**“Look”ing vs “Ask”ing:**

The "Look"ing strategy began with a hands-on examination of the website's features and functionality. Were was able to evaluate the usability of the website from a user's standpoint by simply exploring it. We were also able to pinpoint elements like the effectiveness of the search functionality, the usability of the filters, and the simplicity of changing preferences thanks to this method. "Look" gave users a practical grasp of the website's benefits and places for development, delivering an objective evaluation of its usability.

The "Ask"ing method, on the other hand, is speaking with a third party and obtaining an unbiased view on how they used the website. Their insights were invaluable since they shared their unique experiences and tastes. They noted the benefits, such as the ease of researching book categories and the efficiency of searching for many textbooks. They did, however, draw attention to problems such as rare loading delays and ambiguity surrounding the operation of the major search bar. "Ask" provided a more personalized perspective by focusing on the user's perceptions and preferences.

In terms of similarities, both methods were used to identified the website's strengths, such as efficient navigation, clear search functionality, and user-friendly filters. Both "Look" and "Ask" approaches underscored the need for enhancements in labeling and placement of the primary search bar and improvements in the top section of the website to create a more welcoming entry point for first-time users.

**Overall Summary:**

Interviewing the different partipants , we gained several valuable insights regarding the University of Manitoba Bookstore websites usability and fucntionailty.

The biggest takeaway from the interview is that partipants praised the efficiency and navigation of the website. From the search option, different filters, and preference that could be change with the click of the mouse. This resulted in her having a easy time searching for ther text books.

With that said, we also became aware of the negative impacts on the users from feedback we received. The primary search bar postion and labelling caused confusion and it was noted that the top portion of the website could be improved to create a more visually appealing and welcoming landing page. Another area mentioned was the performance of searching for a specific textbook. Addressing the loading speed issues would ensure an overall improvement in the websites’s performance.

Both the 'Look'ing and 'Ask'ing techniques proved to be very beneficial in gaining a well-rounded understanding of the website's interactions. The “Look”ing portion allowed for a hand on assessment of the websites functionalities and the overall usability. On the other hand, “Ask”ing provided a more persoinalized approach by capturing their specific interactions. Both of the techniques were efficient in identifying what the website did right and the potential areas of improvement.