Participant 1 Name: James

Task	Click Path	Observations	Quotes	Task Completion Difficulty
Prompt 1: If i said "Here is an app that allows you to hire all kinds of live entertainment to book for your next event." What would your thoughts be on that?	N/A	- Participant loved the idea because it is difficult to find decent performers for his busniess events.	"It's hard to find decent performers. I wish we could see a sample of them performing before booking them." "I am usually not satisfied with the quality of performers that if find for my events."	N/A
Prompt 2: Let's open the app in a web browser on a desktop computer. Now try to find a performer that interests you and access their "Artist Page". Explain how ytou went about doing that.	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > Artist Page has been opened.	- Participant used the search bar to search for a specific type of performer - Participant read reviews thouroughly - Participant took his time to watch all the available video samples of artists performing - Participant took their time in selecting an artist and browsed through a few different artist pages	"I Love that I can watch video samples nd read reviews before booking an artist" "the process of finding an artist was easy and straightforward."	Easy
Prompt 3: Let's try to book your desired performer and checkout. How would you do that?	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > this opens the Artist Page > click on "Book this artist"> Enter the date, payment info, and other required details> click on "Confirm this Booking" > save confirmation details for the event	- Participant found the book this artist button easily - Participant checked out rather quickly	"checking out was easy and straightforward."	Easy
Prompt 4: How do you think you'd improve the process of hiring a live performer for an event online?	N/A	- Participant said he would love an easier way to go back to the previous page.	"I think having a more clear back or previous button will help with the navigation."	N/A

Additional Notes: Overall, I loved the app. Would love something like this to use often for my business.

Participant 2 Name: Gio

Task	Click Path	Observations	Quotes	Task Completion
Prompt 1: If i said "Here is an app that allows you to hire all kinds of live entertainment to book for your next event." What would your thoughts be on that?	N/A	- Participant only needs tohire a live performer once or twice a year for special events. But said it would be useful during those few instances.	"I don't really need to hire entertainment often" "Every now and then my business will host a charity auction and this may come in handy for those instances."	N/A

Task	Click Path	Observations	Quotes	Task Completion
Prompt 2: Let's open the app in a web browser on a desktop computer. Now try to find a performer that interests you and access their "Artist Page". Explain how ytou went about doing that.	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > Artist Page has been opened.	- Participant used the "Let us recommend an artist " feature instead of typing a specific criteria in the search bar. She typed in the event details and a list of recommended artists were displayed in the results. - Participant read reviews and descriptions thouroughly - Participant took her time to watch all the available video samples of artists performing - Participant chose a performer rather quickly	"I am so glad there was an option for me to type in my event details and arist recomendations were made for me." " I appreciate seeing the reviews before making a decision."	Easy
Prompt 3: Let's try to book your desired performer and checkout. How would you do that?	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > this opens the Artist Page > click on "Book this artist"> Enter the date, payment info, and other required details> click on "Confirm this Booking" > save confirmation details for the event	- Participant found the book this artist button easily - Participant checked out rather quickly	"checking out was easy and straightforward. I like that I am not charged until after the event"	Easy
Prompt 4: How do you think you'd improve the process of hiring a live performer for an event online?	N/A	- Participant said he could not find information on cancellations.	"I was a little anxious about booking an artist without knowing the cancellation policies"	N/A

Additional Notes: There aren't any cancellation policies or more information like that to be found in the app.

