

Usability Test For AI Trip Creator

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Author Note

This is the documented report for the usability of our final year capstone project. This is a non-functional test conducted to ensure our final interface is as good as it possibly can be and meets professional standards.

Executive Summary

This usability test was conducted with a pool of 40 participants aimed at evaluating and improving the user interface and gathering recommendations for feature enhancements in our system. The key objectives were to identify usability challenges, discover potential areas for improvement, and assess which new features users would like to see implemented.

The test revealed several important insights. Users highlighted the need to expand the data collection form for creating itineraries, making it more comprehensive and user-friendly. A major finding was the desire for a more integrated and dynamic chatbot experience. Participants preferred a fully integrated chatbot system that could interact more intelligently with the platform, rather than the current setup which relies on a small help chatbot limited to fixed responses based on keywords.

Additionally, the test exposed areas for improvement on the flights and accommodations pages. Users found the layout and presentation of information underwhelming, particularly when displaying AI-generated content, which currently lacks sufficient markup and structure to enhance readability and user interaction.

Based on these findings, we recommend expanding the itinerary form, integrating a more advanced chatbot into the system, improving the flights and accommodations page's layout, and incorporating appropriate markup for AI-generated content to enhance user experience.

Introduction

The primary objective of this usability test was to enhance the overall user experience and improve the interface design of our system. We aimed to identify key areas where the interface could be made more intuitive, gather insights on the overall user experience, and explore potential feature additions based on user feedback.

The scope of the test focused on three main aspects:

- The overall user experience

- The design and functionality of the user interface
- Recommendations for new features that users would find valuable

The usability tests were conducted over a five-day period from August 15 to August 20. A total of 40 participants, aged between 17 and 60, took part in the study. Half of the participants were under the age of 25, providing a broad range of insights from both younger and older user demographics. The feedback collected during this period has been instrumental in shaping our understanding of user needs and identifying areas for improvement.

Methodology

Test Environment

The usability tests were conducted in person through live demos followed by a structured set of questions aimed at gathering participant feedback. The live demo allowed users to experience the interface in real-time and interact with various features, including forms and the chatbot. Afterward, participants were asked to provide feedback based on their experiences.

Participants

The test targeted individuals who were either actively planning a trip or expected to plan one within the next three months. The participants varied in age, ranging from 17 to 60, and represented diverse family structures, from solo travelers to family planners. This allowed us to gather insights from different demographics with a focus on understanding the needs of different types of users.

Test Scenarios and Questions

Participants were asked to complete the demo and then respond to the following questions:

- **Form vs. Chatbot:** "Would you prefer to interact with a form or a chatbot?"
- **Form Feedback:** "What would you like to add to or remove from the form?"
- **Interface Usability:** "How did you find the interface? Was it easy to navigate?"
- **Chatbot Feedback:** "What is your overall feeling about the current chatbot?"
- **Chatbot Improvement:** "How can we improve this chatbot in your opinion?"
- **Feature Requests:** "What other features would you like implemented?"

Metrics Collected

Satisfaction was measured on a scale of 1-10 for each of the following categories:

- Ease of Navigation
- Form Usability

- Chatbot Interaction
- Overall Experience

Qualitative feedback on potential improvements for the form, interface, chatbot, and other features was also collected and analyzed.

Test Results

Form vs. Chatbot Preference

Participants were equally divided on whether they preferred interacting with a form or a chatbot, with a 50-50 split in the vote. This suggests that both interaction methods should be available in the system to cater to diverse user preferences.

Form Expansion

Participants recommended expanding the current form to include additional fields for more comprehensive itinerary creation. They felt that the form, while functional, lacked depth and should collect more specific information to improve its effectiveness.

Chatbot Integration

Users expressed a desire for a more sophisticated and fully integrated chatbot. They wanted a chatbot that not only answered questions but also actively communicated with the system to generate and refine itineraries. This would elevate the chatbot from a simple help tool to an essential part of the user journey.

Interface Improvements

While participants generally found the interface easy to navigate, they also suggested several areas for improvement. Users noted that the design could be more visually appealing and user-friendly. Some participants requested the addition of a "Things to Do" page where users could browse and select activities based on their destination and preferences.

Recommendations

- A "Things to Do" page was added to provide users with suggestions for activities based on their destination.
- A flight search feature was implemented to allow users to search for flights within the system.
- Enhancements were made to how AI-generated itineraries are presented, with markup added to improve readability.
- The chatbot was fully integrated into the system, capable of assisting with inquiries and generating itineraries.
- Major UI improvements were made to enhance navigation and visual appeal.

Conclusion

Following the usability test, significant improvements were made, focusing on expanding features, enhancing the user interface, and integrating a more capable chatbot. These changes addressed user feedback and improved the overall experience. Going forward, continual testing and iterative improvements will be necessary to further refine the platform.