

FOGO DATA CENTERS

Usability Evaluation

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Executive Summary

Fogo Data Centers (Fogo) owns and operates regional data centers that support server, storage, and network needs for businesses and organizations. As with any other company that provides a product or service, Fogo publishes a website to inform potential and existing customers about the company and its services. Using the site, potential customers can learn about where Fogo's data centers are located and how Fogo protects against and recovers from disasters. They can also request a quote for their company's particular data needs. At the same time, existing customers can use the site to contact the company for technical support or to read about current technology news and trends. It is essential, then, that information on the site is usable for potential customers and relevant to existing customers as well. Additionally, Fogo Data Centers wants to improve overall user satisfaction of its website and increase site traffic and interest in the company.

The purpose of this research was to collect quantitative and qualitative data on the usability and user satisfaction of the Fogo Data Centers website, <http://www.fogodatacenters.com/company/about-us/>. To gather data, a usability evaluation was completed, with 10 test participants serving as evaluators of the site. Each participant completed a set of tasks, a post-task questionnaire, and a semi-structured interview.

Based on those quantitative and qualitative findings, nine recommendations were made. (See Recommendations.) Although some of the recommendations, such as the responsive forms, are difficult to implement, three of the top four recommendations are fairly simple and straightforward. With minimal resources, the usability—and ultimately, user experience—of the Fogo website could be much improved.

Usability Evaluation Goals

Fogo Data Centers (Fogo) owns and operates regional data centers that support server, storage, and network needs for businesses and organizations. Fogo has two goals for their website: to gain confidence by establishing credibility and to convert site traffic and interest into a lead or sale. In order to meet these goals, Fogo wants to use their site to inform and educate potential clients and provide engaging interaction through graphically advanced forms and calls to action.

Correspondingly, the goals for this research are to test the general sense of ease of navigation and organization of information on the Fogo website, garner feedback from test participants about their confidence in Fogo as a credible and reliable company through the use of their site, and offer suggestions for site redesign.

Methodology

The research design comprised three sections: task completion, post-task questionnaire, and semi-structured interview. The task completion tested the goals of the website through observation of each participant's completion of the tasks. The post-task questionnaire and semi-structured interview captured participant's overall impressions of the site.

The tasks were derived from test scenarios developed from use cases and with the assistance of Fogo Data Centers Director of Marketing. Due to the range and extent of information and functionality of the website and the short time for which each participant was available, the tasks were limited to the most common and relatively complex of available functions. The tasks were identical for all participants of a given user role in the study.

The design allowed for the collection of both quantitative and qualitative data. Quantitative data collected includes the percentage of participants who completed each task successfully and the percentage of agreement participants had about various aspects of the website. Qualitative data collected includes the evaluation and analysis of the participants' behavior and comments during the task-based portion of the test, as well as of their responses to the semi-structured interview.

Participants

Fogo's Director of Marketing identified two types of website users: the "baby boomers," and the internal/external "information technology (IT) guys." The baby boomers are high-level employees of companies wanting to use Fogo's data center space. They do not fully understand data centers, but know—often from Microsoft commercials—they need to investigate data center options. (For the purposes of this research, they will be identified as User Group 1, "Baby Boomers.") The internal/external IT users are "Generation X and Y" employees who are tech-savvy and typically Google Chrome users. (For the purposes of this research, they will be identified as User Group 2, "IT Guys.") Both types of users frequently visit the Fogo website, but the number of users are heavily weighted on the IT user. Both types of users are generally male.

Potential participants of this usability evaluation were representative of these two user groups. There were a total of 10 participants, with at half representing "Baby Boomers" and half representing "IT Guys."

Recruitment

Participants were a convenience sample within the demographic and were selected from the acquaintances and friends of the principle investigator, Sara Snow.

Procedure for Obtaining Informed Consent

Participants were asked to give consent, and their participation in the study indicated that. See Appendix A: Consent for Participation in Research.

