

# WEB SITE INFORMATION DESIGN: WHAT SMALL BUSINESS NEEDS TO KNOW

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## Abstract

*Designing and maintaining websites can be costly for small business, therefore the decision to embark on a Web strategy should not be taken lightly. Critical to the success of a web site is its design. Most small business web sites focus on information provision yet for many it would appear there is a lack of understanding of how to design a web site that delivers information effectively to users. This paper presents research that examined the effectiveness of small business web sites from the perspective of users. Findings indicate that: users found many sites contained too much irrelevant information; users were critical of sites where not enough information was provided; how the text is organised is important; and, the quality and quantity of information provided on the websites and the display and size of the text influenced the ability of users to complete the task and not be frustrated. The paper concludes with recommendations on more effective information design.*

*Keywords: website design, small business, information.*

## **1 INTRODUCTION**

Web site design has become an important research area as the understanding of the importance of design and the impact web site design has on users increases. Although many of the design issues relating to any system are also important for web sites there are other issues, in particular designing for a broad and in many cases, an unknown audience that are specific to web site design. Shneiderman (2000) argues that "Designing for experienced frequent users is difficult enough, but designing for a broad audience of unskilled users is a far greater challenge" (Shneiderman 2000, p.85). Furthermore he reports that there is high level of frustration amongst users of computing systems and concludes that "interface and information design breakthroughs are necessary to achieve higher levels of success" (Shneiderman, 2000, p.85).

Although there have been many studies focusing on the importance of various web site and design elements (Lederer et al. 2000; Shneiderman 2000; Zhang & von Dran 2000; Fu & Salvendy 2002), there have been few studies that have sought to examine the impact these factors have on how satisfied the users were with their experience and the impact the design of information has on task completion. The primary aim of this research was to explore in more detail the main factors that constitute effective web site design from the perspective of Australian users. This paper presents one aspect of that research: the design and presentation of information. The research sought to answer the question: What impact does the design of information have on users? Specifically the impact on task completion, frustration level and the amount of information actually read.

## **2 SMALL BUSINESS AND E-COMMERCE**

A small to medium sized (SME) business in Australia is defined as employing up to 200 employees (Yellow Pages 2000). Although there has been an increase in the use of the Internet and awareness of e-commerce by SMEs this has not by and large translated into an increase in e-commerce activity in this sector (Department of Communications Information Technology and the Arts 2000). The National Office of the Information Economy's (NOIE) recent research found that only 25% of small business (less than 20 employees) have a homepage with another 18% expecting to in the near future however 56% of medium sized businesses have a home page (Yellow Pages 2000). Only 9% of small businesses and 19% of medium businesses have any e-commerce functionality, 26% however take orders from their Web site and 17% receive payments (Yellow Pages 2000). The Australian picture is not unique, research confirms similar e-commerce uptake by SMEs in the US (Riemenschneider et al. 2003) as does research from Europe (Walczuch et al. 2000). It can therefore be concluded that for the majority of SMEs the purpose of their Web presence is as an information or marketing tool, that is, most small businesses are not intending to conduct business through their web site at this stage. How information is designed to maximise its effectiveness for users is therefore critical to the success of the site and of paramount importance for small business owners whose sites are designed predominantly for distributing information.

## **3 IMPORTANCE OF WEB SITE DESIGN**

There is substantial literature to suggest that the user's response to a site will be determined more by how quickly they are able to complete the task or obtain the information they required from that site rather than how exciting a site is (Eighmey & McCord 1998; Gefen & Straub 2000). An examination of the literature identified a number of key issues raised in relation to information and effective web site design. Many of the books and articles describing how to design effective web sites also focus on these factors.

