

Case Study



Client: Canadian Bar Association
Services: Web Usability Testing
Languages: English and French
Duration: April through to July 2011
Website: www.cba.org

Challenge

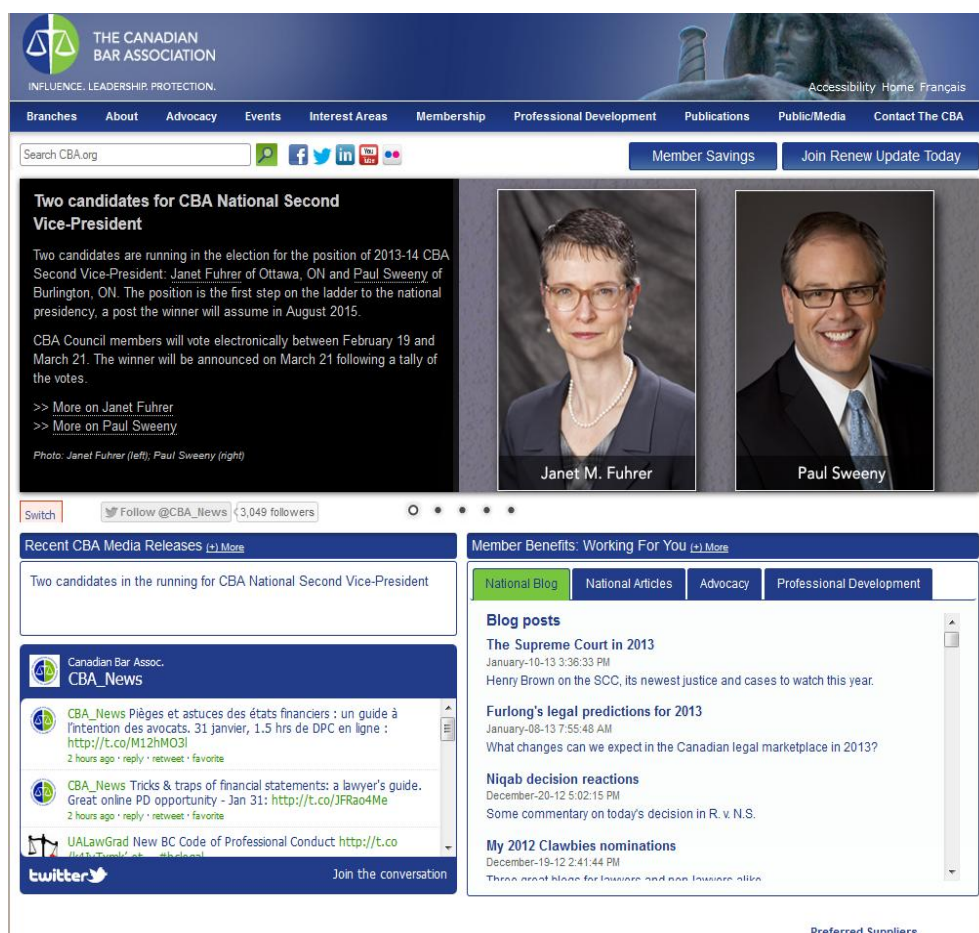
Vision Research was retained by the Canadian Bar Association to conduct website usability testing of the CBA website, www.cba.org. Our work involved the recruitment and interviewing of CBA members and non-members, practicing and non-practicing lawyers and law students from across the country. The interviews were designed to test the overall level of satisfaction with the current design and the site's functionality and usability.

Objective

The goal of the study was to highlight both the strengths and weaknesses of the CBA website. Vision Research also collected recommendations made by respondents during the study and presented them in the report.

Planning

The first task was to invite respondents to participate in the study. Interviews were held on site, at Vision Research in Ottawa. Telephone interviews were conducted with respondents living outside the city. An incentive for participating, \$300 was given to on-site interviewees. Telephone interviewees received \$200.



The next step included creating the moderator guide which served as the skeleton for the interviews. A second skeleton was created later to address common interest areas in greater detail.

In total, 25 people (14 members and 11 non-members) took part in the study. Each interview was recorded and transcribed.

A thematic analysis was done to identify common trends. Following that, the findings were separated into two groups: one for CBA members, the other for non-members. This helped pinpoint problematic areas of the website for both key audiences. Similarly, strengths were catalogued.

Findings were then presented in a full report.

Project Deliverables

Delta Media prepared a report based on the findings of the study and delivered it to the CBA. The report highlighted the key strengths and weaknesses and included several recommendations to improve the website.

Other deliverables include the following:

- Project Management
- Recruitment Screener
- 25 Audio Transcripts

Results Obtained

The findings in the report highlighted several key areas of the website where the CBA could make improvements.