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Web Usability Analysis in a Non Profit Sports Organization  
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Abstract

The Community for Pittsburgh Ultimate (CPU) is a 501(3)c non profit organization dedicated to promoting and organization competitions for the sport of ultimate Frisbee. They have a website located at http://www.pittsburgh-ultimate.org that is maintained and updated by a group of volunteers in a web development committee within the organization. These volunteer IT professionals are in the process of creating a redesign of the current website. Our group will make suggestions for their new design based on the shortcomings of the current website design.
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## Introduction
As the Internet has become a part of normal life, websites have become an important way for organizations to pass along information to its members. In a non profit organization, these web sites are often maintained by a single or group of volunteer workers that are somewhat familiar with website design and development. Although these volunteers are dedicated, they may not have the free time to design or update the website or have access to information to better design the website for its specific users.

**Background**

The Community for Pittsburgh Ultimate (CPU) is a non profit organization that is dedicated to promoting and organizing competitions for the sport of Ultimate Frisbee. Their website is available at [http://www.pittsburgh-ultimate.org](http://www.pittsburgh-ultimate.org) and was developed in 2000. It has largely remained unchanged since that time. The website is the central source of information about Ultimate Frisbee in the city of Pittsburgh. Signups for seasonal recreational leagues and tryout information is posted on its pages and in the community message board. The CPU relies entirely on the website to pass along information to its membership.

The website itself runs off of a custom made open source league management system known as LeagueWeb. The developer of the software created this CGI-based LeagueWeb for the CPU and opened the software source to the open source community on SourceForge. Although the code is freely available under the GNU General Public License, it is not documented. The developer of the system has since moved from the city of Pittsburgh and is no longer part of the active membership. Since that time, the LeagueWeb system has seen few, if any updates.
Although there is a lot of great and useful information available regarding ultimate in the city of Pittsburgh on the website, our group believes that the website could be improved and be easier to use. We will provide commentary on the current state of the website and provide data to support potential changes to the website design. At the end, we will post a list of recommendations that we would make based on our research.

**Task Analysis**

For many members of the organization, new members in particular, reading the bylaws is important to understand exactly how the organization operates and how it elects its leaders. As a non-profit, the organization must be run by a board that is elected by its general membership. Understanding how this process works is explicitly defined by the CPU bylaws and it is important for every member to understand.

The Pittsburgh Summer Ultimate League is the longest running and biggest event sponsored by the CPU. The league concludes with a day long finals tournament where each team gets a chance to compete. Often teams are eliminated before the finals game takes place and people tend to leave the tournament early to return home for the day. Although they leave early, they are often interested in seeing who won the league at the end of the day. This information is recorded and available online and people often use it to see which of their friends were lucky enough to win the title.

We decided to analyze these two information seeking tasks for this report. To do so, we used the Keystroke Level Analysis Model (KLM) and the GOMS model to make predictions and define the appropriate steps it will take to complete the tasks.
The KLM analyses and predicted times for the task are included in Appendix C. Likewise, the GOMS model analysis is provided in Appendix C as well. In general, these models are designed to give an idea of the kind of actions that are necessary to complete the tasks. Additionally, the KLM model gives an estimate about the time it should take to access this information on the website.

We gathered information for these tasks by placing a participant in front of a computer with the web browser Internet Explorer open to the CPU website located at http://www.pittsburgh-ultimate.org. As a control, we placed the mouse in the bottom right corner of the screen prior to each trial of the task. We had each user complete each individual task three times to get an idea of improvement when the user has some prior knowledge of the website’s navigation.

After each participant had completed three trials of the two separate tasks, we asked them to give us some general feedback about the information gathering process to get an idea of whether it was simple or difficult for them.

Each of the three participants was an 18-22 year old Penn State student in IST. Each user has had significant experience with the Internet and website usage. They have also formally studied the design and development of websites through the IST program and should be at about the level of an expert or power user of the Internet.

<table>
<thead>
<tr>
<th>Task 1</th>
<th>Predicted: 11.85 s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject 1</td>
<td>35.336</td>
</tr>
<tr>
<td>Subject 2</td>
<td>170.869</td>
</tr>
<tr>
<td>Subject 3</td>
<td>86.108</td>
</tr>
<tr>
<td>Trial 1</td>
<td>35.336</td>
</tr>
<tr>
<td>Trial 2</td>
<td>5.576</td>
</tr>
<tr>
<td>Trial 3</td>
<td>3.514</td>
</tr>
<tr>
<td>Trial 1</td>
<td>12.325</td>
</tr>
<tr>
<td>Trial 2</td>
<td>7.27</td>
</tr>
<tr>
<td>Trial 3</td>
<td>5.112</td>
</tr>
<tr>
<td></td>
<td>Average</td>
</tr>
<tr>
<td>----------</td>
<td>---------</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Task 2</strong></td>
<td>Predicted: 8.8 s</td>
</tr>
<tr>
<td>Subject</td>
<td>1</td>
</tr>
<tr>
<td>Trial 1</td>
<td>105.118</td>
</tr>
<tr>
<td>Trial 2</td>
<td>2.624</td>
</tr>
<tr>
<td>Trial 3</td>
<td>4.312</td>
</tr>
<tr>
<td>Average</td>
<td>37.351</td>
</tr>
</tbody>
</table>

