D479 Task 1

**Guerrilla Usability Testing**

**Tester Feedback**

**Tester 1: Miltoe**

Miltoe is a pre-school aged male, unemployed. He suggested that I make the website blue, with a green font. Miltoe said that the website looks an old newspaper, but that since he cannot fold it into a hat, he did not like it. His feedback wasn’t all negative, however, as he did mention that I did a good job drawing the sailboat.

**Tester 2: Jackson**

Jackson is 32 in human years, also unemployed. Although his English skills are extremely limited, he was very excited to be included in my study and enthusiastically offered his advice. Although there was a bit of a language barrier, I believe he was against the use of a secondary navigation element on the left side. It seems he felt it was too “1999,” and that it unnecessarily took up real-estate and detracted from users’ attention.

**Tester 3: Pam**

Pam is a young adult female, Informatics Analyst. Pam suggested that the help should have a few slides, each showcasing different attractions, and each with a button to link to a dedicated page featuring that attraction. Pam also suggested that the secondary navigation menu be included in the primary menu, as dropdown links.

**D.1: Summary**

It seems that all of the testers liked the Hero section, but one tester provided some useful and actionable feedback suggesting that expanding it’s functionality to be a slider component which showcased some of the attractions of the island may be a great way to direct traffic to high-value pages. Another common friction point with the testers was the side bar, while one tester’s feedback that it was outdated was not actionable, another tested was able to offer some actionable feedback that those links should be incorporated into the main navigation component using a drop-down. Other actionable feedback included a suggestion to make the text green on a blue backdrop.

**D.2: Incorporating Feedback**

I will incorporate most of the actionable feedback that I received. I will make the Hero section a slider element with each slider linking to a high-value page featuring a different attraction on the island. I will also remove the secondary navigation element, and instead I will rely heavily on the Hero and nested navigation elements in the main navbar. I will not be incorporating one user’s feedback to make the site blue and green, as that would create visibility challenges.