Changes Made to the Plan

1. Not studying the hypothesis that individuals will be confused about where their shopping cart is since the experiment meant having them look for their shopping cart but there is not shopping cart.

2. Not studying whether the participant will be confused when they share one song and all the songs seem to be shared because the experiment and interpretation guidelines were relying on an even that never occurs. Instead we will study whether the button used to share with friends is intuitive or not to the user.

3. Experiment C is being changed to the following:

    a. Experiment: Ask the individual to share information with a friend and see how they accomplish this task.

    b. Script Step: As the user to select an album and to then share that album with at least one friend and then navigate back to the home page.

    c. Interpretation Guidelines: If the user hesitates to select the share button and/or selects the wrong button to share with a friend then the user did not find the share button intuitive.

Pre-structured Case Outline

Questions to study:

1. The participant will have ease navigating through the website. (L_NAVIGATE)

2. The participant will easily be able to look at additional information from wikipedia about the featured artist. (S_INFO)

3. The participant will not find the button to initiate sharing with friends intuitive. (F_SHARE)

Participant 1 Summary

Participant information: She is a female in her mid 20s, married, with one child. She served a mission in El Salvador. This is where she learned spanish. From this she became more familiar with and a fan of Latin music.

Data Summary: Overall she seemed to show and express that the website was very intuitive. She never had any problems with accomplishing any tasks. She did feel there were some functionalities she wished it had. These included having a shopping cart that she could view and being able to view more information about more than just one artist.

Script Steps	Raw Data
Ask the participant to move their attention to the website and ask them to add a song to their cart from the album "Todo Cambió" and go back to the main page	She was able to accomplish this without any issues. It took her a total of 3 clicks to accomplish this task. She showed no signs of confusion as well. (L_NAVIGATE)
Ask the participant to share the album "Corazon Profundo" with Opera Winfrey and share another album or song of their choice with only one person	She was able to accomplish this without any issues. It took her only a few seconds and the minimal number of clicks needed to accomplish the task. (L_NAVIGATE) There was also no time where she was having to scan the page looking for what she wanted. She saw everything immediately and knew right where to go at all times. (F_SHARE)
Ask the participant to find more information about Prince Royce without manually going to another website or using their smartphone	She was also able to do this very quickly. It took only one click. She did take one moment to scan the information on the page in order to find this interaction but this was fairly minimal. (S_INFO)
Interview Questions: What were your overall impressions of the website? What aspects of the website were confusing of ambiguous? What would you change about the website?	She stated it was a very self explanatory website once she knew the purpose of the website she had no problems figuring out where she needed to go in order to accomplish a task. She stated it was a very intuitive site. (L_NAVIGATE/F_SHARE) Her comments for improval was to allow the individual to get information on other artists. She suggested making it like the interface with the song selections (using the arrow to change to another artists). She also stated she did not know where the shopping cart was.

Participant 2 Summary

Participant information: He is a male in his mid 20s. He was originally born in Mexico. He moved to Texas when he was young. This has helped him to enjoy latin music.

Data Summary: Overall he seemed to quickly figure everything out. He only had to take a brief moment at any time to figure out how to accomplish any task. He felt overall that the website was very simple and quick to learn. He also felt that it would be nice though to add the functionality of being able to view his cart as well as being able to get more information about more than just one artist. He also suggested that it would be nice to be able to have a list of most popular songs or albums.

Script Steps	Raw Data
Ask the participant to move their attention to the website and ask them to add a song to their cart from the album "Todo Cambió" and go back to the main page	He was able to accomplish this as well with only 3 clicks. He also showed no signs of confusion. The task was accomplished in minimal time. (L_NAVIGATE)
Ask the participant to share the album "Corazon Profundo" with Opera Winfrey and share another album or song of their choice with only one person	He took a second to recognize what icon to use for sharing, got it quickly when realizing the only other interface looking thing was the cart adding. (F_SHARE)
Ask the participant to find more information about Prince Royce without manually going to another website or using their smartphone	He was also able to do this very quickly. It took only one click. He was able to understand the wikipedia page button very easily. It took a second or so to accomplish this task.(S_INFO)
Interview Questions: What were your overall impressions of the website? What aspects of the website were confusing of ambiguous? What would you change about the website?	He felt it was simple overall. He did not find anything too complicated. (L_NAVIAGTE, S_INFO) He did say he felt that the Nightingale title was fairly out of place. He did not know what it had to do with the content of the site. He also said something else that would be nice would be to have a list of the top hits. He also stated that he did not know where the shopping cart was so he didn't know how to check what he had added or how to checkout.

