

# Comparative Web Analysis

## CIS 435

# Human Computer Interaction

[www.visitcappadocia.com](http://www.visitcappadocia.com)

Conducted by

Adam Boube, Jacob Kahn, Jasmine Rivera, Sophie Okere, and Trevor Danielewski

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# Abstract

This project focused on conducting a usability testing study to gather insights into the effectiveness of the website [www.visitcappadocia.com](http://www.visitcappadocia.com) for information gathering and trip planning to Turkey. The study was structured in a controlled test environment, with volunteers performing the tasks. Our objective was to assess how users navigated through travel related tasks that are similar to real world interactions.

Participants were given pre and post questionnaires before being tasked with completing eight tasks within seven minutes. Sessions were audio and video recorded to evaluate behaviors, with two observers present to document task performance. Every participant was to state when they were beginning or completing a task.

Not one user was able to complete all eight tasks. Despite this, many indicated that the interface was easy to navigate. Users also reported accessibility issues as the majority agreed non-English speakers would struggle with this interface. Those with prior experience with travel booking sites did not translate with better performance, putting an emphasis on the design of the interface and clarity within tasks.

Overall, this study highlighted issues regarding task instructions and accessibility for non english users. Improvements could be made by increasing clarity within tasks and providing a more concise navigation guidance. Implementing a feature that allows users to switch the language can make it more accessible to those who are not English speakers.

# Description

The website evaluated for this project was VisitCappadocia.com, owned and operated by Serendipity Tours Turkey, a licensed travel agency and tour operator authorized by the Turkish Ministry of Tourism. The company specializes in custom-made and small-group tours with cultural, archaeological, historical, and ecological themes. The primary purpose of VisitCappadocia.com is to provide users with detailed information about available tours and to advertise travel booking experiences in the Cappadocia region. Below is a screenshot of the interface evaluated in this study.



## ABOUT CAPPADOCIA

### Cappadocia

The region known as Cappadocia in classical times was reaching the Black Sea to the north and the Taurus Mountains to the south, the Euphrates to the east and the Salt Lake to the west. After the Persian invasion in 6th century BC, the region was divided in to two, the Pontus to the north and Rocky Cappadocia to the south. Today the most known and visited part of Cappadocia region is right in the center of Turkey and the name of the major city in this region is Nevsehir.

[Learn More →](#)

## Typical Users

Serendipity Tours Turkey targets individuals interested in visiting Cappadocia, Turkey, with a particular focus on English-speaking tourists. The reviews section highlights experiences from solo travelers, couples, and families.. Tours can be booked for groups of 1–20 participants with no age restrictions. The website interface is designed for users that are looking to travel and get information about Cappadocia Tours, Sites, Destinations, and Blogs. Additionally, the site appeals to Turkish tourists planning weekend getaways or holiday trips, making it attractive to international users.

## Logistics & Methodology of Usability Testing

### Usability Testing Details

The usability testing session was conducted on October 21, 2025, from 12:25 p.m. to 1:51 p.m. at 7800 York Road, Towson, MD 21252, in the 7800 York Road Building, second floor. Testing took place in Room YR 206Q (Adjunct Office). The participant was seated facing southeast, approximately 157 degrees on the compass.

### Computer Platform and Browser

The usability study was conducted on a Towson University Windows desktop computer using the Google Chrome web browser. All participants used the same workstation and setup to ensure consistency and reliability across testing sessions.

## Methodology of Usability Study

The usability study followed a structured procedure, with each team member assigned a specific role to observe participants' interactions with the website. Each test began when the Participant Retriever knocked on the door to alert the team that a new participant was ready to enter. Note Taker 1 stood to the left of the doorway and to the left of the seated participant, while Note Taker 2 was positioned near the camera, slightly behind and to the right of the participant.

Once the participant entered the room, they were greeted by the Instructor, who provided an introduction to the website and study, along with the consent form, task list, and pre- and post-questionnaires. Note Taker 1 started the timer once the participant received the task list and stopped it after seven minutes. Note Taker 2 began recording as soon as the participant entered the room and stopped the recording once the participant exited. During the study, the Crowd Controller managed the hallway area to ensure participants waited quietly and that only one individual was in the testing room at a time.

Between participants, a 30-second intermission was observed to reset the room. During this time, Note Taker 1 cleared the browser history, centered the keyboard and mouse, and reset the timer. Note Taker 2 prepared a new notes page and reset the video recording setup. The Participant Retriever located and prepared the next participant, while the Instructor organized a fresh task list and questionnaires for the next session. The Crowd Controller kept the area open and signed in the incoming participant.

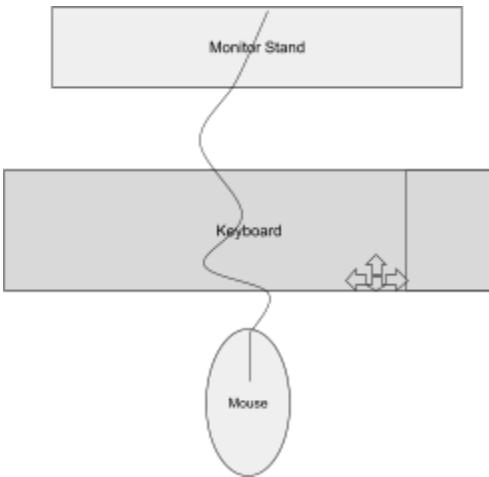
All sessions were timed, recorded, and conducted in person in Room YR 206Q, under identical environmental conditions, using the same seating arrangement and computer setup.

## Study Procedures

For this usability testing study, each team member was assigned a specific role with defined procedures to ensure the study was conducted consistently across all participants. The procedures for each role are outlined below.

## Note Taker 1: Browser Preparation + Note Taking

1. Sign into the computer with your student account
2. Open Google Chrome.
3. Go to Settings > History.
4. Select Clear Browsing Data.
5. Choose All Time as the time range.
6. Select all options (cookies, cache, passwords, etc.).
7. Click Clear Data and wait for the browser to finish clearing.
8. Close the Settings tab.
9. Open a new blank tab in Chrome.
10. Place the keyboard and mouse exactly as shown in the setup diagram.
11. Step back, rotate the chair to face the door, and assume your position for taking notes.
12. Start a new notes page for the participant
13. When the participant receives the task list from the Instructor
  - a. start the 7 minute timer
14. Take notes while the participant completes the task list.
  - a. If the participant runs out of time
    - i. Tell the participant “the time is up, remove your hands from the mouse and keyboard”
    - ii. Open the door slightly and quietly notify the Instructor
    - iii. Write down that the time is up
  - b. If the participant completes the entire task list
    - i. Stop the timer
    - ii. Tell the participant “remove your hands from the mouse and keyboard”
    - iii. Open the door slightly and quietly notify the Instructor
15. The Instructor will give the participant the post-questions
  - a. Take notes on their actions as they complete the post-questions
16. After the participant exits the room
  - a. Repeat the procedure



## Note Taker 2: Camera Recorder + Note Taking

1. Set up the phone camera on the tripod with ultrawide mode turned on.
2. Turn on Do Not Disturb Mode on the phone
3. Make sure it's ready to zoom in at 2x or 5x into the monitor screen
4. Select the ultra wide zoom mode
5. Press Record as soon as the participant steps in the room.
6. Start a new notes page for the participant
7. When they receive the task list, zoom in (2x or 5x) to focus solely on the monitor screen.
8. Take notes while the participant completes the task list.
  - a. If the participant runs out of time
    - i. Zoom out into ultra wide view
  - b. If the participant completes the entire task list
    - i. Zoom out into ultra wide view
9. Let them complete the post-study questions.
10. As soon as the participant leaves the room, stop recording.
11. Repeat for every participant

## Crowd Controller

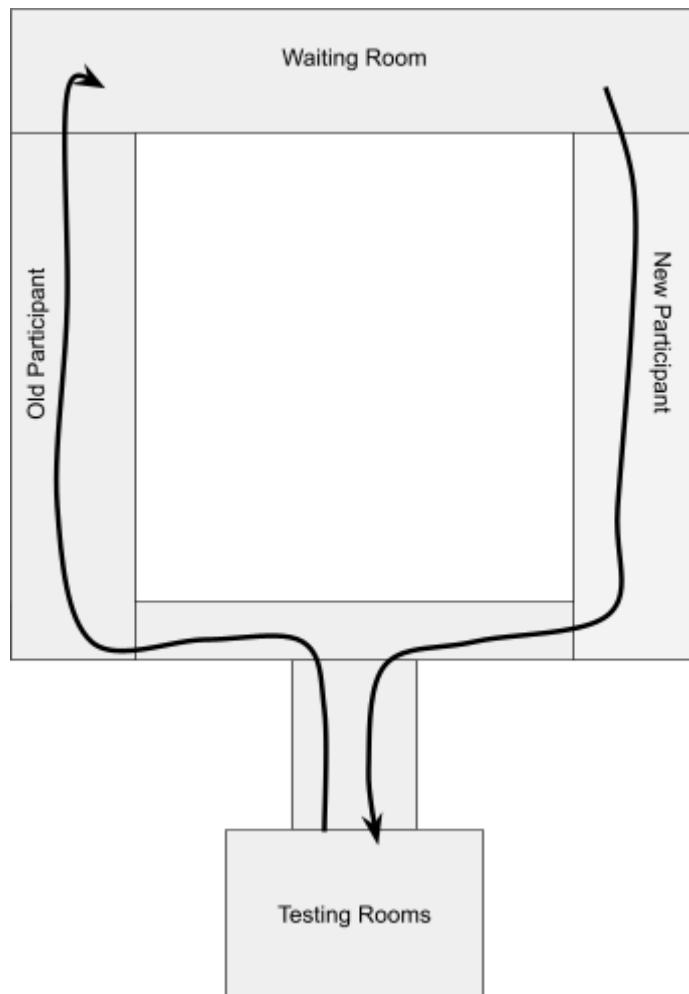
1. Stand quietly outside next to the door during the study.
2. If there are any unwanted noise from people
  - o Use a finger to your lips to signal “shhh.” and quietly “shhhhhh” them
  - o You can approach individuals if needed, and gently tap their shoulder and quietly tell them to “shhhhhh”
3. Keep the area quiet and distraction-free for the participant inside.
4. If the professor shows up and wants to take a peak, nod in agreement for him
5. Allow the professor to step past and peak into the room
6. Repeat for every participant

## Instructor

1. Stay inside the room, waiting for the next participant to enter.
2. When the Person Retriever brings someone in:
  - a. Do NOT shake hands or ask "How are you?"
  - b. Say "thank you for your participation in this study"
3. Clearly explain the purpose of the study:
  - a. "This study is to test the usability of a website for booking tours in Cappadocia, Turkey."
4. Hand them the consent form.
  - a. Explain their rights: voluntary participation, ability to stop at any time, and data confidentiality.
  - b. Wait for them to sign it
  - c. then collect it.
5. Explain the pre-study questions.
  - a. Hand them the pre-questionnaire.
  - b. Wait for them to finish
  - c. then collect it.
6. Explain the task list clearly.
  - a. Say "this is a task list that you will be completing during the study. You will have 7 minutes to complete the study. We will not be answering any questions during the study"
  - b. Tell them "If you run into an error please state 'I have completed Task #', and continue to next task"
  - c. Hand it to them.
7. After handing them the task list, leave the room immediately and stand outside of the door.
8. If the professor shows up and wants to take a peak, nod in agreement for him
9. Allow the professor to step past and peak into the room
10. Wait for the signal to enter the room
  - a. Note taker 1 will be opening the door and notifying you
11. Enter the room
  - a. Say to the participant "the time is up, we will now collect the task list"
  - b. collect the task list
12. DO NOT ASK THEM HOW THE TEST WENT
13. Explain to them the post questions
  - a. Say "we would like you to fill out a quick post questionnaire. Please read all the instructions carefully. We will not be answering any questions"
  - b. Hand them the post questions, and wait by the door INSIDE the room
14. When the participant is done with the post questions, collect the sheet
15. Tell the participant to go, and guide them out of the room to the Participant Retriever.
16. Repeat for every participant

## Participant Retriever

1. Walk to the waiting area via the left side (facing away from the study room)
2. Say: "Who wants to participate in our study?"
3. Select a volunteer and say: "Follow me."
4. Guide them through the hallway on the left (facing towards the study room) to the test room and open the door for them.
5. Let them walk into the test room
6. Once they enter, close the door gently, leaving a small crack open.
7. Wait outside, in view of the Instructor, in the hallway until the session is complete.
8. After the instructor guides the participant out, escort them back to the waiting area.
9. Repeat for every participant

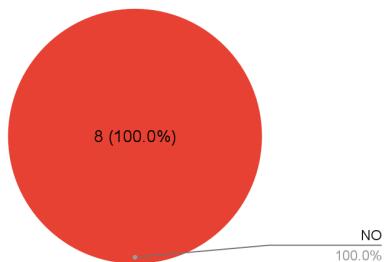


# Results

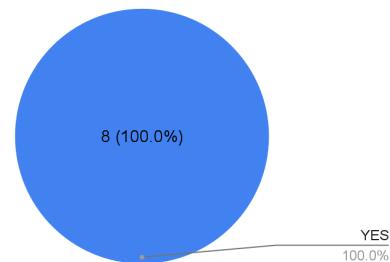
After completing the study and analysing the data gathered, there is significant data that can be attributed to the usability of the visitcappadocia.com website.

