

Outcome of user testing

1. Scenario 1:

Book an activity in the Mountains

Describe steps:

- She clicks on activities
- She clicks on word "Mountains" → This did not work
- She clicks on "read more" under the mountains
- She sees that there are three possible activities
- She reads all of them and chooses her favorite.
- She clicks "book now" under her favorite activity.
- She reads through the booking page and is shocked about the amount of money(!)
- She fills in the information needed to book an activity.

Reflect:

There is no pricing within the activity description. Users only see the price when they click on "book now".

She thinks it is good that she has to click so often before actually booking the activity, because it is important to consumers know what they are booking. If consumers visit frequently, they will not read the text anymore, but are not bothered by clicking through the website again.

Scenario 2:

Write a review about LeafTime

Describe steps:

- She clicks on "reviews" from the homepage.
- She starts reading the already existing reviews.
- She realizes that all the reviews are positive and that this is because the reviews are sorted from best to worst.
- She cannot find the possibility to write a review herself.

Reflect:

We still need to add a button to let consumer write a review of their experience.

She advises us to not have the reviews in the middle of the page. But instead, maybe special discounts or activities in that section.

Scenario 3:

Check if there is an activity on the 22nd of April

Describe steps:

- She clicks on the small calendar in the left corner of the website.
- She clicks on the arrow to move to the next month, which is April 2020.
- She moves her controller to the 22nd of April and tries to click on it → nothing happens.
- She concludes that there are no activities on April 22nd.

Reflect:

The calendar in the homepage is effective, especially the circles. Maybe explain underneath that a circle means an activity that day.

2. Scenario 1:

Book an activity in the Mountains

Describe steps:

- He clicks on Activities from the homepage
- He clicks on "read more" below mountains.
- He reads all activities and chooses his favorite activity.
- He clicks on "book now" underneath his favorite activity.
- He fills in all the information needed to make a booking.

Reflect:

It is unclear what to do when all the booking information is filled in, there is no button to press "next or book". The booking process is normal.

Scenario 2:

Write a review about LeafTime

Describe steps:

- He clicks on the section below the word "reviews".
- He would not read the reviews when he wants to write his own review.
- He cannot find the possibility to write his own review.

Reflect:

We still have to add an option to write your own review.

He suggests that we use the arrow (v) in the page to show all the reviews, and by clicking on the section you can write your own review.

A filter within the review section would be appreciated, because then he can see what is said about the activity he wants to do.

Scenario 3:

Check if there is an activity on the 22nd of April

Describe steps:

- He clicks on the small calendar in the left corner.
- He clicks on the arrow to move the month April.
- He sees that on the 22nd of April is an empty box.
- He concludes that there is no activity on the 22nd of April, because on other dates there are activities shown.

Reflect:

It is nice that you have a short overview of when the activities are planned. The sign-up section can be clearer.

3. Scenario 1:

Book an activity in the Mountains

Describe steps:

- click on search: climbing in the mountains
- click on book now

- find a date
- fill in amount of people

Reflect:

He had some trouble with finding the book now button.
There is no confirmation button on the book now page.
Lots of steps to book an activity in the mountains

Scenario 2:

Write a review about LeafTime

Describe steps:

- click on review on home page
- I would make a new review and write down my opinion

Reflect:

There is now no button to write a new review

Scenario 3:

Check if there is an activity on the 22nd of April

Describe steps:

- click on activities in the nav bar
- set calendar to the next month
- check if there is a circle around the 22nd of April

Reflect:

Looks at the top of the page first, would therefor first go to activities and not click on the calendar in the nav bar.

4. Scenario 1:

Book an activity in the Mountains

Describe steps:

- She clicked on Activities on the home page
- She clicked on read more for Mountains
- Then clicked book now
- Filled in info
- no finish or book button

Reflect:

Clear overview. Missing finish/ book button

Scenario 2:

Write a review about LeafTime

Describe steps:

- She clicked on Reviews on the home page
- No place to write review

Reflect:

Need to add review writing place

Scenario 3:

Check if there is an activity on the 22nd of April

Describe steps:

- She clicked on the calendar on the side column
- Looked for 22nd of April and clicked on it

Reflect:

Simple and easy.

5. Scenario 1:

Book an activity in the Mountains

Describe steps:

- He clicked on the carousal first. When this didn't work he clicked on the activities tab.
- Then he clicked on the mountains.
- When on this page he clicked on the book now button.
- Then he booked an activity.

Reflect:

Maybe make the carousel pictures a link to the activity page

Scenario 2:

Write a review about LeafTime

Describe steps:

- He clicked on the review box.
- When on the review page he searched for the add review button but couldn't find it.

Reflect:

Add an "add review button"

Scenario 3:

Check if there is an activity on the 22nd of April

Describe steps:

- He went to the activity page
- He clicked on the calendar at the bottom of the page
- Then clicked on April
- He saw that there was no activity.

Reflect:

It was easy

6. Scenario 1:

Book an activity in the Mountains

Describe steps:

- She clicked on Activities on the home page
- She clicked on read more for Mountains

- Then clicked book now
- Filled in info
- book now

Reflect:

Clear overview. Book now button missing or send it in.

Scenario 2:

Write a review about LeafTime

Describe steps:

- She clicked on Reviews on the home page
- No place to write review

Reflect:

Need to add review writing place

Scenario 3:

Check if there is an activity on the 22nd of April

Describe steps:

- She clicked on the calendar on the side column
- Looked for 22nd of April and clicked on it

Reflect:

Simple and easy.

7. Scenario 1:

Book an activity in the Mountains

Describe steps:

- She clicked on the activities tab.
- Then she clicked on the mountains.
- When on this page she clicked on the book now button.
- Then she booked an activity.

Reflect:

No comments

Scenario 2:

Write a review about LeafTime

Describe steps:

- She clicked on the review box.
- When on the review page she searched for the add review button but couldn't find it.

Reflect:

Add an "add review button"

Scenario 3:

Check if there is an activity on the 22nd of April

Describe steps:

- She went to the activity page
- She clicked on the calendar at the bottom of the page
- Then clicked on April
- She saw that there was no activity.

Reflect:

It was easy.

8. Scenario 1:

Book an activity in the Mountains

Describe steps:

- click on activities in the nav bar (go to activity page)
- click on the mountains (go to mountains page)
- click on the calendar to see the available dates (go to calendar)
- Go the month when I would like to do the activity
- See if the date I want is available
- Go back to activities to read more about the activity (go to mountains page)
- Go back to calendar to book the activity via there (go to booking page)
- fill in the form and book the activity

Reflect:

lots of steps but I have all the time of the world

Scenario 2:

Write a review about LeafTime

Describe steps:

- Click on home page on reviews (go to reviews)
- I am missing the button to write a review, so now I would just not write one

Reflect:

a clear 'write review' button should be made

Scenario 3:

Check if there is an activity on the 22nd of April

Describe steps:

- click on activities in the nav bar (go to activity page)
- go to calendar (go to calendar page)
- check if there is an activity

Reflect:

Makes sense