**Testing Protocol:**

1. Pretend like you are a tourist visiting Pittsburgh for the first time. Can you navigate to the address of the incline as well as find the visual of the map with the location marked?
   * Is there anything you would change to make this more clear?
2. Pretend like you are a teacher planning a field trip for your students. Can you figure out where to find the logistics for a field trip? Can you tell me on what days the incline is open so you can plan this trip?
   * Is there anything you would change to make this more clear?
3. Pretend like you are a member of a group of 10+ teenagers looking to have fun as a group. Can you figure out where to book a ticket for a group? Can you look for the hours of operation of the incline?
   * Is there anything you would change to make this more clear?
4. Pretend like you are a young adult looking to plan a first date. Can you figure out what the price is for a single adult? Can you figure out how much you will have to pay, and how to pay?
   * Is there anything you would change to make this more clear?
5. Pretend like you are a photographer looking to capture pretty photos of Pittsburgh. Can you find where the photo gallery is? Can you look for the mailing list so you can learn more about the location you want to take pictures of? Can you try submitting this form?
   * Is there anything you would change to make this more clear?
6. Is there anything you would like to change about the website? Do you have any suggestions? Is there anything missing for you as a user?

**Link to audio recording** (Interview 1)**:** <https://drive.google.com/file/d/1wxPn2Vwva2gWa7FN5MVu9NhmY5CLcK4Z/view?usp=sharing>

**Transcript** (Interview 1)**:**

Emma Jiang: Okay, so the first question is, pretend like you're a tourist visiting Pittsburgh for the first time. Can you navigate to the address of the incline?

Interviewee 1: Presses on the left, right. It's a parking address. Yeah. Yeah. Um,

Emma Jiang: Can you navigate to the visual of the map that has the location of the incline marked?

Interviewee 1: Oh, ah. Oh, it's out here. Yeah. Okay. Um, okay,

Emma Jiang: So the second question is, pretend like you're a teacher that is planning a field trip for your students. Can you figure out where to find the logistics for a field trip?

Interviewee 1: To be up here? And field trip program? Yeah. Okay, um,

Emma Jiang: Can you tell me on which days the incline is open? So this teacher can plan their trip?

Interviewee 1: Um, it's open 365 days a year, but not for Saturdays and Sundays. Okay. Um, okay,

Emma Jiang: So the next question is pretend like you're a member of a group of around 10 people and you're looking to book a ticket for the group. So can you figure out where to book this ticket? and at what price they have to pay?

Interviewee 1: What price have to pay for the ticket? should probably be in group prices. For more people. Right. Um,

Emma Jiang: Can you look for the hours of operation for the incline?

Interviewee 1: That's on the left as well. Yeah. Okay.

Emma Jiang: Um, so the next question is pretend like you are a young adult looking to plan a first date. Can you figure out what the prices for a single adult?

Interviewee 1: Should be in basic prices? Right? Yes. Yeah. Okay. Um,

Emma Jiang: Can you figure out how to pay? Like, what is accepted as payment?

Interviewee 1: Oh, that's like, up here, right? Yeah. Yeah. Okay. Um,

Emma Jiang: Next question. pretend like you're a photographer looking to capture photos of Pittsburgh. Can you find where the photo gallery is?

Interviewee 1: Oh, yes. Um.

Emma Jiang: Can you look for the mailing list? So you can learn more about the location that you want to take pictures of? Yes. Yeah. Can you try submitting this form?

Interviewee 1: I gotchu. It sent an empty email.

Emma Jiang: Oh, okay. Looks like I have to fix that. Um, okay. I guess last question is, is there anything you would like to change about this website? Any suggestions? anything missing? Um, well, besides the form thing?

Interviewee 1: I feel like, it could be clearer where like, the map is located. It's like, Oh, yeah. Right. Right. But other than that, seems good to me. Okay, cool.

**Notes** (Interview 1)**:**

Seemed to find everything relatively quickly, seemed to find that the website was relatively easy to navigate. Struggled to find the map. Struggled a little bit in trying to find how to pay for the fare but found it quicker than the map. There seemed to be a little bit of hesitation looking for the images as well, but I think he found it based on memory. Form broke when trying to submit, gave empty email.