The post-questionnaire provided valuable insights into the overall usability and user experience of the website. All participants responded NO to the question “*Did you complete all the tasks?*” and YES to “*Did you have any trouble completing a task?*”, indicating that all participants encountered difficulty during the study.

Did you complete all the tasks?

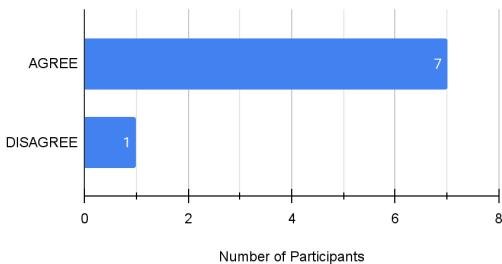


Did you have any trouble completing a task?

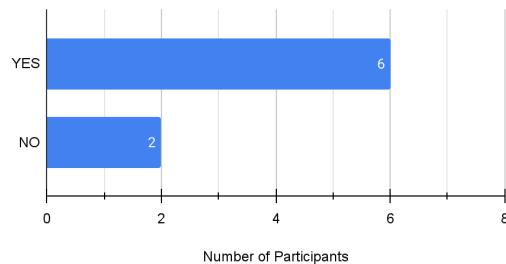


Interestingly, the data revealed a potential discrepancy in participants’ opinions of the usability of the website. Despite the universal challenges in task completion, seven participants agreed with the statement “*The website is easy to use.*” Similarly, when asked “*Was it easy to navigate the website?*” six participants answered YES. These results suggest that users may perceive the interface as generally usable, even when completing specific tasks proves difficult.

This website is easy to use.

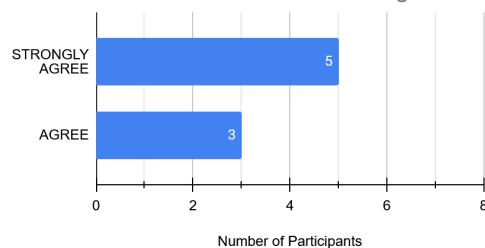


Was it easy to navigate the website?

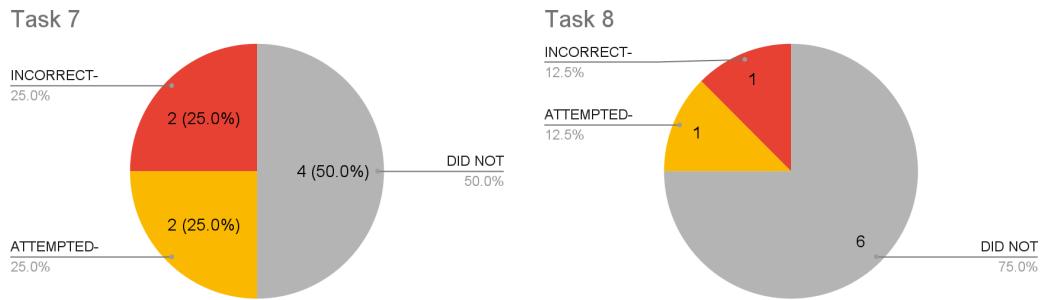


In terms of accessibility, all participants agreed with the statement “*This website would be difficult to navigate for someone who does not understand English.*” Specifically, five participants selected Strongly Agree, and three selected Agree, indicating a unanimous concern regarding language accessibility.

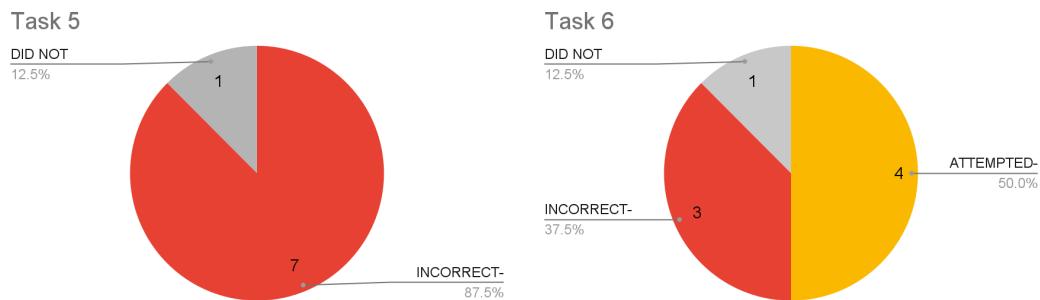
This website would be difficult to navigate for someone who does not understand English.



The data revealed an even split among participants in response to the question: “*Have you ever planned a trip to another country?*” Among the four participants who answered YES, only one participant reached Task 7, while the other three did not. In contrast, of the four who answered NO, three participants reached Task 7, and one did not. This suggests that prior experience with planning international trips did not necessarily translate to better performance. In fact, users with more experience appeared to struggle more, potentially due to preconceived expectations about how travel websites should function.



The data gathered from our observations indicate that most of our participants struggled to complete Task 5 correctly. The website includes a section for a tour map under every itinerary description; however, a 404 error appears in place of the Grand Turkey Tour’s map. As a result, seven participants were unable to view the itinerary’s map on this page, and one participant did not attempt the task. Task 6 instructed users to find the blog page about the co-founder, Fazli Karabacak. Out of 4 participants who attempted this task, three navigated the wrong page, and were unable to locate this information. The lack of participants correctly completing this task suggests that if users wish to learn more about the tour guide and co-founder, it would be incredibly difficult to do so without prior knowledge of how to locate this page, indicating poor visibility and navigability.



Overall, the post-questionnaire confirmed that none of the participants successfully completed all assigned tasks. While most participants found certain elements of the website easy to use and stated they would still recommend it, significant usability concerns were identified. These included difficulties completing tasks, unexpected page behavior, and language barriers.

The website exhibits several issues that negatively affect user experience, usability, and information retrieval. Although *VisitCappadocia.com* contains pages with valuable and relevant content, such as the “Fazli Karabacak” page (about the founder), the “Terms and Conditions” page, and the “Cappadocia Hiking” page, these resources are difficult to locate due to unintuitive navigation paths. Users cannot easily identify the locations of these pages at first glance, making them challenging to access.

Additionally, several technical issues were observed, including dead links and embedded elements with errors. For example, on the “Grand Turkey Tour” itinerary page, the tour’s map fails to load and instead displays a 404 error from Google Maps. Similarly, the Ihlara Canyon button on the “Sites in Cappadocia” page does not lead to any available tours.

# Evaluation

## Errors

### Error 1

During the first test session, the team began slightly ahead of schedule and allowed participants 1 additional time to complete the study. As the session progressed and approached the seven-minute time limit, the participant was still working through the early tasks. The team was uncertain whether to stop the participant or allow them to continue and ultimately chose to let the session proceed. The session lasted 8 minutes and 36 seconds, but the participant was unable to complete all tasks, stopping at Task 6.

A miscommunication occurred when the time exceeded the limit, prompting Instructor 1 to intervene and instruct Note Taker 1 to stop the timer and end the session. After discovering the missing task list issue (Error 2), the team temporarily paused participant recruitment to correct the mistake, resulting in a brief delay in the testing schedule.

### Error 2

After two participants had completed the study, the team discovered that Task 6 was missing from the printed task list. The tasks were incorrectly labeled as:

“Task 1, Task 2, Task 3, Task 4, Task 5, Task 7, Task 8, Task 9.”

Due to limited time, the team corrected the issue manually by crossing out Task 7 and relabeling it as Task 6, Task 8 as Task 7, and Task 9 as Task 8. This numbering mistake may have caused confusion for participants while reading and following the task list.

### Error 3

Upon reviewing the post-questionnaire design, the team identified an issue with Question 2, which asked, “*Was it easy to navigate the website? YES or NO.*” The following question stated, “*The website is easy to use: Strongly Disagree, Disagree, Agree, Strongly Agree.*”

Many participants indicated that the website was easy to use but difficult to complete tasks. These two questions were redundant and may have caused confusion, as participants could interpret them differently. This highlights the importance of clear and distinct question phrasing to ensure accurate responses.

To address this issue, we recommend rewriting the questions to be more concise and combining them into a single, clearly worded statement that better reflects participants' overall experience.

## Error 4

After conducting the study and analyzing the data, a potential issue was identified that may have influenced the results. The task instructions may have been difficult to interpret or ambiguously worded for some participants. It can be reasonably assumed that participants process information and instructions differently, which may have contributed to confusion or inconsistent task performance.

## Limitations

### Technical Equipment

The study relied on a single video camera to record participants' navigation through the interface. Due to its positioning, the camera captured only the users' on-screen movements, limiting our ability to observe facial expressions or gestures. Audio was recorded using an iPhone 12 microphone, which occasionally struggled to capture quiet speech. The study was also limited by the lack of eye-tracking devices and speakers, restricting our ability to obtain detailed visual and audio feedback..

### Types of Participants

All participants were volunteers from the same course, making them generally more experienced with technology than the average travel website user. Familiarity with other participants and the instructor may have influenced how seriously they approached the tasks. Additionally, as computer-related degree students, participants were likely more proficient with digital navigation, enabling them to complete tasks faster than a typical user. All participants were under 30 years old, whereas the target audience for the website tends to be older adults with greater financial means.

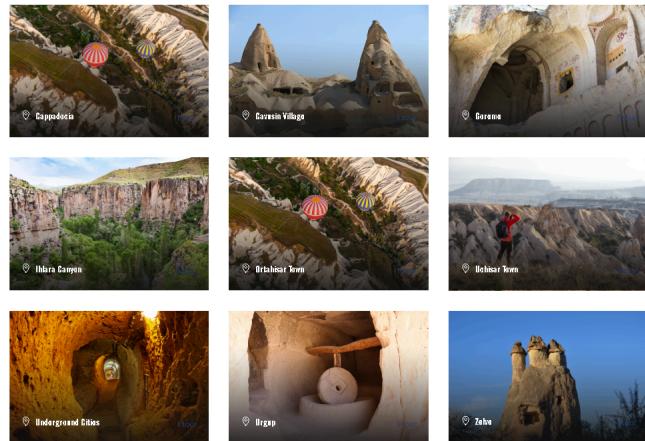
### Financial Funds & Time

Traditional usability studies typically take six to nine months to complete, accounting for participant recruitment, test runs, and data analysis. Our study was conducted over a few weeks, limiting the time available to refine each task or conduct additional dry runs. While offering incentives was not restricted, none were provided, which may have affected participant effort. Furthermore, the study was conducted voluntarily, without funding to compensate researchers or cover costs associated with a fully structured usability study

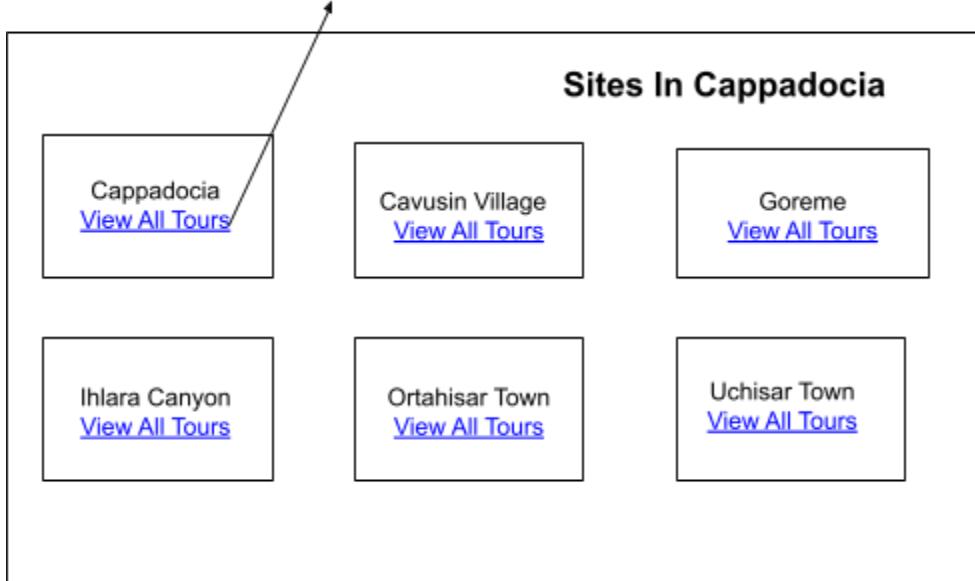
# Usability Problems

## Redundant Links

When participants navigated under Sites in Cappadocia, when clicking “View All tours”, the site redirected to the same page repeatedly for all sites. This confused some participants as they were unsure whether they selected the correct tour.

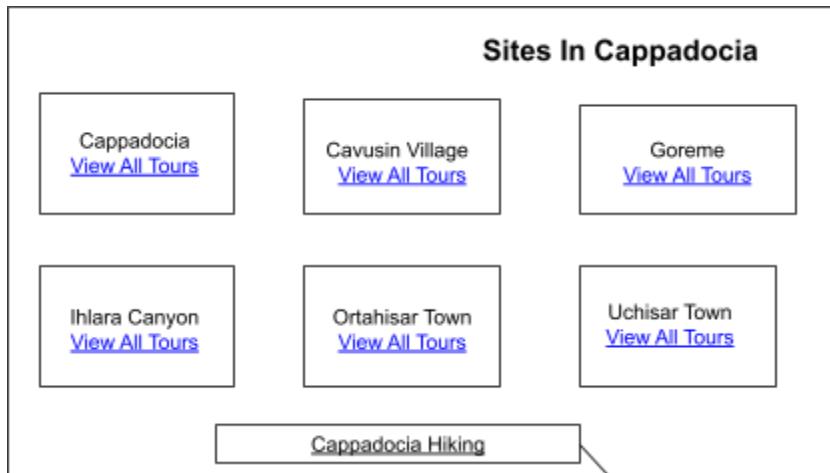
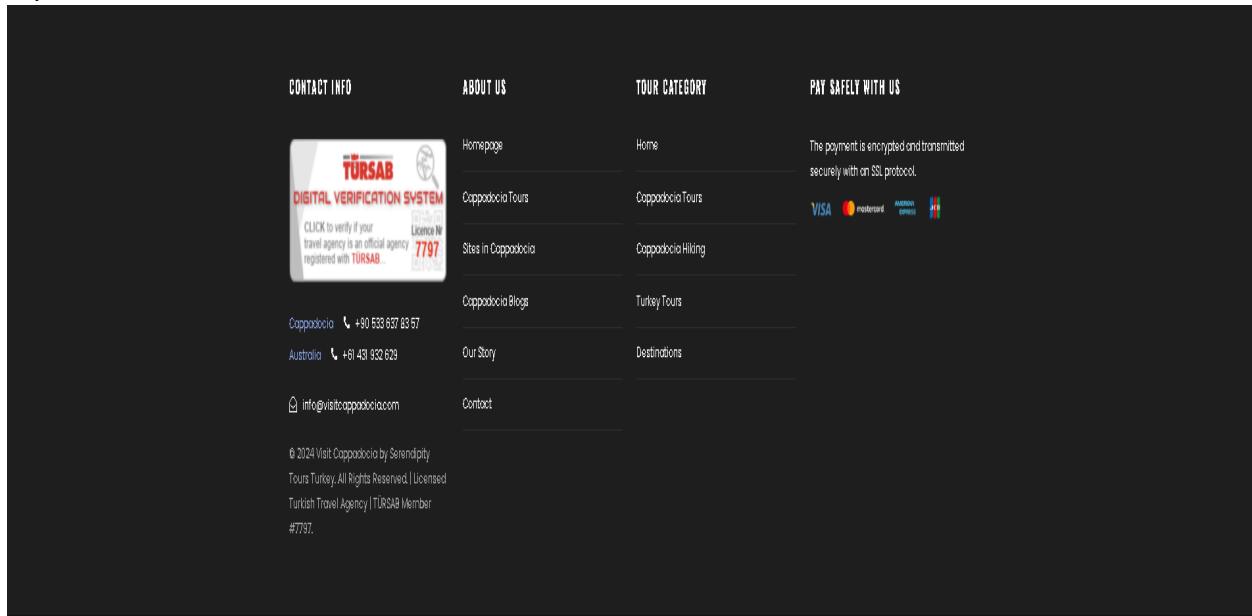


Update made: Ensuring links send the users to the accurate tour described.



## Hiking Information

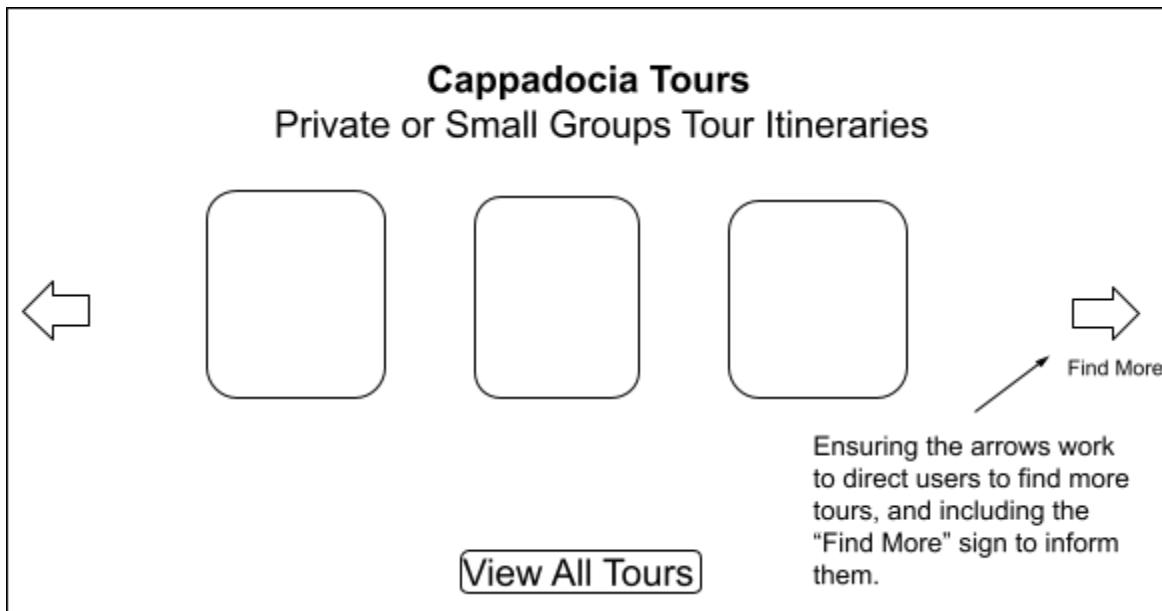
The section for hiking is only accessible in the footer area, which requires the user to scroll to the bottom of the site. Half of our participants were not able to find this section. Simply adding a Cappadocia Hiking section to the navigation menu, or grouping it with other tours will be an improvement.



Updating the website to include hiking information around the top, and closer to where the tours and experiences are would make it easier for users to find and access.

## Navigation Arrows

A few participants attempted to click the navigation arrows to browse through the tours on the home page. The arrows did not have a function, preventing users from accessing the full list, causing confusion. Simply ensuring that the arrows are functional, and adding an indicator showing the users that there are more tours to browse would be an improvement made to the website.



## Priorities

### High Priority Fixes (Critical)

#### **Missing Terms of Service and Privacy Policy Pages (Task 8)**

Participants were unable to access the Terms of Service or Privacy Policy pages. When users attempted to click the link after booking a trip, nothing appeared. This is a serious issue because users are required to accept a policy that does not exist, which violates trust and may present legal risks. This should be the top priority because it directly affects the website's credibility, user confidence, and compliance with privacy standards.

#### **404 Error When Accessing Tour Maps (Task 5)**

Several tours, such as the 23-day Grand Turker tour, link to missing or broken map pages that result in a 404 error. This disrupts the user experience and prevents users from viewing tour locations. Fixing broken links and missing maps should be prioritized to ensure that users can access complete tour information.

### **Medium Priority Fixes**

#### **Blurry and Hard-to-Read Maps (Task 3)**

The map under "Cappadocia Tours" is blurry, and the text size is too small. One participant had to lean closer and squint to read the location names. This reduces usability and accessibility, particularly for users with vision difficulties. Enhancing map clarity and readability improves both accessibility and user satisfaction.

### **Low Priority Fixes (Minor)**

#### **Blank Page Under Ihlara Canyon Tours (Task 7)**

The Ihlara Canyon page only displays a header with no available tours listed. Although this affects information availability, it does not break navigation or the main booking flow. This fix can follow after resolving critical usability and compliance issues. Adding content or correcting the link will improve completeness but is less urgent.

## **Learned Information**

### **Adam Boube**

The study showed how important having clear instructions, and structured pre and post questionnaires, along with our audio / videos. These ensured that our data collection was consistent and accurate and allowed us to provide a detailed analysis of each user's experiences navigating the interface. One thing I recognized was that everybody approaches a task a different way. Some may use the navigation on the main menu, links within the site, or the footer. This highlights how an interface should be designed to be flexible to support a variety of users. I also understood how we should make the participant as comfortable as possible. After providing instructions, I stepped out of the room to hopefully reduce any pressure on the participant. I believe that this approach helped them feel more confident in their navigation. I also informed them that we were testing the interface rather than themselves.

## Trevor Danielewski

I learned that people have different methods of searching for information when seeking guidance to complete a task online. I was surprised by how their abilities to complete tasks varied depending on the methods they used. There were times when unexpected events occurred, causing details to be forgotten. This highlighted the extreme difficulty of conducting a usability test study. There are so many factors and variables to consider, some of which require special attention and a concrete approach to minimize potential changes. Despite these challenges, the data gathered showed significant promise in analyzing the website's true usability.

## Jacob Kahn

During this study I learned to consider the speed at which a participant will read and complete the consent form, pre-questionnaire, and post-questionnaire varies, which resulted in some observations going over the 10-minute limit, and limited the number of participants to have. So, going forward, it should be considered not to have too many questions on the pre-questionnaires and post-questionnaires and/or limit the task time to 6 minutes rather than 7 minutes. I also saw the Hawthorne Effect in play while taking notes when observing the participants can make them feel uncomfortable, which may affect their results when doing the tasks, so going forward, it's important to consider ways to reduce that effect. I also learned that the group must be organized in knowing what their procedures are, as well as doing test runs to maximize efficiency.

## Jasmine Rivera

During this study I've learned how careful it is to write your instructions. As a creator of the study I've found the task pretty simple to follow hindsight. But as an observer many of the participants failed to follow the instructions clearly, even though we had clear instructions on what to say, for example our start and finish many participants failed to follow instructions and say they are moving on to the next task. Every participant is different, and are going to test very differently.

