This study of the CashHunters.com Web site involved assessing the clarity of the site contents and presentation of background information. Utilizing an automated testing session approach, which consisted of a series of on-line forms, interaction data from a geographically diverse sample population was compiled electronically. Results derived from automatically tabulated data showed important site contents were not presented effectively and clearly for its targeted audience. Applying these results, while also considering participant comments, suggestions for improving delivery of site contents were formulated. Future study options using the automated session approach were also discussed.

Headings:

Automated Session -- Usability
Web Entertainment -- Usability
E Commerce -- Usability
User Interface Design
Human Computer Interaction
AN EVALUATION OF THE CASHHUNTERS.COM WEB SITE

by

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An Evaluation of the CashHunters.com Web Site

Introduction

An informal usability study was conducted using the CashHunters.com Web site and a small group of potential users of the site. The study was completed at an important juncture in the design process of the CashHunters.com Web site, as the site was nearing completion of its initial phase of development. With valuable data obtained through an informal study, the development team could enhance the product with assurance that important design issues would be resolved from the study results. Furthermore, a more thorough, subsequent study could be conducted to solidify design decisions as well as uncover and resolve many more subtle problems in the Web site design of CashHunters.com.

CashHunters.com is a company of Elution Networks Inc., a small consulting firm founded several years ago, which intends to offer free Web gaming to a wide audience of Internet users. The Web site provides users an immersed, interactive environment with which to participate in animated, Web-based entertainment, while also being presented various forms of on-line advertising. Those involved with CashHunters.com intend to generate a substantial amount of revenue from these advertisements.
The company is currently gathering a contingency of users to win substantial financial support from its channel partner, whose identity will remain confidential. This channel partner is one of the first online banking institutions and offers full banking services to a variety of clients. The CashHunters.com Web site is in its final stages of Phase 1 development—fortification of the channel partner relationship, and the design team was in great need of user input with respect to the Web site's organization of information and the clarity of the special, limited-time offer highlighted in the Web site.

A usability study was designed which addressed two major facets of the Phase 1 site content: the clarity of the limited-time special offer and the delivery of company and Web site background information. The special offer was extended to all potential users, and delivery of the offer and the stipulations that apply were highlighted in the Web site. The Web site also served as an introduction to CashHunters.com the company, the company's purpose, and the gaming aspect of the site.


**Literature Review**

A discussion of the current state of Web-based electronic commerce, Web marketing, and Web usability was necessary to demonstrate the need for the proposed study conducted on the CashHunters.com Phase 1 Web site. While only the scope of the usability portion applied directly to study methodology, many of the other ideas and concepts presented by the discussion should provide an understanding of the business context surrounding the Web site and its purpose.

**Web-Based Electronic Commerce**

Having a Web presence with the intention of doing business on-line does not necessarily imply effective electronic commerce. In his discussion of Web-based electronic commerce, Flor (2001) generalizes the difference between what he considers is a "business Web site" (p. xxvi) and a generic one:

… the large number of current Web sites merely indicates the ease with which information can be put online. But there is an important difference between creating a Web site and a business Web site. A Web site exchanges *information*, whereas a business Web site exchanges *value*---that is, it generates significant revenues or drastically cuts cost in a business. And the basic problem is that we do not really know how to design high-value Web sites. We can develop "any old" Web site but not a business Web site. Web strategy books follow this formula: (1) present a platitude, (2) present many examples of businesses that seem to support that platitude, (3) conclude that the reader's business should do the same.

To effectively gauge the impact of an electronic commerce-oriented Web site, Flor (2001) suggests a systematic approach be used to aid in the development of business Web
sites. Although a company may independently evolve a high-value business site through trial and error, it may waste valuable resources and suffer at the hands of today's competitive Internet market. And while Flor's (2001) technique of "web business engineering" allows users to systematically design high-value business Web sites by combining business concepts with engineering strength design and analysis techniques, a simpler approach of usability testing may serve as an alternative yet informative and systematic option.

Many companies struggle with finding interactive ways to exploit the Web's "computation capabilities" (p. xx). Web gaming is an example of such use of the web, transforming dynamic graphics and interaction elements into a service that represents entertainment value to a Web user. Sites geared toward Web gaming belong to the most common value-adding category of business Web sites, the type that conducts business between the distributor and the consumer (Flor, 2001). Supporting evidence is the ubiquity of Web advertising and online ordering services.

Flor (2001) discusses several strategic moves that a web business can take when facing inevitable competition; two that apply to advertising-oriented web gaming businesses most directly are virtual lock-in and marketing. In virtual lock-in, a Web company seeks to provide better access to product or information, in the case of CashHunters.com the attention of web users viewing advertisements to its advertising clients. With regard to marketing, Web entertainment companies like CashHunters.com may have a difficult time acquiring game players or users who view clients' advertisements. Furthermore,
since, Flor (2001) recognizes that many businesses fail to use the Web to gather marketing information from their consumers directly, the proposed study may be necessary to acquire data about CashHunters.com's user population.

While the retail e-commerce sector has and will continue to evolve to become a more profitable avenue for distribution and sales, the Internet is primed to become a part of everyday life for most. In addition to its use as information source, communications medium, and means of administration, one of its destined uses is as a source of entertainment (Whiteley, 2000). Thus, Web gaming has a future in Internet commerce.

*Current Trends in Web Marketing*

The offer and company background described in the CashHunters.com Web site provides a Web presence. This is subject to the effectiveness of the marketing presented on the Web site. Therefore, a discussion of Web marketing is necessary.

Many traditional marketing fundamentals carry over to the Internet; however, as Hanson (2000) notes, there are many significant differences. Of the more obvious are the lack of social cues and the sparseness of communication via email and similar technologies. With this limited form of communication, types of interaction are highly sensitive to interpretation, and the results can often represent "inappropriate behavior" (p.104). Additionally, there is what Hanson calls, "a sparseness of quality cues" (p.105). While aspects of Internet presence like branding and design are still for the most part evolving in the business-conscience Web market, it is also difficult to convey quality on the
Internet. Hanson states that "if it is hard to recognize quality, it can be hard to justify creating it" (p.106). The field of usability struggles to identify more effective ways to address the problem of increasing information accessibility as well as information retrieval. Online information can be difficult to find for most Internet users, and many have a hard time tracking down desired information (p. 111). Perhaps testing can provide some insight to some of these issues with respect to the CashHunters.com Web site.

An interesting concept that Hanson (2000) covers in his discussion of online consumer behavior is the idea of flow of the Internet medium, or what Mihaly Csikszentmihalyi (1991), a flow authority, calls, the "process of optimal experience". He notes that "consumers respond enthusiastically when there is an effective balance between the difficulty of using the Web and its rewards". (Hanson, 2000, p.113) He also cites that a common experience reported by Internet users is the ability to lose track of time while engaged in a given Internet activity. Citing many authorities in the concept of flow, Hanson (2000) identifies several precursors to flow. An online experience achieves flow when it is:

- Characterized by a seamless sequence of responses
- Intrinsically enjoyable
- Accompanied by a loss of self-consciousness
- Self-reinforcing
Hanson (2000) is quick to point out that the concept of flow is important to Web recreation. Many video game and online immersion designers are faced with the challenge of balancing capability and challenge in the virtual world. "Boredom arises when there is too much capability, and too much challenge results in frustration" (p.113). This is applicable to CashHunters.com, as marketing on the Web faces the same challenge, as sites can only hope to be persuasive if users are not entrenched in puzzling navigation mechanics or an overwhelming magnitude of choices.

