Seller Message Outreach
System Usability Scale (Sellers)

Scope of Research
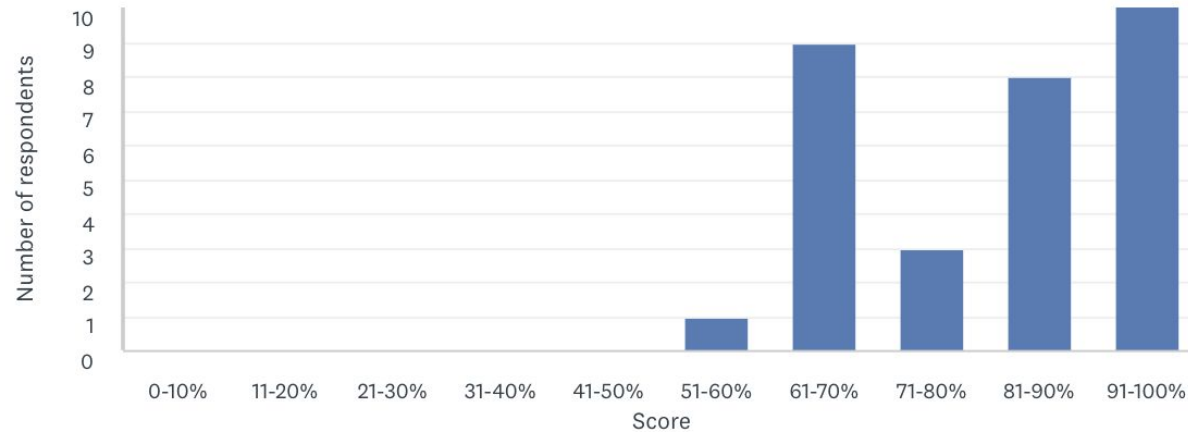
❏ Survey using UserTesting & SurveyMonkey

❏ 10 system usability questions

❏ 31 total responses from sellers

❏ Survey Link
https://www.surveymonkey.com/results/SM-VDU_2BmYQarTxTDJWwBqjIQQ_3D_3D/

System Usability: overall score

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Quiz Summary ❓

AVERAGE SCORE

83% • 33/40 PTS

Number of respondents	0-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	71-80%	81-90%	91-100%

Score

STATISTICS

Lowest Score	Median	Highest Score
60%	88%	100%

Mean: 83%

Standard Deviation: 13%

3

System Usability: question scores

Question Ranking

QUESTIONS (10)	DIFFICULTY	AVERAGE SCORE
Q1 I think that I would like to use this feature frequently	1	52%
Q5 I found the various functions in this feature well integrated.	2	80%
Q2 I found this feature unnecessarily complex.	3	81%
Q8 I found this feature very cumbersome to use.	3	81%
Q6 I thought there was too much inconsistency in this feature.	5	84%
Q7 I would imagine that most people would learn to use this feature very quickly.	6	85%
Q10 I needed to learn a lot of things before I could get going with this feature.	7	88%
Q9 I felt very confident using this feature.	7	88%
Q3 I thought this feature was easy to use.	9	91%
Q4 I think that I would need the support of a technical person to be able to use this feature.	10	94%

48% of participants would use this feature frequently.

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Q1

I think that I would like to use this feature frequently

Answered: 31   Skipped: 0
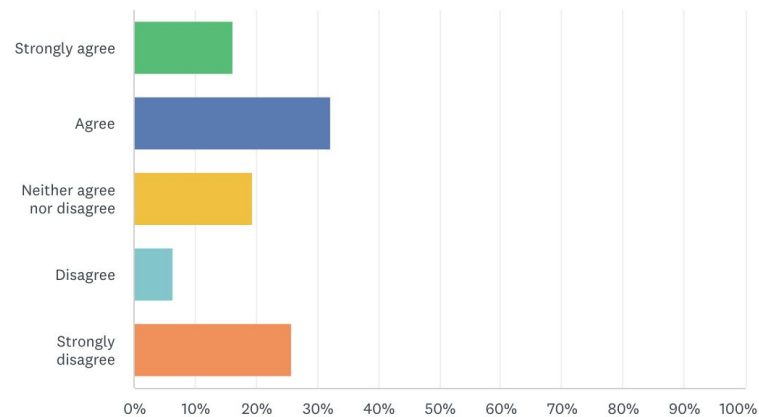
QUIZ STATISTICS			
Percent Correct 16%	Average Score 2.1/4.0 (52%)	Standard Deviation 1.46	Difficulty 1/10

ANSWER CHOICES	SCORE	RESPONSES	
✓ Strongly agree	4/4	16.13%	5
Agree	3/4	32.26%	10
Neither agree nor disagree	2/4	19.35%	6
Disagree	1/4	6.45%	2
Strongly disagree	0/4	25.81%	8
TOTAL			31

5

10% of participants found this feature complex.

