The Kama‘āina Discounts Usability Study on the Website Homepage

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Quick Survey

How many of you live, are interested in moving, or know folks that would like to move to Hawai‘i that are aware of the word, “Kamaʻāina” or heard of local discount rates to residents?
What is Kamaʻāina?

Pronounced “kah-ma-eye-nah”
What is Kamaʻāina?

*Kamaʻāina* - native born*

*kama* - child

ʻāina - land or earth

*Kamaʻāina rate* - local discounted prices for Hawaiʻi residents
-- Hawaiʻi student identification or
-- Hawaiʻi driver license

*Source by Dictionary, 2016*
Problem

Issues:

- Higher cost of living (accommodations, food, and merchandise)*

* Source by Eagle, 2013
Problem

Issues:

- Higher cost of living (accommodations, food, and merchandise)*
- 90% of foods, 95% of energy resources are shipped **

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**Source by Pape, 2015
Problem

Issues:

- Higher cost of living (accommodations, food, and merchandise)*

- 90% of foods, 95% of energy resources are shipped **

- Lower income compared to continental USA*

* Source by Eagle, 2013
**Source by Pape, 2015
Problem

Issues:

● Higher cost of living (accommodations, food, and merchandise)*
● 90% of foods, 95% of energy resources are shipped **
● Lower income compared to continental USA*
● Cultural differences and adjustments

* Source by Eagle, 2013
**Source by Pape, 2015
Problem

Issues:

● Abundance of websites for tourists

● No dedicated website for Kamaʻāina’s
  - local discounts
  - adjustment tips

● Creation of MyKamaaina.com

● URL: http://mykamaaina.com
The purpose of this **usability project** is to **evaluate the navigation and content** of “**MyKamaaina.com**” homepage targeted for the new residents, and people interested in relocating to O‘ahu, to learn about the local discounted prices and adjustment tips.

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URL: http://mykamaaina.com
Nielsen’s Four Principles

- High-quality content
- Frequent updates
- Minimal download time
- Ease of use
Jakob’s Law Internet UX

- **10 seconds** to make a good impression
- Click out if unusual or difficult
Research Questions

Is the homepage engaging for the users to continue through the website?
Research Questions

Is the content on the homepage relevant for the user?

What’s happening in Waikiki

There are events happening in Waikiki daily, however there are monthly parades that close down the most popular street, Kalakaua Avenue. You will need to plan accordingly when an event closes down the main throughways of Waikiki.

April 9, 2017 Sunday 5:30am – 11:30am
Hapalua Honolulu Half Marathon
The event is expected to have 8,500+ runners. It will start on Kalakaua Ave., near Dukes Statue, head Ewa on Kalakaua Ave., to Ala Moana Blvd., to Nimitz Hwy., right to Smith St., right to King St., left to Punchbowl St., to Ala Moana Blvd., to Kalakaua Ave., to Monsarrat Ave., to Diamond Hd Rd going around Diamond Crater to Kalakaua Ave/Poni Moi St., to Kalakaua Ave., to end at Honolulu Marathon finish line.

April 15, 2017 Saturday 4:00pm – 10:00pm
Oahu Festival
The event is expected to have 25,000+ participants. The event will close Kalakaua Avenue, all lanes and sidewalk areas from Kaimuki Ave. to Kapahulu Ave. Lane closures start at 1:30pm for set up.

April 22, 2017 Saturday 7:30am – 10:00am
March for Babies
The event is expected to have 2,000 walkers/runners. It will start at Queen Kapiolani Park, to Kalakaua Ave., to Monsarrat Ave., to Paki Ave., to Diamond Head Rd., u-turn at first lookout, to Diamond Head Rd., to Kalakaua Ave., to end at Queen Kapiolani Park. Lane closures starting at 6:45 am.
Research Questions

How does the website impact new users to become repeat customers?
Design Process

- Domain and web hosting purchase
Design Process

- Domain and web hosting purchase
- WordPress platform
Design Process

- Domain and web hosting purchase
- WordPress platform
- Responsive theme
Design Process

- Prototype
Design Process

● Prototype built directly in WP
Design Process

- Prototype built directly in WP
- Content developed in WP
Design Process

- Prototype built directly in WP
- Content developed in WP
- Edits directly in WP
Design Process