Many small business owners decide to establish a web site because of the apparent low cost of development and the perception that designing a web site is a relatively simple task (Thelwall 2000). The effectiveness of web sites and in particular how they deliver information, depends on the

designer's understanding of design and the intended users. Failure to understand what constitutes an effective web site will result in dissatisfaction from both the business and user perspective. The literature provides numerous reasons why web site design is important and what constitutes good design in terms of information. Presented here are those aspects that relate specifically to information:

- Users are likely to visit the site again if they found the information they want (Salam 1998; Zhang & Dran 1999).
- Inherent usability of web sites has an impact on how satisfied a user is in their browsing and search for information (Fu & Salvendy 2002).
- Users will be more likely to make a transaction if the design is effective, including sufficient information (Tilson et al. 1998; White & Manning 1998).
- White and Manning (1998) found that users' reactions to a web site including information quality, had a direct impact on whether they were prepared to purchase goods from that site.
- Users will make more use of the site and more information will be distributed, if it is easily navigated and is well organised (Ceaparu 2003; Hargittai 2003).
- Users spend more time at the site when information quality is good (Zhang & Dran 1999).
- Web site attractiveness such as the text display and colours also increases the attention a user gives a web site (Sutcliffe, 2002)

The main information design issues were refined and seven key factors extracted. These are described in Table 1 with the component parts identified.

<b>Information Design Issue</b>	<b>Literature</b>
Quality of the information and content	Abels et al. 1998; Salam et al. 1998; Bruce 1999; Becker and Mottay 2001; Cox and Dale 2002
Quantity of information	Abels et al. 1998; White and Manning 1998; Bruce 1999
Accessibility, easy to read	Ceaparu 2003; Becker and Mottay 2001
Understanding of the audience	Reynolds 1997; Nel et al. 1999
Appropriateness	Cox and Dale 2002; Cukier and Middleton 2003
Topography, design of the text, attractiveness	White and Manning 1998; Becker, 2001; Sutcliffe, 2002
Locating information	Ceaparu 2003; Hargittai 2003; Fu and Salvendy 2002; Jenkins et al. 2003

*Table 1 Key elements in the design of information for web sites*

#### **4 RESEARCH DESIGN**

Sixteen web sites were selected belonging to small businesses, fifteen in Melbourne and one in regional Victoria. All the web sites were small in size allowing users to explore as much of the site as possible in a relatively short time. Most businesses were in the University region, which enabled the researchers to pursue other web design issues with the owners who were also interviewed. The interviews with the business owners explored who was responsible for developing the site, how the design decisions were made and whether usability testing was conducted. The results of those interviews however are not discussed in detail in this paper. All but one of the businesses had a physical site as well as the web site. The businesses varied in their type. To select the sites the AltaVista search engine was used. The names of 12 suburbs were entered, for each suburb a list of business names was generated. Each business was then assessed against the following criteria:

- Small business likely to employ less than 20 people

- Whether the business had a web site and only one physical location
- The business would be of interest to the users participating in the test

One hundred and ten users participated in evaluating the chosen sites.

- The users were all tertiary students of different age groups
- The majority of users were under 25 years of age.
- The users were experienced in using the Internet. When asked to rate their experience on a scale of 1 to 5 where 1 was little or no experience and 5 was very experienced, less than 2% described themselves as inexperienced and 7% described themselves as having limited experience.
- The mean for experience for the male users was 3.19 and 3.28 for the female users.

A pilot and two full usability tests were conducted Table 2 describes these

	Number of users	Number of sites	Number of sites explored by each user
Pilot	14	8	4
Full test 1	20	8	3
Full test 2	80	7	3
Total	110	16	

Table 2 Usability test details

It was found after the first test that when users investigated four sites that by the fourth site the users had lost interest and did not comment in as much detail on the last site. The third testing round concentrated on sites 1, 2, 5, 6, 13, 14 and 15 (the other sites were no longer available). The total number of evaluators is 110 consisting of 50.7% male and 49.7% female. Although the tests were conducted some months apart the computer equipment and the environment for both groups was the same. The tests resulted in 322 usable web site evaluations.

