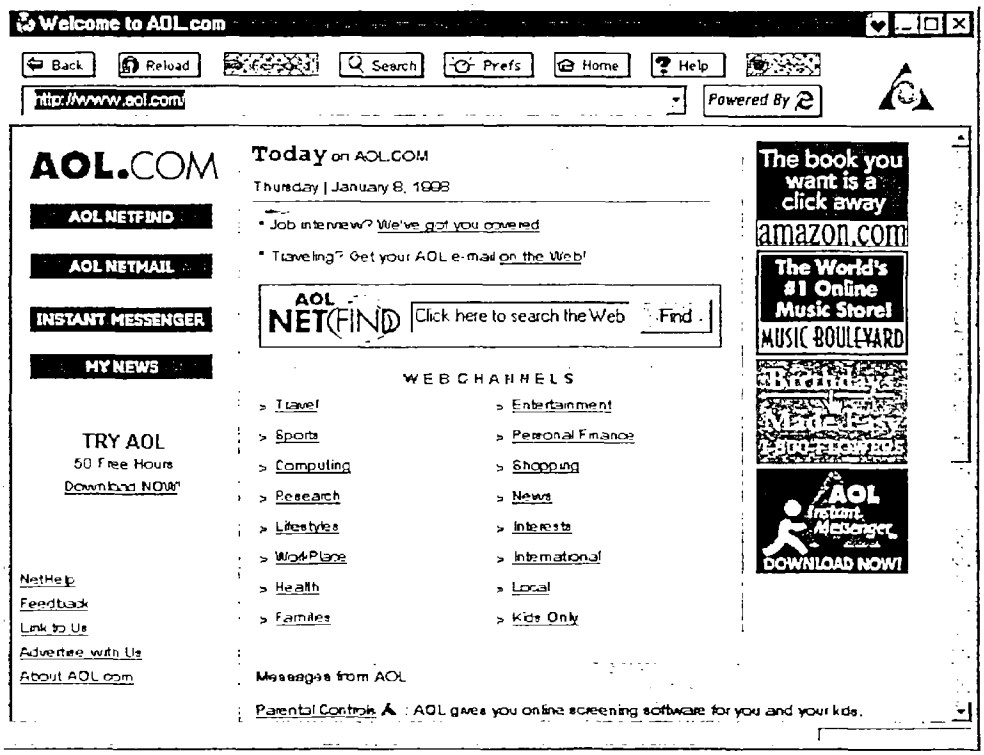
# AOL Web Browser

Usability Test - December 1997

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Usability Research Conducted by Stephanie Bell, Jennifer Seman and Brett Goltz - December, 1997

GOVERNMENT EXHIBIT
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## Executive Summary

It is impossible to give a general overview of the public's perception of AOL's Web Browser without distinguishing between the three main categories of AOL users. The first and clearly most interesting group of users is the Novice. The most alarming fact discovered in the Novice group is that most do not know the difference between being on AOL and being on the Internet. Those Novice users thought that once they signed on to AOL, they had already accessed the Internet. Sometimes even mistaking AOL channels for actual web sites. It's evident that the Novice user will sign on to AOL, browse through three AOL channels (never actually visiting the World Wide Web) and think they have just visited three different web sites.

In the Novice experience curiosity often wins over impatience. Once a Novice finds a web site, they're dazzled by the graphics and colors. They are content to wait longer than an Intermediate or Advanced user will wait for a page to load. Because it took them so long to get there, they assume it must be something worthwhile.

The next obstacle the Novice user faces is differentiating between AOL's search engine and AOL's Browser. Most think that AOL NetFind and the Browser do the same thing. If a Novice user were to stumble on to AOL NetFind, there is confusion about whether they are just searching for web site, or actually using the Browser to visit a web site. When given an Internet address, some Novices will try searching from AOL NetFind or AOL.com, not recognizing that they are able to simply type in the url. Although most Novices realize that NetFind is a tool used to search, they don't understand what a Browser is, or does. Another factor here is that AOL.com is not intuitive enough for the average Novice to use. Some users even go through screens in circles before finding a hyperlink to a web site, causing frustration not only in Novices, but also in Intermediate users.

As far as the Intermediate users are concerned, most of their experience is with AOL only. They are happy with AOL's Browser because they don't have enough experience with other Browsers to make comparisons. Intermediate users did not seem to blame AOL for the length of time spent waiting for a web site to load. They understood that the time of day, number of visitors, modem connection and the web site itself all determine how long it takes a site to load. Consequently, the Intermediate user usually will not wait for a page to completely appear before they find what they want within the site and go there. If the site is taking too long, in their opinion, then they will either try again at another time, or abandon that site completely.

