Usability test results

Question 1 - How old are you?

28
26
27
26
23
23
20
30
28
38
31
29
34
28
26
18
24
33
50
44
53
42
21
37
65
52
45
42

22

20

45

54

Question 2 - Where are you from (hometown)?

China

China

China

China

China

Oldenzaal

Doesburg

Hengelo

Deventer

Apeldoorn

Deventer

Apeldoorn

Hardenberg

Coevorden

shaggy hair

Deventer

Oldenzaal

Almelo

Deventer

Deventer

Hengelo

Ermelo

Enschede

Amsterdam

Deventer

Wierden

Deventer

Deventer

Arnhem

Nijmegen

Deventer

Oldenzaal

Question 3 - What are your thoughts as you view your personalized itinerary?

I think the information in the itinerary with all my needs, such as information on stores, restaurants and spots.

I think it was very helpful for me to plan my trip.

I think this process helped me discover more interesting spots in Walstraat.

Easy to use, I didn't think personalized lines could be so convenient before this.

it's easy and simple to use

That it looks good

Good

That it looks good and that personal preferences are taken into account

How nice that my personal preferences are reflected

Not personal

To slow

Good concept

nice concept

Could be better

Clear

Not really personal yet

The idea is very nice but the webapp is not working properly yet

Good idea

Is full of long names, only names

Beautiful

Good idea only slow

I think the idea is very good, execution could be better!

Still going pretty rough

Location not right

Very handy

unnecessary

interesting

It looks good

That it's nice that it's adjusted to me

Very nice to use

I think it looks very sleek, a good route has been used!

Fine

Question 4 - What do you think of the font?

I think the font choice suits the application well, not too serious and quite legible.

Feel very elegant, the overall design is coordinated.

Very nice and good for mobile reading.

The font is clear and provides good guidance.

It is very clear, and it looks like a good match with IOS system

Good

I can read it well

The shape fits well with the layout

Big enough

Nice to meet you

Good!

Fine

Clear

Good

Correctly

Standard

Beautiful

nice and clear

Okay clear!

Good

Fine

Well thought out

Fine

Great font

Good

nice font

uncluttered

Big enough

nice

Very clear!

Good

Question 5 - What do you think of the colors used?

Consistent color scheme interface design gives me a consistent visual experience.

The colors work well together and highlight key information.

The color scheme makes the interface information hierarchy accurate and easy for users to read.

I really like the color scheme of the web application.

To be honest, green is my favorite color so I I really like it

Beautiful

nice colors

They are not colors I would immediately go for, but they go well together. This has been well looked after.

Cheerful and natural colors

beautiful and fine

clear to me

Correctly

Fine

Nice colours

Correctly

Fine

Good

Positive

Super

Beautiful colors, not too bright

Beautiful colors chosen

Good choice

Beautiful

Colors are good, but it sometimes reminds me of Google Maps.

Beautiful

no comment

nice colours

Very pretty and not too overpowering

Good

Very nice

The correct color combination has been used.

Good

Question 6 - How do these colors make you feel?

The application of color layers and neighboring colors make the interface look harmonious and balanced. It gave me a young, friendly feeling.

Gives people a sense of hope, and green also brings a sense of safety.

The entire interface basically uses the color green throughout, the product style is memorable.

The color of the web application makes me feel relaxed and fits the Walstraat very well, is very restful.

It makes me feel like I am in a garden (green) city, very sustainable

A good feeling

The colors make me feel inviting

A good feeling

Merry

Calm and fresh

Nice feeling!

A good feeling

That it is an informative app

Great colors

happiness

Fresh

Involvement

positivity

calm, clear

Quiet and pleasant

Heat

Heat

calm and happy

Peace

artisan

no feeling

I have no feeling about this

They are natural colors

The colors radiate tranquility, form a beautiful whole

Nice feeling

A warm feeling!

Nice

Question 7 - If you are looking for restaurant information, where would you expect to find it?

I would like to find this information in the sidebar.

I wish I could find the information about the restaurant directly in the map.

I wish there was a section about restaurants in the app.

I want the restaurant information to be displayed directly in my route planner.

I hoped I could find it in the shop page, and here it is. I mean the restaurant info is in the discovery page and also in the main page, it is the nice place to find these info.

In the menu

By the categories

In the search bar, that I can search for different restaurants there.

By the categories

On the map, but is still too superficial

Food and drink

At menu

At the map and location icon

Restaurants

In a drop-down menu

On the map when you click on a category

Restaurants

At menu

Trip advise

At the map at the top or at the search function

Food and drink

Under the heading restaurants

In the category at the top

Eat Drink. The information you get is good! With those signs!

With food and drink

in the app

in the application

At the folder

At the restaurant button in the app

At restaurant information

In the spotlight!

As location link

Question 8 - How was the experience of using the web app?

I think the overall experience is great, and the app even provides information on events that are being held and will be held.

The overall use of the application felt smooth and the ability to log in directly as a guest allowed for quick access to the information.

Very pleasantly surprised. I didn't think I needed an app to guide me through Walstraat before this, but I did find a lot of useful information through the help of the app.