Additionally, Hanson (2000) suggests that like television, flow may contribute to the effectiveness of advertising on the Web. Citing the passive and uncritical state of mind induced by television, he extends the "suspension of active critical thinking" (p.113) to the Web, saying that it may make Web users engaged in a flow state more susceptible to similar forms of advertising.

Branding is one of the most important design elements Web marketers (Hanson, 2000).

Revenue-based business models have led to many businesses that flourish on the Web (Hanson, 2000). One form of this model is the provider-based revenue model. Under this model, lie several revenue sources, all of which can pertain to Web entertainment sites:

- Content Sponsorship
- Retail Alliances
• Banner Advertising
• Prospect Fees
• Sales Commissions

Of the above, retail alliances, banner advertising and prospect fees are used in Web entertainment sites. However, Hanson (2000) notes that the challenge in making profits with the Web medium is achieving the right combination and proportions of these revenue sources.

Sometimes referred to as "Webvertising", advertising on the Web is a realm of great possibilities. Hyland (2000) is a strong proponent of Internet advertising, claiming two facts: "television audiences are migrating to the Internet and the Net is the fastest growing medium in history" (p.14). However, Briggs and Stipp (2000) warn that we should not make general, simplistic conclusions about advertising on the Web. Nevertheless, there are several ideas that are worth considering when implementing Web advertisements that Briggs and Stipp (2000) contribute.

The first is that "Internet advertising simply works" (p.102). Secondly, clickthroughs are not necessary for effect; as the banner is the most important Internet advertising tool. Next, Internet advertising must be audience specific. This is similar to print advertising, while contrasting to television advertising. Finally, creative execution seems to influence the effectiveness of banners significantly.
Trust is another issue surrounding the effectiveness of on-line marketing. Nunley (2000) claims that many forms of media have undergone a phase of user uncertainty during their infancy, citing frantic governmental protection efforts for early, uneasy listeners of radio. He does suggest several ways to build trust between a company's on-line marketing and its viewer. The first is to thoroughly inform the viewer about the entity itself, the company or presence that is responsible for the marketing or advertising. Secondly, the company must give full details about an offer, discouraging any guesswork by the viewer's part. A majority of viewers will avoid sites that they feel are purposely confusing them or have something to hide. Another is to avoid cliched marketing, as it applies to many other forms of printed and television advertising (Nunley, 2000). By presenting ample information about its background and the special offer to its users, CashHunters.com is attempting to build trust with potential users. Thus, assessing the clarity of the offer and company information is vital to the study.

**Web Design and Its Relationship to Interactive Advertising**

Before usability is discussed, Web design and its relationship to interactive advertising must be covered.

Web interface designs are as critical for companies to succeed in the Internet revolution as defining business strategies for developing an Internet presence (Zhang, 2000). Much of CashHunters.com's proposed interactive interface and environment is built upon Web animation. Animation on Web sites can serve a multitude of purposes. Zhang (2000) identified several:
as a practical tool for Web designers to make less seem like more
- to accentuate something
- to promote a special section within a site
- to allow illustration of editorial content
- for online advertisers to increase click-throughs

The last is the focus of Zhang's (2000) discussion on the use of animation in Web pages.

Early forms of static banner advertisements have given way to more popular, animated ones, and it is the latter form that dominates current Web advertisement. However, animated banners may ultimately annoy users rather than effectively conveying the intentions of the Web marketer. Zhang (2000) recognizes that Web-owners or content providers are driven to make money via advertising but also consider the effects that animated banners and other dynamic Web advertising have on viewers' attitudes toward their Web site as well as information searching performance within their Web site. Web designers must seek to understand these affects while also considering the influence of client advertisers and marketers who wish to aggressively capture user attention and draw them towards their own Web sites (Zhang, 2000). According to Zhang (2000), Web advertising is quickly growing, citing analysts' claims of $2 billion in 1998 and a projected $7.7 billion in 2002.

In an experiment involving the effects of Web animation on visual attention, Zhang (2000) arrived at several suggestions to both content providers and marketers considering
animation on their Web sites. For the former group, Zhang (2000) suggests a theme of minimizing impact on the information-seeking performance and attitude towards a page with the following suggestions:

- Raise task perceptual load, making information-seeking tasks more challenging by involving viewers with novelty and challenging information content;
- Use very little animation if tasks cannot have high load;
- Avoid bright colored animation;
- Avoid animation that is somehow similar to the primary tasks;
- Avoid on-off-on animation

while suggesting the opposite for marketers:

- Target Web pages where audiences tend to have simple tasks;
- Use bright color animation whenever possible;
- Design animation that is similar to the tasks;
- Design animation that appears and disappears repeatedly

Moed (2000) provides an interesting view of on-line advertising. In her argument that Web advertisements not only create but simply are value, she quotes an interesting statement made by chief creative director of Red Sky Interactive: "Advertising communicates value, but interactive advertising is value. It (is) entirely about the user(s)
and what is perceived as being valuable to them." She credits companies that build successful branding with audience-targeted advertising (p.160).

Web entertainment sites are driven with a similar vision, and allowing users to interact within a media-rich environment may prove attractive to users while substantiating the advertising embedded throughout the site itself. An example of entertainment-immersion advertising targeting a specific audience can be found in the Budbowl Web site. Moed (p.161) describes Budbowl.com as a media-rich, interactive site catered to a defined, targeted audience that immensely creates value via embedded advertising:

"The "value" of the Bud Bowl site has less to do with beer than with Web culture. The feature set of this… (site) is based on careful observation of what the audience likes to do online. Co-chief creative officer John Young says, "You don't want to put them in some alien world; you want to come to them. We've watched guys trading software, interacting in chat rooms, dressing up their pages in Tripod, using Instant Message or ICQ. It's fascinating how it's changing culture." Budbowl.com takes favorite applications of football fans, such as email and networked games, and wraps advertising around them. The result, says (Young), is that people (at least those over the age of 21) are "interacting with the brand."

Entire Web sites containing games or forms of entertainment may find supporting evidence for the power of brand interaction from the highly interactive forms of banner advertisements. For examples of the latter, Moed (2000) cited the infamous HP "Pong" banner, which ensnared captivated Web users for minutes playing a simple game embedded within the banner. It is this level of interaction that holds promise for Web advertising imbedded in interactive Web sites or elements (Moed, 2000). The success of CashHunters.com is also heavily influenced by issues presented by Moed (2000), as it provides entertainment with embedded interactive advertisements.
Finally, Moed (2000) concludes by relating interactive advertising to the fulfillment of varying "human needs" not driven entirely by "content or transactions":

For some of us, the Internet is post office, coffeehouse, museum, and library. Thanks to interactive advertising, all those places are getting a lot closer to the supermarket. And if the supermarket can exist in a space 468 pixels long by 60 pixels high, so much the better.

Usability Study and Methods for Gathering Study Data

Nielsen (1999) proposes many ideas for Web interface directions to demonstrate the importance of Web usability study. He believes that the Internet community as a whole should collectively work towards establishing conventions and guidelines for facilitating the design process. Those suggestions address a number of design principles like download speed, search mechanisms, effective navigational structure, avoiding scrolling of Web frames, and compiling and composing effective content, both textual and non-textual. Also an idea discussed by Nielsen (1999) is the increase of the availability of design staff who are capable of good design. For this, he proposes educating staff on Web authoring and content structure techniques and a "do-it-yourself" design approach. These concepts should be minimally considered in the context of the study performed on the CashHunters.com Web site, if not heavily incorporated.