Privacy and Confidentiality

Privacy: All participation was voluntary. No person was required to participate, and if they wished to withdraw from the test or request that their data not be used, they were allowed to. The sessions were conducted in the participants' homes, using the principle investigator's personal laptop.

Confidentiality: Participants were assured of the confidentiality of their responses. No identifying information connects their test responses to themselves; their data has been used to report group trends only.

Logistics and Equipment

The study was administered at participants' homes using the principle investigator's personal laptop. The investigator used the same laptop to collect, aggregate and store data. The entire test for each participant took no more than one hour, and the study as a whole was conducted within approximately one month from start to finish, between April 2 and April 30, 2012.

Test Sessions

The principle investigator administered the test and observed the participants' interaction with the website, prompting each participant to "think aloud," but otherwise offering no clues or suggestions as to how to complete the tasks during the task completion portion of the test.

At the start of each test session, the investigator read aloud the informed consent and prompted the participant for any questions. The participant indicated consent for participation in research by beginning the task completion portion of the test. (See Appendix A: Consent for Participation in Research.)

The participant was then shown the Fogo Data Centers website, and the investigator read aloud the first of six tasks. The participant was instructed to begin and to "think aloud" as he or she moved through the site to complete the task. The investigator encouraged the participant to think aloud or asked the participant follow-up questions as unobtrusively as possible while taking observation notes. Each of the five subsequent tasks was completed in the same manner. (See Appendix B: Task Questions for User Group 1, "Baby Boomers" and Appendix C: Task Questions for User Group 2, "IT Guys.")

After the tasks were completed or the investigator ended the session, the participant completed a post-task questionnaire and a semi-structured interview. Features being evaluated were general ease-of-use of the website, overall impressions, likes and dislikes, and recommendations for improvement. (See Appendix D: Post-Task Questionnaire and Appendix E: Semi-Structured Interview.)

Tasks

Based on the usability evaluation goals (See Usability Evaluation Goals.) and the characteristics of each user group (See Participants.), test participants were asked to attempt completion of the following tasks (See Appendix B: Task Questions for User Group 1, “Baby Boomers” and Appendix C: Task Questions for User Group 2, “IT Guys.”):

	User Group 1, “Baby Boomers”	User Group 2, “IT Guys”
Task 1	What product or service does Fogo Data Centers offer?	What product or service does Fogo Data Centers offer?
Task 2	What is colocation?	What kind of technical specifications would you look for in Fogo’s data centers, and can you find them on the site?
Task 3	Request general information about Fogo.	Request a quote for colocation.
Task 4	Find information on how Fogo partners with Power Schools.	Find information on how Fogo partners with Power Schools.
Task 5	What measures does Fogo use to recover from disasters?	What measures does Fogo use to recover from disasters?
Task 6	Where are Fogo’s data centers located?	Where are Fogo’s data centers located?

Table 1: Test participants were asked to complete a set of tasks based on their assigned user group. Based on the characteristics of each user group, two tasks were varied between groups (indicated by the shaded portion).

Results

The research design allowed for the collection of both quantitative and qualitative data. Quantitative data collected includes the percentage of participants who completed each task successfully and the percentage of agreement participants had about various aspects of the website. Qualitative data collected includes the evaluation and analysis of the participants' behavior and comments during the task-based portion of the test, as well as of their responses to the semi-structured interview.

Task Completion

In a strict sense, “successful” refers only to those tasks that were completed by 100% of participants. In this usability evaluation, however, the principle investigator determined that any task completed by at least 80% of participants was considered successful. Tasks that were completed by less than 80% of participants were therefore considered unsuccessful.

The majority of tasks completed by the Baby Boomers were completed with 100% success, with the exception of Task 3 (“Request general information about Fogo.”) at 80%, Task 4 (“Find information on how Fogo partners with Power Schools.”) at 60%, and Task 6 (“Where are Fogo’s data centers located?”) at 80%. See Table 2 for a complete list of Baby Boomers task success rates.