The users were provided with a scenario and asked to complete a task(s) for a site then complete the questionnaire (upon request a copy of the questionnaire can be supplied by the authors). The questionnaire explored the user's experience and views of that site. The user then moved onto the tasks for the next site. Each site was explored by at least six users through to a maximum of 43 users. A low number of evaluators is acceptable as it is in line with usability testing where it is suggested that between five and eight users will generate useful results (Nielsen and Molich, 1990, p.156). The researchers observed and made notes during usability tests. It should be noted that only two of the sites had the facility to purchase on line. The nature of the businesses included a reception centre, bicycle shop, florist, motel, aids for the disabled, jewellers, green groceries, pharmacy, leisure centre, electrical repair shop, audio sales, food seller, bus company, personal products and a tree stump removalist. A description of each site and the task set is provided in Appendix A.

Each user was given the same scenario and tasks to complete for that site. The questionnaire was the same for all sites. Sites were evenly allocated to male and female participants. The order in which sites were tested was organised so that no one site was accessed by users exclusively either first or last. The tasks were selected based on the expectations of what could be accomplished through the sites. The tasks were designed to be gender neutral, for example, the task for the jewellery site was to investigate purchasing a watch, rather than an item of jewellery which may appeal more to one gender than the other.

The study design aligns with other similar studies, for example Tilson et al. (1998) had 16 users investigating four web sites. A study of web use by Eighmey and McCord (1998) involved 31 users and five web sites, Zhang and Drans' (2000) research involved 39 students and research undertaken by (Nel et al. 1999) had 36 students investigating 20 web sites.

A heuristic approach to the usability test was taken. “A heuristic evaluation is done by looking at an interface and trying to come up with an opinion about what is good and bad about the interface.” (Nielsen & Molich 1990, p.249) Research by Nielsen and Molich (1990) found that heuristic evaluations are valuable for identifying usability problems in user interfaces. For this research, a theoretical model describing the general principles of web site design was developed (Table 1) and the questions put to users were based on this model.

The questions were qualitative and quantitative in design, requiring some free text or verbal response, Likert scale type statements and questions and Yes/No response questions. Where questions and statements were presented requiring a response on a five-point scale, 1 was rated the lowest score and 5 the highest. The questions were similar to those involved in other studies. For example Zhang and Dran (2000) presented users with statements and questions relating to the visual appearance of the site, effectiveness of navigation and quality of information. Research by Nel et al. (1999), used a five point scale ranging from strongly disagree to strongly agree to assess a number of variables. The statements put to users were similar or explored similar themes to this research. Simeon (1999) also used a five-point scale.

#### 4.1 Analysis of data

The quantitative results were analysed using SPSS. Cross tabulations were conducted, a cross tabulation is used to demonstrate “the presence or absence of a relationship” (Bryman & Cramer 1992, p.153). A chi-squared test was applied to determine the significance of the results and Phi, Camer’s V and Contingency Coefficient were used to indicate the strength of the relationship. A list of the key quantitative questions, relating to information, asked of users is presented in Table 3 in the next section. More details relating to the tests applied follows in the next section.

Analysis of the qualitative data was undertaken using a meta-matrix (Miles & Huberman 1994). A matrix ‘. is described as the “crossing” of two lists, set up as rows and columns’ (1994, p.93) using the key factors identified in Table 1. The qualitative data was entered into tables and categorised according to these factors. The use of a meta-matrix allows data to be analysed in a number of ways for example counting of negative and positive comments, identifying themes. Miles and Huberman (1994, p.246-253) argue that through the use of such techniques conclusions that generate meaning can be drawn (making and interpreting findings at different levels of inference). In the case of this study comments relating to specific aspects of the design of the information were extracted and analysed, positive and negative comments on different elements were also counted.

