Peggy Shen

<div align="center">User Testing Protocol</div>

1. Links to Recordings and Audio Transcripts:

https://drive.google.com/drive/folders/1rrulCboI75Iab2oqxQtoyMu5sHYMzaX_?usp=sharing

2. Process:

To gauge the effectiveness of the website design, two perceived users will be given a brief introduction to the website and be asked to navigate the website pages through the representation of five different user stories. They will be using my HP laptop and browsing through Google Chrome. I will first give them a cursory glance of the current Duquesne Incline website, then let them navigate the redesigned website as a visiting tourist, a transportation driver, a youth group organizer, a Pittsburgh resident, and as a local historian. As these roles, they will complete the designated user story tasks written in the User Stories document, in order to see whether the design of the website is effective in meeting these user objectives. I will ask the perceived user to speak out loud their thoughts as they are navigating the website pages and record their process while I take notes. I will also mark times where the user is uncertain. The interview will last between 3-5 minutes as required.

3. Introduction and Exit Question:

I was assigned to remake the official website of Duquesne Incline, which is a tourist incline in the city. I'll first introduce to you five user stories and then give you a quick glance at the current website interface. After that, I'll let you navigate the redesigned website.

- What do you think the website can improve on, and any recommendations of what is missing?

4. Notes During Interviews:

User Test 1:

- User was uncertain about where to find tours, went to the About page before the Visit page where incline tour information is actually located.
- User took a while trying to find a textual version of the address on the Visit page when it was located on the Contact page.
- Suggested edit was to add address information to the Visit page too, so that visitors don't have to click on two different pages.

User Test 2:

- User scrolled down homepage to use image links rather than the navigation links at top, so seems like those were useful
- Unlike the first user, this user correctly found the location and tour information on the right pages.
- Suggestions included adding more photos underlining links to make it clearer its a link

5. Analysis: Results and Changes

My two user testers had various navigation results from looking at my redesigned website pages. My first user tester hesitated when looking for tour information and at first thought it would be on the About page. Due to this uncertainty, my first change was to add a section to the About page that directed users to the Visit page if they wanted to find information about tours and visits. The same user tester couldn't efficiently find the address because they searched for it on the Visit page to no avail. Because of this, my second change in my design was to add another table on the Visit page containing the address and contact information, so it wouldn't only be located on the Contact page. In my second user test, my user did not have trouble navigating and finding the information they were requested to find, and found everything efficiently. However, they did say they preferred if the website was more visually attractive by adding photos. They also didn't realize that the address and emails were links that could be clicked on. This led to my third change, which was to underline the table links as a more obvious indicator that those were links. These changes were made to reflect the user results, but if I had more time I would address the other recommendations my user testers came to as well, such as adding photo banners for the page titles to preface each page and make the website more visually engaging.