Xiaoxiao (Shadow) Chen

Usability Test Response

After I have done my wireframe and prototype, I want to know whether my design guides the audience very well. Usability is the term that describes how easy is the web to use the features that users need and want. As I am not the target of this product, the response of users is very important. As we learn from the class that the sample size is best to be five, therefore, I randomly asked five of my classmates to help me to do this test. The context was during the break time of class, so the atmosphere was casual and comfortable. My prototype has printed a total of four pages. Before they take the test, I explained to them that just go read the paper like browsing the web page and feel free to say whatever they think about. Typically, I designed five questions to guide their browse. As shown in the table.

QUESTIONS & PATICIPANTS	1	2	3	4	5
What do you think this webpage about when you firstly see the homepage	travel	america travel	travel	travel	north america travel
In what sequence when you check about the city tour page?	left to right first, then top to down	top to down first to see what cities you specifically introduce	left to right to see what scenic spots it has	top to down to see how many cities	top to down
Do you feel clear about the function of each buttons on the navigation bar when you firstly see them?	yes	yes	confuse about "city tour"	confuse about "traffic"	yes

What do you think is the best part of this page	the js map	the visa strategy because it is practical	the chart	the chart	the map
how do you think of the text and picture balance	good	good	good	good	yes
Which part you think can be improve	the visa strategy because she only need to know how can get there from China, so path not start from china for her is useless	the traffic suggestion part, this guy suggest me to change the table form to search form.	nothing	good	good

As shown in the table that five subjects all gave me usable feedbacks. First, they all figured out what is my website about, which is travel. The second question is about my core part of the web, which is the city tour. Two of them browse from left to right and three of them browse from top to down as one explains the reason is she want to know which cities I introduce first. For the third question, I wonder how my navigation bar works, as to whether the name of each button has a clear meaning or understandable. therefore, they two of them point out that city tour is a little ambiguous and suggest me to change to landscape or scenic spots; also, for traffic and airplane, one is confusing that airplane should be one of the traffic, so I may change the "traffic" to "traffic form suggestion". The fourth question is their favorite part, they love the chart and map, which are two JSON functions, at the same time, they like the two grid table less as they think it is hard to read than the image part. The fifth question is how was the text and picture balance, and I am very glad they all think it is good. The last question is an open question, just to give me some improvement suggestions. One

user said the visa strategy is useless for her as she only needs to know how to get a visa from China to each country, however, in my opinion, she is not my target audience. My target audience is people who are staying or will stay in North America for a long while, so the start point has a high possibility to be in the U.S. instead of China. Another suggestion is to change the table form of traffic suggestion to search form as people often come with their start and destination already, it will lose their time to read the whole table to find their tour plan. I think the second suggestion is constructive.