

Appendix 4 - User Satisfaction Survey

A4.1 Survey Design

At the completion of the three-year trial, the British Council sought to conduct an end-user survey to provide feedback on the user acceptance of the prototype. This survey was principally intended to provide feedback on end user perceptions of ease of use, usefulness (for task fulfilment) and utility (actual usage) in conjunction with a wider evaluation of web site usage. Given the small, but wide dispersal of the community of authors (Indonesia, Thailand, Hong Kong, UK, New Zealand, Malaysia and Australia at the time the survey was delivered), an online survey form was devised. Participation in the survey was voluntary and the target community was small - 18 content authors in total at the time of the instrument delivery. The survey includes some questions on content reuse, but is principally directed in eliciting the reaction of content to issues of utility and ease of use and functionality.

There are a number of approaches to delivering such an instrument. The Technology Acceptance Model is a survey instrument specifically designed to elicit user satisfaction, and the survey design was modelled of this approach. Such as survey can act as an “early warning” of issues. The need to discriminate in the survey design between usefulness and ease of use is an important facet of Technology Acceptance Model (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989).

Survey questions were presented in three sections – the first section pertaining to the familiarity of the participants with web publishing, the second section containing questions pertaining specifically to Inter-Publish, and the third section containing questions pertaining specifically to Obtree. The survey was delivered on a British Council Australia intranet web server and survey completion was voluntary and anonymous. The results of the survey are relevant to this research and are included with the permission of the British Council.

Out of a population of 18 British Council Inter-Publish authors, there were 12 responses to the survey. Given the small population of users, the survey was delivered principally as a means of evaluating the user response to Inter-Publish and Obtree (some authors had experience with both). Questions elicited feedback about the products regarding actual usage, usefulness and ease of use. Of the 12 respondents, 10 had five or more years experience with computers, and 8 indicated that they were "familiar" with web publishing, and 7 were using Inter-Publish at least once a week. While 8 respondents expressed awareness of Obtree, only 2 were using this software at least once a week, and as a result comparative measures do not warrant analysis. A Likert scale was used with 5 categories of response, from Strongly Disagree to Strongly Agree. The survey is described in more detail in Appendix Four. Of the 12 respondents, 10 had five or more years experience with computers, and 8 indicated that they were "familiar" with web publishing. Seven respondents were using Inter-Publish at least once a week.

A4.2 Survey Responses

The majority of authors were familiar or very familiar both with computer use and specifically with web publishing.

		Very Unfamiliar	Unfamiliar	Familiar	Very Familiar	
	No Response	0-4	5-9	10-14	>15	n
Number of years using computers	1	1	2	4	4	12

Table A4.1: Use of Computers

	Very Unfamiliar	Unfamiliar	Familiar	Very Familiar	
Familiarity with web publishing	1	1	8	2	12

Table A4.2: Familiarity with web publishing

	No use	Once a day	Once a week	Occasionally	
Use of Inter-Publish	0	3	4	5	12
Use of Obtree	4	0	2	6	12

Table A4.3: Use of Inter=Publish and ObTree

However, while 7 of the 12 respondents used Inter-Publish at least once weekly, only two respondents made similar usage of Obtree. Comparison between the systems is therefore not warranted.

INTER-PUBLISH RESPONSES

	Strongly disagree	Disagree	Neither	Agree	Strongly Agree	n	Ave	Med	Sdev
Ease of Use									
Easy to use	0	2	6	3	1	12	2.25	2	0.9
Flexible to interact with	0	0	4	6	1	11	2.73	3	0.6
I find it easy to get Inter-Publish to do what I want agree	0	2	5	5	0	12	2.25	2	0.8
Learning to use Inter-Publish is easy for me	0	2	3	7	0	12	2.42	3	0.8
My interaction with Inter-Publish is clear and understandable	0	0	2	9	1	12	2.92	3	0.5
2.50									

Usage (Job Related)

Inter-Publish improves my communication with web customers (eg interests and mailouts)	0	1	4	5	2	12	2.67	3	0.9
Using Inter-Publish enhances my effectiveness in web publishing	0	1	1	8	2	12	2.92	3	0.8
Using Inter-Publish improves my job performance	0	0	5	5	2	12	2.75	3	0.8
Using Inter-Publish in my job enables me to accomplish my web publishing tasks more quickly	0	0	1	10	1	12	3.00	3	0.4
Using Inter-Publish in my job increases my productivity	0	1	4	7	0	12	2.50	3	0.7
Using Inter-Publish makes it easier to do my job	0	1	3	5	2	11	2.73	3	0.9
2.76									

