

User Testing for MyLawBC and Family Law Website Video Project

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**Legal
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FINAL REPORT TO THE LAW FOUNDATION

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Project Overview

In November 2016, the Legal Services Society (LSS) applied to the Legal Services Society/Law Foundation Legal Research Fund for a one-time grant to undertake in-person user testing of MyLawBC as well as our Supreme Court family trial videos (the Project). The grant was approved on May 31, 2017.

Self-represented litigants (SRLs) face considerable challenges navigating the law in a justice system created for lawyers. In BC, there is an unmet need for centrally available and publicly accessible legal information, and a lack of resources for those seeking family and civil legal self-help. To address these challenges, LSS conceptualized MyLawBC and launched it on May 30, 2016. This innovative and interactive website engages British Columbians and helps them find solutions to common legal problems. The site curates legal information to give users just what they need, when they need it. Its guided pathway approach sets out a series of questions for users to answer. Once the questions are answered, the site then diagnoses their legal issue on a range of topics: divorce and separation, abuse and family violence, and foreclosure, to wills and personal planning. MyLawBC also contains other interactive tools like the Dialogue Tool, which can be used by couples to create a legally-valid separation agreement.

In a similar vein, and based upon the recommendations set out in Madame Justice Victoria Gray's report *Filling in the Blanks*, resources were produced for our Family Law Website which help prepare SRLs for Supreme Court trials and hearings. Included in these efforts were 5 informational YouTube videos which help self-represented parties prepare for the realities of the courtroom, an environment that is intimidating by design. These 4 ½- to 7 ½-minute short clips provide information to SRLs about what they can expect as they navigate Supreme Court. More specifically, the videos tested demonstrate how to schedule and prepare for a Supreme Court trial, and how to use documents and give testimony in Supreme Court.

Activities completed

Before testing — In February 2017, LSS contracted with a subject matter expert on user testing, BluePrint Consulting Ltd. (the Consultant) to collaborate with LSS on this Project. The Consultant customized a screening template to select participants with relevant personal experiences which mirrored the legal issues MyLawBC handles. The testers came from LSS' Legal Aid Clinic walk-ins, LSS' social media platforms, Access ProBono client database, and the People's Law School's workshop registry. To shortlist participants,



brief telephone interviews were conducted using scripts supplied by the Consultant. Twenty-three testers were individually interviewed over 8 days.

During testing — User testing took place between February 20 - 28, 2017. There were 23 participants, and each test session lasted between 30 to 45 minutes. All sessions were held at the LSS Vancouver office. The Consultant facilitated the sessions in a one-on-one setting with the tester in an enclosed room. In the far end of the testing room, a silent note-taker typed up verbatim transcripts, while several project leads took turns remotely observing the testing with the project manager and stakeholders in a separate room down the hall. Through the shared-screen projected onto the wall, the project team could see and hear firsthand how each tester acted and reacted in real time as the sessions unfolded. The project team bore witness to users' candid feedback, both verbal and non-verbal, from long pauses, curious looks, and hesitations to animated excitement. Through the testing, the team received a lot of food for thought concerning further site developments and enhancements. The Consultant encouraged testers to talk out loud about the steps they were taking, challenges they encountered, and the options they considered as they moved from stage to stage.

After testing — Using the verbatim transcripts, collective commentary by the project team and audio-visual footage of the sessions, the Consultant compiled a detailed report for the Project in PowerPoint with decks filled with statistical analysis, lesson learned, insights and ranked recommendations for short and long-term improvements (the Report). The Consultant shared findings with the team in a group setting twice in March, both preliminary and final. The Report was completed in early April. In mid-April, the project team took the recommendations into a brainstorming session, where proposed site improvements were sorted and itemized according to readiness and resources. Following this meeting, the team swiftly started to implement these changes. User testing insights and next steps have been grouped into the following categories for ease of reference: (1) MyLawBC usability and content, and (2) Supreme Court video evaluation. See Appendix A for further details regarding user testing insights, and Appendix B for next steps.

