

User Experience

I undertook a survey regarding a coffee shop website around Karen shopping centre. At first I encountered a hostile reception from the participants as I approached them before they agreed on per-taking in the small interview. The following are the questions I asked and the response I got;

1. HAVE YOU EVER VISITED A COFFEE SHOP WEBSITE?

- Yes I have. Though i'm not sure what I was checking. I ended up liking it and going to the place.
- No I haven't. Why would I when I could just walk into one and get whatever I want?
- Yes I have. But I didn't get what I was looking for. (turns out she was looking to reserve space to hold a small birthday for her daughter)
- No I haven't but I have liked a couple of their social media pages.

2. WHAT WOULD MAKE YOU VISIT A COFFEE SHOP'S WEBSITE?

- To look at their premises and find the location.
- To see their menu.
- To find their location.
- For reservations.

3. WERE YOU SATISFIED WHEN YOU VISITED THE SITE?

- Yes I was. I found out where they were and liked their setting and ambiance.
- I was not satisfied as the website had no menu.
- Yes I was. I got directions to the place.
- No I was not because they had no options for reservations and the contact numbers given were either off or busy.

I concluded the survey by walking into one of the coffee shops and asked the manager politely if they would like me to do for them a detailed responsive website and she told me they had one under construction but if they don't like the design they would then give me a call.