User Testing Protocol, Questions, and Notes:

Introduction   30 seconds

During this session, we will be exploring the functionality and usability of Say it With Sweets's website, a bakery located in Altoona, PA. You will be given 5 think aloud tasks where you will voice aloud your thinking process as you complete the task. When you finish a task, please indicate when you are done. Your feedback is invaluable in helping us ensure that the website meets the needs and expectations of our customers. The audio of this session will be recorded but will not be used outside of this class without your permission. This is only an evaluation of the website and not you and remember that there are no correct or wrong answers.

Interview Questions/Tasks:

Person 1:

User Story 1:

As a customer, I want to find links to their social media pages so that I can follow them for updates and interact with their content.

1. Notes:
    a. Social media links are usually at the bottom
    b. First instinct is to scroll to the bottom
    c. Did not really have to "find" anything

User Story 2:

As a customer, I want to join the mailing list so that I can stay informed of upcoming promotions.

1. Notes:
    a. Was confused between the sign up button and the join our mailing list section in the footer
    b. Did not navigate to the subscribe page nor mention it which is where the form was supposed to be
    c. Assumed that when users sign up, they automatically get the ads and promotions sent to their emails

User Story 3:

As a customer, I want to find Say it With Sweets' locations so that I can go and pick up my order.

1. Notes:
    a. Found location at the bottom of front page
        i. Scrolled down and pointed to footer
        ii. Stayed on the same page (about page) and didn't navigate to any of the other pages for this one

User Story 4:

As a customer, I want to find Say it with Sweets' phone number so that I can call them to make my order.

1. Notes:
    a. Emphasis in the way she said smack at the top of the page
        i. Explained that it was in an obvious place
    b. Also did not navigate to another page and just scrolled up
    c. Kinda hovered over the number and email at the top

User Story 5:

As a potential customer, I want to be able to view images and/ or videos of their baked goods so that I can get a sense of the quality and variety of their products. In particular you want to find the cakes that they offer.

1. Notes:
    a. Went to menu tab
    b. Scroll down and pointed at the tabs of the products and clicked through every one
    c. Did mention she liked the horizontal bar on the menu page (design wise)

Person 2:

User Story 1:

As a customer, I want to find links to their social media pages so that I can follow them for updates and interact with their content.

1. Notes:
    a. Went to about page and scrolled down
        i. Did not scroll to the bottom when on the home page and went directly to about page

User Story 2:

As a customer, I want to join the mailing list so that I can stay informed of upcoming promotions.

1. Notes:
    a. Did not navigate to another page and did not scroll
        i. Was looking at the footer already so just saw the join the mailing list section next to the social media section
    b. Did not notice or pay much attention to the other pages (no other interaction)

User Story 3:

As a customer, I want to find Say it With Sweets' locations so that I can go and pick up my order.

1. Notes:
    a. Did not navigate to another page and did not scroll
        i. Was looking at the footer already so just saw the location section by the social media section
    b. Did not notice or pay much attention to the other pages (no other interaction)

User Story 4:

As a customer, I want to find Say it With Sweets' phone number so that I can call them to make my order.

1. Notes:
    a. Scrolled through the about page (from bottom to top)
        i. Didn't see the banner at the top of the page that contained the email and the phone number
    b. Navigated to home page next
        i. Scrolled to the bottom and back up
        ii. Noticed the banner that contained the number and email

User Story 5:

As a potential customer, I want to be able to view images and/ or videos of their baked goods so that I can get a sense of the quality and variety of their products. In particular you want to find the cakes that they offer.

1. Notes:
    a. Went to menu tab and scrolled down
    b. Clicked through each product tab on the menu page

Final thoughts/ questions 1-2 minutes
Person 1:
1. Was there something that you wanted to find but didn't?
    a. A lot of the necessary stuff was on the home page
        i. She started on the about page but assumed it was the home page
        ii. A lot of information was accessible from the about page
    b. Website structure was pretty standard
2. What recommendations for the website do you have, if any?
    a. Text on the tabs in the menu page should be bigger
        i. Mentioned it was small compared to the text around it
    b. Logo should take me back to the home page
        i. Standard design for a lot of websites
    c. Pretty straightforward design
3. Is there anything else you'd like to tell me?

a. No, not really
b. Color scheme was nice

Person 2:
In the interview, I did notice that this person clicked on the logo to go back to the home page at one point (I already made the change from the previous user).
1. Was there something that you wanted to find but didn't?
    a. Not really
    b. Mentioned that all information was in the about page
        i. Did not notice that the footer and the top banner was on every single page and not just the about
    c. Was straightforward in displaying the important information (i.e. contact, location, etc)
        i. Easy to find information that you need
2. What recommendations for the website do you have, if any?
    a. On the home page, the list of products in the first sentence was not very obvious
        i. Recommended bullet points
        ii. Lists separated by commas was harder to pinpoint exactly what the words were saying (has to read more carefully compared to bulleted list)
            1. Easier to catch the eye of the user when using bullet points
    b. Include some images in the about page, maybe next to the bulleted list
        i. Hinted at the white space a bulleted list might create and suggested filling it with some images
3. Is there anything else you'd like to tell me?
    a. No, not really
    b. Overall really liked the design and the color scheme

Okay, thank you for your participation!

Audio files:
Google Drive Here

Design Changes:
I found that for the most part, the design and format were fairly straightforward and simple to follow in terms of providing access to essential information and maintaining a visually appealing design. Both users found most necessary information easily, primarily from the about page, and appreciated the color scheme and overall straightforward design. However, I found that both users were misled by the footer (join our mailing list) and did not go to the subscribe page. There were some minor inconsistencies in font sizes, features that I should add, and some design

choices that I needed to reconsider/ add. Based on the feedback and my notes, I made the following changes in my design:

1. On the home page, I added a short list of the products that Say it With Sweets offered. I originally just listed out the products by separating them with commas which Person 2 mentioned were not obvious at first glance. I formatted the list into bulleted point format to better catch the attention of visitors/ users. The change would allow them to better find what Say it With Sweets offered at first glance.

2. On the menu page, I made the text size of the tabs (the tabs that displayed the different products that Say it With Sweets offered) bigger. I originally had it at default but after user tests, I made it 24px to better match the other text sizes on that page.

3. In the header, I made the logo a nav link that takes the user back to the home page. Person 1 mentioned that it was standard practice in other websites and allowed for more intuitive navigation.

Potential Changes:

If I had more time, I would have changed the Join Our Mailing List section in the footer to contain different information. In both user testings, it was pretty misleading and caused them to overlook the subscribe page which is where users actually go to subscribe/ join the mailing list. I also thought that the section was redundant. I would also add some sample images in the home page to better capture the attention of customers (like a preview of sorts).