- In general, MyLawBC usability issues are associated with aspects of the site itself which impede or discourage users from experiencing its intended benefits. The idea was to tackle those low-hanging fruit within the first 3 months, and we are happy to report that we have completed over 85% of these tasks in that timeframe. Content issues, on the other hand, relate largely to the use of plain language and the degree to which the site's content is helpful in solving peoples' problems. In May 2017, the team applied significant changes to the *Make a Separation* Agreement Dialogue Tool's clause-drafting segment to ensure that the language yielded a readability score of Grade 6 education. See the Overall Site Readability Score in Appendix D.
- LSS Supreme Court informational videos were compared with other videos of a similar scope from other justice sector organizations to assess their comparative effectiveness. Users were asked to discuss their first impressions, and to give feedback on which video (the LSS video vs. the non-LSS video) they preferred and why. Two of LSS' videos were put to the test: (1) *Scheduling and preparing for a Supreme Court trial*; and (2) *Using documents in a Supreme Court trial*.



Bonus — As the team was about to wrap up the in-person user testing of MyLawBC in February, we decided to experiment with a relatively new online app called the *usertesting.com*. We extended the Contractor’s scope of work, and they customized a series of 3 start-up workshops with hands-on exercises in using *usertesting.com*. Ultimately, the app testing helped to validate certain issues revealed during the course of our in-person testing. By way of a separate document, LSS will share with the Law Foundation some key insights we gained in comparing in-person and remote testing.

More findings and details about the Project can be found in the attached appendices:

- **Appendix A:** User Testing Insights
- **Appendix B:** Changes Resulting from the User Testing: done vs. planned
- **Appendix C:** Testimonials from Testers
- **Appendix D:** Overall Site Readability Score

Conclusion

MyLawBC’s tagline is aimed at our clients: “my problem, my solution”. However, it is extremely valuable to turn the tables and have users shed light on our problems and our solutions so we can better equip them to handle their own challenges.

Inspired by our up-close encounter with users’ interaction during this Project, we have taken short-term actions and have planned for intermediate and long-term solutions to:

- reduce the barriers for users which were observed during the testing;
- create long-term strategies to reinterpret content with users’ needs at the forefront;
- strengthen in-house control over production, interface and infrastructure; and in time
- build new or expand existing e-offerings using these new insights

Thanks to this project funding, we now have a deeper understanding of the needs of our digital clientele, and we are now making swift strides to meet them.



Appendix A: User Testing Insights

Here is a summary of the highlights, common themes and underlying assumptions that emerged from the user testing of **MyLawBC**, grouped into two main categories: content and usability.

Content

Site content was evaluated on these 7 essential criteria:

- Organizes information carefully;
- Facilitates scanning;
- Ensures that necessary information is displayed;
- Groups related elements;
- Formats information for multiple audiences;
- Avoids jargon;
- Makes the first sentence descriptive.

There were no areas identified in the pathways or Dialogue Tool where participants were “unable to complete [the] task due to content”. There were areas, however, which were completed with “some difficulty”. Feedback indicates that there were too many lengthy paragraphs for users to read.

Reminder¹

Increased use of bullet points, which facilitate scanning better than paragraphs.

There were some challenges with phrasing, use of legal jargon, and unnecessary secondary information:

- *Separation* pathway unnecessary information: “Couples who have been living together for less than two years and have children are also considered spouses under *some laws*” (italics added). Upon reading this, users wondered which laws those are, and whether they fall into that category, which ultimately decreased their confidence about the information.
- A handful of users were unsure of what a “cohabitation agreement” is and did not know whether they had one

Reminder

Fewer words.
Better words.

¹ **Reminder** refers to best practices that the project team has been applying to certain segments of the site, and should continue to put into practice throughout the site and on an ongoing basis.



There were a couple of instances that exposed concerns related to users' mental state:

- *Missed Mortgage Payments pathway*: users felt that remaining calm enough to get through the pathway and absorb the information could be challenging depending on one's situation, ability to cope with stress, and degree of mental resource they can dedicate to the task. This could easily apply to the *Separation*, and *Abuse and Family Violence* pathways as well.

Reminder

Less information to absorb will result in users feeling less overwhelmed.
Use bullet points to get the main points across.

- Questions triggering emotional response: particularly in the *Abuse & Family Violence pathway*, but similar feedback was given about the finance page in the *Separation pathway*.

Recommendation²

Changes in language to reduce the anxiety around these questions should be crafted where possible. Reminders of the pathway's objective, and a short explanation as to why the questions are being asked will help users understand why these questions are necessary.

There were unmet needs identified in the *Missed Mortgage Payments* pathway

- Some users sought information about how to prepare for *future* missed mortgage payment scenarios, but found that their needs were not met.
- Other users sought scripts and precedents to help them effectively communicate with lenders and lawyers.

