

# Protocol: That Wine is Mine Evaluation

## Introduction

(Following informed consent...) Thank you for agreeing to participate. For the next 30 minutes, we will be looking at a website to gain insight into how you would use it and how to make it easier to use. Keep in mind though, that this is not a test of you, we are evaluating the website.

We will be video recording this interview for note-taking purposes so I can go back and review it in case I missed anything. At the end of the study, we will delete the recording. Your name and any other personal information will not be included in the notes and will be kept strictly confidential.

While you use the website, I would like you to “think out loud” and let me know what you are doing and thinking – what you like and dislike, what surprises or confuses you, and any other thoughts you have.

Do you have any questions before we begin?

## Background

First, let me ask you a few questions about your previous experience visiting wineries.

1. Think back to the last winery you visited. How did you choose?

*Priorities:*

2. Did you join a tour or use a driver?

## Task 1

Imagine you are planning a day trip with your friend, Jane, for wine tasting in Livermore Valley. You want to find a winery that will allow Jane to bring her miniature schnauzer. Walk me through how you would identify a potential winery to visit.

*Note: order of features and tools used along with mistakes made.*

*Pets Allowed: Y/N*

*Task Completed: Y/N*

## Task 2

Now, imagine you are planning a birthday outing for a group of five friends. You have heard that it is possible to rent Segway scooters in Livermore to tour wineries. Walk me through how you would find where to rent the scooters.

*Note: order of features and tools used along with mistakes made.*

*Segways: Y/N*

*Task Completed: Y/N*

## Task 3

Next, imagine you are training your palate to become a Sommelier. You have taken a lot of notes while visiting tasting rooms and would like to review notes on Zinfandel. Walk me through how you would find your notes for tastings of Zinfandel.

*Note: order of features and tools used along with mistakes made.*

*Notes Found: Y/N*

*Zinfandel: Y/N*

*Task Completed: Y/N*

## Task 4

Imagine you have come back from a wine tasting trip and found some wines that you and friends all enjoyed. You took notes about the 'Red on Red' wine you tasted, and favorited it, while in the tasting room. Now, you are at the grocery store and are trying to recall what the label looks like so you can find the wine on the shelf. Walk me through how you would pull up the notes you entered and view the wine label, and see how the price compares with buying direct from the winery.

*Note: order of features and tools used along with mistakes made.*

*Favorite List: Y/N*

*Label Found: Y/N*

*Correct Wine: Y/N*

*Task Complete: Y/N*

## Task 5

Let's say you have just moved to San Francisco and have never gone wine tasting. You know there are a lot of wineries nearby but don't know much about which ones are good or what to pick. Instead of making your own tour you want to see where others like to visit in Livermore.

*Note: order of features and tools used along with mistakes made.*

*Popular Tours List: Y/N*

*Favorite Tour: Y/N*

*Task Complete: Y/N*

## Wrap-up

Now that you have used the website, I want to know more about your impressions of it. Overall, what did you **like most** about it?

What did you **dislike** the most about it?

Are there any **additional features** you would like for it to have?

Now I'd like to look back at certain parts of the search tool and get your thoughts on them

- Most Popular Tours
- Search
- Favorites
- Notes

Any other thoughts or comments?

Thank you again, your feedback will help the team improve the app!