

American Association for Justice (AAJ) Website Analysis: Key Findings and Recommendations

October 2025

AAJ Summary of Key Findings and Recommendations

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Executive Summary

To inform AAJ’s website strategy, Results Direct conducted five discovery calls with AAJ staff to identify challenges with the current website and opportunities for improvement. Results Direct reviewed the current website and analytics, and conducted five interviews with AAJ members to gain their perspective on the member value proposition, learn why members visit the AAJ website, and to discuss opportunities to improve the website experience. We also invited these participants to complete tasks on the current AAJ website and evaluated their responses to inform our recommendations.

Details of our findings and recommendations are below. These include:

- Simplify and improve the navigation and search
- Highlight calls to action
- Reduce friction in transactions
- Implement design changes to highlight relevant content
- Migrate the site to an updated, easy to support CMS that is easy to use by staff

Website Recommendations

- **Simplify the navigation.** Users were confused by unclear paths content. Use direct and clear language to guide users’ journeys.

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- **Add the content to the pages that users expect to see.** Members want clear calls to action and easy access to needed information. In our interviews they noted that many pages seemed to be more for show and lacking substance. Their feedback includes:
 - Users expect to see the list of benefits when they go to the Member Benefits page instead of a brochure piece.
 - Logged in Members expect to see a ‘donate’ button on the AAJ PAC page.
 - Users expect to see the list of all books when they go to the AAJ Press Books page, instead of a marketing content.
 - The Committee pages should include leadership and how to get involved.
- **Adjust the interior pages to be less like a ‘brochure.’** Interior pages should have less white space and fewer large images. Users complained that it felt cluttered and was hard to find the content.
- **Bring the Convention pages under justice.org.** Users were confused by the change in navigation on the convention pages and struggled to return to the main site.
- **Improve the main search, reduce the silos of specific searches.** Users want to be able to search for content from the main site search rather than going to specific search pages. Users were confused by the multiple search areas. Add filtering results by facets (e.g., author, topic) to the main search.
- **Reduce 404 (page not found) errors** → Audit broken links and set up redirects.
- **Expand top content areas** → Events and “Find an Attorney” draw engaged users; add related articles, calls to action, or newsletters.

These recommendations are related to the NetForum AMS:

- **Revise the login / My Profile.** The login form should include a contact us link. Users complained that the session timeout is too short (30 minutes). Users should be taken to the page they were on before clicking login, instead of to the ‘My Profile’ page. On the My Profile page, hide the “time” from the user's birthday display. The 72% bounce rate from the login page implies friction. Streamlining the login process will improve user experience.
- **Revisit the purchase process.** Users would like a way to purchase something without needing an account or logging in. They would especially like the ‘guest check out’ process for books.
- **Revisit the event registration process.** Users would like to register for free events without having to go to the ‘cart.’ Users would like a way to register a group or a spouse. When registering for convention, it is not clear that the included membership term begins at registration.
- **Revisit the Donation / Giving process.** Users would like to see the lifetime history of their giving. Users were confused by the purpose code; the campaign and appeal should not be visible. The pledge form should have a dropdown for donation causes and should be clear on which fields are required. The pledge amount should not show up to four decimal places.

An Updated CMS for AAJ

Results Direct recommends AAJ build on the momentum of this project by proceeding with new designs and templates for the website. The design and template work is CMS agnostic – these assets can be applied to any CMS and can be done in parallel with CMS evaluations. As this work is underway, AAJ can evaluate CMS solutions for hosting the redesigned website.

AAJ's website is running on Sitecore v. 9.1.1, which goes [out of support in December 2026](#). We understand that AAJ will need to rebuild to site to upgrade to a current version. Based on the team's frustrations with the complexity of Sitecore, Results Direct **recommends AAJ explore more user-friendly CMS options**. Two CMS platforms which we find easy to use for association staff are Sitefinity and WordPress. If AAJ decides to stay with Sitecore, AAJ should rebuild in the latest version of Sitecore and request training to alleviate staff pain points. In planning for the new website, AAJ anticipate how artificial intelligence (AI) tools can be leveraged to better surface content and to provide personalized experiences. Results Direct will provide guidance on preparing an RFP for CMS selection, should AAJ determine one is needed.

Regardless of CMS, AAJ **should initiate a site redesign** based on templates that present content in a simpler, more accessible layout. The redesigned site should allow relevant staff to add/edit content and should include processes and workflows for publishing this content.

Justice.org is on Sitecore.NET version 9.1.1 (rev. 002459)

March 28, 2019

.NET Framework 4.7.1

Sitecore v9.1 goes out of support 31-Dec-2026

The most current version of Sitecore is Sitecore Experience Platform (XP) 10.4, released in April 2024.

Source: https://support.sitecore.com/kb?id=kb_article_view&sysparm_article=KB0641167

Staff expressed the following frustrations with using Sitecore:

- **Images.** Strict parameters on photo dimensions. Should be easier to add images of conferences and past presidents. Hard to find the photo you want.
- **Forms.** Would like a uniform form tool and not have to use Wufoo or Sign-Up Genius.
- **Event layout is too Restricting.** Event details are too templated. The black box is restricting. Would like a date override to be able to say, "every Thursday in September."
- **Content "Books" lacking fields.** Would like to be able to add book cover images.
- **Press Center layout.** Would like to include materials, pull quotes, and embedded video on Press resources.
- **General editing.**
 - Currently all edits go through IT.

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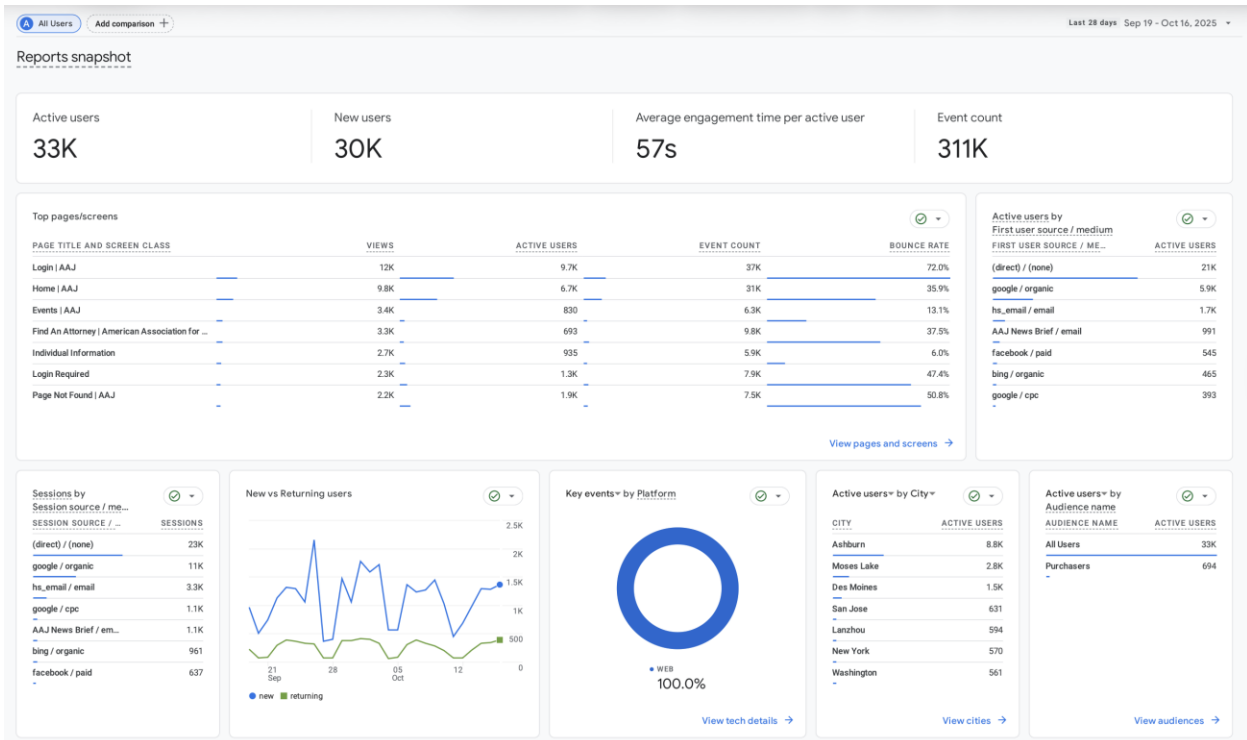
- The HTML is not consistent.
- The CMS is not intuitive.
- When uploading files, it is not easy to navigate to Documents.
- Some pages are pre-set and there is little opportunity to configure page layouts.
- Staff report being unable to embed YouTube videos. (This should be possible in Sitecore – Results Direct recommends checking the Sitecore security settings.)
- It should be easier to change the homepage hero area (images, text, call to action).
- Staff would like the ability to highlight initiatives / events / new releases.
- **Preview on mobile.** Sitecore doesn't have an easy way to preview on Mobile.

Website Usage

Members report using the AAJ website an average of once a week; for some usage is less frequent. Members use the AAJ site to:

- Search the Member Directory – by far the number one reason for everyone with whom we spoke
- Register for events: convention, seminars, and webinars
- Access CLEs
- Purchase a book
- Engage with Communities / Listservs

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Analytics Analysis:

- Traffic volume is strong, with roughly 90% of users being new suggesting ongoing discovery of your site via search and outreach. Engagement time (57 seconds) is healthy for an informational site, though slightly below benchmarks for professional-service portals (typically 60–90 seconds).
- Direct traffic and organic search dominate, showing strong visibility and user intent. Email marketing drives repeat engagement, while paid channels could be scaled strategically.
- The **Home** page has a solid engagement rate and low bounce rate—content and layout are working well.
- **Login-related pages** dominate sessions; consider UX improvements or clearer pathways to decrease abandonment.
- The **Events** and **Find an Attorney** pages show strong engagement, signaling key user intent areas.
- A high volume of **404/Page Not Found** visits indicates navigation or backlink issues that should be audited.

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- Conversion (purchaser) volume is small compared to total traffic—just ~2%. Focusing on clearer calls-to-action, event sign-ups, or membership funnels could lift this rate.

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User Testing Results

In our interviews with AAJ members we invited them to complete tasks on the current AAJ website and evaluated their responses.

One on One User Testing

We asked members to complete the following tasks on the current websites:

- 1) Where would I learn about member benefits?
- 2) Where would I register for "Experts Webinar: Picking, Preparing, Perfecting"?
- 3) Where would I go to contribute to the AAJ PAC?
- 4) Where would I find information on New Lawyers?
- 5) Where would I go to purchase the Dram Shop Litigation Packet?
- 6) Where would I find the discussion forums?
- 7) Where would I find Amicus Briefs?
- 8) Where would I purchase a deposition book?