In contrast to the concept of flow as discussed by Hanson and Csikszentmihalyi, Pearrow (2000) states that usability does not involve arbitrary coercion of users' path through a Web site. "It ensures that regardless of how, when or where your users enter your Web site, they will be able to use it (p.10)."
Not all usability study requires highly controlled testing environments and strict paradigms supported by established theory. While many usability authorities conduct very involved, resource intensive usability studies observing what are regarded as traditional experimental research conditions and exercises, streamlined and less intensive usability testing has many merits (Pearrow, 2000). The latter is more concerned with speed and economy rather than irrefutable conclusions and thoroughness.

One method of reducing cost and obtaining data in a relatively expedient manner is by implementing what Pearrow (2000) calls, the "automated session". This technique's greatest asset is the capability of collecting from a larger, wider distributed sample pool at a relatively low cost. Other benefits of the automated session method are the minimized effort required to tabulate test data (data collected and compiled natively electronically) and that "people are more likely to be truthful when they are anonymous" (p. 84). This is the primary motivation for the testing delivery mechanism described in the methodology for this study.

In a case study outlined by Flor (2001), an educational institution was faced with the decision to transform its course evaluation system from a traditional paper-based procedure to an online version. While this restructuring proved valuable in the example, Flor warns that not all paper-based procedures should be translated into online counterparts (Flor, 2001). "Although it is frequently done, it is unwise for an (organization) to blindly place anything that is on paper onto the Web. If one can demonstrate high value in using the Web as a substitute for paper, then it is appropriate."
This is the another source of motivation for implementing the testing delivery mechanism in this study.

Summary

In support of the study, key topics in the domain of Web-based electronic commerce and usability are discussed. Concepts presented by Flor (2001) and Hanson (2000) characterize the background for conducting business through Web sites in general, and these principles are applied to the perspective of Web entertainment. Nunley (2000) and Moed (2000) provide valuable insight with respect to user trust and the value of entertainment. These ideas are important considerations when dealing with a Web site like CashHunters.com, which is intended to offer users an interactive and enjoyable entertainment environment. Finally, with the methods and concepts presented by Nielsen (1999) and Pearrow (2000), the main approach of the methodology in the study is justified. The discussion of the context and these issues surrounding the CashHunter.com business model validates the methodology and importance of the study itself.
Research Methodology

Since the primary goals of the study were to assess the delivery of the offer and gauge user response to the Web site and its appeal, the approach in formulating a methodology for the study was based more on content recall and information searching and less on structure. The study was designed primarily to evaluate the effectiveness of the presentation of the offer; little attention was given to the mechanics of the information organization within the Web site. Goals defined by the design team were digested into tasks and questions that addressed both users’ responses to the site and the recall of information within the site. The tasks were used to construct a scenario form, and the questions were embedded within the pre-test and post-test questionnaires.

Both questionnaires and the scenario form were converted into online forms to facilitate the use of a geographically broad, participant pool. The forms were written in PERL/CGI and were delivered via the University of North Carolina's School of Information and Library Science's primary Web server. With this method, it was possible to select users from multiple locations with access to the Internet as the only limitation for participation. An online method of delivering test forms also allowed participants to perform the requirements of the study at their leisure. This proved to be very appealing to many of the participants and may have been responsible for the ease in gathering participants for the study.
Participants

CashHunters.com targets homemakers, workers who play games while at the workplace, young adults and students. Gathering participants required posting messages on educational and small, private company listservs, soliciting volunteers for the study. Among those recruited were coworkers and peers of individuals not directly involved with the site designers of CashHunters.com. None of the participants had seen the site prior to the duration of the study. Furthermore, that iteration of the site was very different in design to any prototype before it. Participants were not selected based on experience with the Internet or with Internet-based gaming, and the only restriction to participating in the study was that any participant was required to have access to the World Wide Web. A total of eleven participants were recruited for this study.

Goals and Concerns

Specifically, the design team was concerned with several aspects concerning the delivery of information via the Phase 1 Web site. The team was unsure of the clarity of the offer and the details surrounding the offer as perceived by users browsing Web site. For example, it was uncertain whether potential users could comprehend the distinction between what they would receive by registering with CashHunters.com or with, both, CashHunters.com and its channel partner. The design team identified several aspects that required user recollection of site contents and business profile:

The design team was also curious about potential users’ general impressions with the site, and several aspects concerning the overall impact of the site were discussed, including
the gaming element and the layout of textual content. Deemed most important were how the site fared against the competition and the site appeal. With respect to site impact, several factors were identified:

Formulation of Tasks

Since the CashHunters.com design team was most concerned with the clarity in the presentation of the offer and the general impressions of the Web site and company, these two general concerns were decomposed into more specific concerns and subsequently into user tasks.

With respect to the delivery of the offer information, several concerns were identified. First, users should be able to find all the necessary information they needed, about the offer and the details surrounding the offer. For example, users would need to know what the benefits were for registering with CashHunters.com. They might also need to know the origins of the company, the purpose of the site and the rules for winning cash on the site. Other details include benefits for referring other potential users, the time limit on registration, and the relationship between CashHunters.com and its channel partner. All these concerns were translated into a series of tasks and direct questions to be presented to users during the study session.

There were specific concerns by the design team that involved the benefits of the offer and distinctions between the various levels of registration with CashHunters.com and its channel partner. At Phase 1, there were three different ways in which a potential user
could register. The participant could choose to simply reserve a CashHunters.com userid, register with CashHunters.com, or register with both CashHunters.com and its channel partner. The benefits varied by which method the user registered. Additionally, users could be referred while new users registered with CashHunters.com; benefits for this varied depending on the level with which the newer users registered. The clarity of these distinctions in the offer was questioned, and thus, these issues were addressed with direct questions and scenarios.

Other specific concerns surrounding the delivery of the offer were the time involved in acquiring a general understanding of the Web site contents and familiarity with the Flash plug-in, which was required to play games on the CashHunters.com site. Because the study was designed for the assessment of content delivery, navigation was not considered, and the only time recordings taken measure the completion time of the entire set of scenario tasks. While it was not possible to ensure that all participants would be required to install the Flash plug-in while engaged in the aforementioned scenarios (online forms for extended geographical coverage), direct questions were used to assess the participants' experience with the Flash plug-in.

The following issues of effectiveness in offer delivery and company information were identified as study concerns:

- offer duration
- CashHunters.com's mission statement
• incentives for partial registration (just CashHunters.com)
• incentives for full registration (both CashHunters.com and its channel partner)
• CashHunters.com's parent company
• rules for winning prizes while playing CashHunters.com games

Finally a set of questions were formulated to assess overall user interest and to gauge impressions that users formulated about the site during their first interactions with CashHunters.com. The design team was also curious about the attractiveness of the offer and site to participants, and among the concerns where how CashHunters.com compared to similar gaming sites and the appeal of winning money on the site. These concerns were translated into direct questions that participants would be required to answer.

