**Participant Information**Name: **Matthew Conrey**

Age: **19**

Profession: **Student**

Type of Persona: **Negative**

Date and Time of Testing: **11/11/13 7:10am**

Duration: **33 minutes**

**Persona Questionnaire:**

1. How many cups of coffee do you drink per day?
   1. **Less than one per day**
   2. One per day
   3. Two per day
   4. Three or more per day
2. How do you like to prepare your coffee?
   1. **Drip – Coffee Pot**
   2. French Press
   3. Espresso machine
   4. K-cup - Instant
   5. None of the above
3. How would you describe your interest in drinking coffee? Check all that apply.
   1. Drink to start my day
   2. **Drink to stay alert**
   3. Drink and share coffee in a social setting
   4. Like to drink alone
   5. Only on weekdays
   6. None of the above
4. What time of day do you typically drink coffee? Select all that apply.
   1. **Mornings**
   2. Afternoons
   3. **Evenings**
5. How would you describe your interest in exotic roasts and premium blends?
   1. Very Interested
   2. Somewhat interested
   3. **Not interested**
6. Do you own a computer with broadband Internet access?
   1. **Yes**
   2. No
7. How many hours do you shop online per week?
   1. **Less than 1**
   2. Between 1-2 hours
   3. Between 2-3 hours
   4. Between 3-4 hours
   5. More than 4 hours
   6. Don’t shop online
8. Have you used a mobile device to shop online in the past?
   1. **Yes**
   2. No
9. Have you ever purchased your favorite coffee online?
   1. Yes
   2. **No**
10. In what form do you like to purchase coffee?
    1. Whole beans
    2. Ground beans
    3. K-Cups
    4. **None of the above**
11. What is your age group?
    1. **Under 20**
    2. 20-29
    3. 30-39
    4. 40-49
    5. 50 +
12. What is your household income?
    1. **Less than 40K**
    2. 40-59k
    3. 60-79k
    4. 80-100k
    5. More than 100k

**Initial Prototype Reaction**

What is your first reaction to the site?  
**The site is appealing based on the images on the home page. The grid of images and columns for the navigation offer an organized feel.**

What is appealing to you and why?  
**The images are appealing and look professional.**

Who is the website built for?  
**The avid coffee drinker.**

Does this seem like a website designed for someone like you?  
**Since I don’t buy coffee I guess it isn’t meant for someone like me. I will only drink coffee to stay awake. My roommate has a coffee maker so I will drink a cup of his coffee when I have to.**

**Test Data Recording Form:**

|  |  |
| --- | --- |
| **Usability Test Scenario** | 1 |
| **Task Name:** | A prospective customer can access the Newest Brew page on the JavaStop website and view page content and the associated video. |
| **Expected Completion**  **Time:** | 4 minutes |
| **Actions Required to execute the task:** | From the JavaStop home page, hover your mouse pointer “Shop”; select “Newest Brew”; read the page contents; Click video “Play” button. |
| **Notes:** | **He quickly scans the page, finds Newest Brew Link, and navigates to the page easily.**  **He takes a moment to look over the Newest Brew Page and then presses the Play button on the video.**  **He sits back in the chair and lets the video play.**  **He comments that he “likes how it plays within the page”**  **Participant successfully completes the task with out error Time to complete task – 3:31** |

|  |  |
| --- | --- |
| **Usability Test Scenario** | 2 |
| **Task Name:** | A Wholesaler can access the JavaStop website and successfully submit an inquiry form to get more information regarding wholesale opportunities with JavaStop. |
| **Expected Completion**  **Time:** | 1 minutes |
| **Actions Required to execute the task:** | From the JavaStop home page, hover your mouse pointer “Wholesale”; click “Inquiry Form”; Complete the inquiry form; click “Submit”. |
| **Notes:** | **He navigates to the Wholesale link in the navigation and then presses the button for the “Inquiry form”. He scanned the top of the page where the text is and began to fill out the form.**  **(He only filled out the required sections after asking… “Should I put in my real information?)**  **He presses submit and receives the notification that the form has been submitted successfully.**  **Participant successfully completed task without error.**  **Time to complete task :23 sec** |

|  |  |
| --- | --- |
| **Usability Test Scenario** | 3 |
| **Task Name:** | A website user can access the JavaStop website, navigate to the “Merchandise” page, select an item and add it to their cart. |
| **Expected Completion**  **Time:** | 2 minutes |
| **Actions Required to execute the task:** | From the JavaStop home page, hover your mouse pointer “Shop”; select “Merchandise”; locate the “Le Creuset French Coffee Press Color product”; read the description; click on “Read More”; Add product to cart by clicking “Add to cart” |
| **Notes:** | **He located the “Shop” and “Merchandise” links easily within the navigation.**  **Clicked on the Merchandise link to navigate to the Merchandise page.**  **He scanned the products to find the correct product. Clicked on the correct product.**  **He then clicked the button “add to cart.” He received the message the item had been added to the cart successfully.**  **He offered up the comments: *“The text looked awkward because it went across the whole page. It should be in a column next to the image or at least so your eye doesn’t have to scan the width of the page.***  ***The price should also be right next to the add to cart button, above or left.”***  **The participant successfully completed the task without error.**  **Time to complete task - 1:13** |

**User Satisfaction Questionnaire**

**Task 1 (Locating the Newest Brew Page and playing the Video)**

Did you complete the task quickly and easily?

**Yes, I quickly scanned the page for the words “Newest Brew” I noticed it at the bottom of the page under Shop, and clicked on it.**

Was it the information you expected?

**For the most part. I was thinking there would be coffee to buy on this page as well but there isn’t.**

Are you pleased with the steps taken?

**Yes.**

**Task 2 (Locating the Wholesale – Inquiry Form and filling it out successfully)**Did you complete the task quickly and easily?

**Yes. It was straightforward.**

Was it the information you expected?

**Yes**

Are you pleased with the steps taken?

**Yes**

**Task 3 (Locating the Merchandise Page and Adding the product to the Shopping Cart.)**

Did you complete the task quickly and easily?   
**Yes, it was easy to complete.**

Was it the information you expected?

**Yes, It was.**

Are you pleased with the steps taken?

**Yes.**

**Debriefing**

What do you think of your first experience with our site?

**The site looks good. I was able to navigate through the site easily. Since the Newest Brew wasn’t a main navigation link, I had to search for it. However it seemed to be in an appropriate location once I found it.**

What was the most useful aspect of the site?

**I would say the Shop - Merchandise section seemed to be the most useful since it allows you to add the products you want to the shopping cart.**

What aspects of the site were ineffective?

**The coffee cups on the bottom of the home page appear to just be a graphic and don’t offer any purpose.**

What improvements do your suggest for the site?

**It would be good to make the photos on the bottom half of the home page link somewhere. They are interesting and seem appropriate but don’t link anywhere. Like I said earlier, the text on the product page was hard to read and would look better in a narrower format.**

**Summary**

Overall Matthew liked many different parts of the site. He was successful in all three of the usability test without hesitation and error. He was pleased with the design and layout and use of photos on the home page. He made some recommendations that include:

* Make the photos at the bottom of the home page link to content.
* Change the image of the coffee cups at the bottom of the home page to offer a purpose or more interactive content.
* Change the format of the text on the Product pages to have a narrower format.
* Move the Add to Cart button on the Product page to be next to the price.