Recommendation

Expand on content substance
to meet users' expectation

Some users of the *Separation* pathway felt that the possible answers to the question "how have the financial decisions you and your spouse made during your relationship affected each of you?" catered to those "who are 9 – 5", and felt that those whose income is irregular were not represented.

² **Recommendation** refers to direction, method and/or skill sets that the project team should be aware of, strengthen and put into practice throughout the site going forward.



Recommendation

New answers should be crafted for this question. A lack of inclusivity in the questions will result in a lack of confidence in what is ultimately produced by the pathway.

Usability

Overall usability feedback was positive: 3/4 or 4/5 participants (depending on the number of testers) thought that using the pathways was “fairly easy” or “easy”. The exception to this was the *Wills and Personal Planning* pathway, which was deemed by 3/5 users to be “somewhat hard”. Some users exhibited their tacit concerns about losing progress:

- Hesitating to click around with fear that they might leave the site by accident, and would have to start over again
- A few users indicated that if they were using the site at home, they would probably take a much longer time, half a day to a few days, to complete their answers. Hence, they wished they could intuitively open where they left off, when they did leave the site and return later.

Recommendation

AutoSaved notifications will greatly increase confidence using unfamiliar technology.

When filling out the intake questions in the Dialogue Tool, users wondered why the familiar red asterisks beside required fields and greying out of fields not to be filled out were missing.

Recommendation

Implement these common features to give users comfort.

When starting a pathway, users were inclined to click on the visual anchor across the top of the page because of its perceived importance. However, 3/4 users of the *Make a Separation* pathway failed to notice the navigation tabs at the pathway’s endpoint page, as most of them had now come to expect important information to reside in the white space on the main page.

Recommendation

Future design changes must ensure that important tasks are visually prioritized in a clear, linear way.
Banner importance must be reduced or increased where appropriate to prevent confusion.



The purpose and/or end result of each pathway should be clearly communicated before users begin:

- Roughly half of participants said they would have quit halfway through if they had been using the site at home. Many realized after they had started that they had misunderstood the purpose of the pathway.
- At the *Separation* homepage, users were unsure which of the three pathways they should use to meet their needs.
- *Wills & Personal Planning* pathway: some participants sought information only, and did not want to create a will. Some participants thought that the worksheet used to gather information was the pathway's objective.
- While going through the *If I've been served with a court document* pathway, some participants were seeking help to fill out time-sensitive legal documents, but were unable to find such help.

Reminder

A common remedy is to introduce sub-copy underneath the pathways' starting points to let people know what they will accomplish when they reach the end of the pathway. This would increase trust in the site and minimize the number of users who quit halfway through.

In the *Abuse and Family Violence* pathway, buttons need clarification for users who were unsure of what "BC211" and "VictimLINK" were referring to, how either could help them, and what would happen if they clicked them. They were similarly unsure about what the "QUICK EXIT" button was for (now renamed "LEAVE SITE NOW").

Reminder

Write with users in mind. Help them to learn about and get familiar with the type of services they can access, and relate to vs. simply listing them out.

Some participants did not want to download a PDF, and had trouble identifying what they should press to download it (they would click the bolded words "download your plan", and not the adjacent download button). Those who downloaded the PDF were unable to locate it after it had downloaded.

Recommendations

- 1) An explanation as to what the PDF is for is needed to encourage users to download it.
 - 2) Clarity about where the PDF is located would not only allow users to find it but also allows them to delete or move it if necessary for safety reasons.
 - 3) Clicking "download your plan" in either text or button should result in the plan being downloaded.
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Conclusions from MyLawBC Testing

With extensive in-person user testing, many individual recommendations and reminders arise. However, common themes can be identified and in the case of MyLawBC, site changes should fall under the following broad themes:

Content Changes

- Use better words, fewer words, and bullet points where possible
- Eliminate unnecessary secondary information and legal jargon
- Be mindful of users' mental state and level of mental resource they can dedicate
- Increase sensitivity to questions and phrasing that trigger emotional response

Usability Changes

- Allay users' fears about losing their progress
- Visually prioritize tasks in a clear, linear way
- Communicate the purpose/end result of the pathway before the user begins
- Provide clarification to users about unfamiliar site features
- Clarify areas in forms that are either required, or should not be filled out by the user



Similarly, we have acquired insights into the use of **video clips** through in-person testing. The Consultant selected two videos from our Supreme Court Family Law trial series:

- (1) *Scheduling and Preparing for a Supreme Court Trial*, and
- (2) *Using Documents in a Supreme Court Trial*

By way of an internet search (for instance, using the keyword “court”, like a user would) the Consultant, with input from the LSS team, matched the 2 LSS videos with 2 other non-LSS YouTube videos (A & B). In searching for the non-LSS videos, we chose those that appeared to have a similar purpose, content, audience base, length, and which were produced by the justice sector at large. Video A adopted a similar production approach whereas video B took on a different presentation style and method. The objective was to find out from viewers what made them consider these videos, and whether they were perceived to:

- be from a trustworthy source
- have a clear and adequate message
- have a cost-effective production

In our preference tests, we asked participants throughout the same 2 open questions:

- “Discuss first impressions ...”
- “Which one do you prefer and why?”

Conclusions were drawn from participants’ on-the-spot reactions and candid comments.

Scheduling and Preparing for a Supreme Court Trial

This LSS video was compared to *Introduction to the Supreme Court of BC*³ and *How to be Prepared for Traffic Court*⁴.

- Of those who watched both the LSS video and *Introduction to the Supreme Court of BC*, 4/5 preferred the non-LSS video because they felt the content was easy to understand, and the actors in the video seemed approachable. They found the video engaging and friendly.
- Of those who watched both the LSS video and *How to be Prepared for Traffic Court*, 3/4 preferred the non-LSS video. Users here also expressed appreciation for the approachability and relatability of the other video. One comment said that the video encouraged users not to be intimidated in Court and to ask for the results they wanted; it appeared to empower the users. The video first shows what happens when one attends Court unprepared and contrasts that with what users should do to prepare for Court.
- By contrast, 7/9 participants felt they had to “work” to understand the LSS video. They said it felt “stiff”, “uncomfortable”, and “dry.”

³ [Introduction to the Supreme Court of BC](#)³ produced by the Justice Education Society

⁴ [How to be Prepared for Traffic Court](#)⁴ produced by the Chicago Bar Association & Illinois Judge’s Association



Using Documents in a Supreme Court Trial

This LSS video was compared to *Your Day in Court*⁵ and *How to file for a Legal Separation*⁶.

- Of the participants who watched the LSS video and *Fair Work Ombudsman*, 3/5 preferred the non-LSS video because they felt the information was easier to digest, and found it easier to listen to.
- Of the participants who watched the LSS video and *How to file for a Legal Separation*, 2 of 2 participants did not prefer either video. They did like that the non-LSS video had the important points written out and displayed on the screen.
- Those who viewed this LSS video did indicate that they thought it humanized the Court process through role play, and liked the straightforward nature of the video.

Conclusion from Video Testing

Ultimately, we learned a lot through the video user testing:

- Simple and straightforward production (vs. fancy with many shots) seemed to yield a level of seriousness that weighted positively on the subject
- Faces humanized the learning experience, while older or mature demeanor projected trust, confidence, and respect.
- “A little humor goes a long way” was proven true: dry script, flat intonation and monotone delivery failed to trigger reactions, and participants found it harder to focus or to pick up information.
- Not one participant expressed strong dislike nor serious disbelief towards any one of the videos.
- Not one participant demonstrated indifference towards any one of the videos.
- Nobody passed judgement on what they thought of a video by inferring or hinting that one might have been produced with a larger budget than the others.
- On the point of credibility, testers, in general, were quite aware that they should take what they hear on the internet with a grain of salt.

For future videos to resonate with users, they must be:

- Approachable
- Relatable
- Empowering to users
- Easy to understand
- Providing users with useful and digestible information
- Entertaining and hold users’ attention.

⁵ [Your Day in Court](#) produced by the Government of Australia

⁶ [How to File for a Legal Separation](#) produced by howcast.com



Appendix B: Changes Resulting from the User Testing: Done vs. Planned

A. Changes Done

Re: CONTENT – readability & consistency

○ For Dialogue Tool:

- Some testers had to read the standard clauses in the agreement drafting section several times before they felt confident that they understood the content. The team gave the section a plain language overhaul to enhance general flow and readability suited for users with Grade 6 education.
- Waiting period for one-side process is now consistently reflected as “four weeks”, whether they are intake pop-ups, transition webpages and notifications emails.