With respect to Web site impact, the following concerns would be addressed by the study:

• attractiveness of the site overall
• attractiveness of the incentives for registration
• appeal of the site compared to similar gaming sites
• presentation of the site content (namely the layout of information throughout the entire site)
Form Design

To supplement the interaction data acquired via the scenario tasks, a pre-test questionnaire (Appendix A) was constructed to capture background information about each user. Most of these questions were designed to determine user's backgrounds with Web-based gaming and familiarity with login mechanisms on the Web. Data acquired with this pre-test questionnaire would allow derivation of generalizations of the test group and how this may affect data collected with the other test forms. Participants were not allowed to view the CashHunters.com Web site while answering questions in the pre-test questionnaire; it was not considered necessary, as only background information was collected with this form.

With the major goals and more detailed concerns surrounding offer and company information delivery defined by the design team, a series of specific concerns and tasks were formulated to address these issues. These tasks were translated into several scenarios by which users would interpret and perform the tasks while interacting with the CashHunters.com Web site, and the tasks were compiled in a scenario form. A copy of the scenario form can be found in Appendix B. Seven tasks were chosen to simulate a potential user's initial interaction with the Phase 1 Web site:

1. Distinguish the benefits for registering with CashHunters.com
2. Distinguish the benefits for registering with the channel partner after registering with CashHunters.com
3. Distinguish the benefits you receive when referred by another new registrant of CashHunters.com and not its channel partner

4. Determine the parent company of CashHunters.com

5. Determine the terminating condition of the offer on the Web site

6. Determine the projected worth of a given amount of shares

7. Play the demo game

A post-test questionnaire (Appendix C) was formulated that gauged participant response to the Web site's overall appeal, as this aspect of the Web site design was identified as one of the most important study concerns by the design team. For example, how the CashHunters.com Web site fared against other similar gaming Web sites was included in the post-test questionnaire. Other concerns surrounding overall impact were translated into direct questions for inclusion to the post-test questionnaire. Also, participants were not allowed to interact with the Web site while answering questions in the post-test questionnaire, allowing the study to gauge recall of the offer information. Thus, in addition to appeal-based questions, this questionnaire contained several questions that tested the participants' recall of the offer, serving the main purpose of the study by testing the clarity of the offer a second time during the course of the study session. The motivation behind these particular questions could confirm the recall of the offer details after interaction with the Web site.
Testing Procedures

Testing environment

The study allowed individuals to use the software with which they were most comfortable, in their own environment. This was an unorthodox method, however the study did not focus on testing elements that were dependent on issues like browser compatibility, system CPU clock speed, and other environmental factors.

Preliminary to Study

Selected participants were asked to first secure an Internet connection and browser. Then participants were asked to view an online version of the consent form (Appendix D) and click "Accept" to confirm that they understood the details surrounding the study. They also were given the opportunity to ask any questions about the study. The conductor then explained to the participant that the study materials included three forms: a pre-test background questionnaire, a scenario form with seven tasks, and a post-test questionnaire that recorded their overall impression of the site. The participants were also told that the test would require them to perform a series of simple information gathering tasks using the site. Participants were also told to perform the study tasks at their leisure, at any time, since all test materials would be accessible online.
Background Questionnaire

The participants were directed to a URL that generated a unique random number. This was designated as a particular participant's "study id", and each number was unique to each participant. Because the number was not revealed to the conductor or any other participant during the entire course of the study, the participant's identity remained confidential with respect to the data provided, even to the conductor. The participants were instructed to include their study id in each questionnaire and scenario form, as this would link questionnaire and form data to its corresponding participant. This was necessary, as multiple sessions were conducted with multiple participants over an unspecified time period.

Scenario Form

Once the participants completed the background questionnaire, the participants were instructed to open both the CashHunters.com Web site and the scenario form in separate browser windows. They were also asked whether they were familiar with switching between multiple browser windows (all users were familiar). Along with using the Web site for background information, the participants were asked to perform the tasks within the seven scenarios. Again, the same study id was used, and the type of browser the participant used to perform the tasks was recorded by the form.

Post-Test Questionnaire

Participants were told that the final questionnaire would capture their general impressions about the CashHunters.com Web site. However, the design team also included two
addition questions that tested user recall of offer details. The unique study id was also required in this form.
Results

The results from the automated, on-line testing sessions are separated into three main sections. First participants' backgrounds are discussed. Then, the scenarios' results are analyzed including comparison to corresponding questions in the post-test questionnaire. Finally, the impressions direct comments about the Web site noted by the participants are elaborated.

Participants' Backgrounds

The pool of eleven participants consisted of five women and six men, with six students and the remaining five registering in other occupational categories (financial, IT-related, graphic design, librarianship and "other"). Four of the five students had never tried online gaming. This may inspire future studies to recruit more students that have played online games prior to participation in the study.

User comfort and trust levels were addressed by the pre-test questionnaire. All eleven participants spent at least five hours on the Web weekly, and all regularly accessed sites that require users to register a session via a login mechanism. This is not very surprising, as those who agreed to participate in the relatively more involved on-line study were assumed to be somewhat familiar with the Web. While no participant played online games at least once a week, the 5 subjects who had played online games at least once before have accessed gaming sites that require logins. This may suggest that a good
portion of gaming sites on the Web have login mechanisms. Trust for filling out Web forms was surprisingly accepting, as a majority of users claimed to use personal information when filling out Web forms at least occasionally, while none answered "never". This may suggest users, for the most part, trust many Web sites or systems that prompt users for personal information. One individual claimed "always" for using personal information in Web forms.

With regard to the Macromedia Flash plug-in, only two participants did not know what Flash or the Flash plug-in was. While these same two participants claimed to have spent more than 20 hours on the Web a week, neither of them has tried online gaming before this study. These two may represent the contingency of Web users who have no predilection for Web-based gaming. Paradoxically, three users claimed to know what Flash was, but did not know what the Flash plug-in was, and only three could correctly identify all of Flash’s capabilities on the Web.

*Scenario Form with Post-Test Results Comparison*

The results from the scenario form were rather discouraging. The mean for completion of the scenario form was 13 minutes among those who answered all seven, scenario-based questions, with a minimum of six minutes and a maximum of 22 minutes. Four users preferred Netscape, while four preferred Internet Explorer. One participant used America On-Line (AOL) to access the Internet, and another answered "yahoo" as a browser.
Questions C6 through C8 on the post-test questionnaire served to test users about the offer and company information without the aid of the Web site. This did not prove useful, as many participants had difficulty answering the corresponding questions on the scenario form. It could not be determined whether the participants had difficulty remembering information, save even being able to locate the information on the Web site. There is one notable observation, however. Question B3 and question C6 ask similar questions with the same answer, but the former can be answered while viewing the Web site. Since one additional participant answered question C6 correctly while incorrectly answering question B3, it is uncertain whether that participant was indeed viewing the site during the post-test session (which was discouraged) or if the participant acquired the answer after answering question B3 incorrectly.

Another similar observation worth noting is the correlation between question B1 and question C7. Here again, the questions were similar with the same answer. However, four of the six participants who answered question B1 incorrectly went on to answer question C7 correctly. A similar uncertainty exists for these two as does the B3, C6 pair of questions.

Five users could distinguish the benefits from registering with only CashHunters.com, but only one participant could correctly determine what a user would receive if the referrers registered with only CashHunters.com and not its channel partner. Furthermore, only five users understood that CashHunters.com was a company of Elution Networks. No participant answered every question correct, and one individual answered all seven
questions incorrectly. It was unclear whether that particular user simply neglected to answer the questions sincerely, as the latter four questions were left blank in the form. In summary, two users scored 86%, four scored 43%, three scored 57%, one scored 14% and one scored 0%

Below is a summary of the results for each scenario.

