



Web Site Usability Evaluation Document

New Village Properties, Inc



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EXECUTIVE SUMMARY

This document will convey the results of the New Village Properties website Usability Evaluation conducted on Wednesday August 21, 2002 at The Art Institute of Atlanta. The document will explain the process, give descriptions of the users and complete results of the testing.

ExcellentWorks has conducted much research in usability however we feel that something is always learned each time we hold a Usability Testing Session. What we learn from these sessions makes for a user friendly site that we are certain meets your business goals. In this particular case, we want to make sure users know how to contact New Village as well as search for a New Village home. We want the site to reflect quality and evoke trust among the users.

Summary of Results

Positive Issues

The results of our testing revealed many positive things regarding the New Village site:

- **Colors** - All users rated the colors very high on our scale and even wrote comments that it was pleasing and soft. Since the color scheme reflects that of New Village Homes, we were pleased with this result.
- **Navigation - House Buttons** - The metaphor of the row of houses used for navigational buttons was very well received. Users said it looked like a village across the top.
- **Navigation - Visual Feedback** - Users were always aware of where they were in the site. The white house at the top of the page clearly indicated the name of the page and the title across the top was more reinforcement.
- **Navigation – Labels** – Our survey results indicated that the site was labeled as well. We did experience one issue with a label which will be discussed in the next section.
- **Images** – The survey results suggested that the images in the site contributed to the look and feel of the site. Since the site was designed using the Craftsman and Bungalow Style color scheme, the pictures “matched” for a consistent look and feel.

Critical Usability Issues

Although we experienced very good results, we still found some usability issues that need to be addresses.

- A few users did not understand that a Security System was standard in a home built by New Village Properties. A lead-in sentence that reiterates that the features listed on those pages are standard to all newly built homes needs to be added to each sub page of Quality Home Standards.
- Task #2 proved to be a bit of a challenge. While looking for the cost of Interior Decorating Services, users went to the heading “interior” under Quality Home Features. Eventually most would continue looking and find it in Related Services. The heading should be renamed and a text link to Interior Decorating placed on the “Interior” Home features page.
- While using the search function, one user asked where these homes were. He was the only user that asked that question, but we feel that it is one of the most important comments made during the testing. “Atlanta” needs to be added to the search page.
- There was confusion by one user as to what Home Designs meant. He thought that Interior Decorating should be under that heading. He suggested a change in that heading to Home Plans to make it clearer. We agree.

New Village Properties Web Site Goals

Following are the business and functional goals of eth redesigned New Village Properties website:

- Make better use of your site as a marketing tool. Specifically, the objective is to increase Internet traffic by a minimum of 50% within one year of the site's launch.
- Create a new look and feel to the site that represents New Village Properties image and philosophy.
- Make better use of their site as a sales tool. Specifically, the objective is to increase sales revenue by a minimum of 20% within one year of the site's launch.
- Users will be able to search for a home that already exists by selecting among certain criteria determined by New Village Properties as well as current home buying research conducted in-house.
- Users will also be able to view home elevations and floor plans if they are interested in having a home built.
- Users will be able to contact New Village Properties via an online form as well.

New Village Properties Web Site Features:

The following are the features of the newly redesigned New Village Properties Web Site:

- A site that easily navigated due to consistency in placement of buttons, and titles, one that is dynamic in that it lets the user know where he/she is located within the site.
- A new look and feel that is consistent with New Village Properties and the quality products you sell.
- A search function that allows users to easily search for existing homes or for plans, including floor plans, of a new home without leaving their chair.
- A web-based form that allows users to contact New Village Properties via the site.

INTRODUCTION

This document will convey the results of the New Village Properties website Usability Evaluation conducted on Wednesday August 21, 2002 at The Art Institute of Atlanta. The document will explain the process, give descriptions of the users and complete results of the testing, task by task. Also included is an Appendix with all forms used in the testing.

ExcellentWorks has conducted much research in usability however we feel that something is always learned each time we hold a Usability Testing Session. What we learn from these sessions makes for a user-friendly site that we are certain meets your business goals. In this particular case, we want to make sure users know how to contact New Village as well as search for a New Village home. We want the site to reflect quality and evoke trust among the users.

