Protocols

1. I will be interviewing users by first asking them to be one of my user stories.
2. I will ask them 5 questions about the navigation of my website based on the special user role they are taking on.
3. I will have 3 general questions and 2 specific questions based on their role.
4. The 3 general questions will be do you know when the incline opens/closes on a specific day, are you able to fill out the contact form, and do you have any suggestions for my website.
5. The 2 specific questions will be about whether they can find their respective fare rate and if they can find information about their reason for going to the incline on the website.
6. After going through one of my user stories, I will then proceed with the second user role and so forth.
7. The 5 user roles I will be using are student, parent, teacher, couple, tourist.
8. The 2 specific questions will be
    a. Are you able to find the fare for this trip?
    b. Do you see photos that show what you will be seeing? (Student)
       Can you find information about the different places you can go that are close to the

incline to make it a whole day trip? (Parent)

Can you find information about the history of the incline? (Teacher)

Are you able to imagine cute photos places based on the photos? (Couple)

Do you see fun facts about the incline? (Tourist)

Interview audio clip links
https://drive.google.com/drive/folders/1uVlEe4sFGPblZTKeKbxJ_aPinqbXI_Ui?usp=sharing

Transcript
Kristy: Ok so I have my friend Jeffrey here with me, and I'm gonna be interviewing him as a user for my website. He's gonna be 5 users, a student, a parent, a teacher, a couple, and a tourist, and i'm gonna have 3 general questions and 2 specific questions based on the user role. So, we're gonna start off by having Jeffrey be a student. First question is, do you know when the incline first opens on Sunday?
Jeffrey: Ok, I'll go through your website and let's see, hours of operation, Monday through Saturday, and then I'll click on Sunday and holidays and it opens at 7 am.
Kristy: And then, the second question is, are you able to fill out the contact form.
Jeffrey: Um… ok, I'm gonna go to contact on the top right and then try to input my name, my zip code, and my email address. And yeah, I can.
Kristy: Ok, great. And then, um, are you able to find the fare for your trip as a student.
Jeffrey: Hm ok. I'll click on fares and rates. And so, I see that for adults, and then I see for students of the University of Pittsburgh and CMU w/ proper ID it's free.
Kristy: And then, um, are u able to see the photos that show what you'll be seeing at the incline?
Jeffrey: Yes, I think on the homepage, and yeah, I could see 4 or 3 different photos of the incline.
Kristy: And as a student, do you have any suggestions for how I can improve my website

Jeffrey: So I think for the social media icons should be white I think it would look better than what you have right now.

Kristy: okay great and then for the next user role he'll be taking on is a parent so are you able to find when the incline opens on Sunday?

Jeffrey: Yeah I think so.

Kristy: So also are you able to fill out the contact form?

Jeffrey: yes

Kristy: Right. And then are you able to find the fare for your trip as a parent.

Jeffrey: Okay so I go to fares and rates and then as a parent I'm assuming I'll be an adult so yes those $2.50 each way or $5 round trip.

Kristy: okay great and then can you find information about the different places you can go and that are close to the incline to make the trip a whole day?

Jeffrey: So that would be field trips and see tours and yes I see things you have to do after incline, sites of interest and so yeah.

Kristy: yes yeah okay great do you have any suggestions as a parent ?

Jeffrey: not really.

Kristy: okay the next role he will be taking on is teacher. do you know when the incline opens on Sunday

Jeffrey: At 7:00 AM

Kristy: okay perfect and then are you able to have a contact form

Jeffrey: Yeah I am.

Kristy: Can you find them fare for this trip as a teacher assuming that you'll be taking a group of students

Jeffrey: A group of students, okay. So go to fares and rates and then I will go to group rates for any group of 10 or more people so it'll be $3.50 for me as an adult and then for each kid I guess it's $1.75 for each round trip

Kristy: okay great and then are you able to find information about the history of the incline?

Jeffrey: yes I'll click on about the incline and then yeah I could see the early history and fun facts.

Kristy: okay and then do you have any suggestions as a teacher.

Jeffrey: Nah, I think it's pretty good.

Kristy: okay the next role to take on is a couple. I'll switch it up a bit. Do you know when the incline opens on Saturdays?

Jeffrey: Saturdays yes Monday through Saturday evening the incline opens at 5:30 in the morning

Kristy: and then you're able to fill out the contact form. Are you able to find the fare that you would pay as a couple assuming that's 2 people ?

Jeffrey: so yes so I'm going to fares and rates and then I think I will still be adults I'm assuming so that'd be $10 for the 2 of us

Kristy: Okay, and then are you able to imagine the cute photo taking places based on the photos in the website?

Jeffrey: yeah yeah I can see some nice photos on the homepage.