Users' responses were observed and score on a scale of 1 to 4:

- 4 = task easily completed
- 3= task completed with a few issues
- 2= task completed, but with many issues
- 1= could not complete task

The results and observations for each task are below.

The above tasks were also included in a larger set of tasks to evaluate proposed revisions to the navigation. These revisions were based on input from AAJ members via a card sort exercise and were tested with AAJ members via a tree test.

Study Overview

Five 1:1 moderated interviews were completed with long-term, active AAJ members. Participants represented a mix of leadership and general membership roles. Each interview followed a semi-structured format that combined open discussion and guided task walkthroughs on the AAJ.org site.

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Participant Profile

Number of Participants	5 (Anonymous; referred to as Participants A–E)
Tenure with AAJ	10–20+ years
Roles Represented	Board Member, Caucus Leader, Committee Chair, Active Member
Usage Frequency	Ranged from weekly to a few times per month
Typical Use Cases	Registering for events, accessing CLEs, searching member directories, managing caucus materials, contributing to AAJ PAC

Implications

This participant group represents AAJ’s most invested and digitally active members. Their challenges highlight foundational issues in **information architecture, login flow, and search trust** rather than a lack of content. The feedback strongly indicates that **improving structure and reducing friction** will have disproportionate impact on engagement, satisfaction, and member retention.

Observed Behavior Patterns

High engagement, low satisfaction: Participants are deeply invested in AAJ’s mission but uniformly frustrated by digital friction.

- **Over-reliance on memory:** Most participants rely on habit and past navigation routes rather than the site’s IA to locate resources.
- **Task success through persistence:** Even highly familiar users required multiple steps or alternate routes (e.g., Google) to reach known destinations.

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- **Navigation fatigue:** Frequent comments about “loops” and repeated logins highlight mental fatigue during repeated sessions

Even AAJ’s most experienced users, who know exactly what they’re looking for, experience unnecessary friction. **If the leadership-level users struggle to navigate, newer members are likely dropping off altogether.**

Key Experience Themes

1. Login Fatigue & Authentication Friction

Summary:

Every participant cited frustration with the repeated need to log in while completing tasks. Multi-step authentication and inconsistent session persistence were described as perpetual “loops” with users often uncertain whether they were signed in or not.

Observed Behavior: Users attempted to perform actions (e.g., accessing a directory, registering for a CLE) and were redirected to new login pages, sometimes losing their place.

Impact: High cognitive load and increased task abandonment risk.

“You log in, click a link, and suddenly you have to log in again. It’s exhausting.” — *Participant B*

2. Navigation Complexity

Summary:

Participants found the site’s navigation dense and repetitive. Key destinations—like Member Directory, PAC, and Education exist in multiple menu areas, making the correct path unclear.

Observed Behavior: Users scanned across top nav, dropdowns, and side menus, often using trial-and-error to locate the right section.

Impact: Slower task completion and diminished trust in site organization.

“If you don’t already know where something is, it’s nearly impossible to find.” — *Participant A*

3. Search Limitations

Summary:

While the search feature was frequently used, participants expressed consistent dissatisfaction with the quality of results. They reported irrelevant returns, inconsistent keyword recognition, and a preference to use Google to find AAJ pages.

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Observed Behavior: Multiple users abandoned the on-site search mid-session and typed “site:aaj.org” queries into Google instead.

Impact: Loss of confidence in site infrastructure and potential underuse of key resources. “I trust Google more than the site’s own search bar.” — *Participant D*

4. Event Registration Friction

Summary:

Event and CLE registration tasks were achievable but felt tedious due to repeated authentication prompts and inconsistent navigation labels (“Education & Events” vs. “CLEs”).

Observed Behavior: Participants who successfully registered did so by retracing familiar steps rather than discovering intuitive flows.

Impact: Slower registrations and negative perceptions of professionalism. “Registering should take two clicks, not ten.” — *Participant C*

5. Member Directory Findability

Summary:

The Member Directory was described as one of the most valuable yet hardest-to-locate resources. Participants expected it under multiple categories (Membership, Resources, Dashboard) and were frustrated by its buried placement.

Observed Behavior: Some users bookmarked the directory URL directly to bypass navigation.

Impact: Reduced discoverability and missed engagement opportunities for networking. “That’s the one thing we all use, and it’s hidden.” — *Participant E*

6. Accessibility for New Users

Summary:

Veteran members recognized how difficult the site would be for someone unfamiliar with AAJ’s internal structure. Labels such as “Advocacy” reflects organizational language more than user language.

Observed Behavior: Participants predicted that new users would not understand category groupings or login expectations.

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Impact: High onboarding friction for new members, increasing drop-off risk.
 “If it’s confusing for me after 15 years, imagine a new member.” — *Participant B*

Task Performance

Task	Score	Observed Path	Key Findings
Member Benefits	3.6	Membership → Member Benefits	Users located this efficiently, but many were redirected to login pages before viewing details.
Register for Webinar / CLE	3.6	Education & Events → Upcoming CLEs	Found consistently, though participants questioned why it’s labeled under multiple categories.
Contribute to PAC	2.0	AAJ PAC → Learn More	Confusion over where contributions are made; some assumed the page was informational only.
Purchase Litigation Packet	3.2	Publications → Litigation Packets	Users found it eventually, but product layout felt “buried” and required scrolling.
New Lawyers Division	3.6	Member Groups → New Lawyers Division	Logical hierarchy but inconsistent labeling slowed discovery.
Discussion Forums / List Servs	1.8	List Servs → Login → Dashboard	The weakest performer — excessive login prompts and unclear access points.
Amicus Briefs	3.6	Advocacy → Amicus Briefs	Users understood where to look but expected a more prominent placement.
Deposition Books (AAJ Press)	3.4	Publications → AAJ Press	Perceived as straightforward once located; minor issues with cookie modals and scrolling.

Performance Insights

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High-Performing Tasks (3.5 – 4.0 Stars)

- **Events / CLE Registration and Member Benefits:** Consistently located with minimal exploration.
Strong IA alignment but frequent authentication disruption.
- **Amicus Briefs:** Clear label and expected placement foster user confidence.

Moderate Tasks (2.5 – 3.4 Stars)

- **Litigation Packets and Deposition Books:** Discoverable but visually underemphasized.
Content hierarchy and product structure limit visibility.

Low-Performing Tasks (≤ 2.0 Stars)

- **Discussion Forums and PAC Contribution:** Universally difficult.
Frequent logins, unclear calls to action, and overlapping labels create confusion and frustration.

Patterns Observed

- **Login disruption** is the primary cause of failed or prolonged tasks.
- **Search abandonment** occurred in 3 of 5 interviews; users reverted to manual navigation or Google.
- **Label ambiguity** (e.g., “Education & Events” vs “CLEs”) increased time on task despite eventual success.
- **Visual scanning behavior:** participants relied on top-level menus only; side navigation and footer links were mostly ignored.

Tree Test Results

Overall Success Rate — 79%

Definition:

The percentage of participants who ultimately found the correct destination in the site hierarchy regardless of how many steps or redirects it took.

Benchmarks:

- **90–100%:** Very intuitive. Users can easily find what they need.
- **80–89%:** Strong usability; a few users may have minor confusion or drop off.

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- **60–79%:** Noticeable usability issues. Some content, labels, or navigation may need restructuring.
- **Below 60%:** Significant usability problems; major redesign or clearer pathways needed.

A 79% success rate indicates that most users were able to complete tasks successfully, showing **strong overall site findability**. However, the remaining 21% suggests there are still areas where paths or labels may be unclear.

Directness Rate — 82%

Definition:

The percentage of users who reached the correct destination **on their first attempt**, without backtracking or exploring unrelated paths.

Benchmarks:

- **90–100%:** Very intuitive; users rarely stray.
- **75–89%:** Good usability; minor hesitation or detours.
- **60–74%:** Moderate confusion; structure may need clearer labelling or hierarchy.
- **Below 60%:** Poor navigation clarity; users are guessing or backtracking often.

An **82% directness rate** means that, on average, users followed a fairly efficient path, they usually **knew where to go and didn't wander too far off course**.

Average Time to Completion — 8.0 seconds

Definition:

The average time it took participants to reach the correct destination.

Benchmarks

- 0-5 seconds - Excellent - Instant clarity, users immediately knew where to go.
- 6-10 seconds - Efficient - Smooth navigation; minor scanning or confirmation steps.
- 11-20 seconds – Moderate - Some hesitation or extra clicks before finding the goal.
- 21+ seconds – Poor - Users struggled or explored multiple wrong paths.

8.0 seconds represents an efficient and user-friendly experience. It implies that users are engaging naturally and can find what they need with ease, a healthy balance between speed and confidence in their actions.

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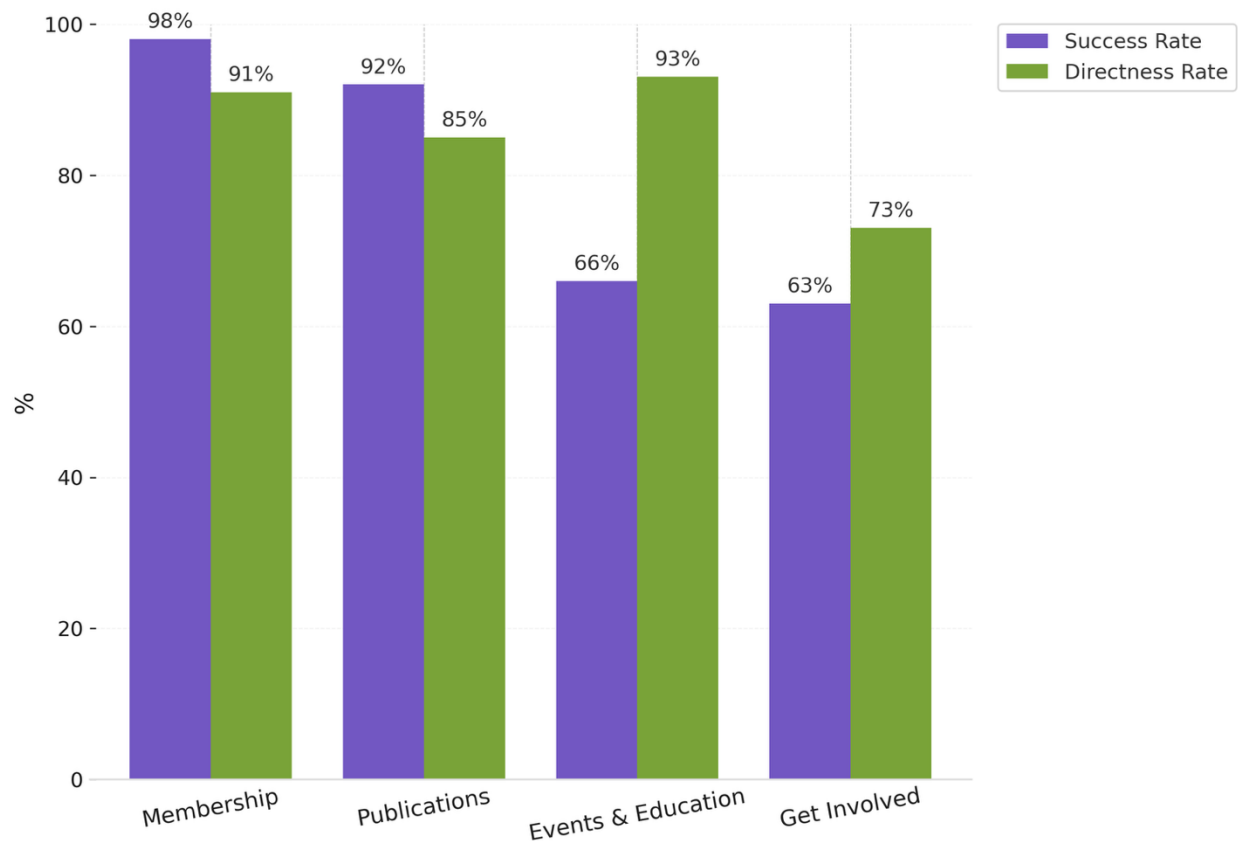
Top 3 Performing Tasks

