Interview Structure:

* Introduce interviewees and briefly mention that they will be given tasks and that they should do the best they can to navigate through the website.
* Ask the questions mentioned below in order.
* Thank the interviewees for their time.

Questions

* Please try to learn more about the dessert shop by going to their Facebook page.
* Please try to find out how you can submit a request or complaint directly to the shop.
* Please try to find out if there are special promotions for cakes this month for desserts.
* Please try to find out how much a strawberry shortcake would cost.
* Please try to find the hours of operation of the dessert shop.
* Please tell me what a twister dessert is.

Notes:

* Interviewee 1 (<https://drive.google.com/file/d/1GTbJ6cA6izo1zAcv59hZJz0tcTDVxoOQ/view?usp=sharing>):
  + Seems to be struggling with finding the Facebook page fluidly. First, she accessed the contact us page but then clicked on our story page to find the Facebook link. The next two tasks seemed to be pretty easy and intuitive to find on the website. The menu section also was relatively easy to navigate through to find the price of the strawberry shortcake. Finding hours of operation seemed to be another more difficult task. She first navigated to the contact us page and soon realized the hours of operation information was given at the bottom of the page.
* Interviewee 2 (<https://drive.google.com/file/d/1G0l1HvX-PrXSgLL8TYYsetkn7wrW2VrC/view?usp=sharing>) :
  + Similar to Interviewee 1, finding the Facebook link seemed to be relatively more difficult than the other couple of tasks. Finding the contact form, special promotions for cakes, and the price of strawberry shortcakes were again easy to navigate for the user; however, the task of finding the hours of operation seemed to be more difficult.

Suggestions:

* Through analyzing the user’s interactions with the web page, I learned that several aspects could be improved in terms of positioning. I learned that users often struggled with locating the hours of operation as they checked the contact us page first. However, they eventually found the hours of operation on the bottom of the page along with other contact information quite quickly, which led me to believe that the positioning of this information was fine. I feel like all of the user story tasks given were relatively easy to complete for the interviewees. Finding the Facebook page was relatively harder in comparison to the other tasks as the interviewees first checked the contact us page before the Our Story; however, I think the Facebook page fits well as it is more about their story than contact information.
* Given this analysis, three major aspects that could be improved is firstly the positioning of the hours of operation, making the FaceBook link more accessible, and possibly decreasing the whitespace area of certain parts of the website such as the Homepage to improve the user experience and better organize information in the homepage. Therefore, to make these improvements, I added an hours of operation section to the bottom of the title page in the home page, and added a face book icon for customers to have easier access to Happy Dessert Day Factory’s facebook page. In addition, I extended the sentences as much as I could to fill in the excessive whitespaces and enlarged the images as well in the home page to fill in those spaces as well.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewee 1 Transcript:

WEBVTT

1

00:00:03.170 --> 00:00:11.630

dksung@andrew.cmu.edu: Hello! So this is our first interviewee, and I'll be asking. or a couple of questions. I give her a couple of tasks.

2

00:00:13.060 --> 00:00:14.820

dksung@andrew.cmu.edu: so the first one.

3

00:00:14.940 --> 00:00:19.690

dksung@andrew.cmu.edu: Please try to learn more about the dessert shop by going to their Facebook page.

4

00:00:21.650 --> 00:00:24.690

dksung@andrew.cmu.edu: so I have to find their Facebook page.

5

00:00:24.920 --> 00:00:31.050

dksung@andrew.cmu.edu: so i'll assume that it's in the contact us face, because that's where we communicate

6

00:00:31.180 --> 00:00:34.120

dksung@andrew.cmu.edu: through it's not on the contact. Us. Page

7

00:00:34.830 --> 00:00:39.040

dksung@andrew.cmu.edu: let's go to our story. Page

8

00:00:39.870 --> 00:00:49.370

dksung@andrew.cmu.edu: can see a little bit of history of the shock, and in the bottom I can see a Facebook page link with an icon and a Facebook page.

9

00:00:49.730 --> 00:00:53.550

dksung@andrew.cmu.edu: If I click on it. Okay. So second task is.

