Protocol:

* Run through user story 1
* Take notes of actions, what was hard to figure out, facial expressions
* Run through user story 2
* Take notes of actions, what was hard to figure out, facial expressions
* Run through user story 3
* Take notes of actions, what was hard to figure out, facial expressions
* Run through user story 4
* Take notes of actions, what was hard to figure out, facial expressions
* Run through user story 5
* Take notes of actions, what was hard to figure out, facial expressions
* Ask if the website was easy to use
* Ask if the website looked good
* Ask if the website makes the use want to go to Pamela’s
* Ask the interviewee what changes would make the website more aesthetic
* Ask the interviewee what changes they would like to see in the website to make it easier to use