Some were not good test takers and struggled on some tasks that were simpler to others. I've noticed almost all participants had difficulty with one task and they express their emotions differently. Some will shake their head or twiddle with their fingers, some even spoke to themselves. As a note taker I also learned how important it is to observe and watch closely to what participants might miss or do differently. Some participants used their own quick knowledge to help solve the task easier, while others figured the site out from following instructions.

## Sophie Okere

In this study, I learned that people read and understand instructions differently. Many times, a user would not go through the step by step instructions and would automatically jump to the task, and it was interesting to notice how they took instructions. People often get nervous when they are being watched, and sometimes that could lead to formulating answers to appear like they know what they're doing, and even skipping steps just to get by and avoid the awkwardness of being watched. With usability studies, I learned that it is important to be very detailed in the instructions you provide for the users, in order to avoid assumptions or confusions; listing out what to do every step of the way can successfully impact the results obtained from testing. The study also showed how much improvements can be made to a lot of websites, both from an observer standpoint and the users view as well.

# Appendix A Pre-Questionnaire

## Pre-Questionnaire

### Instructions:

Please **circle** your answer for each question. Answer honestly and accurately. Your answers will help us understand your background before you take part in our study about using a tour booking website.

YES       NO

If you need to change an answer, **cross out** the one your old answer and **circle** your new choice.

~~YES~~       NO

---

**1. Do you have a valid passport?**

YES      NO

**2. Have you ever planned a trip to another country?**

YES      NO

**3. Have you ever traveled outside your home country?**

YES      NO

**4. Do you plan to travel to another country in the next 6 months?**

YES      NO

**5. Have you ever used a website to book travel (like flights, hotels, or tours)?**

YES      NO

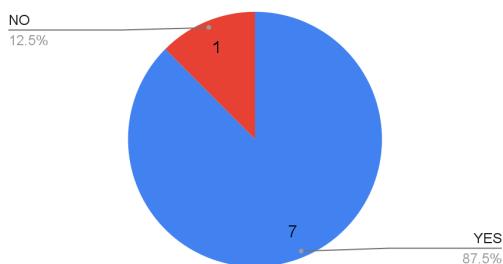
When you have completed the pre-questionnaire, please state the following:

**"I have completed the pre-questionnaire"**

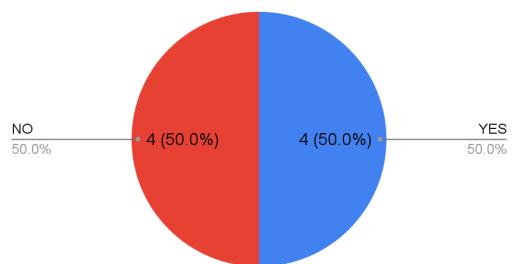
## Results Summary

Participant	Question 1	Question 2	Question 3	Question 4	Question 5
Participant 1	YES	YES	YES	NO	NO
Participant 2	NO	NO	NO	NO	YES
Participant 3	YES	YES	YES	NO	NO
Participant 4	YES	NO	YES	YES	NO
Participant 5	YES	YES	YES	NO	YES
Participant 6	YES	NO	YES	NO	YES
Participant 7	YES	YES	YES	YES	YES
Participant 8	YES	NO	YES	NO	YES

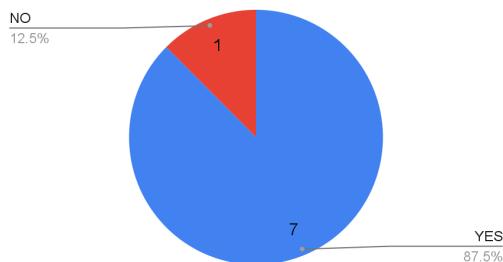
Do you have a valid passport?



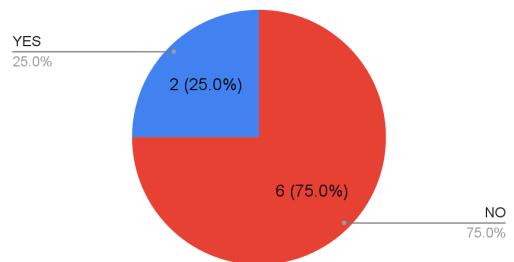
Have you ever planned a trip to another



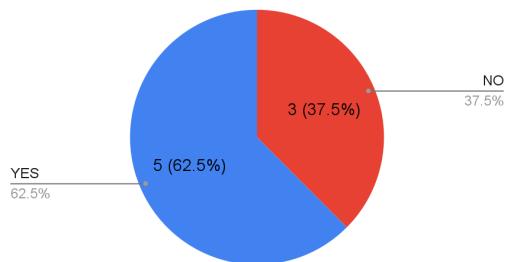
Have you ever travelled outside of your home



Do you plan to travel to another country in the



Have you ever used a website to book travel



# Appendix B Task List

## TASK LIST

In the browser type the URL completely: [www.visitcappadocia.com](http://www.visitcappadocia.com) into the top search bar.

If you are stuck on a task: skip the task, say "I am skipping task #\_\_" and begin the next one.

### TASK 1

1. SAY "BEGINNING TASK 1"
  - a. Identify the parent company of Visit Cappadocia by reviewing the information available on the website.
2. SAY "COMPLETED TASK 1"
3. Return to the homepage

### TASK 2

1. SAY "BEGINNING TASK 2"
  - a. Find out what activities are planned for Day 7 of the Best of Turkey Tour.
2. SAY "COMPLETED TASK 2"
3. Return to the homepage

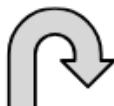
### TASK 3

1. SAY "BEGINNING TASK 3"
  - a. Locate the village Cemil on the map under the Cappadocia tour section that features a picture of hot air balloons.
2. SAY "COMPLETED TASK 3"
3. Return to the homepage

### TASK 4

1. SAY "BEGINNING TASK 4"
  - a. Identify hiking destinations in Cappadocia by reviewing the information available on the website.
2. SAY "COMPLETED TASK 4"
3. Return to the homepage

To continue the task list, flip the page over



## **TASK 5**

1. SAY “BEGINNING TASK 5”
  - a. Find the 23-day tour and locate its map.
2. SAY “COMPLETED TASK 5”
3. Return to the homepage

## **TASK 7**

1. SAY “BEGINNING TASK 7”
  - a. Go to the blog, and find the page about the Co-Founder, Fazli Karabacak.
2. SAY “COMPLETED TASK 7”
3. Return to the homepage

## **TASK 8**

1. SAY “BEGINNING TASK 8”
  - a. Find all the available tours of Ihlara Canyon.
2. SAY “COMPLETED TASK 8”
3. Return to the homepage

## **TASK 9**

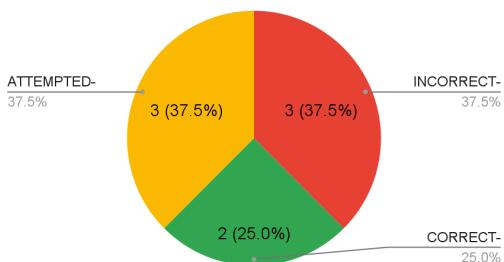
1. SAY “BEGINNING TASK 9”
  - a. Find the Terms of Service and Privacy Statement pages.
2. SAY “COMPLETED TASK 9”
3. Return to the homepage

When you have completed the task list, please state the following:  
**“I have completed the task list”**

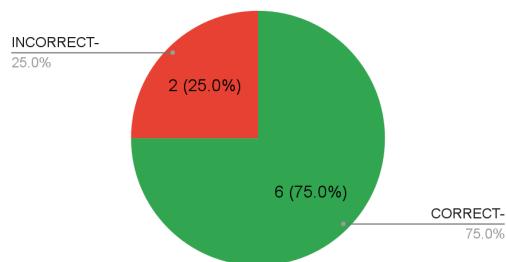
# Results Summary

Participant	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8
Participant 1	INCORRECT-COMPLETED	CORRECT-COMPLETED	CORRECT-COMPLETED	CORRECT-COMPLETED	INCORRECT-COMPLETED	DID NOT ATTEMPT	DID NOT ATTEMPT	DID NOT ATTEMPT
Participant 2	INCORRECT-COMPLETED	INCORRECT-COMPLETED	CORRECT-COMPLETED	INCORRECT-COMPLETED	INCORRECT-COMPLETED	INCORRECT-COMPLETED	DID NOT ATTEMPT	DID NOT ATTEMPT
Participant 3	CORRECT-COMPLETED	CORRECT-COMPLETED	CORRECT-COMPLETED	INCORRECT-COMPLETED	INCORRECT-COMPLETED	DID NOT ATTEMPT	DID NOT ATTEMPT	DID NOT ATTEMPT
Participant 4	INCORRECT-COMPLETED	CORRECT-COMPLETED	DID NOT ATTEMPT	DID NOT ATTEMPT	DID NOT ATTEMPT	DID NOT ATTEMPT	DID NOT ATTEMPT	DID NOT ATTEMPT
Participant 5	ATTEMPTED-NOT-COMPLETE	INCORRECT-COMPLETED	INCORRECT-COMPLETED	CORRECT-COMPLETED	INCORRECT-COMPLETED	DID NOT ATTEMPT	DID NOT ATTEMPT	DID NOT ATTEMPT
Participant 6	ATTEMPTED-NOT-COMPLETE	CORRECT-COMPLETED	ATTEMPTED-NOT-COMPLETE	INCORRECT-COMPLETED	INCORRECT-COMPLETED	ATTEMPTED-NOT-COMPLETE	INCORRECT-COMPLETED	ATTEMPTED-NOT-COMPLETE
Participant 7	CORRECT-COMPLETED	CORRECT-COMPLETED	CORRECT-COMPLETED	CORRECT-COMPLETED	INCORRECT-COMPLETED	INCORRECT-COMPLETED	INCORRECT-COMPLETED	INCORRECT-COMPLETED
Participant 8	ATTEMPTED-NOT-COMPLETE	CORRECT-COMPLETED	CORRECT-COMPLETED	CORRECT-COMPLETED	INCORRECT-COMPLETED	ATTEMPTED-NOT-COMPLETE	DID NOT ATTEMPT	DID NOT ATTEMPT
<b>KEY</b>								
CORRECT-COMPLETED The participant successfully completed the task								
ATTEMPTED-NOT-COMPLETE The participant attempted, but did not complete the task								
INCORRECT-COMPLETED The participant completed the task, but incorrect								
DID NOT ATTEMPT The participant did not attempt the task								

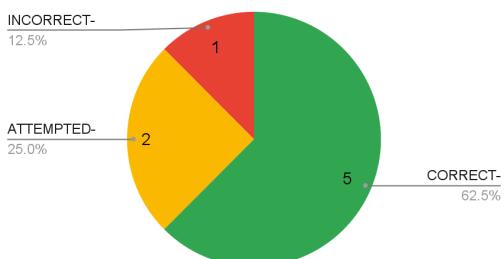
Task 1



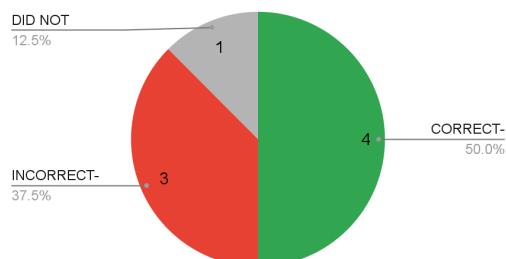
Task 2



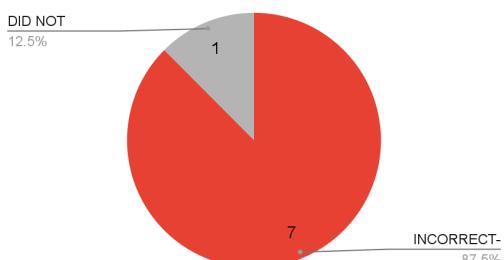
Task 3



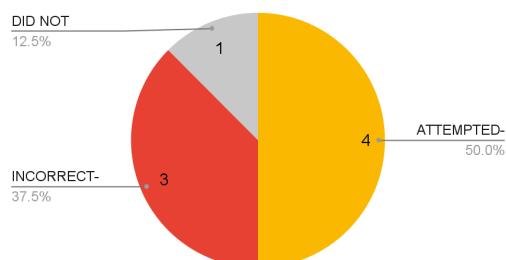
Task 4



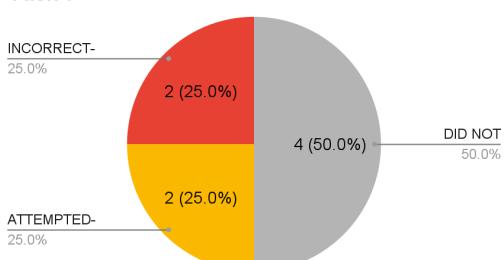
Task 5



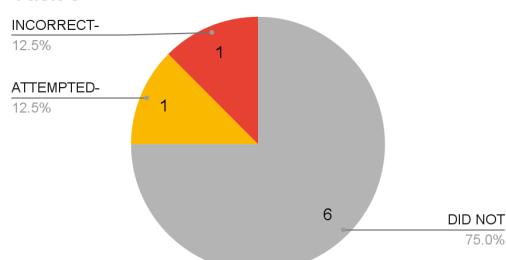
Task 6



Task 7



Task 8



# Appendix C Post-Questionnaire

## Post-Questionnaire

### Instructions:

Please answer all the items as honestly and accurately as possible.  
Your responses will help us understand your experience using the tour booking website.

