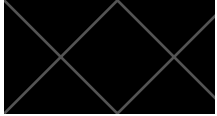


Task Analysis

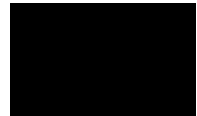


Method

HOW

Based on the data from the Optimal Sort tree test,  was able to view which paths yielded the highest rates of misdirection amongst participants.

WHAT

The paths with the highest rates of deviation were recorded. Most valuable is the data regarding incorrect initial category assumptions amongst users, as this allows  to see where their expectations deviate from their users.



Notable Exceptions

Outlier Data

Any deviation that had less than two occurrences were counted as outliers and not included as secondary sources of deviation.

Random Responses

Based on each task, if there were deviations that had zero logical correlation to the assigned task and occurred only once, these deviations were also considered outliers and not taken into consideration.

Varied End Destinations

In some tasks, there was a common thread of initial misdirection with a scattershot of varied end destinations. These were lumped together as their initial deviation was the most prominent, and in most cases deviated from the correct path on the first click rather than as the user progressed through the task.



TASK NO. 1

Learn about archery seasons for deer.

27%
Success

88%
Directness

Primary Sources of Deviation

➤ Hunting and Trapping ➤

Hunter Education & Training

➤ Hunting and Trapping ➤

Hunter Regulations & Limits

Secondary Sources of Deviation

➤ **Discover Nature** ➤ Varied destinations

TASK NO. 2

Prepare to do a research paper on bullfrogs in [REDACTED].

42%
Success

70%
Directness

Primary Sources of Deviation

➤ Discover Nature [REDACTED]
Research

➤ Wildlife ➤ **Attracting Wildlife**

Secondary Sources of Deviation

➤ **Hunting and Trapping** ➤
Varied end destinations

➤ **Your property and community** ➤ Varied end destinations

TASK NO. 3

Find out how to deal
with an invasive shrub
on your farm.

64%
Success

88%
Directness

Primary Source of Deviation

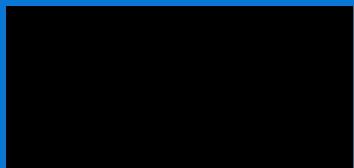
➤ Trees and Plants ➤
Identification Guide

Secondary Sources of Deviation

➤ Your Property and Community
➤ **Improve my Property**

➤ **Wildlife** ➤ Varied end results

TASK NO. 4

Order seedlings
from .

58%
Success

91%
Directness

Primary Source of Deviation

➤ Your property and
Community ➤ **Improve my
Property**

Secondary Sources of Deviation

➤ Trees and Plants ➤ **Native Plant
Restoration**

➤ **Discover Nature** ➤ Varied end
results

TASK NO. 5

Identify a small gray bird you saw while on a trail ride.

58%
Success

79%
Directness

Primary Source of Deviation

➤ Wildlife ➤ **Report Wildlife Sightings**

Secondary Sources of Deviation

➤ Discover Nature ➤ **Photos and Live Cameras**

➤ Wildlife ➤ **Attracting Wildlife**

TASK NO. 6

Obtain a permit for trout fishing.

58%
Success

91%
Directness

Primary Sources of Deviation

➤ Hunting and Trapping ➤ Permits

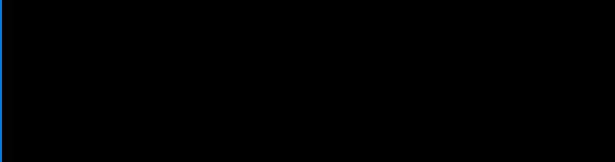
➤ Your Property and Community ➤ Special Permits

Secondary Sources of Deviation

➤ Fishing ➤ **Get started fishing**

➤ Fishing ➤ **Where to Fish**

TASK NO. 7

Find a place in  to go birdwatching.

39%
Success

73%
Directness

Primary Source of Deviation

➤ Wildlife ➤ **Report Wildlife Sightings**

Secondary Sources of Deviation

➤ Your Property and Community
➤ **Disease Control**

➤ Discover Nature ➤ **Field Guide A-Z**

TASK NO. 8

Prepare to teach a lesson on coyotes.

18%
Success

61%
Directness

Primary Source of Deviation

➤ **Hunting and Trapping** ➤
Varied end results

Secondary Sources of Deviation

➤ **Wildlife** ➤ **Nuisance and Problem Species**

➤ **Wildlife** ➤ **Identification: Field Guide**

TASK NO. 9

Find a recipe for
venison.

67%
Success

76%
Directness

Primary Source of
Deviation

➤ Your property and
Community ➤ **Community
Conservation**

Secondary Sources of
Deviation

➤ **Wildlife** ➤ Varied end results

TASK NO. 10

Find when fish gigging season begins in streams.

58%
Success

94%
Directness

Primary Source of Deviation

➤ Fishing ➤ **Events**

Secondary Sources of Deviation

➤ Fishing ➤ **Permits**

TASK NO. 11

Find how your city can receive a grant to improve wildlife habitat.

58%
Success

94%
Directness

Primary Source of Deviation

➤ **Discover Nature** ➤ Varied destinations

Secondary Sources of Deviation

➤ Wildlife ➤ **Special Permits**

Special Permits