Blue Monkey Tea Website User Testing

Interview Protocol

Introduction

Hi! Thank you for agreeing to test my website. Please remember that this is an evaluation of the design of the website, not of your skills in any way. This is a website for a local Pittsburgh tea shop called Blue Monkey Tea Pittsburgh.

Situation

You are a new customer in Pittsburgh. I want you to complete some tasks for me using this interface. While you try to complete these tasks, I want you to say everything that you're thinking.

Tasks

1. Join the store's mailing list
2. Find a loose leaf tea to buy
3. Find a gourmet coffee to buy
4. Find the store's location and how far it would take to get there
5. Find the least busiest time for you to go to the store

Concluding Questions

- Were any of the headings confusing?
- Did you find anything confusing?
- Was the navigation bar easy to understand?
- Is there anything you would do to improve the website?

Closing Remarks

Thank you for participating in this user testing.

Interview Transcript/Notes

Joining the mailing list

- Started on the home page
- Assumed that the mailing list would be under 'contact us' page so she went there
- Filled out information

Find a loose leaf tea to buy

- Went to the 'products' page first, found the products right away
- Clicks on the images to see the information -- sees price and description
- Doesn't know how to buy it (website doesn't have this functionality so okay)

Go through the store's social media

- Assumes social media will be under the 'contact us' page
- Doesn't see it -- she tries the 'visit us' page next, but still doesn't see it
- She scrolled down to the bottom of the page and sees circle icons for facebook, instagram and email -- she tries to press on these icons and finds the social media pages

Find the store's location and how far it would take to get there
- She sees a map on the same page so she uses that
- She recognizes that it's google maps -- presses 'view larger map'
- She is 5 hours away

Find the least busiest time for you to go to the store
- Stays on the same page because she sees 'popular business hours' heading
- Looks at graph -- she will go at 11am or 3pm

Concluding Questions
Were any of the headings confusing?
- No, not really

Did you find anything confusing?
- The products page was a confusing because there were three options on the home page for coffee, tea and other things, but then on the products page it was just a bunch of images of teas and coffees so she was a little because information organized differently
- Doesn't think two pages are necessary to show products because they're showing the same thing so could probably just combine them
- Struggled finding social media pages. Would not have found it if she didn't scroll down all the way to bottom of screen

Was the navigation bar easy to understand?
- Yeah, fine

Is there anything you would do to improve the website?
- Maybe could put the social media links in the contact page in addition to the bottom of the screen
- You could also put the name of the tea shop somewhere near the top next to the logo

Link to audio of interview:
https://drive.google.com/file/d/1ESomfQz2dZNOSfzzxH60_gZTC0UCvWKA/view?usp=sharing

Interview Findings
The wording of the headings seem to make sense because she knew which page to go to for most of the tasks. The only thing that was confusing for her was finding the social media links. She went to the Contact Us page first because she assumed that social media would be placed with the other information to contact the store. It seems that users don't typically scroll to the bottom

of the screen if they don't need to, so the social media links in my footer were hidden. She also used the headings within the pages to help her complete the tasks, so those make sense too. It seems like everything was pretty intuitive because she knew where to find and how to use the navigation bar to navigate through the website. She didn't seem to have any trouble finding any of the content either, with the exception of social media. The headings within the content of the pages were helpful for her because it helped her recognize what the graph was for in the 'Visit Us' page.

Design Changes

After user testing, I implemented the feedback and made three major changes to the website:

1. One of the problems my user testing participant was having trouble with was finding the social media links (Facebook, Instagram, and their blog). Originally, these links were placed in the footer. However, since these were at the very bottom of the screen, it would be difficult for users to find if they did not scroll down all the way. I have included these links in the content section of the 'Contact Us' page along with the contact information in the table.

2. Next, in order to reduce redundancy, I got rid of the 'Products' page and just put all the products on the homepage. Initially, the homepage had three cards users (tea, coffee, other offerings) could click to filter products and browse more specific offerings. Because the homepage essentially served the same purpose as the 'Products' page, I just combined them.

3. Lastly, I re-designed the top bar of the website to include the name of the tea shop. After researching other stores' websites, I noticed that in addition to the logo, they also have the name of their store at the top of the page, so I implemented that change to go along with that convention. I can see how just having the logo might be confusing for new users if they're unfamiliar with the Blue Monkey Tea logo.

Opportunities for Future Work

If I had more time, I would add individual pages for each product. I feel like there is a lot of additional information that might be useful for users when they are considering what products to purchase. When they click on the images of the products, they only get the name, price, and short description of the product. However, on the current website there is a lot of information about the history of the tea, and how it is best served. I didn't include all of this information in my website because I didn't think it was immediately important for users to see when they are browsing. With more time, I would add another page for each product for users to click into and get all of this secondary information.