

Usability Test: Utah Olympic Oval Website

utaholympiclegacy.org/location/utah-olympic-oval/

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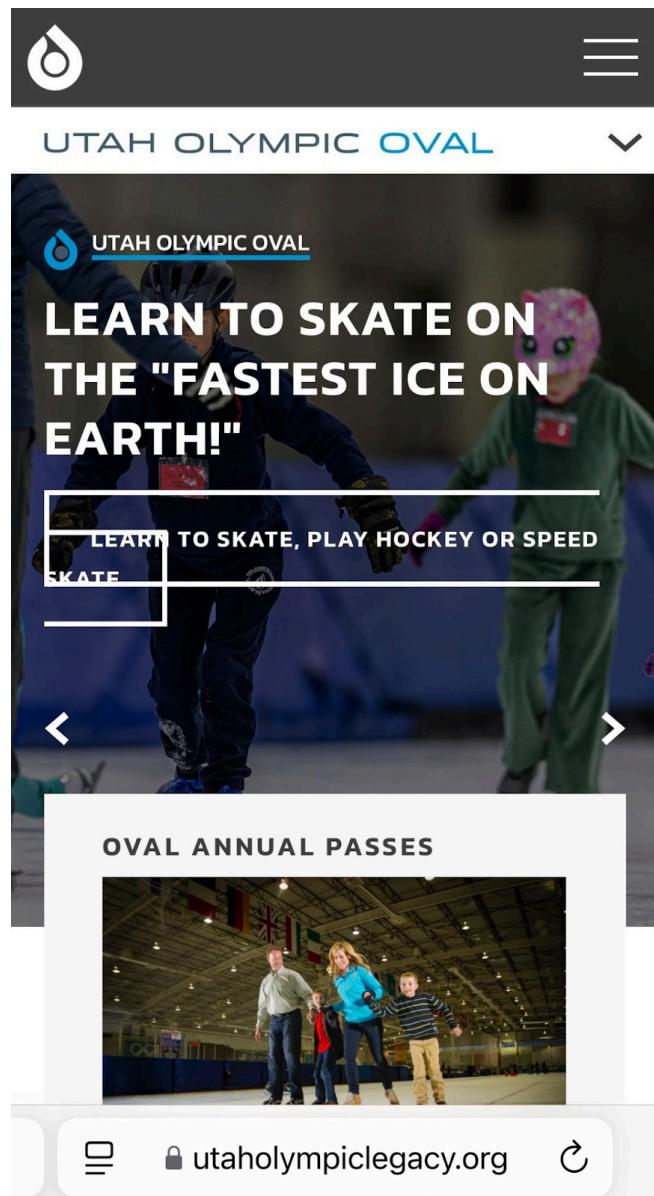


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1. INTRODUCTION

1.1 Background

The Utah Olympic Oval (UOO) website is part of a network of venue-based sites managed by the Utah Olympic Legacy Foundation (UOLF), whose mission is to “inspire active, healthy lifestyles and increase community use of Utah’s Olympic venues.” The Oval, located 14 miles southwest of Salt Lake City, was built for the 2002 Winter Olympics and will be used again for the upcoming 2034 Olympic Games.

Today, the UOO is not solely an elite sports venue; it serves as a vibrant community hub offering a wide range of programs. As a result, its website acts as a critical portal for users across the Great Salt Lake region.

However, the current UOO website was originally designed when the venue offered far fewer programs. Site administrators acknowledge that the site has grown in a “cobbled together” fashion, with additional content added over time but without cohesive and targeted attention to site architecture and user experience.

Initial discussions with UOO leadership and staff led to the hypothesis that the website had usability issues that hindered users from efficiently completing tasks and accessing key information.

1.2 Goal

Evaluate the usability of the UOO website to ensure it effectively supports user needs, enhances community engagement, and increases patronage and program revenue.

1.3 Objectives

- Identify usability issues affecting navigation, content accessibility, and user satisfaction.
- Gather insights to inform actionable recommendations for improving the design and functionality.
- Support UOLF’s broader mission by enhancing the overall user experience.

1.4 Hypothesis

Due to usability issues uncovered in preliminary assessments, it is challenging for users to accomplish core tasks and the site can therefore prove to be frustrating for users.

1.5 Nature of Testing

Usability testing was conducted following the initial heuristic evaluation and user survey. The testing aimed to answer three core questions:

- Can users easily find information and plan activities on the site?
- Is the website's structure and design aligned with user goals?
- Do the usability issues uncovered in earlier evaluations meaningfully affect user experience?

Testing focused on three primary areas:

- **Navigation:** Can users accomplish key goals easily?
- **Support:** Can users find help and answers when they need assistance?
- **Accessibility:** Are there potential barriers to meeting accessibility standards?

2. METHODOLOGY

2.1 Study Design

The usability evaluation was based on a mixed-methods approach, combining:

- Heuristic Evaluation
- User Survey (with subsequent persona creation)
- Usability Testing

These complementary methods allowed for identifying usability issues early, gaining user insights, and validating findings through real-world task completion.

