



# **Research Evaluation**

## **Final Findings**

## Task at Hand:

From previous experiences reaching out for persona interviews, I understood that our target users are really busy and do not respond to emails or phone calls unless it is about buying their wine... I had to get creative with obtaining this particular data.

I walked into each winery, dressed as unintimidating as I could, pulling off a poor but fashionable college student look. I paired this with asking for a tasting, and preferably a spot with an outlet so I could “study” while I tried their wine. The success of this approach surpassed my expectations.

**Steve Marks** was the only one out of the four that refused to participate in any questions I asked in regards to the site, but was more than happy to have small talk conversations on any other topic.

The others were all more than willing and interested in participating with “Helping me see if the website I made was working correctly.” A few of them forgot to keep the tasting going, as they were very interested in the site, tasks, and giving any and all personal input and preferences/ advice.

In-fact, two of them enjoyed participating so much, they refused compensation and gave the tasting complementary!



## Revisiting Our Users

**Nancy Wells** - Works at a corporate owned and operated winery.

*\* We assumed that the ability to host events at the winery meant that the winery was larger and more likely to be run as a corporation. Which would mean they would have a larger budget to work with, but Tabletop Alchemist would have the greatest competition.*

**Mark DeLeuze** - Works at a large commercial but family owned winery.

*\* Assumptions were made that if the winery could afford to have extra staff on hand, they had a larger budget to work with but not a large venue with lots of places for our services to be benefited from.*

**Robyn Davies** - Works at a small family owned and operated winery.

*\* The assumption was that these wineries had smaller budgets to work from as they needed to plan to have staff available for visitors. However having private tasting areas meant that they had potential space to benefit from our services.*

**Steve Marks** - Works at small “back yard” winery.

*\* This group was assumed to be the least likely to be interested or have use of our services, but was not removed from the possibilities list as some of these wineries were listed on winery tours or may have future interest as their winery grows.*

## Interview Script:

Would you like to help me and my work by trying to use a Web site that I am working on so I can see whether it works as intended. Should take a few minutes to about an hour. The first thing, I am testing the site, not you. There will be no judgments made about you for helping me with this. As you use this site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to me. Also, please don't worry that you're going to hurt my feelings. I am working to improve the site, so I need to hear your honest reactions.

- 1) First, what's your name and job title?
  - 2) Now, roughly how many hours a week altogether—just a ballpark estimate— would you say you spend using the Internet, including Web browsing and email, at work and at home?
  - 3) And what's the split between email and browsing—a rough percentage?
  - 4) What kinds of sites are you looking at when you browse the Web? Do you have any favorite Web sites?
- OK, great. We're done with the questions, and we can start looking at things. First, I'm going to ask you to look at this page and explore the site a little. Then I am going to ask you to perform a task to see if I put the site together correctly.

### **Task 1:**

**Can you find and state what this site is and what they do?**

### **Task 2:**

**Get a bouquet**

### **Task 3:**

**Order a Pardi linen for Mother's Day.**

(Don't worry, you don't have to actually buy it.)

### **Task 4:**

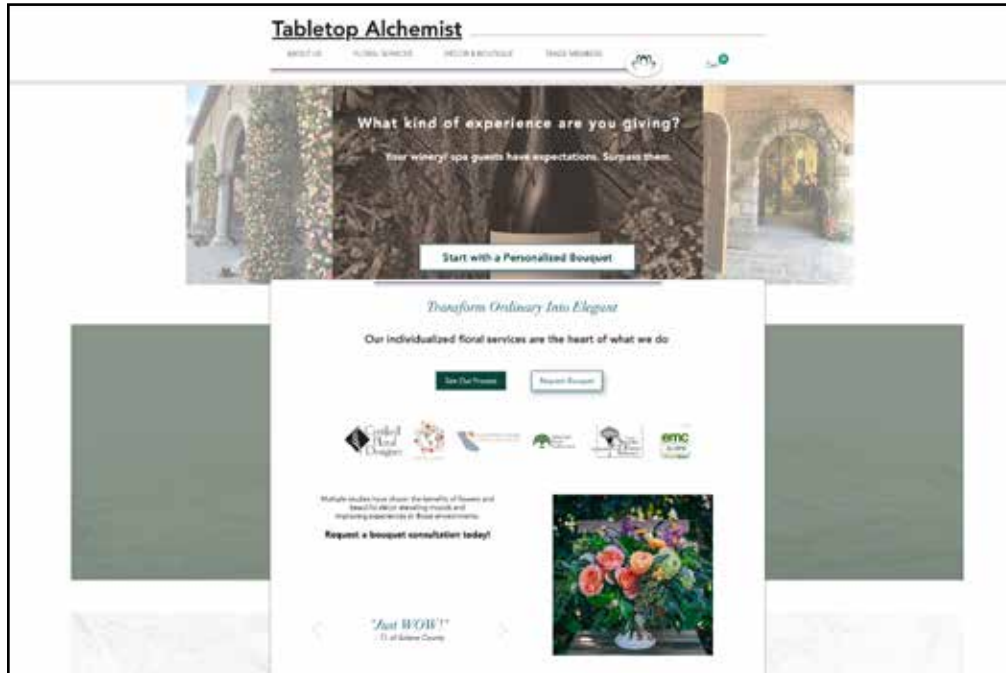
**Go through the site and find information on any of the pages you find interesting or like. What do you not like?**

### **Task 5:**

**Can you find and state if this site is beneficial in any way?**

# Task 1

Can you find and state what this site is and what they do?