Participant 3 Name: Alondra				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Prompt 1: If i said "Here is an app that allows you to hire all kinds of live entertainment to book for your next event." What would your thoughts be on that?"	N/A	- Participant is desperate for something that would make this process easier because she is always looking for entertainers that she can book for her bar every weekend.	"I am looking for live music every weekend for my bar." "it is important to me that I can negotiatew the price before booking performers since i have s budget for live musicicians."	N/A
Prompt 2: Let's open the app in a web browser on a desktop computer. Now try to find a performer that interests you and access their "Artist Page". Explain how ytou went about doing that.	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > Artist Page has been opened.	- Participant used the "Let us recommend an artist " feature instead of typing a specific criteria in the search bar. She typed in the event details and a list of recommended artists were displayed in the results. - Participant read the price rates carefully - Participant chose a performer rather quickly	"I am always looking for live music so the " auto-recommend an artist" made my experience way easier." " the hourly rates were easy to see before booking an artist. and helped me stay within budget."	Easy
Prompt 3: Let's try to book your desired performer and checkout. How would you do that?	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > this opens the Artist Page > click on "Book this artist"> Enter the date, payment info, and other required details> click on "Confirm this Booking" > save confirmation details for the event	- Participant found the book this artist button easily - Participant took a while to check out and confirm	"This is confusing because I accidentally booked the wrong artist and found i tdifficult to find the other artist I had."	Hard

Task	Click Path	Observations	Quotes	Task Completion
Prompt 4: How do you think you'd improve the process of hiring a live performer for an event online?	N/A	- Participant likes the idea of the app but wishes it was easier to navigate at checkout.	"This is still better than anything i have seen out there, but please make it easier to navigate at check out."	N/A

Additional Notes: Add any notes about what the participant shares after the tasks are complete.

Participant 4 Name: Eliza				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Prompt 1: If i said "Here is an app that allows you to hire all kinds of live entertainment to book for your next event." What would your thoughts be on that?"	N/A	- Participant said she would almost never use this. The only exception being if her kids had a birthday party and there was child friendly party entertainment.	"I don't really know if I see how helpful this would be for me." "I may consider this kind of app if they offer child friendly entertainemnt for my kids' birthday parties."	N/A
Prompt 2: Let's open the app in a web browser on a desktop computer. Now try to find a performer that interests you and access their "Artist Page". Explain how ytou went about doing that.	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > Artist Page has been opened.	- Participant used the search bar to search for a specific type of performer - Participant read reviews thouroughly - Participant took her time to watch all the available video samples of artists performing - Participant was not the quickest to select an artist nor the slowest	"Finding something that I would want to book for my kids is scary, but the reviews and video samples made my desicion making easier."	Easy
Prompt 3: Let's try to book your desired performer and checkout. How would you do that?	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > this opens the Artist Page > click on "Book this artist"> Enter the date, payment info, and other required details> click on "Confirm this Booking" > save confirmation details for the event	- Participant found the book this artist button easily - Participant checked out rather quickly	"checking out was fine. I like that there is an option to contact the performer."	Easy
Prompt 4: How do you think you'd improve the process of hiring a live performer for an event online?	N/A	- Participant wishes there were more videos availabel to watch before making a desicion.	"The video samples and reviews gave me more confidence in my decision making, i would have loved to see all the artists in the platform have at least afew video samples."	N/A

Additional Notes: We could potentially add a minimum requirement video uploads for the artist pages.

Participant 5 Name: Johanna				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Prompt 1: If i said "Here is an app that allows you to hire all kinds of live entertainment to book for your next event." What would your thoughts be on that?"	N/A	- Participant stated that she is constantly hosting and coordinating events and usually finds it hard to include live entertainment so she ends up skipping not hiring live entertainment most of the time. She would very much appreciate an app that simplifies this.	"I would love something like this." "I am constantly hosting events that need some entertainment, but I can't always find entertainemnt for them easily and end up just forgetting about it"	N/A

Prompt 2: Let's open the app in a web browser on a desktop computer. Now try to find a performer that interests you and access their "Artist Page". Explain how ytou went about doing that.	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > Artist Page has been opened.	- Participant used the "Let us recommend an artist " feature instead of typing a specific criteria in the search bar. She typed in the event details and a list of recommended artists were displayed in the results. - Participant read reviews and descriptions thouroughly - Participant took her time to compare prices and rates. - Participant took her time to watch all the available video samples of artists performing - Participant took their time to select an artist.	"Typing in my event details and letting the "auto recommend" feature find you an artist is definitly the way to go."	Easy
Prompt 3: Let's try to book your desired performer and checkout. How would you do that?	Open App> Search artist genre in search bar> browse through search results > select artist that interests me > this opens the Artist Page > click on "Book this artist"> Enter the date, payment info, and other required details> click on "Confirm this Booking" > save confirmation details for the event	- Participant found the book this artist button easily - Participant checked out rather quickly	"checking out was great. I like that I am not charged until after the event, I was able to see the prices before booking and was able to find an artist quickly"	Easy
Prompt 4: How do you think you'd improve the process of hiring a live performer for an event online?	N/A	- Participant said she could not she prefers a pumber to call the artist rather than message them through the app.	"I need facst confirmation and having to wait for the artist to respond to my message in the app for me is not ideal. i wish there was a way to call the artist directly."	N/A