- Prototype built directly in WP
- Content developed in WP
- Edits directly in WP
- Hidden from search engines
Design Process

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WP served as the prototype

“Go live”
Design Process - Content
Design Process - Content
Design Process

- Module completion
- First round of testing

- Second revision
- Second round of testing

- Third revision
- Third round of testing

- Future revisions
Implementation

- Chrome browser
Implementation

- Chrome browser
- Screencastify
Implementation

- Chrome browser
- Screencastify
- Google Hangout
Implementation

- Face-to-face recruitment
Implementation

- Face-to-face recruitment
- 3 sets of 3-4 participants
Implementation

- Face-to-face recruitment
- 3 sets of 3-4 participants
- Email recruitment sent

Subject Line: Invitation to participate in a website usability study

Aloha,

My name is Karen Fujii and I’m conducting a usability study for my Master’s project in Learning Design and Technology (LTEC) at the College of Education, University of Hawai‘i at Mānoa. In an effort to improve the website’s homepage, I am looking for people who have moved to Hawai‘i, particularly the island of O‘ahu, in the past 10 years or folks who may be interested in moving to Hawai‘i. If you decide to participate in this website usability study, you will be providing feedback to enhance “mykamaaina.com” for users to be able to navigate with ease from the homepage.

In the usability study, I will ask you to do several short tasks using the “mykamaaina.com” website. I will also ask you to several questions about the website’s homepage, your experience, and perceptions. The data taken from your participation will be used solely for the purpose of this usability study. Your responses will be kept for research purposes only and it is not meant to assess your individual performance.

The estimated time is 30-45 minutes.

The usability study will be held on a mutual date and time either in-person or online. There will be no traveling required if you decide to perform online. You will need to have a PC, tablet, or smartphone and Internet access to participant.

Please reply to this email with your contact information (name, email, phone) or alternatively email me at karenkf@hawaii.edu if you are interested in participating in this website usability study.

If you have any questions, please contact me at karenkf@hawaii.edu.

Thank you for your time and interest.
Implementation

- Face-to-face recruitment
- 3 sets of 3-4 participants
- Email recruitment sent
- Questionnaire to qualify
Implementation

- Face-to-face recruitment
- 3 sets of 3-4 participants
- Email recruitment sent
- Questionnaire to qualify
- Consent to participate
Implementation

- Face-to-face recruitment
- 3 sets of 3-4 participants
- Email recruitment sent
- Questionnaire to qualify
- Consent to participate
- Usability testing (4 tasks)

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Task One:
You are meeting a friend in Waikiki this weekend and heard that the main street, Kalakaua, will be closed for a few hours because of an event. Where would you go to find more information?

Task Two:
You have friends visiting O‘ahu and would like to know if the Atlantis submarine tour offers a discounted rate for local residents? Where would you go to find more information?

Task Three:
You would like to eat at the Hard Rock Cafe, located on Beach Walk in Waikiki, but heard that the prices are expensive. Where would you go to find if they offer local discounts?

Task Four:
You have recently moved to Hawai‘i and would like to get either a state driver license or identification card. Where would you find more information about this?

Modified from Usability Script- Rocket Surgery Made Easy © 2010 Steve Krug
Implementation

- Face-to-face recruitment
- 3 sets of 3-4 participants
- Email recruitment sent
- Questionnaire to qualify
- Consent to participate
- Usability testing (4 tasks)
- Scenarios

Modified from Usability Script- Rocket Surgery Made Easy © 2010 Steve Krug
Implementation

● Face-to-face recruitment
● 3 sets of 3-4 participants
● Email recruitment sent
● Questionnaire to qualify
● Consent to participate
● Usability testing (4 tasks)
● Scenarios
● 3 questions

Task One:
You are meeting a friend in Waikiki this weekend and heard that the main street, Kalakaua, will be closed for a few hours because of an event. Where would you go to find more information?

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Question 1:
If “mykamaaina.com” had social media components such as Facebook and Twitter, would you become a friend or follower? Why or why not?

Question 2:
On a scale of 1 to 5, with 1 representing very difficult and 5 representing very easy, how would you rate your experience during today’s testing? Please elaborate on your rating.

