

Participants were unsure that they had successfully created an account.

P1 :

- Verbatim: “OK, so I signed up – joined, but it returned me to the main homepage, and I’m not sure if my listing got added. So I’m going to go over and search again to see if they’re in the list or not. So that’s a little confusing.”
- Paraphrased: “...and it’s not. Looks like my listing hasn’t been added. I would just leave the site now.”

P3 :

- Clicks on submit, gets dumped back to the homepage. Says “I guess I’m done!” then starts laughing incredulously.
- “It didn’t even say thank you for joining!”

Participants were unsure if a business or review was added.

P1 :

- “I’m not sure if my listing got added, so I’m going to go over and search again and see if they’re in the list or not. So that’s a little confusing.”
- “It doesn’t look like it did load [the review], so I’m completely frustrated now and I would leave. [Laughs] I guess I tried to add that business, but without having the success of logging in to begin with and it kind of booting me out.”
- “It looks like it went backwards on me and didn’t take the listing I had just added. So I would have been frustrated at the point and have left the site.”

P3

- Clicks on submit, gets dumped back to the homepage. Says “I guess I’m done!” then starts laughing incredulously.
- “It didn’t even say thank you for joining!”

P4 :

- “Tells me ‘Thank you for reviewing’, and it’s telling me that I do have to create an account I guess ... Do I have to, actually? ‘Create your own book, join now to save this review to your book’. Oh, so this is going to save it to my own book? Hmmm, uh...” [Starts filling out account information]
- Study Tech: For the review itself, do you think the review has or has not been posted?

- “I don’t think it posted, because I didn’t sign up. So I assume it's not.” “I'm curious to see if my posting actually went up. So I'd probably check, since it's nice to see your own handiwork”
- He goes back to the business he tried reviewing, and the review isn’t on the business listing.
- I think I put a two star [review], so it didn't post. (There's no two star review on the business listing, so he determines that his review was lost).
- It posted much later that day, maybe the next – but it doesn’t matter: He thinks it was lost.

P5

- After continue-as-guest:
 - Study Tech: So you feel the task is complete and the review has been submitted?
: Yes... but, well it says there's only one review there.
 - Study Tech: So do you think the review is there already, now that you've written one or do you think it's not there?
: No, I think... it said there's only one review, and there was already one review.
[It's a review posted by someone else]
- After the account “woops!” error:
 - : I think my next instinct would be to look up the Import Auto Service place that I just reviewed and see if [the review] got in there or not.
: [The business listing] says it has one review, so it has the other person's review there and not mine. So then I'd maybe try it another time.
 - When asked how she would share her review with her friends, she starts by saying "Had my review been saved..."
- It posted much later that day, maybe the next – but it doesn’t matter: She thinks it was lost.

P6:

- After continue-as-guest:
 - I hope that what I have written was stored there; I'm not sure that I succeeded or not in doing that.
- Study Admin: What is it that you are trying to do now?
 - “See if the thing I wrote is there.”
- [Looking at the business that he just reviewed] And mine is not here.
 - Study Admin: “What do you think of this experience so far?”
 - : “Frustrating.”
 - “It should let me know if mine was published or not or if it's going through a moderator or something like that. If it's not being published than why's it not publishing. Should I create an account or not, you know?”
- Study Admin: What's your conclusion about your post at this point?
 - : “It's in some limbo, hopefully? ... or I mean lost.”
- Study Admin: How would you share your review?
 - “I don't know, my review's not there.”

- It posted much later that day, maybe the next – but it doesn't matter: He thinks it was lost.

P7 :

- [After seeing the 'Log in to publish your review']
 - “I thought that my review would just be there, but now I have to log in.”
 - “I think that my review is there, but I would like to see it.”
 - Study Admin: Are you sure that the review has been posted?
 - “I think so, because I got no error or no bad information. But it would be better with a confirmation.”
 - [Looks for his review. Reads the business listing out loud]
 - “Madison Bike. Let me see if my review is... 1 review [There was 1 review to start with -- not his]. Then my review is not here. Yeah, I don't see my review.”
 - Study Admin: So what are your thoughts about this website, now that you don't see your review?
 - “I would say it's broken.”
 - Study Admin: What are you thinking about your experience overall?
 - “About the Judy's Book? The website -- this thing about it not saving my review -- not warning me about that -- is quite ridiculous. I would not put another one on the website -- another review. If it had shown some error message 'Hey, we are experiencing serious problems. Sorry, I could not save your review', it would be OK, I would maybe try another time.”
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- It posted much later that day, maybe the next – but it doesn't matter: He thinks it was lost.