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Success Rate
Task 1	✓	✓	✓	✓	✓	100%
Task 2	✓	✓	✓	✓	✓	100%
Task 3	X	✓	✓	✓	✓	80%
Task 4	X	✓	✓	X	✓	60%
Task 5	✓	✓	✓	✓	✓	100%
Task 6	✓	✓	✓	X	✓	80%

Table 2: “Baby Boomers” Success on Task. *Success Rate* is the percentage of test participants who completed the task.

The majority of tasks completed by the IT Guys were completed with 100% success, with the exception of Task 4 (“Find information on how Fogo partners with Power Schools.”) at 60% and Task 6 (“Where are Fogo’s data centers located?”) at 80%. See Table 3 for a complete list of IT Guys task success rates.

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Success Rate
Task 1	✓	✓	✓	✓	✓	100%
Task 2	✓	✓	✓	✓	✓	100%
Task 3	✓	✓	✓	✓	✓	100%
Task 4	✓	✓	X	X	✓	60%
Task 5	✓	✓	✓	✓	✓	100%
Task 6	✓	✓	X	✓	✓	80%

Table 3: "IT Guys" Success on Task. *Success Rate* is the percentage of test participants who completed the task.

The task success rates for the tasks that were the same for both Baby Boomers and IT Guys were mostly successful, with Tasks 1 and 5 at 100% and Task 6 at 80%. Task 4 was well below the success rate of 80%. At 40%, it was the task with the lowest success rate. See Table 4 for a complete list of combined task success rates.

	Participants										Success Rate
	"Baby Boomers"					"IT Guys"					
	1	2	3	4	5	1	2	3	4	5	
Task 1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	100%
Task 4	X	✓	✓	X	✓	✓	✓	X	X	✓	40%
Task 5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	100%
Task 6	✓	✓	✓	X	✓	✓	✓	X	✓	✓	80%

Table 4: Combined success rates of both "Baby Boomers" and "IT Guys."

From the tables of task completion, the principle investigator identified the two tasks that test participants had the least success completing:

- Task 4: Find information on how Fogo partners with Power Schools.
- Task 6: Where are Fogo’s data centers?

Post-task Questionnaire

After the tasks were completed or the facilitator ended the session, the participants were asked to complete a post-test questionnaire. In the questionnaire, participants rated nine statements about the usability of the Austin Habitat site by stating whether they “strongly disagreed,” “disagreed,” “agreed,” or “strongly agreed.” The percent to which the participants agreed or strongly agreed to each statement was calculated, and the aspects of the site they corresponded to were deemed satisfactory or unsatisfactory.

In a strict sense, “satisfactory” refers only to the statements in the post-task questionnaire that 100% of participants agreed with. In this usability evaluation, however, the principle investigator determined that the various aspects of the website addressed by the post-task questionnaire were considered satisfactory if at least 80% of participants agreed with the statements.

For the Baby Boomers, six of the nine statements had a high percentage of agreement, and correspondingly, those six aspects of the site were deemed satisfactory. That is, at 100% agreement, the homepage is satisfactory in displaying to users what the purpose of the website is. 100% of participants stated that the site is well-suited to repeat visitors; it can be concluded, then, that the site is satisfactory for repeat visitors. Participants were satisfied with the ease of finding information on the site, the aesthetics of the site, the layout and design, and the credibility and reliability of Fogo.

The Baby Boomers found three aspects of the site to be unsatisfactory. Only 60% thought the language of the site was clear and easy to understand. Less than half (40%) thought the site was well-suited to first-time visitors, and only 20% said the content of the site would keep them coming back.

	Strongly Disagree	Disagree	Agree	Strongly Agree	Percent Agree
It is apparent from the homepage what the purpose of the website is.			1	4	100%
The language of the site (i.e., link labels and content) is clear and easy to understand.		2	2	1	60%
Information on the site is easy to find.		1	4		80%
The site is well-suited to first-time visitors.		3	1	1	40%
The site is well-suited to repeat visitors.			5		100%
The site presents information in an aesthetically pleasing manner.			2	3	100%
The layout and design makes me want to explore the site more.		1	1	3	80%
The content would keep me coming back to visit the site.		4		1	20%
Fogo is a credible and reliable company.			4	1	100%

Table 5: "Baby Boomers" Post-task Questionnaire. *Percent Agree* is equal to the combined percentage of test participants who "Agree" and "Strongly Agree."

