

[setup finishes at 1:35, this is where transcript begins]

Mira: Thank you for testing out the Blue Monkey Tea Website prototype. We have six tasks for you to complete. Please remember that we are testing the prototype, and not you. Do not worry if you have any difficulty completing the tasks. Alright, User Story 1. As a customer who is planning on visiting Blue Monkey with some friends this evening, you want to view the menu online so that you can decide what to order ahead of time.

Riya: Can I click menu?"

Mira: Mhm.

Riya: "Ooo!"

Mira: Alright, that's all you had to do. User Story 2. And, talk out loud throughout your thought process as much as possible. As a customer, you want to view the hours of Blue Monkey to decide when is the best time for you to go.

Riya: Okay, so I'm going to click on Location / Hours.

Mira: Alright

Riya: Okay, I see a map, I see some hours, and the popular times! Wow! What a beautiful graphic.

Mira: Amazing. As a frequent customer, you want to join the mailing list so that you can receive updates on deals and events.

Riya: Okay...so...*peruses nav bar*, I want to join the mailing list...Oooh contact, maybe?
Clicks Contact And then it says contact/mailing list!

Mira: Alright, can you go through the process of joining the mailing list?

Riya: Yes! Yes, I can. I'm typing in my email right now. And now I'm typing in my zip code.

Mira: Do you think this way of joining a mailing list is intuitive for you? Do you think it's easy to fill out.

Riya: Yeah! I think...maybe on the home page there could be something that says, like, if you want to join our mailing list, click the contact thing. I think everything else in the heading is super intuitive, but like, mailing list...I don't know, it took a few more seconds for me to connect the dots.

Mira: Awesome, okay. That's super helpful.

Riya: Yeah but you know, but I think people will figure it out either way. Okay, should I hit submit?

Mira: Yeah, go for it.

Riya: Okay. Submit. I did it.

Mira: Cool, yay! As a potential customer, you want to find Blue Monkey's social media so that you can assess the Blue Monkey brand and decide whether it's worth checking out

Riya: Okay, well I see that on the side of the tab there are little thingies. I actually like this and I think you could put in the same tab the thing about the mailing list. If those social media things weren't on the side for any tab I would be like, hm, what are they under? But yeah, super intuitive.

Mira: That makes a lot of sense. Okay, as an intere-- okay, we can check out the Instagram.

Riya: Oh, I forgot you could see what I'm doing *laughs*. Whoops. Anyway, continue.

Mira: *laughs* As an interested customer, you want to learn more about the owner so that I can find out more about the history of the store.

Riya: I would click About because it seems that that would tell me about the history. And now I see the history and the owner, and it looks nice!

Mira: Okay, now we just have a few follow-up questions. The first question is what tasks did you find the most intuitive, if any?

Riya: Probably menu and location/hours.

Mira: Okay, and what did you find less intuitive?

Riya: Um, I guess I already said this before, but I think the mailing list was the thing that I wished was staring me more in the face. Especially if you're trying to promote your store, and you want people to be on the mailing list. Regardless of whether it's intuitive or not, you probably want it to be right on the front page, where people can see it,

Mira: Alright, that makes sense. As a user, do you think the information was laid out in a way that was easy for you to read? Was there anything distracting?

Riya: Yeah! It was a nice, clean UI, and I feel like probably the things that most people come on a website for are the menu and the hours, and I had an easy time finding it. I'm happy with it, it looks beautiful!

Mira: Finally, do you have any additional comments on how the experience could have been improved?

Riya: No, this was fine.

Mira: Do you have any additional questions?

Riya: Nope, I'm good.

Mira: Okay. Thank you for participating in this user study!

Riya: You are welcome!