The results of each task were significantly higher than we had predicted for the first trial using the KLM prediction method. The results were also significantly less than the predicted time after the first trial. This is to be expected because of the time it takes for the user to learn the initial navigation necessary to find the information. Although task 1 and task 2 are only two hyperlinks away from the homepage, there is a significant learning curve initially because the navigation for the website is not simple or intuitive. Once the user knew the location of this piece of information, however, they were able to retrieve it extremely quickly, as seen in the second and third trial times for each task.

**Implications**

Although it is to be expected that the first trial for each task should take longer than the predicted time using KLM, the results we received were significantly longer than expected. Even though each person is different and has a varying cognitive ability, our group believes the increased time is not entirely due to cognitive ability and is mostly due to the unintuitive way the information is organized and displayed on the website. Although the information that is important to the CPU membership is available on the website, it is not exactly clear where the information is stored or how to find it.
The ‘summer league 2007’ page is easily accessible from the home page. Since it was the most recent summer league, it appears directly after clicking the “summer” link under the “Season Leagues” heading on the homepage. All of the subjects made it to this page with ease. However, finding the results and subsequent winner league was a bit problematic. The official location of this information is within the “Award Winners” link. Many of the subjects clicked a variety of other pages before finding the Award Winners link, including “Finals/Playoffs,” “Schedule” and “Standings.” These words typically imply that the results of the league may be there more so than ‘Award Winners’. A simple change to the wording of each of these links may be necessary. For example, “Award Winners” could be changed to “Results and Awards” to convey that the results of the league (including the league winner and division champions) and the individual award winners are included on that site.

The bylaws for the CPU are legally required to be displayed since the organization is a non-profit. Additionally, the bylaws are important for each member of the organization to be familiar with, so they should be read by each member at least once. The bylaws detail the steps that the organization follows to determine its leadership and how to elect its leaders. However, finding the bylaws is extremely difficult from the homepage. Our subjects could not find the page that it was located on until they clicked on a variety of other links on the homepage. Some of these links even took them to websites outside of the Pittsburgh-ultimate.org domain. This is not surprising because the link to information about the CPU is neither descriptive nor in the same location as the other links on the website. The correct link is “Community for Pittsburgh Ultimate” and this looks like a heading, since it is above the address and phone number for the
organization in the top left area of the navigation. The rest of the links that are used to navigate the website are below it and organized in a more logical way. Once there, however, the users were able to see the bylaws more easily since it is labeled “CPU bylaws.” Changing the location of this link and the text used to describe it would make it easier for the users. The header “Community for Pittsburgh Ultimate” could stay, but the link should be removed. Instead, a link that says “About the CPU” could be placed with the rest of the site navigation. The clarity would improve the site’s navigation and cut down the time it takes for people to find the information on the site.

After each person completed the task, they showed frustration and embarrassment by their difficulty in finding the information. Some of the subjects took several minutes to find the page. Each of our subjects was an experienced user with the Internet and many users of the site are well below the technical skills of these subjects and may take even longer to find the page. In the fast paced world of the Internet, many users would simply give up finding this information or simply not bother to read it. Information such as the CPU bylaws is important for new members to read but may not be easily found from the website and is not a common task for the average user.

These simple improvements could greatly increase the average user’s ability to navigate the website and find useful and important information.

**Potential User Analysis**
We posted a simple survey on the website’s forum to get feedback on the different functions and the level of usability of the website. Concluding from our findings, we were able to break down the targeted audience of the CPU website into the following categories. The categories are subdivided into age, skill level, gender, current participation, and what place you have had as an adult in the Ultimate Frisbee world. These categories generalize the audience, however often times a user may fall under more than one category. For example, if someone is a female high school player who has played for a couple of years, she would fall under the high school aged, high school level, and current player categories.

**New or Interested Players**
- High School Aged
- College Aged
- Adult Aged

**Women Players**
- High School Aged
- College Aged
- Adult Aged

**Current Players**
- High School Aged
- College Aged
- Adult Aged
Skill of Player

   High School Level
   College Level
   Club Level
   Recreational Level

Former Community Members

Members of Media

Physical Educators

Parents of High School Players

Description of Information Hierarchy at Present

Home page only. Other portions of the website have a different set of information hierarchy.