1. Task #5: Trial Magazine – 100% Direct Success Rate
2. Task #3: AAJ Pac - 96% Direct Success Rate
3. Task #15: Upcoming Events – 93% Direct Success Rate

Lowest Performing Tasks

1. #14: Legislative Priorities & Policy Wins – 86% Fail Rate
2. #2: Experts Webinar– 68% Fail Rate
3. #4: New Lawyers – 61% Fail Rate

Key Findings by Section



A. Membership Section

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Tasks: #1, #9

Average Success: 98%

Average Directness: 91%

Average Time: 4.5 seconds

The **Membership** structure is highly intuitive and the best performing section. Users located “Join/Renew,” “Directories,” and “Leaders Forum” pages with minimal hesitation. Labelling was clear and consistent with user expectations.

Strengths:

- “Directories” and “Leaders Forum” clearly convey purpose.
- Consistent breadcrumb patterns reduce backtracking.

Opportunities:

- Introduce subtle cross-links to related sections (e.g., “Get Involved”) to bridge awareness of engagement opportunities.

B. Publications Section

Tasks: #5 - #7, #12, #13, #16

Average Success: 92%

Directness: 85%

Average Time: 8.32 seconds

This category performed well overall. Users strongly associated **Publications** with resource materials (Amicus Briefs, Books, News), showing good comprehension of that category’s purpose. However, “News” under Publications introduced some confusion, many expected press releases under “About AAJ” or “Advocacy.”

Strengths:

- The “Trial Magazine” and the “Dram Shop Litigation Packet” achieved a direct success rate of 100%.
- Short completion times show efficient scanning and label trust.

Pain Points:

- “News” labeled under “Publications.” Users associated it with organization updates, not educational materials.
- Some indirect paths (via “About AAJ” or “Events & Education”) reveal blurred mental models between **information** and **institutional communication**.

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C. Events & Education Section

Tasks: #2, #15

Average Success: 66%

Directness: 93%

Average Time: 5.5s

Users intuitively found **Upcoming Events** but struggled when searching for **Webinars**. Users looked under CLEs instead of Upcoming Events.

Strengths:

- “Upcoming Events” achieved a **100% success rate**, confirming high label clarity.
- Once participants identified the correct entry point, nearly all **completed the task without deviation or backtracking**. This demonstrates that the section’s structure is **clear once discovered**.

Opportunities:

- Users associated webinars with education CLE content.

D. Get Involved Section

Tasks: #3, #4, #8, #10, #11, #14

Average Success: 63%

Directness: 73%

Average Time: 9.74s

The **Get Involved** section was the **most challenging area** of the site particularly in locating **Litigation Groups, Community Forums,** and **Advocacy** Issues. The combination of lower success and longer times suggests users had difficulty connecting their intent (advocacy, contribution, participation) to the correct navigation label.

Tasks like **#11 Discussion Forums** and **#14 Legislative Priorities & Policy Wins** had the **lowest success scores**, both tied to the **Advocacy/Community** themes that are critical to AAJ’s mission but difficult to surface.

Common Errors:

- Many users searched for **policy/advocacy content** under **AAJ PAC** or **News** instead of **Advocacy Issues**.
- “Community Forums & List Servers” was buried conceptually, users expected it under “Membership” or “Publications.”

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Insights:

- “Advocacy Issues” failed 86% of the time (Task #14).
- Participants interpreted “Get Involved” as volunteering or donating, not as a place to read about **legislative priorities**.

Recommendations:

- Rename “**Advocacy Issues**” → “Legislative Priorities” and consider moving to under News
- Add a new category or landing page “**Member Engagement**” consolidating Litigation Groups, Forums, and Advocacy.
- Include “Join a Litigation Group” CTAs in multiple areas for discoverability.

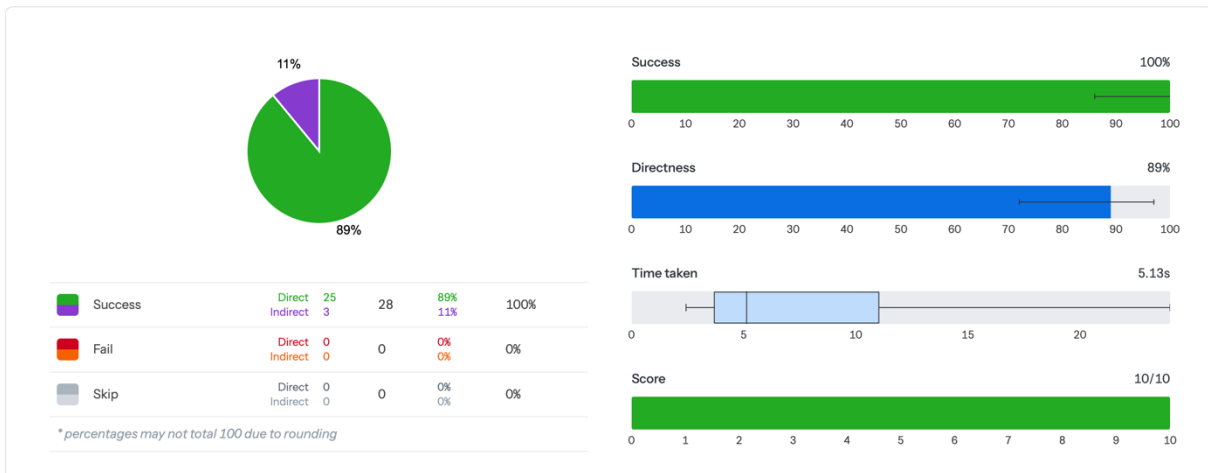
Individual Task Analysis

Task 1: Where would I learn about member benefits?

1. Where would I learn about member benefits?

[Compare tasks](#)

[Home](#) > [Membership](#) > [Become a Member](#)



Direct Success Rate: 89%

Indirect Success Rate: 11%

Fail Rate: 0%

Skip Rate: 0%

Average Time to Completion: 5.13 seconds

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Overview

All participants (100%) successfully located the correct destination for this task, with the majority (89%) finding it on their first attempt. This indicates that the information hierarchy for this task is clear and intuitive to users.

Path Analysis

A large majority of participants (96%) began their navigation within the **Membership** section, which strongly suggests that users associate the task's goal with this category. Only two participants initially explored the **About** section before finding the correct path, indicating minimal confusion.

Performance Insights

The **average completion time of 5.13 seconds** demonstrates quick recognition and decision-making, reinforcing the ease of discovery for this task. With no recorded failures or skips, this task achieved a **perfect overall success rate (100%)** and a **high directness score (89%)**, reflecting strong information architecture alignment with user expectations.

Conclusion

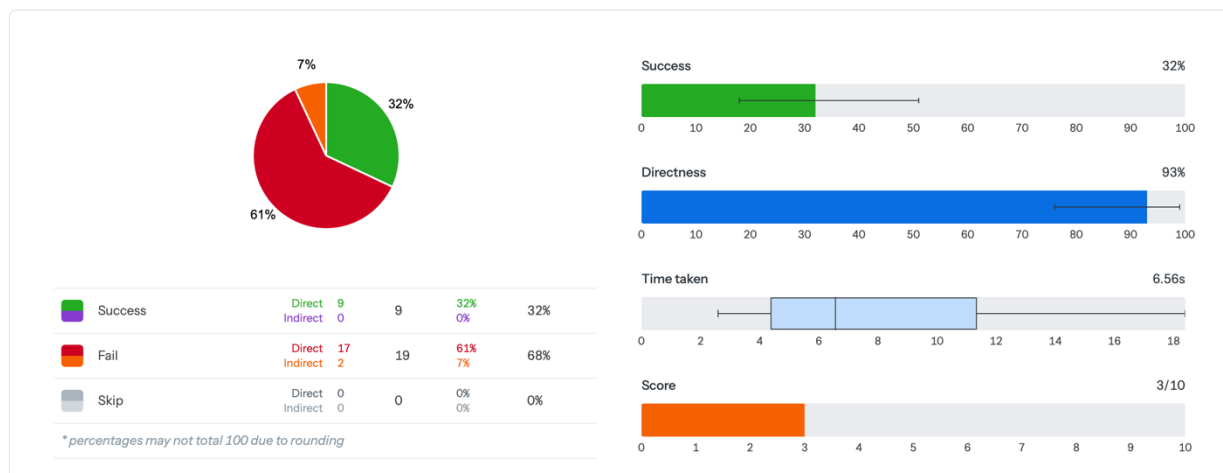
This task performed exceptionally well. Users were able to locate the correct path quickly and confidently, suggesting that the current labeling and structure effectively guide users to their intended destination.

Task 2: Where would I register for "Experts Webinar: Picking, Preparing, Perfecting"?

2. Where would I register for "Experts Webinar: Picking, Preparing, Perfecting"?

Compare tasks

Home > Events & Education > Upcoming Events



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Direct Success Rate: 32%

Indirect Success Rate: 0%

Fail Rate: 68%

Skip Rate: 0%

Average Time to Completion: 6.56 seconds

Overview

Only 32% of participants successfully located the correct path for this task, indicating that users had significant difficulty identifying where to find Webinars. The majority of participants (68%) failed to reach the correct destination, suggesting a disconnect between user expectations and the current labeling or structure.