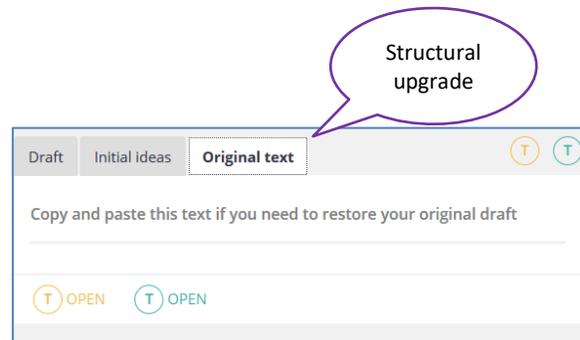
○ For Guided Pathways:

- In the *Make a separation plan* and *Make a will* pathways, a few questions were shortened and paragraphs made into bullets to improve understanding.
- The duration estimated to complete the Q&As are now identical throughout, whether they appear on the web pages or in the purple banners.

Re: USABILITY – navigation & user experience

○ For Dialogue Tool:

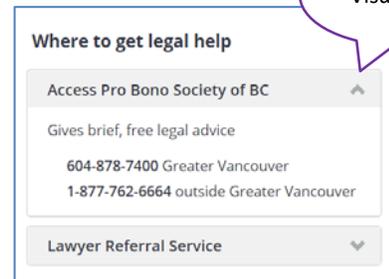
- A new tab called “Original text” has been introduced to address users’ concerns that while drafting their separation agreement, they may accidentally remove or alter some text which they would be unable to recover later. The clauses under “Original text” act as an unchanging precedent from which users can copy and paste text into their draft separation agreement. Now parties can toggle among the 3 tabs for reference: “Draft”, “Initial ideas” and “Original text”, while working back and forth on their Separation Agreement.
- Given that users have learned that the system is taking them in a linear pattern, we have now maintained this by breaking up ‘communication’ into 2 sections, so users won’t get confused/frustrated that they seemed to have to go “backward” to answer more questions on a section they thought was complete.





- Most testers clicked the bolded words “Download your plan” within the body of the webpage before eventually noticing/finding the download button at the top. With this revelation, all "Download your plan" phrases are now hyperlinked in the summaries of all pathways. Easy fix

- **For Guided Pathways:**
 - At the Endpoints, users now see a “Continue” button at the bottom, an additional navigation just like in the question pages. They can steer forward and backward at the bottom of each section of content through the 5 sections. Interim measure
 - Handy info is hyperlinked directly in the sidebar, so users don’t need to look for them. For instance, in the *Family Violence and Abuse* pathway, where it says, “Your answers are anonymous” is now linked to see our [privacy policy](#) directly.
 - Sidebar labels are renamed to help users relate better to the optional support and/or supplementary information available for them. For instance:
 - In the Abuse & family violence Pathway, we have now changed the 'QUICK EXIT' button into a 'LEAVE SITE NOW' button.
 - In the Make a will sidebar, the sidebar wording was changed from “Check your situation” to “Can I make a will?”, and the descriptive text was added: “MyLawBC doesn’t cover some situations. Read more to see if you should continue.” Enhanced relevance
 - We have leveraged the design of the sidebar to make it clear that it is interactive, as we noticed that testers didn’t want to expand the content for more info, in fear they would ‘leave the site’. The added “↓” & “↑” arrows point users to expand or collapse the info boxes. Visual hint





B. Change Planned

Re: CONTENT – readability & consistency

In principle, the site's tone and style of language should resonate with the public. This user-centric theme should be more pronounced, free of legal jargon and complex sentence structure. This is going to be an ongoing goal the team strives to achieve.

Re: USABILITY – navigation & user experience

After two rounds of brainstorming, the team has come up with a redesign for the endpoints, which match the layout in the Q&A segment to reinforce a consistent end-to-end user experience. Our site designer submitted the proof of concept in July and reached consensus. Remote and prompt tests using the usertesting.com app will be used to gauge user reactions before release. The new design will be deployed in the upcoming in-house pathway model due out in the last quarter of 2017/2018.



In addition, we have categorized the testers' feedback by product type for easy reference below:

Dialogue Tool

- "I would definitely recommend it to people. ... Because it's useful and it's necessary."
- "Very good. I want to congratulate MyLawBC on this. I think it's really, really, really good. I wish this were available 7 years ago. I really do. And then, I would say this: the minute... They should make this policy, through MyLawBC, the minute there's a communication that one party wishes to divorce the other party, The parties must be directed to this. Must ... The tool is fantastic. The lawyers don't tell you about this."
- "[It] has been easy to answer these questions. ... Because they have been, kind of, right to the spot. Right to the question that will probably make you think "Should I do this, or should it do this?" ... This is easier? Because they, kind of, give you the multiple-choice thing? Possibility?"

