Task #1

- Confused the term "professionals" with "services"
- Enjoyed the clarity of options from the drop down menu
- No problems finding common conditions from chiropractic services page
- Scrolled down on homepage to click on chiropractic box
- Enjoyed having the visuals and title - "I'm more of a visual individual"
- No problems with finding common conditions on chiropractic services page
- felt that there was quite a bit of white space between sections, felt that she needed to actively keep her eye engaged
- clicked on the chiropractic box on the homepage
- felt that the text was not overwhelming
- no problem finding the common conditions after clicking learn more on chiropractic services page

Task #2

- "A drop down would give more ease rather than needing to scroll"
- Went to "about" section
- Disliked having to scroll to find insurance information
- Preferred a comprehensive list of insurance providers
- Based off of logos, assumed they would take insurance
- Went to "contact" to find the information at first
- Didn't think other options in the global nav were applicable
- Saw "insurance partners" link in footer
- Based off of logos, assumed they would take insurance
- would go to "about" section
- scrolled down to private insurance partners
- would prefer a drop down for "about" to better see categories
- assumed logos meant they would accept private insurance
- "flow feels intuitive"

Task #3

- Want to see something appointment related in the global navigation
- Expected to see some sort of booking in services or professionals section
- Last place to look is the footer for 'contact to book' CTA - "the contact information is already there"
- Would've tried to call to talk to the clinic
- Scrolled down to footer and services to look for booking guidance
- Thought hero image's CTA on homepage would've been to book (familiar design pattern)
- Wasn't expecting to be brought back to the contacts page
- "Contact to book" CTA made her expect online booking system
- would press contact to get the number to call
- felt the header in contact was irrelevant
- "if i'm pressing 'contact', i already know that i'm contacting them to book an appointment"
- didn't think she could also use the online form to book an appointment
- if booking for a particular service, she would go to that service to book
- felt that the header didn't tie together the concept of calling/emailing to book

Layout

- Liked being able to see the drop down menu
- Liked the "see all" options
- Felt that the hero image showed that the clinic provides resources and is willing to help
- Expected to see "contact to book" CTA in global navigation
- Wasn't sure about what the philosophies section was about
- Personally doesn't care about newsletters, but potential promotion is enticing
- Didn't expect to see the "contact to book" CTA in the footer
- Felt the global navigation order was off - used to seeing contact/about last
- Felt the layout was simple and straight forward
- Liked that there were buttons (CTA) that she could interact with
- Thought the philosophy boxes "learn more" CTA would lead her to another page to learn more about each
- Felt the page was easy to understand
- Felt the global navigation was clear
- Enjoyed having the name and address at the top, easy to find
- "Want to know what I can look for because i'm not familiar with it"
- Wasn't sure about what philosophy section was at first
- Was curious if the services section on the homepage would have more information on hover
- Liked seeing the insurance information clearly
- Confused at "insurance partners" CTA (felt that it was payment related)
- Felt the newsletters section felt really big (not a familiar design pattern)
- Likes that the CTA stands out in the footer

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