

Web Development Project Design Documentation Natasha Anna Rippert



3	TASK BREAKDOWN
5	USER STORIES
6	WEBSITE ANALYSIS
8	DESIGN GUIDE
13	WIREFRAMES
18	USER TESTING
33	FINAL WEBSITE

TABLE OF

CONTENTS

TASK BREAKDOWN

3

Task	Date Due (Planned) <i>When you intend to complete the task</i>	Date Due (Actual) <i>When you actually completed the task</i>
1.) Complete Task Breakdown - map out a deadline for each step - Include the most relevant steps	3/17/2021	3/16/2021
2.) Create at least 7 user stories - organize by priority	3/17/2021	3/17/2021
3.) Analyze current website - see what needs to be improved - Take note of key features that the client wants to be kept and look out for ways to implement clients vision for the site	3/22/2021	3/20/2021
4.) Create a low fidelity wireframe - do some basic sketching of how I want to make the pages	3/24/2021	3/21/2021
5.) Design guide with page aesthetics - pick colors and images - Decide on font and text sizes - Include half a page write up - Explain information architecture and site map	3/27/2021	3/23/2021
6.) Create a high fidelity wireframe - use a program such as Figma - Use information from design guide	3/27/2021	3/24/2021
7.) Outline website pages and basic structure in html - good naming convention in folder - Make sure app pages link to each other	3/28/2021	3/26/2021
8.) Code website pages - Work on three pages (pick the ones that would benefit the most from a change) - If time, work on more	4/3/2021	4/8/2021
9.) Work on css - style text, layouts, tables, footers, etc	4/3/2021	4/6/2021
10.) Add Javascript: - interactive features such as accordions, tabs, light boxes etc	4/4/2021	4/8/2021

12.) Conduct Interviews and User Testing - create Interview Guide - Find users to interview - Conduct Interview - Record, make transcript & take notes	4/6/2021	4/8/2021
13.) Make changes to Website - Document all the changes - Make sure to keep spare files of the old versions	4/8/2021	4/9/2021
14.) Organize files and Validate code - make sure code is commented - Organize files in a structured manner locally on desktop - Make sure the zipped file is openable on another device	4/9/2021	4/10/2021
15.) Go Over Project description and goals and make sure I have met all the requirements	4/10/2021	4/10/2021

Web Development Project User Stories			
#	As a/an	I want to...	so that...
1	local Person from Pittsburgh	visit the website to learn more specifically about hours open, the history of the Incline, and where I can sign up for the mailing list)	I have all the information I need before visiting as well as receive up to date information from being on the mailing list
2	Person walking around/just so happened to be in the same neighborhood of	check the hours open and prices	I can see if I am able to visit and do the incline while I happen to be in the neighborhood or walking past the site
3	Tourist from outside Pittsburgh/US	use the website to get more information on what the incline is	I can plan my trip accordingly based on activities or sites I want to see during my time in Pittsburgh & look up activities that are nearby that I can do
4	College Student	check hours open and address information	I can visit the incline at the correct time and location
5	Parent	see if there are any special programs for kids	I can keep my child entertained
6	History Buff	be able to read about the history of the Incline	I can learn more about how the Duquene Incline came to be
7	Teacher	Find out if there are any field trip programs	I can bring my students to the incline to learn about its history
8	Photographer	take pictures of the incline and the scenic view of Pittsburgh from the Incline	I can diverse my photography portfolio and capture beautiful picture of Pittsburgh
9	Person of disabilities	make sure the Incline suits my needs	I can visit the incline without difficulty
10	Duesquene Incline employees	provide any information to the content managers of the website	The users can have a better understanding of the activities that can take place
11	editor	review the content before published	I can make sure the content is displayed as desired, content is grammatically correct, reads nicely, right tone of voice is represented.
12	Content Manager	produce up-to-date content	I can provide accurate and reliable information to the website users
13	manager	take control and make sure that the website is correctly developed	I can attract more customers and inform more people about the incline
14	Software developer	code the various pages and make sure there are no bugs	the website can run and work smoothly

Headlines:

- no point of entry—> there is no large text that captures the eye immediately
- All text is the same size
- Not clear what the thing they are advertising is as the main title of the Incline is at the bottom of the screen

Contact Info:

- Shown twice right next to each other

Layout:

- Text/boxes cut off on the left side bar
- Email going out of the line of the bar
- A lot of unused space on the sides

Colors:

- no followed color scheme—> green brown, blues, red
- All colors makes it hard to read and follow

Text:

- Different colors
- Important information is in a lighter blue—> makes it feel like it is not as important as the other text
- Awkward spacing

Menu:

- Hard to read main menu
- Like how they have a different color for selected page
- Maybe better names for menu items
- Needs to be bigger

Images:

- not a pleasant image with the cones in front
- The better looking image is smaller—> should be the other way around



Text:

- format of paragraphs —> makes it harder to read, should be bullet pointed
- Should be organized by topic so that the user is not required to read through all the information

Layout:

- Side color is not very appealing
- Seems very text oriented —> makes the user feel disinterested



Links:

- If not read carefully, it can be easily mistaken that the blue links are one link when they actually lead to two different things

Links at bottom of screen:

- Coloring is off, why are some blue and some purple?
- Like the idea of having links so that the user does not need to scroll all the way up

Icons:

- Like the use of icons, helps visually represent each of the three categories



Text:

- large bodies of text—> looks very unorganized and discourages the user from reading it
- Each item listed should contain a small bio of what the place is —> hard for the user to judge based on the title, especially if they are not used to the Pittsburgh area
 - Only one of the headings has a small bio of the hop on and hop off bus

Format:

- Headings should be made larger to stand out from the rest of the text
- Unclear why some of the text is red and some are grey? Do they have a significance
- Structure of each item could be improved in terms of email and phone number

DESIGN GUIDE

LOGO

Patricia Miller, member of the Duquesne Heights Incline, stated that she wanted the website to “remain consistent with the Duquesne Incline Brand”. Therefore, I will keep the same logo, which is representative of the brand, be on every page on the website. I will use the existing logo on their current website.



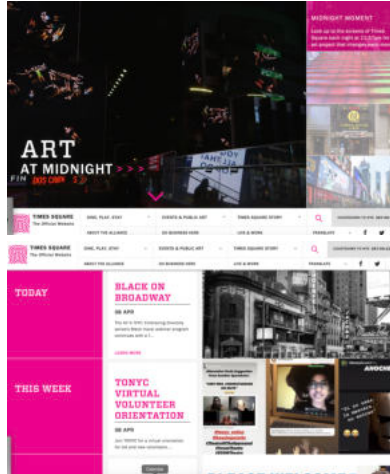
COLORS

As stated in the documentation, the only guideline in terms of design for the website is that the tone must be appropriate for a tourism site. Therefore I did some researching to see what type of colors are used on tourism sites to determine what the general tone is.

Tourist Site	Photos	Observations on Color Scheme
Empire State Building (https://www.esbnyc.com)		<ul style="list-style-type: none"> - very dark colors as background with white text - Picture as homepage background - Simple homepage layout - Touch of gold makes it stand out against the black colors

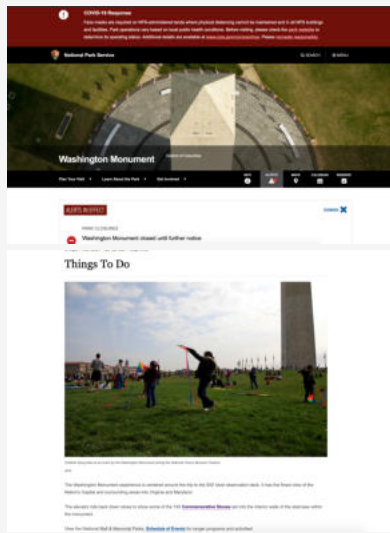
Times Square in NYC

(<https://www.timessquarenyc.org>)



- white large text on homepage
- Dark background image
- White and pink pages
- Pink helps the item stand out
- Black and pink work well together
- Use of grays for small text boxes

Washington memorial (<https://www.nps.gov/wamo/index.htm>)



- darkish background with white text
- Lots of white space other than home page
- Pages have around one big main image
- Colors of text are black white and red
- Main background color is white

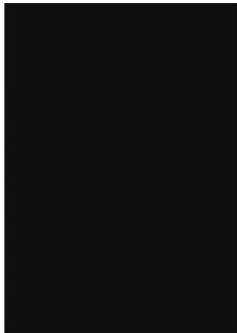
The tone of tourism sites seem to have the following characteristics in terms of colors:

- Big heading text on main page, usually white, on a dark background
- Headings below the the main heading are usually black and smaller in size
- Other than black, white and grey colors, they all use a touch of a vibrant color such as pink or red to help information pop out

Therefore, the color palette for my website will be:

I feel that the color choices match the tone of tourist sites. However, in the process of coding the website, I will have more knowledge on whether or not these colors will change or if the color scheme looks good with the text.

#121212



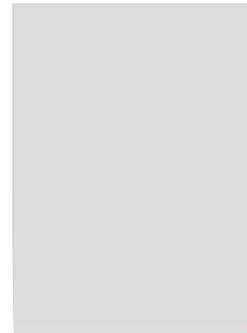
#191C2F



#D74654



#E0E0E0



FONTS & SIZE

For fonts, I will be only using Helvetica Neue throughout the whole website. Having one font helps keep the website “consistent” as desired by the letter from Patricia Miller. Additionally, the tourists sites visited above, all used no more than two fonts. Below is an example of how the Helvetica Neue looks like with my sample font sizes.