Ten participants were given questionnaires to complete the usability testing. An observer was present as well to take note of how the user navigated through the site. Although only two users matched the specific target market, all results of this testing were valuable.

RESEARCH METHOD

The testing team at ExcellentWorks included a facilitator and an observer. The facilitator greeted the users, made them feel comfortable, explained the process and was there to answer questions as he could. The observer made notes on the user’s actions and any comments made and asked questions to clarify anything the user might be doing or thinking.

Goal

ExcellentWorks’ goal is to maximize the usability of the New Village Properties web site. We designed the site in accordance to researched usability standards; however, it is still necessary to test the site with real users. We will apply what we learn to the site to maximize usability.

User Profiles

New Village Properties’ target market is men and women ages 28-32. Because of the limitations of obtaining users, we only found three users (#6, 9 and 10) that matched the criteria exactly. We do feel however that we can learn from this group of participants.

Participant Demographics							
	Gender	Age	Education	Major	Faculty	Internet Experience	Internet Usage
1	male	Under 21	Some College	Multimedia/Web	No	Intermediate	Several/Day
2	male	Under 21	Some College	Video Production	No	Intermediate	Several/Week
3	female	21-24	Some College	Multimedia/Web	No	Expert	Several/Day
4	male	21-24	Some College	Multimedia/Web	No	Expert	Several/Day
5	female	21-24	Some College	Graphic Design	No	Intermediate	Several/Week
6	female	30-40	Some College	Multimedia/Web/Graphic	No	Intermediate	Several/Day
7	male	41-50	Professional Degree	Video Production	No	Intermediate	Several/Week
8	male	21-24	Some College	Multimedia/Web	No	Expert	Several/Day
9	male	25-29	Some College	Multimedia/We	No	Intermediate	Several/Day
10	male	25-29	Some College	Multimedia/Web	No	Expert	Several/Day

Procedures

Participants tested a fully functional prototype of the New Village Properties web site. Each evaluation period lasted between 15-30 minutes depending on the users skill level, number of questions, etc.

The facilitator greeted the users as they came in and made them comfortable by assuring them that it was the site being tested and not them personally. Nothing that they did was wrong, but could potentially provide invaluable information. Users were asked to complete to pre testing questionnaires. One was demographic in nature, the other was to give us an indication of familiarity with the Internet. They were then given a task list and asked to “think aloud” as they navigated through the site. This gave us valuable information about how the user feels about the site. Upon completion of the tasks, users completed a questionnaire of general questions about the site.

RESULTS

This section will include the following:

- Overall Results
- Results by Task
- Post Questionnaire Results

Overall Results

ExcellentWorks found that the overall results for this testing session were very good. Because we are so familiar with heuristics, or the “rules of usability,” we were able to avoid major navigational issues. However as in all usability tests, we did find elements that can and will be improved.

Results by Task

Tasks: Listed below are the tasks/questions that each user was required to complete:

1. Answer the following question by searching the site: Is a Security System standard feature if New Village Properties builds your home?
2. Answer the following question by searching the site: If New Village Properties builds your home, how much will Interior Decorating Services cost?
3. Find an existing house for sale in NW Atlanta that is two levels with a two-stall garage. Check for school information. What is the MLS number of the home and what school will your children attend?
4. Answer the following question by searching the site: How many bedrooms does “The Hudson” home design have?
5. Contact New Village Properties (via the site) and express an interest in having a home built.

Task Usability Evaluation Goals:

1. The goal of Task #1 was for the user to find the security system feature page contained on one of the sub pages of Quality Home Features.
2. The goal of Task #2 was for the user to find the Interior Decorating page contained on one of the sub pages of Related Services.
3. The goal of Task #3 was for the user to use the search function contained on the “Homes For Sale” page.
4. The goal of Task #4 was for the user to find the “Hudson Design” page contained on one of the sub pages of “Home Designs”.
5. The goal of Task #5 was for the user to find the “Contact Us” page via the utility navigation at the top.