Path Analysis

Most users (61%) navigated to **Events & Education → Register for CLEs**, possibly indicating a strong association between “events” and “registration” in users’ mental models. A smaller subset (32%) correctly selected **Events & Education → Upcoming Events**, while a few participants (8%) explored other areas such as **Publications**.

Performance Insights

Despite a high **directness score of 93%**, meaning participants generally followed a consistent path, the **low success rate** shows that this path frequently led to the wrong destination. The **average completion time of 6.56 seconds** suggests that users made decisions quickly but not accurately, indicating confidence in an incorrect mental model rather than confusion or hesitation.

Conclusion

This task reveals a clear usability issue: users are misinterpreting the relationship between “Events & Education” and “Register for CLEs.” The labeling and hierarchy may imply that all events are part of CLE registration rather than general events. To improve findability, consider:

- Revising category names or adding a clearer distinction between **“Upcoming Events”** and **“Register for CLEs.”**
- Testing alternative phrasing (e.g., “Event Calendar” or “Programs & Events”) to better match user expectations.

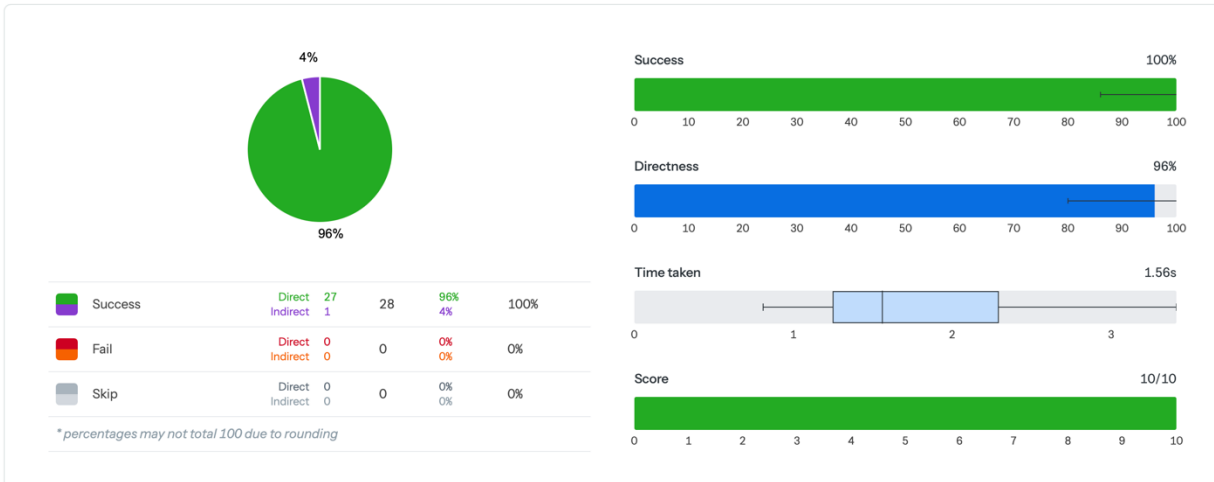
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Task 3: Where would I go to contribute to the AAJ PAC?

3. Where would I go to contribute to the AAJ PAC?

Compare tasks

- Home > Get Involved > Donate
- Home > AAJ PAC



Direct Success Rate: 96%
Indirect Success Rate: 4%
Fail Rate: 0%
Skip Rate: 0%
Average Time to Completion: 1.56 seconds

Overview

This task performed exceptionally well. All participants (100%) successfully located where to contribute to the **AAJ PAC**, with the majority (96%) completing the task directly. These results indicate that users clearly understand where to go to make a contribution and that the site’s information architecture supports intuitive navigation for this goal.

Path Analysis

Nearly all users (93%) selected the direct path **Home → AAJ PAC**, confirming that the **AAJ PAC** section is well-placed and labeled in a way that aligns with user expectations. A small number of participants explored **Get Involved → Donate (4%)** or **About AAJ → AAJ PAC (4%)** before finding the correct location. These minor variations suggest that while users have a clear sense of where to donate, some still associate contributions with the broader “Get Involved” or “About” categories.

Performance Insights

The **average completion time of 1.56 seconds** indicates that participants made decisions almost immediately upon viewing the options. The **high directness score of 96%** further

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confirms that users rarely hesitated or explored incorrect paths. Together, these metrics reflect a strong alignment between user mental models and the site's navigation for this task.

Conclusion

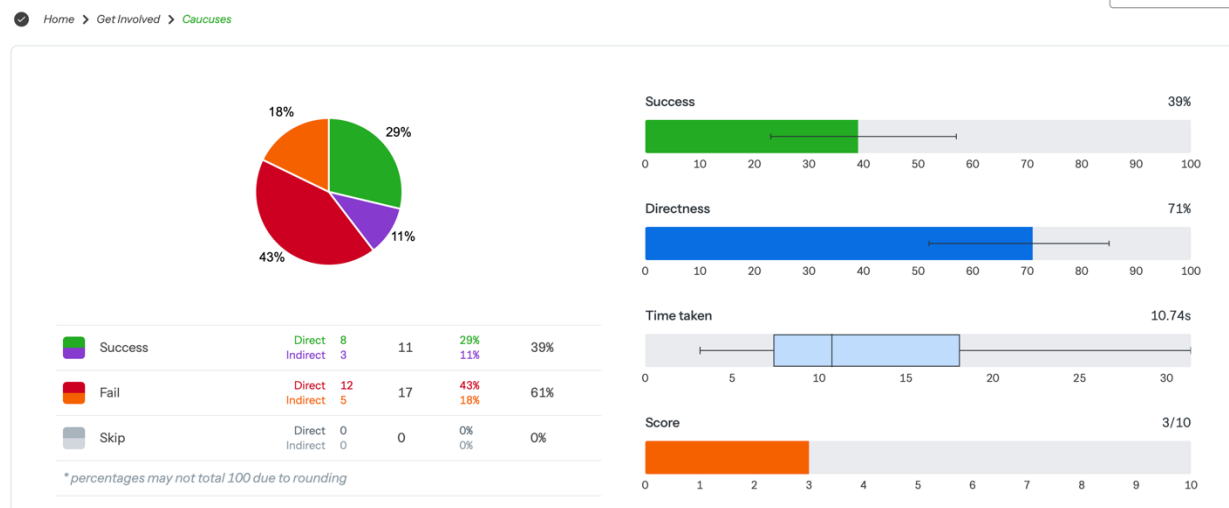
This task demonstrates excellent usability and clear information architecture. The placement and labeling of **AAJ PAC** are working effectively. To maintain this success:

- Keep the **AAJ PAC** label visible and accessible within the primary navigation.
- Optionally, include subtle cross-links under **Get Involved** or **Donate** to reinforce consistency for the small percentage of users who began there.

Task 4: Where would I find information on New Lawyers?

4. Where would I find information on New Lawyers?

Compare tasks



Direct Success Rate: 29%
Indirect Success Rate: 11%
Fail Rate: 61%
Skip Rate: 0%
Average Time to Completion: 10.74 seconds

Overview

Only 39% of participants successfully located where to find information on **New Lawyers**, with 29% succeeding directly and 11% indirectly. The majority (61%) failed to identify the correct path, indicating that users struggled to associate “New Lawyers” with its placement under **Get Involved** → **Caucuses**.

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Path Analysis

The most common correct path was **Home → Get Involved → Caucuses**, chosen by 29% of participants. However, several users explored other areas such as **Membership → Directories (25%)**, **Get Involved → Community Forums & List Servers (11%)**, and **Membership → Become a Member (7%)**. This suggests confusion about where professional subgroups like “New Lawyers” belong within the site hierarchy.

Many participants appeared to associate “New Lawyers” with **membership** or **career-related resources** rather than community involvement. A few users also navigated deeply between **Membership** and **Get Involved**, indicating uncertainty about the distinction between these two sections.

Performance Insights

The **directness score of 71%** indicates that while users generally followed clear paths, they were often incorrect, suggesting a misleading or unintuitive hierarchy. The **average time of 10.74 seconds** was notably higher than other tasks, reflecting hesitation and backtracking as users explored multiple categories before finding (or failing to find) the correct one.

This combination of longer completion times and high failure rates shows that the **concept of “New Lawyers” is not clearly communicated or grouped** in a way that matches user expectations.

Conclusion

This task highlights a major information architecture issue around how member segments and professional communities are organized. Most users expected “New Lawyers” to appear under **Membership** or **Career/Professional Development**, not under **Get Involved → Caucuses**.

To improve success rates:

- Reduce the number of
- Reevaluate the label “**Caucuses**,” as it may not be widely understood by all users.
- Consider renaming or cross-listing **New Lawyers** under **Membership** or **Professional Development** to align with user expectations.
- Test alternative labels such as “**Practice Groups**,” “**Member Communities**,” or “**Networks for New Lawyers**” to improve clarity.

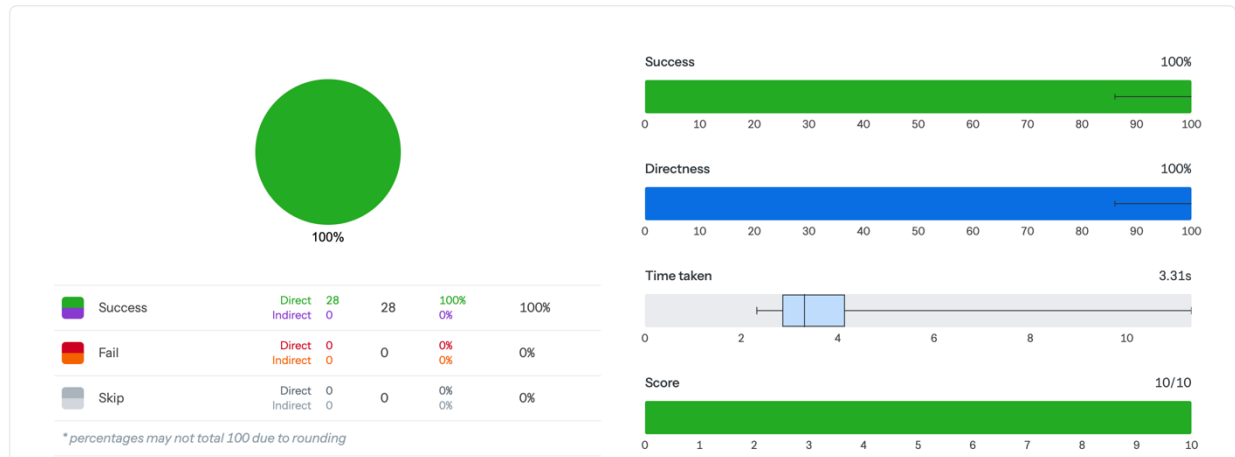
AAJ Summary of Key Findings and Recommendations

Task 5: Where would I find the latest Trial Magazine?