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

Bulleted Point

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

Bulleted Point

I tested out how the text sizes would look like on a white background and on a dark gray (first one of my color palette) background. When looking at both, I am more drawn to the darker background with the white text. Therefore, I am thinking that for the home page I might incorporate this type of font color and background color. However to maintain a “sufficient white space” as described in the documentation, I will only be using the white on a dark text for the main home page. The other pages will demonstrate the desired white space with the black text.

HOW DESIGN IS INTENDED FOR VISITORS NAVIGATING THE SITE FOR THE FIRST TIME

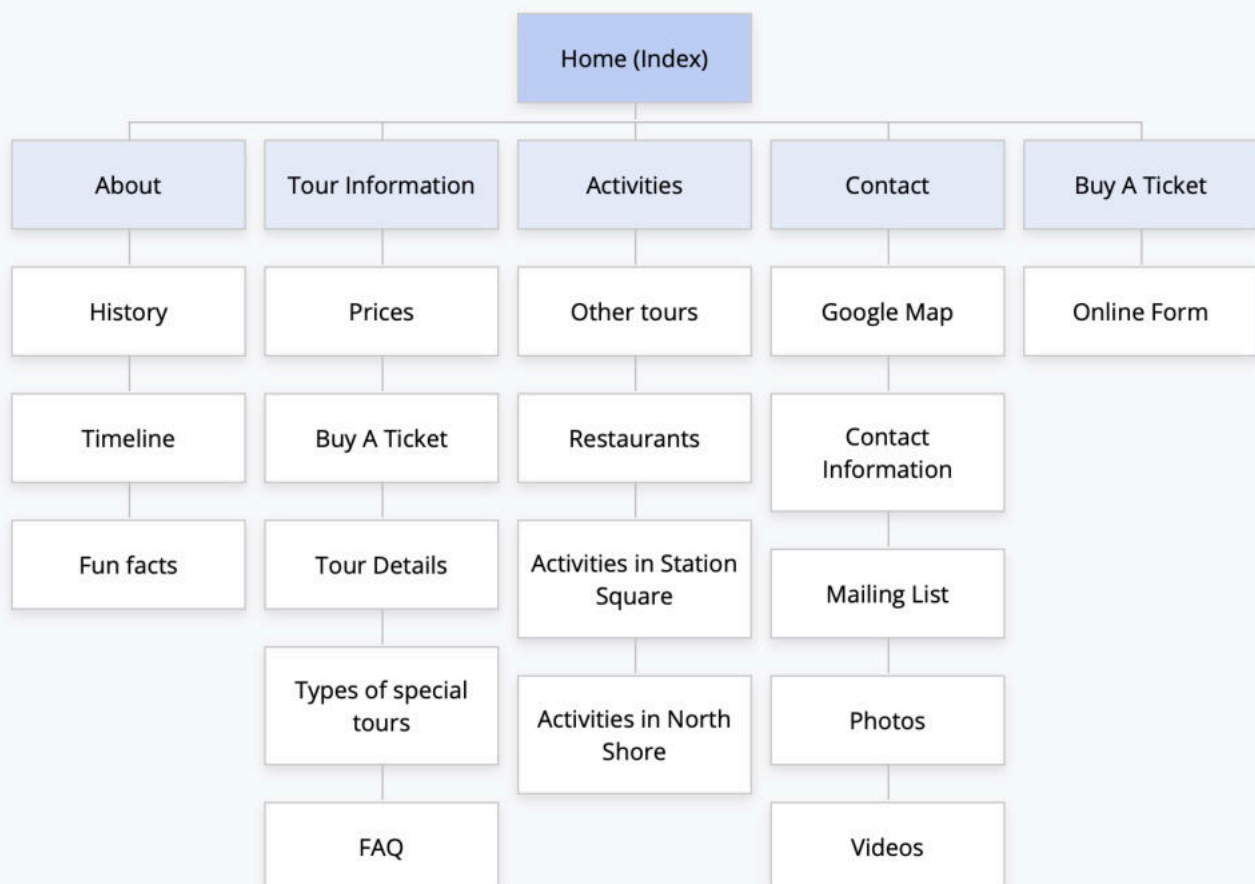
The design of my website is intended to make the user experience as best as possible. I want the website to be easily navigated where any type of information the user is looking for can be found without difficulty. Therefore, I will go through the current Duquesne Incline website to spot out areas that are the most confusing and try to redesign them so that all information is well placed. Additionally, I will be using a navigation bar to help separate and distinguish the different information available on the website. It is very important that when first-time users first open up the website, they are presented with a clean and modern-looking site. I do not want to present the first-time user with too much information as this can be overwhelming for the user. Having a simple layout was a common theme I found through my tourist sites case above and therefore will be using a similar layout. Adding onto the simple layout theme, I will also not be using too many colors. To make the website clean and modern looking I will limit the number of vibrant colors used and only use vibrant colors, such as the chosen pink/red color in my palette, to help information stand out. For example, the home page will only consist of the navigation bar with the menu, a footer with social media links, then for the main page, I will have a background image a text, and a button. This design with limited features will create a futuristic/modernistic/simplistic page that makes navigation the simplest it can be.

Each page should be similar in design with appropriate headings and subheadings to keep consistency across the pages. Having clear headings will help the first-time user navigate to the page or piece of information they need. It will also help eliminate the frustration of not finding the information they want that users get from the original Duquesne Incline website. Furthermore, having the right information under the right menu tab is important to create a good user experience. The user should be able to go to the “Contact” tab and expect information regarding addresses and contact details.

The pages other than the home page will have sufficient white space so that the information on the page itself is the main focus. Whereas a beautiful skyline image as a background for the home page will be that’s the main focus. This will make the user want to visit the incline due to the amazing skyline view the incline has. Once they are in amazement, they will notice the bright red button saying “Buy a Ticket” which will ultimately get them to press this button after they enjoy the picture. This also helps Duquesne Incline strategically, because since the only bug buttons on the home page are the Buy a Ticket button, users will most likely click on it.

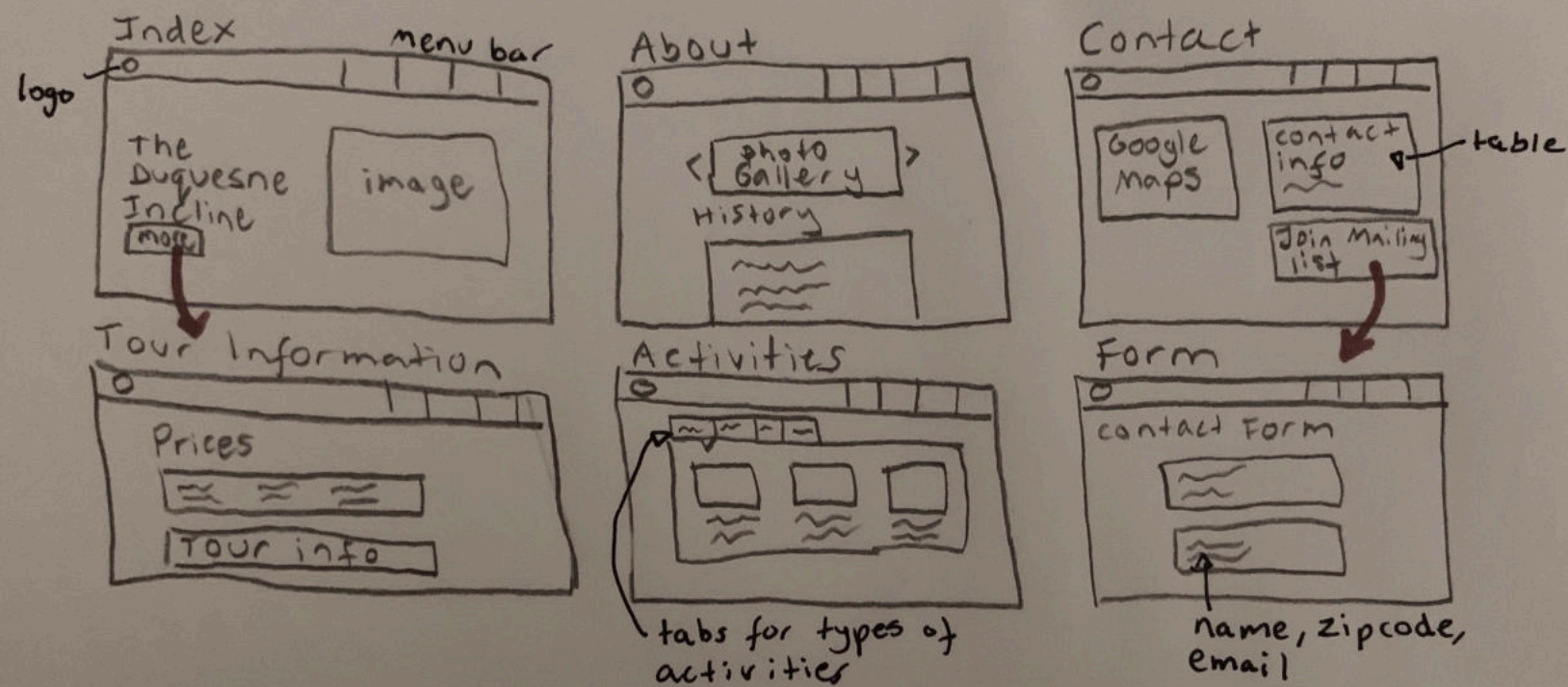
INFORMATION ARCHITECTURE

As mentioned above, where and how the information is located is key to creating a website that is easy to navigate and use for users. Below is a site map of all the pages involved in the new website design. There are four main categories of information: About, Tour Information, Activities, and Contact. When I looked through the old Duquesne website, one of the biggest problems was an unsorted information architecture. Therefore, for this new version, one of my main goals is to fix this problem. The about section only included information regarding the history or overview of the incline. To help narrow down the information provided in the old website to make it more “fun” to read, I split it into a timeline. Additionally, the fun facts are also placed in the About section because they fit well with the history and timeline section. The tour information section has everything the user needs to know about regarding the tour itself. This includes the prices, a button to buy a ticket, details about what the tour entails, different types of special tours that are available and common FAQs related to the tour itself. The activities section only includes relevant information about all the events or places the user can visit that are near the Duquesne Incline. The different types of activities are separated into tabs which make navigating for a specific thing such as restaurants easy. This type of structure was designed to help organize the data so that the user can use the website a lot faster and a lot more efficiently.




