

### **User Testing Protocol:**

- How: in-person interview
- Length: 3 to 5 minutes
- What to do:
  - Get permission to record the process
  - Record audio
  - Ask pre-testing questions
  - Designate task for user to do:
    - Navigate through five user stories
  - Ask the user talk out loud (say what he/she is thinking) as he/she navigates
  - As little interference as possible during user testing
  - Take notes about tester's reactions
  - Pay special attention to where the user is uncertain or hesitant
  - Record how long the user takes to complete each task
  - Ask testing questions after each task completed
  - Ask post-testing questions after all tasks completed
- Goals:
  - Identify why users engage or disengage with the website
  - Understand how to increase the website's ease of use
  - Explore how to increase users' overall satisfaction with the website

### **Pre-Testing Questions:**

1. Which of the following indicates how much you know about tea?
  - I don't know anything about that
  - I know a little, but I could learn more
  - I am an expert
2. How often do you browse a store's website?
  - Weekly basis
  - Monthly basis
  - Yearly basis
  - Never

### **Testing Questions:**

1. What are your thoughts on the language used?
2. How easy or difficult was it to navigate?
  - a. If hard to navigate: Where would you expect to find the information?
3. What are your thoughts on the design and layout?

### **Post-Testing Questions:**

1. How would you describe your overall experience with the product?
2. What did you like the most about using this product?
3. What did you like the least?
4. What, if anything, surprised you about the experience?
5. What, if anything, caused you frustration?

**Notes:**

- Hard to categorize products since the layout for each category is too close together
- Contact form too wide
- Had a hard time finding the best time to visit
- Did not like the idea of making visitors to do data analysis after seeing the graph
- Product highlight images looked like viruses
- Updates are hard to find since they are at the very bottom

**Results:**

User went through three of five tasks smoothly and quickly with no problem. He liked the design and layout and provided lots of useful feedback. He had trouble finding the best time to visit information and updates information. I have fixed the problems below along with a design improvement.

**Changes Made:**

- Separating different categories of products into different tables
- Change the title of graph from “Popular Times” to “Select the best time to visit”
- Move up Updates section to after Product Highlight

**Interview Audio Link:**

[https://drive.google.com/file/d/1R4-kWPp\\_UckxeBroVRIG0g3gcAdMvu/view?usp=sharing](https://drive.google.com/file/d/1R4-kWPp_UckxeBroVRIG0g3gcAdMvu/view?usp=sharing)