CONCLUSION of Practica Rutas de Vino Granada

In this exercise, we examined a website that is intended for tourists that want to purchase wine or book a wine tasting tour. The website is focused on the wine region around Granada in Spain. We have looked at the website's setup, its functionality, its target group and the performance.
In order to evaluate the functionality of the website, we developed two personas that have different requirements for the website. The two main functionalities, buying wine and wine tours, are covered by the two personas. We also created one of the personas to have different language requirements that are not met by the website. Through creating these personas and evaluating the specific scenarios for the user journey maps, we have come to the conclusion that the website has some weaknesses that should be addressed in order to improve the traffic of the website.

The website has a very crowded landing page. It features many functionalities, all of which are presented directly on the landing page. This creates an unintuitive, overwhelming first impression for visitors.
The second issue of the website is the language. Even though the website is targeted to tourists, there is no English translation available. The Spanish version is the only available option.
Thirdly, the setup of the website is ambiguous. There are many buttons that have a very similar functionality, which creates confusion and decreases user engagement..
Finally, we have concluded that the website tries to provide many functionalities, but none of them are well executed.

Since the name of the website is ruta de vinos, we feel like focusing more on the wine tours on the website and especially the landing page would improve the experience. A general clean-up of the websites' structure and an option for more languages can also enhance the site.