Additional Notes: Add a calling feature to the app or require artists to include their contact phone numbers.

Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** - easy to complete **2** - completed but with difficulty **3** - not completed
Prompt 1: If I said "Let's set up Gmail labels for your email inbox," what do you think you might use this feature for?	N/A	- Participant didn't understand the appeal of labels - Participant felt too overwhelmed by the number of emails in their inbox to know where to begin	"I don't really know if I see how helpful this would be." "My inbox is so full of emails I'm not sure how this would make it more organized."	N/A
Prompt 2: Let's open Gmail in a web browser on a desktop computer. Now try to create a new label called "Shopping." How would you go about doing that?	Open inbox > Scroll sidebar > New browser tab > Navigate to Google search > Search "How to create a Gmail label" > Open help article > Navigate to inbox > Scroll sidebar > Select "Create new label" > Enter label name > Select "Create"	- Participant didn't know where to find labels - Participant scanned inbox and scrolling sidebar but couldn't find labels - Participant expressed frustration at not being able to find labels - Participant quickly gave up searching their inbox and went to the internet for help - Participant went through many steps to accomplish their goal - Participant said they understood the value of the feature once they were able to find it	"Ugh, this is honestly super confusing, I don't even know where this would be." "Okay, honestly, I'm going to give up and Google it. This is so confusing." "It's confusing to me why Gmail has this feature, and then hides it." "Now that I'm ableto find this feature, I can see how you might use labels sort of like a folder. Maybe they should rename it 'Folders'."	2
Prompt 3: Let's say you now wanted to change the color of the "Shopping" label to your favorite color. How would you do that?	Open inbox > Scroll sidebar > Select "shopping" label > Navigate to inbox > Select ellipsis next to "shopping" label > Select preferred label color	- Participant didn't know where to find label settings at first - Participant used trial and error to reach label settings color menu - Once the participant was in the menu it was clear how to change the color of the label	"This is confusing because I just clicked on the color of the label, but it just goes to the emails. There isn't any way to change the label's color. Let me go back..." "This was just pretty challenging altogether. Normally, you'd think to change the color right where you'd click on it. Instead I had to hover and find these secret dots. Not ideal, but I'd eventually find it."	2

Prompt 4: Finally, try to make a sublabel named "Receipts."	Open inbox > Scroll sidebar > Select ellipsis next to "shopping" label > Navigate to inbox	- Participant didn't know where to begin looking for sublabels - Participant tried navigating to label settings menu because it worked previously - Participant became frustrated and gave up when the settings menu didn't bring them where they wanted and no other solution was apparent - Participant did not complete task until after the study was over - Participant was not familiar with what sublabels are or why they might be valuable	"Let's try those three dots again. Those seemed useful, even though they're basically hidden." "This is confusing, I don't see anything here about sublabels." "I eventually figured it out... but I don't really understand why you'd use a sublabel or what you'd really want it for." "I also don't know if nesting and sublabel mean the same thing."	3
Prompt 5: How do you think you'd improve the setting up of a label?	N/A	- Participant is frustrated that labels don't feel more inuitive to use	"I think creating new labels should be front and center." "Changing the color would be a lot better if you could just click on the actual colored area next to the label." "I don't understand why Gmail hides the label feature. I mean, it's pretty much buried under settings.	N/A

Additional Notes: Add any notes about what the participant shares after the tasks are complete.