5. Where would I find the latest Trial Magazine?

Compare tasks

Home > Publications > Trial Magazine



Direct Success Rate: 100%
Indirect Success Rate: 0%
Fail Rate: 0%
Skip Rate: 0%
Average Time to Completion: 3.31 seconds

Overview

All participants (100%) successfully located the **latest Trial Magazine**. Every user completed the task directly without errors or backtracking, demonstrating that the site’s structure and labeling for this content are highly intuitive and efficient.

Path Analysis

Every participant followed the same clear and correct path: **Home → Publications → Trial Magazine**. This consistency shows strong user alignment with the site’s mental model, users intuitively understood that “Trial Magazine” would be located within “Publications.”

Performance Insights

The **directness score of 100%** and **average completion time of 3.31 seconds** indicate exceptional clarity and efficiency. Users made quick and confident decisions, with no evidence of hesitation or misdirection. This reflects a well-labeled and logically placed navigation item that requires no redesign or adjustment.

AAJ Summary of Key Findings and Recommendations

Conclusion

This task demonstrates flawless usability. Users immediately understood where to locate the **Trial Magazine**, confirming that the **Publications** section is both well-organized and labeled in line with user expectations.

Task 6: Where would I go to purchase the Dram Shop Litigation Packet?



Direct Success Rate: 86%
Indirect Success Rate: 14%
Fail Rate: 0%
Skip Rate: 0%
Average Time to Completion: 6.04 seconds

Overview

All participants (100%) successfully located where to purchase the **Dram Shop Litigation Packet**, with the majority (86%) completing the task directly. This indicates that users have a strong understanding of where such resources are located and that the current navigation structure supports quick, confident discovery.

Path Analysis

Most users (86%) followed the correct and most efficient path: **Home → Publications → Litigation Packets**. A smaller group (14%) reached the correct destination indirectly, primarily exploring **Events & Education** before finding their way back to **Publications**. This minor detour

AAJ Summary of Key Findings and Recommendations

suggests that a few users may initially associate “Litigation Packets” with educational materials or training resources rather than publications.

Performance Insights

The **directness score of 86%** shows that nearly all users took efficient routes, and the **average time of 6.04 seconds** reflects quick and confident navigation. Although a small percentage of users initially explored other sections, there were no failures or skips, indicating that even indirect users were able to recover and find the correct path with minimal friction.

Conclusion

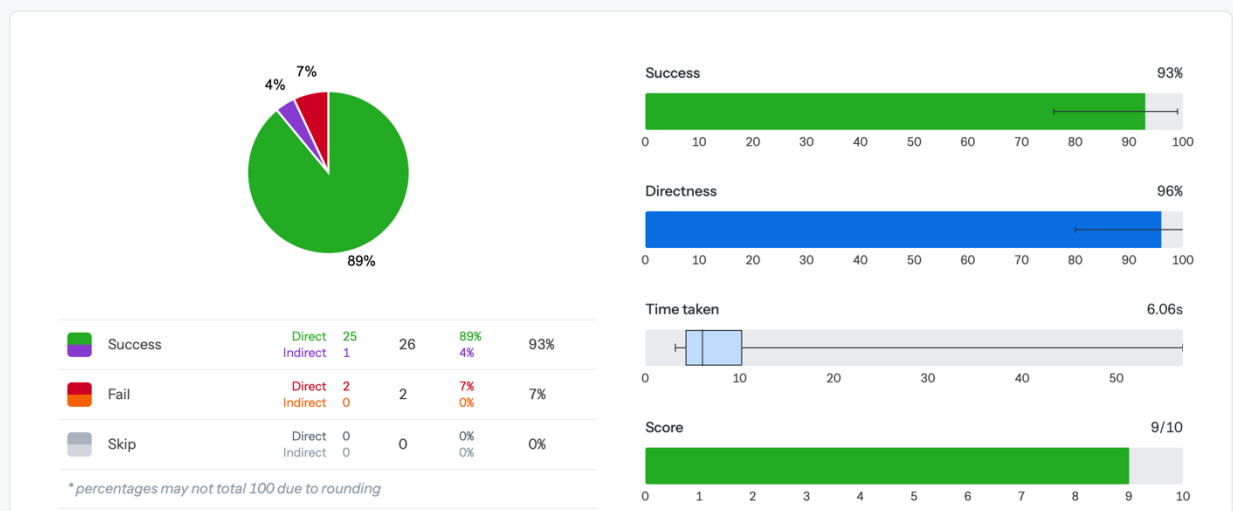
This task performed well, demonstrating that the placement of **Litigation Packets** under **Publications** is both intuitive and effective. However, the few indirect attempts suggest a subtle overlap between “educational” and “publication” content in users’ mental models.

Task 7: Where would I find the research report "Driven to Safety: Robot Cars and the Future of Liability"?

7. Where would I find the research report "Driven to Safety: Robot Cars and the Future of Liability"?

Compare tasks

Home > Publications > Research Reports



Direct Success Rate: 89%

Indirect Success Rate: 4%

Fail Rate: 7%

Skip Rate: 0%

Average Time to Completion: 6.06 seconds

AAJ Summary of Key Findings and Recommendations

Overview

A strong majority (93%) of participants successfully located the research report “**Driven to Safety: Robot Cars and the Future of Liability.**” Most users (89%) completed the task directly, demonstrating clear understanding of where research materials are located. The small failure rate (7%) suggests only minor confusion among a few participants regarding category labeling within **Publications**.

Path Analysis

Nearly all participants followed the correct path: **Home → Publications → Research Reports**. One participant found the report indirectly via **Events & Education**, while two failed the task by selecting either **Register for CLEs** or **Products Liability Law Reporter (PLLR)**. This indicates that while **Publications → Research Reports** is generally intuitive, some users may associate research content with either continuing education materials or other publication types like newsletters.

Performance Insights

The **directness score of 96%** and **average time of 6.06 seconds** show users navigated quickly and confidently with minimal backtracking. The small subset of users who failed tended to do so immediately, reflecting a slight mismatch in their initial assumptions about where research content resides rather than difficulty with the navigation itself.

Conclusion

This task demonstrates a **highly effective information structure**, with most users successfully identifying the **Research Reports** location under **Publications**. The small number of failures suggests opportunities for minor enhancements:

- Add short descriptive text or tags under **Publications** to distinguish **Research Reports** from other publication types.

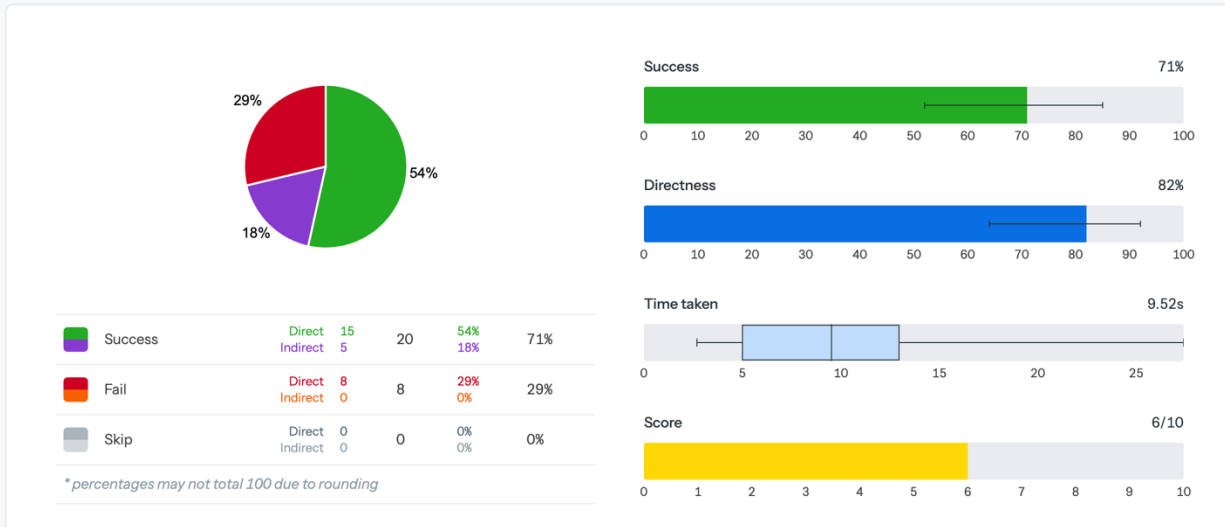
AAJ Summary of Key Findings and Recommendations

Task 8: Where can I find the list of AAJ Committees?

8. Where can I find the list of AAJ Committees?

Compare tasks

Home > Get Involved > Committees



- Direct Success Rate: 54%**
- Indirect Success Rate: 18%**
- Fail Rate: 29%**
- Skip Rate: 0%**
- Average Time to Completion: 9.52 seconds**

Overview

A total of 71% of participants successfully located the **list of AAJ Committees**, with just over half (54%) completing the task directly. However, nearly one-third of users (29%) failed, suggesting that while many understood the general location under **Get Involved → Committees**, others struggled with overlapping or unclear section labeling between **Membership, About AAJ**, and **Get Involved**.

Path Analysis

The most common correct path was **Home → Get Involved → Committees** (54%). Several users (18%) eventually reached the correct destination but took indirect routes, navigating first through **About AAJ, Membership**, or **AAJ PAC** before returning to **Get Involved**.

Failures most often occurred in **Membership → Directories, About AAJ → Board of Governors**, and **Membership → Become a Member**, indicating that users sometimes confused **committees** with organizational or governance-related content rather than community involvement opportunities.

AAJ Summary of Key Findings and Recommendations

Performance Insights

The **directness score of 82%** indicates that participants were relatively consistent in their navigation but not always accurate. The **average completion time of 9.52 seconds**—higher than most other tasks—suggests moderate hesitation and some trial-and-error exploration.

These findings imply that users recognize “Committees” as a participation-related feature but are uncertain about its relationship to **AAJ’s governance vs. member engagement structures**.

Conclusion

While the **Committees** section is generally discoverable, confusion persists about whether it belongs under **About AAJ, Membership, or Get Involved**. This task highlights a mild but important **information hierarchy issue** related to how participatory and organizational structures are grouped.