## User Expectations

\* Users State it is a site that does floral stuff as well as has an upscale Online store and rental services. They can see most of this information on the landing/home page and in the main navigation bar.

## Task Frustrations

\* None notable for this task.

## Task Possible Actions

\* None notable for this task.

## Task Observations

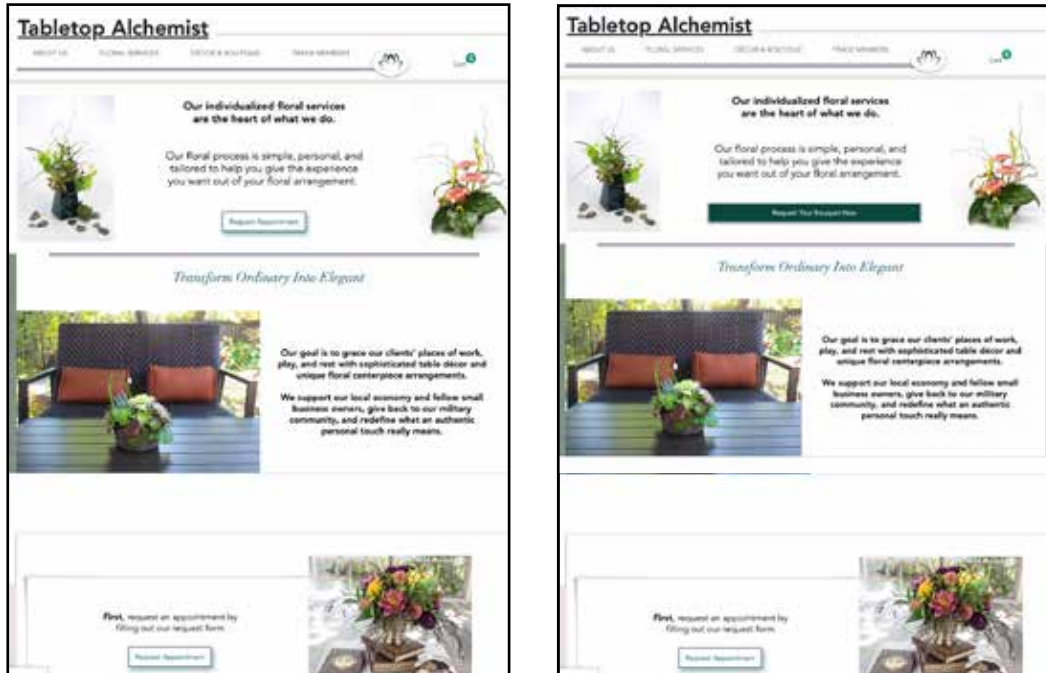
All participants were able to state that the site was first a floral services site but also had other services such as the ecommerce products. They did not have to do any scrolling to answer the question and most would mouse over the navigation menu when stating their answer.

Average time taken to complete task: 10-30 seconds.



# Task 2

## Get a bouquet



## Task Observations

All Participants went to the floral services option in the navigation menu first. The **participants using version A** would scroll throughout the page and felt like there were no floral services offered. Then would go to the OUR WORK page and click on the link at the bottom. The **participants using version B** would skip past the Call to action button above the fold and would click the “Request Appointment” button or select the option from the navigation drop down menu.

**Average time taken to complete task:** 5-10 minutes.

## User Expectations

- \* Users go to the Floral Services and click one of the many “Request Appointment” buttons.

## Task Frustrations

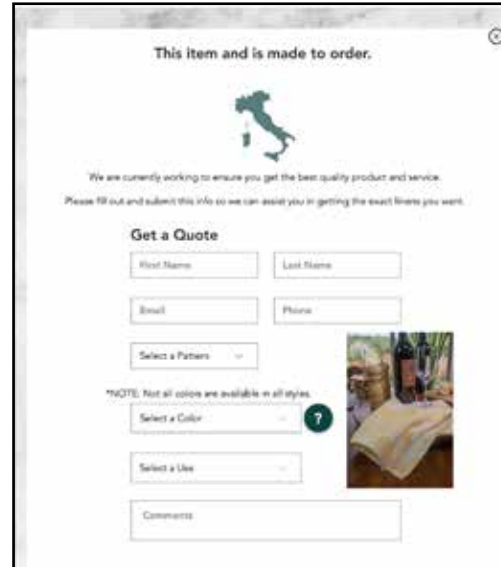
- \* Participants had difficulty recognizing the floral services page as the floral services page.
- \* Participants felt the information they wanted was too buried. (They wanted to see the cost up front.)

