Feedback Summary

User Tasks:

1. Find a hotel near the airport.
2. Find a house with a pool.
3. Use map to location a beach.
4. Find a family friendly hotel - safe for teenage children.
5. Find accommodation close to your favorite beach.

User Review Results

Name	Task	Feedback	Actionable	Response
Randy Randall	1	Easy to use filter to find a hotel near the airport	No	
Randy Randall	2	Trouble finding a house with a pool	Yes	It needs a filter to find a house vs. a hotel
Randy Randall	3	Find a beach	Yes	It needs a house filter link
Randy Randall	4	Family-friendly hotel	Yes	More straightforward functionality to locate hotel details
Randy Randall	5	The map is super useful	Yes	Make map clicking more - Sidebar to display map details
Michael Webb	1	Super easy to find accomodation near airport	No	Was intuitive.
Michael Webb	2	Hard to find a house with a pool. Use an icon to distinguish a hotel vs. a house.	Yes	The task is hard to accomplish. The search-bar is not functioning properly. The user confused by the hotel list not knowing which products are hotels vs. houses.
Michael Webb	3	Finding a beach using the map was not tricky, but the screens with a short height blocked the beach details below the map.	Yes	Style the map details to fit entirely on the viewers' screen without scrolling.
Michael Webb	4	Difficult time finding the family-friendly hotel - Michael started listing ideas of what he thought were family-friendly. "Resorts," "Rides," "Theme Park" He also believed that "nightclubs" were not family friendly.	Yes	No user has looked through the image photos.
Michael Webb	5	He used the beach details page to read about the different beaches. He then went to the map to look for the beach and find accommodation near that beach.	Yes	
Davis Bruderick	1	Easy to do.	No	
Davis Bruderick	2	Used the hotel detail pages to find a hotel with a pool.	No	
Davis Bruderick	3	Finding the map details was not showing details within the view screen	Yes	Style changes of the map details.
Davis Bruderick	4	Not sure what family-friendly is located. He decided upon a name-brand hotel.	No	
Davis Bruderick	5	He was able to find a hotel from the map quickly	Yes	He wanted to see a popup from the map icons.

Task Review

1. *Find a hotel near the airport.*

This was set up as an easy task to test the general functionality of the prototype. Because the task was easy, it was completed without much effort or discovery. All

three users quickly found what they were searching for.

Suggested action: none.

2. *Find a house with a pool.* I set up this task to push the user to perform a deeper website search. The only way to find a house with a pool is to look at the hotel details page and scroll through the images. Only one of the three users even bothered with the hotel images. Houses can be found on the map but not explicitly listed on the hotel's page. The users expected to find an easy answer to the task.

Suggested action: add a property type to the filter, hotels list, and the hotels detail page.

3. *Find a family friendly hotel - safe for teenage children.* This task is a test with an unknown result. I have no idea how a person would determine if a hotel were family-friendly. One user looked for hotels without a bar and nightclub. Another user used the words "theme park." One user looked through the photos to see what the accommodation looked like to make that determination. Also, one user picked a hotel purely based on a brand name. I was hoping to see how each user picked a hotel for their own family. I was able to get some insight. More testers would be needed to get more data.

Suggested action: add family friendly icons or content to the hotel list.

4. *Use map to location a beach.* This task is another straightforward task for the users. All three users quickly found a beach on the map. All three users had issues finding the icon details under the bottom of the map. The users liked the map and said it was the highlight of the prototype. Two users suggested changing the details layout, an easy CSS fix.

Suggested action: clean up the styling for the map icons. The icon details and menu buttons should be more visible on all screen sizes.

5. *Find accommodation close to your favorite beach.* Only 1 user read any of the beach web page details. The other users went straight to the map and explored the icons. Very little reading was done to make any decisions. 1 user looked through the beach images to decide what his favorite beach would be.

Suggested action: none.

The overall goal was to make a website that encourages users to explore the island and create a desire to visit the wonderful place. Getting the users to look through images and read content was not fully accomplished. The users were quick to try and finish the tasks without any exploration or curiosity. I would like to make the images more user-friendly to encourage exploration.