2.1.1. STUDY OBJECTIVES

- Assess how impactful heuristic violations actually are to users of the website
- Assess usability and task efficiency for users
- Assess user satisfaction and emotional response
- Achieve a better understanding of user behavior and interaction patterns

2.1.2. KEY RESEARCH QUESTIONS

- How do users feel when performing specific tasks on the website?
- How easy or difficult is it for users to navigate the website using existing tools (e.g., menus)?
- How easy or difficult is it for users to find information they're looking for?
- How logical is the site organization to users (i.e., is information where they think it should be)?

- How does using the website make users feel?

2.1.3. HEURISTICS EVALUATION

A heuristic evaluation was conducted using Nielsen's 10 Usability Heuristics to systematically identify potential design and usability problems. Findings from the heuristic evaluation informed the focus areas for subsequent usability testing.

Full details and analysis are available in the [Appendices](#).

2.1.4 USER SURVEY

A short online survey gathered demographic information, usage patterns, and user expectations about the UOO website.

- **Distribution:** Email solicitation through the UOO mailing list (easily arranged with UOO management due to prior involvement with the UOO team in another capacity)
- **Number of Respondents:** 15
- **Survey Platform:** Google Forms
- **Purpose:** Identify high-priority tasks and content users expect to find

Survey link and full results are available via this link to [Utah Olympic Oval User Survey](#). Survey results also informed persona development and task design for usability testing.

2.1.5 PERSONAS

These tools (fictional characters representing actual traits and qualities of real users) were created from user survey information in order to better understand and empathize with UOO's target audience. The personas provided insight into user goals, frustrations and opportunities in relation to the site, and helped guide scenario creation and task prioritization during testing.

These personas are viewable in the [Appendices](#) section of this report.

2.1.6 USABILITY TESTING

Usability testing involved direct observation of users completing key tasks on the existing UOO website.

- **Test Format:** Moderated, face-to-face sessions
- **Location:** UOO meeting room
- **Equipment:** Standard testing and recording tools for capturing user behavior, verbal feedback, and navigation patterns
- **Facilitator Role:**

- Screen participants
- Conduct sessions
- Record observations and user behavior
- Analyze findings and generate the final report

2.2 Participant Recruitment

To ensure that usability testing reflected the experiences of typical users, participants were recruited based on their familiarity with the UOO. Recruitment focused on selecting individuals who represented the venue's core user base within the Salt Lake City area.

- **Recruitment Source:** Friends and family familiar with the Utah Olympic Oval
- **Participant Criteria:** Familiarity with UOO as users or event attendees
- **Number of Participants:** 3
- **Recruitment Rationale:** Targeting individuals representative of typical site users in the Salt Lake City region

2.3 Script

A script was created to ensure the testing went as planned, consistent explanations were given to all participants and prompts were present to keep the testing on track. A copy of the script is available in the [Appendices](#) section.

2.4 Pre-Test Questionnaire

Before testing, participants completed a brief questionnaire to collect background information and set expectations for the test.

Key Findings:

- 100% of participants identified simple, fast navigation as critical to a good website experience.
- 66.7% prioritized clear, detailed information about activities and events.
- 66.7% valued mobile-friendly functionality.

The questionnaire is viewable via this link to the [Utah Olympic Oval Pre-Test Questionnaire](#).

2.5 Scenarios & Tasks

Participants were then given scenarios and tasks related to key issues identified in the heuristics evaluation and information gleaned from the creation of personas. The three scenarios with their associated tasks were created to test the user issues identified above. These tasks were also designed to gain a better understanding of user behavior and interaction patterns, and assess user satisfaction and emotional responses.

Full rationale for the creation of scenarios and tasks may be found in the [Appendices](#).

2.5.1 SCENARIO & TASK 1

Scenario: You're a parent wanting to get information on the Utah Olympic Oval's learn to synchronized skate program so you and your daughter might learn the sport together. You'd like to know when it's offered, costs and how to register.

User Story: As a busy mother, I want to easily find accurate, clear and up-to-date information on family-friendly activities at the Utah Olympic Oval so that I can plan such activities for my kids without confusion or hassle.

Tasks:

- Locate information regarding the learn to synchronized skate program
- Register for a session
- Locate the Oval support number for information on future sessions

Acceptance Criteria:

- The information page can easily be found
- Information on the page is clear and easy to understand
- Registration for a current or future session is possible
- Venue-specific support/customer assistance is readily available and accessible

2.5.2 SCENARIO & TASK 2

Scenario: You're a runner who needs a reliable place to train throughout the winter for you and your training partners. You've heard that the Utah Olympic Oval offers individual track passes as well as group memberships and want to find relevant information, including costs, and buy a pass for a test run of the facility.

User Story: As a competitive athlete, I want to be able to quickly and easily find when I can train at the Utah Olympic Oval and buy passes online for access so that I can rest easy knowing I will be able to train.

