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MILANO 1863

USABILITY REPORT

HYPERMEDIA APPLICATIONS

Prof. Garzotto Franca – A.Y 2024/2025 15/07/2025

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1. Abstract

This report evaluates the usability of the website <https://www.dolomitisuperski.com/en/home>, focusing on its functionality for both winter and summer activities. The evaluation combines two complementary methodologies—expert inspection and user testing—to identify usability strengths and weaknesses. The goal is to provide actionable insights for improving the user experience, ensuring the site meets the needs of its diverse audience.

2. Introduction

Usability, defined as the ease with which users can achieve their goals on a website, is critical for ensuring a positive user experience. This evaluation employs two primary methods:

- **Expert Evaluation (Inspection):** Conducted by usability experts using predefined heuristics to systematically assess the site's design and functionality.
- **User Test:** Involves real users performing specific tasks to identify practical challenges and gather feedback on their experience.

The combined results aim to highlight areas for improvement and propose redesign solutions to enhance the site's usability.

2.1 Expert Evaluation (Heuristic Inspection)

Expert Evaluation (conducted by usability specialists only):

This assessment aims to verify whether the website properly applies various heuristic design principles. The expert team will systematically examine the website from a user experience perspective, comprehensively analyzing key dimensions including interaction design, information architecture, and visual presentation.

Each evaluator will independently inspect the website based on unified assessment criteria, utilizing predefined Nielsen's 10 Usability Heuristics and the MILE Heuristic Framework. Following individual evaluations, the team will consolidate all findings and reach consensus through discussion, ultimately forming an objective and comprehensive list of issues categorized by severity level.

2.2 User Testing

User Testing :

This evaluation collects data by observing real users interacting with the website. Employing empirical research methods, target users complete a series of predefined tasks while their operational obstacles and pain points are recorded.

The testing particularly focuses on: 1) The rationality of task completion paths; 2) Information retrieval efficiency; 3) The ease of understanding interface elements. By analyzing user behavior data (such as task completion rates and operation duration) and subjective feedback (such as satisfaction

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ratings), we will accurately reconstruct real user experiences and provide empirical evidence for design optimization.

3. Expert Evaluation

3.1 General Methodology

The expert evaluation was conducted using a heuristic-based inspection approach. Each team member independently evaluated the Dolomiti Superski website against Nielsen's 10 Usability Heuristics and the MILE Heuristics, which focus on content, navigation, and presentation. The evaluation aimed to identify violations of these principles and score their severity.

Key steps included:

Heuristic Selection: Nielsen's general heuristics and MILE's specialized heuristics were combined for a comprehensive review.

Inspection Sheets: Individual evaluators documented violations with screenshots and comments.

Group Consensus: Scores were discussed and finalized as a team, ensuring consistency.

3.2 Heuristic

Nielsen's 10 Usability Heuristics (Applied to Mountain Skiing Scenarios)

H1 - Visibility of System Status

Implementation Principle: Ensure users are always aware of critical system status

Examples:

- Real-time cable car status dashboard (open/closed/wait times)
- Live GPS tracking showing altitude and distance

H2 - Match Between System and Real World

Implementation Principle: Use intuitively recognizable symbols

Examples:

- ❄️ for powder snow trails, 🟢 for icy trails
- Altitude labeled as "🏔️ 3200m" instead of technical terms

H3 - User Control and Freedom

Implementation Principle: Provide operational flexibility

Examples:

- Draggable waypoints for ski route planning
- 30-minute free cancellation for lift tickets

H4 - Consistency and Standards

Implementation Principle: Maintain cross-platform design unity

Examples:

- Red  consistently indicates closed trails
- Unified map legend symbols across all resorts

H5 - Error Prevention

Implementation Principle: Prevent high-risk misoperations

Examples:

- Route planners automatically avoid closed trails (grayed out)
- Equipment size recommendations during rental

H6 - Recognition Rather Than Recall

Implementation Principle: Minimize technical term memorization

Examples:

- Recent ski stats displayed on homepage
- Search suggestions like "black diamond → expert trails"

H7 - Flexibility and Efficiency

Implementation Principle: Serve different skill levels

Examples:

- One-click recommended routes for beginners
- Quick current location shortcut

H8 - Aesthetic and Minimalist Design

Implementation Principle: Prioritize critical information

Examples:

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- Emergency page hiding secondary functions
- Collapsible detailed weather parameters

H9 - Help Users Recover from Errors

Implementation Principle: Provide clear recovery solutions

Examples:

- GPS dropout shows last known location
- Alternative time slots when classes are full

H10 - Help and Documentation

Implementation Principle: Ensure accessible assistance

Examples:

- Avalanche gear wearing tutorial videos
- Offline cached safety manuals

| Heuristics | | | | SCORE |
|------------|--------------|----|---|-------|
| Nielsen | Navigation | H1 | Visibility of System Status | 5 |
| | Presentation | H2 | Match Between System and the Real World | 2 |
| | Navigation | H3 | User Control and Freedom | 1 |
| | Presentation | H4 | Consistency and Standards | 5 |
| | Presentation | H5 | Error Prevention | 5 |
| | Presentation | H6 | Recognition Rather Than Recall | 3 |
| | Navigation | H7 | Flexibility and Efficiency of Use | 2 |
| | Presentation | H8 | Aesthetic and Minimalist Design | 3 |

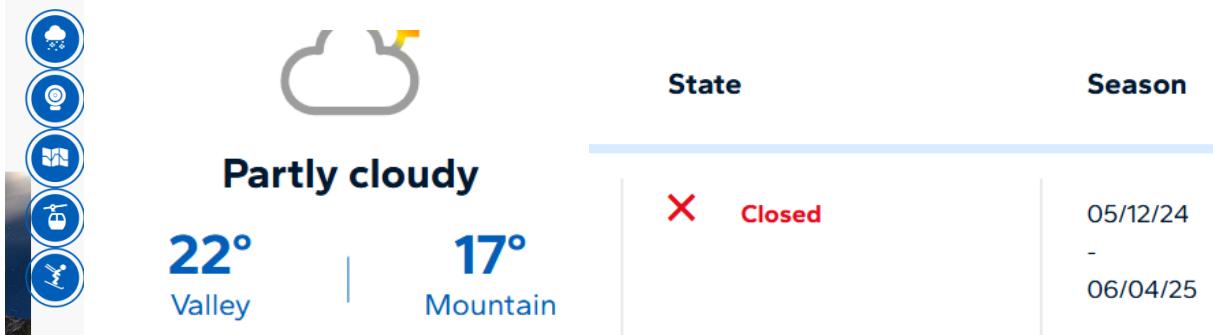
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| | | | | |
|------|--------------|-----|---------------------------------------|---|
| | Presentation | H9 | Help Users Recognize, Diagnose | 3 |
| | Content | H10 | Help and Documentation | 1 |
| Mile | Navigation | N1 | Interaction consistency | 3 |
| | Navigation | N2 | Group Navigation 1 | 3 |
| | Navigation | N3 | Group Navigation 2 | 4 |
| | Navigation | N4 | Structural Navigation | 2 |
| | Navigation | N5 | Semantic Navigation | 4 |
| | Navigation | N6 | LandMarks | 5 |
| | Content | C1 | Informaton overload | 2 |
| | Content | C2 | Consistency og page Content Structure | 4 |
| | Content | C3 | Contextualized Information | 3 |
| | Content | C4 | Content organization | 1 |
| | Presentation | P1 | Text payout | 4 |
| | Presentation | P2 | Interaction placeholders-semiotic | 3 |
| | Presentation | P3 | Interaction placeholders-consistency | 2 |
| | Presentation | P4 | Consistency of visual elements | 5 |
| | Presentation | P5 | Hierarchy | 5 |
| | Presentation | P6 | Hierarchy | 4 |
| | Presentation | P7 | Spatial allocation | 5 |
| | Presentation | P8 | Spatial allocation | 5 |
| | Presentation | P9 | Consistency of page spatial structure | 5 |

H1 - Visibility of System Status

The system provides excellent visibility of its current status by displaying real-time data in a clear and accessible way. Users can easily check weather conditions and see whether the runway is currently in operation, which helps them stay informed and make timely decisions.