Usefulness (Task related)

Inter-Publish allows me to build websites more quickly (eg copy website designs)	0	0	5	4	3	12	2.83	3	0.8
Inter-Publish allows me to distribute my content more widely (indexes/e-zines/web searching)	0	0	3	6	2	11	2.91	3	0.7
Inter-Publish is flexible in the information that it can capture	0	0	3	7	2	12	2.92	3	0.7
Inter-Publish provides a useful information database of pages that have been published	0	0	4	6	2	12	2.83	3	0.7
Inter-Publish enables me to change my website design	0	0	6	5	1	12	2.58	2.5	0.7
2.80									

Table A4.4: Inter-publish TAM responses

OBTREE RESPONSES**Ease of Use**

Easy to use	0	1	1	3	2	7	2.86	3	1.1
Flexible to interact with	0	1	6	0	0	7	1.86	2	0.4
I would find it easy to get Obtree to do what I want	0	2	4	1	0	7	1.86	2	0.7
Learning to use Obtree is easy for me	0	2	2	3	0	7	2.14	2	0.9
My interaction with Obtree is clear and understandable	0	2	3	2	0	7	2.00	2	0.8

2.14

USAGE (Job Related)

Obtree improves my communication with web customers (eg interests and mailouts)	0	3	5	0	0	8	1.63	2	0.5
Using Obtree enhances my effectiveness in web publishing	0	0	2	6	0	8	2.75	3	0.5
Using Obtree improves my job performance	0	0	5	3	0	8	2.38	2	0.5
Using Obtree in my job enables me to accomplish my web publishing tasks more quickly	0	0	4	4	0	8	2.50	2.5	0.5
Using Obtree in my job increases my productivity	0	0	4	4	0	8	2.50	2.5	0.5
Using Obtree makes it easier to do my job	0	0	4	4	0	8	2.50	2.5	0.5

2.38

Usefulness (Task related)

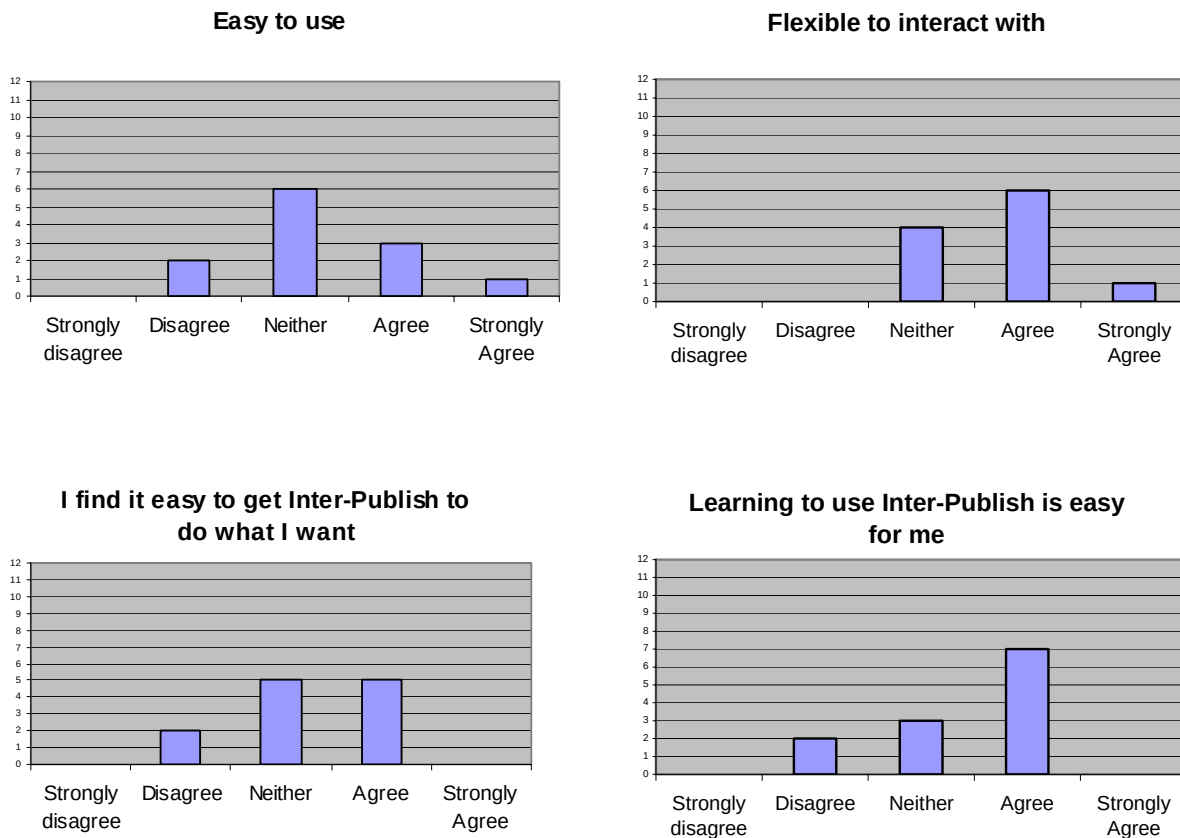
Obtree allows me to build websites more quickly (eg copy website designs)	0	1	6	1	0	8	2.00	2	0.5
Obtree allows me to distribute my content more widely (indexes/e-zines/web searching)	0	1	6	1	0	8	2.00	2	0.5
Obtree is flexible in the information that it can capture	0	1	3	2	0	6	2.17	2	0.8
Obtree provides a useful information database of pages that have been published	0	1	3	3	0	7	2.29	2	0.8
Obtree enables me to change my website design	0	2	5	1	0	8	1.88	2	0.6

