

Paper Prototype Testing:

Nr 1:

Imagine it is the first time you are on our homepage.

Would you want to know more about our brand based on our homepage? Or do you think there should already be more information? Is this engaging enough as it is?

Nr.2:

Before you want to see our products you would like to know more about us of course.

Where would you go?

Nr.3:

Imagine now that you don't really trust our brand yet so you would like to see some experience reviews. Where would you go?

Nr.4:

Imagine you like us and our vision so you decide to see our products. What do you do now?

Nr.5:

You run into a problem or you have a question about a certain product. What will you do?

Nr.6:

You have chosen everything that you wanted. Now you want to order. What do you do?

Nr.7:

Imagine you really were happy with the products and you like our brand so you would like to stay informed by following us on instagram or facebook. What do you do?

Nr.8:

You think you will order more products since you really like our brand, so to make it easier you want to make an account. Where would you go?

Nr.9:

Based on the previous tasks. Where do you think were some problems for you? Where do you think we should make changes?

Do you think there should be something else added or is this website perfect in its structure?

Nr.10:

Would you say you easily know how to navigate on our website? Like you aren't lost?

Nr.11:

Would you say our website is engaging?

Nr.12:

Do you have any other remarks or improvements you would like to share?