**Name**: Diane Jones

**Age**: 42

**Profession**: Elementary School Teacher

**Type of persona**: Secondary Persona

**Date and Time of testing**: November 11, 2013; 8:00 PM

**Duration of test**: 35 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**:

1. What was your first reaction to the site?

The site had a clean appearance and the coloring scheme conveyed a warm feeling. The menu bar was really helpful when I tried to browse the site. I was expecting to click on any one of the pictures in the middle of the home page to get more information. I was not quite sure what to make of the blurred picture of the man in of the sliding images.

2. What is appealing to you and why?

The site has a logical feel to it, I can easily find what I need within a few clicks. The menu bar makes this really easy.

3. Who is this website built for?

People who are interested in purchasing premium coffee, but the layout and ease of use may also attract the curious shopper.

4. Does this seem like a website designed for someone like you?

Yes.

**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:** | Overall this went well, my wife wanted to know more about “Arabica K7” means. So a link to an external site with a definition might have been nice. Below is a wiki link we may consider.  <http://en.wikipedia.org/wiki/List_of_coffee_varieties> |

|  |  |
| --- | --- |
| **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:** | Also went well, but she suggested adding giving the user an option to enter the email twice, the second as a confirmation of the first entry. |

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| --- | --- |
| **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:** | Pretty straight forward, but did not see the read more option. |

**User Satisfaction Questionnaire**:

1. Did you complete the task quickly and easily?

Yes

2. Was it the information you expected?

Yes, but there was terminology in some of the product description that I did not understand.

3. Are you please with the steps taken?

Yes

**Debriefing**:

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

Ease of use, no clutter.

2. What was the most useful aspect of the site?

The menu bar across the top of the site, the ability to hover over the labels and see the sub-menu items.

3. What aspects of the site were ineffective?

Mention this earlier, but the three pictures in the middle of the home site. Also, it would have been nice to have the option to click on an item that was already in my cart, just in case I wanted to read the detailed description again before finalizing the purchase.

4. What improvements do you suggest for the site?

a. Link the three pictures to a page with more details.

b. Link the items in the shopping card to the product description.

c. Would have been more visually appealing of the beige background had a light pattern.

**Summary**:

I liked the overall look and feel of the site, it was also visually appealing. One of the pictures on the home page did not really make sense and the three pictures with text should be clickable with links to a page with more information.