| 5 – Strongly Agree | 4 – Agree | 3 - Neutral | 2 – Disagree | 1 – St | rongly Disagree | |
|---------------------------------------|----------------|-------------------|------------------|--------|---|--|
| Ease of Use | | | | | | |
| Thought prototype v | vas easy to us | e | | | | |
| 5 | 4 | 3 |) | 2 | 1 | |
| Learnability | | | | | | |
| how easy it would l | be for most us | sers to learn to | use the prototy | pe | | |
| 5 | 4 | 3 | | 2 | 1 | |
| Information I how quickly particip | | | | | | |
| 5 | (4) | 3 | | 2 | 1 | |
| application's content | | want to explore | further | 2 | 1 1 | |
| Find Informa | | | e screen | | | |
| 5 | 4 | 3 | | 2 | 111 | |
| Know your L | | ition in the scre | en | | | |
| 5 | 4 | 3 | | 2 | 1 | |
| Predicting W | /hat's Ne | ĸt | application conf | | *************************************** | |
| 5 | (4) | 3 | | 2 | 1 | |
| | | | | | | |

POST-TASK QUESTIONAIRE:

POST-SESSION QUESTIONAIRE:

WHAT DID YOU LIKE THE MOST?

Rachground + whole of the website

WHAT DID YOU LIKED THE LEAST?

not particular coffee vocabulary

ANY RECOMMENDATIONS?

make the term singuier

| POST-TASK | QUESTIO | NAIRE: | | | |
|--------------------------------------|----------------|-------------------|-----------------|-----------|----------------|
| 5 - Strongly Agree | 4 – Agree | 3 - Neutral | 2 – Disagree | 1 – Stro | ingly Disagree |
| Ease of Use | | | | | |
| Thought prototype w | as easy to use | е | | | |
| 5 | 4 | 3 | | 2 | 1 |
| Learnability | | | | | |
| how easy it would b | e for most us | ers to learn to | use the prototy | /pe | |
| 5 | 4 | 3 | | 2 | 1 |
| Information F how quickly particip | | • | | | |
| 5 | 4 | 3' | | 2 | I 1 |
| application's conten | | vant to explore | further | 2 | 1 1 |
| 3 ' | 4 | | | | |
| Find Information How easy it was to | | mation from the | screen | | |
| 5 | 4 | [3] | | 2 | 1 |
| Know your Lo | | tion in the scree | en en | | dayyan dayyan |
| 5 | 4 | 3 | T | 2 | 1 1 |
| Predicting W Accurateness of pre | | | application con | tained th | ne information |
| 5 | 4 | 3 | | 2 | 1 |

POST-SESSION QUESTIONAIRE:

WHAT DID YOU LIKE THE MOST?

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

WHAT DID YOU LIKED 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.

| 5 – Strongly Agree | 4 – Agree | | | |
|--|--|--|----------|---------------|
| Ease of Use | | | | |
| hought prototype v | vas easy to us | e | | |
| 5 | 4 | 3 | 2 | 1 |
| _earnability | | | | |
| • | be for most us | sers to learn to use the p | rototype | |
| 5 | 4 | 3 | 2 | 1 |
| ow quickly particip | pant could find | | 2 | 11/15/12/2 |
| nformation I | acilitatio | ''' <i>.</i> | | |
| ow quickly particil | pant could find | information | | 31 1 15 1 N A |
| 5 | 4 / | 3 | 2 | 11 |
| pplication's conter | nt makes me v | want to explore further | | |
| pplication's conters | tion | 3 | 2 | 1 |
| ipplication's contents 5 Find Information to the season of the season | tion | mation from the screen | | |
| pplication's conters | tion | 3 | 2 | 1 1 |
| Find Information to the second | tion find the inform | mation from the screen | | |
| Find Information to the second | tion find the inform | mation from the screen | | |
| Find Information of the second | tion find the inform cocation k of their location 4 That's Nex | mation from the screen 3 tion in the screen | 2 | |
| Find Information to the seasy it was to the se | tion find the inform cocation k of their location 4 That's Nex | mation from the screen 3 tion in the screen 3 | 2 | |

POST-SESSION QUESTIONAIRE:

WHAT DID YOU LIKE THE MOST?

also helpful having descriptions of how often the coffee subscription would occur. Laiso appreciated the personal annectdotes about how other entropies thought it tasted.

