Since mockups are static, we implemented a first click method test. When we asked a specific questions and recorded their clicks/responses.

We conducted this test twice. We analyzed a first group responses and check made changes on mockups. After that we conducted the test again and asked the same questions the second group of people, and we received a positive feedback on that. So we decided to continue with developing prototype.

1. Click on the first thing you noticed on this page. -

The first thing that a user saw was "Books" menu tab

2. Click on the elements that make you like this website.

When I asked a user to click on the elements she picked About and Books

3. Click on the most important element of this page.

The most important elements for her were Home and Book pages

4. Click on the element that you dislike the most.

The user did not know that it is static mockup and that there is no information. So, when she clicked in Events, she did not like it because nothing was there

5. Click on the element that you would remove from this page.

The user did not know that it is a static mockup and that there is no information. So, when she clicked on photos on Home page and nothing happened. She suggested to remove the arrow sign

6. Where would you place an element on this page?

Phone number has a white color font. She told me it is hard to see and understand, and she did not understand that it was the phone number by first looking at that

7. How easy is to find a book?

Very easy to find a book

8. How easy is to find the address and the phone?

Very easy

9. How easy is to find information about selling your books to the store?

The user was not able to figure out how to sell her books to the store.

User –Sab. Engineering Management student

1. Click on the first thing you noticed on this page. -

The first thing that a user saw was "About" menu tab

2. Click on the elements that make you like this website.

When I asked a user to click on the elements she picked Events

3. Click on the most important element of this page.

The most important elements for her were Antique pages

4. Click on the element that you dislike the most.

Follow us text

5. Click on the element that you would remove from this page.

Remove Follow us (Because she said if she liked the business she would follow it, and we did not have to ask her that)

6. Where would you place an element on this page?

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7. How easy is to find a book and antique?

Very easy to find a book or antique

8. How easy is to find the address and the phone?

Very easy

9. How easy is to find information about selling your books to the store?

Cannot find this Information at all

Suggestions: Create a sections for antiques

Marie-Suzan Information Systems Student

1. Click on the first thing you noticed on this page. -

The first thing that a user saw was "About" menu tab

2. Click on the elements that make you like this website.

When I asked a user to click on the elements she picked Books

3. Click on the most important element of this page.

The most important elements for her was Account Logo

4. Click on the element that you dislike the most.

The color and font of the text on About Us page

5. Click on the element that you would remove from this page.

Contact us for more information under Sell your books to us

6. Where would you place an element on this page?

She would create a link to contact with us page

7. How easy is to find a book?

Very easy to find a book

8. How easy is to find the address and the phone?

Very easy

9. How easy is to find information about selling your books to the store?

The user was not able to figure out how to sell her books to the store when I asked her to find it even though she saw it before. She went through all website and did not find it

Suggestions: Make Login, shopping car and Location Logos Bigger

Lou-Industrial Engineering Student

1. Click on the first thing you noticed on this page. -

The first thing that a user saw was "Home" menu tab

2. Click on the elements that make you like this website.

When I asked a user to click on the elements he picked Books

3. Click on the most important element of this page.

The most important elements for him was Account Logo

4. Click on the element that you dislike the most.

The color and font of the text on Rate Us

5. Click on the element that you would remove from this page.

Subscribe - is unnecessary for this website

6. Where would you place an element on this page?

None

7. How easy is to find a book and antique?

Very easy to find a book and antique

8. How easy is to find the address and the phone?

Very easy

9. How easy is to find information about selling your books to the store?

It was not as easy as Books and Antiques, but it was okay

Suggestions:

Wei Information Systems Student

1. Click on the first thing you noticed on this page. -

The first thing that a user saw was "Map" menu tab

2. Click on the elements that make you like this website.

When I asked a user to click on the elements he picked Contact US

3. Click on the most important element of this page.

The most important elements for him was Map Logo

4. Click on the element that you dislike the most.

Search box under account, map, cart logo it is too small

5. Click on the element that you would remove from this page.

Subscribe

6. Where would you place an element on this page?

None

7. How easy is to find a book and antiques?

Very easy to find a book and antiques

8. How easy is to find the address and the phone?

Very easy

9. How easy is to find information about selling your books to the store?

Not that easy. It is not learnable/understandable

Suggestions: Make it on the top of the page, so user could know right away

Mahshid Information Systems Student

1. Click on the first thing you noticed on this page. -

The first thing that a user saw was "Book" menu tab

2. Click on the elements that make you like this website.

When I asked a user to click on the elements she picked Account Icon

3. Click on the most important element of this page.

The most important elements for her was Event

4. Click on the element that you dislike the most.

Picture on the page about us was too big

5. Click on the element that you would remove from this page.

Rate us (people don't have time to do rating)

6. Where would you place an element on this page?

None

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7. How easy is to find a book and antiques?

Very easy to find a book and antiques

8. How easy is to find the address and the phone?

Not she was confused by map Logo and Contact us

9. How easy is to find information about selling your books to the store?

Okay

Suggestions: Move Sell books to us on header because people don't really pay attention to footer