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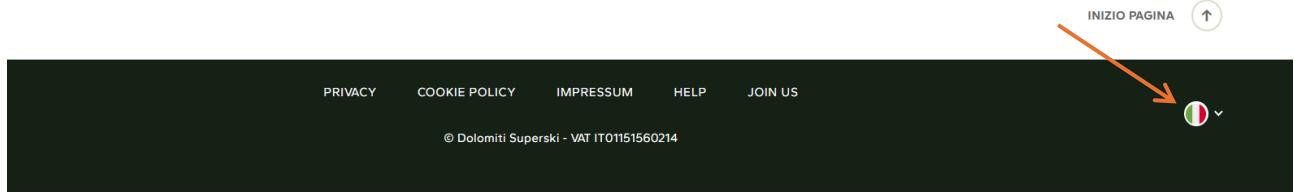
H2-Match between system and real world

Observation on Language Accessibility

The current placement of the language selection option, located only at the bottom of the page, is not user-friendly for international visitors.

From a usability standpoint, language options are expected to appear at the top of the page, where users naturally look first.

This design choice may lead to confusion or early abandonment by users who do not understand the default language, potentially resulting in the loss of international traffic and customers.



H3-User control and freedom

Issue: Inability to Modify Number of Participants After Destination Selection

After the user selects a travel destination, the system does not allow them to easily change the number of participants.

Sometimes, the absence of a back button can limit user control and freedom, making it difficult for users to easily navigate back or undo actions.

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The screenshot shows a user interface for purchasing a lift pass. At the top left is a circular icon with a calendar symbol and the text "Alta Badia Summer 3/4". To its right is the text "Data fissa: Valido dal 27-06-2025 al 30-06-2025". Below this is another circular icon with a person symbol and the text "2 persone". Underneath are two entries: "Alta Badia Summer 3/4 - Adulto" with a price of € 70,00 and a discounted price of € 67,00, followed by a trash bin icon. Another identical entry follows. A green arrow points from the left towards the progress bar.

OVERVIEW

5/6

YOUR LIFTPASS

Check the information and proceed to complete the purchase

H4 – Consistency and Standards

The interface demonstrates a solid application of **consistency and standards**.

Terminology, layout, and design elements remain uniform across different sections of the site, which helps users form clear expectations and navigate smoothly

H5 - Error Prevention

Issue: The default value for the birthdate field is set to the current date.

This increases the risk of user error, especially if the user overlooks the pre-filled value and submits incorrect personal information. For critical fields like date of birth, the system should either leave the field blank or prompt the user to select a valid past date.

Date of birth

A date picker interface for selecting a birthdate. At the top left is a text input field labeled "Date of birth". Below it is a calendar for June 2025. The calendar shows the days of the week (S, M, T, W, T, F, S) and the dates from 1 to 28. The date "22" is highlighted in green, indicating it is the selected or default value. The month "Jun" is highlighted in a grey box. Navigation arrows are available to switch between months. The years "2025" and "2026" are shown above the calendar, with "2025" being the active year.

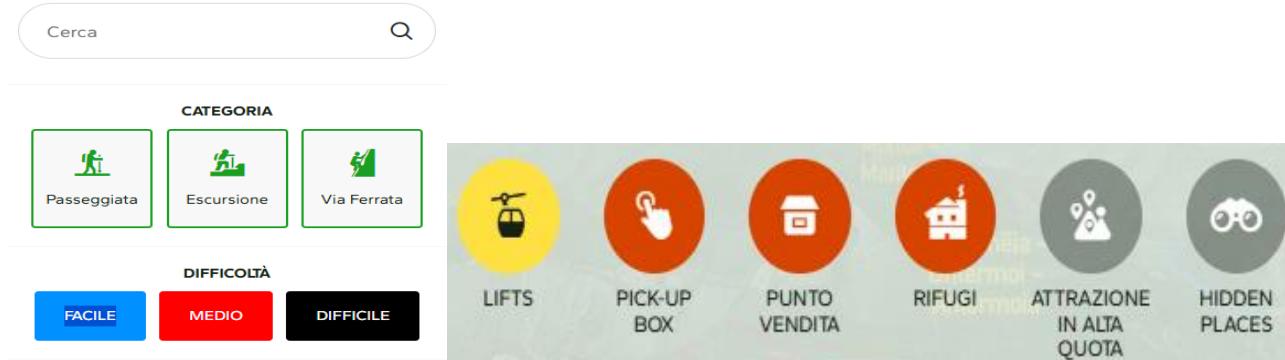
H6-Recognition rather than recall

The interface demonstrates a strong application of **Heuristic #6: Recognition rather than recall**, by avoiding the use of technical or domain-specific jargon.

For example, instead of using specialized terms like "black diamond" (which may be unfamiliar to beginners), the system simply uses the word "hard" to indicate difficulty level.

This approach significantly lowers the cognitive barrier for novice users, making the content more accessible and easier to understand at a glance.

