

### **A. Pre-test Questionnaire:**

1. How often do you visit this site?
2. How old are you?
3. How familiar you are with the site?
4. What was your first impression of the site?
5. Do you shop on this site?

### **B. Scenarios/Tasks:**

1. You have decided that the Dutch Bros drink menu looks really good and you want to grab a drink on your lunch break.
  - Task #1: Find a Dutch Bros location closest to you.
  - Task #2: Once you have found a local Dutch Bros store, find the directions and the opening/ closing time for that specific store.
2. You have just heard about the coffee shop Dutch Bros from a co-worker and you want to see what kind of drinks they have online.
  - Task #1: Find the drink menu on the Dutch Bros website.
  - Task #2: Once you have found the menu, find the nutritional information for the “Strawberry Pineapple Lemonade” drink.
3. After getting your drink from the Dutch Bros location, you decide you want to purchase a Dutch Bros mug to use the next time you’re there. After looking at their mug selection, you have a few questions and would like to contact the Dutch Bros headquarters for some answers.
  - Task #1: Find the page that contains the drinkware available for purchase.
  - Task #2: Find the Dutch Bros headquarters contact number and email.

### C. Post-test Questionnaire:

1. Base on your experience how would you rate your experience the ease of use of the site?
2. Was it hard to navigate through the website?
3. How would you describe the website?
4. How would you improve the website?
5. Would you recommend this to others why or why not?

### D. Observation Sheet:

#### Scenario 1:

You have decided that the Dutch Bros drink menu looks really good and you want to grab a drink on your lunch break.

#### Task # 1

- Find a Dutch Bros location closest to you.

Task Completion	
<i>Completed When</i>	The user finds the closest location to them.
<i>Expected Time On Task</i>	20 seconds
Actual Time on Task	
<i>Expected Path</i>	Home > Locations Page > Location Search Bar
Actual Path	
Error Count/Description	

Observations:

User Comments/Quotes:

## Task # 2

- Once you have found a local Dutch Bros store, find the directions and the opening/closing time for that specific store.

Task Completion	
<i>Completed When</i>	The user finds the operation hours and directions to the store closest to them.
<i>Expected Time On Task</i>	10 seconds
Actual Time on Task	
<i>Expected Path</i>	Location Page > Location Search Bar > Closest Locations Page
Actual Path	
Error Count/Description	

Observations:

User Comments/Quotes:

### Scenario 2:

You have just heard about the coffee shop Dutch Bros from a co-worker and you want to see what kind of drinks they have online.

### Task # 1

- Find the page containing the complete Dutch Bros Menu.

Task Completion	
<i>Completed When</i>	The user finds the page containing the menu.
<i>Expected Time On Task</i>	10 seconds
Actual Time on Task	
<i>Expected Path</i>	Home > Menu Page
Actual Path	
Error Count/Description	

Observations:

User Comments/Quotes:

## Task # 2

- Find the nutritional information for the Strawberry Pineapple Lemonade.

Task Completion	
<i>Completed When</i>	The user finds the page containing the nutritional information for the Strawberry Pineapple Lemonade.
<i>Expected Time On Task</i>	15 seconds
Actual Time on Task	
<i>Expected Path</i>	Menu Page > Lemonades > Strawberry Pineapple Lemonade
Actual Path	
Error Count/Description	

Observations:

User Comments/Quotes:

### Scenario 3:

After getting your drink from the Dutch Bros location, you decide you want to purchase a Dutch Bros mug to use the next time you're there. After looking at their mug selection, you have a few questions and would like to contact the Dutch Bros headquarters for some answers.

### Task # 1

- Find the page that contains the drinkware available for purchase.

Task Completion	
<i>Completed When</i>	The user finds the drinkware available for purchase.
<i>Expected Time On Task</i>	15 seconds
Actual Time on Task	
<i>Expected Path</i>	Home Page > Shop Home > Drinkware Page
Actual Path	



Observations:

User Comments/Quotes: