Links to Interview Audio recordings:

<https://drive.google.com/file/d/181yOAWhwMqooqpXub5lM7UCRmMemg1bv/view?usp=sharing>

<https://drive.google.com/file/d/1v39coJk8QkllBoXDyM2Qa5RBt1I_uw8h/view?usp=sharing>

# Interview Outline

1. Introduction

"Thank you for participating in this usability test. Your feedback will help improve the website."

"I’ll ask you to complete tasks on the Duquesne Incline website while sharing your thoughts aloud."

2. Background Questions

* "Have you visited the Duquesne Incline or its website before?"
* "What do you typically look for on a historical attraction’s website?"

3. Task-Based Testing

Instructions:

- "I’ll describe a scenario. Perform the task on the website while explaining your process."

Selected User Stories to Test:

1. Visitor:

- Task: "Find information about the history and significance of the Duquesne Incline."

- Follow-up: "Was the information easy to find?"

2. Tourist:

- Task: "Locate details about riding the incline"

- Follow-up: "How clear were the instructions for visitors?"

3. Parent:

- Task: "Find educational resources for children"

- Follow-up: "Would this content appeal to kids?"

4. Photographer:

- Task: "Identify if there are good spots to take photos"

- Follow-up: "Were photography tips or viewpoints highlighted?"

5. Senior Citizen:

- Task: "Check for accessibility features for senior citizens”

- Follow-up: "Did the site address comfort concerns adequately?"

4. Post-Test Feedback (2-3 minutes)

- "Overall, how easy was it to complete these tasks?"

- "What features would make the website more useful?"

5. Closing

- "Thank you for your feedback! Have a nice day!"

# Interview Notes

* Confusion finding the visitation information because the hours information is on the homepage while the fares information is on the Visit page
* Difficulty quickly reading the text to get information out of it
* Difficulty finding the information about Senior Citizens
* Ease of finding the images and remembering what page the image carousel is on
* Quick switching between pages
* Overall quick timing to find information asked for in the tasks
* Not much interest in the About Us page
* Not realizing can scroll down on homepage

# Post-Interview Reflection

These two interviews gave me a lot of helpful feedback on how I should improve my website. I found the task of doing the interviews especially helpful because while some of the improvements they suggested were things I wanted to improve anyways, there were some key details that I didn’t realize were confusing since I’ve spent so much time looking at this information. The first main change I decided to make after the interviews was to change the font of the website because the users seemed to struggle to quickly grasp the textual information provided. While originally I had used the Roboto font I decided to change it to a thicker font to make it more readable. The second major change I made was on the visit page as the feedback I got was that the text could be organized better so I decided to split up the Fare and Group Rates to be two sections that are presented side by side rather than one after the other with a lot of leftover space on the right. I think this made the website look nice aesthetically as well. And the third major change I made was adding a label for the images on the About Us page because all of them had links they took the user to if clicked but from the interviews I realized that it was not clear that was the case thus, no one was trying to click on them. Additionally, if I had more time I think I would try to improve the aesthetics of the website by adding more style with CSS and I think I would add more interactive elements as the image carousel on the homepage seemed like it drew the most engagement to the website during the interviews.