your navigation bar background.

1. Make the navigation bar more prominent and ensure continuous support in redesigns

The second task of finding the Flickr logo proved the most difficult for many of the users. This is in part due to the users’ lack of knowledge of the social media platform. Our results indicate that the users’ times each increased significantly, with one exception. Subject S3 has had prior experience with the social media platform, while our other subjects did not. This is highlighted by the times that each subject spent searching for this item - two of our subjects took over one minute to find the logo. Our results also note that our subject that used the ctrl + F command was unable to locate the Flickr icon using this method since it is a logo rather than text. This proves to be a problem for other ctrl + F users of the site, and may cause users to spend extra time searching the web page.

The Flickr icon is one of three dynamic links below “Contact Us”. These button links look very similar to the dynamic animations found on the rest of the site and three examples can be seen below in Figure 6. These animations move and change color when you hover over them, but are not actually clickable and do not perform any function.
This leads to more problems when you get to the “Contact Us” section because the social media buttons are similar to the dynamic animated buttons above. These buttons, though, are now clickable and contain links to each respective social media site. It’s always a good idea to keep your website consistent and make everything flow the same way. We believe these animations for unclickable icons are somewhat confusing to the user, however intriguing to look at. Figure 7 shows a snapshot of the similar, but clickable, social media links. We humbly suggest two changes to your website’s perception:

2. Remove the animation that occurs after hovering over the bullet point icons because it suggests that they are clickable
3. Adding labels to the social media link buttons and incorporate text to note the logo’s meanings for community members to learn from

Our last perception lab finding appeared the easiest to the users. Locating the events held on a specific date appeared to give our subjects no significant problems primarily due to the users’ perceptions of the calendar interface, with which each was familiar. However, only 25 percent of our subjects found this piece of information by using the navigation bar, again noting its underuse with the users.

4. Include a sitemap for users to ensure clarity and visibility of all aspects of the website

Task Analysis

Our task analysis lab results revealed some useful insight into how the users carry out tasks on the New Leaf Initiative website. The two tasks at hand, signing up as a member and making a reservation to one of the rooms, appeared to be important tasks for users. For this reason, we
feel that sharing these results and further recommendations will be helpful to demonstrate the users’ actions on the site.

Our GOMS model evaluation of the tasks performed give us valuable information. First, for signing up as a member to New Leaf, the user’s first goal is to find the registration form. Once the user finds the section on the page for registration, a decision must be made to sign up for an ally membership or a coworking membership. Once the user has selected which membership is appropriate, they move on to fill out the registration form. However, while filling out this form, the user must again answer which type of membership they would like to sign up for. This redundancy can be beneficial in that it ensures the user is selecting the right type of membership, but it also causes the user extra time on the site, and the user may be unhappy with filling out the same information more than once.

5. Remove and center one “Sign Up” button

Our GOMS analysis of booking a room also revealed some information about the user’s task process. We had noticed that, when booking a room, the user must select the time zone for the date planned for the reservation. We assumed that many users booking a room will be local (at least to this time zone), so we reasoned that having the user select/confirm the time zone in which they are booking the room would be extraneous.

6. Remove the option of selecting a time zone from booking a room

For our Keystroke Level Model (KLM) studies, we found some compelling details on our users. First, for signing up for a membership, the user must perform the same mental process twice: deciding which membership to sign up for. This was noted also as a redundancy from our GOMS analysis of the website. Second, when selecting a room to reserve, we noticed that both the button “Book Now” and the entire room area are clickable. While it is good to have the entire area as clickable because it is a larger target for the user, having a button on the screen can give the users the perception that they must click the button instead.

7. Remove the “Book Now” buttons from selecting rooms and duration

Finally, our KLM users also pointed out an earlier discussion topic - the navigation bar. Our estimated times were gathered through assuming the user would use the navigation bar. Instead, our RUI log outputs indicate to us that they scrolled the homepage. This is one contributing factor which could be causing the user times to be so much higher than our expected times. This further demonstrates the usefulness of your navigation bar, and its lack of use by users.
Conclusion

-Adam Hauze

Let us recap, briefly, just how important it is to have your interface and user working together effortlessly. By maximizing usability for a wide range of users you are thus minimizing the amount of user error and frustration with your website. The more users that are happy and able to find what they need on your site quickly and without trouble, the more success you can achieve through your online presence.

We would like to once more remind you of our suggestions and small improvements to make sure your website is that much better for your users. Your navigation bar is useful, but most of your users aren't taking advantage of it. In our study only 1 out of the 4 users noticed the navigation bar and used it to find information. We suggest making the bar pop more to get more users to notice it. As mentioned before our other main suggestion applies to the social media links and how unpopular the Flickr icon is. The survey we conducted found that only 1/3 of college students can actually recognize the Flickr logo. Studies show that users typically only spend 10-20 seconds on a webpage before leaving. (Nielson Norman Group) Creating labels for links and making things less distracting can really help users find what they’re looking for before those 20 seconds are up and they leave out of frustration.