To improve clarity and task success:

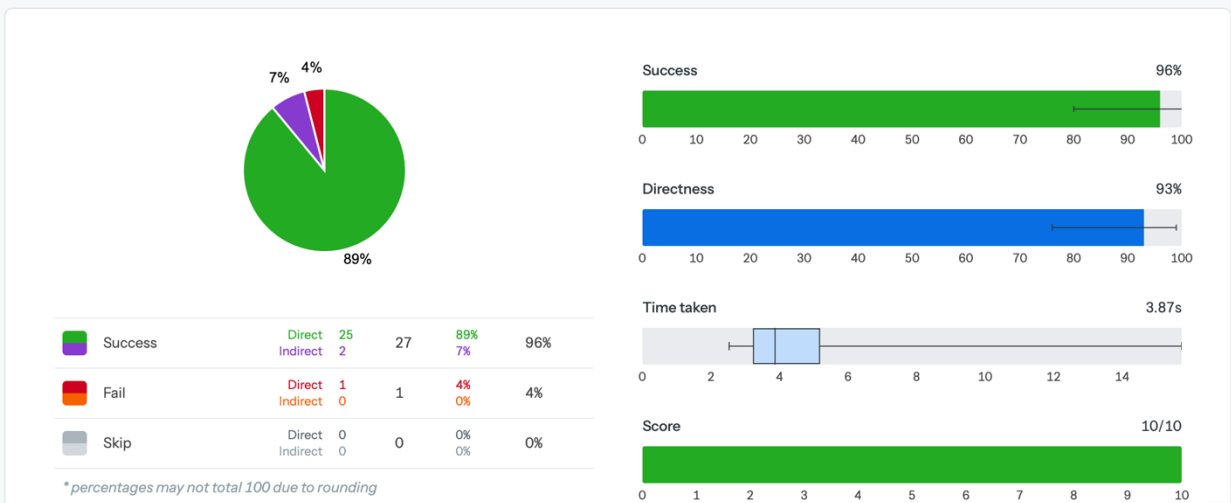
- Reinforce the purpose of **Committees** under the **Get Involved** section with brief descriptive text or sub-labels (e.g., “Join a Committee” or “AAJ Member Committees”).
- Consider cross-linking from **About AAJ or Membership** to **Committees** for users seeking governance-related opportunities.
- Explore whether **Committees, Caucuses, and Litigation Groups** might benefit from a shared subcategory to unify participation-based areas.

Task 9: Where would I find an attorney who is a Leaders Forum member?

9. Where would I find an attorney who is a Leaders Forum member?

Compare tasks

Home > Membership > Directories



AAJ Summary of Key Findings and Recommendations

Direct Success Rate: 89%

Indirect Success Rate: 7%

Fail Rate: 4%

Skip Rate: 0%

Average Time to Completion: 3.87 seconds

Overview

This task performed extremely well, with **96% of participants** successfully locating where to find an attorney who is a **Leaders Forum member**. Nearly all participants (89%) completed the task directly, demonstrating strong comprehension of where membership-related directories are located within the site.

Path Analysis

Most participants followed the correct and most efficient route: **Home → Membership → Directories**. A small portion (7%) found the correct location indirectly, often exploring **About AAJ** or **Get Involved** before reaching the Membership section. Only one participant (4%) failed, selecting **Get Involved → Donate**, which indicates minimal confusion between donation-based and membership-based areas.

Performance Insights

The **directness score of 93%** and **average completion time of 3.87 seconds** show that users located the correct destination quickly and confidently. The few indirect paths suggest that while the **Directories** label is clear and well-placed, some users briefly considered adjacent sections that also represent organizational connections or member engagement.

Conclusion

This task demonstrates **excellent usability and strong information architecture** within the **Membership** section. Participants easily associated “Leaders Forum” with **Directories**, validating that the current structure aligns with user expectations.

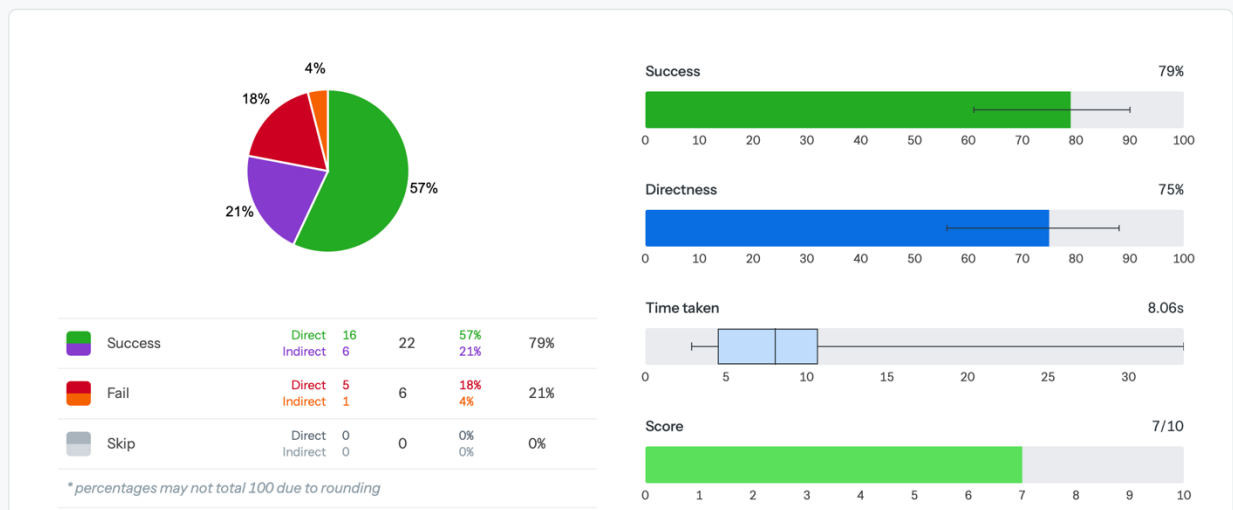
AAJ Summary of Key Findings and Recommendations

Task 10: Where would I find a list of Litigation Groups?

10. Where would I find a list of Litigation Groups?

Compare tasks

Home > Get Involved > Litigation Groups



Direct Success Rate: 57%

Indirect Success Rate: 21%

Fail Rate: 21%

Skip Rate: 0%

Average Time to Completion: 8.06 seconds

Overview

A total of **79% of participants** successfully located where to find a list of **Litigation Groups**, with over half (57%) finding it directly. However, the 21% failure rate and high rate of indirect paths suggest moderate confusion around where users expect this content to reside.

Path Analysis

The most common correct path was **Home → Get Involved → Litigation Groups (57%)**, confirming that most users associated Litigation Groups with community engagement. However, a notable number of participants explored alternate routes such as **Membership → Directories, Membership → Become a Member, or About AAJ**, indicating that some viewed Litigation Groups as **member benefits or professional networks** rather than participation opportunities.

Indirect successes often involved extensive backtracking through **Membership** and **Publications**, showing uncertainty about whether Litigation Groups were informational, educational, or participatory in nature.

AAJ Summary of Key Findings and Recommendations

Performance Insights

The **directness score of 75%** and **average time of 8.06 seconds** suggest moderate hesitation, with users requiring more steps or revisits to confirm their selection. Participants' indirect paths reveal an overlap in how "Litigation Groups," "Committees," and "Caucuses" are conceptually grouped—users perceive all as belonging to a similar category of member involvement but may not distinguish their unique purposes.

Conclusion

This task reflects **partial clarity** in navigation labeling and taxonomy. While most users found the correct path, the mix of indirect and failed attempts signals an opportunity to improve how "Litigation Groups" are communicated within the site hierarchy.

To improve findability and consistency:

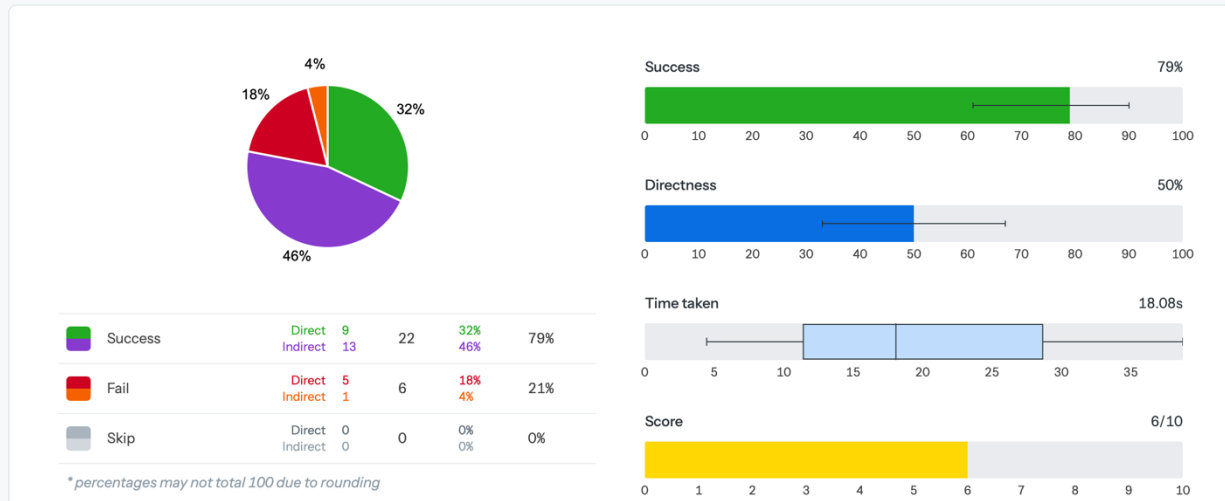
- Consider grouping **Litigation Groups, Committees, and Caucuses** under a unified subcategory such as **Member Networks or Professional Groups** within **Get Involved**.
- Add brief supporting text or links under **Membership** explaining that these groups are part of AAJ's member engagement opportunities.
- Maintain visibility of **Litigation Groups** in the **Get Involved** section but strengthen cross-linking from related areas to reduce uncertainty.

Task 11: Where would I find the discussion forums?

11. Where would I find the discussion forums?

Compare tasks

Home > Get Involved > Community Forums & List Servers



Direct Success Rate: 32%

Indirect Success Rate: 46%

AAJ Summary of Key Findings and Recommendations

Fail Rate: 21%

Skip Rate: 0%

Average Time to Completion: 18.08 seconds

Overview

A total of **79% of participants** successfully located the **discussion forums**, though less than half (32%) found them directly. This indicates that while most users ultimately succeeded, the path to discovery was **highly inefficient**, with users frequently backtracking or exploring unrelated sections before reaching the correct destination.