Tasks:

- Find information relevant to track access
- Review hours of availability
- Secure information on rates for individual and group track passes
- Purchase individual track pass

Acceptance Criteria:

- Navigation to the page on track access is easy and intuitive
- General information on track access is available and clear
- Specific information on hours of availability is readable

- Specific information on rates for different types of passes can easily be secured
- Purchasing a track pass is intuitive and achievable

2.5.3 SCENARIO & TASK 3

Scenario: You're new to the Salt Lake City community and want to use the Utah Olympic Oval's website to learn about the Oval, including its historical role in the 2002 Olympics, future involvement in the 2034 Olympics, and view video footage of the inside of the facility.

User Story: As a new resident of Salt Lake City who has a keen interest in the Olympics and community history, I want to easily find information on the website about the Utah Olympic Oval's Olympic legacy and involvement in past and future Olympics so that I can understand its historical significance and feel more connected to my new community.

Tasks:

- Search for historical information about the facility and its role in the Olympics
- Navigate to the FAQs page for more information
- View the Oval Webcam

Acceptance Criteria:

- User can easily find a section dedicated to the UOO's past and future role in the Olympics
- Details are organized in a logical fashion and are informative
- Navigation to the FAQs page is intuitive and easy
- FAQs page is comprehensive and answers an acceptable array of questions
- Navigation to the Webcam is intuitive and easy
- Web Cam provides the required view of the facility and an acceptable load time

3. RESULTS

This section presents a summary of findings from the heuristic evaluation, usability testing, and post-test questionnaire. Key usability issues are organized by theme to highlight major areas for improvement.

3.1 Heuristics Evaluation Summary

While the heuristic evaluation primarily served to guide the usability testing focus, key findings are merely summarized here. Full detailed results for each heuristic are available in the [Appendices](#).

3.1.1 NAVIGATION ISSUES

- Confusing and unintuitive information architecture between the UOLF menu and the UOO menu.
- UOO menu prioritizes secondary content over primary program offerings, increasing cognitive load.
- Lack of standard navigational aids (no search bar, no easily accessible "About" page, no clear "emergency exits").

3.1.2 ACCESSIBILITY ISSUES

- Links, buttons, and graphical elements often fail to meet WCAG contrast standards (4.5:1 minimum).
- Reliance on color alone for link states without underline or bolding to indicate changes.

3.1.3 SUPPORT ISSUES

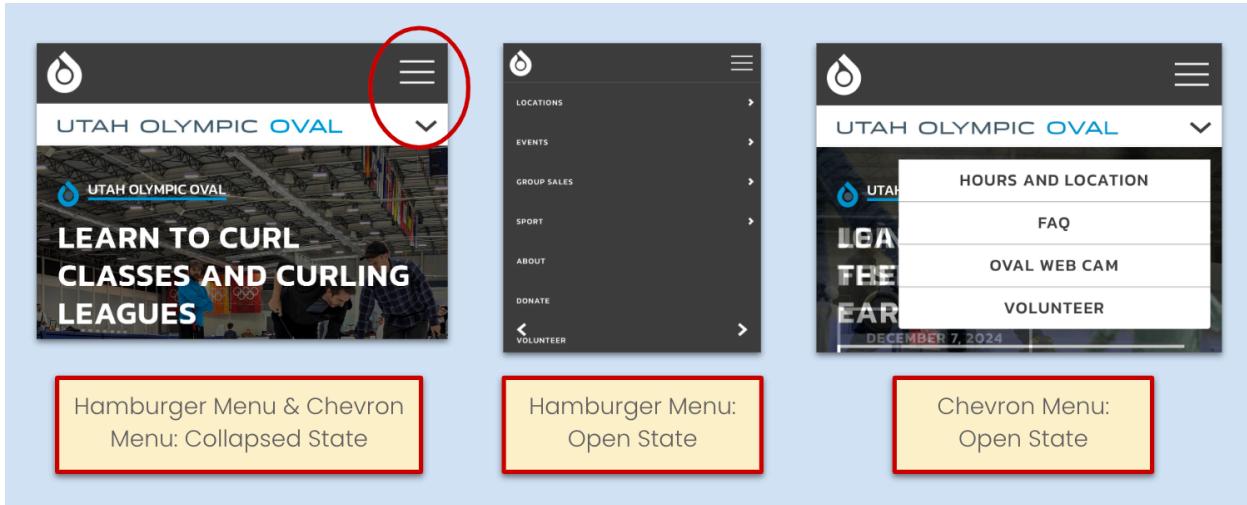
- The FAQs page is minimal, answering very few questions and failing to meet user needs.
- No dedicated "Contact Support" page in the main menu.
- Missing contact/support information on key program pages.

3.2 USABILITY TESTING SUMMARY

Usability testing confirmed that many of the heuristic violations directly impacted users' ability to complete tasks and created significant frustration.

