

1. Make two personas that would view this page

Persona One:

Theodore(Theo) Suarez,

Theo is a 27-year-old restaurant manager who gained experience working in the hospitality industry for the past 8 years. Theo studied Business management at university; however, he does not exercise his degree at its full potential. This is due to applying for a mortgage to buy his dream home, giving him a mountain of bills to pay each month. He works close to full-time, giving himself a 3-day weekend to work on his own projects. However, he is always concerned about money, often having little left over for leisure and savings.

In his spare time, Theo invests resources(money and time) in making custom shoes. After gaining a decent 75k following in 4 years on Instagram and other social media apps, he feels that he can take his small business to the next level. His business of designing customised shoes has gained him a decent income in the past 3 years, enough to feel at ease with his bills. Theo has not been able to focus on his business due to work, often coming home late to go back early in the morning. Therefore, he has decided to hand in his final notice.

Theo has taken a risk and wants to put his all into his own little business. To start, he will be sending significant influencers on the social media platforms, custom kicks, alongside a little goody bag. He has consulted with a few influencers willing to make the trade, promoting him in exchange for custom shoes. Theo lives in L.A; therefore, he can personally deliver to influencers, hoping to network with them.

Theo wants to purchase 5 dozen cupcakes, with his logo on them, to give to the influencers; he believes this is the best way to get promoted and make his logo memorable to the influencer's audience.

Persona Two:

Elizabeth

Eli, aged 43, is a mother of five. Her eldest daughter is 17, and her youngest 9. Eli is a stay at home wife, while her husband, Glenn (aged 45), works as a banker. Eli will have her husband Glenn help her use the computer and make online orders. She has some knowledge of web navigation; however, she is definitely not tech-savvy. They are well-off and already own their house, mortgage-free. They live out in the countryside of England, where their town's community is tight, and everyone knows everybody.

Eli's youngest daughter will turn 10 on the weekend, and she is planning a big birthday party. She has already organised the decoration, entertainment, food and even a 'wink' themed cake, her daughter's favourite kids' show. However, she would like to get in some treats and snacks that are a bit more high-end for the adults of the party. She wants to purchase 2 dozen cupcakes, 2 trays of brownies and some caramel sauce for her churros

2. 5 Second Test on Website

The website gave Elizabeth no room for her imagination to run wild; she instantly could tell that this website had to do with food, more specifically treats (cupcakes and cakes). However, she initially thought that it was some sort of blog, as she could not see any products or any information. The large image reminds her of other blog-post forums such as 'Minimalist Baker', that on entry of the website you are introduced with images. Apart from the image and logo, she does not remember anything else on the main page, except an orange banner at the top.

The website does pass the blink test as she was intrigued by the image and would be most likely to stay on the website; however, the home page does not communicate that it is an online business.

3. Using the same persona, what 3 things would you as an observer seek to validate (subject to usability hierarchy) in a usability test? (15 points)

Due to Elizabeth not being familiar with using the web, I would test the website in navigation. I would set tasks that would mean she would have to search, for example, the cart, the newsletter page or the About Us page. Noting down the time taken to find these pages and amount of clicks. Alongside this, I would observe the time taken for error recovery. If Elizabeth goes into the wrong page, how long would it take her to find her way back out and onto the right page? Additionally, the consistency of the layout throughout the website should help her navigate; however, if she struggles, this could imply a consistency issue and she is having to take in new information on every web page (in terms of navigation, rather than actual content).