Like the Novice users, over half of the Intermediate users could not distinguish between AOL NetFind and AOL's Browser. They thought of them as the same. Although Intermediates basically knew the difference between a search engine and a Browser, they did not realize AOL NetFind functions differently than AOL's Browser. Going through two or three screens is how an Intermediate user accesses a web site. This accounts for the comparisons Intermediate users made between other search engines, like Yahoo, and AOL's Browser.

Advanced users have used other Browsers, as well as AOL's Browser. They feel that improvements have been made in AOL's Browser, and use it interchangeably with other Browsers. They understand every aspect of why a web site may take longer to load. Advanced users' complaints center around what AOL's Browser allows you to see, once a web site is loaded, such as graphics and colors.

However, there is still confusion between AOL's Browser and AOL NetFind. Internet Explorer is not made obvious as AOL's Browser. Advanced users may use Internet Explorer at work and feel that it's faster than when they use AOL at home, not realizing that they're using the same Browser. Advanced users clearly know the difference between search engines and Browers, but some didn't see the differences between AOL's Browser and AOL NetFind. Advanced users also felt that AOL.com was not intuitive, causing them to spend more time there instead of going directly to a site through another Browser.

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## Section One: Aspects of the Browser

### The quality of your overall Internet experience through AOL

NOVICE

**Very Satisfied: 100%**

Satisfied: 0%

Very Dissatisfied: 0%

**Comments:**

- When trying to sign on it is very hard to get through.
- My computer locked up – it seemed that there was too much on the screen at once – another window popped up.
- Satisfied.
- No major complaints, enjoy surfing on AOL.
- It was okay – I never used it before.
- Seems to be very easy to use.
- Not too hard to get from one place to another.
- I am just learning how to use the Internet but AOL seems very user friendly.
- Don't use it enough.

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## INTERMEDIATE

**Very Satisfied: 80%**

Satisfied: 13%

Very Dissatisfied: 7%

**Comments:**

- Internet access has improved by becoming faster.
- It was really fast but the graphics were not very clear (no big deal).
- I like it much better now that I can get through without a busy signal.
- While AOL is as quick as other Internet services, I naturally find it was even faster. I don't like spending the time at the start closing advertisement screens.
- I have been very pleased with my Internet experience via AOL. I am only 6 months into using the Internet, and learned by trial and error, through AOL.
- Very user friendly, pleasing to the eye.
- Easy to use and understand.
- I enjoy using AOL.

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## ADVANCED

**Very Satisfied: 70%**

Satisfied: 20%

Very Dissatisfied: 10%

**Comments:**

- The Internet, in general, is slow and can be very frustrating, but the Internet through AOL is an average Internet experience.
- With experiences like the current status of MTV Online, the message left leads one to believe that they don't have Microsoft Explorer 3.0 when in fact, if they use AOL 3.0 then they do.
- Initial sign on screen was a little confusing – otherwise good.
- I usually use NetScape on AOL.
- AOL works well for me as far as e-mail and basic Internet stuff (finding web sites, etc.). I'm also particularly fond of the Instant Messenger feature.
- I enjoy using AOL.
- No major complaints.
- If I could actually get online whenever I wanted through AOL, the rating would've been higher. Not to mention actually staying online once I was there. (see videotape)
- Have trouble doing long downloads without being kicked off.
- Works okay through AOL, but in general, many things could be done to enhance it. With all the capabilities of IE4 and Netscape, AOL's browser needs some work.

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## The speed of the Internet when you go there through AOL

NOVICE

**Very Satisfied: 80%**

Satisfied: 13%

Very Dissatisfied: 7%

**Comments:**

- Seemed fairly quick – took a little bit of time but I didn't know whether that was the size of the sites or AOL.
- It was very fast.
- I thought that the speed was fine. I have heard complaints about it taking too long, but I found it quicker than using a telephone!
- It took awhile for web sites to get onto the screen but the pictures do take awhile to load so I understand why.
- Have not used the Internet that much to compare the difference.
- When I went through AOL, the connection time was quick, but from the www. prompt, it took two to three time longer.
- Slow – some items were slower than others. WWW.WHFS.com was very slow.
- Some certain sites are very slow.