- For **YES or NO** questions, **circle one answer.**       YES       NO
- For other questions, **fill in one box** to show how much you agree or disagree.

If you want to change an answer, **cross out** your original response and **circle or fill in** your new one.



---

**1. Did you complete all the tasks?**

YES      NO

**2. Was it easy to navigate the website?**

YES      NO

**3. The website is easy to use.**

Strongly Disagree                  Disagree                  Agree                  Strongly Agree  
                                                     

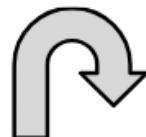
**4. I would recommend this website to a friend or a family member.**

Strongly Disagree                  Disagree                  Agree                  Strongly Agree  
                                                     

**5. Did you have any trouble completing a task?**

YES      NO

To continue answering the questions, flip the page over



**6. Did any pages behave unexpectedly?**

YES    NO

**7. This website would be difficult to navigate for someone who does not understand English.**

Strongly Disagree <input type="checkbox"/>	Disagree <input type="checkbox"/>	Agree <input type="checkbox"/>	Strongly Agree <input type="checkbox"/>
---	--------------------------------------	-----------------------------------	--

**8. The buttons, links, and forms were easy to use.**

Strongly Disagree <input type="checkbox"/>	Disagree <input type="checkbox"/>	Agree <input type="checkbox"/>	Strongly Agree <input type="checkbox"/>
---	--------------------------------------	-----------------------------------	--

**9. The design of the website helped me understand where to go next.**

Strongly Disagree <input type="checkbox"/>	Disagree <input type="checkbox"/>	Agree <input type="checkbox"/>	Strongly Agree <input type="checkbox"/>
---	--------------------------------------	-----------------------------------	--

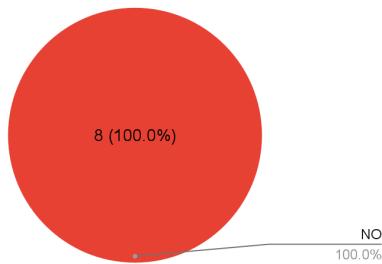
When you have completed the post-questionnaire, please state the following:

**"I have completed the post-questionnaire"**

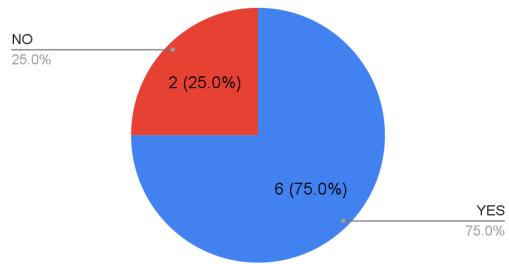
# Results Summary

Participant	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9
Participant 1	NO	YES	AGREE	AGREE	YES	YES	STRONGLY AGREE	AGREE	STRONGLY DISAGREE
Participant 2	NO	YES	AGREE	DISAGREE	YES	YES	AGREE	AGREE	DISAGREE
Participant 3	NO	YES	AGREE	AGREE	YES	YES	STRONGLY AGREE	AGREE	AGREE
Participant 4	NO	YES	AGREE	AGREE	YES	NO	AGREE	AGREE	STRONGLY AGREE
Participant 5	NO	YES	DISAGREE	DISAGREE	YES	NO	STRONGLY AGREE	STRONGLY AGREE	STRONGLY AGREE
Participant 6	NO	NO	AGREE	AGREE	YES	YES	STRONGLY AGREE	AGREE	DISAGREE
Participant 7	NO	YES	AGREE	AGREE	YES	YES	STRONGLY AGREE	AGREE	DISAGREE
Participant 8	NO	NO	AGREE	AGREE	YES	NO	AGREE	AGREE	DISAGREE

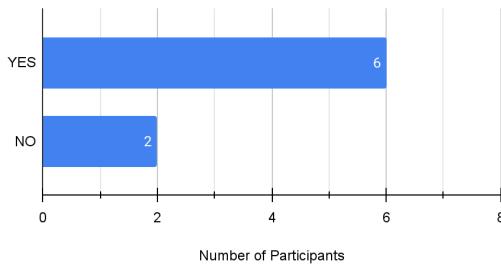
Did you complete all the tasks?



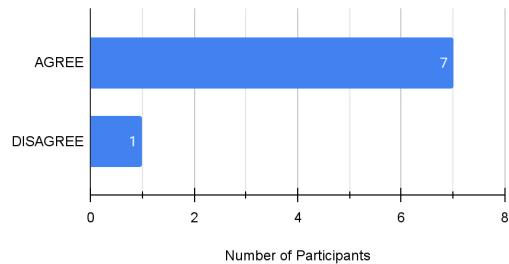
Was it easy to navigate the website?



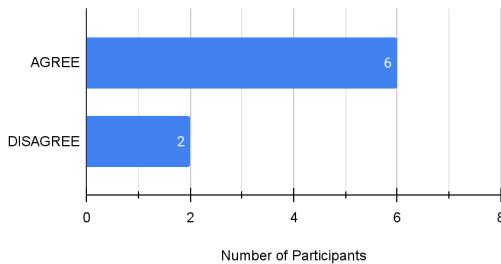
Was it easy to navigate the website?



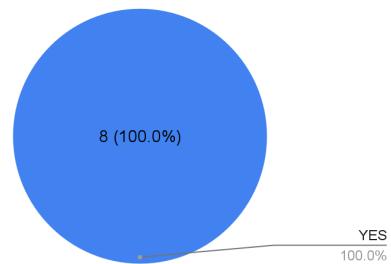
This website is easy to use.



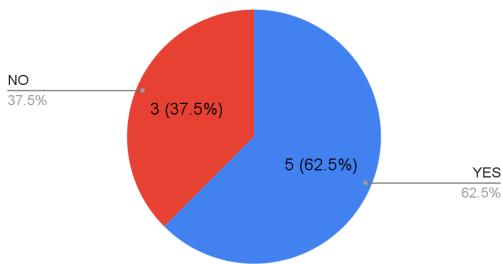
I would recommend this website to a friend or



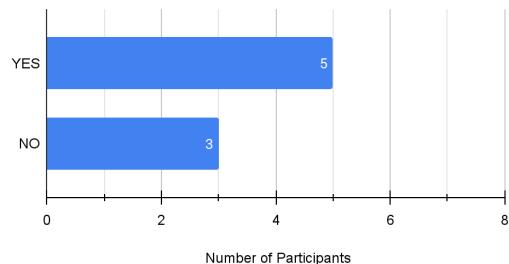
Did you have any trouble completing a task?



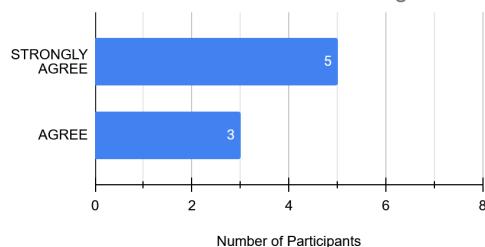
Did any pages behave unexpectedly?



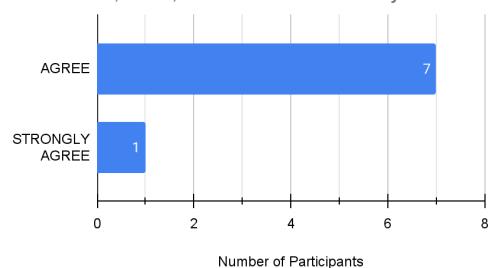
Did any pages behave unexpectedly?



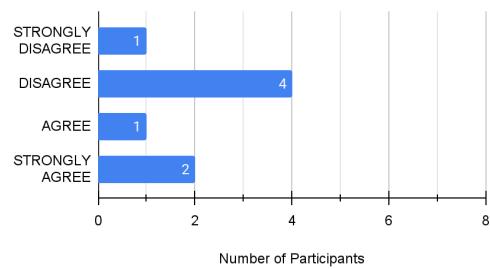
This website would be difficult to navigate for someone who does not understand English.



The buttons, links, and forms were easy to use.



The design of the website helped me



# Appendix D Observational Notes

## Jasmine's Observations:

### Participant 1

Participant 1 walks in at 11:30. When filming, we zoom in when the participant sits down rather than when they are handed the task list. He is given the consent form and reads the full consent form for about 30 seconds. Participant 1 is given the prequestionnaire and completes it swiftly.

Participant 1 is then handed the task list, types in the website fully, then begins task 1.

Task 1: He scrolls through the full home page quickly using the side bar and reaches the bottom of the page then hovers his mouse over the website certification. He says he finishes it roughly in 5-10 seconds, but misunderstood the task. He then begins task 2.

Task 2: He scrolls around the home page again, trying to use the blue side arrows under Cappadocia Tours but they don't work, he uses the blue button "view all tours" to take him to Cappadocia Tours. He scrolls down a little reading the directions carefully and clicks "Best of Turkey Tours" he follows the page down and counts the days to day 7. He completes it in about 30 seconds. He then begins task 3.

Task 3: After reading task 3 he scrolls through the entire home page and goes back to cappadocia tours, quickly clicks Cappadocia Tours featuring the hot air balloons, scrolls down the page slightly to headers "Detail Itinerary Map Photos Reviews" and clicks maps. The page takes him to the map and begins looking for Cemil. He hovers his map to the bottom right corner or the map and finds Cemil. He takes about 10 seconds to find the right name on the map. He then begins task 4.

Task 4: He goes to the destinations page, scrolls down to find what he's looking for hovering over each destination. Uschisar Town caught his eye with a person standing and taking pictures on a mountain, so he clicked this tour, his first click didn't work, so he followed to the town to the right, "Ortahisar Town". He scrolls up and down on the page. He had trouble finding it so he used CTRL + F to search for keywords "hiking". Hiking highlighted at the bottom of the page under "Tour Category: Cappadocia Hiking". He clicks this category which takes him to a similar page of available tours. He clicks the back arrow not knowing he found it and begins reading Cappadocia tour details, letting out a sign. He continues to look through tours and fidgets with his fingers. He goes under Cappadocia blogs and clicks the first blog "Places to visit in Cappadocia", reads through the site and goes back to home, scrolls to the bottom of the page and clicks "Cappadocia Hiking" again. He raises his hand in realization, highlighting the error message and says he completes task 4 and begins task 5.

Task 5: He clicks Cappadocia tours, scrolls to the bottom of the page and he clicks the "Grand Turkey Tour - 23 Days" view details. He scrolls down until he finds the same headers as before and clicks "Map", the navigation takes him to the map that has a 404 Error. He nods his head in realization and completes the task within 15 seconds and begins task 6.