Scenario B1: You only want to sign up with CashHunters.com. What do you get when you sign up on the CashHunters.com site?

Five participants answered correctly

The participants who answered incorrectly assumed that they would receive compensation, either cash or promised shares of company stock, if they signed with only CashHunters.com. This occurs only when a user signs with both CashHunters.com and its channel partner. This was the case as presented in the Web site; however a significant proportion of participants were obviously misled by the presentation of this section of the offer. There was an obvious lack of distinction between signing only with CashHunters.com and signing with both CashHunters.com and its channel partner.

Scenario B2: After a week of having a CashHunters.com login, you’re now curious about a (channel partner) account. What do you get from CashHunters.com by signing with (channel partner)?

Seven participants answered correctly
It is interesting that three of the individuals who scored incorrectly on the scenario 1 also scored incorrectly on scenario 2. The other four who answered scenario 1 incorrectly managed to answer correctly with different answers than the ones given on scenario 1. Perhaps these participants realized their errors after they had reached scenario 2. This, however, does further the notion that the offer is unclear.

Scenario B3: Your friends are excited about CashHunters.com too! What happens when your friends refer you while signing up on CashHunters.com without signing with (channel partner)?
One participant answered correctly.

This scenario was intentionally tricky. Only referrers who have signed with both CashHunters.com and its channel partner can pass benefits along to the referred member. Signing with only CashHunters.com does not lead to additional benefits for the referred member. This distinction may prove too subtle in the way it is presented in the Web site.

Scenario B4: CashHunters.com sounds interesting, but you want to know where they came from. What is CashHunters.com’s parent company?
Eight participants answered correctly.

Being a straightforward piece of information, it is not surprising that many answered this scenario question correctly. However, three answered the channel partner as the
founding company. This may suggest that not only is the offer information unclear, but the company information as well.

Scenario B5: You want to get in on the ground floor and be a prestigious Charter Member. When is the last day you can sign on as a Charter Member?

Eight participants answered correctly.

Again, this question was also intentionally misleading with regard to the form of the answer. The question posed by scenario 5 most likely warrants an answer in the form of a date or relative number of days. However, the actual answer is instead a raw number of signed members (1.25 million). Despite this subtlety, a significant proportion of participants answered this question correctly.

Scenario B6: Your best friends have referred you while joining CashHunters.com too, and now you have quite a few shares! According to the shares projections, how much will 20 shares be worth in 2 years?

One participant answered correctly.

The answer for this question can only be found in one page of the entire CashHunters.com Web site. Participants were intended to explore the IPO stock chart Web page for the answer to this scenario question. Problems encountered with the clarity of the information on the page in question are isolated to that page; so this portion of the site can be dealt with accordingly.
Scenario B7: It’s Friday. You’re at work. And you’re bored. You want to try the game on CashHunters.com. Play the demo game at least once. What phrase is on the screen when you lose a round?

Nine participants answered correctly.

The two participants who answered incorrectly left the answer field blank. It is not certain whether they had no interest in playing the demo game or could not activate the game, since the only way to start the demo game is to click on a particular button located on the home page of the Web site.

Impressions and Comments

More positive results were acquired from the post-test questionnaire. Only two users claimed that the site was not as appealing as other gaming sites, and one of those users had claimed to never try online gaming before. On the other hand, the other participant had the most experience with online gaming in the user group. Three out of five participants who had at least tried online gaming before said CH was more appealing than other gaming sites. While two users expressed they would never visit CashHunters.com again, three would consider playing games on the site for fun and seven claimed they would play games to try to win money while visiting CashHunters.com in the future.

Registration with CashHunters.com and with its channel partner garnered varied responses, fortunately mostly positive. Only three would not consider registering with either CashHunters.com or its channel partner. Five would register with both, and three
would register with only CashHunters.com. Surprisingly, two participants would attempt to register with only CashHunters.com and still try to play games for money, although this is not possible. The scenario form results reflect this error on the part of these user’s assumptions. Nine would recommend the Web site to friends and family (independent choices in the questionnaire), six to coworkers. Two would not recommend the Web site to anyone, while one would recommend to acquaintances but not to co-workers, and two, vice versa.

When asked directly, about the clarity of the offer, two claimed the offer was “fairly difficult” to understand, and these individuals scored 57% on the scenario-based questions. Seven considered the offer “fairly (or) very easy” to understand. Two individuals answered both post-test offer questions correctly without the aid of the Web site, but 1 of these did not answer the same questions correctly while using the Web site. These results conflict with those from the scenario form. It appeared as if the users were more comfortable with understanding the contexts of the offer while still not correctly distinguishing the details of the offer. Perhaps the site design and layout of the page elements, while pleasing, does not clearly describe the offer information.

Two users erroneously thought CashHunters.com and Its channel partner were parts of the same company, and two thought the companies were not related at all.

Several other interesting results emerged:
The user who scored 0% in scenario questions claimed the details of the offer were “very easy” to understand.

Despite the fact that the "last day to sign up" question was purposely misleading, almost all the participants answered the question correctly.

There was no change in Flash and Flash plug-in answers after interaction with the Web site (which explains the dependency of the demo game on Flash and the Flash plug-in)

There were many comments made by the participants that were both related to the areas of interest in the study as well as other points not considered in the design of the study. Participant comments are organized by these two categories, and details about the CashHunters.com Web site not previously mentioned will be presented along with the submitted comments to better understand the possible motivation for those comments.

**Study Intensive Comments**

*Offer Details:* One participant complained, "It was a little confusing at first trying to figure out what was what, but I was able to catch on pretty quickly. The thing is, I think that someone not being led through the site with questions might not get the entire picture-- for example, about the link with (channel partner), and what you get and don't get for signing up with only CashHunters(.com)." A comment of this nature has serious implications on the overall clarity of the offer, and this warrants investigation about
textual layout and perhaps even site layout. More alarming is the recognition by a participant that the testing scenario aided in the comprehension of the offer and company details more strongly suggests the lack of clarity more so than the initial comment.

Another comment made about the presentation of the offer was to consider juxtaposing the benefits of signing with CashHunters.com and signing with both CashHunters.com and its channel partner adjacent to each other. The participant admitted, "… perhaps this is boring, but it would (probably) get more people hooked into the whole scheme, or at least it would eave them feeling more informed." The final comment demonstrates the obvious necessity of modification of the offer details, as the participant felt compelled to provide a solution to what he or she identified as a problem-- the inability to distinguish between the benefits of the two ways to register.

*Lists:* Many of the users commented on the need for bulleted lists within the Web site for summary purposes. The decision to avoid such lists on the front page of the Web site was made early in the planning stages of the current version of the Web site; however, these results will necessitate re-evaluation of this issue. Interestingly, one user appreciated the use of "chunks" of text and avoidance of "listy" text; that individual felt that the method used on the Web site was an effective way to present the given information on the front page.

Along with the individuals who urged for "lists" instead of prose, one strongly suggested that the list approach would be more attractive, stating, "When people visit a site, they
usually skim through." The same participant goes on to suggest bulleted lists for greater recall of offer details and other important points in the Web site. There is an apparent need for summary sections in the supporting pages for those users who prefer to skim Web content; however, placement of these elements is questionable and will need to be addressed carefully and separately.