**Link to audio recording** (Interview 2)**:**  
<https://drive.google.com/file/d/1epbOql3inJ4TjyQ4-ux-ZS4HGyTExktk/view?usp=sharing>

**Transcript** (Interview 2)**:**

Emma Jiang: Do you have remote control?

Interviewee 2: Yes.

Emma Jiang: So my first question is, so for this user story, pretend like you're a tourist visiting Pittsburgh for the first time. Can you navigate to the address of the incline as well as the visual of the map with the location marked?

Interviewee 2: Oh, there is an address, a parking address and a mailing address on the left. The map is at the bottom of the first page.

Emma Jiang: Okay. Um, so for the second user study, pretend like you are a teacher planning a field trip for your students. Can you figure out where to find the logistics for a field trip?

Interviewee 2: So there's a tab called book a trip. In that tab. There's a section for fares in rates. This is a field trip program, and there's a tab for field trips. Yeah, all the information is there.

Emma Jiang: Okay, cool. Can you tell me on what those incline is open? So you can plan this trip?

Interviewee 2: There is a sidebar for hours of operation and that list of days and hours?

Emma Jiang: Yep. Okay, cool. Okay, on to the next user study, pretend like you are a member of a group of around 10 people looking to book tickets as a group. Can you figure out how to do that?

Interviewee 2: Well, I'm currently still on the book a trip page, and there is a tab for group prices. And it says group rates are valid for any group of 10 or more people if I would choose that.

Emma Jiang: Okay, that's good. Um, can you also look for the Hours of operation for the incline?

Interviewee 2: The hours of operation sidebar on the left? I think it's the same one.

Emma Jiang: Yep. Okay, I'm on to the next one. pretend like you're a young adult looking to plan a first date. Can you figure out what the price is for well to adults, but in this case, just an adult ticket?

Interviewee 2: Um, so on the fares and rates part again, the tab that's called basic prices list for adults. 250 for each way, or five for round trip?

Emma Jiang: Yep. Okay. Can you figure out what is accepted as payment?

Interviewee 2: This would not be on the current page that I'm on. So I would click on the next page about the incline. It would also not be there.

Emma Jiang: Okay. Um, I think I will have to make this more clear as it is actually on the book a trip page, but I will keep that in mind. Okay, I'm on to the next question. Um, oh, on to the next user study. pretend like you're a photographer looking to capture pretty photos of Pittsburgh. Can you find where the photo galleries?

Interviewee 2: Um, y'all know, home page in the photo gallery is on the homepage.

Emma Jiang: Can you also look for the mailing list so you can learn more about the location?

Interviewee 2: I'm guessing that's on the Contact Us? page. And there's a mailing list form?

Emma Jiang: Yep. Okay. Um, last question. Is there anything you would change about the website? Do you have any suggestions or is anything missing?

Interviewee 2: Um, I think who is mostly easy to navigate aside from figuring out how to pay? Yeah. Okay.

Emma Jiang: Cool. Any other suggestions? No.

Interviewee 2: Oh, yeah. Okay, cool.

**Notes** (Interview 2)**:**

The biggest issue this interviewee had during the interview was that she did not manage to find where the statement about what kinds of payments are accepted was located in the webpage. Other than that, she had a relatively easy time navigating the website. I noticed that she relied on the sidebar and the navigation menu a fair amount to determine which category to look at, which is what I had hoped for.

**Resulting changes:**

1. The first change that was a top priority to implement was fixing the form to make it create a functioning email addressed to Duquesne Incline’s email address. I did this by updating the content of the form tag on the Contact Us page.
2. The second change that I implemented was making the map bigger on the homepage, as I noticed my first interviewer struggled a little bit to find the map.
3. The last change that I implemented was moving the line “Cash fares as well as Port Authority bus passes and tickets are accepted as payment. Bus transfers can be purchased at the Incline” to the top of the Book a Trip page, as the second interviewer could not see it at the bottom of the tabs.

**Other potential changes:**

If I had time, I would like to make the header more adaptable for mobile, as I noticed that if I decrease the width of the page, the logo and the header text begin to clump together and become badly formatted and hard to read.

Another potential change I would consider making is changing the color scheme to fit the Duquesne Incline’s brand a little better. I think I was a little bit off the mark with the color I was using; although the orange is a pretty shade in contrast with the image in the header, it does not exactly maintain the right color.