WIREFRAMES

Lo-Fi




Mid-Fi


[Home](#)
[Tour Information](#)
[Gift Shop](#)
[Things To Do](#)
[About](#)

The Duquesne Incline

[Learn More](#)




[Home](#)
[Tour Information](#)
[Gift Shop](#)
[Things To Do](#)
[About](#)

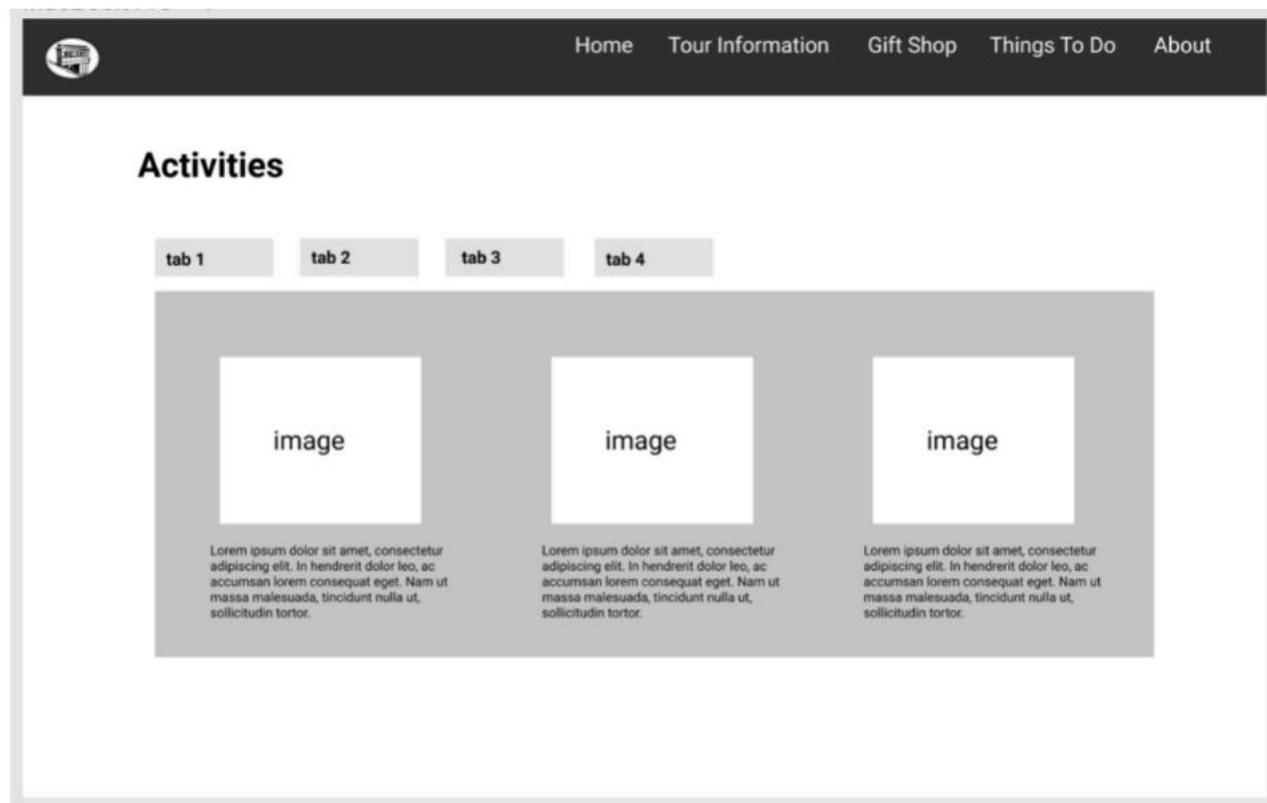
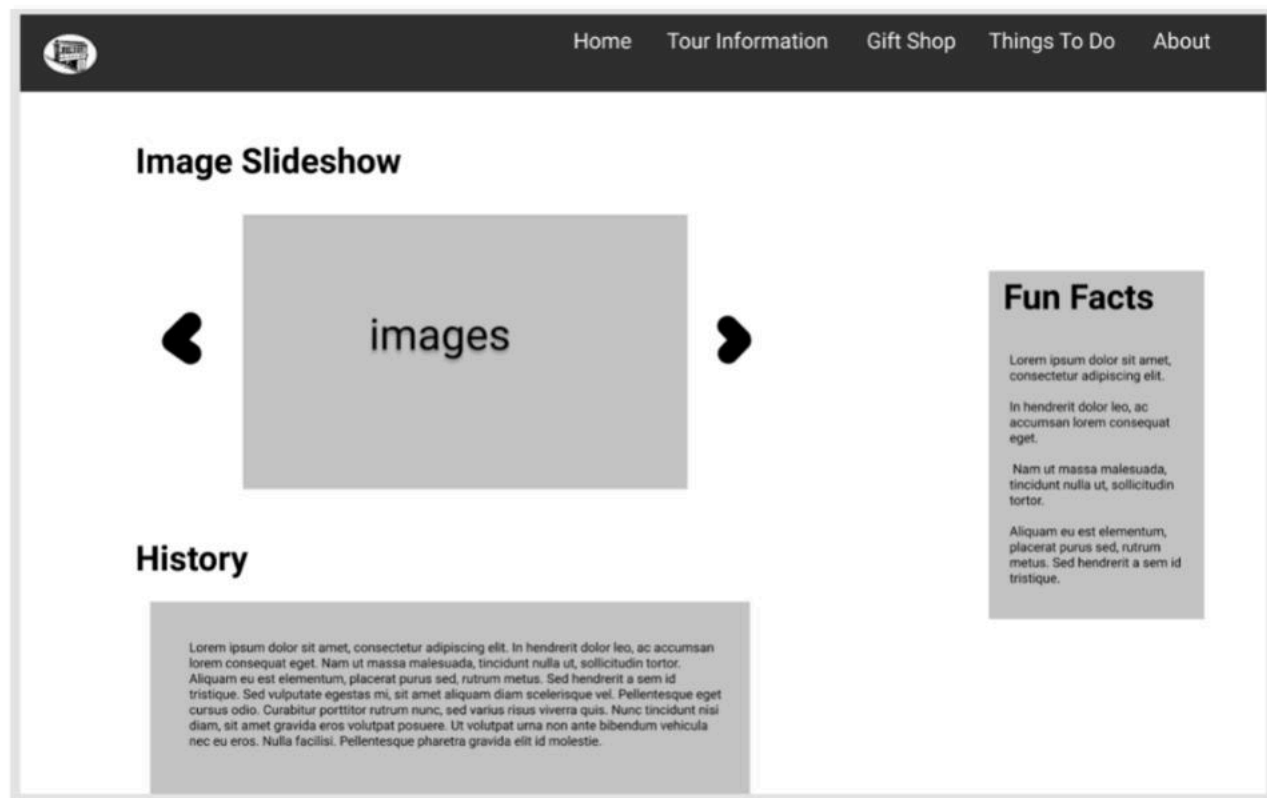
Prices


	One way	Round Trip
Adults (12-64)		
Children (6-11)		
Children (under 5)		
PA Seniors (65+)		
CMU Students		
UPitt Students		
Chatham university Students		

Open 365 Days a Year

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:30 a.m. to 12:30 a.m.	5:30 a.m. to 12:30 a.m.	5:30 a.m. to 12:30 a.m.	5:30 a.m. to 12:30 a.m.	5:30 a.m. to 12:30 a.m.	5:30 a.m. to 12:30 a.m.	7:00 a.m. to 12:30 a.m.

*Holidays: 7:00 a.m. to 12:30 a.m.



 [Home](#) [Tour Information](#) [Gift Shop](#) [Things To Do](#) [About](#)

Contact

Google maps


Address
Phone Number
Website
Open Hours
Join Mailing List

image

image

image

image

 [Home](#) [Tour Information](#) [Gift Shop](#) [Things To Do](#) [About](#)

Join Mailing List

Name

Email

Zip Code

Phone

Submit

Likes/Dislikes from Wireframe #2 Mid-Fi:

- I like the layout of the contact form and the simplicity of the page
- The About/History tab looks a bit awkward, I would like to change the layout
- Prices and Hours Open page looks a bit crowded, maybe format the table horizontally?
- I like the tabs on the Activities page, the user is able to sort by preference
- To make the home page pop out more, maybe make the image set as the background

USER TESTING

Think Aloud Protocol

Introduction

Introduction

Hello, thank you for agreeing to participate in this interview. This interview is being conducted for a class project with the Duquesne Incline in Pittsburgh. Information gathered from this interview will be used to gain insight into the usability of the website. We are testing the website, not you. We need your help to see if people can use it. Please do not hesitate to ask any questions you may have at any point of the interview.