## Task Possible Actions

- \* Participants want to see the cost up front. (Like that the appointment was free)
- \* Participants need a clearer explanation of expectations.

# Task 3

Order a Pardi linen for Mother's Day.



## User Expectations

- \* Users scroll down to the Pardi linen section. After making a linen choice, they click the link to open the order box. They find and choose the item from the menus and submit the form.

## Task Frustrations

- \* Participants were image driven and did get frustrated when I pointed out that they needed to scroll down more.
- \* Participants got confused about making a selection.
- \* Participants wanted to see prices up front.

## Task Observations

All Participants had difficulty with this task. Each participant would scroll down the page and start looking at patterns. None would go/ think to go down past the Ferguson linens. Some would click the image, while some would click the text link to begin ordering.

Those that clicked the text link did not appear to pay attention to their selection in the menus and picked a choice at random, not based on the liked design.

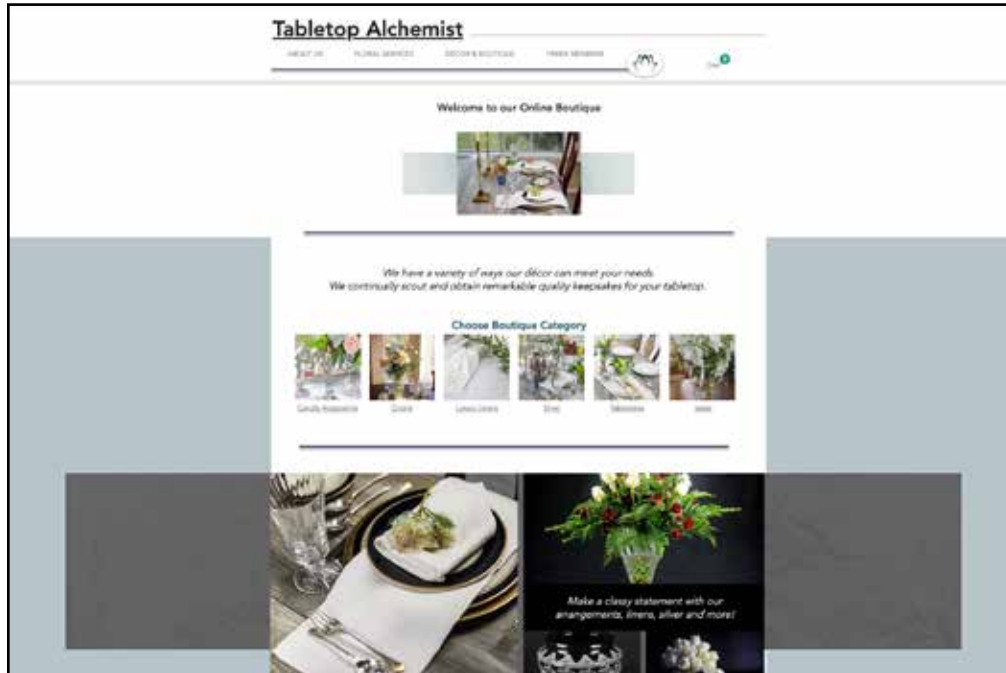
## Task Possible Actions

- \* To add linen company logo to the information of each item.
- \* Separate lightboxes for each order-able item.
- \* Price range listed for products.

Average time taken to complete task: 5-10 minutes.

# Task 4

Go through the site and find information on any of the pages you find interesting or like.



## Task Observations

Many Participants loved the website and felt it was classy, upscale and easy enough to navigate. Many participants were drawn to the silver section of the boutique, and kept going back to it when they could. With their complements, they were also full of suggestions. The only common ground with their suggestions was concerning the linen ordering process.

**One of the most valuable remarks was about time, planning, and turn-around time for ordering and receiving services. They could not work with anything that required too much planning.**

**Average time taken to complete task: 1-3 minutes.**

## User Expectations

\* Users State what they like or didn't like about the site.