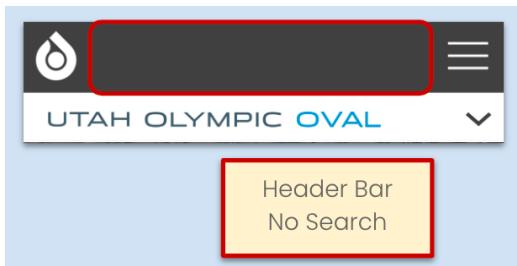
3.2.1 GLOBAL NAVIGATION ISSUES

- All participants experienced confusion navigating between the UOO and UOLF sites.
- The hamburger menu prioritized UOLF content, and the UOO menu was difficult to notice (chevron symbol only).
- Poorly organized menu structure did not reflect user mental models.
- Information was not presented in a natural, logical order.
- **Participant Quote:** "These menus are tricky. I'm focusing on them because that's where I'd normally go but they're confusing."



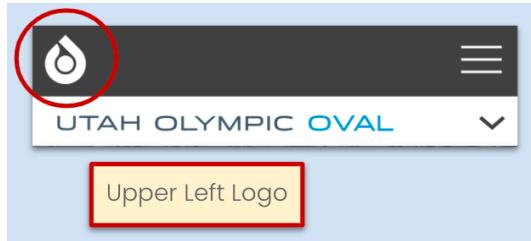
3.2.2 LACK OF SEARCH FUNCTION

- Participants frequently voiced frustration at the absence of a search feature, especially on mobile, to make their tasking easier. Many verbally characterized this function as a reliable “go-to” often used when looking for something on a website.
- Users expected a simple, visible search bar to help locate information quickly.
- Lack of search forced users to manually sift through sections, increasing task difficulty.
- Participant Quote:** “Search would be handy but not seeing a button where I’d think it would be. Guess I’ll keep looking.”



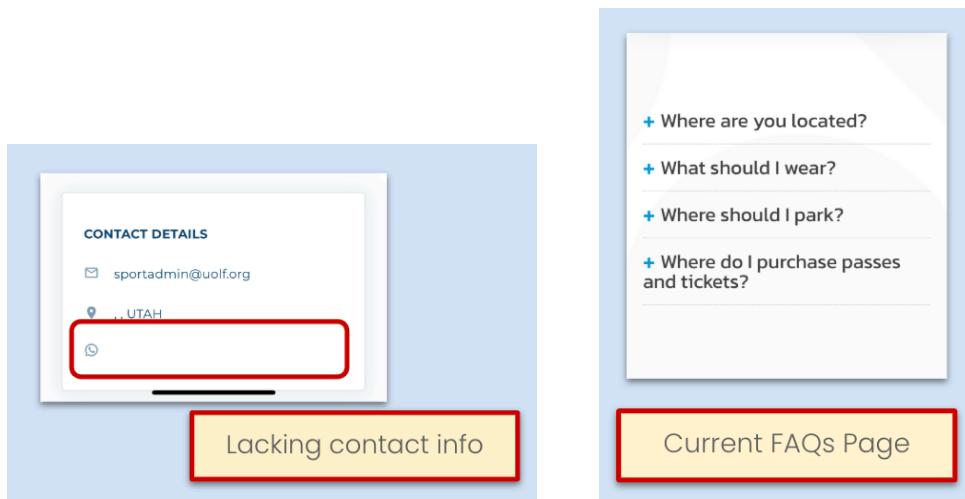
3.2.3 LACK OF EMERGENCY EXITS

- When confused, all participants attempted to click the top-left logo expecting to return to the UOO homepage.
- Instead, the logo redirected them to the UOLF homepage, further confusing navigation and task flow.
- Participant Quote:** “Well, I clicked on the logo thinking it would take me back to the homepage but I’m apparently not there.”



3.2.4 LACK OF SUPPORT & HELP CONTENT

- Participants struggled to find support when unable to complete tasks.
- Contact information was buried and often redirected users to UOLF-wide support rather than UOO venue-specific support.
- The FAQs page was difficult to find and, once located, offered very limited content (only four questions listed).
- **Participant Quote:** "I don't see an actual phone number under Contact Details. There's an icon, but nothing listed next to it."
- **Participant Quote:** "Wow—that's it? An Olympic facility with all this programming and only four questions? I'd think people have way more questions than this."



3.2.5 ACCESSIBILITY CHALLENGES

- Poor color contrast between text, buttons, and background impacted readability and usability.
- Even users without visual impairments noted difficulty reading certain screens, something that would be made even more challenging in bright conditions.
- **Participant Quote:** "Oh my—that's just an awful screen. So hard to read with those crazy colors."

The image contains three screenshots of the UOO website. The first screenshot shows a 'PUBLIC SKATE' section with a small image and text, and an 'EXPLORE' button. The second screenshot shows a navigation menu with a 'PURCHASE TICKETS' button highlighted. The third screenshot shows a 'TRACK ADVISORY' page with a table of operating hours and a note that the text is 'Virtually unreadable'.

Orange on White and
White on Orange:
Ratio of 1.97:1

Virtually unreadable
current online track
schedule (PDF format)

3.3 POST-TEST QUESTIONNAIRE SUMMARY

After usability testing, participants completed a brief post-test survey assessing their overall experience.