Purpose / Think Aloud

During our session, I will ask you to complete tasks on a website, thinking out loud as you do them. This is called a *Think Aloud* activity. Just give us a running commentary while you do the task, tell us what you see, what you click on and why, and what your thoughts are. I'll be here mostly observing but may remind you to keep talking or ask you questions from time to time. If you ask questions during the test, I may not be able to answer right then, but I will answer after we are done. Does this make sense? Do you have any questions about what you'll be doing?

Consent

This study will take about 5-10 minutes of your time. If you feel uncomfortable at any point in time with our questions or tasks, you don't need to finish them. In addition to taking notes during the interview, we would like to record the session is this alright with you? (gain verbal consent). Do you have any questions before we start?

Reminders

- Send participant zipped project folder and guide them through opening the correct file
- Give them access to screen-share on Zoom

Tasks

Task 1: Sign up to join the Duquesne mailing list.

- Are they able to find the mailing list form without difficulty?
- Are they putting in the correct information?

- If not, does the form inform them on why an input is not acceptable?

Task 2: Plan a trip to the Duquesne Incline. How much will it cost? When would you go?

- Do they refer to the FAQ to help make their decision?
 - Are waiting times taken into account?
- Do they use the google maps to see where it is located?
- What other information do they use to help plan their trip?
- Are any parts confusing? Any signs of struggle?

Task 3: Find out who designed and created the Duquesne Incline.

- Do they navigate to the right tab?
- What information do they read first?
- Are they able to find the correct information?

Conclusion

Before we conclude the interview,

- Is there anything else I should know about?
- Any thoughts that you had that you noticed or had while completing the tasks?
- Do you have any questions for me?

Thank you so much for participating!

User Story Personas Targeted through Think-Aloud Tasks:

- local person
- Tourist
- College student
- History buff
- Tourist from outside US

Interviewee #1: Ian Brito

TRANSCRIPT

Me: Hello, thank you for agreeing to participate in this interview. This interview is being conducted for a class project with the Duquesne Incline in Pittsburgh. Information gathered from this interview will be used to gain insight into the usability of the website. We are testing the website, not you. We need your help to see if people can use it. Please do not hesitate to ask any questions you may have at any point of the interview. During our session, I will ask you to complete tasks on a website, thinking out loud as you do them. This is called a *Think Aloud* activity. Just give us a running commentary while you do the task, tell us what you see, what you click on and why, and what your thoughts are. I'll be here mostly observing but may remind you to keep talking or ask you questions from time to time. If you ask questions during the test, I may not be able to answer right then, but I will answer after we are done. Does this make sense? Do you have any questions about what you'll be doing? This study will take about 5-10 minutes of your time. If you feel uncomfortable at any point in time with our questions or tasks, you don't need to finish them. In addition to taking notes during the interview, we would like to record the session is this alright with you? (gain verbal consent). Do you have any questions before we start?

-----RECORDING STARTS-----

Me: Before we begin, can you please consent to this audio recording again?

Ian: I consent to this audio recording

Me: Alright, for the first task could you sign up to join the Duquesne Incline mailing list.

Ian: okay, for the first step to join the mailing list I think I would go to the contact section. And the first thing that pops out, the map took a little longer to load, so the very first thing I saw was a circle saying join mailing list which is convent. So I click join mailing list. I am going to put my name and my zip code and my email address and then my phone number and there's a checkmark indicating whether I'd like to join the newsletter. I always assumed that mailing list and joining the newsletter was the same thing. But I will go ahead and click that. And then I click submit. There isn't anything telling me that I successfully joined the mailing list. It sorta went blank and the fields went blank. But I clicked submit so I should be all set.

Me: Alright, for the second task could you please plan out a trip to the incline, specifically looking at the costs and when to go.

Ian: For that I would go to tour information and I see a table chart. I am a college student aged 18-23, one way is free and round way is free so buying a ticket would be free. Which is nice. And then for when I would go I would look at buy a ticket, look at dates but that just brings me to the contact page. SO I go back to tour information and maybe I would read... huh.. I want to look for dates, maybe.. great question. Buy a ticket just brings me to the contact page. It says opening hours, but there is no where

for me to actually buy tickets. That's interesting. There is a little web icon that just brings me to the other Duquesne site. About just gives me information. If I go to the home page to buy a ticket it brings me to the contact page. I am not sure how I would buy a ticket because I assume that if I click on this button I should be putting in a time to get a ticket. So maybe this is where I would call the place with the number they gave or email them.

Me: What do you think would make it easier for you to complete this task?

Ian: If buy a ticket button would bring me to a page to buy a ticket instead of a contact page.

Me: When you click on buy a ticket, what sort of page do you expect to come up?

Ian: I expect a page where I can choose a date. For instance if I were a college student, I would look for a ticket online to print out, or if I were a paying customer, somewhere to put in my credit information, and book a date like other ticket services.

Me: Alright, thank you. For the third and last task, could you please find out who designed and created the Duquesne incline.

Ian: yeah, that should be under the about section. Skimming. Who designed and created the incline was Samuel Diescher and it was created in 1877.

Me: Could you please explain why or how you knew to go to that section on this page?

Ian: You asked a question which was about the incline itself so the about tab typically is where you would find information about the Duquesne incline. So it was very self-explanatory. Just by looking at the timeline, and skimming, I was able to find it.

Me: Before we conclude the interview, is there anything else I should know about? Or any thoughts you haven't mentioned about completing the tasks?

Ian: My biggest problem was the buy a ticket. I think the icons at the bottom of the page are cool. There is a white box on the home page, because the image doesn't stretch all the way. Yeah.

Me: Anything else?

Ian: That's all I can really think of.

Me: Do you have any questions for me?

Ian: no real questions. I guess something I noticed while clicking around. I went to the activities tab but the tours by default is selected but nothing pops up. Even if I click on another tab, tours still stays highlighted and selected.

Me: Oh thank you for that feedback

Ian: You are welcome.

Me: Thank you so much for participating!

Ian: Thank you for having me.

NOTES

Background Information on Interviewee:

- Age: 19
- Location: Pittsburgh
- Has not been to the Duquesne Incline or seen their website

Notes:

- Task 1:
 - Was able to navigate to the correct tab
 - First thing they saw was the mailing list button
 - Put in information without difficulty
 - Thought that subscribing to the newsletter is the same as joining the mailing list
 - Wanted confirmation on the submitted form. All the fields reset after submitted
- Task 2:
 - Went to tour information page, navigated to the correct column and row to find price
 - Pressed on Buy a Ticket button on both the Tour Information page and home page which led to the Contact page was looking for a place that would allow him to look for dates and times available and register for a ticket rather than just looking at the opening hours
 - Does not look at information in the FAQs concerning waiting times or parking
- Task 3:
 - Navigated to the About Page
 - Skimmed information on the page
 - Was able to find the right answer
 - Felt that it was easy to find the answer given the menu bar
 - Skimmed timeline to find answer
- Final Thoughts:
 - Biggest problem was buy a ticket
 - Felt icons at the bottom of the page was cool
 - White box on the home page due to image not stretching all the way
 - Activities tab default is blank, things only pop up when clicked also the "tour" tab remains highlighted and does not change when another tab is selected

Results:

Overall the think-aloud interview went well. The first and last tasks were done fast without difficulties. The menu and layout of the website helped the user navigate and complete their tasks. Each task provided valuable information in terms of the usability of the website and how the user interacted with the website. For task one, the user was a bit confused when they pressed submit and all the fields went blank. To avoid this confusion a simple pop-up box or something to indicate that their form went through would be helpful. For task two, the “Buy a Ticket” button did not lead to a page the user expected. Adding another page that allows the user to physically buy a ticket online would improve the user experience rather than just listing prices and hours open. One of the purposes of task three was to see if the user would be able to navigate large blocks of text. During the think-aloud, the user was able to skim the chunks of text to complete the task faster than expected.

Link to Audio Recording: <https://drive.google.com/drive/folders/1CAK7yV47uBZcJOcxIkIEB4M-fWBYnb-q?usp=sharing>

Website Usability Self-Assessment based on Findings:

On a scale from 1 to 5 (1=bad, 5=great)

Effective	Grade: 3.5 <ul style="list-style-type: none"> • Key feature of being able to buy a ticket was not represented • Other key features were represented and liked • Errors unlikely to occur
Efficient	Grade: 4 <ul style="list-style-type: none"> • Tasks took, in general, a short time to complete due to the efficient title names • Layout made it easy to navigate information
Engaging	Grade: 4.5 <ul style="list-style-type: none"> • All screens were not confusing except the buying a ticket button was confusing User satisfied with experience • Layout kept the user engaged

Error Tolerant	Grade: 4.8 <ul style="list-style-type: none"> • No error messages appear • If an error were to appear, the website would inform the user about the error, specifically on the mailing list sign up
Easy To Learn	Grade: 4 <ul style="list-style-type: none"> • Logical flow between tabs and menu items • No difficulties reported other than not having a separate page for buying a ticket

List of Desired Design Changes:

- a new page to allow the user to put in information to buy a ticket online
- Fix the home screen so that the background image fits all screen types
- Add a confirmation page after submitted mailing list details
- Fix hovering issue on activities tab
- Fix default activities tab so that it is not blank

Interviewee #2: Annie Eng

TRANSCRIPT

Me: Hello, thank you for agreeing to participate in this interview. This interview is being conducted for a class project with the Duquesne Incline in Pittsburgh. Information gathered from this interview will be used to gain insight into the usability of the website. We are testing the website, not you. We need your help to see if people can use it. Please do not hesitate to ask any questions you may have at any point of the interview. During our session, I will ask you to complete tasks on a website, thinking out loud as you do them. This is called a *Think Aloud* activity. Just give us a running commentary while you do the task, tell us what you see, what you click on and why, and what your thoughts are. I'll be here mostly observing but may remind you to keep talking or ask you questions from time to time. If you ask questions during the test, I may not be able to answer right then, but I will answer after we are done. Does this make sense? Do you have any questions about what you'll be doing? This study will take about 5-10 minutes of your time. If you feel uncomfortable at any point in time with our questions or tasks, you don't need to finish them. In addition to taking notes during the interview, we would like to record the session is this alright with you? (gain verbal consent). Do you have any questions before we start?