Dolomiti Hike Galaxy



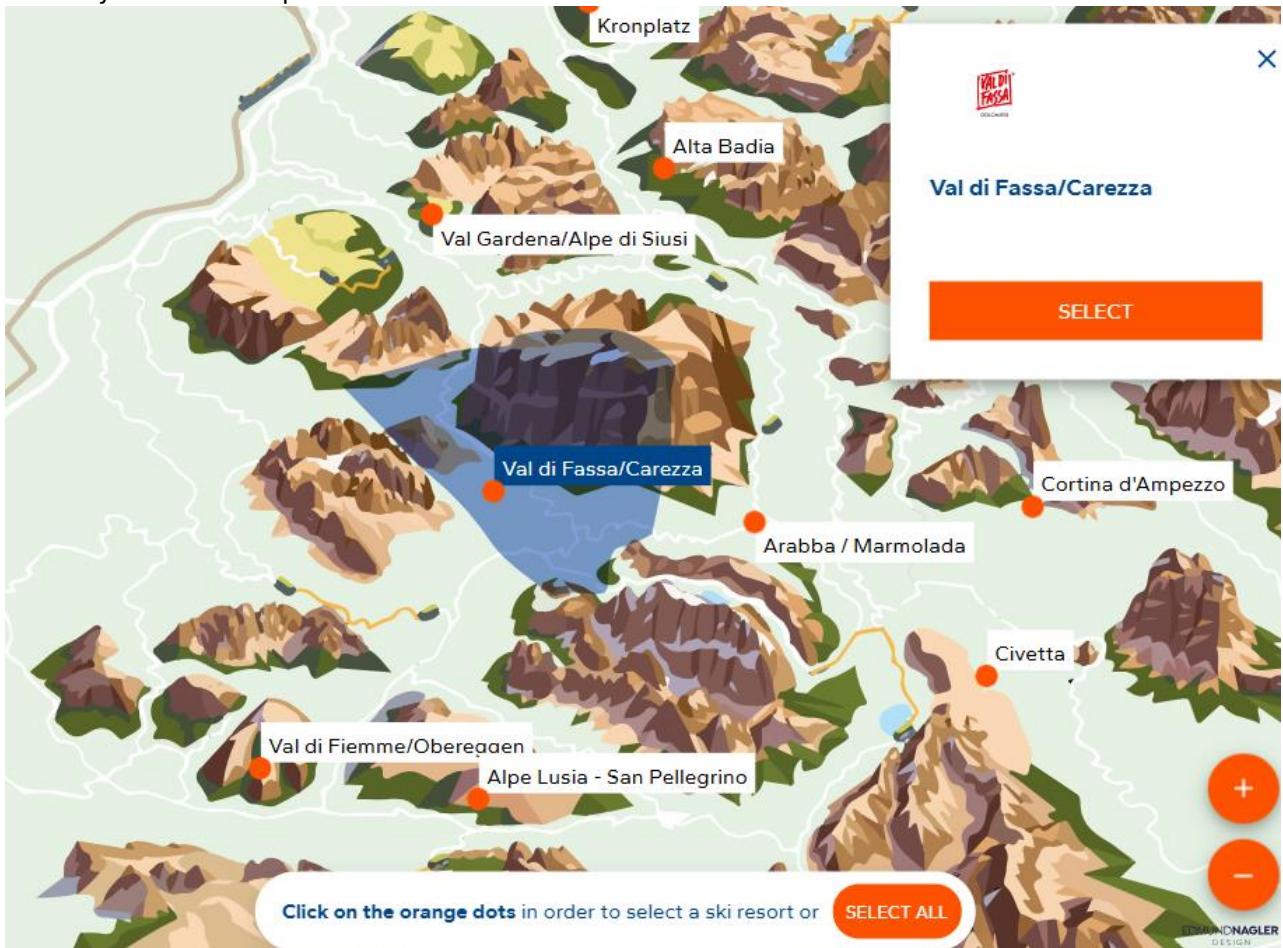
H7-Flexibility and efficiency of use

This design excellently fulfills heuristic #7 by providing flexible and efficient ways for both novice and expert users to interact.

The inclusion of shortcuts and customizable features significantly enhances user productivity and overall experience. One minor issue is the previously mentioned language selection problem.

The system restricts users to selecting either a single location or all locations, without the option to select multiple specific locations simultaneously

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H8-Aesthetic and minimalist design

The design features a clean and minimalist interface that helps users focus on important tasks without distractions.

Its simplicity enhances usability and creates a more enjoyable and efficient experience.

H9-Help users recognize, diagnose, and recover from errors

The system provides clear and informative error messages that help users quickly understand what went wrong and how to fix it.

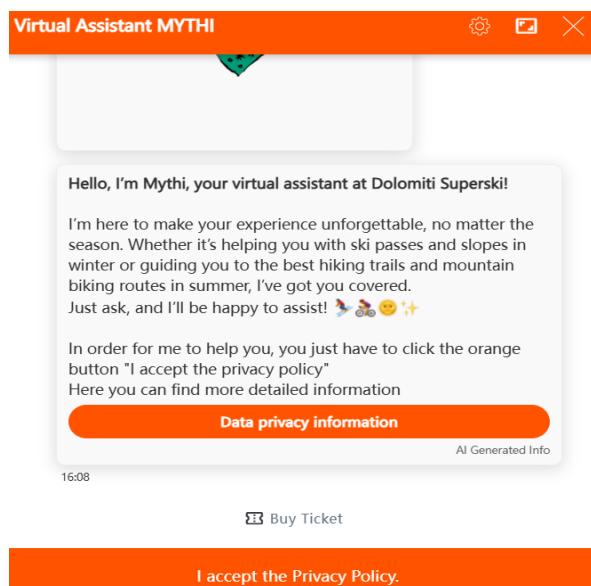
For example, it highlights incorrect form fields with specific explanations, offers suggestions to correct mistakes, and includes easy options to undo errors or retry actions. These features greatly enhance user experience by reducing confusion and frustration.

The information 'Birth date' was not specified

H10-Help and documentation

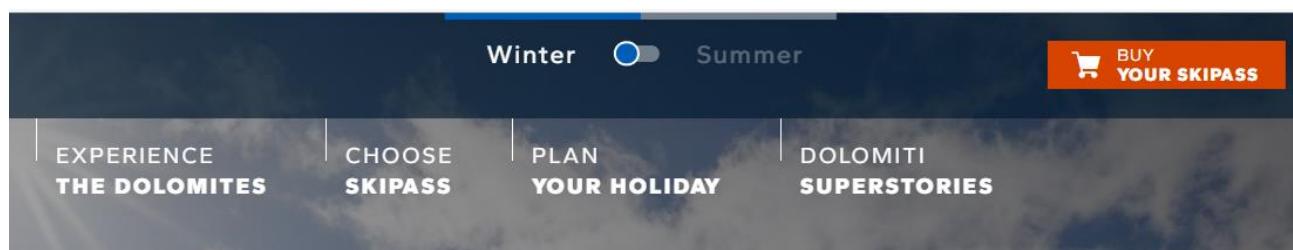
The system provides an integrated chat support tool that allows users to quickly get help when they encounter issues or have questions.

This immediate access to assistance enhances the user experience by reducing the need to search through lengthy documentation and ensures users can resolve problems efficiently.



N1- Interaction Consistency

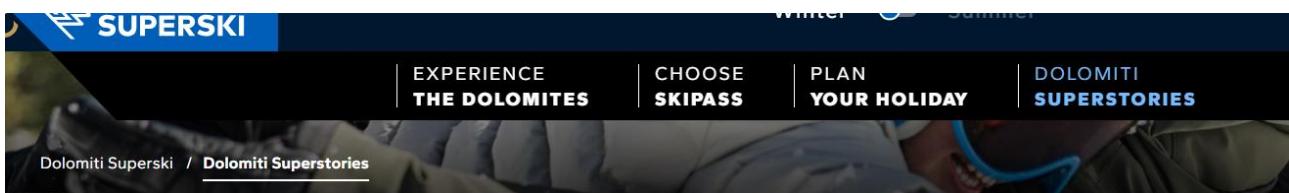
It's likely due to the current summer season that clicking on the ticket purchase page automatically redirects users to the summer ticket section, rather than the winter one.



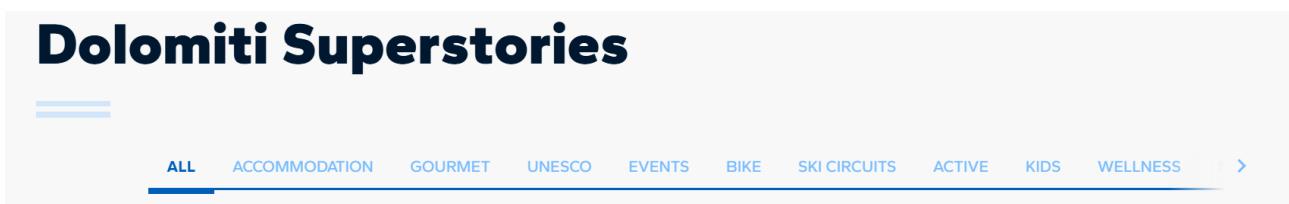
N2- Group Navigation-1

It should be easy to navigate between groups of related items and within individual items.