2.81

Table A4.5: ObTree TAM responses

A4.2.1 Responses relating to "Ease of Use"

Of the questions in the survey, the respondents were the least satisfied with aspects of "ease of use" in respect to both Obtree and Inter-Publish. There is a contrast in Obtree responses between "Ease of Use" and "I find it easy to get Obtree to do what I want", possibly indicating a polished user interface which nevertheless has some weaknesses in discovering relevant functions. Inter-Publish received lower averages on the question pertaining to "ease of use" than those pertaining to task and job-related utility - possibly a response to the "raw edges" nature of a prototype. With respect to Inter-Publish this is certainly indicative of further work required on User Interface design.



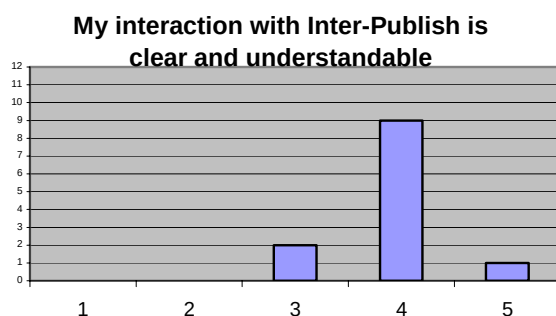
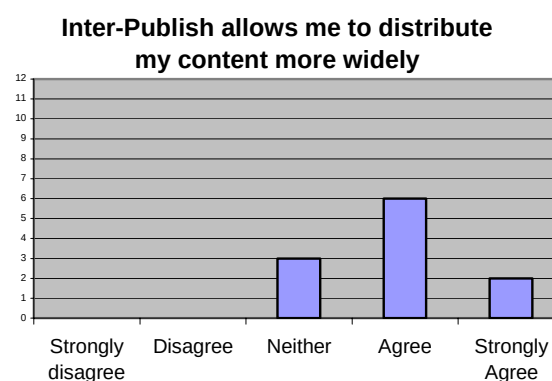
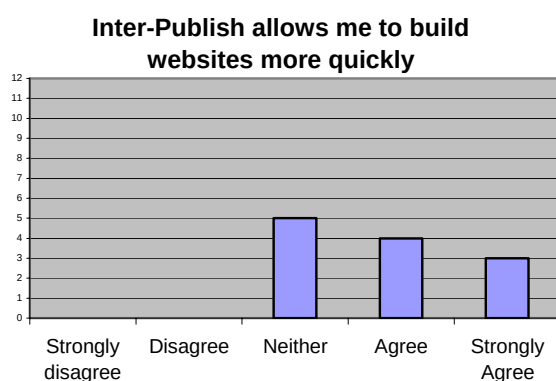


Figure A4.1: Summary responses on Usage (Job Related)

A4.2.2 Responses relating to "Usefulness (Task related)"

The responses to the questions on usefulness were generally positive with respect to both systems. There is a possible dichotomy between ease by which that task is achieved and functionality, particularly in the contrast between speed of use and flexibility/functionality. These are indicative of further work required to smooth the elements of the workflow process, although the perception of flexibility and functionality in reuse appear to be evident. The lower average for Obtree in these questions may simply reflect a lack of familiarity with the product relative to Inter-Publish.



