Protocol: What's Cookin 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.

Your name and personal information will not be asked and/or used in any way.

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 finding cooking recipes online.

1. Think back to when you found your most recent recipe. How did you find it?

Websites:

Priorities:

2. (If has used websites) Are there any other features you would have liked to have to help you with your search?

Task 1

Now, I want you to imagine that you are looking for a recipe that is fairly cheap to feed a large party. The caveat being that part of this party is allergic to nuts and the choice of recipes must take the allergy into consideration. Please choose a recipe that meets this criteria.

Note: order of navigation/features used AND mistakes or backtracking

Did they find a cheap meal:: ☐ Yes ☐ No

Nut-Allergy Friendly: ☐ Yes ☐ No

Task completed: ☐ Yes ☐ No

1. On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this website design to accomplish this task? Why?

Task 2

Imagine you have talked to a couple of your friends about having a group dinner. See if you can find a recipe that is an expensive Spaghetti recipe to cook as most of your friends love Italian food.

After deciding on a recipe you must invite them through the friend invite link:

- Friend 1
- Friend 2
- Friend 3
  Note: order of navigation/features used AND mistakes or backtracking

Add all 3 friends: ☐ Yes ☐ No

Expensive Recipe: ☐ Yes ☐ No

Task Completed: ☐ Yes ☐ No

2. On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this website design to accomplish this task? Why?

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 tools and get your thoughts on them:

Allergy Selector –

Friend Invites –

Search Bar –

Any other thoughts or comments?

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