Task 6: He goes to the navigation header “Cappadocia Blogs”, looks through each blog reading the details, and clicks Fazli under “Goreme Open Air Museum”, he scrolls down and up the page, then goes back to the bottom section info, goes back up the top of the page and tries to click “By Fazli”, the clicks and highlights didn't work, so tried the Our Story page, skimmed through the descriptions, then back to search through home page. In the home page quickly scrolled through and went back to the bottom info, reading through the bottom he gave up and went back to “Cappadocia Blogs”, then the time was up.

Note: on the Task List, at this point, there was no task 6, and we went from task 5 to task 7, which we fixed after Participant 2.

It's noted that he skipped task 6 and went right to task 7, but it's actually task 6 still, just marked incorrectly. He then runs out of time.

## Participant 2

Participant 2 walks in, is introduced to the study and fills out the confidential form, which he does not read and signs. He is then handed the pre-questionnaire and completes it. Then he is handed the task list, types in the website URL without “www.” he types “visitcappadocia” and clicks the first results, since he did not type in the full website chrome took him to listed results of the search, he tries to find the site URL and clicks the first result, this takes him to a complete different page. He tries again and types the full site, which takes him to the correct page. Then begins task 1.

Task 1: He begins by hovering his mouse reading over each navigation header on the home page, he clicks the Contact header. He scrolls down the page, skimming over the text, finds the bottom of the page and shows hesitation as he hovers over the site email and certification badge and says he completed task 1.

Task 2: He clicks Cappadocia Tours, reads the instructions again and scrolls all the way down the page, he reads every tour but scrolls back up to reread again. He completes it quickly (within 20 seconds). He then begins task 3.

Task 3: He is looking at the Tours page, looks at the hot air balloon tour for a second and scrolls down the page, he scrolls back up and clicks the hot air balloon tour. Scrolls down the page slightly to the “Maps”, finds the map, and searches for the name on the map, squinting eyes. Using the mouse to follow the blue path he completes task 3. Takes about 25-30 seconds, then completes task 3 and begins task 4.

Task 4: Participant goes to Sites and clicks on Uchisar Town, the click was not successful, so he goes to destinations. He looks through the pictures and says completed Task 4. Finishes within 30-40 seconds. He then begins task 5.

Task 5: He goes to Cappadocia tours and scrolls down to the Grand Turkey Tour, he clicks the map navigation and takes him to an error, looks at the error and scrolls down the page slightly, goes back up and confusedly says completed task 5. He finds where the map is supposed to be (the error) and says he completes task 5. He then begins task 6 but states it's task 7 because of the text error, which is fixed after this participant.

Task 6: He goes to the Blogs page and looks scrolls though the whole page, going back and fourth, he clicks the blog cappadocia , scrolls down the page slightly, reads the instructions again, and goes back to blogs. Says he completes the task. He begins task 8 but runs out of time.

The participant is then handed the post-questionnaire, fills it out, and walks out of the room.

Note: The task sheet error that skips task 6 is manually fixed after this.

## Participant 3

The participant completes the consent pre-questionnaire form, is handed the task list, types in the full website URL, and begins task 1.

Task 1: He does not audibly say he begins the task, despite directions saying for them to audibly say that he's beginning each task. He does audibly say he begins task 1, though, and does for each task after that. He scrolls through the full home page, scrolls back up and goes to the About Us page, he reads about us and highlights the partnering company.

Task 2: He goes to cappadocia tours and clicks the best of turkey tour, he scrolls through the details quickly and he completes this task quickly and begins task 3.

Task 3: He searches for the name on the Tour list page, reads the instructions, then scrolls through the whole page, he reads tour names and scrolls back up to click the hot air balloon tours, he scrolls quickly and finds the map, and searches for it. He then completes the task quickly and begins task 4.

Task 4: He goes to the Sites in cappadocia page, blogs then the Destinations page, scrolls down quickly and goes to cappadocia tours. Read the instructions again and go back to destinations, he clicks on Uchisar Town, goes back and looks over destinations again. Says completed task 4.

Task 5: Goes to Cappadocia Tours and scrolls to the bottom to click on Grand Turkey Tour- 23 Day, scrolls through the details quickly to find the map. He passes it confused and clicks on the 404 error, and says completed task 5 quickly. He then begins task 6.

Task 6: He clicks on "Cappadocia Blogs", can't find what he's looking for, then clicks on "Blogs" page, scrolls down to the bottom, can't find anything he's looking for, goes back to Home page, clicks on "visit all blogs", and encounters an error page. He says he completes task 6 and runs out of time.

The participant is then handed the post-questionnaire, fills it out, and walks out of the room.

## Participant 4

Participant 4 walks in, is handed the consent form, does not read but signs, is handed the pre-questionnaire form, completes it quickly, and is handed the task list. He types in the website URL without the “www.” and begins task 1.

Task 1: He takes his time to read the About Cappadocia paragraph on the Home page while swayed in the chair, scrolls down and reads Cappadocia Tours, looks through the navigation headers and read instructions, he scrolls to the bottom of the page then clicks “trip advisor” under “We are featured by”, it takes participant to another page and says completed task 1. He then begins task 2.

Task 2: He goes to the Cappadocia Tours page, slowly scrolls down and finds tour details on a tour, clicks, goes back to the Best of Turkey tours page, and scrolls down slowly, he is reading the days, goes back to tours reading each carefully and clicks Best of Turkey Tours again, he reads through the traveling dates and the description, he continues down the page and hovers over day 7 and says he completes task 2. He then begins task 3.

Task 3: He goes to the Destinations page, clicks the Cappadocia Tours page scrolls down to each tour, then view details under the cappadocia hot air balloon tour, scrolls down to find the map, but has trouble finding what he's looking for on the map, so he leans closer to the monitor and tries to follow the lines on the map, but still struggles to find it. He then runs out of time.

The participant is then handed the post-questionnaire, fills it out, and walks out of the room.

## Participant 5

Participant 5 is handed and does not read the consent form, but signs and completes the pre-questionnaire. He is then handed the task list, types the full website URL, and then begins task 1.

Task 1: He skims the Home page, scrolls down to Cappadocia Tours, then scrolls down to Turkey Tours, and says completed task 1. He then begins task 2.

Task 2: He goes to the Cappadocia Tours page, scrolls to the bottom of the page and clicks the link cappadocia tours, takes him to the same page. Goes to the bottom again and clicks sites and categories, under categories he says completed task 2. He then begins task 3.

Task 3: He scrolls through the homepage quickly and using the bottom page links to go to destinations, he goes back and clicks the header cappadocia tours, he briefly scrolls through the page and hovers the mouse over the hot air balloon picture and says he completes task 3. He then begins task 4.

Task 4: He goes to the Destination Page, scrolls to the bottom, and clicks on the Hiking Category Page, goes back to destinations, clicks Zeleve, then says he completes task 4. He then begins task 5.

Task 5: He clicks on the Cappadocia Tours page, finds the 23 day tour, scrolls slightly down the page and, clicks the navigation “Map” the error/map pops up, then says he’s skipping task 5 because of the error and confusion. He then begins task 6.

Task 6: He begins task 6, goes to the Cappadocia Blogs page, scrolls to the bottom, couldn’t find what he’s looking for, then clicks “Contact Us”, then goes back to the Cappadocia Blogs page. He then goes back to the Home page, goes to the Visit page, scrolls down, can’t find what he’s looking for, and then runs out of time.

The participant is then handed the post-questionnaire, fills it out, and walks out of the room.

## Participant 6

After this participant fills out the consent form without reading and pre-questionnaire, he is handed the task list. He types in the website URL without “www.” and then begins task 1. It takes him a while to read out the entire task to understand it.

Task 1: He reads the Home page and scrolls, lets out a sigh then skips task 1. He then begins task 2.

Task 2: Under the home page “Cappadocia Tours” he clicks view all tours. He scrolls down a little and clicks the best of turkey tour, he scrolls to find the number days and completes it relatively quickly and then begins task 3.

Task 3: He scrolls on the Home page, clicks view all tours, scrolls through skimming tours, then goes back to home. Scrolling up and down from home letting out a frustrated sigh, then skips task 3 and moves on to task 4.

Task 4: He reads the instructions and whispers destinations to himself, he clicks on the learn more under the home page about us, and says he completes quickly and then begins task 5.

Task 5: He scrolls on the Home page, clicks cappadocia tours, scrolls to the bottom of page then completes task 5 and starts task 6.

Task 6: He clicks “view all tours”, sees the error page, and then skips the task.

Task 7: He clicks on “view all tours”, then clicks “Destinations”, then Ihalara Canyon, no details pop out and says “Uh” goes back to destinations, then clicks Ihalara Canyon again completes the task, but he mistakenly says “completed task 8” when it should be 7, and moves on to the final task.

Task 8: He goes to the home page, scrolls to the bottom, then the rest of the headers and he skips this task.

The participant is then handed the post-questionnaire, fills it out, and walks out of the room.

## Participant 7

Participant 7 is handed the consent form without reading and immediately signs it. She is then handed the pre-questionnaire form and completes it quickly. She is then handed the task list. She types in the website URL without “www.”, then begins task 1.

Task 1: She clicks “Our Story” reads the about then completes task 1. She then begins task 2.

Task 2: She scrolls on the Home page, then clicks the “Cappadocia Tours” page, scrolls down the page then clicks the “Destinations” page, scrolls through to the bottom and clicks Turkey Tours scrolls through the page then completes task 2. She then begins task 3.

Task 3: She goes to cappadocia tours and scrolls down to the map, then finds what she’s looking for on the map quickly and completes the task, and begins task 4.

Task 4: She goes to sites in Cappadocia, then destinations to scroll to the bottom of the page, goes to "Cappadocia Hiking" and quickly completes the task. She then begins task 5.

Task 5: Goes to cappadocia tours and scrolls the page, scrolls a slight bit, but then using the side bar. She finds the error/map and says she completes task 5. She then begins task 6.

Task 6: Clicks on the blogs page and finds “Fazli” under a tour and clicks the name, says completed task 6, then begins task 7.

Task 7: She goes to the “Cappadocia Tours” page, scrolls through and clicks sites in cappadocia navigation header, scrolls though goes to the Ilara Canyon page, then says she completes task 7, she then begins task 8.

Task 8: From home she scrolls to the bottom of the page and goes to the “Contact Us” page, then goes back to the Home page, scrolling through details and clicks the certification badge which takes her to another site and goes back, in confusion she says she completes task 8.

The participant is then handed the post-questionnaire, fills it out, and walks out of the room.

## Participant 8

Participant 8 fills out the consent form quickly without reading, fills out the pre-questionnaire quickly, is then handed the task list. He takes a moment to realize what he’s supposed to do, then types in the full website URL and begins task 1.

Task 1: He scrolls on the Home page, find the feature by section, clicks “Our Story” page, was didn’t read the about us, and started on Cappadocia tours, did some scrolling, and tried to use blue arrows on the home page, but it does not work. Looked confused and went back to the about us section and skipped the task

Task 2: He clicks cappadocia tours then clicks on Turkey Tour, scrolling all the way down to day 7. He scrolls and completes task 2. He then begins task 3.

Task 3: He scrolled under Cappadocia Tours and went back to the home, scrolled through the home and sat back in the chair and let out a sigh, is fidgeting with the open and going back from

home to Cappadocia tours, scrolls under home and clicked the hot air balloon tour, scrolled down and found the map, he used the mouse to follow his tracks, takes some time to find what he's looking for (roughly 15-20 seconds), then completes task 3 and begins task 4.

Task 4: Scrolls through the home page, he goes to the Category page, scrolls to the bottom of the page and clicks Cappadocia Hiking, says completed task 4 and begins task 5.

Task 5: Lets out a sign and starts task 5, he goes to cappadocia tours and scrolls to the grand turkey to complete it quickly and begins task 6.

Task 6: He goes to the Cappadocia blog page, scrolls through the page and clicks on cappadocia, scrolls through and reads the first pages and goes to the next. He goes back to the blogs and clicks "Fazli" under one of the blogs. Scrolls through the page then skips task 6 and begins task 7.

