

Laura

Before

What is the story of how they found out about the site?

How did they get to the site? On what device? What browser?

Laura was on her smartphone looking at places to eat near her on the Google maps app, because she wanted to try something new and close by to post on her food instagram.

She clicked on Soju BBQ to see what kind of food they had and got to the website by clicking on the website link from Google Maps.

During

What did they do when they were on the site?

Laura first looked for the restaurant's hours to see when they are open.

Then she looked for the menu to see what kind of food they were selling, and how much she should expect to pay.

To get to the menu, however, she had to click a link to another website that had menus for ordering pickup and delivery. She found this a little confusing.

The menu also did not include pictures of each item, but there were some photos on the website with no captions.

After

How did their viewing experience finish? Did they find what they were looking for? Did they do anything afterwards related to the company, like go to the restaurant after viewing the online menu?

Laura was left feeling like she got most of her questions answered.

She found what she was looking for, which were the restaurant hours and menu. She did not like having to use an external website to view the menu.

Laura decided to make a reservation for the restaurant through a link on Google maps for dinner the next day. She then went to the restaurant for dinner with her boyfriend.

Joonho

Before

What is the story of how they found out about the site?

How did they get to the site? On what device? What browser?

Joonho was craving Korean food for dinner after closing his shop, but he and his wife were too tired to make food at home.

He was looking to try a new place, so he searched “Korean food” from his computer at work using Google on Google Chrome.

He saw “Soju BBQ” as one of the options, so he clicked on the link to the website from the search results.

During

What did they do when they were on the site?

Joonho wanted to first make sure the restaurant was open for dinner that evening, and saw that it was.

He looked at some of the website’s photos to see if their food looked authentic, and saw that it looked quite westernized.

He also checked the menu to see the prices, and they were higher than expected.

After

How did their viewing experience finish? Did they find what they were looking for? Did they do anything afterwards related to the company, like go to the restaurant after viewing the online menu?

Joonho was a bit confused on how to get to the menu, but he left feeling like he found the information he was looking for.

After seeing that this was not the Korean dining experience he was hoping for, he clicked on other websites from his Google search.

Jake

Before

What is the story of how they found out about the site?

How did they get to the site? On what device? What browser?

Jake created this website for his business using Google My Website from Google, that lets small business owners make a free website hosted by Google.

He can manage his website anytime through Google. He usually does this on his laptop, on the Chrome browser.

During

What did they do when they were on the site?

Jake can make updates on his website, including his hours, announcements, and photos.

He looked at his website to make sure the customers are seeing what he wants them to see.

After

How did their viewing experience finish? Did they find what they were looking for? Did they do anything afterwards related to the company, like go to the restaurant after viewing the online menu?

Jake realizes that his website feels generic and he doesn't really have a brand "identity" for his website.

He would like his social media linked to the website, because that is where he updates the most.

He thinks that customers have all the information they need on the website. He doesn't have the resources or time to make a fancy website, so he decides to leave it as it is for now and update Soju's instagram instead.