**Prerequisites**

* **Quiet environment with minimal distractions**
* **2 laptops - one for facilitator and one for participant**
* **Ability to record screen sharing, audio, and video**

**Participant Information**

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| --- |
| **Name: Undisclosed** |
| **Age: 23** |
| **Gender: Female** |
| **Profession: Product Analyst/Engineer** |
| **Income: Undisclosed** |
| **Location: Atlanta, Georgia** |
| **Other notes:** |

**Facilitator Instructions**

* **Introduce yourself, the project, and what the usability test will be.**
* **Clarify any questions or concerns that the user may have while participating in the usability test.**
* **Ensure the participant is aware that the product is being tested, not the participant, and can end the usability test at any point.**
* **Remind them to think-aloud throughout the usability test.**
* **Be cognizant of asking “why” to gain insight into the user’s interaction with the product.**

**Questionnaire**

**Q: Have you ever done a usability/think-aloud test before? Understand how it works?**

**Comments:** Familiar with them, done them before

**Q: Do you have any questions?**

**Comments:** None

**Q: Experience with DeKalb Farmers Market?**

**Comments:** Heard of it but never been, no interaction with website

**Q: Experience with farmers markets in general? How often do you physically go?**

**Comments:** Once a week in spring and summertime

**Q: How often do you go onto farmers markets websites? If at all, what do you do on farmers market websites?**

**Comments:** Not often - primarily to see if they’re open, bad weather, protests, pandemic

**Q: What do you expect to see when entering the site? (Prior to seeing wireframes)**

**Comments:** Landing home page, about us, location, what they do/specialization, contact us, get involved, check out vendors

**Q: What would you do after landing on this home page? (Modal & post-modal)**

**Comments:** Good popup on covid, normally complicated to find information

Exit out of update/modal, scroll, read

**Q: How would you find information about the market?**

**Comments:** Click on Home button, navigate to contact us (don’t want to actually contact but expect contact information, social media account)

Interested to see what vendors are there

restaurants/cafe

**Q: How would you create an account?**

**Comments:** Click on person/avatar - sign in page, not a member?/sign-up page

Wouldn’t want to make an account

Guest checkout

**Q: How would you go to shop DFM products online?**

**Comments:** Learn more hyperlink

Expect to see dropdown based on various items, shopping by ethnicity

Browse a department

Like idea of featured items/sale for holidays

Lots of clicking into things/have to search deeply

**Q: How would you find an item?**

**Comments:** Browse by department if sure of department

Similar items

**Q: What do you expect to see when online shopping?**

**Comments:** Highlighted sale, wondering how it’s broken down (tier under shop online)

Pleased with overall visuals/structure

**Q: Do you have any other insights or questions?**

**Comments:** Interested in what’s new - expect products

Expect vendor aspect to be different - focus on vendors from a customer perspective