All of the IT Guys stated that the homepage conveyed the purpose of the website. They were satisfied with the language of the site, thought it was well-suited to repeat visitors, found the site to be aesthetically pleasing, and determined that Fogo is a credible and reliable company. While the Baby Boomers found the site to be ill-suited for first-time visitors, the IT Guys mostly found it satisfactory.

The IT Guys found the site to be unsatisfactory in three aspects. Only 60% stated that information on the site was easy to find. 40% stated that the layout and design made them want to explore the site more, and 40% stated that the content would keep them coming back to visit the site.

	Strongly Disagree	Disagree	Agree	Strongly Agree	Percent Agree
It is apparent from the homepage what the purpose of the Web site is.			4	1	100%
The language of the site (i.e., link labels and content) is clear and easy to understand.		1	1	3	80%
Information on the site is easy to find.	1	1	2	1	60%
The site is well-suited to first-time visitors.		1	2	2	80%
The site is well-suited to repeat visitors.		1	3	1	80%
The site presents information in an aesthetically pleasing manner.			4	1	100%
The layout and design makes me want to explore the site more.	2	1	2		40%
The content would keep me coming back to visit the site.	1	2	2		40%
Fogo is a credible and reliable company.			5		100%

Table 6: "IT Guys" Post-task Questionnaire. *Percent Agree* is equal to the combined percentage of test participants who "Agree" and "Strongly Agree."

Taken together, user satisfaction was low for more than half of the aspects of site usability. All participants agreed that the homepage easily conveyed the purpose of the website. All participants agreed that the site presents information in an aesthetically pleasing manner, and all participants agreed that Fogo is a credible and reliable company. At 90%, almost all participants agreed that the site is well-suited to repeat visitors.

The aspects of the site that were unsatisfactory were the clarity of language, the ease of finding information, the usability for first-time visitors to the site, and the layout and design in encouraging exploration of the site. The lowest percent agreement concerned site content, with only 30% of participants stating that the content would keep them coming back to visit the site.

	Strongly Disagree	Disagree	Agree	Strongly Agree	Percent Agree
It is apparent from the homepage what the purpose of the Web site is.			5	5	100%
The language of the site (i.e., link labels and content) is clear and easy to understand.		3	3	4	70%
Information on the site is easy to find.	1	2	6	1	70%
The site is well-suited to first-time visitors.		4	3	3	60%
The site is well-suited to repeat visitors.		1	8	1	90%
The site presents information in an aesthetically pleasing manner.			6	4	100%
The layout and design makes me want to explore the site more.	2	2	3	3	60%
The content would keep me coming back to visit the site.	1	6	2	1	30%
Fogo is a credible and reliable company.			9	1	100%

Table 7: Post-task Questionnaire, Combined Responses. Percent Agree is equal to the combined percentage of all test participants (“Baby Boomers” and “IT Guys”) who “Agree” and “Strongly Agree.”

Semi-structured Interview

After the post-test questionnaire, the principle investigator conducted a semi-structured interview composed of three multi-part, open-ended questions. The following notes and comments were pulled from participant responses.

Overall Impressions

All participants generally understood the intent of the website and the services Fogo sells. They thought the site and the company itself seemed trustworthy and credible. One test participant said he would “make that determination after a call,” but did state that the site is “professional.” Another participant remarked that “the look of the site and facility in the video makes it look credible,” though he did not like the word “sweet” in the video title. He said the rest of the site looks good, but “you don’t want your hosting company to be cool, laid-back, or quirky.” And yet another participant said, “It looks pretty good, but it doesn’t look like a hip, new start-up company. But maybe they want to look established, which is probably good. Looks good, but not like it was designed yesterday.” Although the purpose of the various company logos (e.g., Microsoft Certified Partner, Intel, Cisco, etc.) was not understood, both the Baby Boomers and IT Guys noticed and liked them, noting that they lent credibility to Fogo.

