Protocols

1. Ask the interviewee to fulfill the want of a user story.
2. Have the interviewee talk through their decisions and observations.
3. Ask specific questions about certain steps when the interviewee feels hesitant.
4. Repeat steps 1-3 until 5 user stories have been completed.

Analysis & Recommendations

After the first interview test, I realized my website had a few issues, but none bigger than the interviewee not understanding that the images were hyperlinks. I understood that the reason for this was that the "See Locations" button was above the images so the interviewee thought that that button would return what they were looking for. As a result, I moved the "See Locations" button below the images. Further, I added text above the images telling the user that the images can be clicked. Another issue from this interview was that hours of operation were not clearly accessible, so I changed the "Locations" tab to "Locations & Hours". After these changes, the second interview went much smoother, and the interviewee noticed all the tabs immediately except one. In this user test, the interviewee scrolled down on the homepage before noticing the "Order Online" tab. If I had more time, I would redesign the footer so that its design is more modern and appealing to the eye. Also, the second interviewee had a much smaller computer than my own and the first interviewee, so some texts were slightly misplaced on the screen. Again, I would go back and ensure that the margins are appropriate for all screen sizes.