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## INTERMEDIATE

**Very Satisfied: 60%**

Satisfied: 27%

Very Dissatisfied: 13%

**Comments:**

- Very fast. (2)
- Very fast, just as fast as any other Web browser.
- Depending on the web site sometimes it can be slow or fast. I don't think its necessarily AOL but the individual web site that makes it fast or slow.
- Sometimes it tends to be slower, especially at peak times – evening.
- It always depends on the time of day. (2) If it's a busy user time (evenings), it takes longer.
- Internet speed is similar to my experience on Erols, CompuServe, etc, but I would like it to be faster.
- Slower at home, faster at work (T1 line) through Microsoft Internet Explorer.
- Our access number is slow.
- Slow.

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ADVANCED

**Very Satisfied: 50%**

Satisfied: 40%

Very Dissatisfied: 10%

**Comments:**

- Pretty quick, but difficult to determine how much is the computer or AOL itself.
- Some web sites seem to take longer to load through AOL than through Netscape, but for the most part it still gets me where I want to go.
- Rarely do I have to wait more than 30 seconds to reach a site.
- The speed is similar to any other provider, but it is very slow in general.
- Sometimes it can be a little time consuming.
- That speed is generally correlated with my sign on speed. Other than that, most browsers are kind of equivalent. It does, however, have a problem with cache – if it caches too many pages it slows a lot (you really gotta change prefs).
- 33.6 (if I am lucky), normally about 26.4.
- Slow compared to some LAN systems with a direct gateway.
- Just as fast without.

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**The quality of your overall Internet experience through AOL in comparison to other browsers you've used.**

NOVICE

**Very Satisfied: 93%**

Satisfied: 7%

Very Dissatisfied: 0%

**Comments:**

- I have never used another browser. AOL is fine.
- Going through AOL was much faster – I like it better than Wizard Net.
- The only other browser I've used are networked computers at school so they are quicker and easier than AOL.
- It was pretty good – had I been in a real search when the computer locked up I would not have been a happy AOL customer.
- Haven't used any other browser except AOL. (7)
- Seems to be very fast, but have not been using for a long time.
- Would've helped if things were more self-explanatory, but overall it was pretty easy.

INTERMEDIATE

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**Very Satisfied: 73%**

Satisfied: 27%

Very Dissatisfied: 0%

**Comments:**

- I haven't used any other browsers. (5)
- It is really cool – I will use it more often.
- As good or better than Yahoo's and others.
- Just as good, if not better, than the others.
- I have to agree that I like AOL better because I am more familiar with it.
- Used some faster, but I like the AOL layout better.
- It is slower than NETCOM if I am searching the web.

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## ADVANCED

**Very Satisfied: 70%**

Satisfied: 20%

Very Dissatisfied: 10%

**Comments:**

- I found it much easier (specifically, more self-explanatory) than Netscape.
- Quick and direct.
- Compared to any other browser, AOL rates on the high end for being user friendly and easy to use.
- I'm comfortable with AOL. It is been nice to become familiar with the 'net through AOL. Also, if I don't want to use the Web, I can still so a lot on AOL alone.
- Older CompuServe versions used a Spry Mosaic and then a NetScape version – both which really sucked. AOL is better than them, but newer browsers really blow AOL away.
- I much prefer IE4 to AOL's browser.
- Seems to be very fast, but have not been using for a long time.
- I feel there is more control on other browsers (other than IE).

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## The Web browser on AOL

NOVICE

**Very Satisfied: 87%**

Satisfied: 13%

Very Dissatisfied: 0%

**Comments:**

- Very easy to use.
- It seemed user friendly.
- Seems as usable as the others.
- I have a feeling I'll like it a lot better than Netscape because it's so much faster. I have not had a lot of experience browsing through because I've been so busy.
- I like how as soon as AOL comes on the browser is the first thing you see.
- Don't understand the meaning of "http" which appears before a web site. Why are you not required to type that?
- I don't like the fact that a window is displayed directly over another.
- Slow to moderate connection time - 45 seconds to 1 minute.

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INTERMEDIATE

**Very Satisfied: 80%**

Satisfied: 13%

Very Dissatisfied: 7%

**Comments:**

- Haven't used others. (3)
- Improved to the point where I am dropping Netcom which I have on another machine in my home.
- Very good, no complaints.
- It seems user friendly enough. I have never used the powered by E. When I know an address I just type it in and then I usually put it into my favorite places.
- Never had a problem with the browser.
- Great – the pictures were a little fuzzy.
- Very easy to use.
- Like the ability to find things, but once there, things are slow.
- Confusing sometimes. Too many matches, and usually not what I'm looking for.