The Baby Boomers were generally terse in their responses, focusing on an overall look and feel, while the IT Guys had many specific reactions and suggestions for improvement and offered detailed feedback about what they liked and disliked about the site. However, the IT Guys viewed the site more favorably than the Baby Boomers, which is reflected in the Post-task Questionnaire. The majority of IT Guys responded that the site is generally well-suited to both first-time and repeat visitors. The Baby Boomers, on the other hand, strongly responded that the site is not well-suited to first time visitors. It might be that the site is not suited well for Baby Boomers, but taken with overall comments concerning navigation from both the Baby Boomers and the IT Guys, it is clear that first-time visitor or not, many users had some difficulty finding certain types of information. They often completed tasks via links in the footer, which they found extremely useful. Below are a few direct quotes from the participants regarding the site navigation:

- “The footer is very helpful, so that’s good – but bad for navigation. The footer is easier to use than the navigation.”
- “I don’t like that most of my click-throughs were at the bottom, in the footer.”
- “I wasn’t exactly sure where to go for certain types of information.”

Finally, the majority of test participants did not express interest in exploring site content. One participant expressed interest in reading the company blog, but most said they would only be interested in the site if they wanted to use Fogo’s services. Another participant mentioned that he might visit the blog, but only for the sole purpose of finding specific information he could not find elsewhere on the site.

Likes

More than anything else, the test participants liked the design of the site, with 100% in agreement or strong agreement that the site presents information in an aesthetically pleasing manner. They liked the company logo, the color scheme, and the graphics, particularly the graphics on the “Disaster Recovery” page. One participant said, “It looks relatively modern—nice and clean.” Another participant stated, “It seems simple and uncluttered.”

Most participants liked the video featured on the homepage as well, with one participant pointing out specifically that he liked the FOGO sign and waterfall. However, participants had strong comments regarding the video’s placement and presentation. One participant mentioned he was glad the video did not automatically play, and two others said they would have posted the video elsewhere on the site, rather than on the homepage. Another participant said, “That’s really nice, but the writing is too small. And it’s too long; I’m bored. Cut the video in half.” Finally, at least one participant wanted to see a video of something “that’s technically relevant, such as information about racks and clouds.”

Dislikes

As stated in the “Overall Impressions” section of this report, test participants generally found the navigation somewhat difficult to use, with many participants resorting to the footer to find the information they were looking for.

Another aspect of the site participants complained about were the forms. The following direct quotes illustrate some of their frustration:

- “The forms are huge!”
- “The form seems unwieldy.”
- “Make [the forms] responsive.”
- “I don’t know why I’m filling out the form. It should say somewhere near the form, “Fill out this form to request a quote.”
- “I like it better when I don’t have to actually get a quote, but rather can build it and see a quote estimate immediately.”

Nearly all participants noted their confusion with the acronyms used on the site. None of the participants understood what “PS” or “DRaaS” meant. One participant, for example, said that “Disaster Recovery” should be a part of the top navigation. It is, in fact, in the drop-down menu of the “Solutions” link, but it is listed as “DRaaS.”

Finally, a few participants disliked that there was no site map or search function on the website.

Suggestions for Improvement

Participants offered suggestions for improvement regarding the structure and organization of the website and the look and feel of the design. Below are direct quotes from participants:

Structure and Organization

- Wants to see a version of the site based on experience—IT vs. manager, for example. If the site were designed that way, “It would give me the relevant information, and I wouldn’t have to dig for it.”
- “For technical specs, the pages could display basic information and include a ‘Show more’ link for more details.”
- “They could just organize the information better. I would decide what I want people to know first, and then put that in the navigation. It just needs to be organized.”