-----RECORDING STARTS-----

Me: Alright, can you see my screen okay?

Annie: yeah I can.

Me: Awesome, for the first task could you sign up to join the Duquesne Incline mailing list.

Annie: okay. In order for me to do that I click Contact right?

Me: I will just be observing what you do. So it is up to you to decide how you want to approach the task

Annie: Okay. I will fill in the fields with my information. Okay I am done.

Me: Alright, for the second task could you please plan out a trip to the incline, specifically looking at the costs and when to go. What information on the website would you use to place your trip?

Annie: I would look at tour information to find the price. And look at what the tour includes. I like the frequently asked questions accordion in case the customers have questions or basic questions, they can refer to the table to look up the answers. And then I will look at activities. It's taking long to load. These are restaurants. I know some of these restaurants. I really like how you did the timeline for like the specific dates and how you included the information. Wait I think I looked at all of it. Are there more tasks?

Me: Alright, thank you. This is the last task, could you please find out who designed and created the Duquesne incline.

Annie: Oh my gosh. Okay.

Me: I just want to see if the information on the website is easy to navigate.

Annie: So who designed and created the incline?

Me: yeah.

Annie: I know some people restored it but that's not who built it. Like how the incline got created?

Me: Yes, can you find any information on who might have built the incline?

Annie: Okay. This one right? Samuel Diescher.

Me: Thank you so much for your participation. Before we conclude the interview, is there anything else I should know about? Or any thoughts you haven't mentioned about completing the tasks? Do you have any questions?

Annie: No? But I do have some suggestions though.

Me: okay

Annie: I think maybe if you made it more colorful or have more colorful

Me: In general? Or were you thinking of a certain page?

Annie: I think like for the activities page it is just wight. So maybe change that.

Me: okay yeah. Anything else?

Annie: The color on the tour information page looks a little bit dull but I really like the information provided on there.

Me: Okay thank you so much for your feedback and participation.

Annie: You are welcome.

NOTES

Background Information on Interviewee:

- Age: 19
- Location: New York
- College student
- Has not been to the Duquesne Incline or seen their website

Notes:

- Task 1:
 - Did not navigate to the correct tab
 - Asked if she should go to “Contact” tab initially but her actions went to home page button
 - Went through the Buy a Ticket contact form instead of the mailing list form
 - However, put in information without difficulty (inputs are fairly similar between the two)
 - Even though interviewee is a student, then put in a ticket for adult
- Task 2:
 - Went to tour information page but did not explicitly find out the price for herself
 - Skimmed the tour information page rather than fully planning out/ completing the task
 - Looks at information in the FAQs concerning waiting times or parking
 - Browses activities but does not talk about which one she would go to
 - Leaned in closer to read facts at the end of Tour Information page
- Task 3:
 - Needed clarification on the task
 - Navigated to the About Page
 - Was able to find the right answer
 - Skimmed timeline to find answer
- Final Thoughts/suggestions:
 - Thought it needs more color, felt colors were dull
 - Liked information provided

Results:

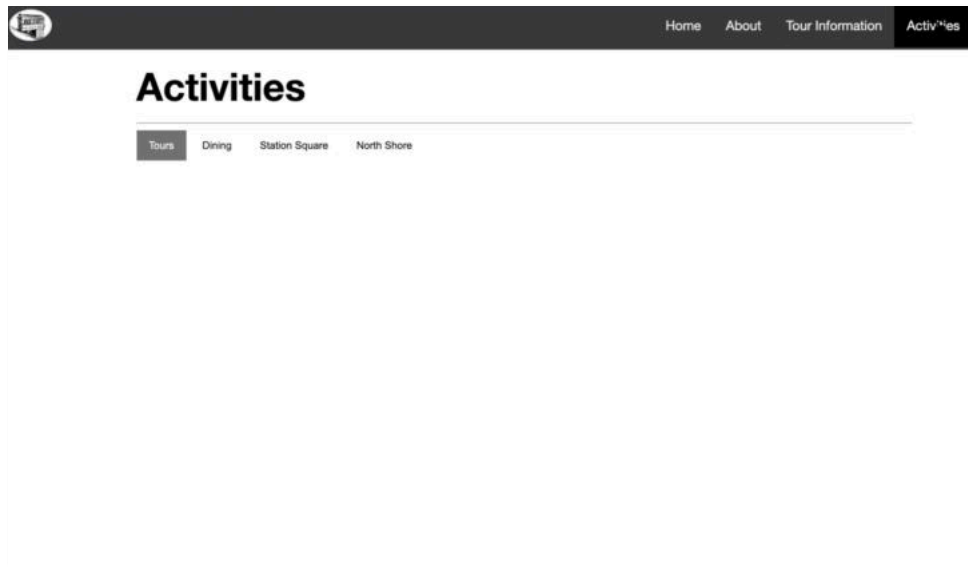
Overall the think-aloud interview did not go great. The participant tended to steer away from the tasks and talk about things that were not part of the task. I tried to use follow up questions to help bring the interviewee back on path. Otherwise, it was interesting to see how different this interviewee completed the same set of tasks as the first interviewee, considering they were both the same age. For the first task the interviewee navigated to the wrong form, even after asking if the right form was the correct one. However, the interviewee was able to insert her information without difficulty (and the mailing list forms had similar inputs so I was able to predict how she would have gone about the mailing list form). When asked to plan the trip task the interviewee used more resources than the first interviewee to plan their trip. They used the FAQ section and read about what the tour includes. For the last task, the interviewee needed clarification on what the task was. Once she understood the task she was able to navigate to the correct tab and find out the correct information. At the end of the interview, the interviewee gave some valuable feedback and suggests on the website itself. I found her view on adding more colors interesting.

Link to Audio Recording: <https://drive.google.com/drive/folders/1CAK7yV47uBZcJOcxIkIEB4M-fWBYnb-q?usp=sharing>

List of Desired Design Changes:

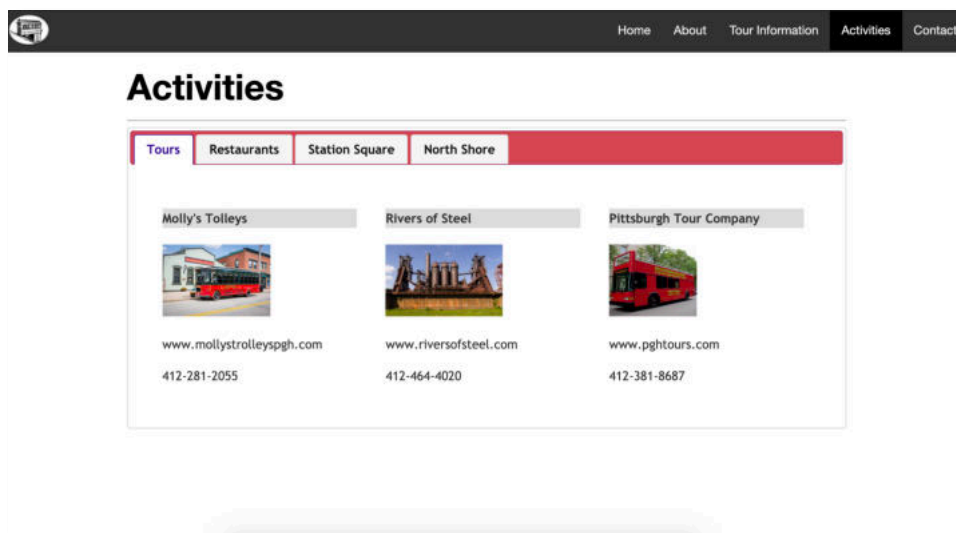
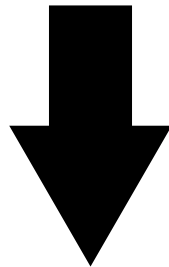
- Add a touch of colors or change dull colors
- Validation on buy a ticket form was not complete
- Add more options for under the activities page
- Change background of Activities page

DESIGN CHANGES:



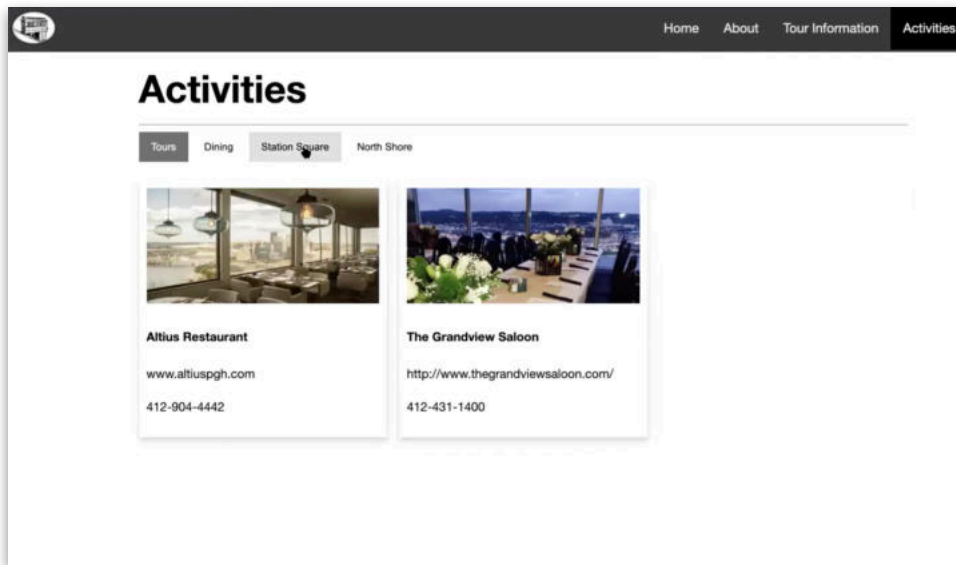
From my first interview I learned that the default tab is blank unless you click on the tab. Another issue was that the first tab would stay highlighted even if another tab was selected.