Content:

News

CPU address

Featured photograph

Contact information for 17 people and Webmaster

Links to external websites

Links to internal web pages:

Weather information

Donation meter for local scholarship
Use of Surveys

In order to get a better understanding of what parts of the CPU website were important to users and what portions of the website could use improvement, we decided to send out a survey to current members of the CPU organization and to people who have not previously visited the CPU website. We also wanted to focus on developing an information hierarchy which could be standardized throughout the website based on the features that all potential users found most relevant.

Methodology

We created two surveys. One was targeted to current users of the Pittsburgh-Ultimate.org website, while the other was targeted to new users of the Pittsburgh-Ultimate.org website. These surveys were hosted and were accessible through the online service, SurveyMonkey.com.

Current User Survey

We posted the survey on the Pittsburgh-Ultimate.org community message board and gave the community 1 week to answer the current user survey. The goal was to get as wide of a cross section of the community as possible to answer the survey. In total, forty three community members participated. It is not possible to determine which community members completed the survey, but given the variety of ages, genders and backgrounds of the active forum membership, we believe there is a lot of diversity to draw from.
However, the survey was most likely completed by regular users of the forum and not casual viewers of the website.

Current users were asked seven questions:

1. How often do you use the Pittsburgh-Ultimate.org website (not including the forums)?
2. How would you rate the content on the Pittsburgh-Ultimate.org website?
3. How would you rate the difficulty of the navigation of the Pittsburgh-Ultimate.org website?
4. How would you rate the design, colors and look of Pittsburgh-Ultimate.org?
5. What do you like best about Pittsburgh-Ultimate.org?
6. What do you like least about Pittsburgh-Ultimate.org?
7. Are there any features or changes you would like to see that are not currently on the Pittsburgh-Ultimate.org website?

New User Survey

The new user survey was also conducted online. This survey was completed almost entirely by young adults and college-aged students who were recruited to participate through a course based email list serve and through word of mouth requests. Although this is not a good representation of the diversity of possible new users of the Pittsburgh-Ultimate.org site, this age group is a growing sector in the Pittsburgh Ultimate community, given the extreme growth of the college ultimate and youth ultimate divisions nationwide the past few years, as reported by the Ultimate Players Association, the national ultimate Frisbee governing body. Therefore, these ages will make up a
significant portion of new users in the future and the results from the survey are still important.

New users were asked to view the website for one minute as they would view any website the first time and then asked to complete the survey. Twenty two people completed the new user survey.

New users were asked four questions:

1. What do you think the Community for Pittsburgh Ultimate uses the website for?

2. Would you know where to find more information about the Community for Pittsburgh Ultimate, such as the organization’s bylaws, budget and leadership?

3. What do you like about the Pittsburgh-Ultimate website?

4. What do you dislike about the Pittsburgh-Ultimate website?

The results were compiled through the SurveyMonkey.com service and analyzed.

Results

Current User Survey

1. How often do you use the Pittsburgh-Ultimate.org website (not including the forums)?

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yearly</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>A few times a year</td>
<td>3</td>
<td>7.0%</td>
</tr>
<tr>
<td>Monthly</td>
<td>13</td>
<td>30.2%</td>
</tr>
<tr>
<td>Weekly</td>
<td>16</td>
<td>37.2%</td>
</tr>
<tr>
<td>Daily</td>
<td>11</td>
<td>25.6%</td>
</tr>
</tbody>
</table>
2. How would you rate the content on the Pittsburgh-Ultimate.org website?

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (poor)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>2 (fair)</td>
<td>4</td>
<td>9.3%</td>
</tr>
<tr>
<td>3 (average)</td>
<td>13</td>
<td>30.2%</td>
</tr>
<tr>
<td>4 (good)</td>
<td>26</td>
<td>60.5%</td>
</tr>
<tr>
<td>5 (excellent)</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Average score: 3.51

3. How would you rate the difficulty of the navigation of the Pittsburgh-Ultimate.org website?

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (difficult to use)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>4.7%</td>
</tr>
<tr>
<td>3</td>
<td>13</td>
<td>30.2%</td>
</tr>
<tr>
<td>4</td>
<td>20</td>
<td>46.5%</td>
</tr>
<tr>
<td>5 (easy to use)</td>
<td>8</td>
<td>18.6%</td>
</tr>
</tbody>
</table>