10

00:00:53.730 --> 00:00:58.940

dksung@andrew.cmu.edu: please try to find out how you can submit a request or complaint directly to the shop.

11

00:01:00.190 --> 00:01:04.090

dksung@andrew.cmu.edu: If I want to submit a request to the shop.

12

00:01:04.230 --> 00:01:08.190

dksung@andrew.cmu.edu: It's probably on the contact Us. Page.

13

00:01:08.410 --> 00:01:14.450

dksung@andrew.cmu.edu: I can see a form where I can send a message directly to the shop

14

00:01:14.980 --> 00:01:27.810

dksung@andrew.cmu.edu: you now please try to find out if there are special promotions for takes this month for desserts. special promotions for cakes. I will go to the promotions Page.

15

00:01:28.230 --> 00:01:34.750

dksung@andrew.cmu.edu: I can see 3 promotions for this month for cakes. They have 50% off

16

00:01:35.110 --> 00:01:37.280

dksung@andrew.cmu.edu: on all cakes this month.

17

00:01:38.560 --> 00:01:39.240

dksung@andrew.cmu.edu: Hmm.

18

00:01:40.040 --> 00:01:45.820

dksung@andrew.cmu.edu: Now please try to find out how it how much the strawberry short cake would cost.

19

00:01:47.180 --> 00:01:59.690

dksung@andrew.cmu.edu: I want. I want to find the specific menu, so I will go to the menus page or strawberry shortcase. I will go to the frozen cakes. Tab.

20

00:02:01.540 --> 00:02:03.940

dksung@andrew.cmu.edu: I can find a sharp a short cake but

21

00:02:04.430 --> 00:02:08.850

dksung@andrew.cmu.edu: the picture and a description. It's $36,

22

00:02:08.860 --> 00:02:13.800

dksung@andrew.cmu.edu: and please try to find the hours of operation of the dessert.

23

00:02:14.870 --> 00:02:18.860

dksung@andrew.cmu.edu: The our zoom operation should be

24

00:02:20.250 --> 00:02:22.450

in the contact, this page.

25

00:02:23.260 --> 00:02:32.040

dksung@andrew.cmu.edu: which I can't find it, but in the bottom of the website I can see their hours of operations and the fooder we you

26

00:02:32.460 --> 00:02:36.810

dksung@andrew.cmu.edu: Now please tell me what a twister a dessert is

27

00:02:38.550 --> 00:02:40.540

dksung@andrew.cmu.edu: a twister dessert.

28

00:02:41.150 --> 00:02:45.060

I will assume that it's on the menus face.

29

00:02:47.040 --> 00:02:48.450

dksung@andrew.cmu.edu: Let's see

30

00:02:48.480 --> 00:02:49.920

what they have.

31

00:02:50.380 --> 00:02:52.370

dksung@andrew.cmu.edu: It's not an ice cream.

32

00:02:52.460 --> 00:02:54.020

dksung@andrew.cmu.edu: It's not on

33

00:02:54.680 --> 00:02:58.460

dksung@andrew.cmu.edu: dairy free options. It's not on frozen cakes.

34

00:03:00.680 --> 00:03:02.240

dksung@andrew.cmu.edu: It's in

35

00:03:02.960 --> 00:03:05.700

the specialty treats tab.

36

00:03:06.610 --> 00:03:16.030

dksung@andrew.cmu.edu: A twister is a blended combination of any soft Serve hard ice cream or any flavors of water, ice and cookie piece, or to Okay.

37

00:03:16.470 --> 00:03:18.040

dksung@andrew.cmu.edu: that's it. Thank you.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewee 2 Transcript:

1

00:00:02.710 --> 00:00:13.670

dksung@andrew.cmu.edu: Hello! So this is interviewing Number 2, and i'll be asking him a couple of questions and give him some tasks to navigate through the website. So first

2

00:00:14.870 --> 00:00:20.970

dksung@andrew.cmu.edu: please try to learn more about the dessert shop by going to their Facebook page. Okay.

3

00:00:21.070 --> 00:00:26.380

dksung@andrew.cmu.edu: So we are currently on the homepage. So to learn more about the dessert shop.

