Protocol

I will first pull out the home page of the website and then I will give the user a list of tasks that they have to do such as finding the hours of the store and such. I will ask them question as to why they are clicking the certain tabs and links and their logic in doing so. After completing each task, I will ask them to return to the home page so they can complete the next task as if they were starting from the start.

The tasks I will ask the user to do is:

1. Ask them to find the price of coffee
2. Find the address of the shop
3. Hours of the shop
4. Where can they join the mailing list
5. What is the busiest hour on Sunday at the shop

After all of this I would ask them how would they improve the site to gain feedback and what could be done better.

Some Questions I may ask: why did you select that tab, what made you think that you would find that piece of data there, why are you having difficulty finding that item/piece of data?

Notes from user testing:

* The user seemed to be a bit unsure where the mailing list scrolled down to find it initially and did not see anything specifying mailing list, but found it on their first click
  + May have thought it would be on the bottom like other sites do
* The tester seemed to be uncertain in where the price was, but after skimming around a bit on the products page found it quickly
* from the note at the top of the page first thought the only location was closed but after scrolling down found the location

Overview: During the user testing there seemed to be times where the user was unsure about aspects of the website as to where the price was or the mailing list. Even though after one click they found the mailing list and two clicks to find the price. When looking for the address at the top of the page it specified that one of the locations was closed, but after scrolling down found the location. Finding the hours and the busy times were memorable to the user.

Things changes after user testing:

* Clarified there's an open location in heading of store-information page
* Clarifies on the bottom of the page that the link for contact us is also the link for mailing list
* Made the prices bold on the products page
* Combined the two graphs into one on the store-information page
  + less clicks and all the information is on one graph, so no need to switch between tabs