### **Description of Selected Website and Justification**

The website selected for this evaluation is the University of Manitoba's bookstore website. This website was chosen due to its relevance for students, particularly those looking to purchase or rent textbooks. The website's efficiency and user-friendliness can significantly impact the student experience, making it an essential platform to assess.

### **Summary of Tasks**

The participants were asked to complete a variety of tasks:

1. Search for a textbook by its name, author, or ISBN.

2. Search for textbooks by department, course, or instructor.

3. Add textbooks to the cart and proceed to checkout.

4. Search for multiple books at once using department/course/instructor.

5. Change the department/course/instructor to look for a different book.

6. Find a book that is not a textbook.

These tasks were chosen to assess the website’s key functionalities that users are most likely to utilize, including search, filtering, and purchase options.

**Summary of Participant (Pseudonym: Es)**

Introduction: Es is a male senior-year computer science student at the University of Manitoba, roughly 23 years old.

**"Look" Observations:**

Es had difficulty locating the search button.

Navigating through the filters for department/course/instructor was not straightforward.

Changing pre-selected filters was not an option.

**"Ask" Feedback:**

Likes: Es liked the dedicated search bar for books.

Dislikes: Es found the search button hard to locate and was frustrated by the inability to change department/course/instructor filters.

**Summary Discussion: "Look" vs "Ask"**

Looking provided observations about where Es faced difficulties, including button visibility and filter navigation. Asking Es provided more subjective insights into what he liked and didn't like, offering more nuance on why he felt certain features were problematic.

Both approaches converged on similar issues, emphasizing the need for a more user-friendly interface.

**Overall Summary**

Overall, the study revealed key usability issues related to the search function and filter navigation on the website. These issues were consistent in both the "Look" and "Ask" approaches, validating the utility of employing both observational and interrogative methods.

The "Look" technique effectively identified hindrances in the user interface — such as difficult-to-locate buttons — while the "Ask" technique provided qualitative insights that expounded upon those observations, such as the user's emotional response to these difficulties. Together, these methods offered a comprehensive understanding of the website's usability challenges.

As for the effectiveness of the observation techniques, both worked well in identifying issues, but integrating them yielded a fuller picture. In future, employing a more extensive set of tasks and perhaps including a more diverse pool of participants could provide a more comprehensive understanding of the website's usability. Moreover, using screen recording tools alongside the "Look" technique could capture real-time reactions and decisions, adding another layer of depth to the findings.