**Protocol**:

I will start off the interview by thanking the participant for their time. I will then describe the task they have to complete. I will make sure that I am asking them about topics relevant to the website and my user stories. In conducting the interview, I will ensure that the participant understands that the task is not testing them, but rather, the navigation of my website and that they should not feel any guilt or negative feelings about themselves. As I will be following the think-aloud protocol, if the participant falls silent during the task, I will gently remind them to keep talking about narrating their thoughts. I will leave everything in the task up to the participant– I will not be helping the participant in any way, or else the study will lose its helpfulness. In my questions, I want to emphasize menu items as I believe that should be prioritized when it comes to a restaurant website. During the interview, I will be observing their hesitation, eye movement, and body language to see which parts of the website they found more difficult to navigate so I can make changes to my website design accordingly.

Audio Recordings:

<https://drive.google.com/drive/folders/1tF3ED9vOm_OFjwSsj5dyQbQ2N4IvCJR4?usp=sharing>

(in case Google Drive doesn’t work) <https://www.dropbox.com/scl/fo/1gutp7mg79f2hngls58a6/h?dl=0&rlkey=k4m4hbt4mnzztfy65mevlbwiz>

**Interviewee #1:**

User Story 1:

1. Could you please try to find Pamela’s Diner’s Menu?
2. Could you find a description of the Kielbasa Eggs?
3. Can you find the menu items that are popular at Pam’s?

User Story 2:

1. Can you find and tell me the phone number for Pamela’s Diner?

User Story 3:

1. Can you find and tell me what times on Sundays that Pamela’s Diner is open?

User Story 4:

1. Can you find any reviews on Pamela’s Diner?
2. Can you find if the reviews are positive or negative?

User Story 5:

1. Can you find how to subscribe to Pamela’s newsletter?

Notes:

* Found menu items, phone number, and operation hours rather easily
* Could find the reviews page easily too even though the navigation bar did not explicitly state that they were reviews
* Hesitated a few times, seemed to waver at reading the reviews when I asked if they were positive or negative, but could still quickly tell that they were positive
* Found the subscribe to Pamela’s newsletter button really quickly too

Link to recording:

**Interviewee #2:**

User Story 1:

1. Could you please try to find Pamela’s Diner’s Menu?
2. Can you find the menu items that are popular at Pam’s?
3. Find the types of hotcakes served at Pamela’s Diner

User Story 2:

1. Can you find Pamela’s Diner’s email address?

User Story 3:

1. Can you find what times on Wednesday that Pamela’s Diner is open?

User Story 6:

1. Could you find Pamela’s Diner’s Facebook page?
2. Do they have any other social media?

User Story 7:

1. Find a picture of an omelet at Pamela’s Diner
2. Find the description for the french toast image.

Notes:

* Found the menu for Pamela’s Diner pretty easily, but hesitated a bit when I asked about specific menu items
* Found email address and hours of operation easily
* Hesitated and clicked around for a bit for when I asked to find Pamela’s Facebook page
* Navigated to the omelet picture pretty smoothly, and could find the description for the french toast image; likely saw the hover descriptions

Link to recording:

**Results**:

I think I did a good job with putting information in the correct spots, since the interviewees seemed to find the information relatively easily, and I split the categories up well. The hours of operation, menu items, and contact information were very easy for both of them to find. I think I implemented my lightbox well too, especially since the second interviewee knew to click on them when I asked about the descriptions for images. Since the interviewee seemed to pause a bit when I asked if the reviews were positive or negative, I think the reviews page might have been a bit hard to parse through since there are a lot of blocks of text. She could still tell they were positive reviews based on the subheadings, which I think was good. To make the reviews a bit easier to read so new visitors can parse through them more easily, I added thick pink borders around each separate review so it would be easier for the reader to chunk through the information. The second interviewee hesitated a bit when I asked about social media and Pamela’s Facebook page before navigating to the home page, so I added the social media links to the bottom of all the pages so they would be readily available on all the pages instead of just one. She had also hesitated when dealing with the accordion with regards to the menu items. I believe this was because I made the color of each accordion tab too similar, and decided to redo the jquery-UI download and make the selected tab a darker pink so it would contrast more and users could look at and read the category titles with more ease. If I had more time, I think I would have also researched further into and added a way to better differentiate between menu item and menu descriptions, as they are only separated by a semi-colon right now. I also would like to have added more interactions through jQuery, since I think they make the website more personable.