Task #1 Evaluated

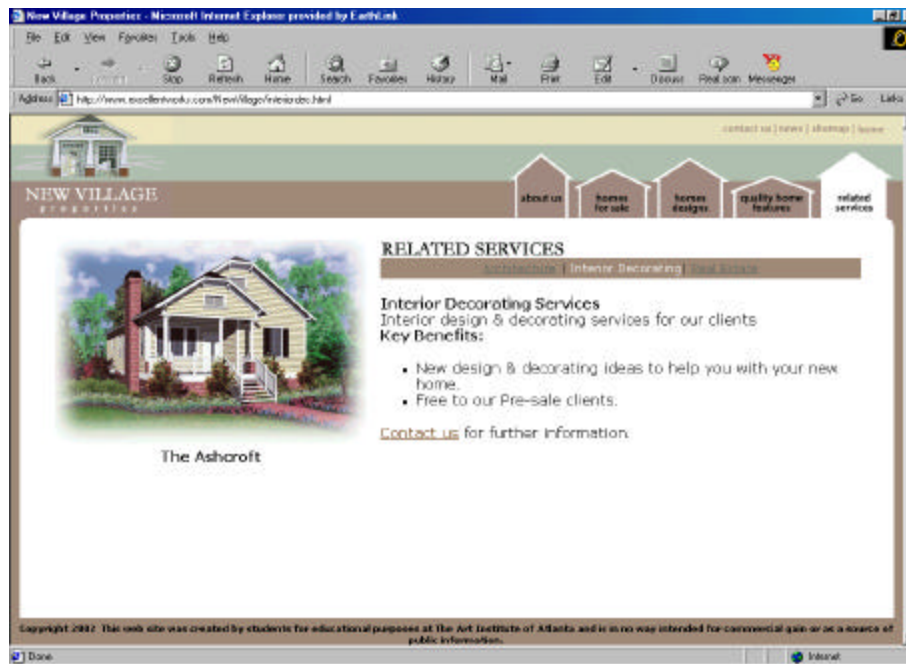
All users clicked on “Quality Home Features”, then on “Security” to find the information on the standard Security System. However two of the users did not understand that the system was standard.



Recommendation: Add a line of text to the top to indicate again that the features listed below are “standard” when New Village builds their home.

Task #2 Evaluated

This task created the most difficulty for users. In answering the question in the first task, users saw the heading “Interior” under “Quality Home Features” (see previous screen shot) and went there to find interior decorating services. Eventually most would keep looking and would find the “Related Services” button in the main navigation and would proceed to the sub heading “Interior Decorating”. This may have not been a problem had the Interior Decorating question come before the Security System question. For four users it was not clear that there was no cost associated with the Interior Decorating Services if New Village Properties built their home, although it said “Free to Pre-sale” customers. Some thought they had to contact New Village for pricing.



Recommendation: Keep the Interior Decorating page under “Related Services;” however add a text link from the “Interior” section of “Quality Home Features” to go to that page as well. A text link to “Architecture” from the “Home Designs” page might be used as well.

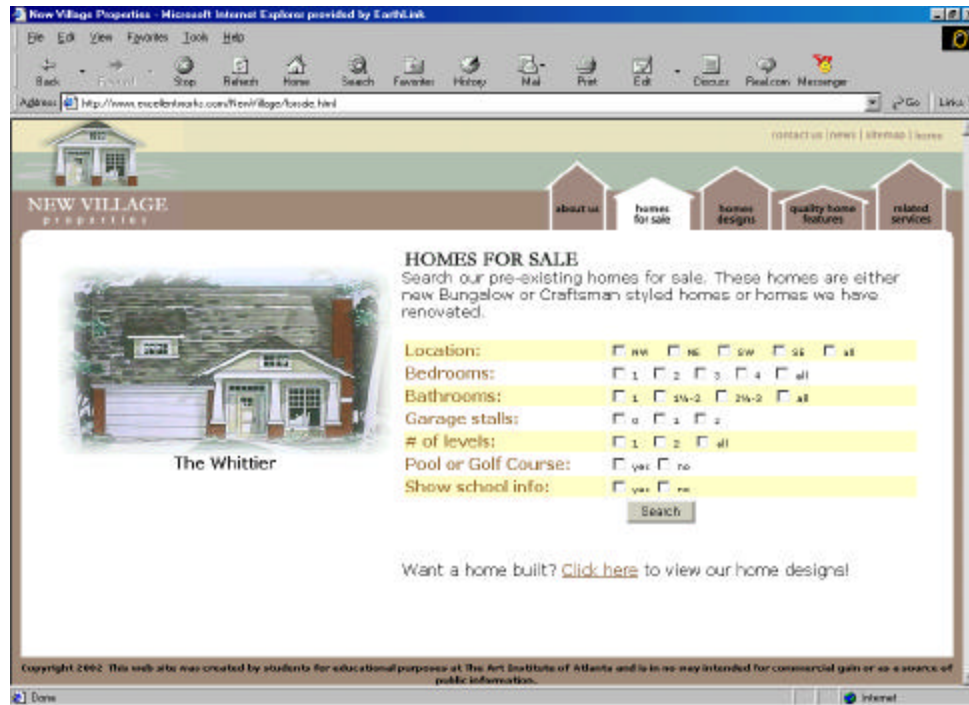
Additionally remove the term “Pre-sale” and replace it with, “free to customers who have their home built by New Village Properties.”