. a supplementation of the control o

WHAT DID YOU LIKED 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.

| | 4 – Agree | 3 – Neutral 2 – | Disagree 1 - Stron | gly Disagree |
|---|----------------|------------------------|--------------------|--------------|
| ase of Use | | | | |
| hought prototype | was easy to us | e | | |
| 5 | -4 | 3 | 2 | 1 |
| 5 | 4 | sers to learn to use t | he prototype | 1 1 |
| 5 nformation | Facilitatio |) 3 n , | | 1 |
| 5 nformation ow quickly partic | Facilitatio | n . | 2 | |
| 5 nformation ow quickly partic 5 | Facilitatio |) 3 n , | | <u> </u> |
| 5 nformation ow quickly partic 5 ook and Ap | Facilitatio | n . | 2 | |

3

2

1

Know your Location

5

Ability to keep track of their location in the screen

4:

POST-SESSION QUESTIONAIRE:

WHAT DID YOU LIKE THE MOST?

Appearance

WHAT DID YOU LIKED THE LEAST?

Confusing Names

Brand Names

Taste Bar not marable

ANY RECOMMENDATIONS?

Delete Taste bor Youtube video link to describe coffee brand + info Steps on how to Order

| Strongly Agree | 4 – Agree | 3 – Neutral 2 – Disagree | 1 – Strong | gly Disagree |
|--|--|--|------------|---------------------------------------|
| ase of Use | • | | | |
| hought prototype wa | as easy to us | • | | |
| | | * | | 1 |
| 5 | 4 | 3 | 2 | 11 |
| earnability. | | | | |
| | e for most us | sers to learn to use the protot | vne | |
| 5 | 4 | 3 | 2 | 1 1 |
| | | | | · · · · · · · · · · · · · · · · · · · |
| nformation F | acilitatio | n . | | |
| ow quickly participa | ant could find | d information | | |
| 5 | 4 | 3 | 2 | 1 1 |
| 3 1 | 4 | 33 | | 11 |
| ook and App | eal | | | |
| | | | | |
| pplication's content | | want to explore further | | |
| pplication's content | | want to explore further | 2 | 1 1 |
| 5 | makes me v | | 2 | 11 |
| 5 | makes me v | | 2 | 11 |
| ind Informat | makes me v | | 2 | 1 |
| ind Informat | makes me v | 3 | 2 | 1 1 |
| ind Informat ow easy it was to f | ion ind the inform | mation from the screen | | |
| ind Informat ow easy it was to f | ion ind the inform | mation from the screen | | |
| Find Information ow easy it was to f | ion ind the inform | mation from the screen | | |
| ind Informat ow easy it was to f | ion ind the inform | mation from the screen | | |
| ind Informat ow easy it was to f 5 (now your Lo | ion ind the inform 4 cation of their local | mation from the screen | 2 | 11 |
| ind Information easy it was to formation for the following seeds to be a seed on the following seed on the following seeds to be a seed on the following seed on the following seeds to be a seed on the following seeds to be a seed on the following seeds to be a seed on the following seed on the following seed on the following seeds to be a seed on the following seeds to be a seed on the following seed on the following seeds to be a seed on the following seed on the following seed on the seed of the following seed on the seed on the seed of t | ion ind the inform 4 cation of their locat | mation from the screen 3 tion in the screen 3 | 2 | 11 |
| ind Information easy it was to formation for the second se | ion ind the inform 4 cation of their local | mation from the screen 3 tion in the screen 3 | 2 | |
| Find Informated was to form the seasy it was t | ion ind the inform 4 cation of their local | mation from the screen 3 tion in the screen 3 | 2 | |

POST-SESSION QUESTIONAIRE:

WHAT DID YOU LIKE THE MOST?

7 gesthetics

WHAT DID YOU LIKED THE LEAST?

7 too much information

ANY RECOMMENDATIONS?

7 shipping was too expensive 7 coffee was pricey - recommended price 415-416