Question 3:
After participating in this study, would you recommend this website to any of your friends? Why?
Implementation

- Face-to-face recruitment
- 3 sets of 3-4 participants
- Email recruitment sent
- Questionnaire to qualify
- Consent to participate
- Usability testing (4 tasks)
- Scenarios
- 3 questions
- Data collected Google Forms
Implementation

- Face-to-face recruitment
- 3 sets of 3-4 participants
- Email recruitment sent
- Questionnaire to qualify
- Consent to participate
- Usability testing (4 tasks)
- Scenarios
- 3 questions
- Data collected Google Forms
- Observations
Implementation

- Face-to-face recruitment
- 3 sets of 3-4 participants
- Email recruitment sent
- Questionnaire to qualify
- Consent to participate
- Usability testing (4 tasks)
- Scenarios
- 3 questions
- Data collected Google Forms
- Observations
- Post-survey (open ended)
Participants

Criteria
- Combination of cohort, new residents (10 yrs or less), plan to move to Hawaiʻi
- Web savvy, daily Internet use
- Proficient English language
- 18-65 years old
Participants

Criteria
● Combination of cohort, new residents (10 yrs or less), plan to move to Hawai‘i
● Web savvy, daily Internet use
● Proficient English language
● 18-65 years old

Result
● 5 Males, 5 Females
● 4 UH students, 6 Professionals
● 25-64 years old
● 8 Bachelor’s Degree, 2 Master’s Degree
Quantitative Results

How many hours daily do you spend on each technology?

- Desktop: 0-3 hours (4), 3-6 hours (1), 6-9 hours (2), 9+ hours (1)
- Laptop: 0-3 hours (4), 3-6 hours (1), 6-9 hours (2), 9+ hours (1)
- Tablet: 0-3 hours (4), 3-6 hours (1), 6-9 hours (2), 9+ hours (7)
- Smartphone: 0-3 hours (4), 3-6 hours (1), 6-9 hours (2), 9+ hours (1)
Quantitative Results

How many hours a day are you online checking your email, reading news & information, gaming, etc.?  
(10 responses)

- 40%: 1-5 hours
- 20%: 5-10 hours
- 20%: 10-15 hours
- 10%: 15-20 hours
- 10%: I'm always online
Rated Scale

1 - can’t perform task
2 - can perform task
3 - perform task quickly with no issues

Adapted from Userbrain.net
## Round 1 Results

<table>
<thead>
<tr>
<th>Participant</th>
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<tbody>
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<td>Participant 1</td>
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<td>Participant 2</td>
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<tr>
<td>Participant 3</td>
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Round 1 Results

**Task One:**
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You have recently moved to Hawai‘i and would like to get either a state driver license or identification card. Where would you find more information about this?

**Task Five:**
If “mykamaaina.com” had social media components such as FaceBook and Twitter, would you become a friend or follower? Why or why not?
Round 1 Findings / Revisions

What’s happening in Waikiki

There are events happening in Waikiki daily, however there are monthly parades that close down the most popular street, Kalakaua Avenue. You will need to plan accordingly when an event closes down the main throughways of Waikiki.

April 9, 2017 Sunday 5:30am – 11:30am
Hapalua Honolulu Half Marathon
The event is expected to have 8,500+ runners. It will start on Kalakaua Ave., near Duke’s Statue, head Ewa on Kalakaua Ave., to Ala Moana Blvd., to Nimitz Hwy., right to Sinfelt St., right to King St., left to Punchbowl St., to Ala Moana Blvd., to Kalakaua Ave., to Monsarrat Ave., to Diamond H Rd going around Diamond Crater to Kalakaua Ave/Poni Moi St., to Kalakaua Ave., to end at Honolulu Marathon finish line.

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Scrolling on homepage

Option drop-down menu

Added “Events in Waikiki”
Round 1 Findings / Revisions

User does not leave the website

Every link goes to a new tab
Round 1 Findings / Revisions

Added the word “Ads” to differentiate from content
Round 1 Findings / Revisions
### Round 2 Results

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<td>Participant 6</td>
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<tr>
<td>Participant 7</td>
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Round 2 Findings / Revisions

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P5 - no mouse
P7 - “events” “happening”

Scrolling on homepage
Option drop-down menu

Added “Events in Waikiki”
Round 2 Findings / Revisions
# Round 3 Results

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<td>Participant 10</td>
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<td>Participant 9</td>
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<td>Participant 10</td>
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Round 3 Findings / Revisions

What is *kamaʻaina*?

