

POST-TASK QUESTIONNAIRE:

5 – Strongly Agree 4 – Agree 3 – Neutral 2 – Disagree 1 – Strongly Disagree

Ease of Use

Thought prototype was easy to use

5	4	3	2	1
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Learnability

how easy it would be for most users to learn to use the prototype

5	4	3	2	1
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Information Facilitation

how quickly participant could find information

5	4	3	2	1
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Look and Appeal

application's content makes me want to explore further

5	4	3	2	1
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Find Information

How easy it was to find the information from the screen

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Know your Location

Ability to keep track of their location in the screen

5	4	3	2	1
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Predicting What's Next

Accurateness of predicting which section of the application contained the information

5	4	3	2	1
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Attachment C

POST-SESSION QUESTIONNAIRE:

WHAT DID YOU LIKE THE MOST?

Background + photos of the website

WHAT DID YOU LIKE THE LEAST?

not particular coffee vocabulary

ANY RECOMMENDATIONS?

make the form simpler
with pictures

Attachment B

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WHAT DID YOU LIKE THE MOST?

Website was very user friendly. I felt that the coffee thumbnails were very interactive. I was able to see different angles of the product while only hovering over it. The high quality pictures on the homepage made the site feel very welcoming.

WHAT DID YOU LIKE THE LEAST?

I did not like the boring paragraphs I had to look over in order to find more information about the coffee.

ANY RECOMMENDATIONS?

Better infographics would make the site much easier to grasp information about the coffee.

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WHAT DID YOU LIKE THE MOST?

I liked the pictures included with the product. It was also helpful having descriptions of how often the coffee subscription would occur. I also appreciated the personal anecdotes about how other customers thought it tasted.

WHAT DID YOU LIKE THE LEAST?

ANY RECOMMENDATIONS?

When selecting the beans, I had overlooked this option. I liked that there were various options. However, I think I would make this part stand out more, as it is a really great feature.

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POST-SESSION QUESTIONNAIRE:

WHAT DID YOU LIKE THE MOST?

Appearance

WHAT DID YOU LIKED THE LEAST?

Confusing Names

Brand Names

Taste Bar not movable

ANY RECOMMENDATIONS?

Delete Taste bar

Youtube video link to describe coffee brand + info

Steps on how to order

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POST-SESSION QUESTIONNAIRE:

WHAT DID YOU LIKE THE MOST?

> aesthetics

WHAT DID YOU LIKED THE LEAST?

> too much information

ANY RECOMMENDATIONS?

> shipping was too expensive

> coffee was pricey - recommended price \$15 - \$16