Q2

I found this feature unnecessarily complex.

Answered: 31   Skipped: 0
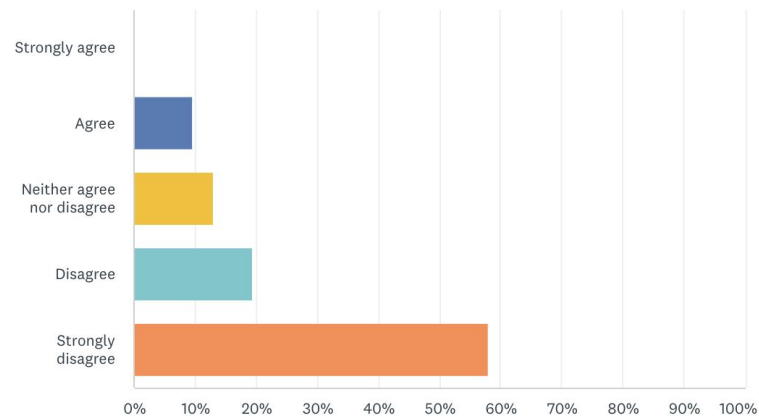
QUIZ STATISTICS			
Percent Correct 58%	Average Score 3.3/4.0 (81%)	Standard Deviation 1.03	Difficulty 3/10

ANSWER CHOICES	SCORE	RESPONSES	
Strongly agree	0/4	0.00%	0
Agree	1/4	9.68%	3
Neither agree nor disagree	2/4	12.90%	4
Disagree	3/4	19.35%	6
✓ Strongly disagree	4/4	58.06%	18
TOTAL			31

100% of participants thought this feature was easy to use.

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Q3

I thought this feature was easy to use.

Answered: 31   Skipped: 0
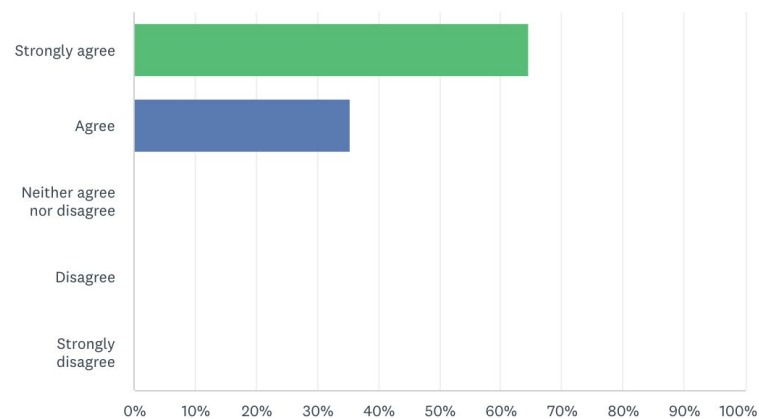
QUIZ STATISTICS			
Percent Correct 65%	Average Score 3.6/4.0 (91%)	Standard Deviation 0.49	Difficulty 9/10

ANSWER CHOICES	SCORE	RESPONSES	
✓ Strongly agree	4/4	64.52%	20
Agree	3/4	35.48%	11
Neither agree nor disagree	2/4	0.00%	0
Disagree	1/4	0.00%	0
Strongly disagree	0/4	0.00%	0
TOTAL			31

100% of participants did not need technical assistance.

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Q4

I think that I would need the support of a technical person to be able to use this feature.

Answered: 31   Skipped: 0
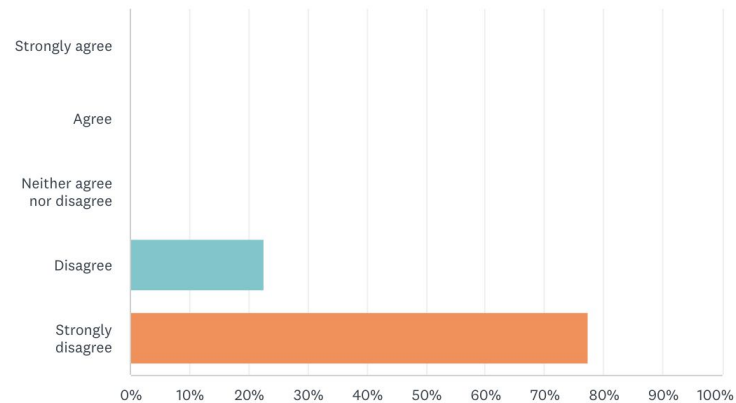
QUIZ STATISTICS

