Website → https://wanderlust.com/events/

Hypothesis:

1. I think that the users are most-engaging with Wanderlust TV.
2. I think that the users will find that photos within the Wanderlust TV gallery slideshow are very self-explanatory of the fact that it is on-demand yoga classes.
3. I think my users understand the brand name once they enter the website.
4. I think that the users scroll down through the website to explore more about the website.
5. I think the users find links to different types of content easily.

Protocol:
2-3 Minutes of chit-chat:
- How is your day going?
- How old are you?
- What do you usually do in your freetime ?

Right before beginning:
- Do you like to workout?
- Have you ever done yoga?
- If you have ever done yoga, how often?
- If you have not tried yoga, why?

Announcement of the test:
- We are conducting a user utility-test, the point of this test is to understand how potential consumers view the website www.wanderlust.com, how they perceive the website, and how easily it is to work with the website
- I'm going to ask you to share the screen only for the time being of this phone call, don't worry, this will be confidential and will only be used internally so that we can best understand how to improve this website.
- Essentially, we're going to be asking you to perform certain tasks on www.wanderlust.com
- While you're sharing your screen and performing certain tasks on www.wanderlust.com, I'm going to ask you certain questions and "interview" you to gain a deeper understanding of what you're doing
- Just for your information, we'll be recording these activities using your camera, microphone, and a screen recording of your activities on the web page.
- This test will range between 15-20 minutes.
- Just as a final reminder before we begin, this is completely voluntary and if at any time you would like to stop, that is completely fine. All of the findings will be used completely

internally for this study and to help improve the website and the releasing of your name or any other personal information will never occur.

Core Protocol:
- When you ask the users the questions and actions you want to do

Hypothesis #1: I think that the users are most-engaging with Wanderlust TV.
- What is the first thing that you are attracted to when you arrive on this landing page?
- What is the first action that you believe you will most likely take when arriving on this page?
- Please rank the first 5 actions that you would take on this website. 1= "this will be the first action I would take" and 5= "this is the action I would least likely take"

Hypothesis #2: I think that the users will find that photos within the Wanderlust TV gallery slideshow are very self-explanatory of the fact that it is on-demand yoga classes.
- Rate from 1 to 5 how easy it was for you to understand the purpose of the website, with 1 being the worst and 5 the best.
- When you went through the Wanderlust TV section and its pictures on the website, did you understand the products/services offered were on-demand yoga classes ?
- In your opinion, do the images speak for themselves, without the text is it clear that the website offers yoga classes ?

Hypothesis #3: I think my users understand the brand name once they enter the website.
- When you entered the website, what did you think the brand was about?
- On a scale from 1 to 5, how clear is the website to explain what the brand is about?

Going through the

Hypothesis #4: I think that the users scroll down through the website to explore more about the website.
- When you were done understanding the initial section of the landing webpage did you feel like scrolling down to explore the website ?
- If you scrolled, did you scroll down just to explore more or was it for any other specific reason ?
- Rate from 1 - 5 how curious you were to explore more about the website, with 1 being you least interested and 5 you being extremely interested.

Hypothesis #5: I think the users find links to different types of content easily.
- Rate from 1 to 5 how easy it was for you to understand the website, with 1 being the worst and 5 the best.
- Do you think that the home page is user friendly and easily accessible?
- Does all the content written help you identify your need in an easy way?