Key Findings:

- 100% reported that menu design negatively impacted navigation, describing it as "unintuitive," "confusing," and "not clear."
- 66.7% stated that a search function would have significantly improved their ability to find information.
- 66.7% expressed that more robust FAQs would improve user experience and site credibility.
- 100% rated navigation ease as **2 or below on a 5-point scale** (where 1 = most difficult).
- 100% used the term "frustrating" when describing their in-task experience or post-test feedback.
- 66.7% rated their overall site satisfaction as a **2 on a 5-point scale** (where 1 = least satisfied).

4. RECOMMENDATIONS

This section outlines actionable recommendations based on findings from the heuristic evaluation and usability testing. Solutions are prioritized to address major usability barriers and improve the overall user experience on the UOO website.

4.1 SUMMARY OF HEURISTIC EVALUATION RECOMMENDATIONS

Although the heuristic evaluation helped inform this report, detailed recommendations specific to each heuristic are included in the [Appendices](#).

Key recommendations from the heuristic evaluation include:

- Improve navigation structure and labeling.
- Increase accessibility by addressing color contrast and link visibility.
- Expand support resources, including FAQs and contact information.

4.2 SUMMARY OF USABILITY TESTING RECOMMENDATIONS

Usability testing confirmed critical user challenges and informed the following high-priority recommendations:

- Redesign the hamburger menu to focus on UOO content and reorganize menu structure around user needs.
- Add a clear, consistent search bar to support faster content discovery.
- Build a dedicated, easily accessible UOO-specific Contact page.
- Expand and enhance the FAQs page to reflect real user questions.
- Improve color contrast and accessibility across the site.

4.3 RATIONALE FOR RECOMMENDED CHANGES

Implementing these changes will directly address the most severe usability issues and benefit both users and the organization:

- **Enhanced Navigation:** Clearer, more intuitive menus will reduce user confusion and increase task success rates.
- **Streamlined User Journeys:** Faster access to key actions, such as program registration or event planning, will boost engagement and satisfaction.
- **Stronger Organizational Credibility:** A well-developed support section, including a robust FAQs page, will signal attentiveness to user needs and build trust.
- **Improved Accessibility Compliance:** Addressing color contrast issues will enhance readability for all users and bring the site closer to compliance with WCAG and ADA standards—reducing legal risks and demonstrating a commitment to inclusivity.

4.4 DETAILED RECOMMENDATIONS BY ISSUE

4.4.1 SOLUTION: GLOBAL NAVIGATION

- Redesign menus to prioritize UOO's offerings, with a clearly separate access point to the parent organization (UOLF).

- Restructure menu content based on frontline staff insights into what users seek most often.
- Ensure critical pages (e.g., “About” page) are easily accessible via the main navigation.

4.4.2 SOLUTION: LACK OF SEARCH FUNCTIONALITY

- Incorporate a visible search bar into the website header, positioned near the hamburger menu.
- Ensure the search bar remains available across all pages to allow users quick access to desired content.
- Optimize search functionality to handle common user queries efficiently.

4.4.3 SOLUTION: LACK OF HELP & SUPPORT RESOURCES

- Create a dedicated “Contact Us” page clearly accessible from the main menu.
- Add a question mark icon linking to the Contact page on high-traffic and program-specific pages.
- Revise the FAQs page, expanding it based on actual user questions tracked by frontline staff over a 30-day period.
- Introduce a new footer featuring UOO-specific contact information and quick links, minimizing reliance on UOLF general support.

4.4.4 SOLUTION: LACK OF PROPER EMERGENCY EXITS

- Update the top-left logo so that it reliably redirects users to the UOO homepage.
- Ensure that users can easily return to the correct homepage from any part of the site, meeting conventional web expectations and reducing frustration.

4.4.5 SOLUTION: ACCESSIBILITY IMPROVEMENTS

- Replace button and text color combinations that fail WCAG 2.1 contrast requirements (e.g., avoid white text on orange backgrounds with low contrast ratios like 1.97:1).
- Underline inline text links to provide an additional visual indicator of clickability beyond color alone.
- Redesign pages with complex schedules (such as the track schedule) to improve color contrast, simplify presentation, and enhance legibility under various conditions (including outdoor or mobile viewing).

5. APPENDICES

5.1 HEURISTIC EVALUATION RESULTS & RECOMMENDATIONS

Heuristic 1: Visibility of System Status

Rating: 2 (Minor usability problem)

Key Issues:

- Subtle mouse-over visual changes on homepage pop-outs are difficult to notice.
- Color contrast on highlighted areas falls below WCAG standards (2.23:1 vs. minimum 4.5:1).
- Outdated event information compromises user trust.
- Confusing overlap of UOO and UOLF menus.

Recommendations:

- Increase visual contrast for active elements.
- Adhere to WCAG color contrast guidelines.
- Regularly update site calendars and schedules.
- Clearly separate UOO and UOLF menu systems.