Percent Correct	Average Score	Standard Deviation	Difficulty
77%	3.8/4.0 (94%)	0.43	10/10

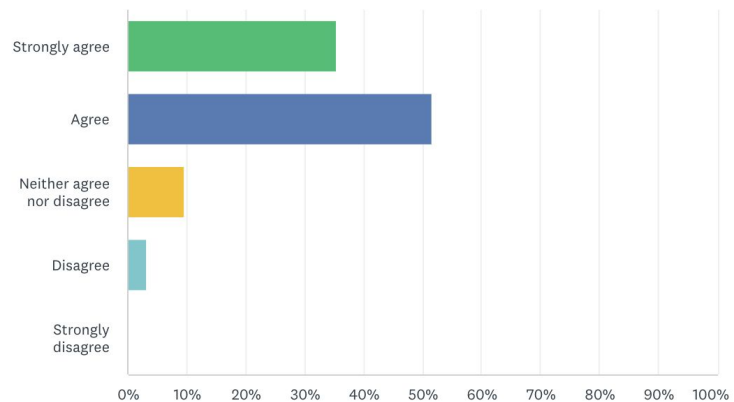| ANSWER CHOICES	SCORE	RESPONSES	
Strongly agree	0/4	0.00%	0
Agree	1/4	0.00%	0
Neither agree nor disagree	2/4	0.00%	0
Disagree	3/4	22.58%	7
✓ Strongly disagree	4/4	77.42%	24
TOTAL			31

8

87% of participants found the feature well integrated.

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Q5

I found the various functions in this feature well integrated.

Answered: 31   Skipped: 0

QUIZ STATISTICS			
Percent Correct 35%	Average Score 3.2/4.0 (80%)	Standard Deviation 0.75	Difficulty 2/10

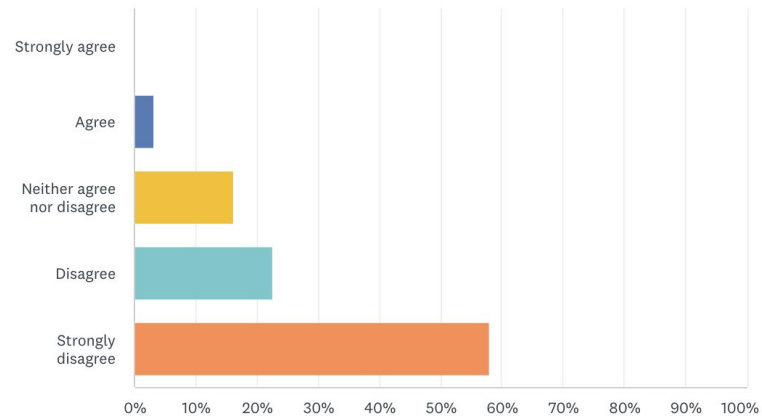| ANSWER CHOICES	SCORE	RESPONSES	
✓ Strongly agree	4/4	35.48%	11
Agree	3/4	51.61%	16
Neither agree nor disagree	2/4	9.68%	3
Disagree	1/4	3.23%	1
Strongly disagree	0/4	0.00%	0
TOTAL			31

9

3% of participants thought there were inconsistencies.

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Q6

I thought there was too much inconsistency in this feature.

Answered: 31   Skipped: 0

QUIZ STATISTICS

Percent Correct	Average Score	Standard Deviation	Difficulty
58%	3.4/4.0 (84%)	0.88	5/10

ANSWER CHOICES	SCORE	RESPONSES	
Strongly agree	0/4	0.00%	0
Agree	1/4	3.23%	1
Neither agree nor disagree	2/4	16.13%	5
Disagree	3/4	22.58%	7
✓ Strongly disagree	4/4	58.06%	18
TOTAL			31

94% of participants found the feature quick to learn.

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Q7

I would imagine that most people would learn to use this feature very quickly.