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ADVANCED

**Very Satisfied: 60%**

Satisfied: 20%

Very Dissatisfied: 20%

**Comments:**

- Very user friendly and just as quick as any other browser.
- Far too many hits for one subject. And no one ever told me that leaving out spaces between words would narrow things down.
- It is really not very user friendly, and it's really not up to date anymore.
- Not as many features as Netscape or Internet Explorer.
- Once past the first screen is okay.
- Very close to competitors.
- Netscape is more versatile. But both Netscape and IE have advantages and disadvantages.
- There are always several hits to choose from when I search, but occasionally they go to web sites that are down or unknown. (1 time out of 10? I realize this might not be AOL's fault).

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## Section Two – The AOL Browser (overall)

**Rate your overall experience with the AOL browser to date**

NOVICE

**Very Satisfied: 93%**

Satisfied: 7%

Very Dissatisfied: 0%

**Comments:**

- It is pretty easy to find things I need.
- Very satisfied.
- This was my first time using it.
- Convenience of using AOL, user friendly.
- Seems usable.
- I felt that if a novice like me could catch on quickly, then it must be okay.
- Works as well as I need it to work.

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## INTERMEDIATE

**Very Satisfied: 74%**

Satisfied: 13%

Very Dissatisfied: 13%

**Comments:**

- I've recently begun using it more frequently for research for work and for leisure information. It loads more quickly than it did even six months ago.
- I usually use Netscape, just because that's what I'm used to.
- The times that I use AOL I am very satisfied because it is very user friendly.
- Helps me get where I want to go.
- I more typically use NetFind, but I have no complaints about the browser.
- I don't really use it. As a search engine I go to Yahoo.

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ADVANCED

**Very Satisfied: 70%**

Satisfied: 20%

Very Dissatisfied: 10%

**Comments:**

- Good – no real complaints.
- To date, this has probably been my main browser. Currently I use IE4 and find it to be much better and capable than anything else. AOL has done okay so far with this browser, but without being more user friendly and capable of dealing with new web pages.
- It's everything I would expect from Microsoft.
- I can generally find what I want, but sometimes it takes a while.
- The only downfall is the slowness of the Internet.
- I think the time it takes to load a web page is too long.
- It functions just like most browsers, I just think that its behind a little technology-wise.

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## LIKES

### NOVICE

- Initial connection is fast.
- Easy and quick access. (2)
- The easy way of searching and finding web sites easily.
- Channels and toolbars are user friendly, easy to maneuver around.
- Easy and fast. (2)
- Graphics and the ease of it.
- Once figured out how to get to site it was pretty easy to advance to other places on site.
- That it got to what I was looking for very fast. (Martha Stewart – once I did the address properly, but using keyword was really good for find German language information quickly).
- Well the test seemed pretty easy for my first time to use it (AOL). I have not been on the web or Internet ever, and it seemed pretty easy.
- All the information you can get and the speed of the web sites appearing on the screen. The person that assisted me was very nice!
- NetFind.

### INTERMEDIATE

- Easy to locate, easy to use. (2) No complaints.
- Categories offered in a pleasing layout.
- Everything at your fingertips. Quick.
- Very quick in contacting and loading sites. Very easy to use and understand.
- The speed was very fast compared to other times.
- It is easy to find a site if I don't know the specific web address using AOL Net Find.
- Very user friendly.
- Allow great definition of what you are looking for.
- I like using the Net Find tool. I like how it gives you lots of topics to choose from.
- Good graphics, gives good visual cues as to progress of loading a page.
- I search by trial and error and then when I find something I put it on my favorite places.

## ADVANCED

- The easy way of searching and finding web sites easily.
- Easy to figure out; icons are self-explanatory. Bright, colorful screens.
- You can see or find anything by subject or title. Also, you can type in the address or the subject.
- It works well for all general purposes.
- Easy and fast.
- The fact that you got rid of Webcrawler and use IExplorer.
- I like the AOL search engine.
- Easy on the eyes – large script box.
- It is just like the other ones. They are very close in comparison to me.
- IE doesn't need to load plug-ins like Netscape does.
- Easy to learn, I figured it out independently and quickly.