The Hawaiian word, *kamaʻaina*, (pronounced ka-ma-EYE-na) means "child of the land." Directly translated, *kama* means child and *ʻaina* means land. *Kamaʻaina* relates to someone that has lived in Hawai‘i for a period of time and is familiar with the local traditions and customs.

Residents of Hawai‘i can take advantage of local discounts, particularly in the tourist areas. These discounts are primarily at hotels, restaurants, and tourist attractions. Proof of Hawai‘i residency such as a driver license, state ID, or school ID is necessary for the discounted rate.

What’s happening in Waikiki

There are events happening in Waikiki daily, however there are monthly parades that close down the most popular street, Kalakaua Avenue. You will need to plan accordingly when an event closes down the main throughways of Waikiki.

**March 12, 2017 Sunday 4:30pm – 8:00pm**

_Honolulu Festivals Parade_

The event is expected to have 1,000 marchers, 20 vehicles & 3 bands. It will start at Kalakaua Ave. at Saratoga Rd., kkhd on Kalakaua Ave., to Monsarrat.
Findings

- Less revisions with each iteration
Findings

● Less revisions with each iteration
● Edits improved the homepage
Findings

- Less revisions with each iteration
- Edits improved the homepage
- Weigh all the data - preference, stylist, or practical change
Quantitative Results

From the homepage, it is easy to navigate to find relevant content.

Simple Navigation

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

80% strongly agree, 20% agree.
Quantitative Results

The homepage organization is logical and easy to follow.

- 60% strongly agree
- 40% agree
Quantitative Results

If the website had social media (Facebook & Twitter) presence, would you follow it?

- Yes (70%)
- No (30%)
Qualitative Results

- Overall positive results
Qualitative Results

- Overall positive results
- Simple to use, simplicity
Qualitative Results

- Overall positive results
- Simple to use, simplicity
- Professional look and feel
Qualitative Results

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- “kamaʻāina” is not easy to spell, not common
Qualitative Results

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- Needs more content (blog)
Qualitative Results

- Overall positive results
- Simple to use, simplicity
- Professional look and feel
- “kamaʻāina” is not easy to spell, not common
- Needs more content (blog)
- Discount percentages, low maintenance, find balance
Qualitative Results

- Overall positive results
- Simple to use, simplicity
- Professional look and feel
- “kamaʻāina” is not easy to spell, not common
- Needs more content (blog)
- Discount percentages, low maintenance, find balance
- Majority would recommend this website to friends
Conclusion - Went Well

- Time management - 1 step ahead
Conclusion - Went Well

- Time management - 1 step ahead
- Knowledge of WP - know your platform well
Conclusion - Went Well

- Time management - 1 step ahead
- Knowledge of WP - know your platform well
- Usability studies - respectful participant’s time
Conclusion - Went Well

- Time management - 1 step ahead
- Knowledge of WP - know your platform well
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- Pre-tested all the surveys - ease of use for participants
Conclusion - Went Well

- Time management - 1 step ahead
- Knowledge of WP - know your platform well
- Usability studies - respectful participant’s time
- Pre-tested all the surveys - ease of use for participants
- Preparation - ID and Technology Practicum
Conclusion - Lessons Learned

- Avoid technical issues with a short 10-second audio check
- No screen distractors, turn off email for Screencastify
- Timer countdown for 10 minutes
- Allocate additional time right after the usability study to fill-in the data
- Post-survey immediately afterwards to participants
- Hidden from search engines
Next Steps

● Website launch - Saturday, March 25, 2017
Next Steps

- Website launch - Saturday, March 25, 2017
- Scam or legit?
Next Steps

- Website launch - Saturday, March 25, 2017
- Scam or legit?
- Trust rating at launch 62%
Next Steps

- Website launch - Saturday, March 25, 2017
- Scam or legit?
- Trust rating at launch 62%
- One week later trust rating - 76% (considered “safe”)
Next Steps

- Website launch - Saturday, March 25, 2017
- Scam or legit?
- Trust rating at launch 62%
- One week later trust rating - 76% (considered “safe”)
- Weekly content updates
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- Security - continuous patching
Thank You for Your Support

Dr. Curtis Ho
LTEC Cohorts
Critical Friends
LTEC Faculty

Mahalo
Any Questions