User Test

The link of the improved design

https://gongyuqing.github.io/assignment9/website/index.html

Test Plan

The test plan is similar to the one for the figma prototype last time. This time, I asked 5 new users who didn't participate in the test last time to test this website. The five testers I chose are similar to the previous five testers. They are all undergraduates and postgraduates between the ages of 20-25, and they have never been to a music festival before. Although two of them wanted to experience the live atmosphere, they both gave up because they had no friends to go with. These five testers are in line with the characteristics of the main target users of this website.

Analysis

First of all, on the whole, most of the testers think that if they are music festival novices and want to go to a music festival, this website can meet their needs. Regarding the homepage, one of the testers thought that the homepage could have more multimedia content such as pictures and videos related to the music festivals, which would be more attractive to them to continue exploring the website. I think it would be a good choice if I add a music player effect that allows users to browse the website while listening to songs.

For the music festival information page, although the links to purchase tickets for all music festivals are provided in the form of airtable, a tester thinks that it would be better to sort by ticket price. And although the original airtable contains the special reminder column for discount prices, but it is difficult for users to find this part due to the mistakes in setting up airtable.

The part that has received much praise is the travel guide, which is also an important part of this website that distinguishes it from other online ticketing platforms. Unlike ticketing platforms such as Damai, the main function of this website is not to provide ticketing services. More importantly, it is the collection and display

of information related to music festivals. The travel guide page is designed based on this requirement. Most testers think the content of this section is more interesting and attractive. One of the testers proposed to change the name of this page because this section does not mention traffic and other information many times, and the content is more diverse.

The part "finding partners" has also received many good reviews, especially for the two testers who couldn't find friends who can go to the music festival together, which can help them successfully find a partner.

In addition, the testers also asked some detailed questions, such as the words of the title, typos, etc. Those which can be changed quickly. And itt is also worth noting that after the airtable is embedded in the website, the display effect on the mobile terminal such as mobile phone will be a little abrupt. I should see if it can be adjusted.

Next, I will try to continue to improve the website based on the suggestions made by these testers.

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