Answered: 31   Skipped: 0
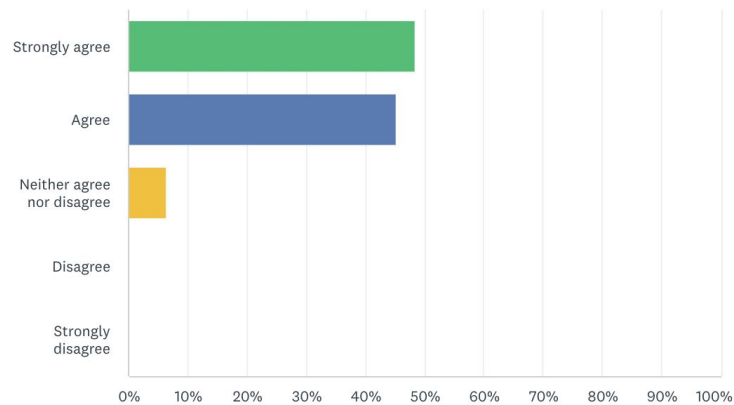
QUIZ STATISTICS			
Percent Correct 48%	Average Score 3.4/4.0 (85%)	Standard Deviation 0.62	Difficulty 6/10

ANSWER CHOICES	SCORE	RESPONSES	
✓ Strongly agree	4/4	48.39%	15
Agree	3/4	45.16%	14
Neither agree nor disagree	2/4	6.45%	2
Disagree	1/4	0.00%	0
Strongly disagree	0/4	0.00%	0
TOTAL			31

6% of participants found this feature cumbersome to use.

Q8

I found this feature very cumbersome to use.

Answered: 31   Skipped: 0
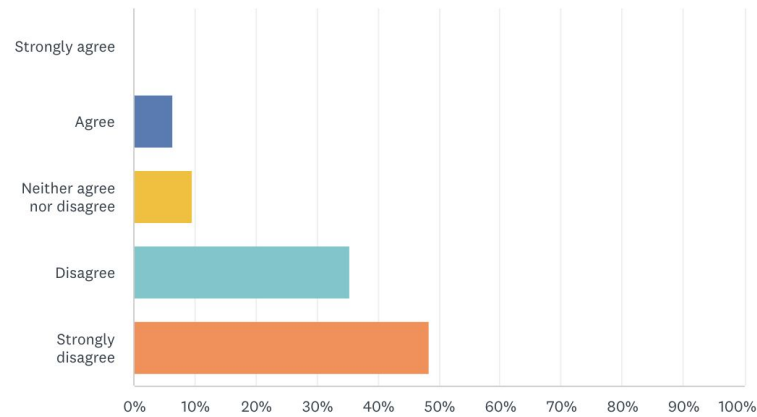
QUIZ STATISTICS			
Percent Correct 48%	Average Score 3.3/4.0 (81%)	Standard Deviation 0.89	Difficulty 3/10

ANSWER CHOICES	SCORE	RESPONSES	
Strongly agree	0/4	0.00%	0
Agree	1/4	6.45%	2
Neither agree nor disagree	2/4	9.68%	3
Disagree	3/4	35.48%	11
✓ Strongly disagree	4/4	48.39%	15
TOTAL			31

12

97% of participants felt confident using this feature.

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Q9

I felt very confident using this feature.

Answered: 31   Skipped: 0
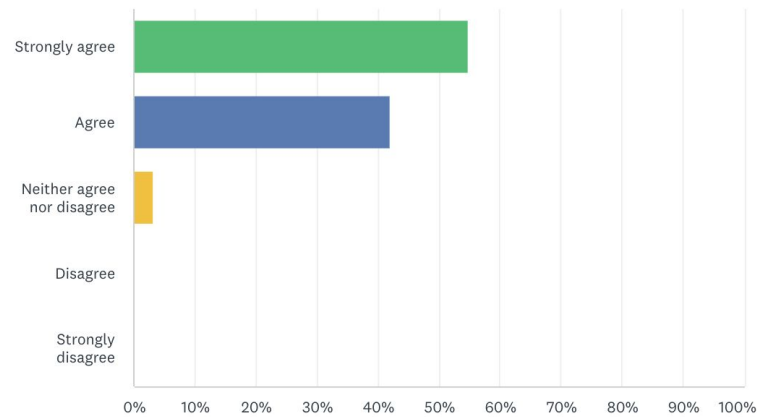
QUIZ STATISTICS			
Percent Correct 55%	Average Score 3.5/4.0 (88%)	Standard Deviation 0.57	Difficulty 7/10

ANSWER CHOICES	SCORE	RESPONSES	
✓ Strongly agree	4/4	54.84%	17
Agree	3/4	41.94%	13
Neither agree nor disagree	2/4	3.23%	1
Disagree	1/4	0.00%	0
Strongly disagree	0/4	0.00%	0
TOTAL			31

97% of participants found the feature easy to learn.