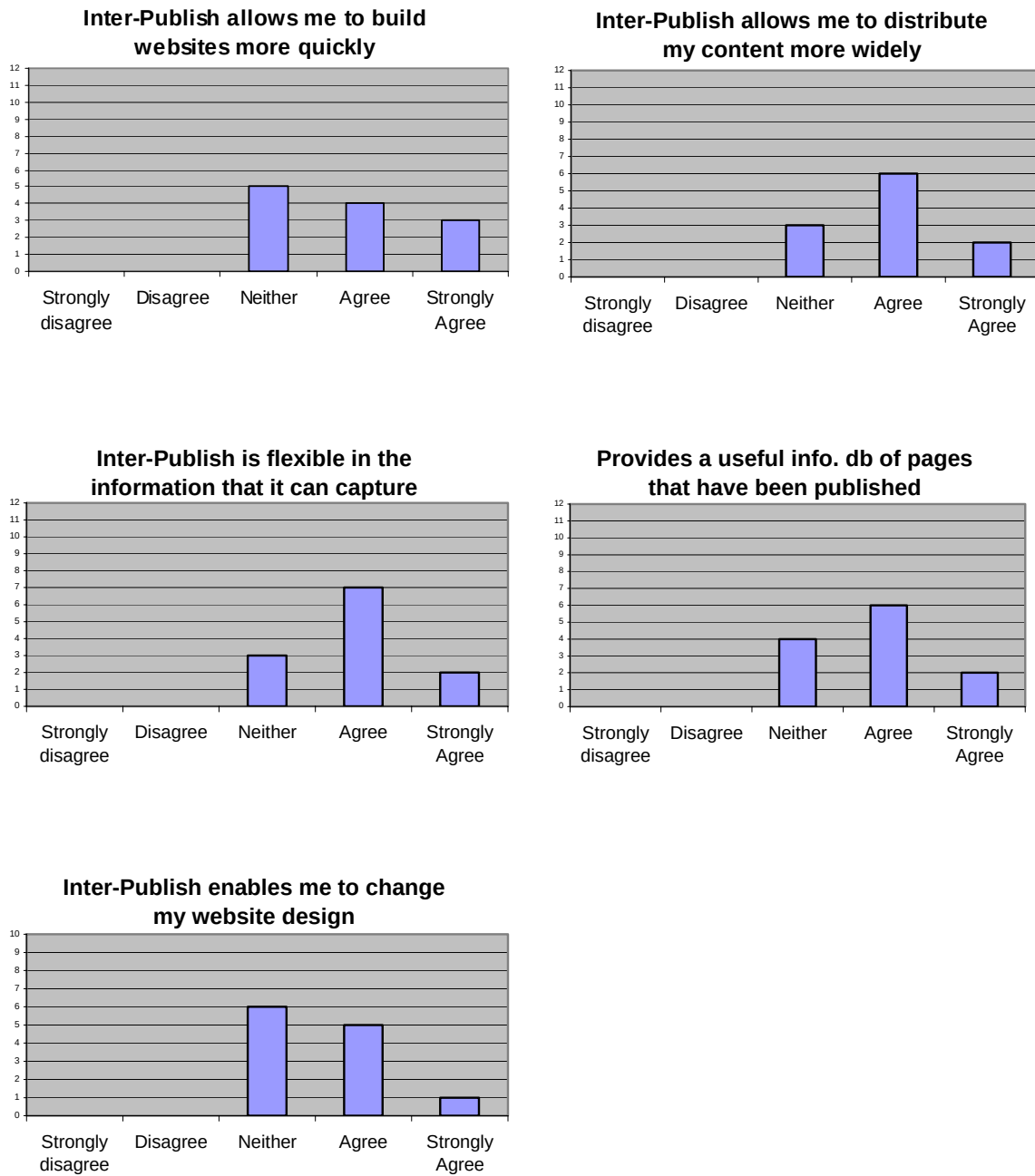
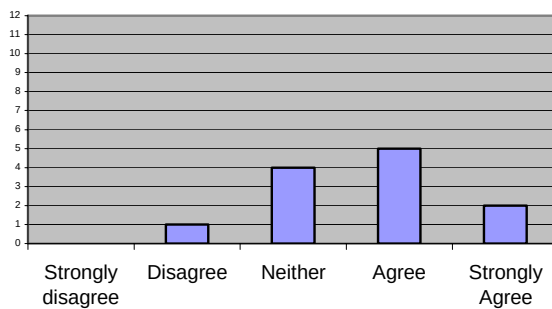


