

Protocol

Tell the participant to talk about their thoughts and actions before starting the interview, and remind them during the interview as needed. Then, read the passage below to them and go through each task, taking notes on where they hesitate, and where they are successful. Then, ask each followup question.

“Thank you for agreeing to participate in this study. Today you will be asked to navigate Happy Day Dessert Factory’s website. The point of the study is to find ways to improve the experience for new visitors. I will be giving you a simple task. However, the point of the study is to test the navigation/software/website, not to test the participant/you; so if you can’t do some things for the task, please do not feel bad.”

Tasks:

1. Find the price of a chocolate cake.
2. Find the address of the store.
3. Place an order online.
4. Find the phone number of the store.
5. Find current promotions.

Questionnaire

1. What do you think about the organization of the website’s navigation bar?
2. What is a feature you like about the website?
3. What is a feature you would like to see improvements on?
4. What is your overall impression of the webpage?

Notes

User 1

[Interview](#)

- Hesitated to find promotions
- Hesitated when the menu was initially empty
- Wanted the menu to not be empty upon clicking it
- Wanted to see less white space

User 2

[Interview](#)

- Hesitated to find promotions
- Wanted to see part of the menu by default, not just after you click on something
- Wanted to see a marker marking the store’s location on the map

Results

Both users agreed that they wanted to see a menu right after clicking on the Menu button, rather than having to choose a kind of food item first. Both users wanted to see more visually appealing features, such as a map marker to see the store’s physical location, and a webpage with less white space and more images and other features.

After analyzing the results of the user tests, I have made the following design changes:

- 1) Added a marker to the location map, so that customers can see the exact location of the store.
- 2) Made the menu display ice cream by default, so that it would be populated even if a user hasn't clicked anything yet.
- 3) Made the navigation bar higher up on the page, and the logo slightly smaller.

If I had more time, I would add more images so that the website looks more engaging and entertaining, as well as visual effects that would give users a better experience, such as smooth animations and graphics.