Average score: 3.79

4. How would you rate the design, colors and look of Pittsburgh-Ultimate.org?

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (not appealing)</td>
<td>1</td>
<td>2.3%</td>
</tr>
<tr>
<td>2</td>
<td>13</td>
<td>30.2%</td>
</tr>
<tr>
<td>3</td>
<td>12</td>
<td>27.9%</td>
</tr>
<tr>
<td>4</td>
<td>14</td>
<td>32.6%</td>
</tr>
<tr>
<td>5 (very appealing)</td>
<td>3</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

Average score: 3.11

5. What do you like best about Pittsburgh-Ultimate.org?

This question was open ended. Thirty two participants answered it and eleven participants skipped this question. A list of each response is available in Appendix A. The
responses were placed in categories based on similar responses. Some responses counted in several categories. Below are the categories and number of responses included in them:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Forum</td>
<td>15</td>
</tr>
<tr>
<td>News/Information</td>
<td>8</td>
</tr>
<tr>
<td>Multimedia</td>
<td>3</td>
</tr>
<tr>
<td>Historical Data</td>
<td>8</td>
</tr>
<tr>
<td>Connection to Community</td>
<td>4</td>
</tr>
<tr>
<td>Off-Topic</td>
<td>2</td>
</tr>
</tbody>
</table>

6. What do you like least about Pittsburgh-Ultimate.org?

This question was open ended. Thirty two participants answered it and eleven participants skipped this question. A list of each response is available in Appendix A. The responses were placed in categories based on similar responses. Some responses counted in several categories. Below are the categories and number of responses included in them:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of Updates/News</td>
<td>11</td>
</tr>
<tr>
<td>Information Missing/Misplaced</td>
<td>11</td>
</tr>
<tr>
<td>Style/Look</td>
<td>2</td>
</tr>
<tr>
<td>Navigation</td>
<td>3</td>
</tr>
<tr>
<td>Nothing</td>
<td>3</td>
</tr>
<tr>
<td>Off-Topic</td>
<td>2</td>
</tr>
</tbody>
</table>

7. Are there any features or changes you would like to see that are not currently on the Pittsburgh-Ultimate.org website?

This question was open ended. Twenty nine participants answered it and fourteen participants skipped this question. A list of each response is available in Appendix A. The responses were placed in categories based on similar responses. Some responses counted in several categories. Below are the categories and number of responses included in them:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multimedia</td>
<td>5</td>
</tr>
<tr>
<td>Calendar of Events</td>
<td>2</td>
</tr>
<tr>
<td>Easier signup/information submission</td>
<td>4</td>
</tr>
<tr>
<td>Notification of updates</td>
<td>4</td>
</tr>
</tbody>
</table>
New User Survey

1. What do you think the Community for Pittsburgh Ultimate uses the website for?

This question was open ended. All twenty-two participants responded. A list of each response is available in Appendix B.

2. Would you know where to find more information about the Community for Pittsburgh Ultimate, such as the organization’s bylaws, budget and leadership?

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Responses</th>
<th>Percentage of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>8</td>
<td>36.4%</td>
</tr>
<tr>
<td>No</td>
<td>14</td>
<td>63.6%</td>
</tr>
</tbody>
</table>

3. What do you like about the Pittsburgh-Ultimate website?

This question was open ended. All twenty-two participants responded. A list of each response is available in Appendix B.

4. What do you dislike about the Pittsburgh-Ultimate website?

This question was open ended. All twenty-two participants responded. A list of each response is available in Appendix B.
Analysis of Results

*Current User Survey*

The results from the survey indicate that the regular users of the website visit on a regular basis. Most visit at least once a week, with many more visiting on a monthly basis. Based on the results, the website is generally meeting their needs. Each of the scores was above average in content, design and usability. The website is also meeting the needs of the current users with the community forum and historical information that is available. Many people also commented on the news section.

However, many of the current users indicated concern over the low number of updates made public on the website and notification of these updates. Additionally, some of the features requested to be added to the website are available right on the homepage! For example, several people requested a public calendar, which is currently installed and active on the website. Although it is available, it is clear that these users, who should be familiar with the site, are not aware of it.

*New User Survey*

Almost all of the responses we received indicate that the new users to the website were confused or intimidated by the amount of information on the website. Many were not sure what the website was even for. Most were unable to locate the information about the CPU, including its bylaws, leadership and budget.
Implications for the Website

Given the results from the task analysis and surveys, changes must be made to improve the Pittsburgh-Ultimate.org website for all users.

Although the website seems to do an average job providing the needs of the active membership, the website is not meeting the needs of new users. Most are confused about what the website is for, while many have difficulty even finding basic information about the CPU. In the task analysis, it took subjects over two minutes to find the CPU’s bylaws information from the main site. Although the link is present on the homepage, the link is either not descriptive of its contents or not organized correctly. We believe a reorganization of information based around descriptive links would greatly improve the usability of the website for current and new users alike.

This new information hierarchy should be present and standardized across all pages on the website.

Recommendations for new Information Hierarchy

Below we recommend a new information hierarchy for the overall website.

- About the CPU
  - This section will include information about ultimate Frisbee and the CPU, which may need to be included. Specifically, this will replace the Community for Pittsburgh Ultimate link on the top of the page and include all of the information that is included in it.
• Seasonal Leagues
  o This section will include all of the information regarding the seasonal leagues. These are currently listed independently based on the season. Contacts for each seasonal league should be listed in this section.

• Club Teams
  o This section will include information about the various club teams available in the Pittsburgh region, as well as the contacts people should reach for more information. External links should be included when available.

• College Teams
  o This section will have a short description about the college teams in the city and the contacts for each team. External links for each team should be posted.

• Youth Ultimate
  o Include information about the Pittsburgh High School Ultimate League (PHUL) and the PHUL Scholarship and Benefit here.

• Tournaments
  o This section will include information about the tournaments hosted in the Pittsburgh area. A simple description of each tournament with contacts for
each tournament should be included and external links should be posted when available.

- **Community**
  
  - Include information about the history of the CPU, license plate information and the community gallery. This could be a place for future community services and events, as well.

- **Links**
  
  - Links to external ultimate Frisbee websites and resources.

- **Message Board**
  
  - A link to the message board should be available on each webpage

- **Community Calendar**
  
  - A link to the community calendar should be available on each webpage

- **Player Search**
  
  - A search box that can search the player membership available on each webpage

This new information hierarchy will be a much less intimidating and easier to navigate system that can be included on every page. It is also much more scalable for the future as new leagues, tournaments and events take place.
Usability Analysis and Recommendations:

This website faces a lot of design issues, both graphical and structural. We are going to focus on three factors including navigation, color, and formatting. We will also suggest a content management system to help the site administrators manage content.

Navigation:

The first and most pressing issue is the website navigation or navigability. Navigability is defined as "the sequencing of pages, well organized layout, and consistency of navigation protocols" (Palmer, 2002). By definition, this website has poor navigation. The navigation changes on each page and is therefore considered to be inconsistent. Also, some navigation items are not clearly marked as such and further hinder the user's ability to navigate the website. Some navigation links send users to other websites without warning and users are forced to use a trial and error approach to navigate. These shortcomings drastically reduce the efficiency and ability for the website to provide information to visitors.

Several things must be done to create a more navigable website. The first thing is to create a consistent navigation on each page. The navigation should be of the same color, placement, and size, and should easily be identified as a navigation system. This can be achieved by pulling from the visual cues of many other popular websites such as Google.com, Amazon.com, and Yahoo.com. Graphically speaking, the navigation can be identified if it has the shape of a horizontal or vertical box that contains only top level
links. The site currently contains most of its links in a vertical box, but also includes information that is not relevant to navigation.

Color:

Many of the navigation links are contained in a dark gray box. The navigation links are visible in a dark blue color when the user has not clicked on it. However, when a link has been clicked and its state changes to a "visited link," its color changes to a light, desaturated purple color. This color is distinguishable for a person that has perfect vision, but may cause problems for people that suffer from color blindness, as a proper level of contrast is not created between the visited link color and the gray box background color. The gray box also contains pictures with descriptions. However, the descriptions are in a similarly colored gray color and are very difficult to read, again even for those with perfect vision. To remedy this, a color scheme should be chosen that provides adequate contrast and visibility for all visitors. Someone who has knowledge of color theory should implement a color scheme that is not only visually pleasing, but makes it easy to differentiate links and textual content.

Formatting:

The spacing of the textual content on the website is currently set to a leading of 1.0em. This means that the lines of text are stacked without much room between them. During our analysis, test subjects seemed to process and identify information faster when there was slightly more room between the lines of text. Specifically, a leading of 1.5em seemed to be best for this particular content using a serif font. For this reason, it would be
beneficial if the website would adopt this 1.5em leading criteria for any content that is not for navigation or for picture descriptions.

CMS Recommendation:

Since the Pittsburgh-Ultimate.org website contains a large amount of information which changes on a regular basis, a content management system (CMS) is needed to help manage the website. In particular, we recommend the use of a free CMS called Drupal. Drupal is versatile and is widely supported by the web development community. Content modules can be added to extend the utility of the website. Some modules include member profiles, polls, blogs, personal messages, videos, picture galleries, and much more. Also, there is a wide variety of high-quality, customizable, pre-built themes that would solve the navigation, color, and formatting problems. The use of Drupal will allow for a more interactive and personalized experience. Site interactivity at this level contributes to a greater sense of user trust in the website as well as its perceived success (Palmer and Griffith 1998).
Appendix A – Results from Current User Survey

What do you like best about Pittsburgh-Ultimate.org?