Heuristic 2: Match Between System and the Real World

Rating: 2 (Minor usability problem)

Key Issues:

- FAQs page prioritizes a large image over question content.
- Page structure does not align with user mental models.

Recommendations:

- Remove unnecessary top-page imagery.
- Display FAQs immediately above the fold or side-by-side with supporting visuals.

Heuristic 3: User Control and Freedom

Rating: 3 (Major usability problem)

Key Issues:

- Logo does not link back to UOO homepage, breaking standard "emergency exit" behavior.
- "Go Home" links direct users to UOLF homepage instead of UOO.

Recommendations:

- Make the UOO logo globally link to the Oval homepage.
- Correct all "Go Home" links to lead back to the Oval site.

Heuristic 4: Consistency and Standards

Rating: 3 (Major usability problem)

Key Issues:

- Logo placement matches conventions but behavior does not.
- “About the Oval” is buried mid-page instead of being a primary menu item.
- Misplaced video content creates confusion about relevance.
- Top navigation does not prioritize key programs.

Recommendations:

- Add “About the Oval” to the main menu.
- Separate Oval-specific information from UOLF-wide content.
- Reorganize navigation around user priorities.
- Apply consistent design patterns across carousels and pop-outs.

Heuristic 5: Error Prevention

Rating: 3 (Major usability problem)

Key Issues:

- Broken “Volunteer” page link.
- Oval Web Cam feature loads extremely slowly or fails to load.

Recommendations:

- Remove or fix broken/slow-loading menu items.
- Conduct user research to assess whether features like the Oval Web Cam are necessary.

Heuristic 6: Recognition Rather than Recall

Rating: 2 (Minor usability problem)

Key Issues:

- No search function increases cognitive load and forces manual browsing.

Recommendations:

- Add a highly visible search function in the top navigation area.

Heuristic 7: Flexibility and Efficiency of Use

Rating: 2 (Minor usability problem)

Key Issues:

- Experienced users lack shortcuts (e.g., search) to quickly access content.

Recommendations:

- Place a persistent search icon in the top-right corner of all pages.

Heuristic 8: Aesthetic and Minimalist Design

Rating: 3 (Major usability problem)

Key Issues:

- Redundant pages (e.g., multiple “Public Skating” pages).
- Excessive links to the same content clutter pages.
- Large, irrelevant images on key information pages.

Recommendations:

- Consolidate duplicative pages.
- Reduce visual clutter by eliminating redundant links.
- Prioritize relevant information over decorative imagery.

Heuristic 9: Help Users Recognize, Diagnose, and Recover from Errors

Rating: 2 (Minor usability problem)

Key Issues:

- No troubleshooting help provided when users encounter broken features like the Web Cam.

Recommendations:

- Add clear error messaging or guidance for users encountering technical problems.

Heuristic 10: Help and Documentation

Rating: 2 (Minor usability problem)

Key Issues:

- FAQs page is extremely limited (only four “unvetted” questions for a major public venue).

Recommendations:

- Expand the FAQs based on real user questions gathered through frontline staff and user interviews.

5.2 PERSONAS

Emily: The Family Planner

Age: 35-44
Location: Salt Lake City
Family Status: Married
Employment Status: Part-time



“ My family is my #1 priority and I'm a fan of anything that makes my life easier when it comes to planning things for them.

About

Emily, 39, is a busy, family-oriented mom who likes to plan activities around her kids' interests. She relies heavily on the website to organize trips but becomes frustrated when she can't find updated or accurate information. She prefers websites that are easy to navigate and give her the ability to quickly find what she's looking for so that she can plan ahead, book activities and move to other things she needs to get done.

Frustrations

- Outdated information:** Struggles with outdated schedules on the website, causing issues when trying to plan outings.
- Booking challenges:** Finds the reservation system complicated, especially when booking family events.
- Slow performance:** Experiences slow load times, making it hard to check details on her mobile device.

Goals

- Quickly plan visits for family skating and other group activities
- Easily find updated schedules and book events online

Tech Savviness



Opportunities

- Mobile optimization:** As a busy mom, Emily needs better mobile functionality to check schedules and make bookings on the go.
- Clear family memberships:** Emily looks for family-friendly information like pricing and membership options but finds it buried on the website.

Alex: The Competitor

Age: 25-34
Location: Salt Lake City
Family Status: Single
Employment Status: Full-time



“ For a serious athlete, there is nothing worse than showing up for a planned workout and finding that you can't train.

About

Alex, 29, is a competitive runner who has just moved to Salt Lake City to join some former teammates who are training in the area. He needs to rely on the Utah Olympic Oval website for access to the running track for training in inclement weather and throughout the winter, but encounters slow load times on portions of the site, cumbersome navigation and incomplete information. Alex wants a fast, streamlined site with clear details to keep pace with his active sports schedule.

Frustrations

- Outdated information:** Sometimes cannot plan a track workout due to unclear or outdated info on the website.
- Navigation issues:** Struggles to quickly find the information he seeks due to problems with site design.
- Slow website load times:** Frequently encounters slow load times, especially when trying to use the Oval Web Cam.