With that being said our group had an awesome time analyzing your website this semester. It was motivating working with a company that’s local where communication was easy and welcomed. We would all like to thank you for your cooperation and continued communication while we finalized this report. Our group wishes you the best of luck and we hope that you find our suggestions to your website helpful and useful for your future success as a company.
References


Appendix

Appendix 1A: GOMS model for Completing Ally Membership form
- John Gipe

- GOAL- Acquire Ally Membership
  - GOAL- Find Registration Form
    - Decide how to find Membership registration
    - Search for Membership Registration in Decided Location
    - Click “Join Us” on link bar when Found
    - Find Link to Ally Membership Registration
    - Click “Sign Up”
  - GOAL- Fill Registration Form
    - Select Field to Enter Information
    - Recall Required Information
    - Recall Ability to Enter Information (Typing)
    - Enter Information
    - Repeat Until Full
  - GOAL- Submit Registration Form
    - Look for Submission Method
    - Point to Submit Button
    - Click Submit Button

Appendix 1B: GOMS model for Green Room Reservation
- John Gipe

- GOAL- Reserve a Meeting Time In the Green Room
  - GOAL- Find Reservation Node
    - Decide how to find the Reservation Node
    - Search for Reservation Node in Decided Location
    - Click “Reservations” on Link Bar when Found
    - Find Link to Reservations
    - Click “Make a Reservation”
  - GOAL- Set Reservation
    - GOAL- Pick Location
      - Find Green Room Link
      - Click “Green Room”
    - GOAL- Pick Time Settings
      - Recall Desired Length of Time
      - Decide to Book Desired Length of Time
      - Click “Book Now”
      - Recall Time Zone
      - Select Time Zone
      - Click “OK”
- Recall Desired Day and Time
- Select Day from Calendar
- See If Time is Available
  - If not, Choose Alternate Time, Repeat Availability Check
- Click “Next”

GOAL - Fill Reservation Form
- Select Field to Enter Information
- Recall Required Information
- Recall Ability to Enter Information (Typing)
- Enter Information
- Repeat Until Full
- Click “Done”

Appendix 2A: KLM model for Ally Membership form

- John Gipe, Adam Hauze

How do I join
Point to “Join Us”
Select “Join Us”
Point to “Sign Up”
Select “Sign Up”
Wait for Google form to load
Point to “Name” field
Select text field
Move hand to keyboard
Retrieve name from memory
Type Name
Move hand to mouse
Point to “Email Address” field
Select text field
Move hand to keyboard
Retrieve email address from mem.
Type Email
Move hand to mouse
Point to “Phone Number”
Select phone number text field
Move hand to keyboard
Retrieve number from memory
Type phone number
Move hand to mouse
Point to text field
Select text field
Move hand to keyboard
Retrieve company from memory

M[Think which tab to click]
P[“Join us” tab on menu-bar] 1.1sec
K[Left click]
P[“Sign Up” button] 1.1sec
K[Left click]
R[System Response]
P[Name: ] 1.1sec
K[Left click in text field]
H[Keyboard] 0.4sec
M[Remember Name]
K[All characters of subject’s name]
H[Mouse] 0.4sec
P[Email Address: ] 1.1sec
K[Left click in text field]
H[Keyboard] 0.4sec
M[Remember email]
K[All characters of subject’s email]
H[Mouse] 0.4sec
P[Phone Number] 1.1sec
K[Left click in text field]
H[Keyboard] 0.4sec
M[Remember phone number]
K[All characters of subjects phone]
H[Mouse] 0.4sec
P[Organization/Company] 1.1sec
K[Left click in text field]
H[Keyboard] 0.4sec
M[Remember Company]
Appendix 2B: KLM model for Green Room Reservation

-John Gipe

Think about how to make a reservation
Move the mouse to the reservations tab
click the reservations tab
move mouse to make a reservation button
click make a reservation button
Think about which room to reserve
move mouse to “Book Now” button
click button
Think about how long you need the room
move mouse to Book Now button
click button
Think about which time zone you are in
click OK button
Think about the date you need the room
move mouse to the 14th
Click 14th
move mouse to next
click next
move mouse to Name text box
click in the text box
move hands to keyboard
retrieve name
type name
move hand to mouse
move mouse to email
click email text box
move hand to keyboard
retrieve email
type email
move hand to mouse
move mouse to Organization
click text box
move hand to keyboard
retrieve organization name
M[Recall Org Name] 1.35sec

type organization name
K[All characters of subject’s Org.] 0.1sec

move hand to mouse
H[Mouse] 0.4sec

move mouse to purpose
P["Purpose:" 1.1sec

click text area
K[Left click] 0.1sec

move hand to keyboard
H[Keyboard] 0.4sec

retrieve purpose
M[Recall the meeting’s purpose] 1.35sec

type purpose
K[All characters of Purpose] 0.1sec

move hand to mouse
H[Mouse] 0.4sec

move mouse to minimize button
P["Minimize" Button] 1.1sec

click minimize
K[Left Click] 0.1sec