Team Roz

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**Overview**: Our company is in the process of writing software for Hallmark Cards and we would appreciate your help testing it. The software we are working on, hopefully, will make creating, ordering and purchasing event invitations simple and painless. I would now like to take you through the ordering process and ask you a few questions. If you have any issues finding something or have any difficulty at all, please remember it’s an issue with the UI that we designed and not you.

1. Start off by Logging in to the website. To do this, please click the Login button in the top right corner of your screen.
2. Next, you will notice you’re now on the login page. From this page you can either sign in to an existing account or create a new account. For this exercise we went ahead created you an account. Go ahead and click the Login button to auto fill the username and password fields. Then, click Login once more to advance to the next page.
3. Now, you should once again be on the first page. Notice you can now track existing orders at the top of the page. Notice that you now have the options to select one of the templates below, for this exercise let's choose the first one. Please click the top left template (the brown one).
4. Once you are on the design page you will now be able to enter text into the fields on the left hand side and choose from the tabs at the top to adjust the size, font type, enter images and save. Please, take this time to look at all of the functionality of this page and click continue to autofill everything.
5. Click continue again. You should now be on the payment and shipping page. On this page you will be able to choose a payment type (Credit card, Debit Card, Paypal etc.) and enter your shipping/billing addresses. Go ahead and click Submit to autofill.
6. Hit Submit again to continue to the Order completion page.

**Questions**

1. What did you like about the site?
2. What did you dislike about the site?
3. How did you feel about the design of the site?
4. Was the editing easy?
5. Would you make any changes in the editing process of the software?
6. Was the billing and shipping page easy?
7. Is there anything you would like to change about the site?
8. Did the site suit your needs?
9. Would having this functionality be easier than going to a design shop and ordering them that way?
10. What else could be added to the homepage?

**Interview 1**

Interviewer: Nick

Observer: Ethan

Interviewee: Michael

Event Note Marker Type Score Task Time Observer

Task Started Question 8 Task 1 0:00:04 Wright, Ethan

Task Stopped Question 8 Task 1 0:00:39 Wright, Ethan

Task Started Question 5 Task 2 0:00:40 Wright, Ethan

Task Stopped Question 5 Task 2 0:00:57 Wright, Ethan

Marker Make sure to hide passwords O-Observation 0:01:01 Wright, Ethan

Task Started Question 6 Task 3 0:01:18 Wright, Ethan

Marker Fix the filled text. What does insert do? BE more percise. O-Observation Task 3 0:01:24 Wright, Ethan

Task Stopped Question 6 Task 3 0:02:49 Wright, Ethan

Task Started Question 7 Task 4 0:02:50 Wright, Ethan

Marker Quick and easy O-Observation Task 4 0:02:57 Wright, Ethan

Task Stopped Question 7 Task 4 0:03:17 Wright, Ethan

Task Started Question 5 Task 2 0:03:18 Wright, Ethan

Marker Liked the UI. Was confused on the "Insert" button, try insert image. O-Observation Task 2 0:03:26 Wright, Ethan

Marker Side text boxes would be better to manually put the text on the card O-Observation Task 2 0:03:44 Wright, Ethan

Task Stopped Question 5 Task 2 0:04:14 Wright, Ethan

Task Started Question 7 Task 4 0:04:15 Wright, Ethan

Marker Clean UI. Wouldnt change much O-Observation Task 4 0:04:21 Wright, Ethan

Task Stopped Question 7 Task 4 0:04:34 Wright, Ethan

Task Started Question 7 Task 4 0:04:34 Wright, Ethan

Marker EAsy process. easy to use O-Observation Task 4 0:04:37 Wright, Ethan

Task Stopped Question 7 Task 4 0:04:46 Wright, Ethan

Task Started Question 7 Task 4 0:04:47 Wright, Ethan

Marker I would remove the text boxes. O-Observation Task 4 0:04:50 Wright, Ethan

Task Stopped Question 7 Task 4 0:05:11 Wright, Ethan

Task Started Question 5 Task 2 0:05:12 Wright, Ethan

Marker Billing and shipping was nice and simple. He thinked customers would like how easy it is. O-Observation Task 2 0:05:15 Wright, Ethan

Task Stopped Question 5 Task 2 0:05:33 Wright, Ethan

Task Started Question 6 Task 3 0:05:34 Wright, Ethan

Marker If he was going to use a card/invitation editior he would choose it over a card editor. O-Observation Task 3 0:05:40 Wright, Ethan

Task Stopped Question 6 Task 3 0:05:56 Wright, Ethan

Task Started Question 7 Task 4 0:05:57 Wright, Ethan

Marker Way easier than talking to someone. Able to do it at home. Similar to squarespace. O-Observation Task 4 0:06:00 Wright, Ethan

Task Stopped Question 7 Task 4 0:06:17 Wright, Ethan

Task Started Question 8 Task 1 0:06:18 Wright, Ethan

Marker Edits to the homepage: Wouldn't change much. Copnfused about search. Maybe move the "Search" feature to templates since it pertains about templets. O-Observation Task 1 0:06:24 Wright, Ethan

