HJP1 — HJP1 Task 1: Project Approach and Prototype

Guerilla Testing Feedback Evaluation

**Summary**

The guerilla usability testing received results from four individuals. The individuals examined and navigated the wireframe mockup, then answered a short survey consisting of demographic information, expectations for a vacation booking website, and their experience with the wireframe mockup and potential improvements to the design. Most of the testing and survey results indicate that the design is already generally good; however, a few minor changes may be implemented based on the responses.

**Expectations**

The first part of the usability test began with expectations the subject may have for a good vacation booking website. While most of the attributes received responses indicating varied importance (such as “style/aesthetic “and “option to book/order [various categories]”), and some attributes received responses indicating consistent importance (such as “price/deals”, “ease of use”, and “convenience/accessibility”), only one attribute received a perfect score (5/5 importance by all respondents) –“accurately represents destination”. Although not particularly actionable for UX design, this shows that accuracy is more important than any other aspect of the website. It must remain a priority to maintain that accuracy, and not allow for other aspects of the design supersede its importance. This feedback is not actionable, but may be useful for marketing purposes.

**Wireframe UX**

The next portion of the survey focused on how the wireframe met UX expectations. Although varied, the responses predominantly leaned toward to positive side (50% rated as 5/5 for “ease of use” and “layout/navigation”). This is a good indicator that the general layout and navigation are already intuitive and will not require any major adjustments. However, several minor adjustments have been suggested in the final portion of the survey that will be implemented. This feedback is not actionable, as most of it indicated satisfaction with the design.

**Changes**

The final portion of the survey allowed the respondents to suggest changes to the design. Unless otherwise noted, all of these suggestions are actionable. Except for text in parentheses, each of these items is a direct quote from one of the respondents:

* “…having the categories for filters at the top can cause people to get a bit lost when they're trying to look through pages and pages of options.”
* “Fix contact form submission…”
* “…adjust menu text size…”
* “...dropdowns for FAQ…”
* “…double columns for category page results.”

Guerilla Testing Feedback Incorporation

The “Expectations” and “Wireframe UX” sections of the feedback are not actionable. This is primarily because they agree with the current design. If most of the responses had been leaning the opposite direction, then that would have signified the need to redesign.

The “Changes” portion of the feedback is the most actionable; however, not every piece of feedback will be implemented. The following changes will be implemented:

* Moving the filter section to the left side of the results page, rather than the top.
  + As mentioned in the feedback, having the filter section on top of the results may cause confusion, since results may not be clearly and immediately visible, especially when navigating through many pages of results. However, this change will not be implemented for mobile devices, since this will result in crowding out the results. This is an incredibly simple change to implement, since all it requires is changing the position of the filter section.
* Add “Submit” button to contact form.
  + This is required for the user to be able to submit the contact form. It is considered “high impact” and should be prioritized. This is fairly simple to implement on the front-end, but may be more complex to integrate with the back-end.
* Adjust navigation menu text to a larger font size.
  + A follow-up meeting with the respondent that stated “adjust menu text size” indicates that he believes the font size for the navigation menu is too small. The font will be increased significantly and stylized to increase readability. This, also, is a simple implementation.
* Make individual results on the results pages wider.
  + Although the suggestion to “double columns for category page results” will not be implemented, it indicates that the page appears empty (this was confirmed during the follow-up meeting). Rather, the individual results will be made wider to fill in that empty space. This will give the impression to the user that there is more content available, thus more options.

The following suggestions will **not** be implemented:

* “Dropdowns for FAQ”
  + Although the benefit of keeping the content more compact is evident, for this project, it does not outweigh the added complexity to the user interface and difficulty in implementing it.
* “Double columns for [results]”
  + It may be that the extra empty space on both sides of the results may make the page seem empty. However, adding an additional column of results will cause the opposite problem, and create too much clutter. Instead, the new design will (1) have the filters on the left side and (2) give result items a wider width in order to fill in the empty space without causing clutter.