**Name: Rebecca Yaxuan Li**

**Protocols:**

1. Could you please check the social media platform of the tea shop?
2. Can you register for the mailing list?
3. Can you find when is the most crowded hours in the shop?
4. Can you search for the benefit of certain teas?
5. Can you see the recommended about the best sellers?

**Transcript:**

Interviewer: Today we are having the user testing. So now, as a consumer I want to know the social media platform of the tea shop.

User: So if I scroll down a lot, at the bottom of the page, there’re Facebook Instagram and b thing. I guess they are social media. It’s very easy to find.

Interviewer: so I also want to be on the mailing list.

User: I guess it’s in the contact, because we are talking about the mailing now. Just click on that. At the bottom of the contact page, I can see a signup form for the mailing list. I guess it’s all good. I just need to fill in the information and hit submit. It’s all good.

Interviewer: Can you hit the submit button?

User: Sure. Do I need to fill it in?

Interviewer: You can just try I think.

User: Sure.

(after 20 seconds)

User: Right I just go back to the contact page, I am not sure if it is successful, but I suppose it was successful. It just refreshed.

Interviewer: I also want to know the most crowded hour in the shop.

User: I guess it’s in the tea page. Let’s have a look. Maybe it’s in about, because I can’t see anything in the tea page. Store hours. Popular time. Yea, I can see the popular time now. I am just thinking maybe you can just list it out instead of giving us a graph. We have to analyze the graph and it’s not very easy for everyone, for example, me. That’s my problem, I guess.

Interviewer: I also want to learn the various benefits of certain teas.

User: I guess it’s in the teas. Let me just click on that. Ok. I can see them clearly. It looks all good.

Interviewer: I also want to be recommended about the best sellers in the shop.

User: At the bottom of the tea page, there’s best seller tea. Oh cool. Nice.

Interviewer: Can you click on different types of teas to see the different benefits?

User: Yea sure. I didn’t even realize. I am just thinking maybe you should put the picture and descriptions together instead of putting them separately.

Interviewer: Sure. That make sense. Thank you very much! Bye!

User: Bye.

**URL link to audio recording of the user testing interview:**

<https://drive.google.com/file/d/1MWinyOq0msN3Eq6CR7F2Mj9NX_V9Fz2V/view?usp=sharing>

**Notes for the interview:**

It’s easy to find the social media information.

It’s ok for user to sign up for their email address. They cannot receive the confirmation of signing up successfully or not, because the user feels uncertain about the submission of his/her information.

The user assumed the popular hour is in the tea page, and then went to the about page to search for the information. The user wished to see the information probably in a list instead of purely demonstrated visually on the graph.

The user can know the benefits of various teas in the tea page.

The user thought that the picture of the best seller teas should be placed next to the description. Also, it is not obvious that the thumbnails could be interactive and contains further description of the tea.

**Overall results:**

The overall result is good, because the user could easily find out the crucial information within a short period of time. I want to make three changes regarding the user experience. Frist, I will add a few suggestions for avoiding busy hours and reducing the waiting time for customers. Originally, I put 0 for 11am, 5pm, and 6pm on Sunday curve, but it could be confusing for customers who might though there would be fewer customer. I just changed that column to false to indicate the closure of the shop. Second, I moved the description and pictures of the best sellers together to increase user experience. Third, I changed the font size and colors to emphasize the subtitles. If I had more time, I would add more best seller photos and description because there is much more information regarding the gourmet coffee and exotic teas in the original website. Also, I would add the confirmation sign if the user have successfully submit their contact information to the mailbox.