

Protocol

Introduction: Thank you for testing out the Blue Monkey Tea website prototype. We have six tasks for you to complete. Please voice your thoughts out loud while completing the tasks. Also, remember that we are testing the prototype, and we are not testing you. Do not worry if you have any difficulty completing the tasks.

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.

User Story 2: As a customer, you want to view the hours of Blue Monkey to decide when is the best time for you to go.

User Story 3: As a frequent customer, you want to join the mailing list so that you can receive updates on deals and events

User Story 6: 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

User Story 7: 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.

Follow-up Questions:

1. What tasks, if any, did you find intuitive?
2. What tasks, if any, did you find challenging?
3. As a user, do you have any additional comments on how the experience using the website could have been improved?
4. Do you have any additional questions?

Closing Comment: Thank you for participating in this user study!

Notes

- User Story 1: Found menu very easily (used navbar instead of big menu button on home page)
- User Story 2: Found location/hours quickly, enjoyed graph of wait times
- User Story 3: Took a bit of hesitation to find which navbar link to press to find mailing list ("Contact, maybe?"), but this link was still her first instinct.
- User Story 6: Likes the social media tab, wishes mailing list was there
- User Story 7: Finds it very intuitive
- Follow-up questions
 - Menu/location/hours intuitive
 - Wishes mailing list was "staring me more in the face"
 - "Nice clean UI"
 - "The thing that most people come on a website for is menu and hours and I had an easy time finding those"

Improvements

One improvement I plan to make is to **remove the big menu button from home page**. Right now I have two links to the home page: a link in the navbar and a big menu button on the home page. However, since Riya ignored the big menu button and used the navbar when completing User Story 1, I will leave out the big menu button to reduce unnecessary cognitive load on the user. Additionally, I plan to **put the mailing list in sidebar** as per her suggestion, and **make it a separate link in the navbar** so that it is easier to find. Finally, because of her last statement that menu and hours are the most important parts of the website for users, I will **reorder the links in the navbar to reflect this priority** (right now menu is towards the end and location/hours is in the middle). From the research that I conducted with Riya, there weren't too many drastic improvements that were necessary. If I had more time, I would add some feature to advertise the mailing list right on the home page, as Riya mentioned. In addition, I would conduct more user research like this on more varied participants. For instance, I would test this on older users and see if they have any difficulty viewing any parts of the website, or if they find any of the tasks less intuitive. I would use the results of this research to refine my design as necessary.