

Interview protocol

Step 1: Go through the five user stories, asking the interviewee to say what they are thinking as they navigate through the website. Encourage them to voice out anything they are liking or disliking about the navigation process.

Step 2: Ask the additional questions below:

1. Was the design aesthetically pleasing?
2. Do you feel you were able to easily navigate the site to learn about the offerings?
3. Was the design understandable and readable, with clear headings and sufficient whitespace?
4. Any areas for improvement?

Interview notes

Interview 1:

<https://drive.google.com/file/d/1l4HVFmqSkWRkK9m-S5T9NpduqDbfN5ic/view?usp=sharing>

Key points:

- Navigating through the cake pictures using the small dots at the bottom can be frustrating
- The text at the bottom of the images changes position, which could be improved
- The offerings page allows viewing custom themed cakes, cupcakes, and cookie gift boxes
- The home page has a YouTube video of cakes
- The products page lacks ingredients and descriptions for the offerings
- There are no photos of the staff, only the bakery itself
- The website doesn't provide delivery information, estimated time frames, or associated costs
- The contact page provides different ways to reach them and a mailing list subscription form
- The interviewee likes the dark/light mode toggle and the minimalistic design
- The offerings page lacks structure, and the text placement next to the pictures could be improved
- The pink theme and the design of switching between pictures could be better
- Navigation is easy, especially with the cake, cupcake, and cookie buttons
- The design is understandable and readable, but could become confusing if more options are added in a grid format
- Potential areas for improvement include the dot navigation and the minimalistic design choice for the offerings page

Interview 2:

<https://drive.google.com/file/d/1l-WPKXQu22vgSNWGQfMxowYh9nyS9nHs/view?usp=sharing>

Key points:

- The offerings page has tabs for cakes, cookies, and cupcakes, which is nice
- There are many options for custom themed cakes and cupcakes
- The contact page has a mailing list, but no login or ordering form
- The interviewee couldn't find a way to complete the payment process
- The products page has high-quality photos but lacks descriptions and ingredients
- The home page has a nice video showcasing the offerings and the founder's story
- The contact page provides the address, hours of operation, and various forms of contact
- The interviewee found the design intuitive, making it easy to find desired products and information
- Navigation was easy, allowing users to quickly find the information they needed
- The design was understandable and readable, with good headers and tabs to separate different products
- Areas for improvement include adding descriptions for the products

Interview takeaways

The user testing interviews revealed that while the website's design was generally pleasing, intuitive, and easy to navigate, there were some areas that needed improvement. Both interviewees found the offerings page to be well-organized with tabs for different product categories, but noted that the navigation dots for scrolling through images could be frustrating and the text placement could be enhanced. The lack of detailed product descriptions and ingredients was a common concern. Additionally, the absence of a login feature, ordering form, and payment process was highlighted. The home page video and founder's story were appreciated, and the contact page provided necessary information. Overall, the key takeaways suggest focusing on refining the image navigation, adding product descriptions, and implementing features for account management and ordering to enhance the user experience.

Improving my website

In response to the interviews, I made the following three changes to my website:

- Improved product navigation on the offerings page by adding image autoplay, more intuitive controls and ensuring that the text is consistently placed relative to the corresponding images.
- Added photos of the bakery staff to give the website a more personal touch and help customers connect with the people behind the business.
- Adding names to the product photos on the offerings page to provide customers with more information about the items they are interested in purchasing.

Other areas that I would improve on if I had more time include:

- Implement a user account system that allows customers to log in, access an ordering form, select products and quantities, proceed to checkout, and complete the payment process.
- Providing more detailed delivery and pickup information, including estimated time frames and any associated costs, to help customers plan their orders more effectively.
- Streamline the design of the offerings page, particularly if more products are added in the future, to ensure that it remains easy to navigate and visually appealing.
- Optimizing the website's performance to ensure fast loading times and a smooth user experience across different devices and browsers.
- Implementing a search function to help customers quickly find specific products or information on the website.
- Integrate social media feeds or links to showcase your bakery's latest creations and engage with your audience on different platforms.