I think this is a great web application, just scan the QR code and you can use it.

For me, it is convenient for me because the things (places and events) are concise but have good content (open time, websites, intro etc.), and easy to find

Nice

It's a nice app

It was still a bit slow, but for the rest they have taken user-friendliness into account. It went well, a few things still need to be adjusted, but I think this will work out.

Reasonable, but may need improvement

Slowly

User friendly

Good, nice idea, just needs some development

Good experience

Good idea

He is a bit slow

Better languages stand together

Not everything worked properly

Super

A bit slow but nice features

Good layout can only be faster

Fine, just too slow.

Moderate, still very slow and locations not yet accurate

My first impression is good. Only it can be faster!

Good

good experience

user friendly

It takes some getting used to, but doable

Very nice to use very clear

Good

The user was thrilled!

Fine

Question 9 - What do you think of the language used?

The use of language was appropriate and made me feel very welcome.

All information is clearly guided and explained.

The language used is very straightforward and clearly shows all the information.

The language used in the application is clear and allows me to quickly navigate and find the information I need.

It's great! I used the English version, but I saw there was also a Chinese version. Then I switched to Chinese, it worked well!

Good

Formal, but not too

Fine

Still a bit of English and Dutch mixed up, but this will also be changed, the students said. Otherwise neat!

Nice

Could be better in my opinion

Good

Friendly

Would look into other options

Good

Varying, could sometimes be a little better

Good

English and Dutch is mixed

Bright

Correctly

Good Dutch

Just as expected

Fine

Super clear!

Language choice must still be accessible

formal

clear and neat language

English, preferably Dutch

Correctly

Clear to me.

Fine

Question 10 - How easy or difficult was it to navigate?

I think everyone can quickly get a handle on how to use the app and the instructions for the features are clear.

Easy to use, personalized route designation is also convenient, with no complicated options.

The interface information hierarchy is accurate and easy for users to read.

The design of the navigation is simple and easy to understand for me, presenting all the information in a clear and simple way.

Because after the login page, the main page was navigation. Then I clicked the place I wanted to go, next I clicked the direction button, and the route was designed. So I think it's easy for me to use.

Was very easy

It was doable

Easy, they have a good card

Good to do.

is still slow

Annoying

Went well

It's still quite difficult

Difficult

Didn't work well yet

Quite difficult because the coordinates are not set right yet

Difficult

In the beginning it was searching and later it became clear

If it is too full it is more difficult. Appearance of 100 characters

Difficult, he's still a bit slow

Easy only slow

It was clear only the speed didn't help

Difficult, locations are not working perfectly yet

Doable just slowly.

Comfortable

was pretty easy

it takes some getting used to

Takes some getting used to but then good to do

Was very easy

Quite easy

I could easily find my destination.

Fine

Question 11 - [Internal] How long did it take the user to complete this task?

I think less than 2 mins

6

1,5 minute

5 minutes

2 minutes

5 minutes

4 minutes

3 minutes

6 minutes

2 minutes

6 minutes

4 minutes

40 seconds

4 minutes

5 minutes

10 minutes

1 minute

30 seconds

5 minutes

Fairly fast but could be faster if the web app can do this

Few minutes

10 minutes

15 minutes

3 minutes

N/A

N/A

About 20 seconds.

2 minutes

Thinking out loud test - result

To get a better idea of what the consumer would think of the web app, tests were carried out to map this. These tests were carried out in the Walstraat in Deventer. The intent of this method was to show the web app screens to the consumer and to write down their first impression. Everyone saved the results in his or her telephone, so that this could be discussed with each other at a later stage. In general, several things coincided. That way it was clear what was good and what could be improved in the future.

What emerged as positive points during the tests was that they first of all found the idea for the web app in Deventer a very interesting idea. Tourists in particular indicated that they thought this was a nice concept and that they would like to use it if they want to visit the city center of Deventer. This gives them extra information about, for example, special places that really need to be visited when visiting Deventer. In particular, the extra information that was provided about shops and restaurants was seen as a nice addition. Tourists were very enthusiastic about this. Furthermore, it was indicated as a first impression that the logo was very recognizable for them.
The colors that were used gave the respondents a warm feeling, which they found very pleasant.

One point for improvement that emerged was that the respondents found the web app very slow at the moment to use in a good way already. This makes it very complicated for them to know how it all works. They indicated that speed is very important to them because they want to know quickly what is in it with regard to the information. Because the web app is still quite slow based on their first impression, this makes it very complicated. That is why they also see opportunities to improve this. Furthermore, said the personal walking route is not yet understood. The respondents did not immediately arrive at the store to what they were looking for and they found this annoying because the idea was well received.

The conclusion that can be drawn based on the first impression of the respondents is that they are very enthusiastic about the concept and that they believe it can offer real added value. However, the speed of the web app is a problem for them, which makes it difficult to use at the moment. If we look to the future, this definitely offers opportunities, but something has to be done about the speed of the web app. This is essential for the consumer to be able to use this web app properly.