

## **Protocol**

- Before starting the interview: briefly introduce the web development project and the Duquesne Incline
- During the interview:
  - Let's navigate through a few user stories. For each story, pretend you are the user. Please talk out loud and say what you are thinking as you navigate through the website: (~1.5 minutes per interviewee)
    1. Let's say you are a teacher who wants to get in touch with Incline staff and learn more about field trips at the Incline. Try scheduling a tour as a teacher. (Interview 1)
    2. You're a tourist visiting Pittsburgh. You wanna check out the Incline's hours of operation so that you can confirm that the Incline is operating when you visit it next Monday. (Interview 1)
    3. Local parent of three kids. You want to know where to park your car when you take your kids on a trip to the Incline this weekend. (Interview 2)
    4. *[Could you navigate to the bottom of history page first]* Visitor going on a date with partner. Want to know what the fare is and how to pay for the tickets (cash/ credit card, etc) so that you take enough cash with you and won't waste time at the tickets office. (Interview 2)
    5. You're going on a family trip with your parents and your grandma (who travels by wheelchair) next Saturday. Want to see if the Incline is an accessible place to visit for the trip. (Interview 2)
  - *[Pause the recording, allow the interviewee to briefly navigate the pages as they like (~2 minutes)]*
  - Questions to ask: (~1.5 minutes)
    - How did you find the experience of using the website to complete the tasks?
    - What do you dislike about this website?
    - How do you feel about the font size and color contrast in general?

## **Interview URL Link**

<https://drive.google.com/drive/folders/1tEyfvF7bKDmYprZtqGBGslS72nwhKgap?usp=sharing>

## Interview Transcript

### Interview 1:

Angela: First of all, let's say you're a teacher who wants to get in touch with Incline staff and learn more about field trips at the Incline. So you're trying to schedule a tour as a teacher.

User 1: Okay so I'm on the homepage right now. I don't see tours on this... Oh, it's in the navigation bar, yeah. So I clicked on tours and I clicked on field trips in the tabs, and there is information on field trips. And also at the bottom of the tab there is contact information. Oh also schedule a tour online. If I click on online, I'm navigated to the schedule a tour form. So I guess I can fill it up and submit it.

Angela: Yeah, wonderful. Next up, so now you're a tourist visiting Pittsburgh and you wanna check out the Incline's hours of operation so that you can confirm that the Incline is operating when you visit it next Monday. Could you try that?

User 1: Uh okay, hours of operation. Oh I see, it's here in the sidebar. At the top pf the sidebar it says that it's open 365 days a year, and it has the hours of operation from Monday to Sunday and holidays.

Angela: Wonderful, I have a few questions for you. First of all, how did you find the experience of using the website to complete this task and what is one thing that you dislike about this website?

User 1: I feel like it was pretty easy for me to complete the two tasks, and something that I dislike. There really isn't anything that I dislike about this website, it's just that um, on the homepage, I feel like there should be some space between the slideshow and the vertical line. Cuz currently there is no space between them and it looks a little bit weird.

Angela: Yeah that makes sense, I'm gonna think about it. Also, how do you feel about the font size and color contrast on the page?

User 1: Yeah I think your font size is large enough, and I like that you have that little shadow under your title, and I like the colors that you used for your website. Yeah but I feel like the contact form, the text in the contact form is a bit small. It might be a little hard to read. I don't know if you can fix that.

Angela: Okay I'll try to fix that. And also, I'm gonna stop the recording.

### Interview 2:

Angela: First, you're a local parent of three kids and you want to know where to park your car when you take your kids on a trip this weekend.

User 2: I think I saw the parking information somewhere. Oh, oh yeah, it's in the contact form on the right of the page. It's in the sidebar. And also there's a map that I can click on, it's a Google Map

Angela: Okay, then, next, could you navigate to the bottom of the history page and pretend that you're a visitor going on a date with a partner. You want to know what the fare is and how to pay for the tickets so that you take enough cash with you and you won't waste time at the ticket office

User 2: Okay so I'm currently at the bottom of the history page. And I'm gonna scroll up, and in the sidebar its says check out our fares and rates here. And there is a link that I can click on. And I'm gonna click on it. And yeah I see the fares and rates.

Angela: Wonderful. Finally you're going on a family trip with your parents and your grandmother who travels by wheelchair who travels by wheelchair next Saturday. And you want to see if the Incline is an accessible place to visit for the trip.

User 2: If I scroll down, there is an accessibility section in the sidebar. And it says um, it says that the upper station and the observation deck are wheelchair accessible.

Angela: Okay, wonderful. I have some questions for you. First of all how do you find the experience of using the website to complete the tasks and what is one thing that you dislike about the website.

User 2: I would say that the tasks were pretty easy to complete and I like that you have internal links in the sidebar. For example you had this thing for fares and rates. Also, one thing that I dislike, I feel like maybe you should make the font of the subtitle a little larger, or maybe bolder.

Angela: Okay. Um, finally, how do you feel about the font size and color contrast in general.

User 2: I like that you have two shades of red on your page because the Duquesne Incline is painted in red, and using red as one of the main colors of the webpage makes it seem like, I can tell that it is the webpage for the Duquesne Incline. And also, I think the text is easy to read. I feel like the font size is large enough.

## **Notes and Results**

Both interviewees were a bit hesitant at the beginning of each of their interviews (when they were given the first task), but as soon as they started scrolling the pages and looking for information, they became unhesitant .

### ***Pros:***

- Good color contrast and font size for body text and heading; text is easy to read.
- Selection of colors (color palette) represent the Duquesne Incline brand well
- Efficient use of internal links in the sidebar (Fares & Rates and Become a Member)

### ***Cons and Changes:***

- Font size of contact table in side bar too small
  - > I adjusted the font size of the contact table so that it is now 15% bigger
- Subtitle ("A Top-10 Site in the World For Viewing a Cityscape" - USA TODAY) font too thin
  - > I adjusted the thickness (from 300 px "thin" to 400 px "normal") and added a little red shadow to differentiate the subtitle from the body text

- Slideshow “sticked” onto the vertical line in between the content and the sidebar. There was no space between the slideshow and the vertical line. Aesthetically unpleasing.

—> I adjusted the width of the slideshow container from 100% to 90%, so that there is white space between the slideshow container and the vertical dotted line.

### **What I'd change if I had more time**

I want the slideshow container to be more “centered” with respect to the content section. It is currently a bit shifted to the right, due to the margin of the content. I tried to move the slideshow container a bit to the left, but it did not work. If I had more time, I would definitely re-format the content container so that its margin would no longer affect the placement of the slideshow container.