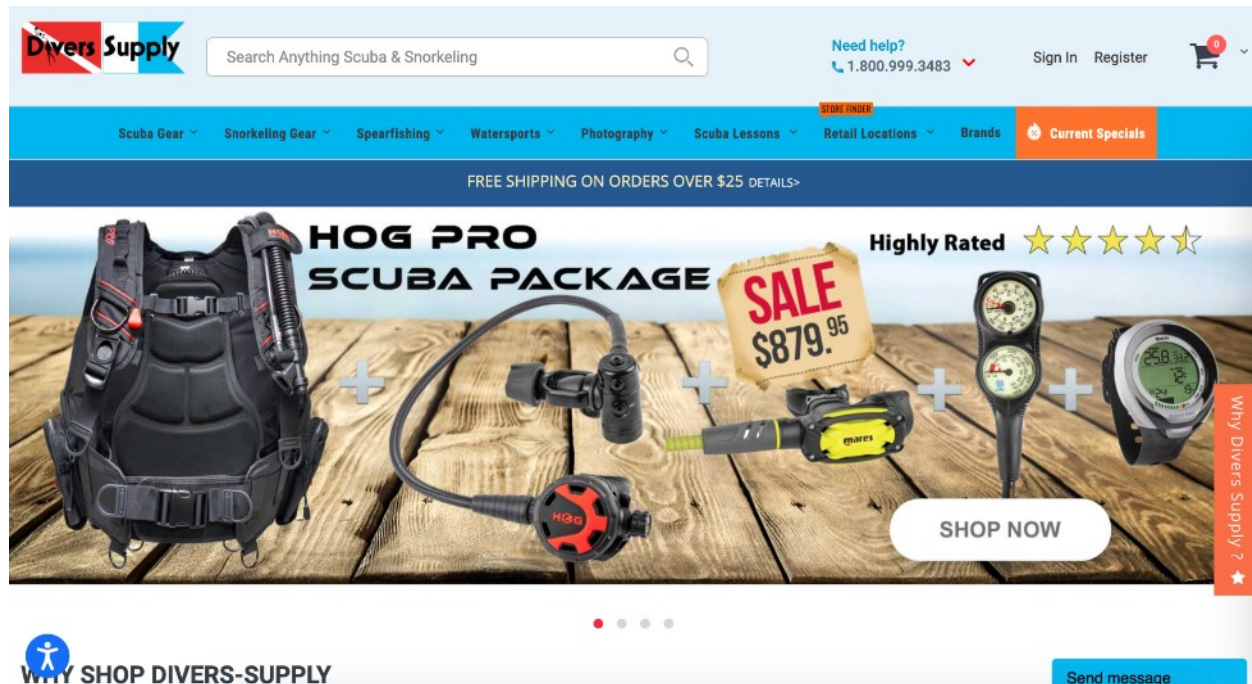


Cognitive Walkthrough Report

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Introduction

Divers-supply.com is a website that provides aquatic gear and scuba diving lessons for the public. They have three locations in Marietta, Macon, and Jacksonville, FL.

In the report, we've stated how we conducted our cognitive walkthrough, detailing how someone would use the website (*Divers-supply.com*) to sign up for a scuba diving course. Fortunately, our user lives near the Marietta location. So, we decided this would be a perfect opportunity to do our observation. Furthermore, in this document, we stated how they accomplished their goal. By explaining what steps, they took, and providing screenshots this report conveys the site's difficulty from the user's perspective.

