Interviews performed with:

Name: Jim Stiekes
Job: Interview Broker
Age: 80s

Name: Naomi Stiekes
Job: Interview Broker
Age: 70s

Name: Ramesh Setia
Job (now retired): Business owner of a welding company
Age: 72

Name: Krishna Dhar
Job: Housewife
Age: 73

Name: Jamillah Ervin
Job: Computer Engineer
Age: 52

Name: Iola Corbett
Job: Post Office Worker
Age:78

1) **What are your first impressions of this website?**
   a) Upon exploring this website the users had varied first impressions. Some drawbacks we noted were the oversized banner on a mobile device. One user found navigation confusing, encountering the same content after multiple clicks. Amidst these drawbacks, we also noted some positives, users appreciated the blog part of the website that provided interesting information. The overall nature theme was well received, although we received feedback on not being able to immediately locate the "schedule a call" button due to the low contrast.

2) **You are a person trying to contact a lawyer for estate planning. Tell me how you would go about doing this on this website.**

a) One user mentioned they would likely explore the Services section initially but might opt for a scheduled call due to confusion in finding specific estate planning information. Issues like an oversized mobile banner and unclear navigation towards the Contact page frustrated them. Another user appreciated the thoroughness of the website but encountered difficulties accessing estate planning details and the Contact page on mobile. Both appreciated the color scheme and nature-themed elements but faced hurdles related to mobile navigation and unclear service descriptions, impacting their overall user experience.

3) **What was difficult about navigating this website and how was your experience?**
   a) Upon exploring the website's functionality, one user expressed satisfaction with the Services page, highlighting its informative content and ease of navigation. However, when accessing the website via a mobile device, there was some confusion, making it challenging to locate the Contact page as requested. Additionally, the Contact page's layout received mixed feedback; while the preference was for direct contact methods over form submissions, the page's design didn't align with this preference.
   b) Furthermore, users exhibited a preference for visible buttons over scrolling, emphasizing the need for immediate access to essential information. Some users also expressed a lack of clarity regarding the purpose or content under the "Make it Legal" section.

4) **What was positive about this experience?**
   a) Some users liked how descriptive the website was. One enjoyed reading about the lives of the Taproot team, and thought that the information included was fun to read and helpful.
   b) Two users valued the simplicity of the website and enjoyed the color scheme included.

5) **How do you feel about the services page? Is anything confusing? How easy was it to find the information you needed?**
   a) After reading through the Services page, two users mentioned that they were frustrated with the lack of links embedded within the services page. Although they enjoyed the description included on the page, they would like it even more if they could click on the services page to get to the "Coaching", "Make it Legal", and "Make it Legal Administration" pages.

b) Many respondents were confused about the purpose of the "Make-it-Legal" option, and what it entailed, as well as the difference between the "Counseling" and "Coaching" features.

c) 3 users noticed a number of typos within the Services and About pages

6) **How do you feel about the contact page? Is anything confusing? How easy was it to find the information you needed?**

   a) Feedback received concerning the contact page revolved around two suggestions.

      i) First, upon clicking on the contact tab, two users mentioned that they expected to immediately see a form of Taproot contact information (phone number), and didn't find it until they scroll further down the page. At first glance, neither noticed the social media links displayed at the top of the Taproot website, but as neither are active on Instagram, Facebook, or Twitter, they did not find these useful.

      ii) Second, two users mentioned that they prefer when websites display their contact information on their contact pages, as opposed to providing spaces for users to input their own contact information. They communicated that it felt less likely that Taproot would contact them only if they submit their information.

7) **How comfortable are you navigating this website?**

   a) Overall, the users interviewed were fairly comfortable navigating the website, but find the banner confusing, as it looks the same on every tab, so users cannot tell whether they have successfully navigated to another section of the website.