Task Stopped Question 8 Task 1 0:07:07 Wright, Ethan

Marker End O-Observation 0:07:10 Wright, Ethan

**Interview 2**

Interviewer: Ethan

Observer: Nick

Interviewee: Ross

Event Note Marker Type Score Task Time Observer

Task Started task 1 Task 1 0:00:15 Kirk, Nicholas

Task Stopped task 1 Task 1 0:00:55 Kirk, Nicholas

Task Started task 2 Task 2 0:00:56 Kirk, Nicholas

Task Stopped task 2 Task 2 0:01:11 Kirk, Nicholas

Task Started task 3 Task 3 0:01:12 Kirk, Nicholas

Task Stopped task 3 Task 3 0:01:42 Kirk, Nicholas

Task Started task 4 Task 4 0:01:43 Kirk, Nicholas

Marker seems confused about the text insert process Q-Quote/comment Task 4 0:03:07 Kirk, Nicholas

Task Stopped task 4 Task 4 0:03:22 Kirk, Nicholas

Task Started task 5 Task 5 0:03:23 Kirk, Nicholas

Task Stopped task 5 Task 5 0:03:39 Kirk, Nicholas

Task Started question 1 Undefined Task 1 0:03:57 Kirk, Nicholas

Marker user likes the main screen/welcome page Q-Quote/comment Undefined Task 1 0:04:11 Kirk, Nicholas

Marker user would like clip art Q-Quote/comment Undefined Task 1 0:04:32 Kirk, Nicholas

Task Stopped question 1 Undefined Task 1 0:04:47 Kirk, Nicholas

Task Started question 2 Undefined Task 2 0:04:47 Kirk, Nicholas

Marker user thinks the interface is easy Q-Quote/comment Undefined Task 2 0:04:58 Kirk, Nicholas

Task Stopped question 2 Undefined Task 2 0:05:24 Kirk, Nicholas

Task Started question 3 Undefined Task 3 0:05:24 Kirk, Nicholas

Marker user thinks the transitions are fine without animations (undefined) Undefined Task 3 0:05:52 Kirk, Nicholas

Marker user would like drag-and-drop (undefined) Undefined Task 3 0:06:13 Kirk, Nicholas

Task Stopped question 3 Undefined Task 3 0:06:26 Kirk, Nicholas

Task Started question 4 Undefined Task 4 0:06:26 Kirk, Nicholas

Marker user would like to edit the text directoy, not in separate text box (undefined) Undefined Task 4 0:06:40 Kirk, Nicholas

Task Stopped question 4 Undefined Task 4 0:06:53 Kirk, Nicholas

Task Started question 5 Undefined Task 5 0:06:53 Kirk, Nicholas

Marker user would like a "click to save" option on confirmation Q-Quote/comment Undefined Task 5 0:07:01 Kirk, Nicholas

Marker (undefined) Undefined Task 5 0:07:26 Kirk, Nicholas

Marker email reciept would work too Q-Quote/comment Undefined Task 5 0:07:33 Kirk, Nicholas

Task Stopped question 5 Undefined Task 5 0:07:54 Kirk, Nicholas

Task Started question 6 Undefined Task 6 0:07:56 Kirk, Nicholas

Marker user again thinks the interface is easy Q-Quote/comment Undefined Task 6 0:08:03 Kirk, Nicholas

Task Stopped question 6 Undefined Task 6 0:08:14 Kirk, Nicholas

Task Started question 7 Undefined Task 7 0:08:14 Kirk, Nicholas

Marker user would like more templates in a scrollable box Q-Quote/comment Undefined Task 7 0:08:37 Kirk, Nicholas

Task Stopped question 7 Undefined Task 7 0:09:01 Kirk, Nicholas

**Interview 3**

Interviewer: Ryan

Observer: Bryant

Interviewee: Lindsey

\*Decided against tasks, they were too fast to keep up with and the low fidelity was almost finished. Found it easier to do comments as the tasks went. This interview was canceled on us the first time so we were forced to do it last minute\*

Event Note Marker Type Score Task Time Observer

Marker logged in fine Q-Quote/comment 0:00:34 Peppler, Bryant

Marker looks content and finds selecting things easy so far Q-Quote/comment 0:02:08 Peppler, Bryant

Marker was able to look at everything and see how stuff fills out Q-Quote/comment 0:02:45 Peppler, Bryant

Marker Likes the font and ease of card filling out (undefined) 0:03:28 Peppler, Bryant

Marker Likes the templates Q-Quote/comment 0:03:54 Peppler, Bryant

Marker would rather use the user email instead of needing a username too Q-Quote/comment 0:04:20 Peppler, Bryant

Marker found the editing to be easy and would like to be able to enter text on the card as well as on the provided boxes to the side Q-Quote/comment 0:04:41 Peppler, Bryant

Marker thought the shipping and confirmation page were easy to understand. Q-Quote/comment 0:05:26 Peppler, Bryant

Marker Would find the site more beneficial/easier than travelling to a store to buy a card. Q-Quote/comment 0:06:04 Peppler, Bryant

Marker Would like base pricing displayed with the templates so the user has an idea of how much it would ocst for each initially. Q-Quote/comment 0:06:32 Peppler, Bryant