**Flash and Flash Plug-In:** A question was posed about the Flash Plug-In and its relevance to the Web site and its inclusion in the study materials. One participant states, "I don't know what is a flash, or flash-plug-in and yet I am forced to choose a response about it. I don't understand." While this comment may seem trivial, it may represent a group of potential users who do not understand what is considered one of the most popular Plug-Ins for Web browsers. This may necessitate greater focus in future study.

**Auxiliary Comments**

Other comments outside the domain of the study were made. One participant complained that the banner advertisement that summarized the offer details was misleading and difficult to understand. This banner was originally placed as filler material to accommodate an actual client advertisement. Aside from requesting more games to play, users did note the lack of instructions on the demo game. Another participant expressed frustration with respect to the expiration "date" of the offer.
Discussion and Recommendations

Much discussion concerned the inconsistencies between the amount of recall by the participants of the offer. Solutions to these problems are difficult to construct, as many of the direct comments made by the participants are contradictory. More directly attainable are the suggestions for easily isolate problems like the presentation of the company information and the Web page of charted, IPO stock values. Also discussed was the possibility of future study and the scalability of this study.

Offer Details Clarification

There was much confusion in the information-seeking element of the CashHunters.com Web site. Most of the participants answered questions that involved nominal information correctly despite being intentionally misled by the wording of these questions, for example, when the special offer ended. However, many had trouble with questions which sought to distinguish benefits of the offer. The way in which the latter information is presented on the CashHunters.com Web site is in dire need of restructuring or even more basic, rewording. In addition to its native location in the "Offer Details" page, the details of the offer occur in multiple locations throughout the Web site; perhaps this is another cause for confusion. It is unlikely however, that isolating the offer details into one page would be a justified option. Many Web sites utilize redundancy effectively.
It is suggested that the offer details be presented in the suggested list format, juxtaposing the benefits of the two methods of registration (one with only CashHunters.com and the other with both CashHunters.com and its channel partner) together, laterally across the existing "Offers Details" page.

Many comments offered by the participants serve as a basis for this suggestion, as many participants supplied the "unordered list" format as a way to present the offer details in a more comprehensible and more appealing layout.

*Company Information Clarification*

Fewer incorrect answers were encountered with respect to the questions concerning the company background information. The lower proportion of incorrect answers for Questions 4 and 5 were similar, suggesting that the sole page containing the company information, the "About Us" page is only slightly unclear. It is doubtful that reorganization of the CashHunters.com company information in a list or even "clumped text" format would be an improvement, as the historical information and mission statements of many organizations, whether business or non-profit oriented, are presented in prose.

The suggested method of clarifying the company information is to reword the existing prose, by first studying other Web-based electronic commerce Web sites' "About Us" pages for style and presentation hints. In addition, it would also be prudent to study methods by which other Web-based electronic commerce Web sites present tabulated
data, as the IPO stock chart was not presented in a comprehendible manner and needs much attention.

**Impressions**

The CashHunters.com Web site was fairly well received by the eleven participants chosen for the study, as these users with regard to registration with CashHunters.com expressed positive responses. Only three individuals would not consider registering either Web sites, while the others would consider registering. This could suggest ample user interest in the company's attempt to gather a tangible contingency of users for increased funding.

Since nine participants would recommend the Web site to others, perhaps the CashHunters.com Web site may be able to garner enough user support for Phase 1 success.

**Future Study**

There is one particular observation, however, that beg more analysis. For example, the Question B3 and Question C6 instance of questionable participant learning or dishonesty. This behavior was also noted between the correlated question B1 and question C7.

Is this phenomenon the result of the limitation of a Web-based automated testing session? With the method used in this study, it may be. However, there are many ways to alleviate this problem. The test pages used in this study were designed with simple PERL/CGI
programming. A more robust, Java version would easily allow a developer to install many more checks and safeguards against haphazard answering. A more robust system would also increase the scalability of a study similar to the one described. However, would a larger sample population provide better, more conclusive results?

The issue of honesty and its relationship with questions that possess an objective, correct answer is a difficult problem to address in an automated session administered in the absence of a test conductor. The question remains-- will a scaled version be plagued by dishonesty?

Other issues surrounding future study involve improved mechanics for the testing system. It is advised that prior to future testing, more access be secured with respect to web server statistics. This would allow future test conducts access to the number of hops required during information seeking tasks, thus facilitating more technical, navigation studies.

More robust programming would also allow more accurate time keeping on all test forms, eliminating dependence upon participant's entering of start and stop times. Even more advanced designs would track timing for all clicks and answer input, truly allowing more meaningful data with respect to information seeking tasks.
Summary and Conclusions

The results from the preliminary study of the CashHunters.com Web site have identified several new concerns with respect to the clarity of the offer information as well as other design aspects of the CashHunters.com Web site. Clearly, the organization and presentation of the former needs re-evaluation if the design team is to expect potential users to gather the necessary information about the offer and the Web site purpose while visiting CashHunters.com. Other design concepts like text organization and increased game development are also important issues as commented by study participants. While the results and these comments were compiled into a list of recommendations for the current Phase 1 cycle of development, there are more issues that need to be addressed.

These findings and the other detailed results together suggest the need for conducting a more thorough, engineering-based usability study, which will seek to answer questions about user motivations with respect to online gaming. Perhaps the next study will be designed to address user's conceptual models of online gaming environments and possible metaphors for presenting gaming on the Web. Another important consideration lies in the method by which participants are gathered for the next study. Cold methods for obtaining participants are generally more costly; however, there may be more creative ways to acquire an adequate sampling of the different segments of the Web site's targeted audience. These issues will be considered in a future study on the CashHunters.com Web site.
References


Appendix A: Pre-Test Participant Background Questionnaire

The following questions will provide us with information about your experience with online gaming and the Internet. Your answers for these questions serve as background information only.

A1.) How long do you spend on the World Wide Web weekly?
   __ less than 5 hours
   __ 5-20 hours
   __ more than 20 hours

A2.) What is your experience with on-line gaming?
   __ never tried it
   __ have tried it a few times before
   __ play online games occasionally
   __ play online games regularly

A3.) If you play online games regularly, how often do you play them?
   __ less than once a week
   __ once a week
   __ 2-5 times a week
   __ more than 5 times a week

A4.) Do you access Web sites that require a username and password to login?
   __ yes
   __ no

A5.) Have you accessed gaming Web sites that require a username and password to login?
   __ yes
   __ no

A6.) Do you use personal information when filling out Web site forms?
   __ always
   __ sometimes
   __ never
A7.) Do you know what Flash is? (It is OK if you do not know.)
   ___ yes
   ___ no

A8.) Do you know what the Flash plug-in is? (It is OK if you do not know.)
   ___ yes
   ___ no

A9.) What kind of web page elements can be designed in Flash? (check all that apply)
   ___ animations
   ___ video
   ___ buttons
   ___ forms
   ___ still images
   ___ banners
Appendix B: On-Line Scenarios Form

During this section, you can use the Web site (http://www.cashhunters.com) while answering the questions below. Open the Web site using another browser window so you can switch back and forth between the Web site and this form easily. Please go through each question in order without skipping. It is important that you **answer without skipping**. Please do not go back. If you skip one, leave it blank and move on. Remember you are not evaluated based on your answers. This is an evaluation of the design team and not your personal abilities.

