

Script: Thank you for agreeing to participate in this study. Today you will be asked to navigate the Happy Day Dessert Factory's website. The point of the study is to find ways to improve the experience for new visitors. I will be giving you a simple task. However, the point of the study is to test the navigation and software, not to test you; so if you can't do some things for the task, please do not feel bad.

Could you please speak through your thought process as you navigate the website?

Task 1: Find all the flavors of ice cream that the store offers.

Task 2: Find the location of the store.

Task 3: Find how you can contact the store.

Task 4: Find the business's story and history.

Task 5: Find the store hours.

User 1:

- https://drive.google.com/file/d/1FI6lmeJHCAo7lx8ZquKDpRxxrlxFvkQ_/view?usp=sharing
- Very confident
- Found everything under 30 seconds
- Navigated through the website with no questions
- Advice: add mail icon at the top with my instagram and facebook links to make it even easier to access the email address

User 2:

- <https://drive.google.com/file/d/1VSHfiP2eEBznDonwPakNVKpIWfBxG9pY/view?usp=sharing>
- Very confident
- Found everything under 30 seconds
- Navigated through the website with no questions
- Advice: make my submit button on the contact us page more colorful, and add more pictures to the animated effect on the about us page

I feel that the design of my website is very efficient and extremely easy to navigate. Each step and task completed was only one to two clicks away. The users had absolutely no issues completing the assigned tasks. However, I did take their advice into account, and updated my submit button on the contact us page to a nice pink button that matched the rest of the website theme. I also added a series of ten pictures on the about us page that would follow the same animation format that I had earlier implemented in order to make it look even more astonishing. I also made sure to include email and phone icons at the top of each header on each page, so that the user could easily contact the company without even having to enter the contact us page. I also added more promotions than I initially had to make the user be drawn to buy ice cream from the store more often. If I had more time, I would have implemented even more flavors into the menu because I think more options would have been even more enticing for the customers.