Tanitian Island Tourism Website Guerrilla usability testing:

**User A Responses to usability tasks:**

**Summary of feedback:**

Suggested creating a link on each page of the site that points to the booking page in order to facilitate the creation of new bookings from any page.

**Which feedback is or is not actionable and relevant to the design:**

All of user A’s feedback was relevant to the design. The feedback is relevant to the design because increasing user traffic to the booking area is a desirable outcome and the suggestions made should help to achieve this goal.

**Actions taken to implement user feedback into redesign:**

Creating a hyperlink to the booking page that stands out from the rest of the links is a great way to help direct users to the booking page so this was a good idea and will be implemented into the redesign:

A “Book Online Now!” button was added to the wireframe of each page and will be implemented in the final design. This button will link directly to the booking form element of the booking page where users can then fill out the form in order to request information from a booking agent.

**User B:**

**Summary of feedback:**

Suggested moving the frequently requested information to the homepage with the “About the Island” content since this page provides general information about the island experience and is more readily available to the user from this page.

**Which feedback is or is not actionable and relevant to the design:**

All of user B’s feedback was relevant to the design. The feedback is relevant to the design because the user experience is impacted in a positive way by making it easier for users to navigate to information that would be otherwise slightly harder to locate.

**Actions taken to implement user feedback into redesign:**

In the original design this information was located on a page of its own called the ‘faqs’ page however this information will be moved to the homepage because users will be able to see everything here without the need to navigate to a separate page.

**User C:**

**Summary of feedback:**

Suggested creating an easier way to navigate to any of the sites other pages independently of where the user is currently at on the page. In other words no matter where the user is at on any given page they should be able to access any other page from where they are.

Also suggested removing the header from all pages other than the home page because it is a bit cumbersome to scroll past this area with almost no useful content each time the user navigates to a new page. The header area mostly consists of just an image and a logo (this was an intentional minimalistic approach to keep the site looking simple and refreshing).

**Which feedback is or is not actionable and relevant to the design:**

All of user C’s feedback was relevant to the design. The feedback was relevant to the design because the suggestions made should have an obvious and straightforward positive impact on the users navigational experience by making content more accessible.

**Actions taken to implement user feedback into redesign:**

-This was useful feedback and the design solution that was implemented was to incorporate a sticky navigation bar that will always be visible to the user even when they have scrolled all the way down the page. Now the user will be able to navigate to all of the pages rapidly making it easier to view all the content.

To fix the issue of navigating to the header area once a link is clicked all the links in the navigation bar other than the homepage link will all point to where the navigation bar begins on each page. With this design implementation the user will be pointed straight to the part of the page where the navigation bar and the content begins bypassing the need for them to scroll down further before they can see any links or content.