From my second interview, the participant thought that it needed more color as it was a lot of white space.

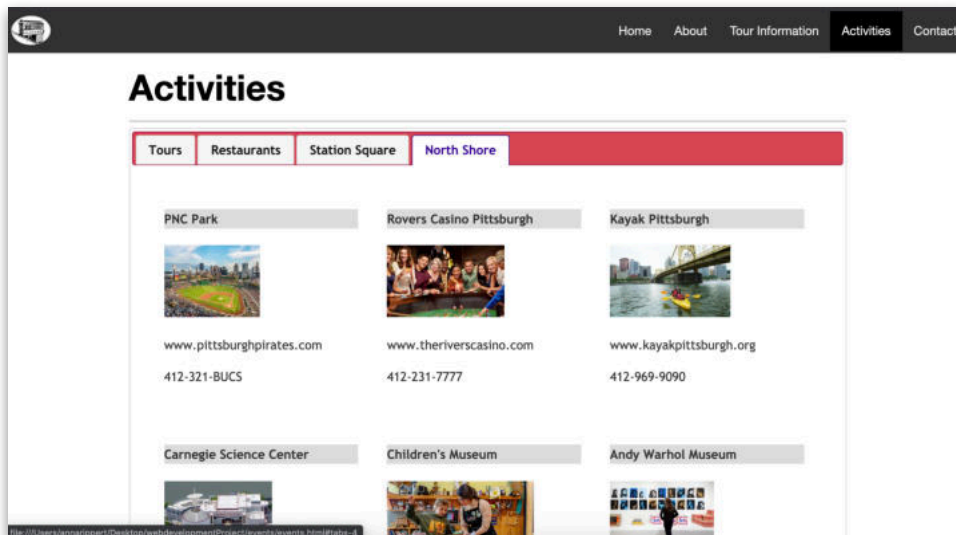
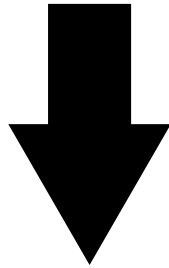


Therefore, I have fixed the default tab issue so that the first tab is visibly there and does not require hovering to look at it. Additionally, the tabs now change hovering colors to their corresponding pages.

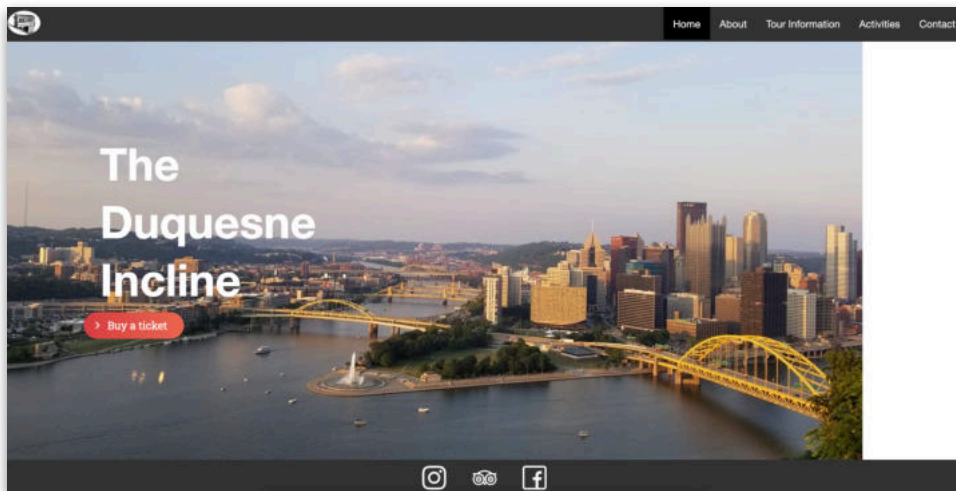
I also added some of the pink color from my color palette to help have the tab bar stand out



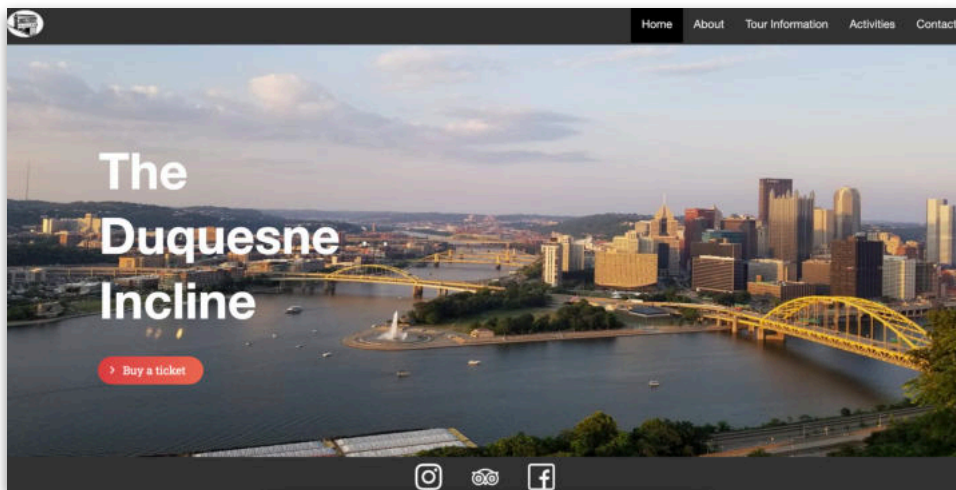
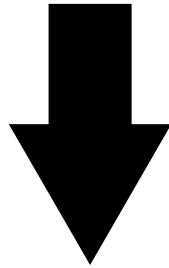
From my second interview, the participant thought that there were not a lot of choices available and would have liked to have more options.



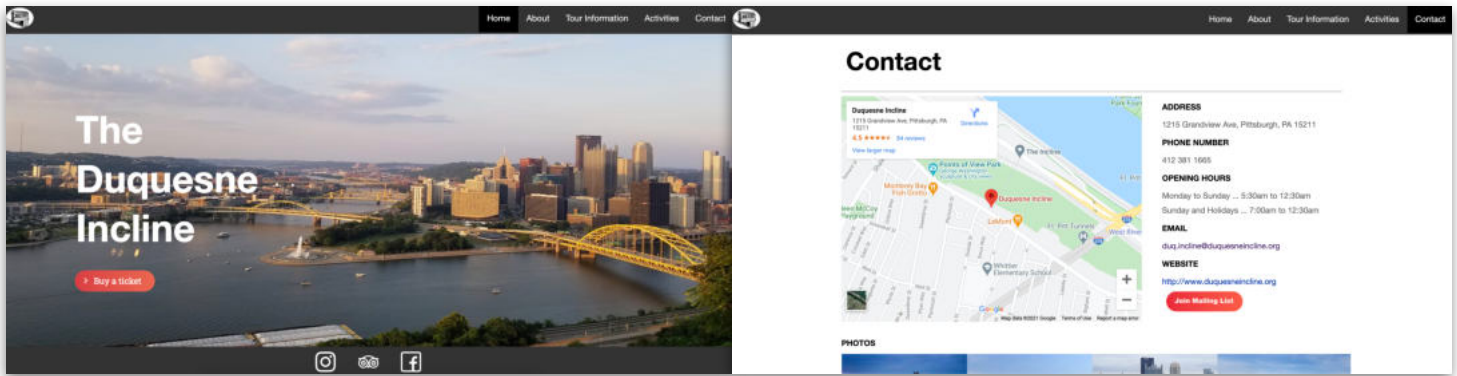
For each tab I added more options using the original Duquesne Incline website



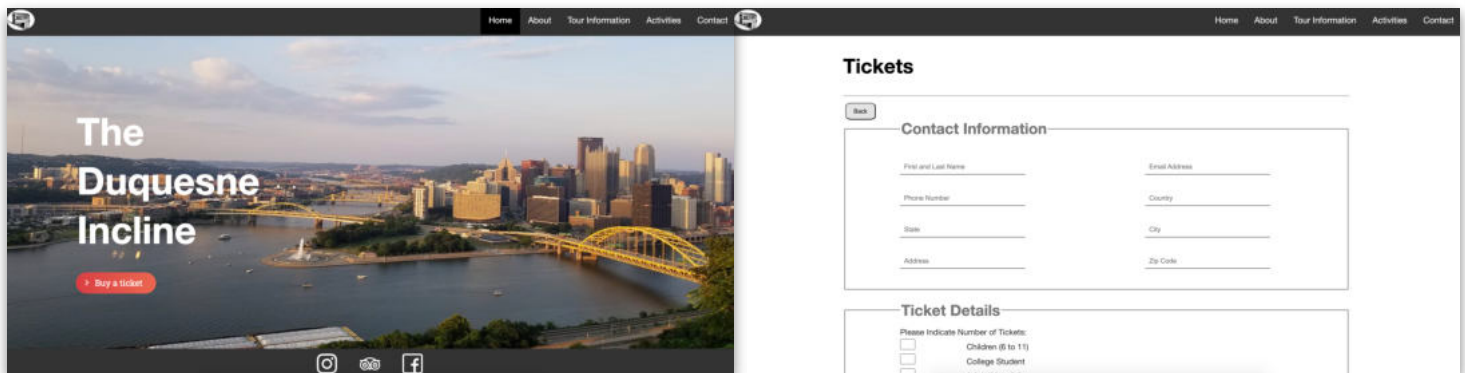
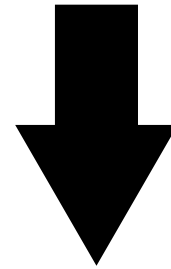
My first interviewee had a larger screen than mine so my home page image did not stretch all the way over like it did on my screen. The text also became disjointed and a white box on the side appeared