4

00:00:27.760 --> 00:00:33.210

dksung@andrew.cmu.edu: It might be under our story. So let's go there. Okay.

5

00:00:34.250 --> 00:00:38.190

dksung@andrew.cmu.edu: ice cream as a pack in. Okay, our little factory.

6

00:00:38.360 --> 00:00:43.130

dksung@andrew.cmu.edu: Is it? Video: okay? Oh, there's a Facebook logo right here.

7

00:00:43.370 --> 00:00:47.680

dksung@andrew.cmu.edu: and if I click on it it sends me to the Facebook page.

8

00:00:48.140 --> 00:00:54.050

dksung@andrew.cmu.edu: Now please try to find out how you can submit a request for complaints directly to the shop.

9

00:00:54.170 --> 00:00:57.720

dksung@andrew.cmu.edu: Okay. So if i'm submitting a request.

10

00:00:57.940 --> 00:01:05.960

dksung@andrew.cmu.edu: I would want to contact your. So so i'm going to go through the contact Us. Page. So there is a

11

00:01:06.670 --> 00:01:13.950

dksung@andrew.cmu.edu: contact us to the form below. So there is an option for me to type a message and submit it to them.

12

00:01:14.260 --> 00:01:23.780

dksung@andrew.cmu.edu: Yup. Now please try to find out if there are special promotions for cakes this month for desserts, so I will go to the promotions Tab. Now.

13

00:01:23.830 --> 00:01:31.800

dksung@andrew.cmu.edu: Okay. So there is a promotion calendar, and and then there is apart. This is promotions for this month.

14

00:01:31.860 --> 00:01:36.470

dksung@andrew.cmu.edu: There the promotion for this month is 50 off on all cakes.

15

00:01:38.380 --> 00:01:45.110

dksung@andrew.cmu.edu: Now please try to find out how much a strawberry shortcape would cost, so it's an item.

16

00:01:45.640 --> 00:01:51.100

dksung@andrew.cmu.edu: Oh. the factory. So so i'll go to the menu. What was it?

17

00:01:51.110 --> 00:01:58.360

dksung@andrew.cmu.edu: Strawber strawberry, shortcake of strawberry short kick. Okay. So if it's a cake, i'm going to click on the frozen cakes. Tab

18

00:01:58.770 --> 00:02:00.040

dksung@andrew.cmu.edu: and

19

00:02:00.300 --> 00:02:06.860

dksung@andrew.cmu.edu: the strawberry shortc costs $36. Now please try to find the hours of operation

20

00:02:06.930 --> 00:02:13.580

dksung@andrew.cmu.edu: of the dessert shop. Ours operation this might be under the contact, Us. Page.

21

00:02:15.680 --> 00:02:18.510

dksung@andrew.cmu.edu: but I can't seem to find it there.

22

00:02:18.950 --> 00:02:25.770

dksung@andrew.cmu.edu: but as I scroll down, I see that it says, take out and dine it available from 12 to 8. Pm.

23

00:02:25.870 --> 00:02:26.560

dksung@andrew.cmu.edu: Yup.

24

00:02:26.790 --> 00:02:37.210

dksung@andrew.cmu.edu: Now please tell me what a twist or dessert is. Twist or dessert. Okay, so that's another food item, so i'll go to the menu page this through dessert.

25

00:02:37.310 --> 00:02:39.740

dksung@andrew.cmu.edu: I'm going to go to ice cream top.

26

00:02:43.010 --> 00:02:46.580

dksung@andrew.cmu.edu: Okay, it's not there. There are 3 options.

27

00:02:48.040 --> 00:02:51.430

dksung@andrew.cmu.edu: It's not there either closing cakes.

28

00:02:52.610 --> 00:02:56.130

dksung@andrew.cmu.edu: It's not there either special.

29

00:02:56.660 --> 00:03:05.250

dksung@andrew.cmu.edu: Let's see if it's here. Oh, a twister is a blended combination of any soft Serve hard ice cream or any flavors of water, ice.

30

00:03:05.260 --> 00:03:09.760

dksung@andrew.cmu.edu: cookie pieces, or top things. Okay, that's all. Thank you.