Goals

- Easily find up-to-date schedules for the activity he wants to engage in
- Quickly purchase passes for himself and training partners so they can count on having the access they need

Tech Savviness



Opportunities

- Streamlined navigation:** Alex would benefit from a simplified navigation structure that better allows him to zero in on what he's looking for.
- Site Design:** Dispensing with the (non-functional) scroll feature within the frame will make it easier for Alex to find the information he needs.
- Faster load times:** Improving website performance will make it easier for Alex to assess the busyness of the venue on any given day.

Grace: The Health-Conscious Retiree

Age: 65 and over
Location: Salt Lake City Region
Family Status: Single
Employment Status: Retired



“ The world's just gotten so complicated and sometimes I need the reassurance that things for my health journey can be simple.

About

Grace, 67, is a retired grandmother in Salt Lake City who enjoys staying active with her grandkids. She wants to use the Utah Olympic Oval website to plan family activities but struggles with difficult-to-find information and a visual experience that can be hard to navigate. Grace values simplicity and wants a site with clearer visual clues to help her with navigation, more accessible information, and an easier way to seek answers if she's stuck.

Frustrations

- **Mobile Usability:** Grace finds it difficult to navigate the website on her mobile device, especially while she's on the go and seeking information nested deep on the site.
- **Difficulty finding updated info:** Often encounters outdated schedules, making it hard to plan trips with family.
- **Difficulty with readability:** Grace perceives aspects of the website as being hard to read

Goals

- Easily find current information on specific programs for planning family-related outings
- Access what she needs on the go
- Easily get help with questions

Tech Savviness



Opportunities

- **Mobile-friendly design:** Improving the mobile experience, particularly with regard to navigational aids, would make it easier for Grace to find information she needs.
- **Clearer paths to information:** Ensuring that menus are designed to make navigation easier would enhance Grace's ability to plan visits.
- **More Robust Help:** Building out FAQs and offering clearer paths to help would better support Grace.

5.3 SCENARIO & TASK CREATION

This section describes the rationale for the scenarios and tasks used during usability testing. Scenarios were created based on heuristic evaluation findings and user survey input to target major usability concerns observed on the Utah Olympic Oval website.

Each issue is grounded in relevant heuristics and user research to ensure that tasks tested real-world barriers impacting user experience.

5.3.1 ISSUE 1 – OUTDATED AND INACCESSIBLE ACTIVITY INFORMATION

- **Problem:** Users encounter outdated, unclear, or inaccessible schedules for activities and events, making it difficult to plan visits.
- **Relevant Heuristic(s):**
 - Heuristic 1: Visibility of System Status
- **Rationale:**
 - Heuristic evaluation revealed that schedule and event information was often outdated or buried, violating the principle that systems should keep users accurately informed.
 - User survey feedback emphasized that accessing up-to-date information is a primary reason for visiting the site.
 - Outdated schedules not only create a poor experience but damage user trust, credibility, and perceptions of professionalism.
- **Testing Goal:** Evaluate how easily users can locate accurate, current schedules and event details necessary for planning activities.

5.3.2 ISSUE 2 – POOR NAVIGATION, LACK OF SEARCH, AND NO EMERGENCY EXITS

- **Problem:** Navigation on the site is hampered by unintuitive menus, absence of a search function, and a lack of easy exits back to the homepage.
- **Relevant Heuristic(s):**
 - Heuristic 3: User Control and Freedom
 - Heuristic 4: Consistency and Standards
 - Heuristic 6: Recognition Rather than Recall
- **Rationale:**
 - The site's main menus prioritize parent organization (UOLF) content over UOO-specific programs, making it difficult for users to find what they seek.
 - The absence of a search function further increases cognitive load, forcing users to manually recall site structure.
 - Additionally, the inability to click the UOO logo to return home creates friction, especially when back buttons or browser navigation do not function intuitively.
- **Testing Goal:** Assess how efficiently users can locate key program or booking information given the site's current navigation structure and lack of search tools.

5.3.2 ISSUE 3 – UNCLEAR BOOKING AND SUPPORT PROCESSES

- **Problem:** Users face unclear or incomplete processes when attempting to book activities or purchase passes, compounded by limited support access.
- **Relevant Heuristic(s):**
 - Heuristic 5: Error Prevention
 - Heuristic 10: Help and Documentation
- **Rationale:**
 - User survey results showed that streamlined booking processes are critical to satisfaction.
 - However, heuristic evaluation revealed gaps in clear pathways to registration or support if confusion arises.
 - Support contact information is inconsistently placed, and confusing mobile navigation worsens the problem (e.g., menu structure defaults back to UOLF).
- **Testing Goal:** Determine the ease with which users can book an activity and find assistance if they encounter difficulties.

5.4 TESTING SCRIPT

Hi [participant], I'm Sean and I'll be walking you through this session. Before we get started, I'd like to run through some information that's important for the session. Ok?