Participant 3 Summary

Participant information: She is a female in her mid 20s and married. She had no children. She served a mission in El Salvador and Belize. On her mission she learned spanish and learned to appreciate Latin music.

Data Summary: Overall she seemed to take a moment to figure out each thing. She specifically seemed to be much more confused mostly about the share button. She only figure it out by process of elimination. She also seemed to not notice the back arrow button meant to take the individual back to the home page. She also tried to click on the title words to get back to the main page instead of clicking on the picture. She felt that the layout was pleasing she just did not know what the orange arrow button was at first. She also felt that being able to get information about more than just one artist would also be good.

Script Steps	Raw Data
Ask the participant to move their attention to the website and ask them to add a song to their cart from the album "Todo Cambió" and go back to the main page	User was confused about where to go in order to find songs to add. She first went to the orange button on the top left of the set of albums, but did not clicking figuring to try clicking on the album first. She also did not know how to navigate back to the home page other than just using the back button on the browser. (L_NAVIGATE)
Ask the participant to share the album "Corazon Profundo" with Opera Winfrey and share another album or song of their choice with only one person	User was unsure where to go as well to share the album with a friend. She had to scan through the entire page to decide by process of elimination where to click. Her number of clicks were minimal; however, the time it took her to execute the task was far longer than the others. She then tried to click on the title in order to get back to the main page rather than clicking on the icon. (L_NAVIGATE, F_SHARE)
Ask the participant to find more information about Prince Royce without manually going to another website or using their smartphone	The user did this very easily. No scanning of the page was necessary. She was able to navigate to the wikipedia page quickly and efficiently showing now signs of confusion. (S_INFO)
Interview Questions: What were your overall impressions of the website? What aspects of the website were confusing of ambiguous? What would you change about the website?	Layout and color (specifically how light the colors are) were pleasant. It would be nice to be able to get information about other artists rather than just Prince Royce. The orange arrow button was confusing, she did not understand what it was for until she tried it out. (F_SHARE). She also mentioned she did not know where the shopping cart was.

Vignette

Title: Searching Sally

Support: Participant 1, Participant 2, Participant 3

Expert:

Searching Sally is trying to add songs to her cart and then share those albums with friends so they can also buy those same songs. She gets very confused though when she adds the songs to her cart and then she cannot find her cart to be able to review these and go through with the purchasing. She then decides she is going to share the albums with her friends and thinks "maybe they can figure it out, but if not at least they will see these albums and they will hopefully then look them up on a different website to enjoy them." She then looks around for some sort of share button but cannot. After scanning the page and finding only one other button other than adding it to her cart and going back to the main page, she decides to try it and finds that is the one and then sends that album to her friends. She then decides that while she is on the website she might as well take advantage of the information about the artists that she saw on the home page. She goes back to the home page and reads about Prince Royce; however, her favorite artist is Corazon Profundo. So she looks for a way to get more information about him, but is disappointed because she is unable to.

Supporting data:

Participant 1 - interview: "Her comments for improval was to allow the individual to get information on other artists. She suggested making it like the interface with the song selections (using the arrow to change to another artists)."

Participant 2 - interview: "He also stated that he did not know where the shopping cart was so he didn't know how to check what he had added or how to checkout."

Participant 3 - Experiment 2 (sharing with a friend): "User was unsure where to go as well to share the album with a friend. She had to scan through the entire page to decide by process of elimination where to click."

Recommendations

1. Add the ability to review the shopping cart.

2. Allow the user to be able to review more information about more than just one artist. Based off Participant 2's comments this can be done with the same interface used to see more available albums in a particular genre.

3. Change the button for sharing to be a more intuitive and familiar interface so the user immediately understands that the button is used to sharing with a friend.