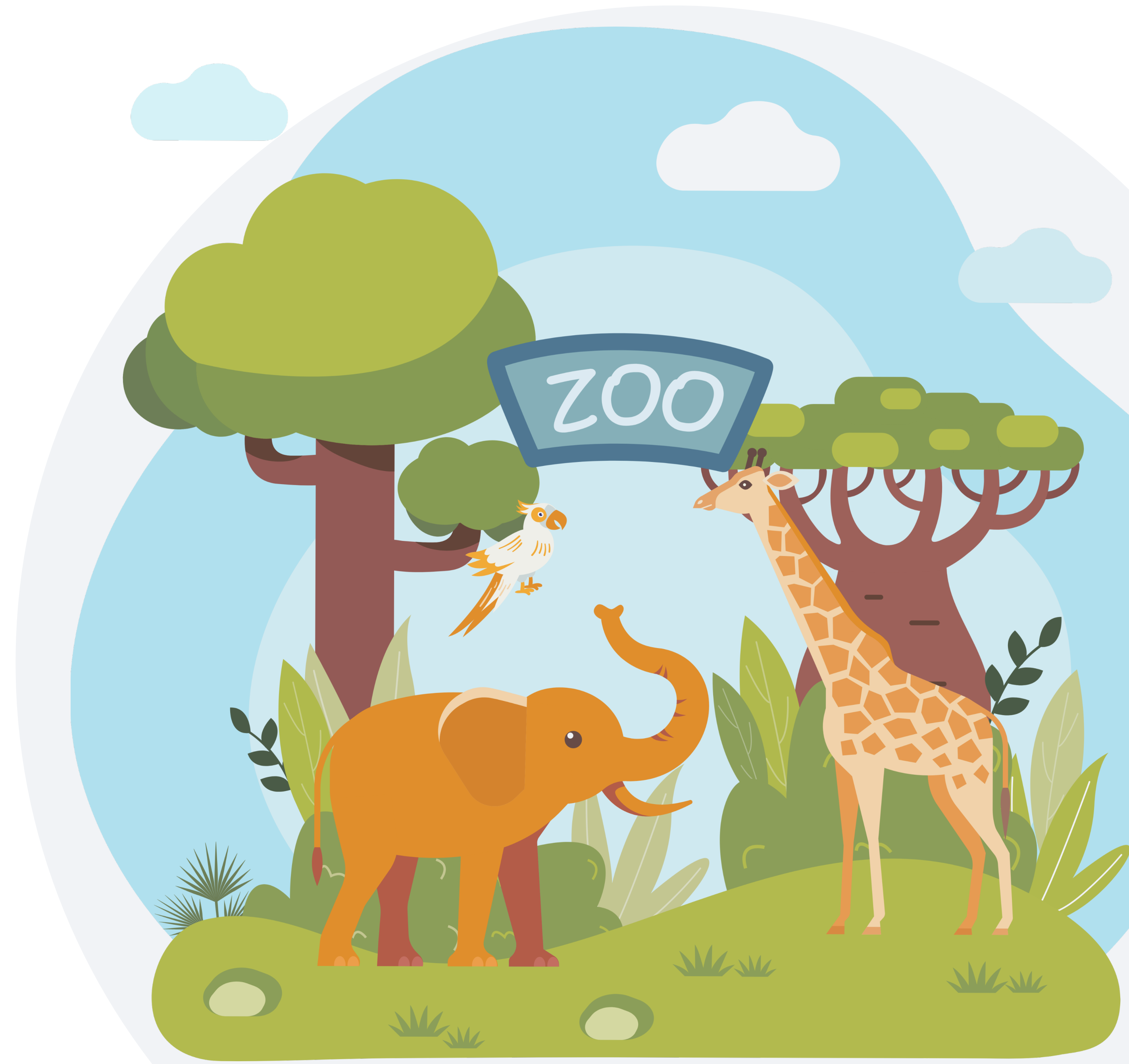


Assignment

Denver Zoo Tree-test Report

Using Treetest to test the navigation and organization of their website's content for Denver Zoo Website

Shahil Kalebhai



Summary

What was the average success score?

- The average success score was 68%, meaning that participants were able to successfully complete 68% of the tasks they were presented with.

How long did it take participants to complete the tree test?

- On average, participants took about 2 minutes 15s to complete the tree test.

Which tasks had direct success or failure?

- Task 4 had direct success, meaning that the 60% of participants were able to complete them successfully and all other tasks had 40% direct success rate. Task 3 had direct failure, meaning that the 60% of participants were not able to complete it successfully.

Task 3

Imagine you want to have an up-close encounter with a llama. Where would you go to do that?

60% of participants navigated directly to an incorrect link. Of those:

100% did this:

Animals → **Animals**

Which tasks has indirect success or failure? Where did participants navigate to before selecting their final answer?

- Task 1 and Task 2 had indirect success, meaning that 60% participants were able to complete it indirectly, but they had to navigate to a different option before selecting their final answer.

Task 1

Imagine you want to rent an electric wheelchair for your visit at the zoo. Where would you go to do that?