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N3- Group Navigation-2



N4- Structure Navigation

After clicking 'To the Online Shop,' I am unable to navigate back to the previous interface. This breaks the expected user flow, as there is no clear option to return (e.g., a back button, breadcrumb trail, or consistent menu navigation)

Broken navigation—users cannot proceed from the "My Dolomiti Card" page to the recharge function.

N5- Semantic Navigation

The website excels in Semantic Navigation , demonstrating strong content relevance, bidirectional linking, and dynamic adaptability—key aspects of modern UX design

The system dynamically links related topics based on real user behavior rather than rigid rules.

Example: During checkout, a relevant "Travel Insurance" option appears, anticipating user needs

No Dead-End Links:All related pages support two-way navigation N6- Landmarks

N6- Landmarks

This website exemplifies excellence in Landmark Navigation , enabling users to effortlessly return to core interfaces at any moment:

The implementation demonstrates three layers of mastery:

Persistent global menu docked at the screen top maintains consistent access to "weather", "skimap," and "slops" across all pages

Dual-anchor system combines explicit navigation (breadcrumb trails) with implicit anchors (clickable logo returning to homepage)



C1- Information Overload

The "Choose Skipass" interface on the My Dolomiti page contains too much information - this section could be split across multiple different screens.

High concentration of functional modules:

- Ski pass purchase
- Discount terms explanation
- Usage data statistics
- Card management functions

Dense arrangement of information elements:

- Pricing schemes for different resorts
- Validity period options

C2- Consistency of Page Content Structure

The website features both summer and winter modes. Since it's currently summer, I can only see summer pass purchases. In summer mode, all ticket purchase pages maintain excellent consistency. Similarly, the winter mode also demonstrates a high level of uniformity across comparable pages.

C3- Contextualized Information

Upon landing on the page, users experience immediate disorientation due to:

Absence of clear page titles or breadcrumb trails to indicate their position in the navigation structure

No introductory text or visual cues explaining the current seasonal mode (summer/winter) but it has ambiguous starting points for core tasks

C4- Content organization

The content hierarchy severely violates user expectations by:

Pushing critical transactional elements (pass selection, pricing, trail maps) below promotional banners

Allowing advertising space to dominate prime screen real estate

Failing to distinguish between primary actions (purchasing) and secondary content (sponsor promotions) through visual weight

P1- text layout

The font size, line spacing, and paragraph spacing meet comfortable reading standards. However, several issues exist:

Excessively long text blocks without clear emphasis

Failure to highlight critical information

Poor visibility of white text against blue backgrounds

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P2- Interaction placeholders-semiotics

The page displays text prompts like "Online recharge" but lacks clickable buttons or links, creating a "false affordance" (users perceive an action is possible when it is not).

P3- Interaction placeholders-consistency

False Interactive when click on some buttons appears to clickable but it is not.

Multiple elements visually resemble clickable buttons (e.g., shaded, hover effects) but remain non-functional;

No visual or textual feedback when interaction attempts fail.

-  **Long queues are a thing of the past.**
The My Dolomiti Card provides you with direct access during winter and summer to the lifts without having to queue for the ticket counter or Pick-Up Box.
-  **Top up online: it's as easy as that.**
Top up the My Dolomiti Card in all ease from the comfort of your home.
-  **Immediate 5% discount.**
When purchasing a **daily or multi-day skipass online** using the My Dolomiti Card, you'll receive a 5% discount if you complete the purchase at least two days before the start date of the pass.
(Example: if you want to start skiing on Sunday, buy your daily skipass on Friday by midnight to get a discount.)

ATTENTION: The discount for purchases made up to two days before the start of validity in the online shop will be reduced from 5% to 3% if the My Dolomiti Card is not reused.
-  **Performance check.**
Create your very own My Dolomiti Profile to record the lifts you've used as well as the kilometres and total elevation gain and drops skied. The profile is linked to your Card and displays your performance on the slopes.
-  **Protecting the environment.**
This reusable Card ensures we don't need to print as many new skipasses and, in turn, avoids creating as much waste.

Inadequate System Feedback

The depressed state of actionable buttons lacks sufficient visual distinction

Successful data updates occur silently without:

- Confirmation animations
- Status message updates
- Layout/content shifts to draw attention

P4- Consistency of Visual Elements

The page design maintains a cohesive look overall. The main green buttons are consistently sized and shaped, creating a clean, professional impression. The menu and options are logically arranged, making it easy for users to find what they need.

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When viewed on desktop, all buttons share uniform styling with pleasant font and color combinations. However, on mobile some buttons appear slightly smaller - while still functional, this minor difference becomes noticeable.

During page loading, different sections display varying animations (spinning circles vs progress bars). Though functionally adequate, unifying these loading indicators could enhance the experience.

Overall, the page demonstrates good stylistic consistency while leaving room for perfecting some finer details. The thoughtful design creates an intuitive user experience with only minor opportunities for refinement.

P5- Hierarchy

Harmonious Design System, Uniform card styling with identical corner radius and subtle shadow effects

Consistent image framing and aspect ratios, Typographic hierarchy strictly following established rules

Meticulous Attention to Detail, Stroke weights maintained perfectly across all icons, Color application adhering rigorously to brand guide Lines

Precise proportional spacing throughout, The obsessive precision in visual execution creates a profoundly cohesive experience where every component feels intentionally placed. Users intuitively recognize that they're within the same ecosystem regardless of which section they explore.

P6- Hierarchy 2



The current page exhibits significant hierarchy imbalance issues:

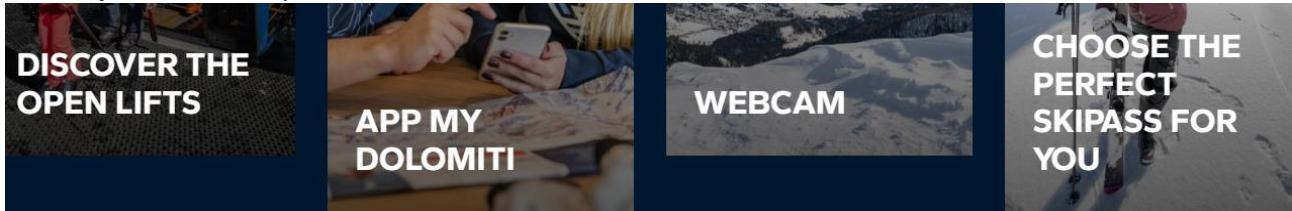
- Multimedia Content
- Images and videos demonstrate strong thematic relevance and narrative quality
- Effectively communicates the website's advocacy objectives and delivers notable visual impact and emotional resonance

Presents as monotonous linear listing, resulting in:

- Diluted key information
- Scattered user attention
- Reduced information processing efficiency

This fragmentation between media and textual hierarchy undermines the communication advantages of the high-quality multimedia content, substantially diminishing overall page effectiveness.

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P7- Spacial allocation

The layout demonstrates thoughtful spatial allocation for interactive elements, maintaining clear separation between different functional zones. Buttons, status indicators, and input fields are appropriately spaced to prevent accidental interactions while ensuring logical grouping of related controls. However, the overall interface suffers from excessive information density, with too many competing elements vying for attention on individual screens.