Look and Feel

- “The font in the blue banner bothers me. It needs to be weighted more next to the video.”
- “I want to see pictures of people working in teams or something like that.”
- “Would like to know what ‘FOGO’ means.”
- “On the ‘About Us’ page, the banner should say, ‘We do great things with data,’ rather than ‘We do great things.’ Make it technology related.”
- “Their [profile] pictures should be in color.”
- “They should use the Rolling Stones song, ‘Hey, you, get off of my cloud,’ as the theme song.”

Limitations

There were two major limitations in the study. First and foremost, although the test participants were, in fact, IT Guys or Baby Boomers, they were not actually seeking Fogo’s services. Secondly, there was a sense of competition among the IT Guys who were tested. They were aware that the test administrator would be testing other IT Guys, and as a result, they were tenacious at completing tasks. Considering these limitations, it is impossible to fully predict whether someone who is actually seeking Fogo’s services (and is not just being tested) would give up on a task or when they would give up on a task, if the relevant information is difficult to find. It is also impossible to fully predict whether or when such a person would give up on FOGO and move on to another company offering similar services.

Recommendations

Each recommendation in the table below is meant to inform the redesign of Fogo’s website and includes a priority rating. These recommendations are intended to ensure that Fogo’s site is designed with the needs of the two primary users in mind.

Recommendation	Reason	Priority	Difficulty
1. Avoid using acronyms. (e.g. “PS,” “DRaaS”)	Nearly every participant began their search for Power Schools by searching “Partnerships,” and 60% failed the task, largely because they did not understand what “PS” meant. All participants expressed confusion or frustration about unfamiliar acronyms.	High	Low
2. Improve navigation by collapsing mid-page links into top navigation. (e.g., “Dedicated Servers,” “Cloud Servers,” “Private Cloud,” Colocation”)	Participants found the navigation unclear and unintuitive. Many looked for information using the footer, rather than the top navigation.	High	Low
3. Improve navigation by distinguishing “Products,” “Solutions,” and “Partnerships.”	Participants were unsure about which top navigation link would provide the information they needed, with particular confusion over “Products,” “Solutions,” and “Partnerships.”	High	Medium
4. Include company information at the top of the page, within the navigation.	20% of participants struggled to find information about the company and where its data centers are located.	High	Low
5. Create responsive forms.	<p>Many participants expressed a desire to see responsive forms – complete with an actual quote estimate offered (e.g., Apple.com, macminicolo.net).</p> <p>For examples, see Figure 1. Screenshot of Apple.com’s “Configure” Page and Figure 2. Screenshot of macminicolo.net’s “Sign Up” Page.</p>	Medium	High
6. Explain the use of outside company logos above the footer. (e.g., Microsoft Certified Partner, Intel, Cisco, etc.)	Many participants noticed and liked the outside company logos, noting that Fogo seemed more credible and trustworthy because of them. They wanted to know, though, how Fogo is associated with the companies.	Medium	Medium

Recommendation	Reason	Priority	Difficulty
7. Add positive photos of people, such as Fogo employees working together or talking with clients.	Only 40% of participants agreed that the site’s content would keep them coming back; photos of people would create a more engaging site, and users respond well to positive pictures of people working together.	Low	Medium
8. Add more informational videos.	Only 40% of participants agreed that the site’s content would keep them coming back, but several participants expressed interest in the video. More informational and well-produced videos would support engagement with the site and trust in Fogo.	Low	Medium
9. Add a site search.	Because the navigation was confusing for so many test participants, they often tried to use “Ctrl + F” to search for the information they wanted.	Low	Medium

Table 8: Recommendations for Fogo's website. The graded orange indicates the priority level of recommendations, with the most intense color representing the highest-priority recommendations. The level of technical difficulty for implementing each recommendation is represented by three colors: green (low), yellow (medium), and high (red).