Task #3 Evaluated

“Homes For Sale” seemed to be an appropriate heading that directed all users to the search page to complete task #3.

One of the most important questions asked by a user was “Where are these homes?” It says NW, SW, NE and SE on the selection menu, but does not say Atlanta anywhere on the page.

Additionally users did not know what “the MLS number” meant. This term was used in the question on the task list, but is not seen until the results of the home search are shown. The users realized that it was some sort of numbering system once they saw the results page.

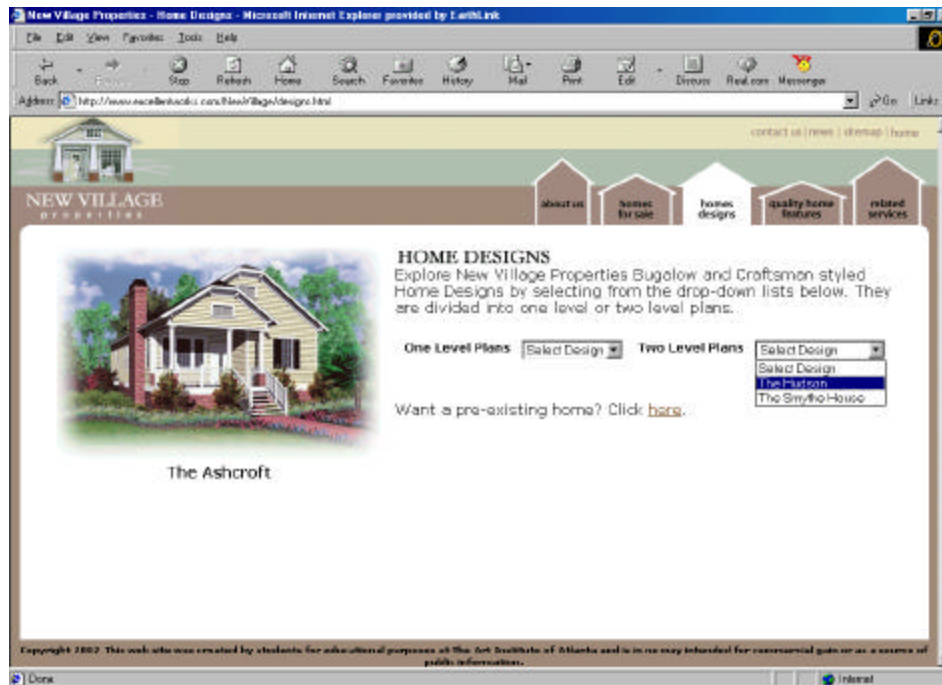


Recommendation: Add “Atlanta” to the directional selections.

Although it was not suggested by any of our test users, ExcellentWorks recommends that a link be added to each “Homes for Sale” detail page that will allow the user to email New Village Properties if he/she is interested in the home.