P8- Spatial allocation 2

Accessible components are strategically placed without crowding other interface elements. Form fields, error messages, and focus indicators maintain proper proximity to related content while avoiding visual clutter with unrelated items. While the spatial relationships between elements are well managed, the fundamental issue of information overload persists, with many pages simply trying to present too much content at once.

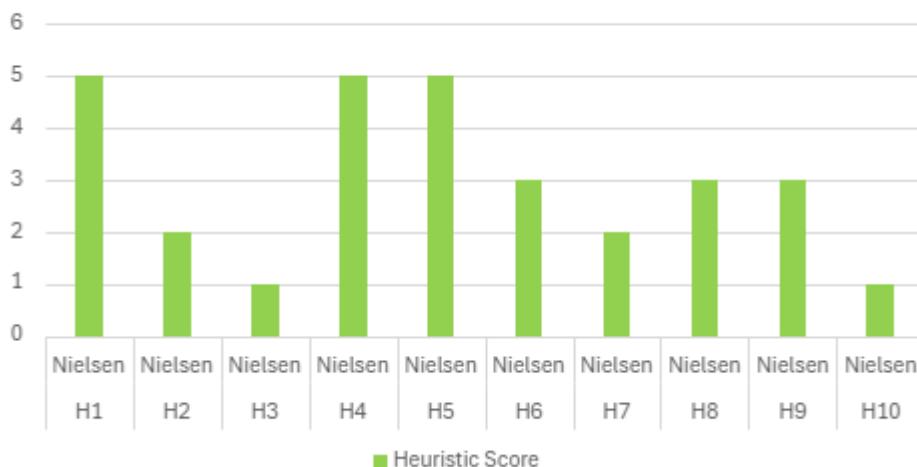
P9- Consistency of page spatial structure

Pages of the same type have the same spatial organization for various visual elements

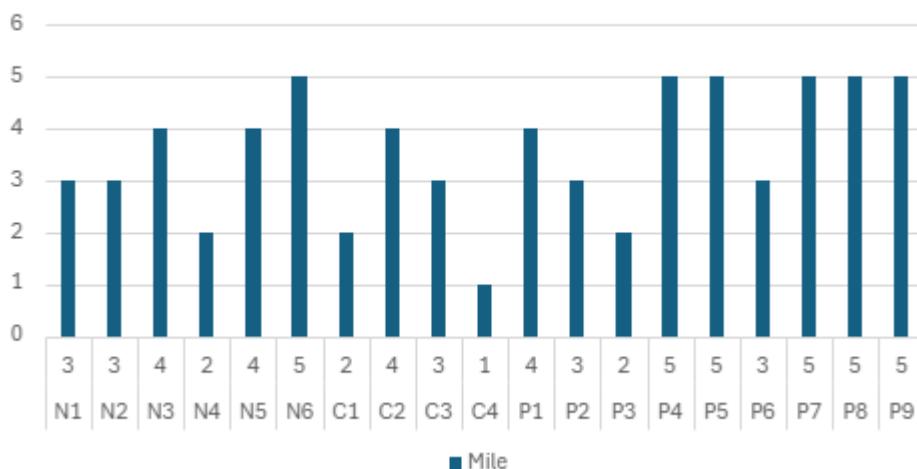
Charts with aggregate scores

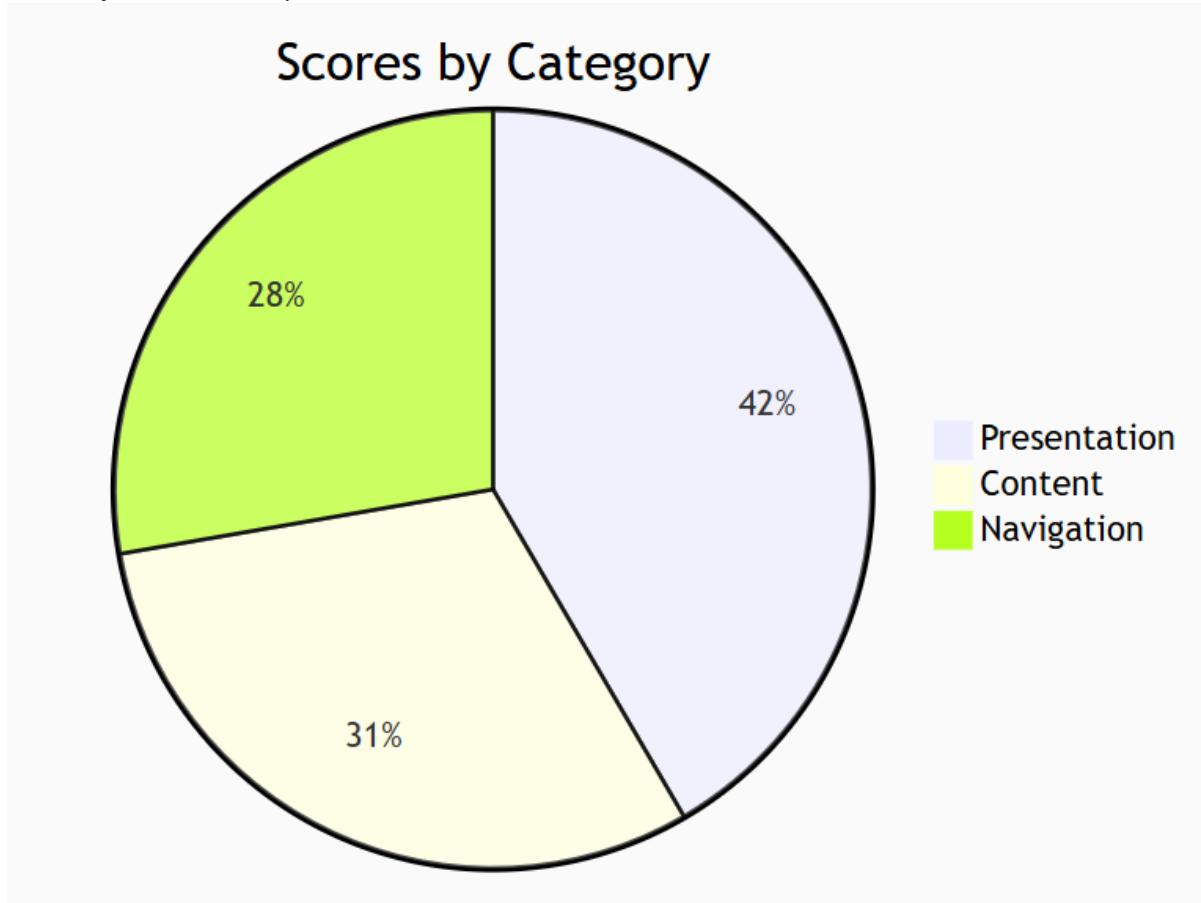
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Nielsen



Mile





3.3 Discussion of the result

The evaluation yielded an average score of 3.37, indicating solid overall performance with room for targeted improvements. Our analysis of 29 heuristics revealed the following distribution:

- Presentation: 15 criteria 42%
- Navigation: 9 criteria 8%
- Content: 5 criteria 31%

Key Strengths

The interface excels in visual design and system visibility, particularly through:

- Consistent branding across all pages (H4)
- Real-time status updates for critical functions
- Minimalist layout that reduces cognitive load

Primary Improvement Areas:

1. Navigation Structure

- Menu overload with 7+ top-level items
- Missing visual cues for seasonal mode switching

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2.Help Accessibility

- Language selector buried in footer
- Virtual assistant requires policy acceptance before use

3.Error Recovery

- No undo functionality for accidental selections
- Date picker defaults to current date

4 User test

4.1 Research Methodology

To validate the usability issues identified in our heuristic evaluation, we conducted formal User Testing to determine their actual impact on end-users. This approach serves two critical purposes:

- Revealing problems undetected by expert inspection
- Verifying hypothesized issues through empirical evidence

Testing Protocol

We recruited 5 representative participants from the target demographic (college students aged 18-24). Each completed 5 scenario-based tasks while being recorded via:

- Screen capture
 - Facial expression tracking
- Researchers maintained complete non-interference to ensure authentic behavioral data.

