Nupur Maheshwari
User Testing Template + Notes

Script:
Hi ____, thank you so much for your time and willingness to participate in this user testing. Essentially what is going to happen over the next 3-5 minutes is that you're going to navigate through this given website and try to answer a few questions I ask you about it.

Remember that if you can't find certain information or a task is especially difficult, it is not your fault, but rather the website's. Additionally, please make sure to keep talking out loud during the whole process, so that we all can get the most info out of this experience. Again, don't feel any pressure to perform, just relax and answer these questions.

1. Specific task (varies depending on person)
2. On a scale of 1-10 (1 being easiest) how simple was that task to complete?
3. Feel free to navigate through the website however you want at this point. Does the design and layout of it make sense to you? Is it simple to use?
4. What is something you would change about this site if you could? Or add to?
5. Click on the Prantl's Logo for me. Would you have known the fact that this click would send you to a new webpage? Is that something you would have tried on your own?

Thank you so much for participating!

Notes:
Eunju Pak
1. Find the price of Prantl's Wedding cakes
    ○ Clicked the correct "services" link right away
    ○ "Weddings" header was already open, with "prices" bolded
    ○ Found within a minute.
2. Range
    ○ 1
    ○ Common sense to look for price under services
    ○ Fairly intuitive
3. Design + Layout
    ○ The layout throughout pages is very similar (positive)
    ○ Shadyside + Downtown labels in "Sales + Data" were a little different than the rest - threw her off a bit.
4. Change anything?
    ○ Nothing she would change
    ○ "Website and gets the job done"
5. Logo?
    ○ She would not know to click on it
    ○ First instinct would be to click on "Home"

Riya Uppal
1. Find the hours for the Shadyside location on Monday
   ○ Clicked the correct "Store Info" link right away
   ○ Shadyside hours found right away
   ○ Liked Google Maps incorporated
2. Range
   ○ 2
3. Design + Layout
   ○ Looks very clean + knows exactly where to go when looking for something
   ○ Easy to understand
   ○ Theme + food is really appealing + embeds
4. Change anything?
   ○ "More About Us" - off to the side, rather than with the twitter, fb, insta links
   ○ Place those together or have an individual tag
5. Logo?
   ○ Would assume page is just a homepage
   ○ Wouldn't click on it otherwise

Tegjeev
1. Find the Holidays Prantl's caters towards
   ○ Initially clicked on "store" - misunderstood question
   ○ Goes to "Services"
   ○ Clicked on "Holidays" and found information
2. Range
   ○ 1
3. Design + Layout
   ○ Easy to navigate through
   ○ Likes the top bar + navbar
4. Change anything?
   ○ No comments on improvement
5. Logo?
   ○ Wouldn't have guessed

Tara Chacko
1. Find the amount of people in Shadyside location at 11am
   ○ Clicked on "Sales and Data" - because it is a statistic
   ○ Found number (7 individs) almost immediately with a bit of processing for graph
2. Range
   ○ 1
   ○ Slightly confused because she saw only one graph at first and wasn't sure if it was for Shadyside
3. Design + Layout
   ○ Likes banner of food at the top of each page

- ○ Very clear
- ○ The way it looks is her favorite part
4. Change anything?
    - ○ No major comments
5. Logo?
    - ○ Wouldn't have guessed

Rebecca Meckler
1. Figure out how to join Prantl's mailing list
    - ○ Initially expected mailing list option on the upper right side of the page (normal location on many other sites)
    - ○ Then clicked "Contact Us"
    - ○ Found mailing list fairly quickly
2. Range
    - ○ 2
    - ○ Second place she looked
    - ○ Upper right hand corner says "More About Us" which might've been a place to look for mailing lists
3. Design + Layout
    - ○ Really likes top banner picture and the color implemented
    - ○ On "Store Info" likes embedded map
    - ○ "Store Info" page is simple and easy to comprehend, but normally, info and map would be side by side, not horizontally oriented
    - ○ "Sales +Data" something a bit weird in seeing data as a line graph, but makes sense
        - ■ Seems almost like a powerpoint slide (With the picture of the store nearby) than a website page
    - ○ "Services" likes the Huff quote
4. Change anything?
    - ○ Perhaps make logo bigger (a little difficult to read that it says "Prantl's")
    - ○ Perhaps add mailing and phone info to the footer
    - ○ "Sales + Data" Downtown location photo isn't a great photo and turns her off from coming
        - ■ Logo covered + car in picture + store looks closed
    - ○ "Services" - Wedding tab should maybe have a wedding cake on it to showcase
        - ■ Make page fuller, Holidays + Celebrations have pics too
    - ○ "Services" - weird place to feature Almond Torte (put list of baked goods, and place it there)
5. Logo?
    - ○ Wouldn't have guessed it would be there
    - ○ Slideshow too fast
    - ○ Assumed logo and homepage would be the same thing

Overall, the feedback received was mostly positive. Those tested were able to complete tasks very quickly and the highest difficulty level reported was a 2 out of 10. Users really enjoyed the design of the website + its continuity, the images included (especially top pastry banner), and found it extremely easy to use. I changed the titles for the Highcharts to be more clear in explaining which was the Shadyside one and the Downtown data. I also included a clearer Wedding Cake photo in the initial slideshow to give users a taste of what it would look like. Additionally, I slowed the slideshow down a bit. Something I would change if I had more time, is not including a completely new page if the Logo (top right) is clicked on, and instead going to the Homepage. Instead the Welcome page could be included in the navigation bad. Additionally, I would revamp the design for the "Sales and Data" page to make it more appealing to look at, and less bare or powerpoint-y.