**Interview Summary**

Berry is a 19 years old first year student at UoM. Berry identifies as a male. While having experience with using other bookstore applications, this is his first interaction with UM bookstore.

In general, we feel that the user was able to navigate through the website and complete the tasks. However, since this is his first interaction, there was some struggle in locating all the label at first. Close observation reveals that there is a learning curve that lasts for 5 minutes until the user can comfortably begin the task.

We asked Berry to find a book using name/author/IBSN or using the department/course function. Berry used the wrong search bar at first. The user couldn’t find the book using name until the third time since he misspelled the book name twice. A query using author name only is proven to be inefficient as there are many authors with similar name.

We feel that the search using department/course/instructor was more intuitive as Berry got a good result on the first try. The only thing that is awkward about this interaction is that the user cannot change the department/course/instructor field but must delete a query.

The Add to cart and check out tasks took longer than we expected as Berry was confused by the option and policy for check out.

Berry enjoyed the search using department/course/instructor, telling us that it was responsive and easy to use. He also likes the fact that the website is compact and simple design. However, he doesn’t like the appearance of the interface, commenting that it is not visually attractive. He also doesn’t like the fact that there are 2 search bars and he was confused by the functionality of them.

**Tasks**:

Try searching the textbook you need, try searching by its name, author, or ISBN.

- Tried searching using key word at first -> couldn’t find it -> take 3 tries

- Finaly find the book by author name

- There are 2 search bar, mistaken at first. The larger search bar can’t work on ISBN

Try searching the textbook by department/course/instructor.

- Faster, still a bot confuse about how to add it

Try to search for multiple book at once using department/course/instructor.

- Correctly identified what he needed

- Quick a lot of interaction

Try to change the department/course/instructor to look for a different book.

-Not natural since they need to delete the query.

-user is confused since it is not clearly indicated

Try to find sth else that is not text book.

- The search bar doesn’t work

- User used the category and finds the item pretty quickly

Finally, try adding textbooks to the cart and proceeding to checkout.

- simple to find the checkout. Take quite sometime to select the correct option.

- Need to create account for checkout

(More task as needed)

**Questions**:

What do you like/ dislike about it?

- Appearance wise, ugly and old

- Difficult to find book using name and author name

- It should show other option for a key word in the search bar.

- Like the search by department, ez and convenient

Were you able to find the textbook you needed using its name, author, or ISBN? If not, which method did you find most effective?

- Can find the book with author name

- Can’t with book name

- Fastest way to look for a book is by department and course

How did the website handle searches for multiple books using department/course/instructor? Was it clear and straightforward?

- Easy to find, easy to interact

Was the process to change the department/course/instructor smooth and easily understandable?

- Confusing. having to delete and read -> very inconvenient

Were there any non-textbook items that appeared in your search results? If so, was this helpful or confusing?

- If looking for name, there would be multiple version -> confusing

Were there any sections or elements of the website that you felt were unnecessary or cluttered?

-The Search bar on top is unnecessary because you can’t find book with it anyway

- Why it is not full screen?

If you had to use the website again, would you feel confident in navigating and finding what you need?

- Not very confident but he is sure that he would figure that out after sometime

REMEMBER TO ASK WHY AS NEEDED

**Reference Question**

How would you compare this website's usability to other online bookstores or e-commerce sites you've used in the past?

- tiki is better. Ez to find, pretty interface, Tiki can be used on phone.

- You can’t compare text book price from different publisher

Were there any error messages or glitches you encountered during your tasks?

- Change department was an error message. But it tell you how to fix it.

How would you rate the speed and responsiveness of the website while completing these tasks?

- Fast no wait ime

How easy or difficult was it to proceed to checkout after adding textbooks to your cart?

- Adding is ez, but preference is difficult to understand and more of a nuisance. Too much preference. user don’t have an account to complete the checkout