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## DISLIKES

### NOVICE

- Search results a little bit confusing.
- Getting started. I wasn't sure how to get into web sites and it was kind of confusing.
- I keep forgetting to put www. before.
- Seemed there was too much on my screen as the computer locked up when another window popped up.
- Speedier would be nice – but I still love it.
- Window over window, slow at times, sites try to get too creative.
- I have no dislikes. I guess if I were use it more, then I maybe able to judge it better.
- Don't like the name [Browser]. If you're accessing a web site directly shouldn't you use AOL Direct or AOL Access. "Browser" means to look around - search.
- Download time is expected, time would be a major factor. The "www." prompts are not labeled. I wasn't sure where to go.
- You can't always sign on the first try.
- That when you put in an address you have to use the slashes and www keys. It's too bad that doesn't go in automatically.
- A little too slow in images loading in – graphics took a long time. Hard time figuring out where to input information.
- Confused by AOL NetFind on site. Misleading! Thought it would get me to site, but only listed sites – it says search the web.
- Maybe better listing of addresses.
- Takes a long time to load. I don't like the automatic advertisements.

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## INTERMEDIATE

- I am a bit confused by what the browser and AOL Net Search actually do.
- Peak times tend to be slow.
- The time it takes to load some web sites and sometimes it takes awhile to list items when doing the NetFind.
- System too slow, or won't allow access to some sites for some reason.
- Very slow (during busy times like evening) seems to have harder time downloading graphics.
- The graphics were fuzzy, but not enough to bother me.
- Screen is sometimes somewhat congested with advertisements and other information.
- Several times I've tried to get e-mail and I says that it is busy and I can't get it or that I can't send mail because there are too many request pending.
- Too much info, especially when you search - too many matches, and a lot of the time, it's not what I'm looking for.
- Speed of access with AOL and all other browsers is my only complaint. I attribute it to the net itself rather than to my computer or the AOL browser.
- Can't find the place to type in words to start searching.
- Browsers – I would like a more basic browser.

## ADVANCED

- If I weren't as computer literate, I might have trouble figuring out how to access the web because there aren't instructions for non-computer users. Perhaps should have an instructions screen which you could voluntarily load.
- AOL sometimes is unobtainable and its browser doesn't support some pages.
- It takes too long to load a web page.
- Windows should be bigger upon opening.
- Netscape adds www. and .com to urls automatically, IE doesn't.
- Sometimes sites are very slow to load.
- Search engine - AOL NetFind.

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## Compared to Other Browsers

### NOVICE

- Very good.
- The AOL browser was much faster than Netscape. Netscape takes forever – AOL was fast!
- I have nothing to compare it to. (2)
- Haven't used any other. (2)
- About the same.
- For my limited use it is acceptable.

### INTERMEDIATE

- Don't know many others.
- Haven't used many to compare. (3)
- Equally good compared to Yahoo, Erol's and CompuServe. I see no real difference.
- Fast but again the graphics on the web pages were fuzzy.
- Okay.
- I've used Yahoo.com and I like the way they have specific areas set up. I have a quicker time with AOL.com as far as waiting, etc.
- About the same performance than other browsers I have used.
- I would say it is now equal to or better than Netcom for me.
- More familiar with AOL browser than others.
- Little slower than one I used in Canada.
- Just too slow – otherwise, excellent.

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## ADVANCED

- More user friendly than a lot of the browsers. Same/similar wait-time to load various screens.
- I know AOL and I like it. Netscape, Yahoo, Sailor are all to unfamiliar.
- Better than some, needs a lot of work to compete with other new browsers.
- You don't have to connect to AOL then access the web.
- Too similar for me to compare. I prefer going through AOL's explorer; it works well when online.
- I tend to find more different sites on Netscape and sometimes they're faster to load, but for general purposes, it's more convenient to use AOL.
- Doesn't seem to offer as many options (back, forward, go to, etc.). Also, did not see a bookmark pull-down.

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## Section Three - General Questions

**There are a number of ways to access the Internet from AOL. Which way do you most often use? Why?**

NOVICE

- Globe icon. (3)
- Click on the Internet icon. (2)
- I would probably just click on the Internet button.
- From the front welcome screen, the most immediate.
- Wizard Net (ISP), faster connection.
- Service provider – it would be faster.
- From the main screen (Welcome Screen).
- Just using keyword because it is easier and faster to type in. Most of the time I don't know the address.
- Mostly, I use the home page to access. It is convenient and I do not know a lot of Internet addresses.
- Keyword, it is a lot faster.
- Favorite places – easiest.
- Usually through the channels. I have just a topic or subject I'm interested in, makes it easier.