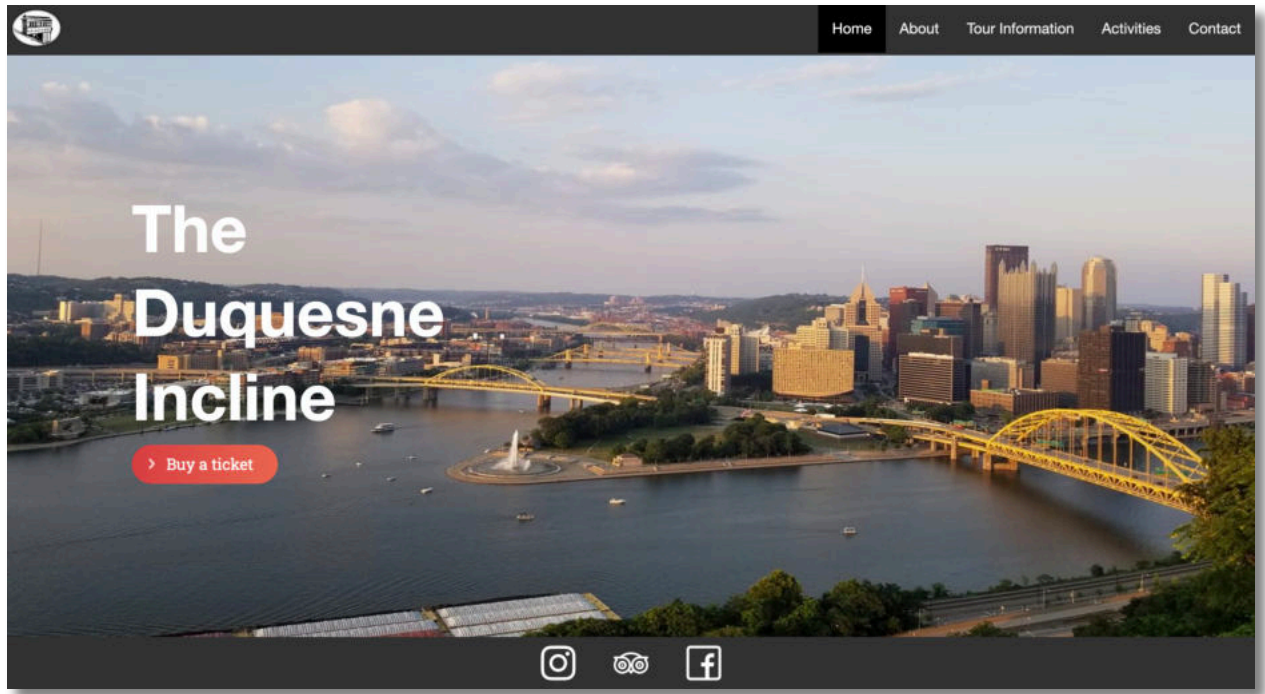


I fixed the text so that no matter how big the screen is, the text still stays in the same position in regards to the spacing in-between the button and the title. I also stretched the image so that it fills up the width of the screen no matter the screen size




During my first interview, the interviewee stated they wished that the Buy a Ticket button lead to a real page that would allow you to buy a ticket online vs just leading to the contact page which would make you call the place. The interviewee wanted to see an online reserve a ticket page therefore I made one.



**Final Thoughts/Comments:**

- Background being an image makes the home screen feel more modern and clean looking
- The simplicity of the screen of just a title and a button adds to the modern look
- Button is bright pink/red to encourage the user to click on it and buy a ticket
- The footer, header and image are dark whereas the heading is white to make it stand out
- Heading is huge so that it is the first thing the users see
- Used logo on every page at the top of the navigation bar to help preserve the old websites brand


[Home](#)
[About](#)
[Tour Information](#)
[Activities](#)
[Contact](#)

Tour Information

Prices:

	Age	One Way	Round Trip
Children	6 to 11	\$1.00	\$1.75
College Students	18 to 23	Free	Free
Adults	12 to 64	\$2.50	\$5.00
Seniors	65+	Free	Free

Hours Open:




Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Holidays
5:30am to 12:30am	5:30am to 12:30am	5:30am to 12:30am	5:30am to 12:30am	5:30am to 12:30am	5:30am to 12:30am	7:00am to 12:30am	7:00am to 12:30am

[Buy a ticket](#)

Tour Includes

- visit to the machine room to observe the original hoisting equipment
- A panoramic view of Downtown Pittsburgh
- Gift shop for post cards and souvenirs

Special Tour Options

We offer three special types of programs: Group Tours, Field Trips and Patch Program. All programs included a round trip ride on The Duquesne Incline, discussions about the incline and its past, visits to the machine room and more! Click on the thumbnail to see full image and description

Frequently Asked Questions:

Is there a Change Machine?

The Duquesne Incline is part of the transportation system in Pittsburgh and therefore uses the same _CASH_ fare system as the buses and trolleys. A change machine is available for your convenience. Having the exact fare in hand speeds up the payment process considerably. Cash fares as well as Port Authority bus passes and tickets are accepted as payment.

Can Seniors, 65 and older, ride free?

Are there Restrooms?

How long are the waiting times?

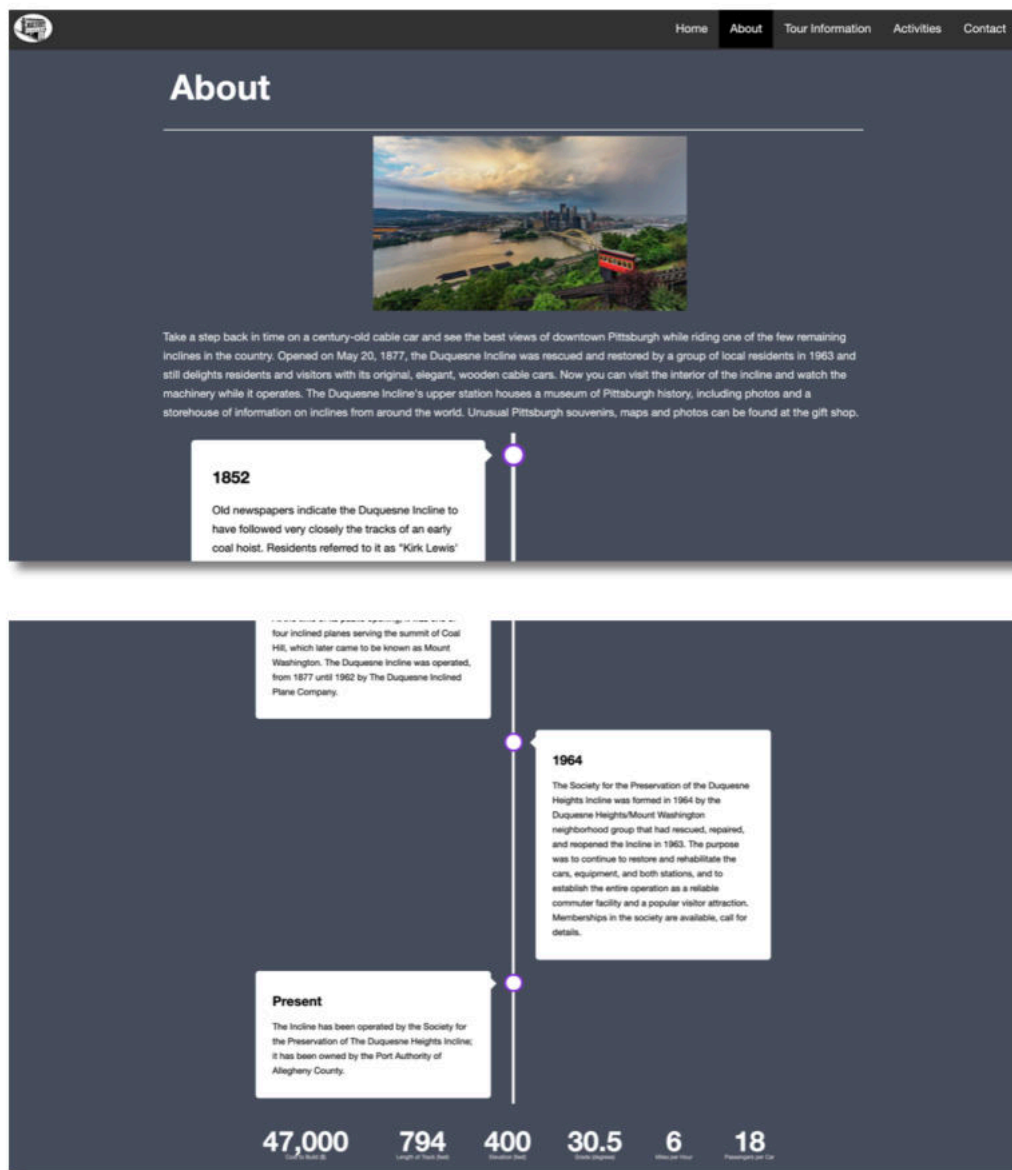
Is it possible to get on the Duquesne Incline with a wheelchair?