Task 7: He goes to Cappadocia tours to the Grand Turkey Tour page, scrolls down, but then goes back to the Cappadocia Tours page, raises his eyebrows , then runs out of time.

The participant is then handed the post-questionnaire, fills it out, and walks out of the room.

## Jacob's Observations:

### Participant 1

Participant 1 walks in at 11:30. When filming, we zoom in after the participant walks in rather than when they are handed the task list. He is given the consent form and reads it for about 30 seconds. Participant 1 is given the prequestionnaire and completes it swiftly.

Participant 1 is then handed the task list, types in the website, then begins task 1.

Task 1: He finishes it roughly in 5-10 seconds but misunderstood the question. He then begins task 2.

Task 2: He scrolls around, then completes it in about 30 seconds. He then begins task 3.

Task 3: He takes about 10 seconds to find the right name on the map. He then begins task 4.

Task 4: He goes to the tour page, scrolls down to find what he's looking for. He had trouble finding it so he used CTRL + F to search for key words. He still couldn't find it. He reads the paragraphs in Tours Page, then goes to the history page and still is scrolling to find it but cannot find it. He eventually says he completes task 4 and begins task 5.

Task 5: he completes the task within 15 seconds and begins task 6.

Note: on the Task List, at this point, there was no task 6 and went from task 5 to task 7, which we fix after Participant 2.

It's noted that he skipped task 6 and went right to task 7 but it's actually task 6 still, just marked incorrectly. He then runs out of time.

## Participant 2

Participant 2 walks in and fills out the confidential form. He is then handed the prequestionnaire and completes it. Then is handed the task list, types in the website URL, then begins task 1.

Task 1: He searches for the correct name to click on for the headings and then scrolls down to find what he's looking for and completes the task. He then begins task 2.

Task 2: He completes it quickly (within 20 seconds). He then begins task 3.

Task 3: He is looking on the Tours page, finds the map, and searches for the name on the map. Takes about 25-30 seconds, then completes task 3 and begins task 4.

Task 4: Finishes within 30-40 seconds. He then begins task 5.

Task 5: He finds where the map is supposed to be (the error) and says he completes task 5. He then begins task 6 but states it's task 7 because of the text error, which is fixed after this participant.

Task 6: He goes to the Blogs page and completes the task. He begins task 8 but runs out of time.

Task sheet error that skips task 6 is manually fixed after this.

## Participant 3

Participant completes the consent prequestionnaire form, is handed the task list, types in the website URL, and begins task 1.

Task 1: He does not audibly say he begins the task, despite directions saying for them to audibly say that he's beginning each task. He does audibly say he begins task 1 though, and does for each task after that.

Task 2: He completes this task quickly and begins task 3.

Task 3: He searches for name on Tour list page, finds the map, and searches for it. He then completes the task quickly and begins task 4.

Task 4: He goes to the Destinations page, clicks on Destinations and completes task 4.

Task 5: Completes task quickly. He then begins task 6.

Task 6: He clicks on “Cappadocia Blogs”, can’t find what he’s looking for, then clicks on “Blogs” page, scrolls down to the bottom, can’t find anything he’s looking for, goes back to Home page, clicks on “visit all blogs” and encountered an error page. He says he completes task 6 and runs out of time

## Participant 4

Participapnt 4 walks in, is handed the consent form, completes it, is handed the prequestionnaire form, completes it quickly, and is handed the task list. He types in website URL and begins task 1.

Task 1: He takes his time to read About Cappadocia paragraph on Home page, scrolls down and reads Cappadocia Tours, then clicks and completes task 1. He then begins task 2.

Task 2: He goes to the Cappadocia Tours page, slowly scrolls down and finds tours details on a tour, clicks, goes back to Tours page, and says he completes task 2. He then begins task 3.

Task 3: He goes to Destinations page, clicks Cappadocia Tours page, scrolls down to find the map, but has trouble finding what he’s looking for on the map so he leans closer to the monitor and tries to follow the lines on the map but still struggles to find it. He then runs out of time.

## Participant 5

Participant 5 is handed and completes the consent form and prequestionnaire. He is then handed the task list, types website URL, then begins task 1.

Task 1: he skims the Home page, scrolls down to Cappadocia Tours, then scrolls down to Turkey Tours, and completes task 1. He then begins task 2.

Task 2: He goes to Cappadocia Tours page, scrolls, then clicks on page below “About Us” and completes task 2. He then begins task 3.

Task 3: He goes to the Destinations page, then goes to Cappadocia Tours page, and says he completes task 3. He then begins task 4.

Task 4: He goes to Destination Page, scrolls to bottom and clicks on Category Page, then says he completes task 4. He then begins task 5.

Task 5: He clicks on Cappadocia Tours page, finds the error/map, then says he’s skipping task 5 because of the error. He then begins task 6.

Task 6: He begins task 6, goes to Cappadocia Blogs page, scrolls to bottom, couldn’t find what he’s looking for, then clicks “Contact Us”, then goes back to Cappadocia Blogs page. He then goes back to the Home page, goes to Visit page, scrolls down, can’t find what he’s looking for, then runs out of time.

## Participant 6

After this participant fills out the consent form and prequestionnaire, he is handed the task list. He types in the website URL and then begins task 1. It takes him a while to read out the entire task to understand it.

Task 1: He reads Home page and scrolls, then skips task 1. He then begins task 2.

Task 2: He completes it relatively quickly and then begins task 3.

Task 3: He scrolls on home page, then skips task 3 and moves onto task 4.

Task 4: He completes quickly and then begins task 5.

Task 5: He scrolls on the Home page, then completes task 5 and starts task 6.

Task 6: He clicks “view all tours”, sees error page, then skips task.

Task 7: He clicks on “view all tours”, then clicks “Destinations”, completes the task, but he mistakenly says “completed task 8” and goes right to ask 9.

Task 9: He skips this task.

## Participant 7

Participant 7 is handed the consent form and immediately signs it. She then is handed the prequestionnaire form and completes it quickly. She is then handed the task list. She types in the website URL then begins task 1.

Task 1: She clicks “Our Story” then completes task 1. She then begins task 2.

Task 2: She scrolls on the Home page, then clicks “Cappadocia Tours” page, then clicks “Destinations” page, then completes task 2. She then begins task 3.

Task 3: She gets to the map page quickly, then finds what she’s looking for on the map quickly and completes the task and begins task 4.

Task 4: She goes to “Category” and quickly completes the task. She then begins task 5.

Task 5: She finds the error/map and completes task 5. She then begins task 6.

Task 6: She goes to “By [insert here]” page and completes task 6. She then begins task 7.

Task 7: She goes to “Cappadocia Tours” page, goes to Ilara Canyon page, then completes task 7. She then begins task 8.

Task 8: She goes to “Contact Us” page, then goes back to Home page, clicks on contact info, finds error and completes task 8. Note: first and only participant to complete all tasks.

## Participant 8

Participant 8 fills out consent form quickly, fills out pre-questionnaire quickly, then is handed the task list. He takes a moment to realize what he's supposed to do, then types in the website URL and begins task 1.

Task 1: He scrolls on the Home page, clicks “Our Story” page, goes back to Home page, notices arrows on the site and tries to click them but realizes it does nothing. He then skips this task and begins task 2.

Task 2: He scrolls then clicks on Turkey Tour. He scrolls and completes task 2. He then begins tasks 3.

Task 3: He scrolls on Home page, gets closer to the monitor and takes a deep breath. He then clicks “learn more” but immediately goes back to Home page. He then finds the Map, takes some time to find what he's looking for (roughly 15-20 seconds), then completes task 3 and begins task 4.

Task 4: he goes to Category page then completes task 4 and begins task 5.

Task 5: He completes it quickly and begins task 6.

Task 6: He goes to Cappadocia page, then goes to “By Fazil” page, scrolls, then skips task 6 and begins task 7.

Task 7: He goes to Grand Turkey Tour page, scrolls down but then goes back to Cappadocia Tours page, then runs out of time.

## Appendix E Pre-Questionnaire Responses

## Pre-Questionnaire

### Instructions:

Please circle your answer for each question. Answer honestly and accurately. Your answers will help us understand your background before you take part in our study about using a tour booking website.

YES

NO

If you need to change an answer, cross out the one your old answer and circle your new choice.

~~YES~~

NO

1. Do you have a valid passport?

YES

NO

2. Have you ever planned a trip to another country?

YES

NO

3. Have you ever traveled outside your home country?

YES

NO

4. Do you plan to travel to another country in the next 6 months?

YES

NO

5. Have you ever used a website to book travel (like flights, hotels, or tours)?

YES

NO

When you have completed the pre-questionnaire, please state the following:

**"I have completed the pre-questionnaire"**

## Pre-Questionnaire

### Instructions:

Please **circle** your answer for each question. Answer honestly and accurately.  
Your answers will help us understand your background before you take part in  
our study about using a tour booking website.

**YES**

**NO**

If you need to change an answer, **cross out** the one your old answer and **circle**  
your new choice.

~~YES~~

**NO**

1. Do you have a valid passport?

**YES**

**NO**

2. Have you ever planned a trip to another country?

**YES**

**NO**

3. Have you ever traveled outside your home country?

**YES**

**NO**

4. Do you plan to travel to another country in the next 6 months?

**YES**

**NO**

5. Have you ever used a website to book travel (like flights, hotels, or tours)?

**YES**

**NO**

When you have completed the pre-questionnaire, please state the following:

**"I have completed the pre-questionnaire"**

## Pre-Questionnaire

**Instructions:**

Please **circle** your answer for each question. Answer honestly and accurately. Your answers will help us understand your background before you take part in our study about using a tour booking website.

 YES

NO

If you need to change an answer, **cross out** the one your old answer and **circle** your new choice.

~~YES~~ NO

- 
1. Do you have a valid passport?

 YES

NO

2. Have you ever planned a trip to another country?

 YES

NO

3. Have you ever traveled outside your home country?

 YES

NO

4. Do you plan to travel to another country in the next 6 months?

 YES NO

5. Have you ever used a website to book travel (like flights, hotels, or tours)?

 YES NO

When you have completed the pre-questionnaire, please state the following:

**"I have completed the pre-questionnaire"**

## Pre-Questionnaire

### Instructions:

Please **circle** your answer for each question. Answer honestly and accurately. Your answers will help us understand your background before you take part in our study about using a tour booking website.

YES      NO

If you need to change an answer, **cross out** the one your old answer and **circle** your new choice.

~~YES~~      NO

- 
1. Do you have a valid passport?

YES      NO

2. Have you ever planned a trip to another country?

~~YES~~      NO

3. Have you ever traveled outside your home country?

YES      NO

4. Do you plan to travel to another country in the next 6 months?

YES      NO

5. Have you ever used a website to book travel (like flights, hotels, or tours)?

YES      NO

When you have completed the pre-questionnaire, please state the following:

**"I have completed the pre-questionnaire"**

**Pre-Questionnaire****Instructions:**

Please **circle** your answer for each question. Answer honestly and accurately.  
Your answers will help us understand your background before you take part in  
our study about using a tour booking website.

 YES

NO

If you need to change an answer, **cross out** the one your old answer and **circle**  
your new choice.

~~YES~~ NO

- 
1. Do you have a valid passport?

 YES      NO

2. Have you ever planned a trip to another country?

 YES      NO

3. Have you ever traveled outside your home country?

 YES      NO

4. Do you plan to travel to another country in the next 6 months?

 YES       NO

5. Have you ever used a website to book travel (like flights, hotels, or tours)?

 YES      NO

When you have completed the pre-questionnaire, please state the following:

"I have completed the pre-questionnaire"

## Pre-Questionnaire

### Instructions:

Please **circle** your answer for each question. Answer honestly and accurately.  
Your answers will help us understand your background before you take part in  
our study about using a tour booking website.

**YES**

**NO**

If you need to change an answer, **cross out** the one your old answer and **circle**  
your new choice.