Kristy: All right. Do you have any suggestions?

Jeffrey: No, not really.

Kristy: Okay so the last user role he'll be taking on is a tourist so switch it up do you know how many days the incline is open?

Jeffrey: It says here it's open 365 days a year, so any day.

Kristy: and then you're able to fill out the contact form

Jeffrey: yes

Kristy: Do you know the fare that you will be paying as tourists?

Jeffrey: Yeah so again if I'm an adult it would be a $5 round trip or if I'm a senior citizen it'd be 3.

Kristy: And then as a tourist are you able to see some fun facts that will tell you more about the incline?

Jeffrey: yes so it's about the incline so yes right under early history I can see fun facts.

Kristy: And then do you have any suggestions as a tourist?

Jeffrey: yes I think in your contacts section I noticed that it was more to the middle. I recommend you move it to the left a little bit. I think that would look better.

Kristy: Okay thank you for being one of my user tests.

Jeffrey: Yeah, you got it.

Kristy: Okay so the next person I have is my roommate Erin and we will be using the same 5 user stories. So to start off, she's going to be a student and the first question is do you know when the incline opens on Sunday.

Erin: The hours of operation say it's open it's open from 7 to 12 and on Sundays and holidays.

Kristy: yes perfect so next question is are you able to fill out the contact form.

Erin: Yes.

Kristy: Perfect okay so are you able to find the fare for this trip as a student ?

Erin: Yes.

Kristy: and do you see photos that show what you'll be seeing at this at the incline?

Erin: Yes.

Kristy: Do you have any suggestions as a student?

Erin: Mmhm I think it's good

Kristy: Then the next role should be taken on is a parent so around the same question do you know when the incline closes on holidays.

Erin: It would be the same time as on Sundays so it closed at 12:30.

Kristy: You're able to fill out the contact form?

Erin: Yeah

Kristy: Then what would be the fare for the trip as an adult?

Erin: It would be $2.50 or $5 round trip.

Kristy" And then can you find information about the different places you can go there close to the incline to make it a whole day trip.

Erin: Yes.

Kristy: Do you have any suggestions as a parent.

Erin: Yeah I think it's good okay.

Kristy: And then the next user you will be taking on is a teacher so do you know when the incline opens on weekdays.

Erin: Yes it was at 5:30 AM and goes until 12:30 AM on Monday through Saturday.

Kristy: Are you able to fill out the contact form?

Erin: Yes.

Kristy: Do you know the fare for this trip? Let's say you're a teacher and you're taking a group of kids.

Erin: Yes group rates.

Kristy: Okay perfect and then can you find information about the history of the incline to share with your students?

Erin: Yes okay.

Kristy: And then do you have any suggestions as a teacher?

Erin: I think it's good, okay.

Kristy: And then the next role you will be taking on is a couple so you know when the incline opens or closes on let's say Thursday

Erin: yes and close at 12:30 AM

Kristy: okay and then you can fill out the contact form

Erin: yeah

Kristy: what would be the fare of the trip for a couple let's say 2 people.

Erin: 2 people adults would be $5 for 2 people for $10

Kristy: perfect and then are you able to imagine the cute photos you'll be taking based on the photos shown on the website

Erin: yeah

Kristy: Okay and then do you have any suggestions as the couple?

Erin: Maybe add something more you can find restaurants so that making like this whole trip a day would be easier.

Kristy: okay the last role that will be taken on is a tourist? Are you able to find which days things are open

Erin: yeah okay

Kristy: and then you can fill out the contact form

Erin: yeah

Kristy: are you able to find the fare for this trip

Erin: yeah.

Kristy: And then do you see the fun facts about the incline

Erin: yes okay

Kristy: and then lastly do you have any suggestions for my webpage

Erin: I think it's good

Kristy: okay so thank you, Erin

Erin: You're welcome.

Notes

For my first interview, Jeffrey was able to answer all the questions really easily. He always referenced the navigation tab to find the general idea of where everything was so that he could find the more detailed information.

For my second interview, Erin explored each page instead of referencing the navigation tab. After getting a general idea of what is on each page, she was able to find the information she needed very quickly. There was a slight hesitation with the fares because of the amount of writing, so I created some block spacing to make it easier to see.

Results

Overall, I think my results were pretty good. Both users were able to find the information in a timely manner and understand the general idea of each tab by skimming through them. There was little hesitation with finding the information, and the users remembered where to find the information about hours of operations despite the slight change in questions. The three suggestions I got were to make the social media buttons white to contrast the black text, move the contact table to the left to match the rest of the information on that page, and to add some restaurants nearby for convenience. I made those changes to my website.

Changes

If I had more time, I would organize my contact page in a better way. I would like to put the contact table and the map side by side to create better spacing on the contacts place.