#### 4.2 Data reduction

##### *Reliability analysis*

Cronbach’s alpha is a recognised test to measure the internal consistency of the questions and to determine if the questions in the survey measure the same thing (Bryman & Cramer 1992, p.153). Initial testing showed that some questions could be safely eliminated from the analysis. One question (READ) was retained despite its exclusion slightly increasing the reliability from 0.83 to 0.84. These values comfortably exceed the usually accepted minimum benchmark, 0.7.

##### *Factor Analysis*

A factor analysis was performed using SPSS R11. Principal Components Analysis was performed with a Varimax rotation results are presented in Table 3. Loadings with values less than 0.5 were suppressed from the display for the sake of clarity in the presentation.

##### **Communalities**

	Initial	Extraction
Navigation was easy	1.000	.770
Site was easy to use	1.000	.818

No frustration	1.000	.635
Design had appeal	1.000	.689
Graphics were good	1.000	.810
Interface was consistent	1.000	.484
Text size was appropriate	1.000	.701
Text display was appropriate	1.000	.689
Amount of information read	1.000	.471

Table 3 Varimax rotation results

Although the communalities indicate that the retained question above is the weakest (Amount read = 0.471), its retention is justified due to the overall contribution to the factor scores as we shall see.

Extractions based on three factors are presented in Table 3, and on two factors in Table 4 and 5. The three factor model involves a single eigenvalue that is less than 1 (0.91) but this can be justified with the increased clarity it brings in distinguishing between graphical and textual elements. In addition there is a substantial increase of over 10% in the explained variance from 57.3% (2 factors) to 67.4% (3 factors) in the three factor model. Inspection of Table 4 indicates Factor 1 is associated with ease of use of the site; Factor 2 is associated with site graphics and Factor 3 with textual features of the site.

	Component		
	1	2	3
Navigation was easy	.886		
Site was easy to use	.826		
No frustration	.753		
Design had appeal		.883	
Graphics were good		.712	
Interface was consistent		.594	
Text size was appropriate			.799
Text display was appropriate			.719
Amount of information read			.685

Table 4 Rotated Component Matrix

	Component	
	1	2
Site was easy to use	.877	
Navigation was easy	.814	
No frustration	.784	
Interface was consistent	.531	
Text size was appropriate		.801
Text display was appropriate		.726
Amount of information read		.601
Design had appeal		.600
Graphics were good		.550

Table5 Rotated Component Matrix

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

## 5 QUANTITATIVE RESULTS

Table 6 lists the questions/statements that relate to information that were put to users. The first question required a response from users on a scale of 'All' (5) to "None" (1). For the statements users were asked to provide a response on a five point scale from Strongly Agree to Strongly Disagree, this was coded as 5 Strongly Agree to 1 Strongly Disagree. Some questions required a Yes/No response

and one question required a response on a five-point scale. Table 6 also provides the mean for each of the questions and statements. Percentages are given for Yes/No response questions instead of a mean.

Questions/statements put to users	Mean
How much of the information on the site did you actually read? (All to None)	2.70
Sometimes there was too much information on the screen	3.00
I found all the information I wanted from the web site	3.27
Generally the text was displayed in a way that was easy to read	3.55
Generally the size of the text was easy to read	3.58
The site was easy to use	3.83
It was easy to navigate through the site	3.85
The language used was easy to understand	3.90
Were you able to successfully complete the task? (Yes/No)	N - 31.2% Y - 68.8%
Did the site provide all the information you required to complete the set task? (Yes/No)	N - 32.2% Y - 67.8%
Was there anything else you wanted to know but could not find out from the site? (Yes/No)	N - 64.6% Y - 34.8%
Were you at any stage frustrated when using the site	N - 78.0% Y - 21.4%

Table 6 User response statistics

Table 6 indicates that users generally do not read most of the information presented on the web sites. Almost one-third of the users were unable to complete the task that was set and did not find sufficient information on the site. Almost two-thirds of users (68%) said they wanted more information than what was provided. There was also a level of frustration expressed by more than 20% of the users. Users however found the sites easy to use and the language easy to understand.