Figure A4.2: Summary responses on Ease of Use

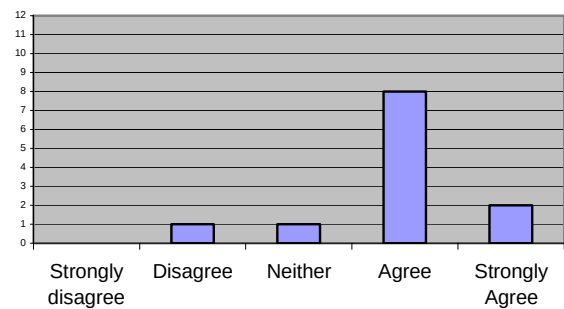
A4.2.3 Responses pertaining to Usage (Job Related)

Responses to the questions on Usage in relation to the participant's job-role were once again generally positive. In these responses the personal-utility in relation to the participant's job role are differentiated from the task-related utility of the product.

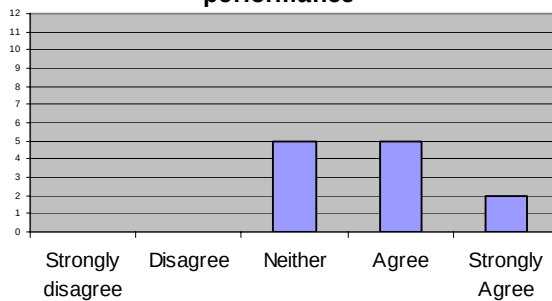
Inter-Publish improves my communication with web customers



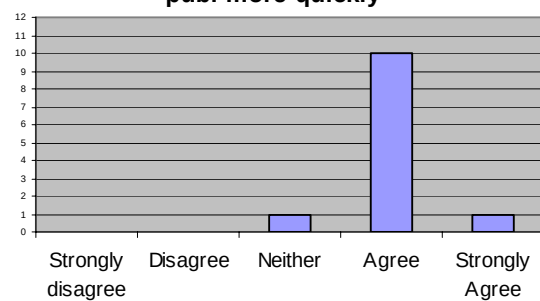
Using Inter-Publish enhances my effectiveness in web publishing



Using Inter-Publish improves my job performance



Enables me to accomplish my web publ more quickly



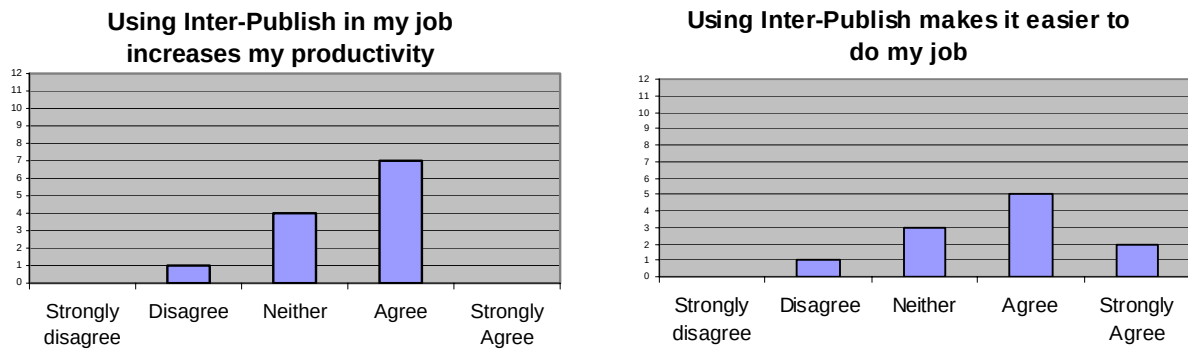


Figure A4.3: Summary responses on Usefulness (Task Related)