

Interview Notes: Duquesne Incline Website User Testing

Participant 1: Emmett McKinley

Emmett found the website easy to navigate, primarily using the top navigation bar to locate relevant information. He looked for logical categories, such as checking the “Visit” tab for ticket prices and the “Contact” tab for phone numbers and emails. Once on a page, he relied on the left panel to scan for information. While he found the site intuitive, he did experience a minor moment of confusion on the contact page, where he expected the email and phone number to be listed first but instead saw parking information. This mismatch in expectations made the information slightly harder to find than anticipated. Additionally, a FaceTime call interrupted his session, momentarily disorienting him before he was able to refocus. Overall, he rated the website’s usability a 5/5 and suggested that reordering the contact information would improve clarity.

Participant 2: Karan Chakravarthy

Karan approached the website methodically, using the navigation bar as his main guide and breaking tasks into logical categories. He found that the labels in the navigation menu clearly indicated where he needed to go, and once he selected a tab, he naturally looked to the left panel for details. He did not encounter any major usability challenges and was able to locate all the requested information with ease. While he found the structure of the site effective, he noted that the visual design could be improved to enhance the user experience. He suggested a more modern and visually appealing layout but did not find any major issues with usability. Like Emmett, he rated the website’s usability a 5/5, emphasizing that its organization was strong but that a more polished design could improve the experience.

Reflection & Summary

Overall, both participants found the Duquesne Incline website to be well-organized and easy to navigate, giving it a perfect usability rating. They successfully located information using the navigation bar and left-side content panels, demonstrating that the site’s structure is effective. However, both identified areas for improvement. Emmett suggested reordering the contact page to place essential information, like the phone number and email, at the top for easier access. Karan pointed out that while the site was functionally strong, its design could be more visually engaging. Based on this feedback, three key design changes would enhance the site: restructuring the contact page for better information hierarchy, improving the visual hierarchy with clearer headings and better spacing, and modernizing the overall design for a more polished look. With additional time, further improvements could include

optimizing the site for mobile users, enhancing accessibility features, and adding a search function to streamline information retrieval.