Task #4 Evaluated

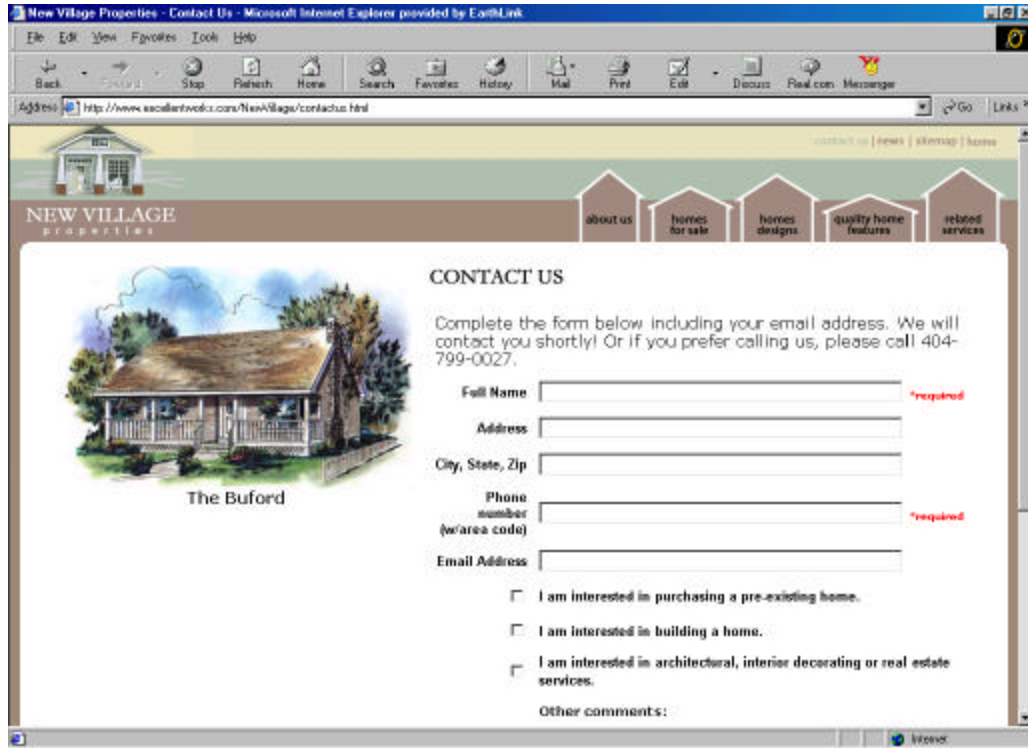
All users were able to navigate to the “Hudson Design” page via the “Home Designs” button; however there was a recommendation to change that button to another name, as the user went there to look for interior decorating.



Recommendation: Change the “Home Designs” button to “Home Plans”.

Task #5 Evaluated

All but one user used the “Contact Us” link in the utility navigation to send an email to New Village Properties. One user went to the “About Us” page and used the text link at the bottom of that page. There are other “contact us” links on the “Related Services” pages as well and we recommend we add a “contact us” link to the “Homes for Sale” results pages.



Recommendations: Although it did not interfere with completing the task, two users suggested the light brown text on the utility navigation was difficult to read. It needs to be darkened slightly, taking caution not to interfere with the design.

Post Questionnaire Results

User #1

Feature	1	2	3	4
Rate the colors on the site.				x
Ease of understanding labels.			x	
Ease of navigation.			x	
Ability to use the site in the future.			x	
How would you rate the site when describing to a friend.			x	
Site adequate to complete tasks.			x	
Location within the site easy to determine			x	
Site met overall expectations			x	
Images contributed to the site				x
Clickable and non clickable items were easy to determine				x

1. Issues encountered while performing the assigned tasks?
"Unable to find keywords to answer questions...perhaps a FAQ section would be good with things such as standard home design features, prices for extra, etc.
2. Terms that were confusing?
"Between Interior and Interior Design, no other"
3. Concerns, comments or suggestions related to the site?
"See #1"
4. Questions, concerns, comments regarding the testing session itself?
"None"

User #2

Feature	1	2	3	4
Rate the colors on the site.			x	
Ease of understanding labels.				x
Ease of navigation.			x	
Ability to use the site in the future.			x	
How would you rate the site when describing to a friend.			x	
Site adequate to complete tasks.				x
Location within the site easy to determine				x
Site met overall expectations			x	
Images contributed to the site				x
Clickable and non clickable items were easy to determine				x

1. Issues encountered while performing the assigned tasks?
"I like the color that the of the houses...brought the site to life."
2. Terms that were confusing?
"price of Interior"
3. Concerns, comments or suggestions related to the site?
"maybe line pictures of houses on site"
4. Questions, concerns, comments regarding the testing session itself?
no answer