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## INTERMEDIATE

- I usually access the web via the globe on the icon tool bar. (3)
- The globe at the top - habit.
- I click on the Internet button on the main screen (2) – it is the easiest way for me to find.
- Internet button and then the "Go to the Web" button.
- I go to the "channels" page and click on "Internet". Just habit, I guess.
- Through the menu options.
- Click on the icon from the opening menu – fast and easy.
- I click on the Internet icon on the original screen, or on the globe icon on the top tool bar.
- Wizard Net (Internet Access) – connection problems, and busy signals usually.
- Direct URL or go to Yahoo.com.
- Net Search, lack of experience with others.
- AOL Net Find because it gives more a complete picture of what is available on the topic that I am searching for.

## ADVANCED

- I click Internet on the Welcome screen because it is right there with one click. (2)
- Going to Channels, then Internet – the page isn't jam-packed with stuff, very aesthetically pleasing. I have a choice: Net Find or address.
- Taskbar, it is quick and easy.
- Globe on the tool bar. Just the way I did it at first, got used to it.
- I use AOL as a connection then minimize it and use IE4 (get connect to a LAN), because it is generally faster with slicker graphics, but in search engines, etc.
- The Internet icon.
- The Internet Connection "button" off the Welcome page.
- ISP – there is less traffic on their dial-up numbers.
- I generally click on whatever screen is up (i.e., if I'm going directly from mail to NetFind, I use the Internet button on that screen).

## What is the name of the browser you use on AOL?

### NOVICE

- AOL Net Find.
- Net Find? I'm not sure of the difference between a browser and an online service.
- Don't know. (4)
- AOL. (2)
- Whatever comes with AOL version 109.38. (2)
- NetScape. (2)
- AOL: Microsoft and NetFind.
- Fantasy Baseball.
- Wizard Net.

### INTERMEDIATE

- AOL Net Find. (3)
- AOL Find then search.
- NetSearch. (2)
- AOL Web Browser. (2)
- Go to the Web.
- Internet Explorer. (4)
- Microsoft Internet Explorer. (2)

### ADVANCED

- I usually use Netscape with AOL.
- AOL NetFind. (3)
- Actually I usually load up IE4 once I've signed on to AOL. (2)
- Explorer.
- Internet Explorer for AOL. (2)
- Generally, I use Excite because it locates such a variety of pages, but I also used Yahoo.

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## Estimate the average amount of time you spend online a week.

### NOVICE

- Almost none. (2)
- 10 to 20 minutes.
- Less than one hour to never.
- I'm luck if I use a ½ hour a week.
- 30 minutes to one hour.
- 1 to 2 hours.
- 2 hours. (4)
- 4 hours.
- 4 to 5 hours.
- 5 to 7 hours.
- 10 hours a week.

### INTERMEDIATE

- 1 hour.
- 1 to 2 hours. (2)
- 1 ½ to 2 hours a week.
- 2 hours. (4)
- 4 hours.
- 5 to 10 hours. (2)
- AOL, 2 hours; Microsoft, 7 hours (work).
- 10 hours. (2)
- 10 to 15 hours.

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## ADVANCED

- 1 ½ to 2 hours a week.
- 5 to 10 hours. (2)
- Between home usage and work usage, probably 7 to 8 hours.
- 7 to 14 hours. I go online everyday to check mail, at least.
- 8 to 10 hours.
- 15 (hours) minimum.
- 20 hours.

## Estimate the average amount of time you spend on the Internet a week.

NOVICE

- None, but now that I find it was so easy I would like to try it more often.
- Almost none. (4)
- 30 minutes. (3)
- ½ to 1 hour a week.
- 1 hour. (2)
- 1 to 2 hours.
- 4 to 5 hours
- 4 hours
- 5 hours.

INTERMEDIATE

- 10 to 20 minutes.
- 15 minutes.
- ½ hour.
- 1 hour.
- A half-hour to one hour a week.
- 1 to 1½ hours.
- 1 to 3 hours.
- 2 hours. (3)
- 2 ½ hours.
- 4 hours.
- 6 hours.
- 5 to 10 hours. (2)

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## ADVANCED

- 1 to 2 or 5 to 6 hours a week – it varies greatly.
- 3 to 5 hours.
- 4 to 5 hours. (2)
- 4 to 8 hours. It depends – sometimes I get curious or bored about ridiculous topics.
- 6 to 8 hours.
- 14 (hours) minimum.
- 10 to 20 hours. (2)
- 20 to 25 hours.

