

User testing information (extra credit)

Written protocol (interview):

"You are a man preparing for your wedding, and want to see if there are chocolate cakes available to buy."

"You are a potential customer, checking what the news has to say about this bakery."

"You are a customer returning from work, wanting to see if you can buy cake after work at 9PM on Wednesday."

"You want to ask a question to the bakery."

"You want to follow the bakery on Instagram."

Interview 1: <https://youtu.be/BZEOLLAQfYM>

Pauses seemed to come mostly from the news section. Also seemed to be confusion about what the cake page was trying to communicate. Instructions also somewhat unclear.

Interview 2: <https://youtu.be/V3g1MOkCMYI>

Trying to find the news was again the most difficult part. Again some confusion with the difference between buying cake and seeing what is available, as well as with ordering online versus buying at the store.

Interview 3: https://youtu.be/UIXasSiGE_A

Picture drew too much attention, detracted from looking for different flavors, misunderstanding what was being represented on the cake page. Again, finding news was the most confusing task. Along with previous interviews, the clearest tasks were asking questions, finding opening times, and finding social media.

Interview 4: <https://youtu.be/xGYQR8Y7ygE>

Confusion as to what the home page was supposed to contain, expectation for it to contain more than it actually did. Finding the news again was the most confusing part. Similar strengths.

Interview 5: <https://youtu.be/JZSkkRH3u-E>

Overall easier time finding things, news was again the most confusing part. Again, tending to look towards the footer and the home page for news.

Improvements:

No actual improvements could be implemented due to lack of time, but if there was more time, then one big improvement would be to reorganize information, adding a page called "About Us" so that

information about the bakery, news about the bakery, and other miscellaneous information can be accessed easier. On the home page, there could be more clarification about how the bakery actually operates, namely, mostly through walking in to the actual store and buying cakes, versus ordering online. There seemed to be an implicit thought that ordering online was a given. In general, more organization and more clarification with headings/subheadings.