

The aim of this evaluation is to understand whether or not the concept for this website builder application is sound and worth pursuing. You will be interacting with an early prototype that is meant to illustrate what using such an application will feel like.

This evaluation will consist of two stages:

1. In the first stage, you will be given a scenario description. You will then be asked to use the prototype application to build a website using the information in the scenario. You will be provided with pen and paper so that you can take notes on any thoughts you have as you go along. This stage should take no longer than an hour.
2. In the second stage you will be interviewed about your experiences in the evaluation task. You will be asked to sign a consent form beforehand giving permission for your interview to be recorded. This interview should take no longer than an hour.

In this scenario, you are the owners of Mount Edgcombe Guest House. You are currently using Eviivo property management software, but you have decided to switch to freetobook.

The website for your property was created using Eviivo's website manager. Your current website can be found [here](#). Please take 2-3 minutes to look through your current website and get a feel for which information can be found on which page.

Now that you are switching to freetobook, you will also need to switch your website. You have been told about Freetobook's new website builder service and have decided to use this to build your new website.

After fully reading these instructions, please switch to the other tab open in this browser where you will find the website builder application. Do not create a new account as an account has been created for you. This account contains the minimum mandatory information needed to access the main section of the application. You should have been provided the credentials needed to access this account prior to beginning this evaluation (please notify me if I have not provided these).

Once you have logged into your account you should engage with the task (developing your website) until you have a website you are happy with. You can edit any fields found in the *"Edit your website"* and *"Add pages"* tabs, though please do not edit any fields in the *"Manage your account"* tab for the purposes of this evaluation.

For your convenience all the images from your current website can be found saved in the Pictures folder on this laptop.

Please feel free to ask me for assistance at any time during the evaluation, especially if you feel stuck or unable to proceed.

When you feel that you have completed the task (or that you've gotten as far as you're able to get) please alert me and we can move on to the interview portion of the evaluation. If you have not alerted me after an hour I will check in with you and we can either move on or give you a little longer to work on the task.