- It keeps you updated on events and as someone who is an active member of pittsburgh ultimate, I also find the b board very helpful.

- Private forums for different teams

- The forum is active, it's generally easy to find information.

- The pictures, the links to teams and the bboard, and the community news

- The forums and community interaction is stellar. Having seen and used other league websites the historical data on leagues and players is stellar.

- I don't like Justin Burdett

- One-stop information about league details, field locations/directions, and notable happenings of Pgh-based teams.

- Ability to trace a player's history via each team's roster.

- league schedule & roster pages private forums for teams

- The connection you can get through to anyone in the Pittsburgh Area and the amount of info it provides.

- The bboard Mon

- that teams can have private forums that the whole public can't view. also the "view topics since last visit" feature

- Easy to find history of leagues, teams, players etc.

- cross links of teams, players, schedules, leagues, etc.

- I like how it keeps me updated

- The forum is all that I really use unless I'm in a league.

- B-boards

- The way that all teams are displayed on each players profile and how you can then go and see who was on each team and such. This is a great feature to see who you have played with in the past.

- threads

- People who Google me can find my player profile and contact info.

- easy access to all the information about the goings on in the ultimate community

- brian grace's player profile. that guy is awesome!!!!!!!11111!!
• The Logo
• Location of seasonal league links
• Link to the bboard.
• the forums
• The forums.
• How many people use it and how often they use it
• Featured Photograph
• league-thorough player histories
• its content
• BBoard

What do you like least about Pittsburgh-Ultimate.org?
• It's hard to say, I don't really dislike anything about it
• What's not to like?
• Sometimes it takes a while for things to be updated.
• The lack of updates and some of the navigation tools.
• The overall look and feel doesn't seem like it's kept up with the times. It sort of seems like it's stuck in the late 90's.
• Justin Burdett
• Playoff games aren't shown in a team's record.
• Front page news is frequently stale; new users have trouble finding basic information like field directions and link to forums.
• Its very boring style.
• nothing
• topics often need to be posted in multiple forums in order to spread the word are particular topics. that it isn't very clear how to register as a new user. i might be stupid, but i still can't always get quotes to work, or links to pictures, or other things. i don't like seeing any code in a post that i'm writing. it should be able to do that on it's own without showing it to me.
• News feed is not updated often enough
• lack of a community photo gallery; it links to galleries by individuals.
• I dont like how it takes forever for updates to happen
• should be a link to player profiles on front page.
• Needs updated info for teams aand their histories
• The forum page will sometimes "forget" that I have new posts to view. Though this could be a problem with my computer.
• front page hard to locate links
• I wish the news feed could be updated more often. Like, maybe some highlights from the college and high school teams during the Spring season, and club teams during the fall...
• when i was first learning to use the website it was somewhat confusing
• there is no picture of brian grace
• Forum Structure
• The frequency of updates.
• Directions to fields can be difficult to understand or out of date
• the content is not often updated
• not enough updates and not consistent content (team sites, etc -- just default pages w/rosters would be good)
• Difficult to find non-league related information.
• Hard to decipher between which forums are crap and which actually are important
• Never Updated
• that the player histories is limited to pgh-ulty leagues... let's incorporate hs/college/club success
• lack of more current information
• Home page, Pittsburgh Ultimate Links. Club team links don't work, club teams need to make websites. (Although this is not a fault of the Pittsburgh-Ultimate.org website, but of the club teams)

Are there any features or changes you would like to see that are not currently on the Pittsburgh-Ultimate.org website?
• Maybe more photos? But I realize that might be a bit of a hassle. Everything looks pretty good to me!
• I would like to see an easier way to submit and process information, including game scores, profile information and pictures, and anything you would expect the average user to be able to submit/update.

• A calendar of events that everyone could update.

• No

• more pictures of people that aren't Justin Burdett Mon

• Perhaps a "news feed" section on the home page that indicates what areas of the site have been updated in the last week or two.

• No

• Would like to be notified if front page changes - I usually go directly to the BBS or my team's page.

• There are a few kinks that make it bugg out once in a while.

• no

• it would be nice to have a faster way to update profiles and join. also, an photo database would be nice. maybe even a chat application where you can IM other people through the site rather than PMing them or checking to see if they have a screen name listed.

• Integrate more links to the bboard

• Maybe if it was prettier. And showed some videos of league happenings

• place to view pictures where all teams can post

• Update the main page more often with ultimate news from Pittsburgh and the Ultimate Community as a whole. The current information is rather old. Announcements from spring/early summer 06 are still posted.