60% of participants navigated indirectly to the correct link(s). Of those:

33.3% did this:

Home → Support Us → Home → Visit → Visit → **Park Rentals**

33.3% did this:

Things To Do → Home → Visit → **Park Rentals**

33.3% did this:

Visit → Park Rentals → Things To Do → Visit → **Park Rentals**

Task 2

Imagine you are looking for volunteer opportunities at the zoo. Where would you go to find them?

60% of participants navigated indirectly to the correct link(s). Of those:

33.3% did this:

Membership → Home → Things To Do → Home → Visit → Home → Support Us → **Volunteer**

33.3% did this:

Things To Do → Experience Up close encounters → Home → Support Us → **Volunteer**

33.3% did this:

Things To Do → Visit → Education → Support Us → **Volunteer**

Task 5 had indirect failure, meaning that some participants selected the wrong answer initially but were able to correct it after navigating to a different section of the website.

Task 5

Imagine you want to cancel your membership. Where would you go to do that?

40% of participants navigated indirectly to an incorrect link. Of those:

50% did this:

Membership → Membership → Become a member:the heard → zoo pride → **etc.**

50% did this:

Membership → Membership → Membership 101 → Membership → Become a member:the heard → zoo pride → **etc.**

Were you surprised by any of the paths to complete tasks?

- Yes, it was surprising to see that in Task 5 - 40% of the participants took wrong path to cancel the membership where as more direct paths available.

What task took the longest for participants to complete?

- Task 1 took the longest for participants to complete, with an average completion time of 43 seconds. Additionally, i found it surprising that this was the only task which had a success rate of 100%

Task 1

Imagine you want to rent an electric wheelchair for your visit at the zoo. Where would you go to do that?

Visit → **Park Rentals**

100%

Success Score

40%

Directness

43s

Median Time

Score Breakdown

- 40% navigated directly to the correct link(s).
- 60% navigated indirectly to the correct link(s).
- 0% navigated directly to an incorrect link.
- 0% navigated indirectly to an incorrect link.
- 0% directly skipped this task.
- 0% indirectly skipped this task.

Denver Zoo Navigation Test - Report

https://uxmetrics.com/tree_test_reports/sbeUai



Card Sorts Tree Tests

Go Pro



Denver Zoo Navigation Test

Created on 3/17/2023

← Back to Overview

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Participants
5



Average success score
68%



Median time to complete
2m 15s

40%

Direct Success

Direct navigation to correct links.

28%

Indirect Success

Indirect navigation to correct links.

24%

Direct Failure

Direct navigation to incorrect links.

8%

Indirect Failure

Indirect navigation to incorrect links.

0%

Direct Skip

Skipped the task without trying.

0%

Indirect Skip

Skipped the task after trying.

Tasks

Individual Results

Task 1

Imagine you want to rent an electric wheelchair for your visit at the zoo. Where would you go to do that?

Visit → **Park Rentals**

100%

Success Score

40%

Directness

43s

Median Time

Score Breakdown

- 40% navigated directly to the correct link(s).
- 60% navigated indirectly to the correct link(s).
- 0% navigated directly to an incorrect link.
- 0% navigated indirectly to an incorrect link.
- 0% directly skipped this task.
- 0% indirectly skipped this task.

Task 2

Imagine you are looking for volunteer opportunities at the zoo. Where would you go to find them?

Support Us → **Volunteer**

80%

Success Score

40%

Directness

34s

Median Time

Score Breakdown

- 20% navigated directly to the correct link(s).
- 60% navigated indirectly to the correct link(s).
- 20% navigated directly to an incorrect link.
- 0% navigated indirectly to an incorrect link.
- 0% directly skipped this task.
- 0% indirectly skipped this task.

Task 3

Imagine you want to have an up-close encounter with a llama. Where would you go to do that?

Things To Do → **Experience Up close encounters**

40%

Success Score

100%

Directness

15s

Median Time

Score Breakdown

- 40% navigated directly to the correct link(s).
- 0% navigated indirectly to the correct link(s).
- 60% navigated directly to an incorrect link.
- 0% navigated indirectly to an incorrect link.
- 0% directly skipped this task.
- 0% indirectly skipped this task.

Task 4

Imagine you want to send your kid to summer camp at the zoo. Where would you find information about that?

Things To Do → **Safari Camps**

60%

Success Score

100%

Directness

23s

Median Time

Score Breakdown

- 60% navigated directly to the correct link(s).
- 0% navigated indirectly to the correct link(s).
- 40% navigated directly to an incorrect link.
- 0% navigated indirectly to an incorrect link.
- 0% directly skipped this task.
- 0% indirectly skipped this task.

Task 5

Imagine you want to cancel your membership. Where would you go to do that?

Membership → **Membership 101**

60%

Success Score

40%

Directness

19s

Median Time

Score Breakdown

- 40% navigated directly to the correct link(s).
- 20% navigated indirectly to the correct link(s).
- 0% navigated directly to an incorrect link.
- 40% navigated indirectly to an incorrect link.
- 0% directly skipped this task.
- 0% indirectly skipped this task.