Comparison with competitors

My web can be compared with Dianping which both recommend canteens, drinks and amusement places. The difference and improvement are as follows:

• My web is only focus on Chongqing's famous landmark —- the air-raid shelters, which are transformed to canteens and amusement places. The information is more integrated and niche targeting, which is really convenient for Chongqing locals who loves trying out new stores and visitors who are going to travel to Chongqing which are curious about this special landmarks.

• For the web design, my web's style is more related to Chongqing vibe.

• My web will apply more comprehensive information than Dianping, because different stores nowadays may join different social platforms like Dianping, Meituan or Koubei, each of the platforms may show different information about the same stores, such as coupon and reservation service.

Test result analysis

• **Executive Summary**

The aim of this usability test is to measure if this web provide the information that users need, and to measure if the logic of the web match the users. In word, the factors I want to test are useful and clarity.

There are 5 users in my test. There are 2 Chongqing locals and 3 visitors, they all love trying out stores with unique characteristics.

They will have a brief introduction about this web. The tasks they received are: First, find a restaurant you like and make a reservation. Secondly, find a shelter-theme place with high scores and add to wish-list. After that, they can explore the web as they want. Then they will have an interview and give some comments on this web.

• **Results**

About phone page:

All of them finish the tasks at the phone page.

Users	Task 1's time	Task 1's bug	Finish task1?	Task 2's time	Task 2's bug	Finish task2?
User 1	30s	None	Yes	34s	None	Yes
User 2	30s	None	Yes	15s	None	Yes
User 3	40s	None	Yes	20s	2 bugs	Yes
User 4	80s	None	Yes	120s	2 bugs	Yes
User 5	50s	None	Yes	70s	1bugs	Yes

For the task1, all of them did it successfully. User1 and User5 clicked 'Location' to find their favorite stores and made reservations. The other users click '美食' directly and found their favorite stores to make reservations.

For the task2, all of them finished the tasks, there were some findings.

• Four of them click 'Location' to find stores with high scores and add them to the list, while one users click 'recommendation' to add the store in the wish-list.

• Three of them wanted to use 'Category' on the home page to find the high score shop, but failed to add them to the wish-list because of the incomplete functions.

• None of them use 'Search' function to find the high score places which I actually thought they would. The reason is that 'Search' function is hard to find.

About web page:

Two of them failed to finish the task 2.

Users	Task 1's time	Task 1's bug	Finish task1?	Task 2's time	Task 2's bug	Finish task2?
User 1	50s	None	Yes	25s	None	Yes
User 2	30s	None	Yes	20s	None	Yes
User 3	40s	1 bugs	Yes	90s	4 bugs	No
User 4	70s	None	Yes	30s	None	Yes
User 5	120s	None	Yes	35s	None	Yes

For the task1, all of them did it successfully. User1 and User4 clicked 'Category' to find their favorite stores and made reservations. The other users click 'Location' directly and found places which are nearby or they wanted to go and chose their favorite stores to make reservations.

For the task2, 4 of them finished the tasks, and one user failed. There are some findings.

• Four of them click 'Search' to find stores with high scores and add them to the list which is good.

• The one who failed by clicking 'Category' and 'Location' due to the incomplete functions.

Users	Phone Score	Responses	Web Score	Responses
User 1 (visitor)	4	• Information is comprehensive. • It is better to put 'Location' belonging to 'Search', because people are willing to search by district. • Function needs to be improved, there are still some button that can't be pressed.	4.2	• Information is comprehensive. • Easy use than phone version. • The layout is clear. • 'Location' is repetitive with 'Search by district'.
User 2 (visitor)	4	• The position of 'menu' needs to highlight. • Put 'search' into the navbar. • Location needs to be specified into business district if necessary.	4	• The content of 'Category' needs to be added.
User 3 (local)	4.5	• The information of Home page is clear. But there is no key point. • The 'recommend' content needs improving because of her using habit. • 'Location' is the first attribute that she take into consideration.	4	• Can't get the logic of navbar. • There is no need to put 'About Us' page, the concept of web design or the slogans in the web is enough.

Users	Phone Score	Responses	Web Score	Responses
User 4 (visitor)	3.5	• Function and content needs to be improved • Booking process is convenient. • Information is comprehensive • Layout is clear	5	• Logic is same with phone version. • Layout is clear • Navigation class is clear. • Put 'recommendation' into 'About Us'. • '预约' can be changed into '订座'. • Misunderstand with'加入我们'
User 5 (local)	4.7	• 'Search' needs to put in the navbar. • Like phone version better.	4.5	• The position '我的' needs to move to the right side. • Search by score needs simplify, just display all the store in an ascending order. • Add some detail information of each store at 'Location– District' page.

The questionnaire about their responses to the web and phone pages

• **Recommendations and improvements**

• From there feedbacks, the the information of the web is comprehensive, but the layout of the web is not clarify enough.

• Try to understand their using habits and feedback to improve the layout.

• For the phone page:

1. Function and content need to be improved.

2. I will put 'Search' into the navabar because the former version is difficult to find.

3. Location will be specified because the district of Chongqing is large.

• For the web page:

1. Function and content need to be improved.

2. I will move '我的' to the right side of the page.

3. The 'recommendation area' will be moved to 'About Us'.

4. 'Join us' can be added the function about supply side, the shelters' store owner can join this web by clicking 'Join Us' and send us the information about his store and we will verify his information.

5. Search by score will be simplified, just display all the store in an ascending order.