Path Analysis

The correct destination was **Home → Get Involved → Community Forums & List Servers**. However, only one-third of participants navigated this route directly. Nearly half (46%) reached it indirectly after exploring **Membership**, **About AAJ**, **Publications**, or **Events & Education**—often revisiting multiple sections before locating the correct one.

Common failure paths included **Membership → Directories** and **Get Involved → Litigation Groups**, revealing confusion between **discussion forums** and **professional groups**. This pattern suggests users were uncertain whether forums were intended for open peer communication, member-only networks, or official committees.

Performance Insights

The **directness score of 50%** and long **average completion time (18.08 seconds)** confirm that this task caused significant hesitation and exploratory behavior. The overlap between **Get Involved** and **Membership** sections created friction, as users alternated between thinking of forums as a **benefit of membership** versus a **community engagement space**.

Conclusion

This task demonstrates **structural and labeling ambiguity** between participation-oriented and membership-oriented content areas. While users ultimately succeeded, the heavy reliance on indirect paths shows that the “Community Forums & List Servers” section is not immediately visible or intuitively grouped.

To improve clarity and efficiency:

- Rename or supplement the label “**Community Forums & List Servers**” with a more conversational or recognizable term (e.g., “Discussion Forums” or “Member Forums”).
- Add a cross-link or mention under **Membership** and **Litigation Groups** to help users connect the concept of forums with professional collaboration.

AAJ Summary of Key Findings and Recommendations

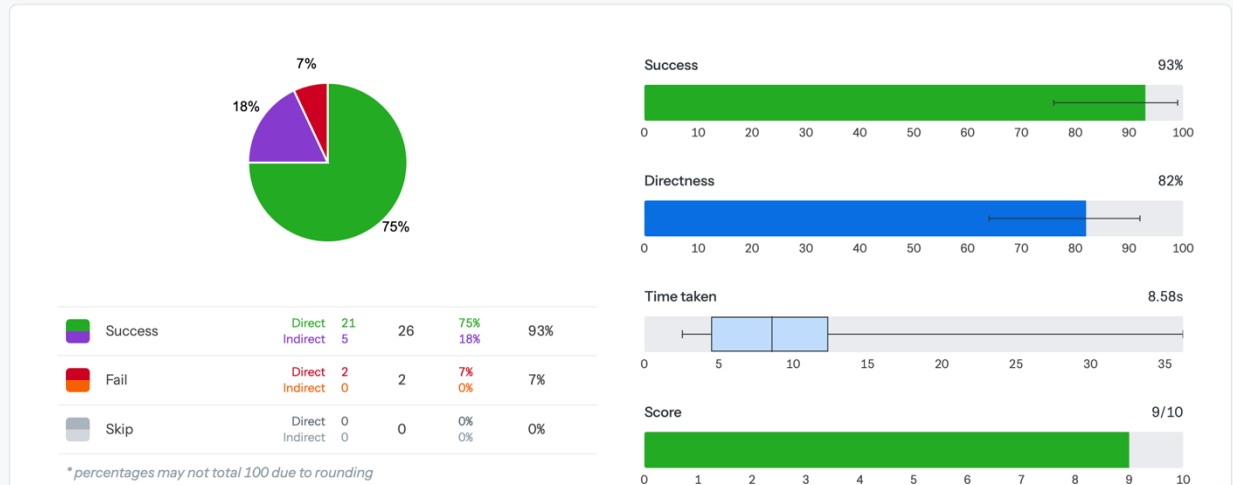
- Consider introducing a “**Connect**” or “**Network**” mega-category within **Get Involved** to unify forums, caucuses, and committees under one relational umbrella.

Task 12: Where would I find Amicus Briefs?

12. Where would I find Amicus Briefs?

Compare tasks

Home > Publications > Amicus Briefs



Direct Success Rate: 75%
Indirect Success Rate: 18%
Fail Rate: 7%
Skip Rate: 0%
Average Time to Completion: 8.58 seconds

Overview

This task yielded **very strong results**, with **93% overall success** and the majority of participants (75%) locating **Amicus Briefs** directly. The data indicates that participants clearly understood where to find legal resources within the **Publications** section, showing well-organized and intuitive content hierarchy.

Path Analysis

The primary and most efficient path — **Home → Publications → Amicus Briefs** — was used by three-quarters of participants. A smaller portion (18%) reached the correct destination indirectly after exploring **Events & Education** or **About AAJ**, which reflects mild conceptual overlap between educational and informational resources.

The few failures (7%) resulted from participants navigating to **AAJ PAC** or **Advocacy Issues**, suggesting that a minority of users interpreted “Amicus Briefs” as **policy advocacy** materials rather than **reference publications**.

AAJ Summary of Key Findings and Recommendations

Performance Insights

A **directness score of 82%** and **average completion time of 8.58 seconds** demonstrate that users located the section quickly and confidently. The rare missteps toward advocacy-related content highlight a subtle naming perception issue: “Amicus Briefs” may not be immediately recognized as part of **Publications** by all users, particularly those unfamiliar with legal terminology.

Conclusion

This task reflects **clear and effective navigation design** within the **Publications** category. The strong direct success rate validates that users intuitively associate **Amicus Briefs** with informational and legal document resources.

To further strengthen findability and reduce confusion for a small subset of users:

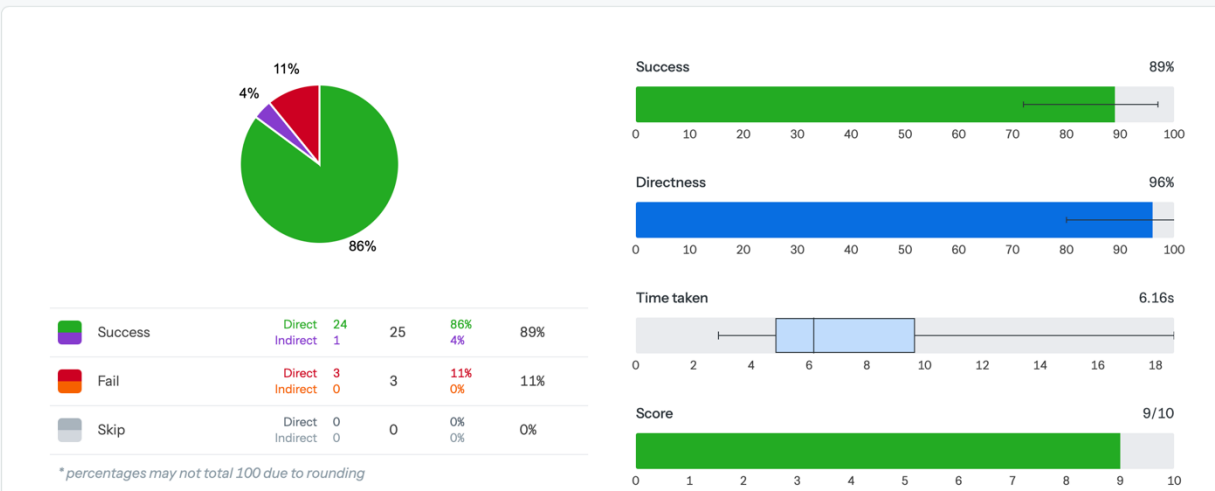
- Consider adding a brief descriptor under **Amicus Briefs** (e.g., “View AAJ’s filed legal briefs and policy positions”) to connect the term with its purpose.
- Optionally, cross-link this content from **Advocacy Issues** for users seeking policy-related materials.

Task 13: Where would I purchase a deposition book?

13. Where would I purchase a deposition book?

Compare tasks

Home > Publications > Books (AAJ Press)



Direct Success Rate: 86%

Indirect Success Rate: 4%

Fail Rate: 11%

Skip Rate: 0%

Average Time to Completion: 6.16 seconds

AAJ Summary of Key Findings and Recommendations

Overview

This task performed very well overall, with **89% of participants successfully locating where to purchase a deposition book**. The strong direct success rate (86%) indicates that participants clearly associated **Books (AAJ Press)** with purchasable educational materials.

Path Analysis

The dominant path was **Home → Publications → Books (AAJ Press)**, followed by a few indirect routes through **Events & Education**, suggesting that a small portion of users momentarily interpreted “Books” as part of continuing education or training materials.

A few failures (11%) occurred among participants who selected **Events & Education → Upcoming Events** or **Publications → Litigation Packets**, reflecting minimal confusion between purchasable publications and other learning or resource materials.

Performance Insights

The **directness score of 96%** and **average completion time of 6.16 seconds** reflect confident navigation and strong content labeling. The clear placement of **Books (AAJ Press)** under **Publications** effectively communicates both the content type and purchase intent.

Minor misroutes suggest that some users may conflate AAJ Press materials with **educational event content**, a small but relevant insight for refining the relationship between these sections.

Conclusion

This task reflects **high usability and clarity** within the **Publications** section. Users largely understand where to find purchasable materials, confirming the strength of AAJ Press’s placement and naming conventions.

To optimize the experience further:

- Consider adding a **cross-link from Events & Education** for users seeking self-directed learning materials outside of event participation.

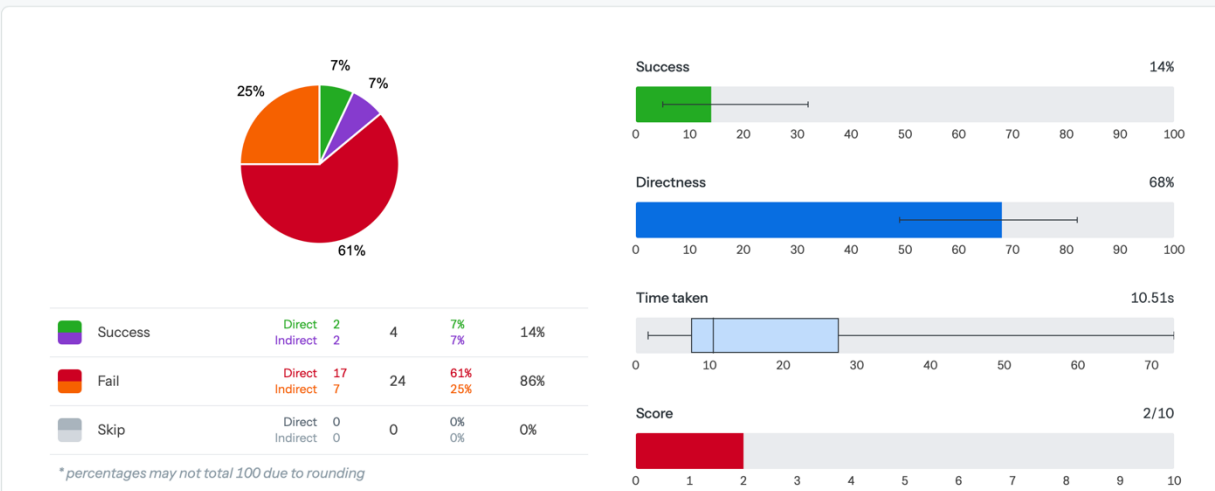
AAJ Summary of Key Findings and Recommendations

Task 14: Where can I go to see legislative priorities or recent policy wins?

