Summary of Guerilla Testing Results

Our user testing involved three participants, each provided with preliminary wireframes for the Taniti Tourism website, and a small list of questions related to the UI / UX.

The following list of questions were provided to each participant:

* What do you like about the look and feel of the website?
* What don’t you like about the look and feel of the website?
* Do you think you could find what you need to plan a vacation based on the options you see on the website?
* What do you think was missing from the website?

What we found from the responses was that the look and feel of the website was more or less acceptable to testers, with some small changes to color scheme and font style and sizing. Users also didn’t care for the logo or button at the top of the page.  
  
That is to say: the changes to the color scheme and font style, and removing the logo and button are actionable.

As a result, changes were made to the color palette and typography settings for the website and some of the elements were removed. This will make the website warmer and easier to read which will increase the amount of time visitors will spend there.  
  
Or put another way: The typography and color palette changes will be implemented and will improve the UI / UX by making the site easier to read. Needless elements will be removed.