User testing

**Interview protocol and questionair**

When I am interviewing the users, I will first tell them my purpose. Basically

* This is my course project, which is the redesign of a dessert store website.

Then I will let them pretend to be potential customers of the dessert store and browse this website. I will let them talk out load while browsing through the web.

Finally, I will ask them the questions below:

* Would this webpage attract your attention
* Do you think this webpage can provide you, as a customer, with enough needed information
* Is it difficult to read the webpage
* Is the information and framework clear enough

**Link to audio**:

https://drive.google.com/drive/u/1/folders/1cJKoW0rOA8Fm9mZLl913DKBifDoegTMi

**Transcript**

First user:

I'm gonna see the menu.

So, should I just, can I order from this website? No. Okay, unfortunately, sorry. No worries. So I saw a bunch of ice creams. How do you think about the layout? I think it's fine. They all looks good. Okay, but you only have a couple ones. Yes, cause.

I think the the letter, the font here isn't that readable. You might want to change the color. Okay. And why? Here's a magic.

I think this button, it's also like blending in with the background so you can't really notice it in the first place. It just looks weird.

(Video from website) Came from my grandma. She's always singing the happy day song. It was just like I'm trying to recreate her happy vibe. My name is Galen Moore junior. Today I'm 20 years old and I'm the founder and the owner of aviate dessert factory, one of the newest places to get ice cream on the north side.

What's the purpose of this video? But I think the, I don't know whether you can change it, change the video, but I think that video. I mean, and. I'm just confused. Okay. Okay. Promotions. Get it. You give card. I think the fun here again is like, I can, this is better. I.

I just don't want to look for another picture. Why office like capitalized?

Oh, correct.

See if you like, if you want, I just want to click the right, the arrow to the right, but then I kind of accidentally click on click, but that's like not okay.

The first thing I saw is like the right arrow, and then I accidentally click on the buttons here don't know, it starts. Okay, 5. I think usually most of the website allows you to click here. You ask for too much. Oh, it's okay. I think like this should direct you to the homepage. Okay, I'll try it. Find us.

I think is there it? Did you like include a way to contact you if I want to. Oh, okay.

I just feel like if you have a fine dance button here I I. My Assumption is that the contact will be like the same page as fine as. Okay. And then I just don't didn't look up the hair but I think if I'm gonna take a close look, maybe I can find it make sense. But I think it would be better if you combine these 2. I mean people usually do that. So it's kind of the it's kind of weird. If you like have different, have 2 different pages. Okay. Yay.

I think I have nothing else to say.

(Me) We will navigate through 5 of my user stories.

Should I refer back to the website? Okay, if you want pre order a birthday cake, you better. No I can't do that. Okay, let's go to next. I was gonna say like usually no but I think that's like for online purchases but I know some of the restaurants like they only have the menu. I grid them like this but if you're gonna order you are just gonna call them. But my first intuition is you can just add it to the cart on this page, but I don't think that that should be the case for the dessert factory okay, is there even ice shakers or mukeshakes?

Order some dessert in summer. I can't I can only call you, I think okay, you can call me. That's the only way okay.

You don't even have cold drink cause I didn't move the beer.

Second user:

Okay, as I go into this website, there is a slight show on the homepage with the menu and find us of bottoms. And I can click on the bottom to change the slide. They look nice. And on the second page, I can't really see the menu button because it's too vague. Also, the fonts just looks not so nice. And then there's a video. Maybe the connection is not that good. And then I will click on the menu button. Okay, there is a menu with a few items. And the footer would find us on social media. I'll go to the promotions page.

The color is a bit vague. And I was, there is no footer of this promotions page. And I will go to the about section. The first one is our story.

Okay. The photo is nice.

And it's hard for me to shift right on the second slide show because it's covered by another scrolling buttons.

The recent information ladders are easy to read because of the high contract. And then I would want to buy something. So I would go to the location and ours. Okay. So there's hours of operation and location. Also a footer and a map. I can resize the map here. The color of the footer looks nice. And I go to the contact us. There's phone numbers and email and they contact form. Okay.

(user stories) Pretend I’m a traveller and wants to order something to drink. I will go directly to the menu and see what I want. There is no drink in this website.

Ok. If there is drink. I will go to contact us page, and check the map to see where the store is.

If I’m a student who wants to buy ice shakers, I would do pretty much the same thing.

If I’m a teacher who wants to order some dessert in summer, I will first check out their home page. Since I am not a fan of this store, I will decide whether to buy or not based on images and prices. If I am a birthday person, I will do the same thing. And then I will go to contact page to call their numbers and pre order waht I want.

**Notes for the interview**

* Would this webpage attract your attention:

Yes for both. The website has many colorful pictures as well as videos. But the content of video makes it hard for the user to understand what it is trying to say.

* Do you think this webpage can provide you, as a customer, with enough needed information

Yes for both. But it would be better to make contact us page more easier for customers to find.

* Is it difficult to read the webpage

Yes for some pages. For many web pages, the color of the font is too similar to the color of the background making it difficult to distinguish the font from the background and it becomes difficult to read.

- Is the information and framework clear enough

Yes teh framework is enough. It’s just that the contact information might be hard to find.

Besides, for the slideshow on our story page, both of the users said that it was very hard for them to press the shift to right bottom on the web page, because part of it is covered by another button, so they would accidentally press the other one when they were trying to shift to right image.

The place of contact me page might be a little bit not obvious. When the first user was looking at promotions page, she just recommended me to add a contact page, while I already have designed a contact page. So I was thinking it might be hard for users to find it, I guess.

On the home page I have two buttons on the slide show. One is menu and one is called “find us”. One user told me that she assumed that “find us” button would direct her to the page with contact information, like phone number, while it actually directed her to the operation hours and location. And she recommended me to combine the operation hours page and contact information page.

**My result**

Based on the feedback of two of my user tests, I could presume that first time visitors and returning visitors would both have no difficulty with finding the information they need or want on the website. But it might be difficult for them to find contact information, such as phone number.

For the readability of my website, I was recommended to distinguish the font color from background color in my home page and promotions page.

For the accessibility of my website, I was recommended to change the layout of our story page so that each botton can be easily clicked.

**What I changed**

1. I changed the font color of some paragraphs in my home page.
2. I changed the background image of my promotions page to an image with large portion of white color to make it easier to read.
3. I changed the layout of our story page
4. I changed the “find us” button on the home page, now it is linked to the contact information of dessert factory.

**What I will change if I have more time**

1. I will change the content and layout of the video to make it look mroe aesthetic.
2. I would try to think of a way to avoid the bottons overlap on our story page, now it needs a little bit attention to click on it.
3. I might combine the operation hours page and contact page, but not definitely.