

Eric Soenksen-

Pre-experiment:

Caucasian Male

20year-old

Mech Eng Major (jr) & Athlete

Republican and relatively conservative

Well-off, not many financial troubles

Flexibility to buy o/l/s foods

Not much care for or interest in o/l/s foods

Experiment:

Sign up and login-

Time- <1 sec to click to sign up, <20 sec to sign up and login

Comments to self- none

Facial expression- focused, blank

General emotion- focused and determined, cranked through

Mouse-movement- smooth, slow and accurate with minimal clicks

Find data on specific item-

Time- 10 sec to view home page and click on receipts tab, 20 seconds to figure that items were clickable on receipts page

Comments to self- slight confusion "Ummm" and "hmm" noises when looking at receipts page

Facial expression- slight confusion on receipts page then "AHA" moment

General emotion- slightly stressed then relieve to have found it to be so easy and blatant... although not necessarily immediately obvious

Mouse-movement- smooth, slow and accurate with longer pauses for thinking

Favorite a product-

Time- <5 sec to click item and mark as favorite, <3 to click on favorites tab and check supplier

Comments to self- none

Facial expression- focused, blank

General emotion- focused and determined, quick and similar to that of the first task. (it appears that confusion was smoothed out in the second task)

Mouse-movement- smooth, slow and accurate

Sean Hayden-

Pre-experiment:

Caucasian Male

19year-old

Economics and Legal studies

Neutral stance.. slightly liberal

Freedom to buy most foods and no glaring financial troubles

Interest shown in organics but not much known, curious to learn more though

Experiment:

Sign up and login-

Time- <1 sec to get to sign up, <20 sec to sign up and login

Comments to self- none

Facial expression- serious, blank

General emotion- indifferent, cool, quick

Mouse-movement- smooth and quick, controlled

Find data on specific item-

Time- approx. 20 sec to view home page and click on receipts tab, 3 seconds until clicking on an item and finding more information

Comments to self- sounded like curiosity "hmm" (confirmed)

Facial expression- raised eyebrows on home page while looking at foreign metrics

General emotion- curiosity and interest

Mouse-movement- slow and thoughtful, mouse pointed where eyes were looking so we got to see whole thought process

Favorite a product-

Time- <5 sec to mark as favorite, <2 to click on favorites tab and check supplier

Comments to self- none

Facial expression- interest

General emotion- slight excitement and interest, he seemed to think it was a cool service and wouldn't mind to see it actually launch as a live web application

Mouse-movement- quick and natural

Keeley Maher-

Pre-experiment:

Latina Female

19year-old

Media Studies

Democratic... strongly liberal

Well established financial standing and supported by parents (well-off)

Buys organic and will continue to do so but is interested in specifics behind what organic actually entails and the difference that local/sustainable goods offer

Experiment:

Sign up and login-

Time- <2 sec to get to sign up, <20 sec to sign up and login

Comments to self- none

Facial expression- inquisitive but made no sounds

General emotion- quiet and not very confident but still aptly completed the

task

Mouse-movement- slow and precise

Find data on specific item-

Time- approx. 25 sec on home page and then moved to click on receipts tab, <5 seconds until clicking on an item and finding more information

Comments to self- none

Facial expression- inquisitive and interested in content on home page, curiosity and interest was reason for long time on home page looking at all aspects (including links in footer)

General emotion- curiosity and interest

Mouse-movement- curious... checked out all aspects and clicked on almost everything before receipts page

Favorite a product-

Time- <2 sec to mark as favorite, <2 to click on favorites tab and check supplier

Comments to self- "that's it?"

Facial expression- surprise

General emotion- relief and surprise that task was over so soon

Mouse-movement- quick and natural