

| User Interview Highland Yoga | | | | | | | | | | | | |
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| # | Demographics | What are the most important task you need to perform in using the highland yoga website [a fitness website] | How would you describe your past and current experience with the highland yoga website? | How often do you use or see yourself using the highland yoga website? | What devices do you typically use when visiting the highland website? | Is there anything you often look for on the highland yoga website? | Is there any way Highland Yoga's website isn't supporting your current need when? | If you had a question regarding Highland Yoga do you know who to contact? | What do you see as the primary function of Highland Yogas ? | What do you see as the primary function of Highland Yogas website? | What do you like about the current website? | What don't you like about the current website? |
| Participant 1 | Gender Female Age 29 Occupation Teacher Income 60,000-100,000 | Location Class time Teachers | Easy to find Pricing Transparent Big exciting picutes | a couple times a month | Desktop | Class schedule Reviews | Payment method | Goes to her email to find contact | Community Yoga | New students | Images | Dont have actual images of studios Hard to navigate |
| Participant 2 | Gender Female Age 32 Occupation Financial Advisor Income 60,000-100,000 | The ability to have access to the app Schedule Classes | Issues with the schedule... defaults to virgina high land location when refreshy Like to see specials right awa | once a month | Desktop | Teachers Goes to website when the app has an event | Class Location Accesssability to find things | No | Yoga | Book classes New students | The discount popup | Hard to navigate |
| Participant 3 | Gender Female Age 28 Occupation Registered Nurse Income 60,000-100,000 | Class Time Teachers and there bios Pricing | Mobile website is unresponsive Lot of looking where to go | once a week | Phone | Teachers Reviews Cost | Better way to show calendar Class locations | Assuming its at the top or bottom of page | Yoga | Schedule Book classes | The colors | Parking specifics Teachers pages |
| Participant 4 | Gender Male Age 29 Occupation Sales Income 60,000-100,000 | Booking the class Vetting the class- what they doing Registration easy as possible Few steps Equipment needed Cost | Barry bootcamp Everyone fight Flywheel Purchasing credits/ reserving classes for guest [had some questions about that] | Every other month | Mobile ios Computer | Cost Length of time of class Difficulty of class Reivews | Seamless pay process Link paypal/ apple pay | Support link at bottom Top right icon | N/A | N/A | The simplicity of being abt to book class and seeing availability Capacity Seeing instructor- descriptive instructor Peloton--"if your competitive" this is your instructor, some sort of marker, personality | Home page doesn't scroll- feels fake and doesn't need to be a PDF Fake/ stock images e |
| Participant 5 | Gender Female Age 28 Occupation Buisness Manager Income 20,000-40,000 | pricing / membership right away Schedule Any offers/ popup offers | Franchise gyms very generic No stock photos | Couple times a month | Phone | Reviews | Likes transparencey | Contact tab at the bottom Has hard time finding it Like when they ask preferred method | N/A | N/A | No | Bad colors boring stock photos cant see how many people are in the class clear information like photos of trainers |