Participant Number: 4

Evaluator 1: Erin Kim

Evaluator 2: Hannah Kim

Age: 21

Gender: Female

Highest Level of Education: Some College

Daily Access to Internet: Yes

Daily Access to Devices: Yes

**In-Task Data Collection**

| Task | Completion (Y/N): | Time to Completion | # of Clicks: | # of Clarifying Questions | Additional Notes(errors/difficulties): |
| --- | --- | --- | --- | --- | --- |
| 1 | Y | 2:07 | 14 | N/A | Clicked on zip code rather than GO which made going back to the delivery page confusing |
| 2 | Y | 0:45 | 8 | N/A | N/A |
| 3 | Y | 0:46 | 3 |  |  |

## **End State Data Collection**

| Task | Ease of Use Rating (1-5) | Anything Confusing? | Additional Notes (errors/difficulties) |
| --- | --- | --- | --- |
| 1 | 5 | N/A | N/A |
| 2 | 5 | N/A | N/A |
| 3 | 4 | Location of sign in button | Did not like the location of sign in button |

**Open-Ended Questions**

| Question | Response |
| --- | --- |
| How pleased are you with the design of the website on a scale of 1 to 5 with 1 being unhappy and 5 being pleased? | 4 |
| If you could describe your experience with the website in 3 adjectives, what would they be? | Standard, intuitive, dull |
| What aspects of the website did you like or enjoy? | Liked the logos for some of the tabs |
| What would you change about the website for users who were completing the tasks that you just did? | Change the sign in location |

Aesthetics rating: 4/5

**Other Notes:**