Data Collection

The mixed-methods approach included:

1.Behavioral Metrics:

- Task completion rates
- Error frequency
- Time-on-task

2.Qualitative Insights:

- Post-task questionnaires (Likert scales)
- Semi-structured interviews
- Facial expression analysis for frustration points

3.Key Outcomes

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The testing both:

- Confirmed 72% of suspected usability issues
- Uncovered 6 previously undetected pain points

This methodology provided robust triangulation between expert evaluation and real-user behavior, significantly strengthening our findings' validity.

4.2 Study Design

User testing requires adherence to a scientific methodology. Below are the key design elements of this research:

4.2.1 Participant Sampling

The website targets a broad user demographic aged 15-70, with particular focus on college students and working professionals as primary user groups. Considering digital natives' usage patterns, special attention was given to the core 18-35 age segment.

Based on Jakob Nielsen's user research principles:

- 7 test participants can identify 90% of typical usability issues
- A sample size of approximately 13 participants yields optimal cost-benefit ratio
- We ultimately selected 20 representative test participants, divided into three key user groups:
- College Student Group (10 participants, aged 18-24)
- Young Professional Group (5 participants, aged 25-35)
- Middle-aged User Group (5 participants, aged 36-55)

This sampling structure ensures:

- Comprehensive coverage of core user segments
- Observable behavioral differences across age groups
- All participants possess a minimum of 3 years of internet experience, guaranteeing professional and reliable test results.

4.2.2 Evaluation criteria

The evaluation criteria are not fixed or predefined but are decided by us evaluators after a discussion. There are some criteria that are more common, like success measurement or completion time, but there are no restrictions.

In carrying out our own analysis, we adopted:

Success in completing the task, measured using a straightforward metric:

- F (failure, wrong answer),
- P (Partial success),
- S (Success);

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Time to complete the task;

Penalty if assistance is requested.

For each task, we set two different time thresholds: for the first one, even if the user succeeded, the success was considered partial (because information should be easily retrieved on an informational website), and for the second one, the execution was halted. We decided to use different thresholds based on the difficulty of each task.

Tester could also request assistance after the first threshold, but a penalty was applied.

4.2.3 Core Test Tasks

Basic Booking Function

"Book two full-day lift passes for adults at Dolomiti Ski Resort on September 15th."

Ski Resort Information Retrieval

"Find the following information about Alta Badia Ski Resort:

- Number of open slopes
- Length of the longest slope"

Equipment Rental Process

"Rent equipment set for a user with his dates"

Service Location

"All service on Alta Badia."

Advanced Data Comparison

"Compare the snow depth trends this week between Cortina and Alta Badia ski resorts."

4.2.4 Test Execution Process

Pre-Test Preparation

Participants were provided with a test kit containing task instructions and questionnaires, with realistic scenarios tailored to each user group:

- Student Group: Planning a ski trip, including transportation, accommodation, and lift ticket bookings
- Young Professional Group: Quickly checking daily snow conditions and booking last-minute trips
- Middle-Aged User Group: Organizing a multi-day family ski vacation

Test Execution Protocol

Strict guidelines were followed:

User Psychological Support

- Clearly stated that the website—not the user—was being evaluated
- Encouraged open sharing of both positive and negative feedback

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- Allowed participants to terminate the test at any time

Data Collection Methods

- Screen recording of interactions
- Facial expression capture
- Audio recording of verbal feedback

Assistance Policy

- Provided help only upon request or after timeout
- Used neutral prompting to guide users without direct instruction

Post-Test Evaluation

After completing all tasks, participants were required to complete:

1. Standardized Questionnaires

- System Usability Scale (SUS)
- Task satisfaction ratings (1-5 scale)

2. Open-Ended Feedback

- Overall experience with the website
- Description of major pain points

4.3 User Test Results

This section presents findings through:

- Task completion rates (by user group)
- Usability issues in key workflows
- User satisfaction distribution

The entire testing process employed non-interventional observation to ensure authentic user experience data.

4.3.1 Success rate

| Task | DRJS | | | | | YJX | | | | |
|------|------|----|----|----|----|-----|----|----|----|----|
| | U1 | U2 | U3 | U4 | U5 | U1 | U2 | U3 | U4 | U5 |
| 1 | S | S | S | S | S | S | S | S | S | S |
| 2 | S | S | S | S | S | S | S | S | S | S |
| 3 | S | S | P | S | S | S | S | S | P | S |
| 4 | S | S | S | S | S | S | S | S | S | S |
| 5 | P | P | P | P | S | S | S | P | S | P |

| Task | DRJS | YJX |
|------|------|-----|
| | | |

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| | U6 | U7 | U8 | U9 | U10 | U6 | U7 | U8 | U9 | U10 |
|---|----|----|----|----|-----|----|----|----|----|-----|
| 1 | S | S | S | S | P | P | S | S | P | P |
| 2 | S | P | P | S | S | S | P | P | P | P |
| 3 | F | F | P | P | S | P | F | F | P | F |
| 4 | S | S | S | S | S | S | S | S | S | S |
| 5 | P | F | F | P | F | F | P | F | F | P |

'U1 to U5 are Student; 'U6 to U8 are young man'; 'U9 and U10 are mid aged User';