You probably have a good idea of why we've asked you to participate in this today but let me briefly go over it again to make sure everything's clear. This usability test – and here I want to be sure you understand that what we're testing is the **SITE**, not **YOU** – is part of a research project we're doing through Arizona State University's graduate program in user experience. The project is to help the Utah Olympic Legacy Foundation with its user experience design, particularly as it pertains to the usability of its various venues' websites. We basically want to see what it's like for you to interact with the Utah Olympic Oval website in particular.

Keep in mind that I want to hear exactly what you think – we're trying to find ways to improve the site and users' experience with the site so we need to know honestly what you think, both good and bad.

As you go through the tasks, what's going to help us the most is if you think out loud so that I know exactly what's going through your mind. Ok?

If you have any questions, please feel free to ask but keep in mind I may not be able to answer them right away as we're interested in seeing how people do when they don't have someone sitting with them while they go through the tasks.

Finally, I want to be sure I have your permission to record this session and I'd like to reiterate that the recording will ONLY be used by me to help identify issues users encounter and to improve the site. It also helps me on a more fundamental level because I don't have to be scrambling to try to capture everything that happens during the session in my notes.

All right – first I am going to bring up a short pre-test questionnaire to get a little information about you and your experience with the Utah Olympic Oval website.

[Bring up pre-test questionnaire]

So, do you have any questions before we begin?

First off, let's go to the [homepage for the Utah Olympic Oval](#). Just get there, look around a bit but don't click on anything. Talk out loud about your impressions:

- What strikes you about it?
- Whose site do you think it is?
- What can you do here?
- What's the site for?

Ok great, now there will be three scenarios we will run through together, each with its own set of specific tasks related to the scenario. So put on your acting hat as you try to inhabit each of these scenarios.

[Potential Prompts as they run through the tasks]

- Don't forget to talk out loud as you make your way from this page to another.
- Feel free to use any available means you think is appropriate to locate what you're looking for, including a search, a relevant menu, etc.

- Where do you think this information is located?
- Where do you think you'd click?
- What are you thinking right now?

[Hand participant hard copy of Scenario 1]

Scenario 1 (read out loud):

You're a parent wanting to get information on the Oval's learn to synchronized skate program so you and your daughter might learn the sport together. You'd like to know when it's offered, costs and how to register.

User Story: As a busy mother, I want to easily find accurate, clear and up-to-date information on family-friendly activities at the Utah Olympic Oval so that I can plan such activities for my kids without confusion or hassle.

Is that scenario clear? Ok, then here are the tasks that I want you to run through.

Tasks:

- Locate information regarding the learn to synchronized skate program
- Register for a session
- Locate the Oval support number for information on future sessions

Ok great – any follow-up questions before we move on to the next task?

Ok now let's move on to the next task.

[Hand participant hard copy of Scenario 1]

Scenario 2 (read out loud):

You're a runner who needs a reliable place to train throughout the winter for you and your training partners. You've heard that the Oval offers individual track passes as well as group memberships and want to find relevant information, including costs, and buy a pass for a test run of the facility.

Is that scenario clear? Ok, then here are the tasks that I want you to run through.

Tasks (using mobile device):

- Find information relevant to track access
- Review hours of availability
- Secure information on rates for individual and group track passes
- Purchase individual track pass

Ok great – any follow-up questions before we move on to the next task?

Ok now let's move on to the next task.

[Hand participant hard copy of Scenario 1]

Scenario 3 (read out loud):

You're new to the Salt Lake City community and want to use the Utah Olympic Oval's website to learn about the Oval, including its historical role in the 2002 Olympics, future involvement in the 2034 Olympics, and view video footage of the inside of the facility.

Tasks (using mobile device):

- Search for historical information about the Oval facility and its role in the Olympics
- Navigate to the FAQs page for more information
- View the Oval Web Cam

Thank you for going through those scenarios! Now for the final thing today: I'd like you to answer a handful of follow-up questions to get your feedback on your experience using the site.

1. Task Completion

Tell me about your experience completing the tasks (like finding the relevant information you were looking for, booking something, purchasing a pass). Were there any moments where you felt stuck or confused? How easy or difficult was it to find what you were looking for? What did you do when you encountered difficulties, and how did you resolve them?

2. Ease of Navigation

How did you find navigating the website? Were there specific areas or features that were easy or difficult to find? Could you walk me through a specific moment where the navigation helped or hindered you?

3. Mobile Experience

How did the website perform specifically on mobile? Was there anything that stood out, either positively or negatively, about using the site on mobile?

4. Overall Satisfaction

Overall, how would you describe your satisfaction with using the Utah Olympic Oval website? What aspects of the site made the biggest impact on your experience?

5. Suggestions for Improvement

If you could suggest one or two things to improve on the website, what would they be? How do you think those changes would help users like you? What would be your top priority for improvement?

6. Final Thoughts

Before we wrap up, is there anything else you'd like to share about your experience using the website that we haven't discussed?