

Interview with Sandy Scott

Sandy will be in Purple | I am in Blue

Sandy lives in Brentwood, PA and she is nurse with 2 children. She was raised in Lancaster, PA and moved towards the city as a teenager. Sandy was raised in the country and she is very knowledgeable in agriculture and cooking. Sandy went to Duquesne School for Nursing and works with special needs children.

“Hello, this interview has been constructed to learn the processes of user when accessing our website. We want to be able to understand the ease of access, to the frustrating issues, all reaching toward a better user experience. This interview is to research and help us redesign the event-site”(Rudgwick Country & Steam Show).

BACKGROUND QUESTIONS:

1. You are a nurse, what is your normal day like?

- The day starts with waking up around 7am, showering, breakfast and then a devotional and time with Jesus. I get my tea ready and head to my first patient's house and punch in around 8:30am. Around 2pm, I will head to the second patient and work until 9pm. Then head home for the next day.

2. What do you do if you are not on the clock?

- If I'm not working, I sleep in and take my day slow. The afternoon is when I get my day rolling, handle errands and of course, I take the puppy with me everywhere. Come back, eat dinner and then enjoy sitting down with a cup of tea. Watching or reading something about the Bible.

3. Have you ever been to a County Show?

- Yes, it has been a while since I have went to one and would love to go! I always enjoy the festivity of getting in an element where everyone has the same passion and enjoys the simple farm lifestyle.

4. What made you go there?

- When I would go to the shows, it was a family night out. We would go to the Lancaster Super Fair. It was always a blast having the kids there, I honestly think we should head up there sometime soon and have some fun!

5. When was the last time you went to a show? Tell me about that

- When it was 2002 or so. It was with my whole family and I could tell ya, it was something! Every year, they have horses that compete. I am a big fan of horses, I owned a few in my life and wish I could have them here in the backyard! (haha). I guess that's why I got Stella (Stella is a great dane puppy).

7. How did you get there?

- We would drive and it was too far from home, just shy of 30 minutes or so.

9. Did you meet friends?

- We had a few family friends that would meet up with us if we coordinated, but the kids would find others to get along and play with.

10. How much did you spend on this kind of activity?

- Usually my ex-husband would cover the expenses, no more than 100 dollars I assume. That was including games, food and admission.

11. Did you buy anything? What did you buy?

- Me, no. Unless you win, you wouldn't leave with anything.

12. Did you pay by credit card or by cash?

- Cash

13. If you bought something, would it be a gift? What is the purpose?

- N/A

15. When did you go there?

- We would always go the last week of July. Then again before it ended in August.

17. How did you find the Country Show? Website?

- There was no mistaking the show, it was from word of mouth and everyone up there would go! It was always so fun and even for me, I do not ride rides but I play the games a lot.

18. What information you were trying to find from their website?

- N/A

INTERVIEW

- "So now we will have you go to the Rudgwick Country Show website and we will have you navigate through the pages as I ask you to gather some basic information for me. This is a way for us and our development team to double down on what is necessary to construct an awesome website. Remember not to worry, feel free to talk freely and walk through the site out loud if you feel comfortable too."

- Main page loads... "Is this a real website or are you messing with me? Oh my.."
- Scrolls down the page and back up..."They spelled the damn name wrong!? Is this for real?"
"Yes it is, its a show in England and we were hired to help them"
- "Okay, well what am I looking at?"
- "This is the home page and is made to help you get a sense of the show".

- *Reads the main section of the page and is still bewildered. Sandy then reads the side navigation...
 - "What is this stuff on the side? It makes no sense"
 - That is the Navigation, it'll take you to parts of the website.
 - "Okay then"
 - *scrolls down again and see's the next page button... clicks to the next page.
 - "Why is this a mess, is this a European thing"?
 - "No, we are hired to help this client make a better website."
 - I asked to locate a few things...
 - Can you find the admission fees?
 - "Let me look"
 - She goes up and down the second page, can't find it. Looks on the side for any navigation and decides to return to the first page.
 - She finds it on the first pass up the page...
 - "It is 10 pounds a person and for the kids it's 5. 5 years and under is free".
 - Are you able to find the time of the event?
 - *Sandy scrolls up and down once again and then locates the times.
 - "9:00am - 6:00pm"
 - Okay great, what about the days?
 - *She looks at me, then to the computer... Then goes to the top of the page and decided to use the navigation, clicks the show information link on the right.
 - "There is no organization on this website, it's awful; honestly. There is something about three days but not an actually date."
 - *She continues to the following page and locates the flyer. The days are labeled on this pamphlet.
 - "Here are the dates and it's August 26th, 27th, 28th"
 - "Wonderful, what about the address to the festival?"
 - *She glances to the right side navigation again and selects the "MAP/DIRECTIONS" tab and proceeds to the page...
 - *Confused at the page information...
 - "Well here I am but this is like British narrative on directions. What a I even looking at?"
 - I can say that the address is on this page but I've got no clue what I'm looking at.
 - "Okay, no sweat, the page is British, but try to find an address you know, like a street address?"
 - "Okay"
 - "There is only a postal code. It is "RH12 3DF"... not sure what that is, is that it?"
 - "Yes that is the postal code, this event is really in the country away from the cities and towns near it."
- "That will conduct our research and analysis of this interview. Thank you for your cooperation and time."

The time we spent on the website was to find a few simple answers;

- When? Where
- What time?
- How Much?
- This took roughly 45 mins and was sincerely frustrating for the user.

Post INTERVIEW Questions

1. What kinds of information are you going to find from the first page?

- The first page was a mess and seemed to be smashing so much conflicting information onto the page it was overwhelming. I would like to say it had the right name, but ultimately it didn't even have that.

2. What is the most annoying thing when you look at the website?

- Again the first page was really. out of whack. The navigation wasn't too bad but it was also very disorganized, leading me to pages I had no general idea about and wasn't pleased at all with the randomness. Like, really random information and content.

3. Did you find what you were looking for?

- Yes, I did find what I was looking for and through it was a battle; I found what i was looking for.

4. What suggestions do you want to give their website?

- The first page should be simple and inviting, not crazy and confusing. The navigation has got to lead people where they want to go with some type of direction. The numbers made absolutely no sense when reading through that and I was really overwhelmed by the stuff, Too much stuff. There needs to be more organization and labels and a sense of hierarchy for that to bring any type of people to that event. Although it was a long time, it was a fast website and I didn't mind that.