• online chat

• Looking forward to being able to update my own profile...and maybe a web cam of the most often used pickup field(s) to check for field conditions/weather...not sure how realistic that is

• none

• i've got a fever and the only prescription is more brian grace S

• Chat box

• A link to pictures of Pittsburgh Ultimate on the front page.

• Links to bboard from all pages
• Easy access to link for the full player listing.
• see above
• More up to date information.
• Easier to change your own profile
• public calendar of events, able to be modified by any b-board member (linked to the main website) listing events including but not limited to: political, environmental, music, art, high school plays, birthday bashes, tournaments, pick-up, and hot-air ballooning trips.
• no
• None come to mind right away.
Appendix B – Results from New User Survey

What do you think the Community for Pittsburgh Ultimate uses the website for?

- It looks to me as if it is the hub for Ultimate Frisbee in Pittsburgh, with information about leaders, leagues, and tournaments within the community.
- Tell people about upcoming events, write about past ones, and generally get information out about Pittsburgh Ultimate.
- Communicating events and news for the the pittsburgh ultimate community
- As a means for communication and data keeping for the entire community of Pittsburgh Ultimate
- To keep people informed about Ultimate Frisbee events/news/teams in the Pittsburgh area
- Scheduling and information
- Spreading awareness for upcoming events and promoting good relations for all of those involved in the ultimate community.
- Promote their program
- To provide accessible information to the interested public and make the information available to people outside of the pittsburgh area.
- In a nutshell..advertise the going ons in Pittsburgh.
- Updating frisbee enthusiasts with news and scores
- It looks like a list of sports teams. Only after carefully reading the page can I tell it's for Frisbee
- Announcements about ultimate frisbee events.
- News updates, scheduals, contacting people
- To stay in contact with current members and use it to keep the schedule of current events and games.
- Looks like it is a way for the community to collaborate over different sporting events, including results.
- To provide news updates in the ultimate community and a place to post updates concerning leagues.
- General information regarding Pittsburgh Ultimate (frisbee?), news and events listing.
- Providing information on scores and team records -Giving new potential players a place to learn about the organization
- To check player statistic and find out about recent news in the ultimate frisbee world.
- Announcements of winners announce new seasons
- Getting donations and displaying the schedule for Ultimate games?

What do you like about the Pittsburgh-Ultimate website?

- The writing is clear and concise, the color scheme is easy on the eyes, and the site appears to be "older browser" friendly, ideal for older computers with older browsers.
- It's easy to read, although a little text heavy; The color scheme is nice too.
- It has a clean and simple interface without a lot of extra clutter.
- Simplicity to navigate through as well as the fact that it seems to be the general means of communication for the ultimate community
- I like that there is a News Column, and that it is at an easy-to-find place
- The Fort Pitt Bridge, and Three Rivers in the Background
• Honestly? Not much. Smaller unknown organizations like PHUL should try a little harder to promote their cause with a nice, interesting and well-organized Web site. Not seeing that here.
• The News Section
  • the heading design
  • Its a good idea and it has plenty of information.
  • It's structured well. Aligned well. Links are very straightforward.
  • It is clean, but too clean.
  • I like the picture up top
  • the colors
    • The navigation bar (left side) is good. Could be styled more though... Color scheme (purple) is good, but could be developed more to fit the whole site.
  • I like the graphic and the organization of the news feed.
  • It's very detailed and informational in the news updates.
  • Logo
    • -It's nice there is a photo of a featured team on the homepage -Calendar is a nice feature
easy to find player information and fairly simple layout
  • banner is cool at top
  • The color scheme is.. different. The layout is a little unconventional.. almost in a good way.

