User Testing

Written Protocol
1. Send interviewee the zip file to open
2. Have them open the file and navigate to index.html
3. When ready, give them their first user story prompt and navigate the website
4. . Ask them to narrate their thoughts aloud while navigating.
5. Ask for feedback on any alarming issues
6. Repeat 3 through 5 for the remaining user stories
7. Ask final questions

Questions
- If you could change anything about the website, what would it be?
- Did you have any trouble navigating the website?
- What do you like about the site?
- Were you able to find and gather all the information you needed?

First Interview

Transcript

Interviewer: Hi, thank you for taking the time to test out my website. I'm going to go ahead and send you a zip file containing everything you need. Go ahead and unzip it whenever you're ready and open index.html

Interviewee: Okay, got it.

Interviewer: Once it's open, I'll go ahead and give you the first user story. So, say you are a tourist and you're visiting Pittsburgh and you want to see what Duquesne Incline has to offer so you can plan your trip and visit the Incline.

Interviewer: Okay, so I'm going to scroll down the webpage and glance over the *muffled sounds* and look at the pictures. I see programs, hours of operations, and then I click about. Read the fast facts and featured in and then click Visit. And then, General Information.

Interviewer: Alright great. The second user story is that you are a college student and you want to see how much it costs to ride the incline so that you know you can afford to visit the incline with your friends.

Interviewee: Cool okay so I'm probably just going to go to visit and then Fares. And see that it is free for students with proper ID.

Interviewer: Great, alright. The third is that you are a parent and you are hosting a family reunion so you want to know how group tours work so you can plan a group tour for your family when all of them visit.

Interviewee: So, scroll down the first page and click, oh you can't click on this. Okay then click on visit and then I'll click on group rates and tours

Interviewer: Alright, any challenges there?

Interviewee: I think it's intuitive to scroll down and click on Group Tours especially since it's in a box, it seems clickable.

Interviewer: Okay and then now you're a teacher and you want to learn more about field trips for your students so you can bring them to learn more about Pittsburgh and the incline.

Interviewee: I think I'd do the same thing as if i was a parent. I think I'd scroll down and try to click on Field Trips but I'd go to visit and see the field trips.

Interviewer: Alright, and then last one. You are a Pittsburgh local or native and you want to check on any updates about the incline and see if anything has changed since the last time you visited.

Interviewee: Mhmm so I'd scroll down the first page and look at photos and see if there's any change. I'd probably go to visit and see if the hours of operations change or the fares.

Interviewer: Alright, great. Thanks for going through those user stories. I have a few questions to ask you so if you could change anything about the website what would it be?

Interviewee: Well I think the main thing would be the boxes you have at the bottom would be clickable.

Interviewer: And link that to the visit page?

Interviewee: Yeah

Interviewer: And then did you have any trouble navigating the website?

Interviewee: Um besides that, not really.

Interviewer: Alright, and then what do you like about the site?

Interviewee: I like the visitor gallery, it adds - I think it's very charming.

Interviewer: Great and then were you able to find and gather all the information you needed for the user stories.

Interviewee: Mhmm for sure, the visit I think everything is in the visit tab.

Interviewer: Great, that concludes our interview. Thanks for giving me your time.

Notes
- User is fairly hesitant to respond to things
- Drawn towards photos - they're charming
- Wants links for boxes
- Fairly easy to navigate
- All information needed was there

Second Interview

Interviewer: Hi, thank you for helping me test my new website. I'm gonna go ahead and send you a zip file with all the website content go ahead and unzip it and open index.html

Interviewee: Excellent, let's see.

Interviewer: Let me know when you're ready

Interviewee: What am I opening?

Interviewer: index.html

Interviewee: I see perfect

Interviewer: So you've opened index.html?

Interviewee: now I have opened the file

Interviewer: Great, Okay so what's going to happen is that I'm going to give you about five years or personas just take into that role in navigate that site as you would in that role. And then

while you're doing so go ahead and narrate what you're doing and your thoughts about the website and anything related. Any questions?

Interviewee: No, great website.

Interviewer: Alright, well go ahead and go back to the homepage. And first you're a parent and you want to know how group tours work so that you can plan a tour for your fair for your extended family when they visit.

Interviewee: Okay, so if that were me, I'd click on this visit tab and scroll down general info and there's a very clear group rates and tour section. And let's see now I know the one-way and round-trip cost of groups per person. It seems pretty good and there's more information if I'm interested. Tells me about what the tour includes and even someone to contact for more info so this seems pretty comprehensive.