Abuse & Family Violence

- "I think it will fit into the criteria of what someone is dealing with, so you don't feel like your options are... Like you are not there. You will find yourself there. So that is, kind of, like the searchers aren't missing on anything."
- "They're pretty specific. They're easy to click or not click. It's definitely one or the other, right? And they're nice and specific enough."
- "These are very, very relevant questions regarding an abusive partner who has whole control over finances. I think these are very... Very good questions. ... Because when I see them I say "Yes! Yes! Yes!" You know? ... Oh, this is good! So now, they are describing it for you."

Separation, Divorce & Family Matters

- "It's interesting how that other page gave me lots of feelings and then this page, kind of, brought me back to centre on "It's OK." It's not about what broke down; it's sort of about the legal situations of what happened. ... It made me feel better. It made me, kinda, come back to centre, and kinda go "OK. This isn't a counselling session. I'm not... [laughs] I am going to find some answers.""
- "After this you can say "We don't need to go to court. Let's find a mediator" or "Let's find a Family Justice Counsellor" and they say "Exactly what are you talking about? How did you find that information?" And you try to explain all the different questions, and you probably don't remember all the questions that were asked. It's probably easier to have this and say, like, "This is our rough plan. It's based on the following information. That we've been together at least 2 years. We're independent adults. We haven't taken on debt, etc."
- "I was impressed by the PDF generation. ... I don't know. It was just cool. It was like, "Oh, and here's your plan," and "Oh, OK." ... You don't go to a lawyer's office, meet with a lawyer, and get such a straightforward [plan]. You don't get a plan. They'll probably help you, and make you feel better, and whatever, and give you some very good advice. But it might not be as easy."



Missed Mortgage Payments

- “There’s a couple information in here that... I like it. There’s... Okay, I can refinance myself, so I can refinance my mortgage or possibly skip a payment without penalty, and it’s good to know that I shouldn’t ignore any letters and phone calls, because if I’m missing them. And then... Other than that. That is some information that I really feel is useful.”
- “The question here is that, if I had read the information before then it is less stressing, but if I do not know this resource and I am totally ignorant of my rights, and I don’t know what will happen, then receiving that demand letter will freak me out. And maybe I will take more time to understand, but if I had known that there is information available like this, then I’m, I mean, I can make a good plan.”

Wills & Personal Planning

- “I think all the information, generally, is laid out pretty simply. It’s easy to read. It’s easy to navigate.”
- “I’m glad to have the worksheet, so I know that is modelled on, um, the form that I’m likely to see in lawyer’s office, so I’m coming away with that, and I’ll be using that for my own purposes. ... And, the specific situation page, which is helpful as well.”
- “So, this is timely information, and it’s clear, and easy to understand. And again, uh. You couldn’t really do your will until you’ve got to this point and have read this information. So, like, when you asked me earlier, when that drop-down box came, “Could you write a will?” No, and now you’ve got even more reason to think about writing the will, because this was information that wasn’t there. So, it gives you even more to think about.”

Video Testing

Using documents in a Supreme Court trial

- “Having the roleplay humanizes the process. You get the feeling that these are frontline workers. These are the people who helped me through. They’re very familiar to me.”
- “I would go with the first one, because it’s real people. That’s important, because we’re real people.”



Appendix D: Overall Site Readability Score

Average score for all content

Reading Ease

A higher score indicates easier readability; scores usually range between 0 and 100.

Readability Formula	Score
Flesch-Kincaid Reading Ease	73.9

Grade Levels

A grade level (based on the USA education system) is equivalent to the number of years of education a person has had. A score of around 10-12 is roughly the reading level on completion of high school. Text to be read by the general public should aim for a grade level of around 8.

Readability Formula	Grade
Flesch-Kincaid Grade Level	5.2
Gunning-Fog Score	7.8
Coleman-Liau Index	9.5
SMOG Index	6.4
Automated Readability Index	3.5
Average Grade Level	6.5



Text Statistics

Character Count	32,329
Syllable Count	11,049
Word Count	7,621
Sentence Count	784
Characters per Word	4.3
Syllables per Word	1.5
Words per Sentences	9.3