

User Testing Protocol

In order to successfully test this website, I plan on conducting a user test and interview. Because of the current virtual nature of this class, I plan on using the Zoom video chat application to conduct my user test. I will share my screen with the interviewee and grant them remote access to my computer, allowing them to navigate through the website remotely while I watch on my screen. I plan on asking them to navigate through the following 5 user stories:

1. Find the address of the physical store
2. Find two different tea products the store sells
3. Find the open hours of the store
4. Subscribe to the mailing list
5. Access one of the store's social media sites

While the interviewee is navigating through these user stories, I will also be asking them to narrate their thoughts and say what they are thinking about the website out loud. In addition, I will also be taking notes on the user's behavior, noting any times they are hesitant or uncertain. After the 5 user stories are completed, I will end the interview with the following questions:

1. At any point, were you confused about the information structure / have trouble finding any of the requested information?
2. Would you change anything about the website's design, such as a layout, color, or font?
3. Were all clickable links and navigation clear?

After reviewing the information gathered from this user test, I hope to find three changes to my design to improve its usability.

Interview Audio:

<https://drive.google.com/open?id=1cDq8Mllr-Vrk3tE2b4fdqn4AlVh9Dhwu>

User Testing Notes

The interviewee stated that she liked the design, including colors and font choices. She said that everything was pretty clear and did not have trouble finding any specific links or information. However, the modal with popular times was not working, so I plan on fixing it.

Analysis and Changes

Although the interviewee did not necessarily say any specific changes she would have liked to see (besides the broken modal), I came up with three different changes I plan on making as I watched her interact with the site:

- Edit external contact links to be underlined when hovered
- Change color on navigation bar's current page and on hover
- Fix the popular times modal

I chose to add the extra underline to links when hovered because I wanted to make sure that it was completely clear to users that they are links they can click on. I also chose to change the color of the current home page in the navigation bar so that users are always aware of which page they were on. In addition, I also chose to change the color when the navigation bar links are hovered for a more seamless user interaction. Finally, the last change (and most likely most crucial) was to fix the Popular Times modal, since the graph was not appearing inside. With these changes, I believe that my website can be improved and that it can provide users with a seamless experience to find any information they may need. If I had more time, I would want to add a parallax scrolling effect to the landing page to improve the user experience and make the website as a whole much more interesting for users to interact with.