## Task Frustrations

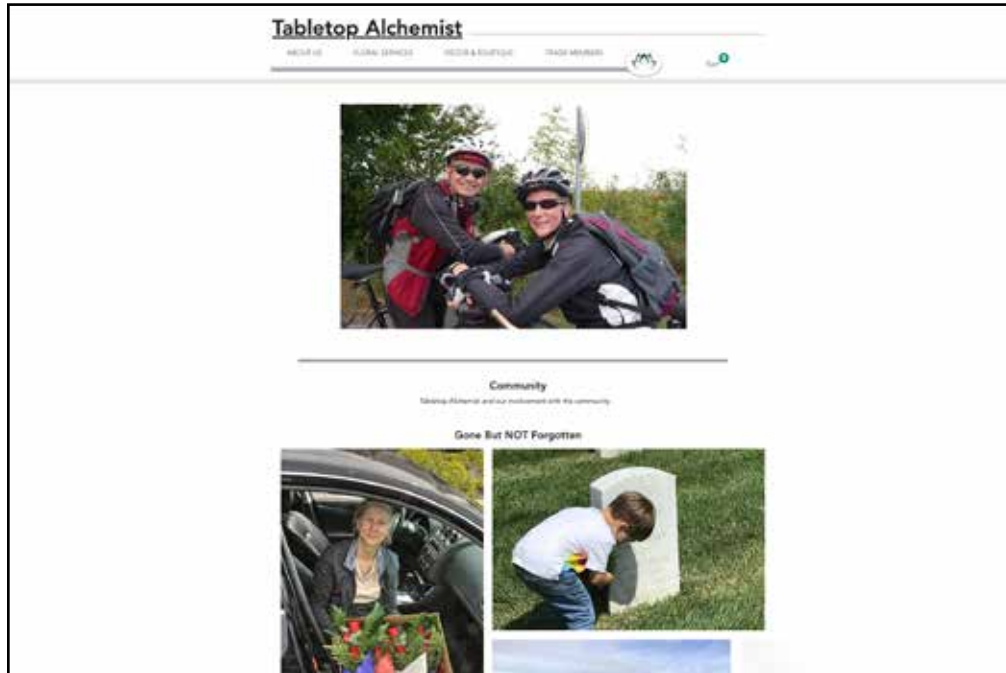
\* Prices on products or services not listed.

## Task Possible Actions

\* **Needs no planning, and 2 hour turn-around time for ordering and receiving services.**

# Task 5

Can you find and state if this site is beneficial in any way?



## User Expectations

- \* Users see the floral, ecommerce portions of the business as valuable.
- \* Users see the community page and find it valuable, especially the “Gone but NOT Forgotten” program.

## Task Frustrations

- \* None notable for this task.

## Task Possible Actions

- \* None notable for this task.

## Task Observations

By the time this task was asked of participants, they were really glued to the site and wanting to explore it more in depth.

All participants felt that this site and its services were beneficial, mostly citing the floral services. However only one participant mentioned the community page in their statement.

**Average time taken to complete task:** 1 minute.



# Summary of our users

## Task 1:

**Can you find and state what this site is and what they do?**

\*No notable frustrations or needs for this task.

## Task 2:

**Get a bouquet**

### **Frustration:**

- \* Participants had difficulty recognizing the floral services page as the floral services page.
- \* Participants felt the information they wanted was too buried. (They wanted to see the cost up front.)

### **Possible Actions:**

- \* Participants want to see the cost up front. (Like that the appointment was free)
- \* Participants need a clearer explanation of expectations.

## Task 3:

**Order a Pardi linen for Mother's Day.**

### **Frustration:**

- \* Participants were image driven and did get frustrated when I pointed out that they needed to scroll down more.
- \* Participants got confused about making a selection.
- \* Participants wanted to see prices up front.

### **Possible Actions:**

- \* To add linen company logo to the information of each item.
- \* Separate lightboxes for each order-able item.
- \* Price range listed for products.

## Task 4:

**Go through the site and find information on any of the pages you find interesting or like. What do you not like?**

### **Frustration:**

- \* Prices on products or services not listed.

### **Possible Actions:**

- \* **Needs no planning, and 2 hour turn-around time for ordering and receiving services.**

## Task 5:

**Can you find and state if this site is beneficial in any way?**

\*No notable frustrations or needs for this task.

## What our participants all have in common

All of the participant users enjoyed this activity, and were looking forward to hopefully working with Tabletop Alchemist in the near future.

Participants had the least difficulty with responding to tasks 1 and 5.

**Task 2** had some very interesting results when it came to testing two versions of the same page. However in both scenarios, they needed to see verbiage or text concerning monetary value to accept the page as where they would order a bouquet from.

**Task 3** was the most problematic. Users were very happy to be on the page, however they were not choosing the correct linen line. The lack of prices upfront made participants a bit uneasy. They also had difficulty with memory recall when it came to the order form drop down menu.

**Task 4** had some very insightful feedback: That time management and planning were a huge concern when it came to using Tabletop Alchemists services.

Most of our user participants had an average of 20 hours of screen time a week, which mostly consisted of personal shopping and general web browsing unrelated to their job. Those that did have screen time on the clock and for work were very pressed for time and did not have the luxury to dabble with things unknown to them.