The results presented next summarise the results of the statistically highly significant cross tabulations ( $p < 0.001$ ). It should be noted that the results are organised according to the weakness or strength of the correlation using Pearson's  $R$ . It is suggested that the larger the data set the lower  $r$  needs to be to be considered significant (Bryman & Cramer 1992, p.172) therefore with a data set of 322 usability surveys it is reasonable to claim that a weak correlation is regarded as one where  $r$  is between 0.25 and 0.35 and a strong correlation where  $r$  is greater than 0.35. The purpose of the cross tabulations was to establish the extent to which the factors identified relating to information, impacted on the ability of the user to: complete the task, the amount of information they read, the level of frustration they experienced, how easy they regarded the site was to use and their overall feelings about the web site.

#### 5.1.1 Strong correlations

Three of the cross tabulations indicated a strong correlation and were statistically highly significant, these were:

- Not surprisingly, the ability of users to complete the task was strongly correlated with whether or not they found the information they needed ( $r = 0.682$ ,  $p < 0.001$ ).
- The quality of the display of the text had an impact on the overall feelings users had for the site ( $r = 0.396$ ,  $p < 0.001$ ). Users were more likely to rate their feelings about the site as 'very interested', if they regarded the way the text was displayed to be appropriate.
- The quality of the display of the text had an impact on the ease of navigation. Where users said the text was displayed appropriately they were more likely to say the site was easy to navigate ( $r = 0.397$ ,  $p < 0.000$ ).

#### 5.1.2 Weak correlations

The following cross tabulations while highly statistically significant are regarded as having weaker correlations:

- The level of frustration users expressed in a site was strongly negatively correlated with whether or not all the information they needed was there ( $r = -.332, p < 0.001$ ). Where sufficient information was provided the users said they were not frustrated by the site.
- Users also expressed a higher level of frustration with sites where the text was not well displayed ( $r = -0.287, p < 0.001$ ) and the language was not regarded as easy ( $r = 0.292, p < 0.001$ ).
- The feelings users expressed about a site were influenced by the size of the text ( $r = 0.282, p < 0.001$ ), whether the language was regarded as easy ( $r = 0.292, p < 0.001$ ) and if all the information users needed was provided ( $r = 0.248, p < 0.001$ ). In all cases they were more likely to be positive about the site if these other elements were appropriate for them.
- Users who read more information from a site were also more likely to express positive feelings about the site, that is be more interested in the site ( $r = 0.272, p < 0.001$ ).
- How the text was displayed correlated with how much users read ( $r = 0.280, p < 0.001$ ) and the size of the text had an impact on how much was read ( $r = 0.281, p < 0.009$ ). The more information users read from a site the more likely they were to say that the text was displayed appropriately and the size of the text was appropriate.
- Too much information was also correlated with the quality of the display ( $r = -0.268, p < 0.001$ ), suggesting that how appropriately the text was displayed influenced whether users thought there was too much information.
- Users regarded the site as more easy to navigate where the text size was appropriate ( $r = 0.245, p < 0.001$ ), when all the information is there ( $r = .307, p < 0.001$ ) and the language is easy to read ( $r = 0.270, p < 0.001$ ).
- How easy to use the users rated the sites was correlated with the amount of information provided ( $r = 0.345, p < 0.001$ ), the language ( $r = 0.308, p < 0.001$ ) and the quality of the text display ( $r = 0.323, p < 0.001$ ).

The amount of information users read did not have any impact on whether or not they were able to complete the task. Too much information also did not impact on either their frustration level or how interested a user was in the site. The size of the displayed text also did not increase frustration.

## 6 QUALITATIVE RESULTS

An analysis of the qualitative responses was also undertaken. The survey asked users to comment on a number of the design features of the sites. The positive (P) and negative (N) comments made about a number of these features were counted. Table 7 presents a summary of the textual analysis with examples to further illustrate the impact of that design features.