~~YES~~

**NO**

- 
1. Do you have a valid passport?

**YES**

**NO**

2. Have you ever planned a trip to another country?

**YES**

**NO**

3. Have you ever traveled outside your home country?

**YES**

**NO**

4. Do you plan to travel to another country in the next 6 months?

**YES**

**NO**

5. Have you ever used a website to book travel (like flights, hotels, or tours)?

**YES**

**NO**

When you have completed the pre-questionnaire, please state the following:

**"I have completed the pre-questionnaire"**

## Pre-Questionnaire

### Instructions:

Please circle your answer for each question. Answer honestly and accurately.  
Your answers will help us understand your background before you take part in  
our study about using a tour booking website.

YES

NO

If you need to change an answer, cross out the one your old answer and circle  
your new choice.

~~YES~~

NO

1. Do you have a valid passport?

YES

NO

2. Have you ever planned a trip to another country?

YES

NO

3. Have you ever traveled outside your home country?

YES

NO

4. Do you plan to travel to another country in the next 6 months?

YES

NO

5. Have you ever used a website to book travel (like flights, hotels, or tours)?

YES

NO

When you have completed the pre-questionnaire, please state the following:

"I have completed the pre-questionnaire"

## Pre-Questionnaire

### Instructions:

Please **circle** your answer for each question. Answer honestly and accurately.  
Your answers will help us understand your background before you take part in  
our study about using a tour booking website.

YES

NO

If you need to change an answer, **cross out** the one your old answer and **circle**  
your new choice.

~~YES~~

NO

- 
1. Do you have a valid passport?

YES       NO

2. Have you ever planned a trip to another country?

YES       NO

3. Have you ever traveled outside your home country?

YES       NO

4. Do you plan to travel to another country in the next 6 months?

YES       NO

5. Have you ever used a website to book travel (like flights, hotels, or tours)?

YES       NO

When you have completed the pre-questionnaire, please state the following:

"I have completed the pre-questionnaire"

## Appendix F Post-Questionnaire Responses

)

## Post-Questionnaire

### Instructions:

Please answer all the items as honestly and accurately as possible.

Your responses will help us understand your experience using the tour booking website.

- For YES or NO questions, **circle one answer.**  YES  NO

- For other questions, **fill in one box** to show how much you agree or disagree.  

If you want to change an answer, **cross out** your original response and **circle or fill in** your new one.



1. Did you complete all the tasks?

YES

 NO

2. Was it easy to navigate the website?

 YES

NO

3. The website is easy to use.

Strongly Disagree

Disagree

Agree

Strongly Agree

4. I would recommend this website to a friend or a family member.

Strongly Disagree

Disagree

Agree

Strongly Agree

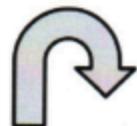
5. Did you have any trouble completing a task?



YES

NO

To continue answering the questions, flip the page over



6. Did any pages behave unexpectedly?

YES

NO

7. This website would be difficult to navigate for someone who does not understand English.

Strongly Disagree

Disagree

Agree

Strongly Agree

8. The buttons, links, and forms were easy to use.

Strongly Disagree

Disagree

Agree

Strongly Agree

9. The design of the website helped me understand where to go next.

Strongly Disagree

Disagree

Agree

Strongly Agree

When you have completed the post-questionnaire, please state the following:

"I have completed the post-questionnaire"

### Post-Questionnaire

#### Instructions:

Please answer all the items as honestly and accurately as possible.

Your responses will help us understand your experience using the tour booking website.

- For YES or NO questions, **circle one answer.**  YES  NO

- For other questions, **fill in one box** to show how much you agree or disagree.

If you want to change an answer, **cross out** your original response and **circle or fill in** your new one.



1. Did you complete all the tasks?

YES  NO

2. Was it easy to navigate the website?

YES  NO

3. The website is easy to use.

Strongly Disagree	Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

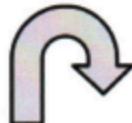
4. I would recommend this website to a friend or a family member.

Strongly Disagree	Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Did you have any trouble completing a task?

YES  NO

To continue answering the questions, flip the page over



6. Did any pages behave unexpectedly?

YES      NO

7. This website would be difficult to navigate for someone who does not understand English.

Strongly Disagree	Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

8. The buttons, links, and forms were easy to use.

Strongly Disagree	Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

9. The design of the website helped me understand where to go next.

Strongly Disagree	Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

When you have completed the post-questionnaire, please state the following:

**"I have completed the post-questionnaire"**

## Post-Questionnaire

### Instructions:

Please answer all the items as honestly and accurately as possible.

Your responses will help us understand your experience using the tour booking website.

- For YES or NO questions, circle one answer.  YES  NO
- For other questions, fill in one box to show how much you agree or disagree.

If you want to change an answer, cross out your original response and circle or fill in your new one.



1. Did you complete all the tasks?

YES  NO

2. Was it easy to navigate the website?

YES NO

3. The website is easy to use.

Strongly Disagree  Disagree  Agree  Strongly Agree

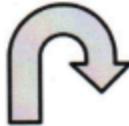
4. I would recommend this website to a friend or a family member.

Strongly Disagree  Disagree  Agree  Strongly Agree

5. Did you have any trouble completing a task?

YES NO

To continue answering the questions, flip the page over



6. Did any pages behave unexpectedly?

YES      NO

7. This website would be difficult to navigate for someone who does not understand English.

Strongly Disagree      Disagree      Agree      Strongly Agree  
                 

8. The buttons, links, and forms were easy to use.

Strongly Disagree      Disagree      Agree      Strongly Agree  
                 

9. The design of the website helped me understand where to go next.

Strongly Disagree      Disagree      Agree      Strongly Agree  
                 

When you have completed the post-questionnaire, please state the following:

"I have completed the post-questionnaire"

## Post-Questionnaire

### Instructions:

Please answer all the items as honestly and accurately as possible.

Your responses will help us understand your experience using the tour booking website.

- For YES or NO questions, circle one answer.  YES  NO

- For other questions, fill in one box to show how much you agree or disagree.

If you want to change an answer, cross out your original response and circle or fill in your new one.



- Did you complete all the tasks?

YES  NO

- Was it easy to navigate the website?

YES  NO

- The website is easy to use.

Strongly Disagree

Disagree

Agree

Strongly Agree

- I would recommend this website to a friend or a family member.

Strongly Disagree

Disagree

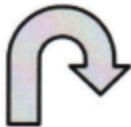
Agree

Strongly Agree

- Did you have any trouble completing a task?

YES  NO

To continue answering the questions, flip the page over



6. Did any pages behave unexpectedly?

YES  NO

7. This website would be difficult to navigate for someone who does not understand English.

Strongly Disagree  Disagree  Agree  Strongly Agree

8. The buttons, links, and forms were easy to use.

Strongly Disagree  Disagree  Agree  Strongly Agree

9. The design of the website helped me understand where to go next.

Strongly Disagree  Disagree  Agree  Strongly Agree

When you have completed the post-questionnaire, please state the following:

"I have completed the post-questionnaire"

## Post-Questionnaire

### Instructions:

Please answer all the items as honestly and accurately as possible.

Your responses will help us understand your experience using the tour booking website.

- For YES or NO questions, **circle one answer.**  YES  NO
- For other questions, **fill in one box** to show how much you agree or disagree.

If you want to change an answer, **cross out** your original response and **circle or fill in** your new one.



1. Did you complete all the tasks?

YES  NO

2. Was it easy to navigate the website?

YES  NO

3. The website is easy to use.

Strongly Disagree  Disagree  Agree  Strongly Agree

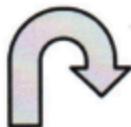
4. I would recommend this website to a friend or a family member.

Strongly Disagree  Disagree  Agree  Strongly Agree

5. Did you have any trouble completing a task?

YES  NO

To continue answering the questions, flip the page over



6. Did any pages behave unexpectedly?

YES  NO

7. This website would be difficult to navigate for someone who does not understand English.

Strongly Disagree  Disagree  Agree  Strongly Agree

8. The buttons, links, and forms were easy to use.

Strongly Disagree  Disagree  Agree  Strongly Agree

9. The design of the website helped me understand where to go next.

Strongly Disagree  Disagree  Agree  Strongly Agree

When you have completed the post-questionnaire, please state the following:

**"I have completed the post-questionnaire"**

## Post-Questionnaire

### Instructions:

Please answer all the items as honestly and accurately as possible.

Your responses will help us understand your experience using the tour booking website.

- For YES or NO questions, **circle one answer.**  YES  NO

- For other questions, **fill in one box** to show how much you agree or disagree.

If you want to change an answer, **cross out** your original response and **circle or fill in** your new one.



1. Did you complete all the tasks?

YES  NO

2. Was it easy to navigate the website?

YES  NO

3. The website is easy to use.

Strongly Disagree	Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

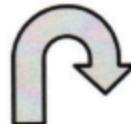
4. I would recommend this website to a friend or a family member.

Strongly Disagree	Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

5. Did you have any trouble completing a task?

YES  NO

To continue answering the questions, flip the page over



6. Did any pages behave unexpectedly?

YES      NO

7. This website would be difficult to navigate for someone who does not understand English.

Strongly Disagree      Disagree      Agree      Strongly Agree  
                 

8. The buttons, links, and forms were easy to use.

Strongly Disagree      Disagree      Agree      Strongly Agree  
                 

9. The design of the website helped me understand where to go next.

Strongly Disagree      Disagree      Agree      Strongly Agree  
                 

When you have completed the post-questionnaire, please state the following:

"I have completed the post-questionnaire"

## Post-Questionnaire

### Instructions:

Please answer all the items as honestly and accurately as possible.

Your responses will help us understand your experience using the tour booking website.

- For YES or NO questions, circle one answer.  YES  NO
- For other questions, fill in one box to show how much you agree or disagree.

If you want to change an answer, cross out your original response and circle or fill in your new one.



NO



□

1. Did you complete all the tasks?

YES  NO

2. Was it easy to navigate the website?

YES  NO

3. The website is easy to use.

Strongly Disagree  Disagree  Agree  Strongly Agree

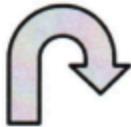
4. I would recommend this website to a friend or a family member.

Strongly Disagree  Disagree  Agree  Strongly Agree

5. Did you have any trouble completing a task?

YES  NO

To continue answering the questions, flip the page over



6. Did any pages behave unexpectedly?

YES      NO

7. This website would be difficult to navigate for someone who does not understand English.

Strongly Disagree      Disagree      Agree      Strongly Agree  
                 

8. The buttons, links, and forms were easy to use.

Strongly Disagree      Disagree      Agree      Strongly Agree  
                 

9. The design of the website helped me understand where to go next.

Strongly Disagree      Disagree      Agree      Strongly Agree  
                 

When you have completed the post-questionnaire, please state the following:

**"I have completed the post-questionnaire"**

## Post-Questionnaire

### Instructions:

Please answer all the items as honestly and accurately as possible.  
Your responses will help us understand your experience using the tour booking website.

- For YES or NO questions, circle one answer.  YES  NO
- For other questions, fill in one box to show how much you agree or disagree.

If you want to change an answer, cross out your original response and circle or fill in your new one.



1. Did you complete all the tasks?

YES  NO

2. Was it easy to navigate the website?

YES  NO

3. The website is easy to use.

Strongly Disagree	Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

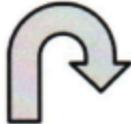
4. I would recommend this website to a friend or a family member.

Strongly Disagree	Disagree	Agree	Strongly Agree
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

5. Did you have any trouble completing a task?

YES  NO

To continue answering the questions, flip the page over



6. Did any pages behave unexpectedly?

YES  NO

7. This website would be difficult to navigate for someone who does not understand English.

Strongly Disagree  Disagree  Agree  Strongly Agree

8. The buttons, links, and forms were easy to use.

Strongly Disagree  Disagree  Agree  Strongly Agree

9. The design of the website helped me understand where to go next.

Strongly Disagree  Disagree  Agree  Strongly Agree

When you have completed the post-questionnaire, please state the following:

"I have completed the post-questionnaire"