Where can I park?

Who can I contact if my question is not answered above?

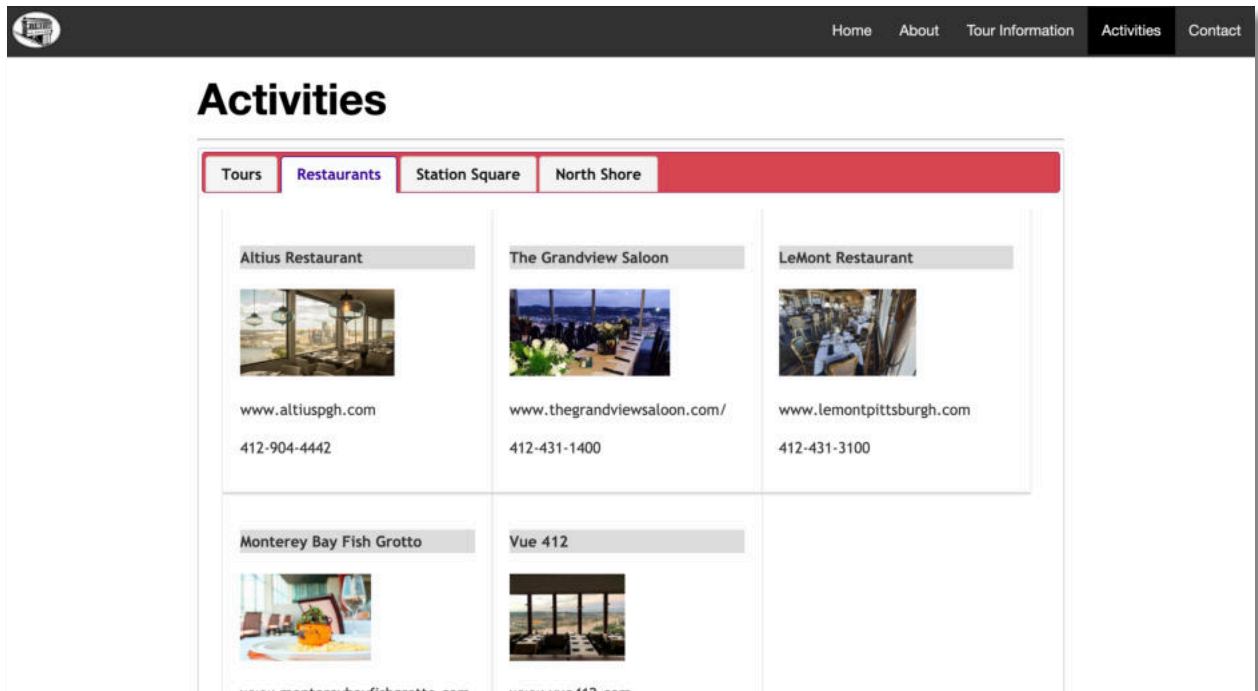
Final Thoughts/Comments:

- First two tables are Price and Hours Open table. The documentation noted that these two items were hard to find, but now they are the first thing the user sees when they click on Tour Information
- I alternated the shading of the table rows to make it more readable for the user and more accessible for users
- Lightbox under special tour options adds user interaction
- The FAQ accordion allows users to quickly find answers to their questions without having to read it in a blob of text like in the old website
- On every page, other than the home page, I have a horizontal line to help keep the page neat and separate the heading of the page with its content



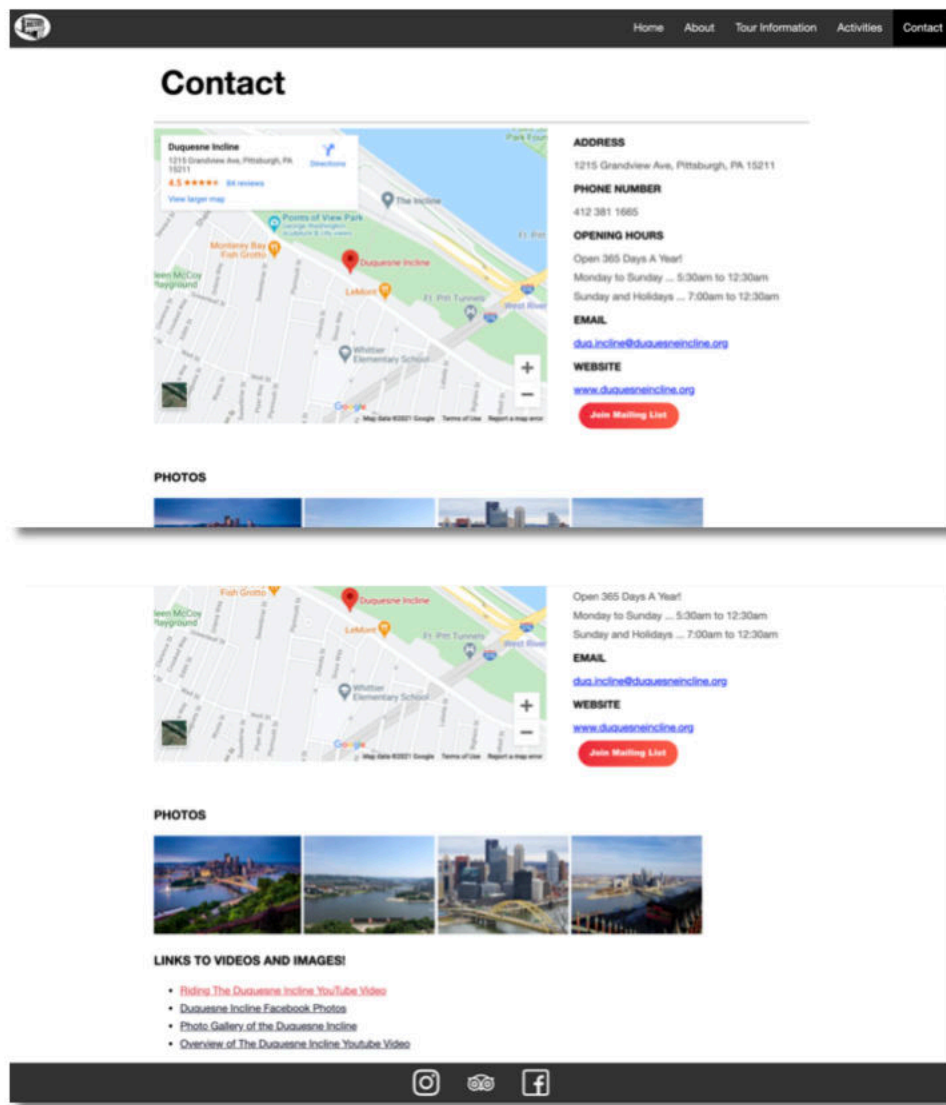
Final Thoughts/Comments:

- On the About page the user is able to get a quick overview of what the Duquesne Incline is
- The timeline of history helps the user read more information in a more "fun" way.
- History buffs, one of my user stories, would be able to use this timeline and get all the information they need by the year
- The fun facts at the bottom are fun for all users. The number is enlarged to make them stick out and so that the user reads the number first and will be curious to what the number refers to
- The background color helps the timeline boxes and the fun facts stand out more



Final Thoughts/Comments:

- On the old website the activities were very hard to read as they were all listed together in a big block of text. Therefore I used tabs to help separate the different types of activities that is more user friendly towards the user.
- Each item contains a heading with a name, an image, the website, and the number you can call
- Based on the feedback from one of my interviews, I liked the comment on adding a pop of color to the page. I feel that the pink/red tab header directs the user to the tab options so they know where to click and navigate around the items



Final Thoughts/Comments:

- All the contact details are listed in a table. I bolded the headings so that the information is easier to read
- The Join Mailing List button is in pink/red to attract the users attention and sign up to join it
- The google maps is large enough so that the user can easily see where the Incline is located
- I felt that the photos needed to be in its own separate table because otherwise they would have been too small for the user to see if it was still with the contact details table. Also, I wanted a larger widthed table that could fit more images than in the contact details table which is only 40% width wide.
- I added a links section at the bottom of the Contact page so that if the user wanted more images or videos, they can use those links. These links change colors when hovered and visited

Tickets

Contact Information

First and Last Name _____ Email Address _____

Phone Number _____ Country _____

State _____ City _____

Address _____ Zip Code _____

Ticket Details

Please Indicate Number of Tickets:

☐ Children (8 to 11)

☐ College Student

☐ Adult (12 to 64)

☐ Senior (65+)

Date of Visit: _____

mm/dd/yyyy

Additional Comments: _____

Join Mailing List

Sign Up

Name _____ Zip Code _____

Email Address _____ Phone Number _____

Subscribe to Duquesne Incline's Newsletter:

☐ Subscribe!

Submit

Final Thoughts/Comments:

- My website has two types of forms: one to join the mailing list and one to reserve a ticket
- Looking through the old website I felt that it needed an online space where users can reserve a ticket online. For example, going back to my user stories, if a family came from out of the state or country to go visit the Incline and they sold out of tickets, this would be a shame. Therefore, an online ticket reserver can really help eliminate that type of disappointment
- I wanted to keep both of the forms very simple and relatively the same in design to keep consistency across my website