Design feature	Comments		Illustrative comments
	P	N	
Text display including text layout, size and colour	58 (27%)	156 (73%)	<ul style="list-style-type: none"> <li>• The colours used were difficult to read.</li> <li>• Very basic layout - it did not make me want to read through the information or spend a lot of time looking at the site.</li> <li>• The choice of text colour wasn't very effective.</li> <li>• Scattered all over the page (the information), it took time to find what I was looking for and still couldn't.</li> <li>• Worst feature was the colour of the text, it would have been more effective if the text was readable. The colour of the text was a disgrace, terrible, designer should be shot.</li> <li>• The text size and colours were not easy to read.</li> <li>• Very cluttered, the background makes it so the text cannot be seen. Background made the text hard to read.</li> </ul>

			<ul style="list-style-type: none"> <li>• With the writing anywhere it was cat and mouse finding the information.</li> <li>• with the writing missing down the side I guessed what words were meant to be there</li> </ul>
Quantity of information - too much or to little or not the correct information to complete the task	28 (18%)	126 (82%)	<ul style="list-style-type: none"> <li>• Worst feature was the lack of information</li> <li>• Not enough information on the site to do the first task.</li> <li>• Too wordy about history not enough about booking the establishment.</li> <li>• Worst feature was not enough information on the product</li> <li>• All information placed in only 2 pages, lazy designer!</li> <li>• Too lengthy it would be great if they are broken down into point form.</li> <li>• The text was easy to read but I felt there was too much. I like simple!</li> </ul>
Information quality that is whether the users got the information expected and the effectiveness of the information.	58 (67%)	28 (33%)	<ul style="list-style-type: none"> <li>• Information was very effective, very easy to read and understand.</li> <li>• All the information needed was there so page was effective.</li> <li>• The main page of the site is fairly simple and tells you exactly what you want to find.</li> <li>• The spelling was terrible.</li> <li>• Information was very effective, a well thought out site.</li> </ul>
Easy to read	77 (82%)	17 (18%)	<ul style="list-style-type: none"> <li>• Content was informative. Best feature was it was fairly easy (to read).</li> <li>• It was fairly easy to understand.</li> <li>• Best feature was the easy accessibility of information.</li> <li>• Best feature was the information brief and easy to read.</li> </ul>
Presence of jargon		25 (100%)	<ul style="list-style-type: none"> <li>• Fincture, and many kinds of disease terms (did not understand).</li> <li>• Because I don't understand parts of the bicycles it made it hard to understand the information.</li> <li>• Orthodox, kinesiology, natropathy, so many professional words.</li> </ul>

Table 7 Qualitative positive and negative comments

The quality of the display of the text including colour, how it was set out on the screen and the size of the text were the areas that attracted the most negative user comments. The quantity of information also attracted a large number of comments with the majority of the users who commented, focused on the lack of information particularly as it related to not being able to complete the task.

The textual analysis supports the results of the cross tabulations. The quantitative data indicated that overall users rated the sites easy to understand and to read, this was confirmed by the qualitative data. Many users commented on how easy the information was to read. The results of the cross tabulations indicated the importance the amount of information provided was to users, the qualitative responses confirm this. For many of the sites the users found there was insufficient information provided and many commented negatively on this.

## 7 RECOMMENDATIONS FOR WEB SITE DEVELOPMENT

Interviews with the business owners established that they did not develop their web sites: the owners used web developers or people considered by the business owner as experienced in web development. There was little attention paid to the potential audience of the site during the design process, usability testing was not part of the design process on any of the sites and is important in understanding the

potential audience's needs. Zahedi, Pelt and Song (2001) present a conceptual framework for designing web sites. They argue that the effectiveness and users overall satisfaction and experience of a site will be determined by how usable, reliable, comprehensible and clear a web site is. This study confirms this from the users' perspective and further helps us understand how users respond in particular to information presented on web sites and the impact this has on their ability to complete tasks. It suggests that for designers of web sites there are particular information aspects of a site that need to be carefully considered if the site is to be effective for the user and to encourage the user to return. As users generally read only a minimum of the information presented on web sites designers must pay attention to the effectiveness of the information and text topography. From this research the following recommendations for web designers are made:

- Identify before the design process begins, what the purpose of the site is and what it is users are expected to do with the web site.
- Ensure the quality and quantity of information provided is at the right level for the intended purpose.
- Designers with business owners need to develop a set of realistic scenarios representing what they believe users will want to do when they visit the site. Many of the users could not complete the tasks set because the information provided or the design of the site prevented task completion.
- Build usability testing in as part of the design process. The scenarios should be used when usability testing is conducted.
- It is better to provide too much information on a Web site than too little. Many sites contain too much irrelevant information however this did not impact on usability. Users however were critical of sites where not enough information was provided and this did impact on task completion.
- Pay careful attention to how text is organised and displayed, including text size. Users often commented that the text was too small, too cluttered and colours poorly chosen. Topography of the text has a direct impact on the amount of information read and users' ability to navigate. Given that small business web sites are primarily for disseminating information this is critical.

## 8 CONCLUSION

Understanding users and their information needs are critical elements in the success of a website. If users are not satisfied, cannot complete a task or are frustrated by their experience, the next web site is only a click away. Even though this is obvious and the literature strongly argues the case for good design principles for web sites, developers of small business websites are still not addressing usability issues. Hence more work, focusing specifically on user information needs is required. Usability testing and understanding the audience are important, yet frequently overlooked, parts of the web design process. With an ever increasing importance placed on the Internet as a medium for distributing information, selling goods and promoting services it is not enough for small businesses to simply launch a web site and hope that new business will follow. Small business owners must ensure that development of their web site incorporates usability and user testing.

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## APPENDIX A

Site	Description of site	Task set
1. Reception Centre 1	The site contained detailed information and pictures on the history of the mansion in which the reception centre was run.	Investigate booking a birthday party.
2. Bicycle shop	Advertised bicycles, parts and repairs. There were several pages and links on the site.	Investigate purchasing a bike and repairs.
3. Florist	The site displayed pictures of various floral arrangements for different occasions and was arranged according to those occasions.	Investigate purchasing flowers.
4. Motel	Pictures of the rooms of the motel were displayed with information relating to facilities and location.	Investigate booking a room.
5. Disabled aids (online)	E-commerce site offering a range of products for the disabled from gifts to disabled aids.	Buy a gift for a disabled child.
6. Jewellers	Jewellers shop, the pages had pictures of watches and jewellery with some descriptions. The site also provided information relating to gem stones.	Investigate purchasing a watch.
7. Reception Centre 2	Most of this site consisted of pictures of the reception rooms.	Investigate booking a birthday party.
8. Green groceries (online)	This was also an e-commerce site offering green groceries. Users were able to select a range of fresh foods from different categories.	Buy potatoes and apples.
9. Pharmacy	This web site offered information about the business and products. It also has a page related to medical problems.	Investigate buying a present.
10. Leisure Centre	The site provided details on the facility in the centre, membership details and general information.	Find out how much it costs to join and what facilities are available.
11. Electrical repair shop	The web site contains information about the business and what equipment can be repaired.	Investigate the repair of a video recorder.
12. Audio sales	A very visual site designed to sell audio equipment.	Investigate buying a car stereo.
13. Food seller	The company sells food for lunches and delivers in the local area.	Find out about having food delivered.
14. Bus company	The site provided details about the bus company and timetables. It also provided maps of the bus routes.	Find out the best route and bus number to catch to a local school.
15. Alternative medicine and therapies	An alternative medicine and therapies business. The site details the people and qualifications of staff. It also provided details of alternative medicine types and treatments.	Find out more about kinesiology.
16. Stump removalist	The company removes stumps from properties in the local area. The web site provides details of what the company does and a map of the area it serves.	Investigate having a stump removed.