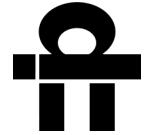


Sample Interview Notes



Informant name: Joanne Shaw #01

Misc. informant info: omitted for sake of brevity

Analysis website: Fake Kitchen Supply Store Website

Analysis website URL: www.fakestorewebsite.com

Trigger: broke coffee maker.

Intent: buy new coffee maker.



Remembers that she bought old coffee maker from Fake Kitchen Supply Store. Wants to buy from them again.



Opens Firefox and searches Google for “Fake Kitchen Supply”.



Finds Fake Kitchen Supply Store website URL in first position.



Clicks on URL.



Intent: find price of her exact same coffee maker, the Coffee Maker 2000.



Clicks on “Electrics”.



Clicks on “Coffee”.

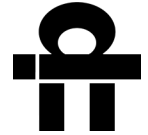


Sees table of 26 different available coffee makers. Finds it difficult to visually scan.



(continued below)

Sample Interview Notes



Intent: sort coffee makers by brand.



Clicks “Sort By Brand”.



Sees Coffee Maker 2000 in first row but no price is listed. Clicks on product photo to go to product page.



Sees price is \$149.99. Decides price is okay and wants to buy it from local store.



Intent: find nearest Fake Kitchen Supply Store location.



Visually searches navigation bar for link that reads “Store Locations”, “Locations”, or “Find Us”.



Breakdown: can’t see any relevant links based on her semantic expectation.



Clicks on “About Us” link in navigation bar.



Sees “Our Locations”, but doesn’t click on it because it’s not highlighted—doesn’t look like a link.



Searches entire page and can’t find anything else.



Clicks “Our Locations”.



Sees four locations and identifies the store in her city.



(continued below)

Sample Interview Notes



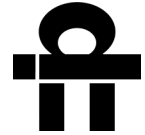
Intent: get directions to nearest Fake Kitchen Supply Store



Breakdown? Copies and pastes the closest store's address into Google Maps to get turn-by-turn directions from her house.



Leaves website.



Informant name: Steven Jones #02

Misc. informant info: omitted for sake of brevity

Analysis website: Fake Kitchen Supply Store Website

Analysis website URL: www.fakestorewebsite.com

Trigger: needs to buy new pots and pans.

Intent: wants to find local store hours.



Opens Safari and searches Google for “Fake Kitchen Supply”.



Finds Fake Kitchen Supply Store website URL in first position.



Clicks on URL.



Intent: find nearest Fake Kitchen Supply Store location’s hours.



Visually searches navigation bar for link that reads “Locations” or “Store Locations”



Breakdown: can’t see any relevant links based on his semantic expectation.



Clicks on “FAQ” link in footer.

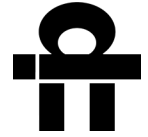


Doesn’t find anything relevant in the FAQ section.



(continued below)

Sample Interview Notes



Clicks "Home" link to go back to front page.



Clicks "About Us".



Clicks "Our Locations".



Sees four locations and identifies the store closest to his city.



Breakdown: Doesn't see store operating hours.



"Screw it." Leaves website to find a competitor's store online.