Compare Macs

MacBook Air
From \$999

MacBook Pro
From \$1199

Mac mini
From \$599

iMac
From \$1199

Mac Pro
From \$2499

Configure your 15-inch MacBook Pro

[Hardware](#) | [Pre-Installed Software](#) | [Service and Support](#) | [Accessories](#) | [Printers](#)

Hardware

Memory

More memory (RAM) increases overall performance and enables your computer to run more applications at the same time.
[Learn more](#)

- 4GB 1600MHz DDR3 SDRAM - 2x2GB [Subtract \$100.00]
- 8GB 1600MHz DDR3 SDRAM - 2x4GB

Hard Drive

Your MacBook Pro comes standard with a 5400-rpm Serial ATA hard drive. Or you can choose a solid-state drive that offers enhanced durability.
[Learn more](#)

- 500GB Serial ATA Drive @ 5400 rpm
- 750GB Serial ATA Drive @ 5400 rpm [Add \$100.00]
- 750GB Serial ATA Drive @ 7200 rpm [Add \$150.00]
- 1TB Serial ATA Drive @ 5400 rpm [Add \$200.00]
- 128GB Solid State Drive [Add \$200.00]
- 256GB Solid State Drive [Add \$500.00]
- 512GB Solid State Drive [Add \$1,000.00]

Display

The 15-inch MacBook Pro comes with a 1,440-by-900-pixel LED-backlit, glossy display. You can also choose a high-resolution, 1,680-by-1,050 glossy or anti-glare display that gives you 36 percent more pixels.
[Learn more](#)

- MacBook Pro 15-inch Glossy Widescreen Display
- MacBook Pro 15-inch Hi-Res Glossy Widescreen Display [Add \$100.00]
- MacBook Pro 15-inch Hi-Res Antiglare Widescreen Display [Add \$100.00]

Apple Thunderbolt Display

Summary

\$1,899.00

[6 or 12 month special financing options](#)

Available to ship:
1-3 business days

Free Shipping

[Add to Cart](#)

Gift package available

Just Ask

1-800-MY-APPLE

Live Chat

Specifications

2.3GHz Quad-core Intel Core i7, Turbo Boost up to 3.3GHz

8GB 1600MHz DDR3 SDRAM - 2x4GB

500GB Serial ATA Drive @ 5400 rpm

SuperDrive 8x (DVD±R DL/DVD±RW/CD-RW)

MacBook Pro 15-inch Glossy Widescreen Display

Backlit Keyboard (English) & User's Guide (English)

Figure 1: Screenshot of Apple.com's "Configure" Page.

sign up

First Choose Your Package

Power Package \$55 (monthly)

- Colocation
- 100Mb/s connection
- Static IP Address
- Remote Reboot
- Advanced Stats
- 200GB Monthly Bandwidth / \$.80 over
- You send us the mini (or purchase it)

Pro Package \$65 (monthly)

- Colocation
- 100Mb/s connection
- Static IP Address
- Remote Reboot
- Advanced Stats
- Hot Standby Club
- 300GB Monthly Bandwidth / \$.60 over
- You send us the mini (or purchase it)

Build Your Own: Monthly Colo \$35 (monthly)

You send us the mini (or purchase it)

100 GB \$0 (\$1.00 per GB over) -- \$0 monthly

- Remote Reboot -- \$10 (monthly)
- Advanced Stats -- \$5 (monthly)
- Hot Standby Club -- \$10 (monthly)

Then Choose Your Machine

- None: You ship us one -- \$0
- Mac Mini: 2.3GHz dual-core Intel Core i5/2GB/500GB -- \$599
- Mac Mini: 2.5GHz dual-core Intel Core i5/4GB/500GB -- \$799
- Mac Mini with OS X Server: 2.0GHz quad-core Intel Core i7/4GB/1TB -- \$999

Add Options

- 1TB USB Hard Drive -- \$160
- Upgrade RAM to 8GB -- \$100
- Upgrade RAM to 16GB -- \$200
- Upgrade storage to 256GB SSD -- \$300
- Upgrade storage to 512GB SSD -- \$400

IP Addresses

External Hard Drive

Contract Length

Payment Options

Total Due Now: \$1,524
Total Each Month: \$65

Figure 2: Screenshot of macminicolo.net’s “Sign Up” Page.

