

PROTOCOL:

In order for me to gauge the effectiveness of the website I have created for the Duquesne Incline, I'd like to test the website and see if users are able to navigate through it without any problems. I will be telling the participant what user they are taking the role of and why (essentially, putting them in the user story), and asking them the following questions:

- Student
 - Can you find where the history of the Duquesne Incline is, and also find some quick facts about it?
- Trip planner
 - Can you tell me where to find how much it costs for an adult to take a round trip?
 - Can you see where the pictures are, and are these appealing and make you want to visit the Incline?
- Elementary school teacher
 - Can you find how much it costs a third grader to take a round trip, if it were in a group of 16?
 - What are some things that are included in the field trip program?
 - Can you try making a group reservation for a field trip of 16 students?
- Driver
 - Can you find a map of the Duquesne Incline and directions on how to get there from Carnegie Mellon University?
 - Can you find where the parking address of the Incline is?
- Tourist
 - Can you find some restaurants in Downtown that people can dine at after visiting the Incline?
 - Can you find where I can learn more about tours that feature the Incline?

AUDIO RECORDING LINKS:

#1: <https://drive.google.com/file/d/19S2j9WE3dXTjyVHoYL6qIScc9lwpxEA/view?usp=sharing>

#2:

https://drive.google.com/file/d/10BIHMRbYBJE_h2ihw7WnX8M8O4I9sdAE/view?usp=sharing

NOTES FORM TESTING:

- Most things are pretty straightforward
- Seems like the group reservation form is a bit time consuming than it needs to be
- Pictures in the about section is very helpful
- Lots of links
- They are a bit unsure where to find rates for field trips

RESULTS AND CHANGES MADE:

The results of my user testing were pretty positive overall. I think it was pretty easy for the participants to navigate through the web pages and find what they were looking for. Specifically, the information was divided into five sections that were named in a way that made it simple to figure out where one could find a certain piece of information. The highlighting of selected tabs /

accordions, as well as the highlighting when hovering over a link, also made it easier to tell what was clickable and see other linked websites.

However, there was still room for improvement. Some minor improvements I made were fixing a couple typos in the tables and text, as well as indicating required fields in the forms to make it easier for the user to fill out what they feel is necessary, giving them more flexibility and control. I also added information on the field trip page to indicate where they could find rates of group fares. If I had more time, I would like to mess with the spacing and margins a bit more, because a small adjustment could go a long way. I would also try to include a background image with a light opacity so that the text is still visible. This would make the website look much more professional. Lastly, I would try to add more interactive elements, such as a photo gallery or customer reviews.

RECORDING TRANSCRIPT:

User Test #1:

Tester: Okay, so the first user is a student. You want to read about the history of the Duquesne Incline so that you can complete your research paper for your history class. So one question is just where can you find like some history and some more quick facts about the Incline?

Participant: I go to About, and then I see History, where I get the facts, and the fast facts, and then I can click on images to get more information for my paper.

Tester: Okay. So the second user is a trip planner, and you want to see pictures of the incline and see the fees associated with like travelling there, so that you can see if it's worth visiting or not. So one question is can you tell me where to find how much it costs for like an adult to take a round trip.

Participant: So I go to Home, where I see fares and rates, and it'll tell me adult round trip is 5 dollars.

Tester: Okay, and then can you see where the pictures are, and are these appealing and make you want to visit the Incline?

Participant: Yeah I see the pictures here, and they are very beautiful. And I would definitely want to visit the Incline.

Tester: Alright. So the next user is an elementary school teacher, and you want to book a group reservation to the incline so that you can take your students on an educational field trip. So the first question is like how much would it cost an elementary school kid, probably like a third or fourth grader, to take a round trip if they were in a group of like 16 or 17 kids.

Participant: So an elementary schooler, probably between 6 to 11, round trip is \$1.75 on the table

Tester: Okay, and what are some things that are included in the field trip program?

Participant: We'll click the field trip tab, and we'll see all these things right here.

Tester: Okay, and then can you try making a group reservation for a field trip of 16 students?