Enter the current time in the box below.

______________

B1.) You only want to sign up with CashHunters.com. What do you get when you sign up on the CashHunters.com site?

___________________________________

B2.) After a week of having a CashHunters.com login, you’re now curious about a (channel partner) account. What do you get from CashHunters.com by signing with (channel partner)?

___________________________________

B3.) Your friends are excited about CashHunters.com too! What happens when your friends refer you while signing up on CashHunters.com without signing with (channel partner)?

___________________________________

B4.) CashHunters.com sounds interesting, but you want to know where they came from. What is CashHunters.com’s parent company?

___________________________________

B5.) You want to get in on the ground floor and be a prestigious Charter Member. When is the last day you can sign on as a Charter Member?

___________________________________

B6.) Your best friends have referred you while joining CashHunters.com too, and now you have quite a few shares! According to the share projections, how much will 20 shares be worth in 2 years?

___________________________________
B7.) It’s Friday. You’re at work. And you’re bored. You want to try the game on CashHunters.com. Play the demo game at least once. What phrase is on the screen when you lose a round?
Appendix C: Post-Test Subjective Questionnaire

The following questions will provide us with information about your impression of the CashHunters.com Web site. You cannot consult the CashHunters.com Web site while answering these questions.

C1.) Overall, how would you compare CashHunters.com with other gaming sites?
  ___ more appealing than other gaming sites
  ___ about as appealing as other gaming sites
  ___ not as appealing as other gaming sites

C2.) What would you do while visiting CashHunters.com?
  ___ play games for fun
  ___ play games to win money
  ___ not play games and still try to win money
  ___ not visit CashHunters.com at all

C3.) Which will you most likely do in the future?
  ___ sign up with CashHunters.com and then sign up with (channel partner)
  ___ sign up with just CashHunters.com
  ___ sign up with just (channel partner)
  ___ not sign up with either two

C4.) To whom would you recommend CashHunters.com? (Check all that apply.)
  ___ acquaintances
  ___ coworkers
  ___ friends
  ___ family
  ___ no one

C5.) How difficult was it to understand the details of the offer on the CashHunters.com site?
  ___ very difficult
  ___ fairly difficult
  ___ moderate
  ___ fairly easy
  ___ very easy
C6.) What do you get if someone refers you when signing up with CashHunters.com?
__ 2 extra shares and 100 points
__ 2 extra shares and no points
__ no extra shares and 100 points
__ 5 extra shares and 100 points
__ nothing

C7.) What do you get if you sign up with CashHunters.com but not with (channel partner)?
__ 100 CH points
__ 1000 CH points
__ 10000 CH points
__ no CH points

C8.) What is the relationship between CashHunters and (channel partner)?
__ partners
__ parts of the same company
__ not related

C9.) Do you know what Flash is? (It is OK if you do not know.)
__ yes
__ no

C10.) Do you know what the Flash plug-in is? (It is OK if you do not know.)
__ yes
__ no

Please feel free to comment on the CashHunters.com site:
_________________________________________
_________________________________________
_________________________________________
_________________________________________
_________________________________________
_________________________________________
Appendix D: Participant Consent Form

Participant Consent Form for CashHunters.com Usability Study

Background of the Web site

CashHunters.com is a Web-based entertainment site that features free gaming and cash awards for points earned while playing free games. The company is currently gathering research data for marketing information intended to facilitate product and Web site development.

Purpose of this Study

We are inviting you to participate in an evaluation of the current version of the CashHunters.com Web site. This evaluation will assess how effectively users navigate the Web site in order to access information about the company and the Web site itself. The study will also gauge user response to the design and appeal of the Web site.

What Will Occur During this Study

Initially, in order to gather general information about the participants of this study, you will be asked to provide information about how frequently you access the Internet and how often you participate in Internet-based gaming. You will then be asked to complete a series of tasks using the Web site, while being observed. During this portion of the study, you will be recorded on videotape and the conductor will compile written notes about your interaction with the site. Finally, you will be asked to answer a series of questions that will address your overall impression of the Web site. This test will take approximately 30 minutes of your time.

Your Privacy and Safety are Important

Your privacy and security will be protected during and after this study. Any information obtained in the study will be recorded using a participant number, not a name. If you have any questions regarding this study, please ask the conductor now.

You will not be subjected to any mental, emotional, or physical harm during this study.

Your Rights

You are free to refuse to participate in or to withdraw from the study at any time.
You have the right to ask questions about this study and your involvement with the study before the beginning of this study and until the completion of this study.

**Waiver:**

I have had the opportunity to ask any questions I have about this study, and they have been answered for me.

I have read the information in this consent form, and I agree to participate in the CashHunters.com usability test. I understand that participation in this test is voluntary and that I may, at any time, refuse to participate in or withdraw from this test for any reason. I also understand that my identity will be kept confidential, and I understand that I will not be subjected to physical harm during this study. However, any employee, affiliate, partner, or parent company of CashHunters.com or CashHunters.com itself is not responsible for any physical, emotional or mental discomfort, distress, or harm suffered by me during this study. I also give full permission for the results of the test to be used for research and publication purposes by CashHunters.com, as long as my identity is kept confidential.

________________________________________  _______________________
(Signature of Participant)                    (Date)
### Appendix E: Pre-Test Questionnaire Results

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### Appendix F: Scenario Form Results

#### User Study ID

**Scenario 1**

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<td>points towards winning cash prizes</td>
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</tr>
<tr>
<td>0254</td>
<td>points</td>
</tr>
<tr>
<td>2395</td>
<td>$20, 8 shares of stock when it goes public, 2000 CH points</td>
</tr>
<tr>
<td>6823</td>
<td>chance to earn free money, stock, online banking</td>
</tr>
<tr>
<td>7054</td>
<td>$20 and a chance to sign up with (channel partner)</td>
</tr>
</tbody>
</table>

**Scenario 2**

<table>
<thead>
<tr>
<th>Study ID</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3614</td>
<td>more points, a cash bonus, and shares in their stock when it goes public...?</td>
</tr>
<tr>
<td>1039</td>
<td>stocks</td>
</tr>
<tr>
<td>1203</td>
<td>free internet banking, 4.07% APY and $20</td>
</tr>
<tr>
<td>4357</td>
<td>points, stocks</td>
</tr>
<tr>
<td>1008</td>
<td>$20</td>
</tr>
<tr>
<td>8307</td>
<td>$20 Cash Bonus, 1000 extra points, a Charter Membership in the CashHunters VIP Club, 8 shares of CashHunters stock (reserved for you)</td>
</tr>
<tr>
<td>9449</td>
<td>a credit card</td>
</tr>
<tr>
<td>0254</td>
<td>stocks</td>
</tr>
<tr>
<td>2395</td>
<td>8 shares of stock, 1000 points, charter membership in CH VIP club</td>
</tr>
<tr>
<td>6823</td>
<td>1000 extra points, a Charter Membership in the CashHunters VIP club, and 8 shares of CashHunters stock</td>
</tr>
<tr>
<td>7054</td>
<td>$20</td>
</tr>
</tbody>
</table>