What do you dislike about the Pittsburgh-Ultimate.org website?
• The text formatting is a little weak. I feel some headings should be bigger and perhaps in a better font (the use of an image may be helpful).
• It did have a lot of stuff on it, text wise. That's a little intimidating.
• It could be hard to navigate
• It doesn't seem to be updated enough
• It's a little difficult to navigate from first glance. Maybe if you had a top-navigation with drop-down lists for categories instead of a side nav with headers and links below, it'd be a bit easier
• I dislike the color purple
• It seems a little boring. I got totally bored just looking at it for 2 minutes. There is no art, no interesting fonts, no nice colors. All of the information is jammed on the main page. You have to search for awhile to even find the message board link. You wouldn't even know there WAS a message board if you were purposely looking for it. A person totally unfamiliar with ultimate would have no idea what it was if they went to this site.
• I had no idea what it was for at first. Poor Headings. Hard to find information
• it's very wordy...it would be better to make it more neat and provide more links to the info than placing almost all of it on the first page
• the website is too hodgepodge, it can be better organized and thus be more aesthetic
• It needs more of an "about" on it. To inform people who stumble on it what they're looking at. Maybe a picture gallery (i didnt stumble on one). Pictures are fun. Maybe some maps. The more visuals the better. :)
• The layout of the page is very confusing. There is no contrast to the page that lets me know where I should look for a menu or main information. When I look at the site, nothing attracts my eyes except for the picture, which again doesn't tell me a whole lot.
• The layout is really hard to read. Sections aren't distinguished - everything seems to run together. Group things more separately by content type. Maybe an extra line break between paragraphs too.
• They layout is not attractive to the eye.
• Too much info on one page. I have to scroll too much to read the news. Make the news page multiple pages, or just include the titles (that link to the other pages). But, what ever is done, only have 5-10 news articles per page. Also, the news articles have no dates or authors. I do not know when the news was added. I could be reading extremely old news. The site is very plain, at least use a different font than TNR... and add some new style(s) to the site as well.
• Don't like all the links crammed in on the left side. Too many blue links to look at.
• There should be less writing and more pictures to add more interest to the site. Also, it seems like it may be hard to navigate around.
• Pittsburgh Ultimate what? Frisbee should probably be in the title graphic/heading. Sheer amount of links a bit daunting for info discovery, lack of categorical organization.
• -Difficult to find specific information that is being looked for -Not well organized
• The purpose of the site is unclear and it seems like it would be difficult to find important information were i involved with the program
• where's teh schedule, how to join? seem not clear. where are the rules? what is a power rating?
• The navigation is a little scattered and uncentralized.. if that makes sense. It also has a tad bit more vertical scrolling than I think I'd like to do.

Appendix C

KLM procedure to: find summer 2007 league winners’ roster
1. Find entry link on home page M
2. Point to link (Summer) H P
3. Click on entry link BB
4. Find list of options M
5. Scan list of options M
6. Point to link (Award Winners) H P
7. Click on entry link BB
8. Find link for the championship team M
9. Point to link (Killer Tofu) H P
10. Click on entry link BB
11. Read list of players M

Total time: $5 \times 1.35 + 3 \times 4 + 3 \times 1.1 + 6 \times .1 = 11.85$ seconds predicted

KLM procedure to: find CPU bylaws

1. Find entry link on home page M
2. Point to link (Community for Pittsburgh Ultimate) H P
3. Click on entry link BB
4. Find list of options M
5. Scan list of options M
6. Point to link (CPU Bylaws) H P
7. Click on entry link BB
8. Read bylaws M

Total time: $4 \times 1.35 + 2 \times 4 + 2 \times 1.1 + 4 \times .1 = 8.8$ seconds predicted

Task 1: Finding the Roster of the 2007 summer league

Method for goal: Locate Relevant Information
Step 1: Recall relevant information
Step 2: Accomplish goal: move to information
Step 3: Compare information with recalled information
Step 4: Accomplish goal: decide if information is relevant
Step 5: Return with goal accomplished

Selection rule set for goal: decide if information is relevant
If the information is not verifiably on the page, then accomplish goal: locate link
If the information is verifiably on the page, then return with goal accomplished

Method for goal: move to information
Step 1: Determine if desired information is on the screen
Step 2: Decide: If information is on the screen, then return with goal accomplished
Step 3: Decide: If there is more text outside of viewing area, then use the scroll bar to advance the page
Step 4: Decide: If there is no more text on the page, then return with goal accomplished
Step 5: Goto Step 1

Method for goal: locate link
Step 1: Determine link with most relevance to recalled information
Step 2: Point to link
Step 3: Click on link
Step 4: Decide: If the link was incorrect, then press the back button and goto Step1
Step 5: Accomplish goal: Locate Relevant Information

Task 2: Find the CPU Bylaws

Method for goal: Locate Relevant Information
Step 1: Recall relevant information
Step 2: Accomplish goal: move to information
Step 3: Compare information with recalled information
Step 4: Accomplish goal: decide if information is relevant
Step 5: Return with goal accomplished

Selection rule set for goal: decide if information is relevant
If the information is not verifiably on the page, then accomplish goal: locate link
If the information is verifiably on the page, then return with goal accomplished

Method for goal: move to information
Step 1: Determine if desired information is on the screen
Step 2: Decide: If information is on the screen, then return with goal accomplished
Step 3: Decide: If there is more text outside of viewing area, then use the scroll bar to advance the page
Step 4: Decide: If there is no more text on the page, then return with goal accomplished
Step 5: Goto Step 1

Method for goal: locate link
Step 1: Determine link with most relevance to recalled information
Step 2: Point to link
Step 3: Click on link
Step 4: Decide: If the link was incorrect, then press the back button and goto Step1
Step 5: Accomplish goal: Locate Relevant Information

Works Cited

