

## Summary

I tested the HiFi layouts to ensure that the information was organized in an intuitive manner and that the flow of the site worked.

All participants were able to complete the four (4) tasks with a 100% completion rate:

1. Find the details about Fruition's Pale Ale.
2. Find the current food menu.
3. Locate information about David Purgason the head brewer.
4. Locate the companies email address.

Quantitative				
Task ID	Task #1 Difficulty	Task #2 Difficulty	Task #3 Difficulty	Task #4 Difficulty
Difficulty scale	(1-5)	(1-5)	(1-5)	(1-5)
Participant 1	1	1	3	2
Participant 2	2	2	1	1
Participant 3	1	1	1	1
Participant 4	2	1	1	1
Participant 5	5	5	5	5
Participant 6	1	4	1	1
Participant 7	1	1	1	1
Participant 8	5	1	2	2
Participant 9	1	1	1	1
Participant 10	3	2	1	1
Participant 11	1	1	1	1
Participant 12	3	3	3	3
Avg.	2.090909091	1.818181818	1.636363636	1.545454545

Distribution of Difficulty				
	Task #1	Task #2	Task #3	Task #4
Difficulty of 1 (Not Difficult)	50%	58.30%	66.70%	66.70%
Difficulty of 2	16.70%	16.70%	8.30%	16.70%
Difficulty of 3 (Avg. Difficulty)	16.70%	8.30%	16.70%	8.30%
Difficulty of 4	0%	8.30%	0%	0%
Difficulty of 5 (Difficult)	16.70%	8.30%	8.30%	8.30%

## Qualitative

- Make static image at the top of each page smaller so you can see pages are changing.
- I initially was looking at the site on firefox which seemed a little buggy and jumped around, but when I switched to chrome it was fine.
- The interface is very straightforward and not complicated at all
- Whenever I clicked on a particular menu option, I couldn't see what was happening because it didn't scroll to the right location. I understand this is something that might have been hard to achieve in a prototype but you might want to look into how to make it more obvious that the user has made the right click. Good, clean design otherwise.
- Didn't like that the page did not auto-scroll after clicking a headline on the navigation bar.
- Pretty clear menu. The only thing I found confusing was that I didn't realize until the second test that I needed to scroll down for the info
- Good – very straightforward
- Maybe have hours of operation and address static in the footer so it scrolls with the site instead of a 'Contact Us' page. then add a message us icon or button in the footer or in the about us section.

## Results (key takeaways)

- The average difficulty score was below 3 for every task which shows the tasks were easier to complete than they were difficult
- The average difficulty score got smaller as tasks were completed showing that once people figured out how the site navigated then the tasks became easier (this is mirrored in the comment "The only thing I found confusing was that I didn't realize until the second test that I needed to scroll down for the info").
- I need to decrease the size of the hero image so people are aware that there is information below that they need to scroll to.
- I need to show indicators that inform the user that they have changed pages. This isn't clear the way the site currently functions.
- Might want to switch to a single scrolling page because there isn't that much information that needs to be displayed.
- When coding this will need to make sure it works across all browsers.