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## Additional Comments

### NOVICE

- On the initial Internet screen I felt that I should be able to type the site address without http:// – it isn't expected anywhere else and is confusing to expect it on this area.
- This was a very informative and comfortable session.
- If I decide to browse it will be on AOL because it's faster and seems easier to use!
- I thought AOL and the Web were the same.
- I thought I was using AOL as a browser.
- I considered the initial [AOL] screen to be the Internet.
- What do all the boxes mean? [referring to AOL.com screen]
- Last year...it was fairly fast, ...then [AOL] got really slow all of the sudden...so I quit trying doing it [trying to get on the Internet].

### INTERMEDIATE

- I think AOL has made great improvements on Internet accessibility on the web. Now that I have the unlimited usage for $19.95 it doesn't bother me as much when a site takes longer to download.
- For AOL channels make some kind of time bar graphic or even a word (done) so I know when the channel is done loading.
- The only thing I don't like about AOL are all the junk mail and advertising.
- Too many advertisements; busy during peak times a lot.
- I don't like all of the advertising that I have to go through when signing on. It would be nice to have a tutorial.
- Do not presently find the Internet a good medium for buying anything! Still find the phone much more effective.

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## ADVANCED

- In general, I evaluate the topic I am trying to find before choosing the browser. When I'm looking for something really obscure, I use Alta Vista or Excite, but when I am looking for basic topics, I'll use Yahoo or AOL.
- I hope the information superhighway goes under a major reconstruction. Right now, it causes too much confusion and major traffic jams.
- There are still many issues AOL needs to deal with before they really worry about their browser.
- It would be very nice if you could give us either an additional local access number or at least increase the amount of possible connections available with the two current numbers. It is ridiculous that both number are often busy from 4 pm to midnight, but I can call Baltimore and sign on with the first try.
- Make the browser look more like Explorer. Give the browser all the functions of the real version of Explorer.
- Good tool. Only complaint is initial window size and the fact that the AOL site windows stay open in the background. They should close automatically when you transition to the Internet. Then when you want to return to AOL there should be a hot button to reopen the regular AOL windows.

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## Demographic Breakdown - Web Browser Usability Test

Total Subjects Tested: 40

### Gender

- Male: 48%
- Female: 52%

### Age

- 18 - 25: 15%
- 26 - 30: 25%
- 31 - 35: 15%
- 36 - 40: 15%
- 41 - 45: 18%
- 46 - 50: 7%
- 50+: 5%

### Internet Provider

- AOL only: 68%
- AOL and ISP: 32%

### PC or Mac

- PC: 83%
- Mac: 5%
- Both: 12%

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## Computer Experience Level

- Novice: 23%
- Intermediate: 52%
- Expert: 25%

## Online Experience Level

- Novice: 38%
- Intermediate: 37%
- Advanced: 25%

## Web Browsers Used

- Internet Explorer only: 48%
- Internet Explorer and Netscape Navigator: 40%
- Netscape Navigator only: 12%

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## Computer and AOL Information

### Computer Used

- IBM: 25%
- Pentium II: 13%
- Pentium 100: 5%
- Gateway 2000: 7%
- Winbook Laptop: 5%
- Packard Bell: 3%
- Macintosh: 10%
- Compaq Presario: 2%
- AST-Vision: 5%
- Sony VA10: 3%
- Dell Laptop: 5%
- Cyrix: 17%

### Setting

- 16 Bit: 12%
- 32 Bit: 88%

### Modem Speed

- 14.4: 7%
- 28.8: 45%
- 33.6: 28%
- 56.2: 20%

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## Connection Speed to AOL

- 14.4: 10%
- 28.8: 60%
- 33.6: 25%
- 56.2: 5%

## Access Number

- 703-707-1000: 20%
- 202-722-4736: 3%
- 703-736-9342: 10%
- 703-779-9701: 8%
- 410-546-9046: 5%
- 410-273-0226: 5%
- Local Number: 15%
- Service Provider: 13%
- 703-207-9702: 8%
- 703-327-6913: 5%
- 410-727-1209: 5%
- 410-267-0020: 3%

## Current Version of AOL

- 3.0: 100%

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