**Scenario 3**

<table>
<thead>
<tr>
<th>Study ID</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3614</td>
<td>as far as I can tell, nothing.</td>
</tr>
<tr>
<td>1039</td>
<td>free money</td>
</tr>
<tr>
<td>1203</td>
<td>get 1,000 cashhunters points</td>
</tr>
<tr>
<td>4357</td>
<td>points</td>
</tr>
<tr>
<td>1008</td>
<td>2 shares of cashhunter stock</td>
</tr>
<tr>
<td>8307</td>
<td>2 extra shares of CashHunter’s stock and 100 CH points</td>
</tr>
<tr>
<td>9449</td>
<td>2 shares of stock and 100 points</td>
</tr>
<tr>
<td>0254</td>
<td>you get 2 more stocks options</td>
</tr>
</tbody>
</table>
2395 2 shares of stock, 100 points / referral
6823 you earn extra 2 shares for referring a friend
7054 you get two shares

User | Scenario 4
--- | ---
User Study ID | 
3614 e-lutions Networks | 
1039 (channel partner) | 
1203 e-lution networks | 
4357 e-lution networks | 
1008 (channel partner) | 
8307 E-Lution Networks Inc. | 
9449 E-lutions networks inc. | 
0254 (channel partner) | 
2395 E-Lution Networks Inc | 
6823 not obvious, this is a guess: e-lution Networks? | 
7054 e-lution Network

User | Scenario 5
--- | ---
User Study ID | 
3614 when 1.25 million people have signed up, the Charter Member deal ends | 
1039 -------- | 
1203 no expiration date | 
4357 limit to 1.25 mi. people | 
1008 -------- | 
8307 next 1.25 million Charter Members | 
9449 when you hit 1.25 million members | 
0254 when 1.25 million charter members have signed up | 
2395 -------- | 
6823 don't know. limited to next 1.25 million Charter Members | 
7054 it doesn't say. you have to be one of the next 1.25 million people to sign up

User | Scenario 6
--- | ---
User Study ID | 
3614 $240 | 
1039 -------- | 
1203 approx. $800 | 
4357 240 | 
1008 $240 | 
8307 $336 | 
9449 $576
<table>
<thead>
<tr>
<th>User Study ID</th>
<th>Scenario 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>3614</td>
<td>sorry try again</td>
</tr>
<tr>
<td>1039</td>
<td></td>
</tr>
<tr>
<td>1203</td>
<td>sorry, try again</td>
</tr>
<tr>
<td>4357</td>
<td>sorry, try again</td>
</tr>
<tr>
<td>1008</td>
<td></td>
</tr>
<tr>
<td>8307</td>
<td>Sorry, try again... Restart</td>
</tr>
<tr>
<td>9449</td>
<td>sorry, try again --restart</td>
</tr>
<tr>
<td>0254</td>
<td>sorry, try again...</td>
</tr>
<tr>
<td>2395</td>
<td>Sorry, try again</td>
</tr>
<tr>
<td>6823</td>
<td>sorry try again.</td>
</tr>
<tr>
<td>7054</td>
<td>sorry try again : no instructions on what to do</td>
</tr>
</tbody>
</table>
### Appendix G: Post-Test Questionnaire Results

<table>
<thead>
<tr>
<th>User Study ID</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q5</th>
<th>Q6</th>
<th>Q7</th>
<th>Q8</th>
<th>Q9</th>
<th>Q10</th>
<th>Q11</th>
</tr>
</thead>
<tbody>
<tr>
<td>3614</td>
<td>b</td>
<td>d</td>
<td>d</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>b</td>
<td>a</td>
<td>yes</td>
<td>yes</td>
<td>It was a little confusing at first trying to figure out what was what, but I was able to catch on pretty quickly. The thing is, I think that someone not being led through the site with questions might not get the entire picture - for example, about the link with (channel partner), and what you get and don't get for signing up with only CashHunters. I think that perhaps the different things on offer could be set up in bulleted lists or some similar method, comparing the two offers. Perhaps this is boring, but it would probably get more people hooked into the whole scheme, or at least it would leave them feeling more informed. The site was easy to navigate, however, and again, once I knew what to look for, finding it was not difficult.</td>
</tr>
<tr>
<td>1039</td>
<td>a</td>
<td>b</td>
<td>a</td>
<td>a,</td>
<td>b,</td>
<td>c,</td>
<td>d</td>
<td>e</td>
<td>c</td>
<td>b</td>
<td>a</td>
</tr>
<tr>
<td>1203</td>
<td>a</td>
<td>b</td>
<td>a</td>
<td>a,</td>
<td>b,</td>
<td>c,</td>
<td>d</td>
<td>d</td>
<td>e</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>4357</td>
<td>a</td>
<td>a</td>
<td>b</td>
<td>a,</td>
<td>b,</td>
<td>c,</td>
<td>c</td>
<td>d</td>
<td>c</td>
<td>b</td>
<td>c</td>
</tr>
<tr>
<td>1008</td>
<td>a</td>
<td>b</td>
<td>a</td>
<td>a,</td>
<td>b,</td>
<td>d</td>
<td>a</td>
<td>b</td>
<td>b</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>ID</td>
<td>Column 1</td>
<td>Column 2</td>
<td>Column 3</td>
<td>Column 4</td>
<td>Column 5</td>
<td>Column 6</td>
<td>Column 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8307</td>
<td>a</td>
<td>b</td>
<td>a, c, d</td>
<td>d</td>
<td>a</td>
<td>b</td>
<td>a</td>
<td>yes</td>
<td>yes</td>
<td>Very nice!</td>
<td></td>
</tr>
<tr>
<td>9449</td>
<td>b</td>
<td>b</td>
<td>b, c, d</td>
<td>c</td>
<td>a</td>
<td>b</td>
<td>a</td>
<td>yes</td>
<td>yes</td>
<td>great music on the game. I always lost though...... lots of text on the home page. not &quot;listy&quot; though. you did a good job of encapsulating the text so that it was chunked. it didn't read like a paper if you know what I mean</td>
<td></td>
</tr>
<tr>
<td>0254</td>
<td>c</td>
<td>b</td>
<td>b, c, d</td>
<td>c</td>
<td>c</td>
<td>b</td>
<td>a</td>
<td>yes</td>
<td>no</td>
<td>This site has a lot of potential. However, the amount of reading can turn off certain people. When people visit a site, they usually skim through. You should have a summary section that bullet points the main points addressed in the reading. That way, after someone skims through, they can be reminded of the important things. The game is great.</td>
<td></td>
</tr>
<tr>
<td>2395</td>
<td>c</td>
<td>b</td>
<td>d</td>
<td>e</td>
<td>d</td>
<td>a</td>
<td>c</td>
<td>a</td>
<td>yes</td>
<td>yes</td>
<td>The game demo had no instructions and was not very appealing. Also, the flashing banner stating that you get 8 shares, $20 cash, and 2000 points was misleading, since you had to sign up for both to get them, and not just the Cash Hunter Web site.</td>
</tr>
<tr>
<td>6823</td>
<td>a</td>
<td>a</td>
<td>c, d</td>
<td>b</td>
<td>a</td>
<td>b</td>
<td>a</td>
<td>yes</td>
<td>no</td>
<td>it was too hard to find the date that you had to sign up to be a charter member. there were no instructions in how to play the game</td>
<td></td>
</tr>
<tr>
<td>7054</td>
<td>b</td>
<td>d</td>
<td>d</td>
<td>e</td>
<td>b</td>
<td>b</td>
<td>b</td>
<td>yes</td>
<td>yes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix H: CashHunters.com Home Page