

Hello, how are you today? Thank you for participating in this activity, and I greatly appreciate your time. How's your week so far?

Before we begin I want to ensure that we are not evaluating you in any way. Rather, this activity is to learn from you as an adult with interest in horticulture who might seek advice or information in regards to starting gardening at home. With the information gathered, I hope to better understand other potential hobbyists and/or consumers to create a better user experience with the goal of designing a product with you in mind. There are no right or wrong answers to any of the questions asked during this study - we're simply interested in understanding how you do things online. We will conduct this study mostly as a discussion - I will ask you to show me how you do things using this computer and occasionally inquire about your thought process to gain a better understanding of what you are doing.

Here's a quick breakdown of the session:

- A few questions about how you generally look for information and purchase products online, as you a general consumer and hobbyist, might approach online search
- Some tasks, during which it would be great if you could talk aloud and say what you are thinking - things you like or dislike, or just anything that comes to mind

I will record a video of you to capture your facial expressions and words while you conduct the tasks on my phone. The video and audio will only be used internally and will never be shared anywhere with anyone.

How does that sound? Do you have any questions? Please know that you can choose to end this activity at any time, and additionally, you can ask questions of me at any time during the activity.

### *Background*

- Could you tell us your name and occupation?
- How would you rate your knowledge of plant care? Do you own any plants? And if so, how long have you been taking care of plants?
- Have you ever considered gardening at home? If yes, how much have you researched the topic? If not, have you considered some of the benefits that come with growing your own vegetables at home?

### *Contextual Inquiry*

- [method of navigation] How do you normally find information about a new hobby that you want to start?
  - Online?
  - Printed material (books, magazines)?
- [information to search] What information would you search about if you were interested in starting a new hobby?
  - Materials needed?

- Potential costs?
- Non-tangible requirements (time, physical)?
- [general navigation preference] If you were to navigate a site looking for specific information how would you go about finding it?
- [frequency of searching] How often would you find yourself searching for information through your preferred method? How successful is this method to you? How long do you continue to use this method once you have become familiar with the site?
- [process of navigation] What are things you consider when deciding to return to a site for more information?

### *Participatory Observation*

We ask that you come up with a website/tool online that you refer to when looking for more information on how to start a particular task or project. When you're doing these tasks please think aloud.

- Looking at this selected option, where do you normally begin to look once the page has loaded?
- How often do you pay attention to the menu across the top of the page (if the site has one)?
- Do you prefer that the menu option selected would take you to a page encompassing the information you're looking for? If not, would prefer it drop down to more specific options? Why would you prefer this method?
- If the information you're looking for is not found on the landing page how often do you turn to the search query (if there is one)?
- How much time would you ideally like to spend on this task?
- Let's try the search query, how do you decide what keywords to use?
- Are you satisfied with the results of the query? How do you decide you have found what you are looking for?
- (If the user makes refinements to the query) Why did you make that change? What do you expect from making that change?
- How often do you find yourself backtracking to a page you had visited? Do find it helpful to have that information presented on the page as your current one?

### *Problems*

- Have you ever had problems when looking for specific information regarding the project? For instance, how often would the information presented come off as too vague or general?
- How do you figure out which of the alternates actually has the information you're looking for?
- Would you say that information that you read online is reliable and updated to your satisfaction?

#### *Other questions*

- Can you talk about a recent experience finding on how to start a task? Did it offer any kind of media (images, video, etc) to aid in the tasks presented? How often do you refer to this and are they usually useful?
- Are you more inclined to check out the text on the page or the media first?
- What type of audience do you think are inclined to use this site to look up information on how-to?

#### *Closing*

- What are the characteristics that your ideal how-to guide website might have?
- Do you have any questions for me?