Interviewer: Okay, great. Next one is that you are a tourist and you've never seen Pittsburgh before and you want to see what the Duquesne incline has to offer you can plan your trip and actually visit the incline

Interviewee: Got it, I see. So if I didn't know what the incline was like at all, I would just click on this about tab and it seems like info dense and reading through this I don't really know what it is but assuming I like came to the website if I wanted to learn more about it and what the history of the incline then this seems like a good design for it.

Interviewer: Great, and then if you wanted to visit the incline as well?

Interviewee: I would just be curious what the cost of the ride was so click on this visit tab and fares is clearly labeled and it tells me some information about student fares so like if I was a student I know there wouldn't be any student rate if I've not a student at one of these labeled universities so there's everything I want to know here.

Interviewer: Okay, great. And then moving onto that you are a college student and see how much it cost to ride to the incline so you know you have enough money to visit the incline with your friends.

Interviewee: Okay, in fares I would just look at this and look down to look at these other tabs it looks like there's not a student rates section so I would just decide to read more about the fares section send since it says these 3 universities are free I would just assume that other universities, if not these three, the normal rate is the student rate if you're don't go to those universities.

Interviewer: Okay, great. Two more. So you're a teacher and you want to learn more about field trips for your students so that you can bring them to learn about Pittsburgh and the incline.

Interviewee: Got it so there seems to be a really clearly labelled field trip section I see a free field trip program available wow. So I let's see, I'm a teacher. What would I have to do to request this field trip? Yet it seems like I'm learning a lot about what students would be learning and experiencing this inclined field trip but I would like to know what procedure I'd have to do to request a book to request a field trip. Like who I would reach out to or anything.

Interviewer: Understood. thank you. And then last one. You are Pittsburgh local or native and you want to check on any updates about the incline to see you know if anything has changed since the last time you visited.

Interviewee: Interesting, so I just started on this homepage and scroll down. I'm looking for a constantly updated feed right so it looks like there's nothing on the main page that is consistently updated. Go to visit. Everything here seems pretty static as well contact looks like there's nothing here so I don't know I just want to know if really anything has changed. I think I'd mostly just be concerned about the rates in the hours and so both of those are really easy to find under general information under visit and the fares. So I don't anticipate that I would need any more information to see what about the incline has changed.

Interviewer: Great now moving onto some questions. So if you could change anything about the website, what would it be?

Interviewee: Let's see I think I would like to see more like a photo of the entire length of the incline just to kind of know what the whole thing will be like I guess. Oh, there's these historical photos so that's fine but if there's a modern or a recent photo of your entire length of the incline or section of it that would be better. I think that would be good to see.

Interviewer: Did you have any trouble navigating the website?

Interviewee: The website is very easy to navigate

Interviewer: What do you like about the website?

Interviewee: I like to visit tab especially. I like that the general information tab is automatically open when you click on it instead of having to do an additional click to find out the general information because I think most likely the hours or what people go on the website to find most the time or fares. So it's good that these two are easily locatable it's great

Interviewer: Thank you. Last question were you able to find and gather all the information you needed?

Interviewee: Yes

Notes:
- Has an outside perspective living out of Pittsburgh
- Enjoy already open tab
- Looking for updates as a native
- Wants more photos and shorter information about the incline as a whole

Analysis

This testing was fairly well as a first product. I think the layout works pretty well where the home page is largely images to attract attention and information can be found where needed. I agree that there could be more links embedded in the pages to connect to others with outside links. I think the visit page plays out very nicely like the second interviewee in that it is straightforward and easy to read for the most part. I changed the two boxes mentioned in the first interview to hyperlink to the visit page. If I had more time, I would want to figure out how to get the corresponding boxes to open. Because the second interviewee could not find any updates, I realized I had forgotten to include social media icons and handles which I added into the footer to provide any updates as a Pittsburgh native. I also enlarged some of the photos on the about page to make it easier to see the incline being built, corresponding to what the incline actually is. If I had more time, I would probably go back and make sure all sides are even as well as link more information like how to book tours and field trips, making them myself. Lastly, I would think about more places and ways to integrate the brown into important topics and items on the page

Recommendations

I made some changes that were different from what was requested for design and viewing purposes. First, I did not include any photos in the contact table because it would offset a lot of the information with such large elements. I also did not include the map for the same reason and decided to include two maps, one in the contact page and one in the visit page. I also turned useful links into icons rather than a list to simplify words and utilize icons which have become more common. Though I kept program information on the front, I did want to include it with all the other logistic information in the visit page to keep most of the information together and easily accessible. Finally, I moved the contact information to the bottom of the page for an updated and more modern look of the current age of technology and web development. This location is

slightly less accessible but the pages are not as long which is not too much scroll to get any information.