User #3

Feature	1	2	3	4
Rate the colors on the site.				X
Ease of understanding labels.				X
Ease of navigation.				X
Ability to use the site in the future.				X
How would you rate the site when describing to a friend.				X
Site adequate to complete tasks.			X	
Location within the site easy to determine				X
Site met overall expectations				X
Images contributed to the site				X
Clickable and non clickable items were easy to determine			X	

1. Issues encountered while performing the assigned tasks?
"hard to find the contact for having the home built"
2. Terms that were confusing?
no answer
3. Concerns, comments or suggestions related to the site?
"The color scheme is good and the navigation is easy to follow with what page you are on"
4. Questions, concerns, comments regarding the testing session itself?
no answer

User #4

Feature	1	2	3	4
Rate the colors on the site.				X
Ease of understanding labels.			X	
Ease of navigation.			X	
Ability to use the site in the future.		X		
How would you rate the site when describing to a friend.		X		
Site adequate to complete tasks.			X	
Location within the site easy to determine			X	
Site met overall expectations			X	
Images contributed to the site			X	
Clickable and non clickable items were easy to determine				X

1. Issues encountered while performing the assigned tasks?
no answer
2. Terms that were confusing?
no answer
3. Concerns, comments or suggestions related to the site?
no answer
4. Questions, concerns, comments regarding the testing session itself?
no answer

User #5

Feature	1	2	3	4
Rate the colors on the site.		X		
Ease of understanding labels.			X	
Ease of navigation.		X		
Ability to use the site in the future.			X	
How would you rate the site when describing to a friend.			X	
Site adequate to complete tasks.			X	
Location within the site easy to determine			X	
Site met overall expectations			X	
Images contributed to the site		X		
Clickable and non clickable items were easy to determine				X

1. Issues encountered while performing the assigned tasks?
"The font is kind of hard to read and the colors could be better."
2. Terms that were confusing?
"None"
3. Concerns, comments or suggestions related to the site?
"Overall it was OK, but I would have designed the font and images to meet the New Village Properties Standards. But it was a really good layout."
4. Questions, concerns, comments regarding the testing session itself?
"None"

User #6

Feature	1	2	3	4
Rate the colors on the site.				X
Ease of understanding labels.			X	
Ease of navigation.				X
Ability to use the site in the future.				X
How would you rate the site when describing to a friend.				X
Site adequate to complete tasks.				X
Location within the site easy to determine				X
Site met overall expectations			X	
Images contributed to the site				X
Clickable and non clickable items were easy to determine			X	

1. Issues encountered while performing the assigned tasks?
No real issues, however when selecting a style of home design, the amenities should have been "clickable."
2. Terms that were confusing?
None
3. Concerns, comments or suggestions related to the site?
"I was impressed by the floor plans and level of content on the site. In class we discussed a project similar to this and it is no easy task."
4. Questions, concerns, comments regarding the testing session itself?
"Very enjoyable and the site was well thought out and navigation was easy. Never got lost and always easily navigated."

User #7

Feature	1	2	3	4
Rate the colors on the site.				x
Ease of understanding labels.			x	
Ease of navigation.				x
Ability to use the site in the future.				x
How would you rate the site when describing to a friend.			x	
Site adequate to complete tasks.				x
Location within the site easy to determine			x	
Site met overall expectations			x	
Images contributed to the site				x
Clickable and non clickable items were easy to determine			x	

1. Issues encountered while performing the assigned tasks?
The light brown text is a little difficult to read.
2. Terms that were confusing?
"All terms were easily understandable"
3. Concerns, comments or suggestions related to the site?
The previous visit colors of the links could be more consistent. One time it was yellow then it changed to gray. Nice even layout and design. Text very well adjusted. Links are uniform."
4. Questions, concerns, comments regarding the testing session itself?
"Slightly confused on what to do at first, but I've been in class all day, so it wasn't the presenters. I was simply tired."