Participant: Oh, a group reservation, this tour group name, okay, my tour group name, cool kids, school name, cmu, contact name, bob, oh wait, bob's already in there, bob,

phone number, street address, yeah, okay I put my street address in, and my yes, okay, and then wait I forgot what am I doing again

Tester: Just submit the form and see if it works

Participant: I have to group size, oh so I'll put 17, upper station, round trip, no tour, that date, 4, cash, yes, I have to fill out all these? 0, 0, 0, phone number not valid okay I need a valid phone number, zip code not valid okay, where's my zip code, I think I submitted it

Tester: Okay, nice. So the next user is a driver, and basically he wants to see a map of the Incline so that he can find like a route to the destination. So can you tell me like where the map is and how you can find directions on how to get there?

Participant: So, Contact's right here, and then to get directions you just view larger map, and then you can just get directions from here.

Tester: Okay, nice. And can you find where the parking address of the Incline is?

Participant: Right here.

Tester: Okay, and then lastly you're a tourist, so you want to see what other places that you can visit after visiting the Incline, so that you can get an inclusive experience of the city of Pittsburgh. So can you tell me some restaurants in Downtown that people can dine at, after visiting the Incline?

Participant: We go to things to do, we see all these things. And you get dining on Grandview Ave to dine at Altius Restaurant.

Tester: Okay, and then can you find where I can learn more about some tours that feature the Incline?

Participant: Here. Up here.

Tester: Okay. Alright, thank you for participating in my user testing thing

User Test #2:

Tester: So the first user is a student and you want to read about the history of the Duquesne Incline so that you can complete your research paper for ur history class. So one question is just how can you find the history and also some quick facts about the Incline

Participant: Ok, so in the beginning there's already some quick information but we go to the About, and there's a lot of information about the history and some quick facts that I'll be able to sue in my paper and also some pictures that will also look wonderful in my report

Tester: Ok, so the next user is a trip planner and basically you want to see some pictures of the incline as it is right now and see if, if it's worth visiting or not. So can you tell me where to find how much it costs for like an adult to take a round trip at the Incline?

Participant: Mhm! So, I'm looking at the prices and as an adult, one way is \$2.50 and a round trip is 5 dollars.

Tester: Alright. And then can you see where the pictures are and do you think these are appealing and make you want to visit the incline?

Participant: Mm. let's look at some pictures. Very nice colors and scenery. Definitely, ooh, night time view, definitely very appealing as a photographer and trip planner. I would definitely come to the Duquesne Incline.

Tester: Okay. and then next you're gonna be an elementary school teacher and you want to book a group reservation so that you can take your students on an educational field trip. So can you tell me how much it costs for like an elementary school student to take a one way like trolley up the Incline?

Participant: Mhm! so we have an elementary school student, they're probably a children and it's a group rate so a one way is only one dollar.

Tester: Okay. and what are some things that are included in the field trip program?

Participant: Ooh. so we go to the field trip tab, and it looks like there's a teacher's lesson packet, a history of inclines, some more history, panoramic view, it looks like it'll be a wonderful time for my students.

Tester: Alright, that's great. And so next you're gonna be a driver, and you want to view a map of the Incline and find a route to navigate to the destination. So can you find like a map of the duquesne incline and then directions on how to get there from Carnegie Mellon University?

Participant: Yup! So we'll try mabe the contacts page, and oh, there's a Google maps. And conveniently we have the directions so you can just click this, we'll start from Carnegie Mellon and it looks like it'll be a quick drive, only 8 minutes to the Duquesne Incline.

Tester: Okay, nice! And then can you find where the parkinga address of the Inline is?

Participant: Okay, the parking address. Oh! Conveniently, it's on the sidebar and we see that it's 1197 West Carson Street. So I'll definitely hopefully be able to find a parking spot there.

Tester: Alright, great. Lastly, you're gonna be a tourist, so you want to see what other places you can visit after going to the Incline, so that you can get an inclusive experience of the city of pittsburgh. So can you find some restaurants in Downtown that people can dine at after visiting the incline?

Participant: Restaurants, okay. So in things to do, ooh, the first tab is already dining on Grandview Avenue. Oh, but we want to go Downtown, so here, Downtown just across pitt fort, ooh which let's see, maybe we'll eat at Market Square, and let's check out Market Square, ooh Market Square Electric Lunch, we'll definitely try that out.

Tester: Alright, so can you find where you can learn more about some tours that feature the Incline?

Participant: Alright so, ooh, right up here, city tours that feature the Duquesne Incline. Let's look at Molly's Trolley. And oh, you can buy tour tickets, shuttle services, looks like a very nice tour to consider

Tester: Alright, sounds great, thank you for participating in my user testing.