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Q10

I needed to learn a lot of things before I could get going with this feature.

Answered: 31   Skipped: 0
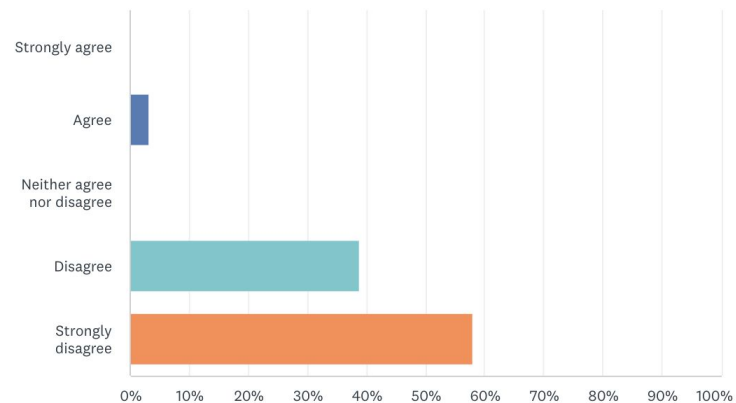
QUIZ STATISTICS			
Percent Correct 58%	Average Score 3.5/4.0 (88%)	Standard Deviation 0.68	Difficulty 7/10

ANSWER CHOICES	SCORE	RESPONSES	
Strongly agree	0/4	0.00%	0
Agree	1/4	3.23%	1
Neither agree nor disagree	2/4	0.00%	0
Disagree	3/4	38.71%	12
✓ Strongly disagree	4/4	58.06%	18
TOTAL			31

14
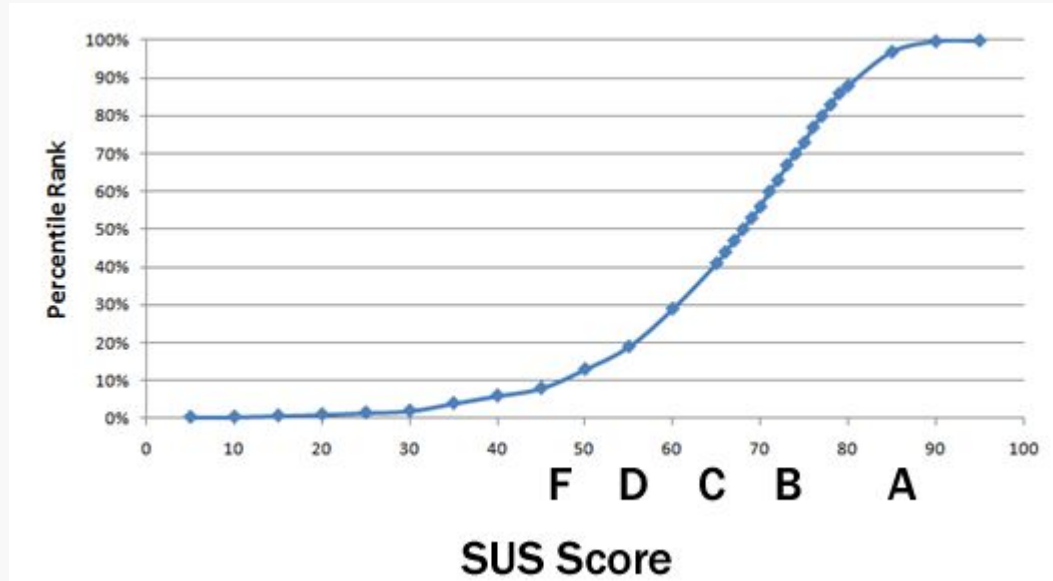
Thank you

Appendix

The System Usability Scale

A SUS score above a 68 would be considered above average and anything below 68 is below average.

Scoring above an 80.3 to get an A (the top 10% of scores); is the point where users are more likely to be recommending the product to a friend.

SUS Questions
1. I think that I would like to use this system frequently.
2. I found the system unnecessarily complex.
3. I thought the system was easy to use.
4. I think that I would need the support of a technical person to be able to use this system.
5. I found the various functions in this system were well integrated.
6. I thought there was too much inconsistency in this system.
7. I would imagine that most people would learn to use this system very quickly.
8. I found the system very cumbersome to use.
9. I felt very confident using the system.
10. I needed to learn a lot of things before I could get going with this system.