14. Where can I go to see legislative priorities or recent policy wins?

Compare tasks

Home > Get Involved > Advocacy Issues



Direct Success Rate: 7%

Indirect Success Rate: 7%

Fail Rate: 86%

Skip Rate: 0%

Average Time to Completion: 10.51 seconds

Overview

This task had one of the **lowest performance rates** across the study, with only **14% of participants** successfully locating **legislative priorities or recent policy wins**. The overwhelming **failure rate of 86%** demonstrates significant **information architecture and labeling confusion** regarding where advocacy-related updates are housed.

Path Analysis

The correct path — **Home → Get Involved → Advocacy Issues** — was followed directly by only 7% of participants. Another 7% eventually found it after exploring tangentially related areas such as **Publications** and **About AAJ**, suggesting limited visibility or contextual understanding of “Advocacy Issues.”

The majority of users misrouted to **AAJ PAC (46%)** or **Publications → News (14%)**, indicating a fundamental misunderstanding of where policy-related content is located. Many participants likely expected legislative updates or advocacy priorities to appear under **news, events, or political action content** rather than under **Get Involved**.

AAJ Summary of Key Findings and Recommendations

Performance Insights

The **directness score of 68%** suggests that even successful users experienced inefficient navigation, with multiple exploratory clicks before landing on the correct destination. The **average completion time (10.51 seconds)**, paired with a **low success score (2/10)**, confirms substantial uncertainty about how advocacy and legislative content is structured.

The results reveal a **terminology disconnect**: users associate “**policy wins**” and “**legislative priorities**” with **news or advocacy action updates**, not with “**getting involved.**” This indicates that the label “**Advocacy Issues**” lacks clarity or intuitive recognition for users seeking legislative content.

Conclusion

This task highlights a **critical navigation and labeling issue**. The current placement of **Advocacy Issues** under **Get Involved** causes users to overlook it when seeking information rather than participation opportunities.

To improve clarity and task success:

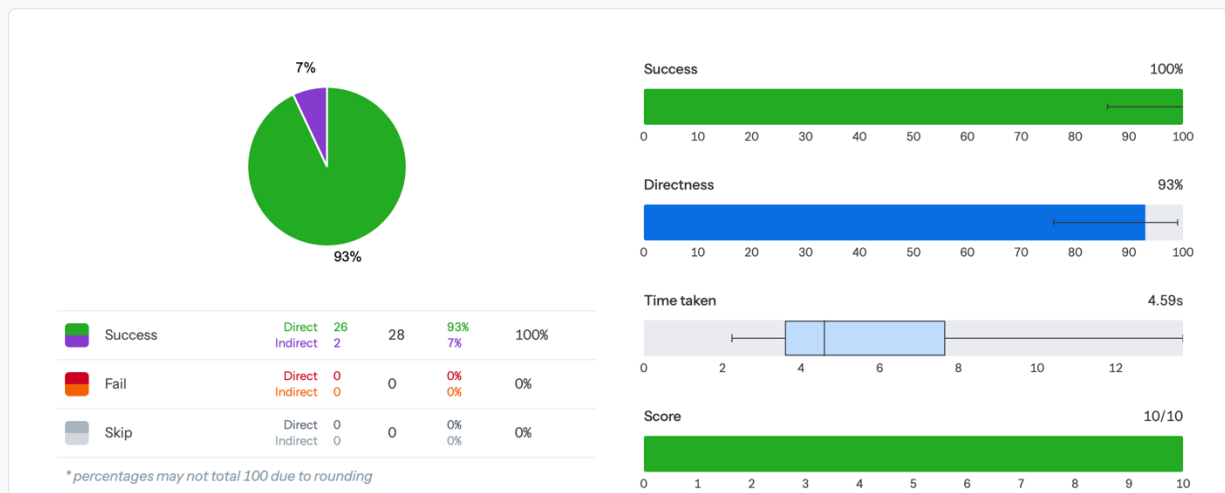
- **Relocate or duplicate** “Advocacy Issues” content under **About AAJ** or **Publications** → **News**, where users naturally expect policy updates.
- **Rename** “Advocacy Issues” to a more descriptive term such as “**Legislative Priorities & Policy Updates**” or “**Legislative Wins.**”
- Add **cross-links** between **AAJ PAC**, **News**, and **Advocacy Issues** pages to reduce fragmentation between political engagement and legislative information.

Task 15: Where can I find a full calendar of upcoming conferences, seminars, webinars, etc.

15. Where can I find a full calendar of upcoming conferences, seminars, webinars, etc.?

Compare tasks

Home > Events & Education > Upcoming Events



AAJ Summary of Key Findings and Recommendations

Direct Success Rate: 93%

Indirect Success Rate: 7%

Fail Rate: 0%

Skip Rate: 0%

Average Time to Completion: 4.59 seconds

Overview

This task achieved a **perfect overall success rate of 100%**, with nearly all participants (93%) locating the full calendar of upcoming events directly through the **Events & Education → Upcoming Events** path. The results demonstrate **excellent information architecture clarity** and **strong label-to-content alignment** for this section.

Path Analysis

The vast majority of users followed the optimal route directly to **Upcoming Events**. A very small number (7%) took indirect but successful paths, briefly exploring related sections such as **Conventions** or **Membership** before arriving at the correct destination. These detours were minor and likely exploratory rather than signs of confusion.

No participants failed or skipped the task, a strong indicator that users **clearly understood where to find calendar and event content**, and that the **“Upcoming Events” label is intuitive**.

Performance Insights

With a **directness score of 93%**, **average completion time under 5 seconds**, and a **perfect score (10/10)**, this task reflects one of the most successful navigational outcomes in the study. It shows users are confident when navigating **event-related resources** and perceive **Events & Education** as a reliable entry point for all learning opportunities and schedules.

This success is likely due to the **clarity of the “Upcoming Events” label**, it directly mirrors user terminology and expectations for finding conference and seminar schedules.

Conclusion

The structure and labeling of the **Events & Education** section is highly effective. Users consistently associate it with **training, conferences, and professional learning**, resulting in fast, direct, and confident task performance.

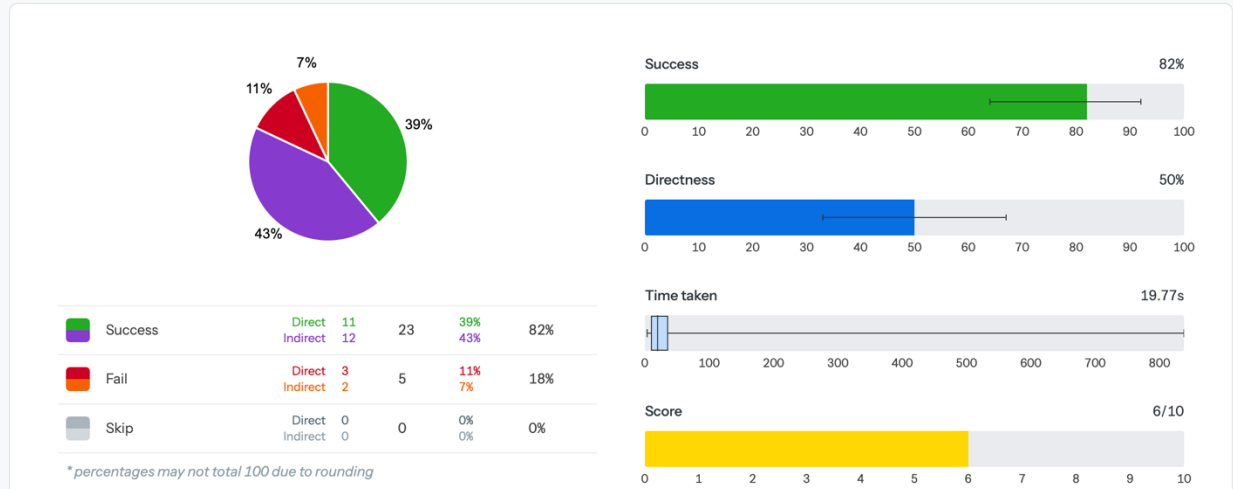
AAJ Summary of Key Findings and Recommendations

Task 16: Where would I find the latest association announcements or press releases?

16. Where would I find the latest association announcements or press releases?

Compare tasks

Home > Publications > News



Direct Success Rate: 39%

Indirect Success Rate: 43%

Fail Rate: 18%

Skip Rate: 0%

Average Time to Completion: 19.77 seconds

Overview

This task achieved an **overall success rate of 82%**, indicating that most participants ultimately found where to locate the **latest association announcements or press releases**, but only **39% reached it directly**. The low directness and longer completion time suggest **hesitation and exploratory navigation behavior**, reflecting **labeling ambiguity** between **News, Advocacy Issues**, and **AAJ PAC** content.

Path Analysis

The intended route — **Home → Publications → News** — accounted for the majority of direct successes (39%). However, nearly half the participants (43%) arrived indirectly, often exploring **About AAJ, Events & Education**, or **Get Involved** before identifying **News** as the correct source.

The most common failed destinations included:

- **Events & Education → Upcoming Events (4%)**
- **Get Involved → Community Forums & List Servers (4%)**
- **About AAJ → Officers & Executive Committee (4%)**

AAJ Summary of Key Findings and Recommendations

This pattern demonstrates that users **conflated “News” with organizational updates, leadership communications, and event announcements**, showing uncertainty about whether “News” referred to internal press releases or external association reporting.

Performance Insights

While the **success rate (82%)** indicates that users could eventually orient themselves, the **directness score of 50%** and **average time of nearly 20 seconds** highlight inefficiencies. Participants spent significant time exploring organizational sections before discovering that press releases were nested under **Publications**.

This placement appears **counterintuitive**, as users often perceive “News” as an **organizational or media-facing section** rather than a “Publication.” The data suggests that the **mental model mismatch** between “News” (timely updates) and “Publications” (static resources) caused unnecessary detours.

Conclusion

Although most participants succeeded, **navigation efficiency suffered due to unclear IA grouping and terminology**. Users expected press releases and announcements to be found under **About AAJ** or **Get Involved**, not within **Publications**.

To improve clarity and reduce navigation time:

- Consider splitting “Publications” into two clearer subcategories:
 - **Professional Resources (Amicus Briefs, Books, etc.)**
 - **News & Announcements (Press, Policy, Updates)**