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67-250
Prof Lal.
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User Testing

Protocol

I will conduct the interview utilizing two main tools: my laptop and my phone. My phone will be utilized to record the audio of the interview. My laptop will be used to access the site that I have designed. I will be taking notes using a pen and paper. Both interviewees will receive the same introduction at the start to ensure fair testing environments. The introduction will be a brief explanation of the project, expectations (thinking aloud), and a brief idea of the type of questions I will ask. The questions I will ask will be broken down into two sections: interviewee questions and direct user story questions related to my website.

In terms of the personal questions, I will ask the following:

1. Have you ever been to Pamela's diner?
2. If not, do you plan on going to Pamela's diner in the near future?
3. If yes, tell me what you know about Pamela's diner.

The user story questions will be:

1. Find the location of the Mt. Lebanon chain.
2. Find the menu of the Strip District chain.
3. What is the customer service email address?
4. Find a review of Pamela's diner that is sourced from Yelp.
5. Find a picture of the food at the Mt. Lebanon chain.

The introduction will be:

Hello, my project for 67-250 is to redesign the website of Pamela's diner. Pamela's diner is a prominent restaurant chain based in Pittsburgh that has well known brunch menu items. In this test, you will be given a few questions asking about your experience with Pamela's. Then, I will instruct you to do some tasks relating to the website. While in the process of completing the tasks, please talk me through your thought process. If there are any confusions, please let me know. The questions I will ask you relating to the website will relate to the efficiency of the website's structure and design. Do you have any questions? Let's get started.

(Note: Please download the audio file, Google is not letting people listen to it on Google Drive for some reason.)

Interview 1:

Audio Link:

https://drive.google.com/file/d/1W3j9uyMF8R6FRLE_UvRlhBFvW1cwc1T/view?usp=sharing

Notes:

- Has some prior experience with Pamela's
- Was able to figure out all the user stories quite fast
- Q1: Clicked Location and saw Mt. Lebanon tab quickly
- Q2: Same world map and found the menu from the menu nav tab on top
- Q3: Clicked Contact and found email address
- Q4: Clicked review, clicked dropdown menu of Yelp, and read a review
- Q5: Slow in finding the pictures of Mt. Lebanon chain, mostly due to description of photo being small and on the bottom
- Had 2 suggestions:
- Make review accordion collapsible
- Add a nav bar on the footer for quicker access

Interview 2:

Audio Link:

https://drive.google.com/file/d/1W3j9uyMF8R6FRLE_UvRlhBFvW1cwc1T/view?usp=sharing

Notes:

- No experience with Pamela's
- Hope to try it in the future since it is quite popular
- Q1: Clicked on location and the Mt. Lebanon tab on the accordion
- Q2: Clicked Menu and clicked the box link to Strip District menu pdf
- Q3: Clicked Contact section and found email in table
- Q4: Clicked on review to find the accordion, accidentally clicked on Google first, but clicked Yelp after and read a review from the external link
- Q5: Was able to find quickly, as interviewee clicked on menu and just happened to click on first picture
- Had 1 suggestion:
- Add vertical bars in the nav bar to help differentiate the different sections

Overall Notes:

Result and Analysis:

Both of the people I interviewed seemed to be able to find the asked information very quickly. The one thing that was kind of slow was user story 5, which was to find a specific picture of the food at the Mt. Lebanon chain. This may have been an issue due to the specifics of it. The three main changes that were suggested consisted of 3 things:

1. Add footer to bottom for easy access on navigation bar
2. Make review page collapsible as it presented a lot of info
3. Add vertical bars between the navigation bar tags

The first revision was due to the fact that this could increase efficiency. By having a navigation bar on the bottom of the page, it allowed for easy access of the different subsections of the website. The second revision was a reflection of efficiency too. By making the review page accordion not collapsible, there was a lot of information. This made the page super long, and it did not allow for fast scrolling to find the proper review from a source. In making it more efficient, users can quickly click on which source to find reviews on and only see reviews from those sources. Lastly, vertical bars were added to the navigation bar tags. This is due to the fact that the words of the navigations are super close and cause confusion on what things are related. I fixed this issue by first adding a vertical bar and also increasing the text space between each word. This way, users can easily distinguish between the different sections of the website and know which one is single and which one is combined. If I had more time, one thing I would change is make the review link more user friendly. Currently, it is only a dropdown with bulleted quotes of reviewers. With more time, I would like to link the review sites directly onto the site. This way, the users can have the option of scrolling through the reviews without leaving Pamela's website.