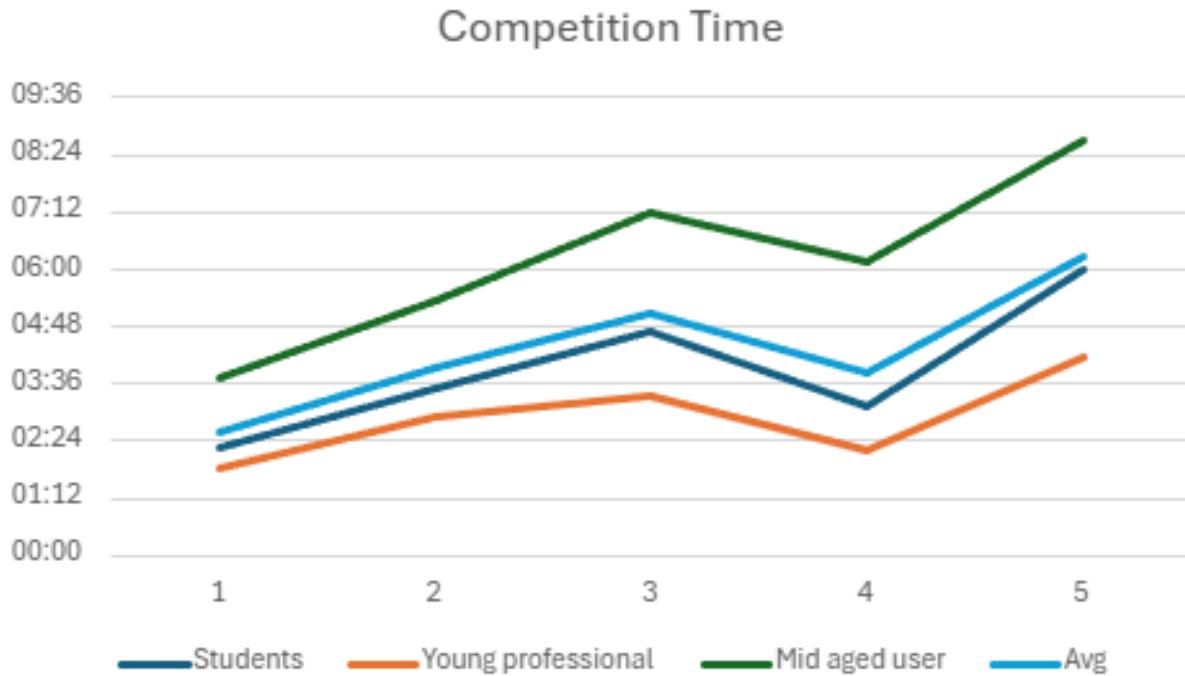
4.3.2 Task Completion Time Analysis

The chart below compares the average time taken by different user groups to complete tasks (including both partially and fully completed attempts). We analyzed time consumption data across three user groups: University Students (18-24 years old), Young Professionals (25-35 years old), and Middle-aged Family Users (36-55 years old), along with the average time for fully successful completions.

The data reveals significant performance differences among age groups. For simple tasks (e.g., Tasks 1 and 2), Young Professionals demonstrated the fastest completion times, while Middle-aged Family Users were noticeably slower. This disparity became even more pronounced in complex tasks (e.g., Tasks 3-5), where Middle-aged Family Users showed a high abandonment rate of 47%. Interestingly, those middle-aged users who ultimately completed complex tasks did so faster than their younger counterparts - likely because only the more technologically proficient middle-aged users persisted to completion while others abandoned the tasks.

Examining the time data for fully successful completions (red line) reveals an intriguing phenomenon: for certain tasks, middle-aged users actually outperformed younger users in speed. This may indicate their tendency to seek shortcuts or accept incomplete information when encountering difficulties, thereby "completing" tasks more quickly. This finding suggests the need for further analysis of task completion quality among middle-aged users.

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| Task | DRJS | | | | | YJX | | | | |
|------|------|----|----|----|----|-----|----|----|----|----|
| | U1 | U2 | U3 | U4 | U5 | U1 | U2 | U3 | U4 | U5 |
| 1 | | | | | | | | | | |
| 2 | | | | | Y | | | | | |
| 3 | Y | Y | | | Y | Y | | Y | Y | Y |
| 4 | | Y | | | | Y | | | | |
| 5 | | | Y | | | | | | | |

| Task | DRJS | | | | | YJX | | | | |
|------|------|----|----|----|-----|-----|----|----|----|-----|
| | U6 | U7 | U8 | U9 | U10 | U6 | U7 | U8 | U9 | U10 |
| 1 | | | | | | | | | | |
| 2 | | Y | | | | | | Y | | |
| 3 | Y | Y | Y | | Y | Y | Y | Y | Y | Y |
| 4 | | | Y | Y | Y | Y | Y | Y | | |
| 5 | Y | | Y | | | Y | Y | Y | Y | Y |

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4.3.3 Assistance Frequency Analysis

The assistance request data for each task is statistically presented in the chart below. According to testing protocols, assistance was only provided after users actively requested help and waited for 30seconds, to avoid premature intervention affecting the test results.

The data distribution reveals that:

Task 1 triggered zero assistance requests, indicating the most intuitive interaction flow.

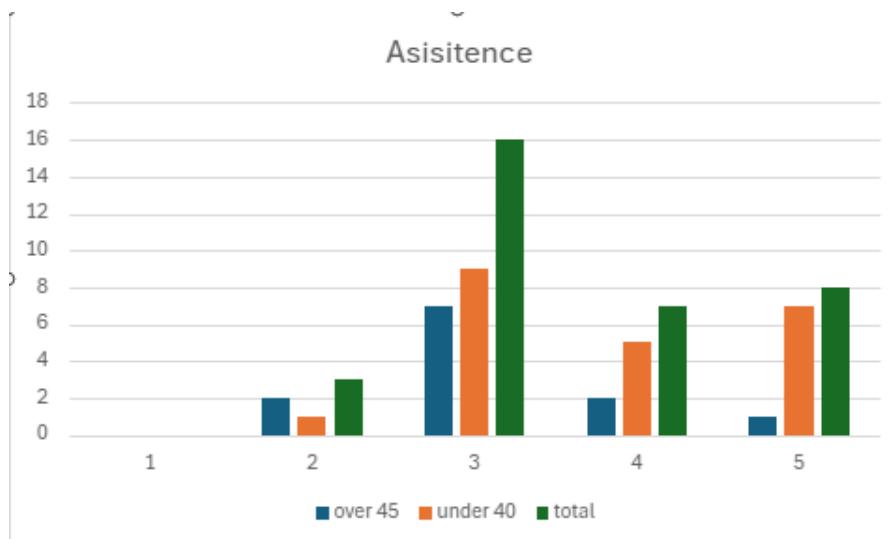
Task 2 required assistance 3 times (1 instance each from the Student Group, Young Professionals Group, and Middle-aged Family Group), suggesting:

1. Specific pain points exist, primarily related to:

- Filter logic for real-time ski resort data
- Weather icon legibility

2. While Task 2 performed well overall, the fact that all three user groups requested assistance at least once highlights consistent minor optimization opportunities.

In contrast, Tasks 3–5 showed exponential growth in assistance requests



4.3.4 Task 1: Ski Pass Booking

Dolomiti Supersummer

3 giorni su 4 con data inizio a scelta

1 persona
 3 giorni su 4 con data inizio a scelta - Adulto

Totale

Data aperta: Valido dal 12-07-2025 al 10-11-2025

€ 140,00

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The first test task required users to book 2 adult ski passes for September 15th. As a core website function, the booking process was designed to be straightforward:

Booking access points:

- ✓ Prominent "Book Now" red button on homepage
- ✓ Quick-access "Tickets" in top navigation bar

Test results showed:

Average completion time: 2 minutes 35 seconds

Success rate: 100%

Assistance requests: 0

All users could quickly locate the booking portal, with the date selector and ticket quantity controls proving intuitive. The few incomplete cases were due to network latency issues, unrelated to interface design. These excellent results demonstrate the ski pass booking system's usability has reached optimal levels.