Future Testing

Test participants offered suggestions for improvement as well, and though they are subjective ideas based on each participant's likes and dislikes, they are worth consideration or future testing. Another area of future testing might include a card sort, in which participants organize content into the navigational categories they would expect to see on the site.

Conclusion

Through usability testing, the principle investigator uncovered both positive and negative aspects of Fogo's website. Problem areas of the site were identified by evaluating the success rate of tasks, and the questionnaires and interviews provided further insight into why test participants had difficulty completing some of those tasks.

Based on those quantitative and qualitative findings, nine recommendations were made. Although some of the recommendations, such as the responsive forms, are difficult to implement, three of the top four recommendations are fairly simple and straightforward. With minimal resources, the usability—and ultimately, user experience—of the Fogo website could be much improved.

Appendix A: Consent for Participation in Research

Overview

The purpose of this research is to examine the usability of the Fogo Data Centers website (<http://www.fogodatacenters.com/company/about-us/>). During this test, you will serve as an evaluator of the website by completing a set of tasks. These include an observation of your actions in carrying out several predefined tasks, followed by a post-task questionnaire and semi-structured interview. My goal is to gauge how easy or difficult you find the site to use. I will record your reactions and opinions and encourage you to think aloud while you complete each task. I may ask you to clarify statements you make.

Things to Keep in Mind

Here are some things you should know about your participation:

- This is not a test of you. I am testing the design and ease-of-use of the website.
- Don't worry about making mistakes. There is no right or wrong answer.
- If you ever feel that you are lost or cannot complete a task with the information you have been given, please let me know. I'll ask you what you might do in a real-world setting and then either guide you on the right track or move you on to the next task.
- This test will take approximately one hour of your time, and you will not be compensated.

Risks/Benefits/Confidentiality of Data

There are no known risks. There will be no costs for participating, nor will you benefit from participating. Your name and email address will not be kept during the data collection phase. A limited number of research team members will have access to the data during data collection.

Participation or Withdrawal

Your participation in this study is voluntary. You may decline to answer any question and you have the right to withdraw from participation at any time. Withdrawal will not affect your relationship with The University of Texas in anyway. If you do not want to participate either simply stop participating or close the browser window.

Contacts

If you have any questions about the study, contact the researcher Sara Snow at 770-301-3287 or send an email to sawasnow@gmail.com.

Do you have any questions before beginning the test?

Your participation in this test indicates that you received information about the study and have given your consent to participate.

Thank you.

Appendix B: Task Questions for User Group 1, “Baby Boomers”

1. What product or service does Fogo Data Centers offer?
2. What is colocation?
3. Request general information about Fogo.
4. Find information on how Fogo partners with Power Schools.
5. What measures does Fogo use to recover from disasters?
6. Where are Fogo’s data centers?

Appendix C: Task Questions for User Group 2, “IT Guys”

1. What product or service does Fogo sell?
2. What are three technical specifications (specs) of Fogo’s data centers?
3. Request a quote for colocation.
4. Find information on how Fogo partners with Power Schools.
5. What measures does Fogo use to recover from disasters?
6. Where are Fogo’s data centers?

Appendix D: Post-task Questionnaire

Question	Strongly Disagree	Disagree	Agree	Strongly Agree
It is apparent from the homepage what the purpose of the website is.				
The language of the website (i.e., link labels and content) is clear and easy to understand.				
Information on the website is easy to find.				
The site is well-suited to first-time visitors.				
The site is well-suited to repeat visitors.				
The website presents information in an aesthetically pleasing manner.				
The layout and design makes me want to explore the site more.				
The content would keep me coming back to visit the site.				
Fogo is a credible and reliable company.				

Appendix E: Semi-structured Interview

1. What are your overall impressions of the site? What do you like or dislike?
2. If you could make one significant change to the website, what change would you make?
3. Would you recommend Fogo Data Centers to a colleague or friend?