Our Persona

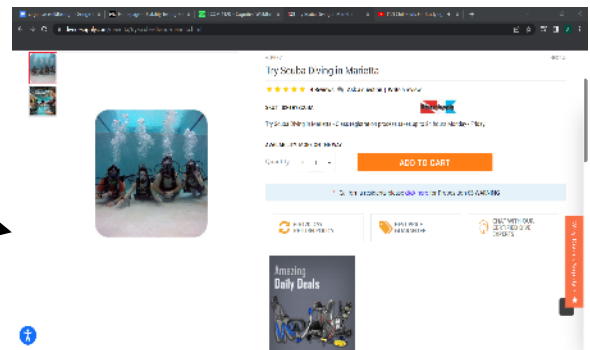
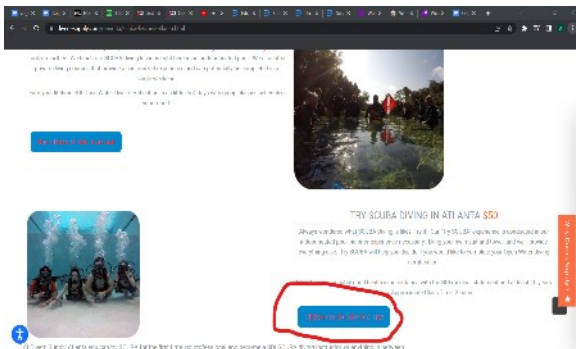
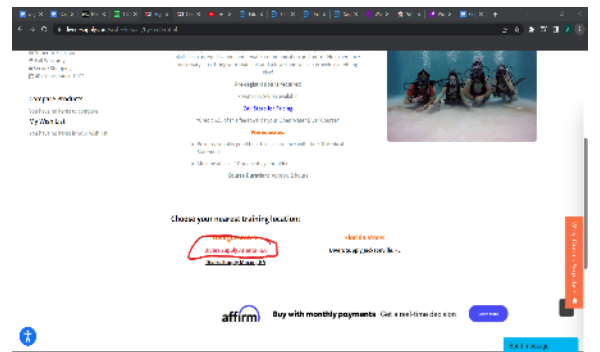
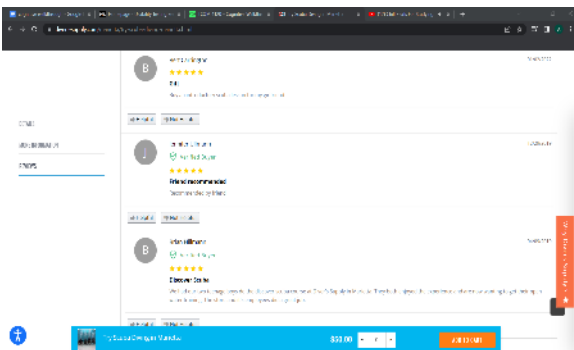
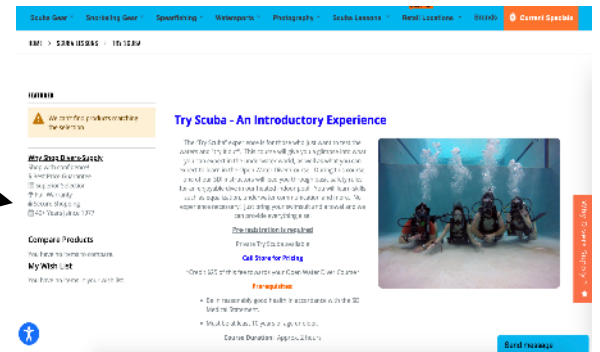
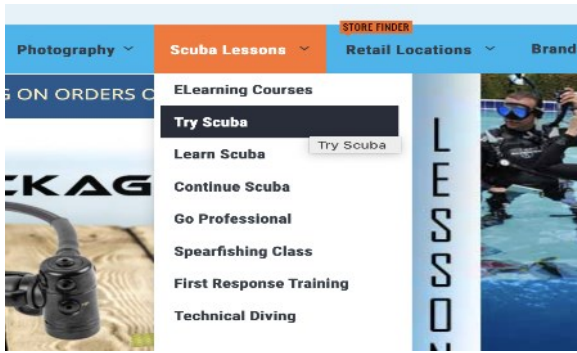
Our persona is named Dylan. He is a 22-year-old single student who enjoys fishing in his free time with friends. He recently saw a video on YouTube about people scuba diving in Belize. He thinks it looks fun but is nervous about breathing underwater. When he was going home one day after school, he spotted the Divers Supply store in Marietta. Dylan wants to know if there is a way to test out how long he would enjoy being underwater. Essentially, he wants to try scuba.

Action Sequence

Dylan's goal is to visit the Divers Supply website and locate the Try Scuba information and enrollment section.

The action sequence he needs to follow is:

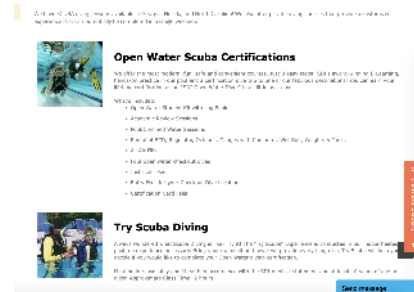
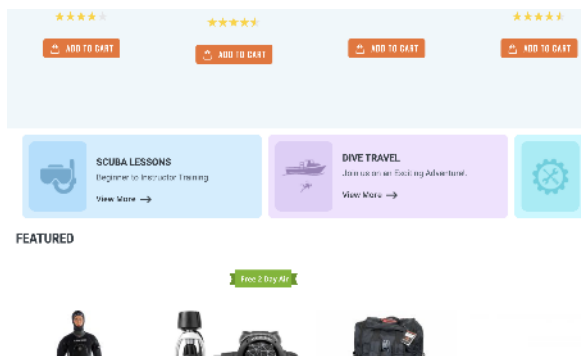
- In the navigation bar, there is a button labeled "Scuba Lessons"
- He needs to click the dropdown for the option "Try Scuba" to appear, along with other options.
- Once he clicks "Try Scuba," he can read the information about the experience and how to sign up
- Once he reads the details, he can look at the reviews by previous customers
- Next, he can find the button for signing up in Marietta if everything checks out with him
- To finalize everything, he needs to purchase the scuba diving experience



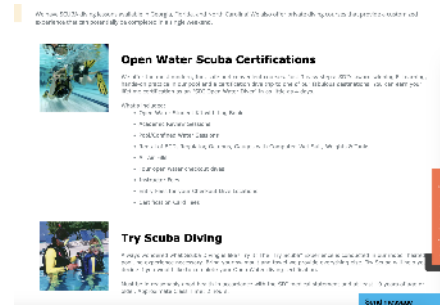
Success and Failures

Based on the action sequence, it is straightforward how to find the “Try Scuba” option on the website for an experienced user. With just a few clicks, one can find the information and enrollment portion. However, for someone who is using the website for the first time, it can be hard to find. Upon examination of the website, there is only one place to access

such information. When you scroll down, certain options lead you to believe that the information can be found there. There is a portion called “Scuba Lessons.” If one clicks that it does bring them to a page with their information on scuba lessons and the Try Scuba option. Although, it only gives you some of the information; it does not redirect you to where you can get the necessary information and access the enrollment process.



Another place where it can mislead the user is scrolling close at the bottom. There is a section where it can take you to view the courses they offer, but it is the same page that previous option takes you to.



Lastly, we mentioned previously that the user must press the dropdown icon to access the different options. But what happens if the user presses the Scuba Lessons button instead of the dropdown? It will take them to the same page we previously mentioned. And again, although that page does have some information, it does not redirect them to where they can find more information about the enrollment.

Conclusion

Overall, the website has minor issues that can prolong a task. However, a user such as Dylan would be able to complete his goals effectively. This is due to his expertise in engineering and experience as a digital techie. Drivers supply is a well-developed site; although it could use a few improvements in terms of its location of information access and ease of use. Both novice and experienced users would be able to utilize the site and its features effectively and efficiently.