User #8

Feature	1	2	3	4
Rate the colors on the site.				x
Ease of understanding labels.				x
Ease of navigation.				x
Ability to use the site in the future.				x
How would you rate the site when describing to a friend.				x
Site adequate to complete tasks.				x
Location within the site easy to determine				x
Site met overall expectations				x
Images contributed to the site				x
Clickable and non clickable items were easy to determine			x	

1. Issues encountered while performing the assigned tasks?
no answer
2. Terms that were confusing?
"MLS#"
3. Concerns, comments or suggestions related to the site?
no answer
4. Questions, concerns, comments regarding the testing session itself?
no answer

User #9

Feature	1	2	3	4
Rate the colors on the site.			X	
Ease of understanding labels.				X
Ease of navigation.				X
Ability to use the site in the future.				X
How would you rate the site when describing to a friend.			X	
Site adequate to complete tasks.				X
Location within the site easy to determine			X	
Site met overall expectations			X	
Images contributed to the site			X	
Clickable and non clickable items were easy to determine				X

1. Issues encountered while performing the assigned tasks?
"Very user friendly. Very refreshing site"
2. Terms that were confusing?
"None"
3. Concerns, comments or suggestions related to the site?
"Very nice site!"
4. Questions, concerns, comments regarding the testing session itself?
"It was a pleasant environment. I enjoyed it."

User #10

Feature	1	2	3	4
Rate the colors on the site.				X
Ease of understanding labels.			X	
Ease of navigation.			X	
Ability to use the site in the future.			X	
How would you rate the site when describing to a friend.			X	
Site adequate to complete tasks.			X	
Location within the site easy to determine				X
Site met overall expectations			X	
Images contributed to the site				X
Clickable and non clickable items were easy to determine				X

1. Issues encountered while performing the assigned tasks?
"Couldn't find Interior Design at first"
2. Terms that were confusing?
"MLS#"
3. Concerns, comments or suggestions related to the site?
"None"
4. Questions, concerns, comments regarding the testing session itself?
"None"

CONCLUSION

General Limitations

Our results may have been affected by the following limitations:

- Limited Participants – Most of the participants were not of the demographic target market. Most were probably not home owners or even looking for a home as they were students in their 20's. Additionally, all students were from The Art Institute of Atlanta and most were pursuing degrees in Multimedia and Web. Their skill level may be higher than the average Internet users.
- Motivations – Participants were motivated to participate in this session because they were offered free pizza. At least half however seemed genuinely interested.
- Order of questions – The order of the questions may have been the cause for the confusion over the Interior Decorating Task. It would have been interesting to change the ordering of the questions to see if the same result occurred.

Positive Reactions

Positive Results were clearly expressed by the majority of participants

- The colors were well received by all but one participant. Since the color scheme reflects that of New Village homes, we were pleased with this result.
- Navigation was clear to most users and was described as "user friendly" and labeled correctly.
- Users liked the metaphor of the row of house buttons across the top of the site's layout.
- The Visual Feedback of the white house allowed users to know where they are in the site at all times.
- Search Function worked well with all users.
- Images and content is relevant, consistent, rich and full.

Suggested Features

Upon New Village Properties Approval, ExcellentWorks will make the following changes based on these Usability Testing results:

- Add a line of text to the top of each "Quality Home Features" page to indicate again that the features listed are "standard" when New Village builds their home.
- Change the "Home Designs" button to "New Home" Plans.
- Darken the brown text on the utility navigation.
- Add "Atlanta" to the directional selections.
- Add a link to each "Homes for Sale" detail page.
- Add a text link from the "Interior" section of "Quality Home Features" to go "Interior Decorating" Services.
- Remove the term "Pre-sale" and replace it with, "free to customers who have their home built by New Village Properties."

The newly designed New Village Properties site will be easily navigated due to consistency in placement of buttons, appropriate titling, a site that is dynamic in that it lets the user know where he/she is located within the site. The site will have a new look and feel that is consistent with New Village Properties and the quality products you sell. A search function will allow users to easily

search for existing homes or for plans, including floor plans, of a new home without leaving their chair. Finally, a web-based form will allow users to contact New Village Properties via the site. ExcellentWorks is confident that after these minor changes are made the site's usability will be at its maximum.

APPENDIX

New Village Properties Web Site Redesign Consent and Release Agreement

You have volunteered to evaluate the design for a new web site. ExcellentWorks, LLC and New Village Properties, Georgia are redesigning the existing website to increase awareness of New Village Properties, make it easy to contact the company and display their homes in a structure that is user friendly. We have asked for your opinion to ensure that this site is easy to navigate and that the information within is easy to find.

During this testing session there will be a facilitator present to answer any questions you may have. However, the facilitator will not be able to answer your questions regarding the website as the answers may provide you with more information than the average user would have. There will also be an observer present to record your responses. All information gathered from this session will only be used for the purpose of evaluating and improving the website.

By participating I agree to do the following:

- I understand that I may withdraw from the session at any time for any reason.
- I understand my comments and observations will only be used to help improve the New Village Properties web site.
- My name will never be used in any public documentation of this study.

Finally, we appreciate your time and effort for participating in this evaluation.

Your signature below indicates that you have read this consent form and that you understand and agree to its terms.

Participant's Name _____

Participant's Signature _____

ExcellentWorks Representative _____

Effective Date _____

**New Village Properties Web Site Redesign
Participant Pre-Testing Questionnaire**

This questionnaire helps ExcellentWorks, LLC identify the demographics of the participants in this testing session in order to better understand the outcome.

1. Are you male or female? (Circle One)

Male
Female

2. Which of the following best describes your age? (Circle One)

Under 21
21-24
25-29
30-40
41-50
50-

3. What is your educational background? (Circle One)

High School
Some College
Professional Degree
Other

4. If you are in college now, what is your major? (Circle One)

Computer Animation
Culinary Arts
Graphic Design
Interior Design
Multimedia and Web Design
Photography
Video Production

5. Are you a faculty member of the Art Institute of Atlanta? (Circle One)

Yes
No

6. Please rate your level of experience in using the Internet. (Circle One)

Beginner
Intermediate
Expert

7. How often do you use the Internet? (Circle One)

Less than once a week
Once a week
Several times a week
Daily
Several times a day

8. Have you ever participated in a Usability Testing Session at The Art Institute of Atlanta?
(Circle One)

Yes
No

New Village Properties Web Site Redesign Participant Task List

Task List

Browse to the New Village Properties web site by typing
<http://www.excellentworks.com/NewVillage/home.html> in the address line.

1. Answer the following question by searching the site: Is a Security System standard feature if New Village Properties builds your home? _____
2. Answer the following question by searching the site: If New Village Properties builds your home, how much will Interior Decorating Services cost? _____
3. Find an existing house for sale in NW Atlanta that is two levels with a two-stall garage. Check for school information. What is the MLS number of the home and what school will your children attend?

4. Answer the following question by searching the site: How many bedrooms does “The Hudson” home design have? _____
5. Contact New Village Properties (via the site) and express an interest in having a home built.

New Village Properties Web Site Redesign Participant Post-testing Questionnaire

Thank you for participating in this web site evaluation. Please take a few moments to complete a short questionnaire regarding your reactions to the web site. This will further help to assess the site. Please rate the questions based on your experience while using the New Village Properties web site.

The rating scale ranges from 1 to 4:

- 1=poor
- 2=fair
- 3=good
- 4=excellent

- 1. How would you rate the colors used on the site? _____
- 2. How would you rate ease of understanding the labels on the site? _____
- 3. How would you rate ease of navigation throughout the site? _____
- 4. How would you rate your ability to use this website in the future? _____
- 5. How would you rate this web site if you were describing it to a friend? _____
- 6. How adequate was the site in terms of completing your task? _____
- 7. How easy was it to determine your location within the site? _____
- 8. How well did the site meet your overall expectations? _____
- 9. Did the images contribute to the site? _____
- 10. How easy was it to tell which items were "clickable" on the site and which were not? _____

Please write your answers to the following questions in the space provided. If you need more space, feel free to write on the back of this page or request another page from the facilitator.

- 1. Please note any issues you encountered while performing the assigned task(s)

- 2. Please list any terms that you found to be confusing. What term would make more sense?

- 3. In this space, please voice any concerns, comments and/or suggestions you may have regarding the New Village Properties web site. This includes any features you would like to see included on the site or those that you would like to see removed.

- 4. Please list any comments or suggestions regarding this testing session that you feel would have enhanced your experience.

Once again, thank you for your participation in this session.