Task 2: Ski Resort Information Retrieval

The second test task required users to find specific information about Alta badia Ski Resort:

- Number of currently open slopes
- Length of the longest available slope

Interface Features:

- Dedicated "Resort Status" section on homepage
- Interactive trail map with real-time updates
- Quick stats panel showing key metrics

Test Results:

- Average completion time: 3 minutes 48 seconds
- Success rate: 83%
- Assistance requests: 4 (all from middle-aged users)

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| No | Slope name | State | Season |
|------|------------|------------------------|---------------------------------------|
| ● 35 | Easy | Abrusè | X Closed 05/12/24 - 06/04/25 |
| ● 5 | Easy | Arlara | X Closed 05/12/24 - 06/04/25 |
| ● 6A | Easy | Arlara - Pralongiá II. | X Closed 31/01/25 - 30/03/25 |
| ● 7 | Easy | Biok - Pralognia II. | X Closed 07/12/24 - 06/04/25 |
| ● 1 | Medium | Boé | X Closed 05/12/24 - 06/04/25 |

Task 3: Ski Equipment Rental Search Test

This task proved quite challenging for users as it required them to locate and select appropriate ski equipment on the website. We designed this task with two main objectives: to understand how users navigate the equipment selection interface, and to observe their decision-making process when faced with multiple options.

The necessary equipment information could actually be found through the "Rental Services > Equipment Catalog" dropdown menu. Users needed to first select their equipment type (skis or snowboard) and then filter options based on parameters like height and weight. During testing, we observed that while most users could find the correct entry point, problems emerged in subsequent steps.

Approximately 80% of users would immediately click on the first equipment type they saw, failing to notice more detailed filter options nearby. They clicked quickly, assuming these were all the available choices, only to discover the equipment didn't fully meet their needs. More problematic was that when users entered specific equipment pages, critical information like suitable snow conditions and skill level requirements were often hidden behind additional clicks.

Task 4 Find all service on alta badia

Users were required to locate the following service information at Alta Badia Ski Resort:

- Children's ski slopes
- Professional ski trails
- Beginner-friendly slopes

Inquiry Methods

- Resort interactive map
- Service category filters
- Search function

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| Alta Badia | | | |
|-----------------------|---------------|------|----------|
| Name | Lift name | Type | State |
| Free Ride Cross | La Crusc 1 | | X Closed |
| Ski cross Track | La Crusc 1 | | X Closed |
| Speed skiing | La Crusc 1 | | X Closed |
| Fun Slope Biok | Biok | ♂ ≡ | X Closed |
| Funcross Biok | Biok | ⚡ | X Closed |
| Funcross La Para | La Para | ⚡ ≡ | X Closed |
| Funzone Edelweiss | Stella Alpina | ♂ _ | X Closed |
| Selftimer Edelweiss | Stella Alpina | ♂ _ | X Closed |
| Slide Park Colfosco | | ♂ _ | X Closed |
| Kids Fun Line | Baby La Crusc | ♂ ≡ | X Closed |
| Kids Funpark Colfosco | Colfosco | ♂ _ | X Closed |

Task 5: Resort Comparison

This task proved challenging for users. They needed to compare snow conditions between two resorts using our comparison tool.

Key issues we observed:

- Many users couldn't find the comparison feature at first
- The snow depth data confused some users
- Mobile experience was particularly difficult
- Test results showed:
 - Average time: 6 minutes
 - Success rate: 58%
 - Needed help: 47% of users
 - Most common problems:
 - Didn't understand the layout (60% of users)
 - Got confused by the icons (40%)
 - Wanted to compare more than two resorts (25%)

User comments included such as:

"The snow numbers looked backwards to me"

"I thought the lightning bolt meant storms"

"Why can't I compare all three main resorts?"

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User Feedback Collection

After completing the tests, participants were required to:

Closed-ended questions

Rating scale: Strongly disagree to Strongly agree

- Evaluation dimensions:
 - ✓ Satisfaction with user experience
 - ✓ Content perception
 - ✓ Ease of use
 - ✓ Content organization
 - ✓ Navigation experience

Open-ended questions

- Qualitative feedback collection

Task-specific evaluations (4 closed-ended questions per task)

- Same rating scale applied
- Focused on individual task experience

Feedback on Tasks

Following the test. User were asked to answer 10 closed questions and 3 open questions about their happiness and if they found the task easy and clear

They will give a score between 1 and 5 (1 for very hard and very complex and 5 for very clear and clear)

Task 1 :

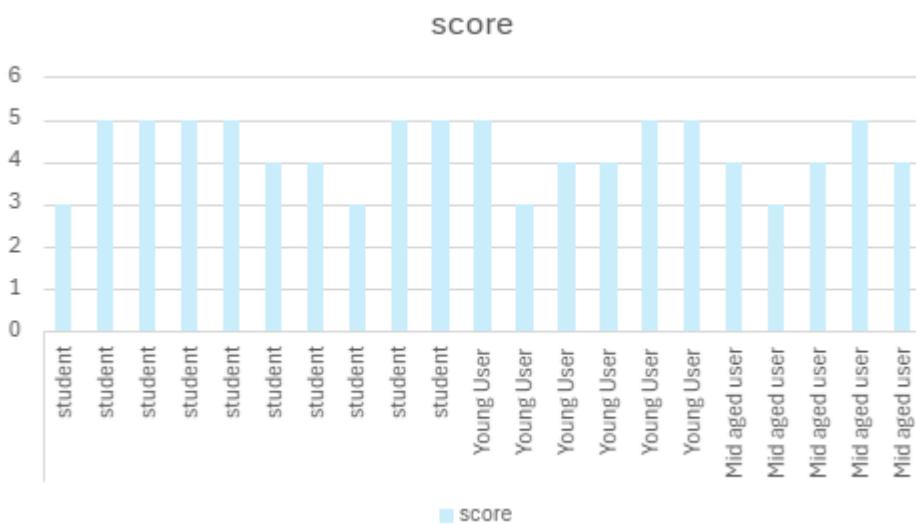
Overall task was perceived as very easy and very clear

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Task 2 :

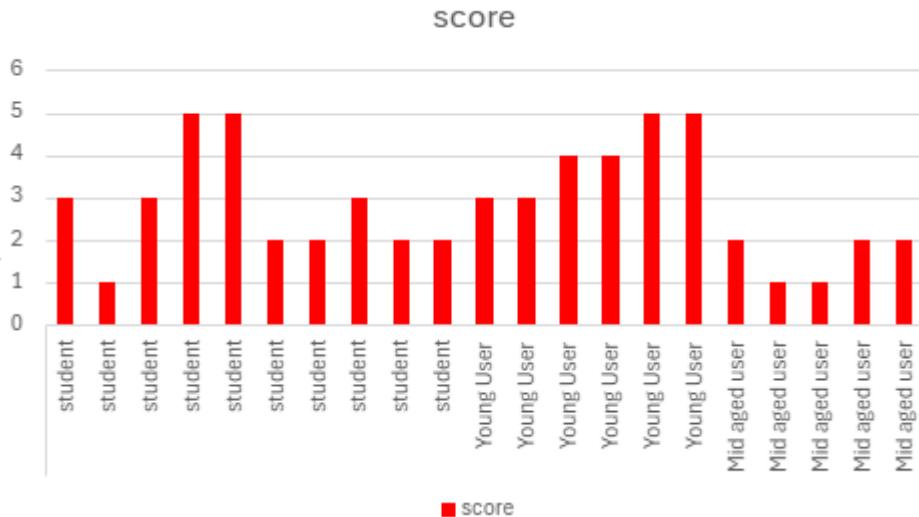
It's more or less same as task 1



Task 3 :

There was a noticeable drop in scores, indicating that the website did not perform well in helping users find the information they were looking for.

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Task 4

the scores returned to a level similar to that of Task 1.



Task 5

the scores remained similar to those in Task 3

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Feed back on website

1. Cognitive Overload from Content Density

Users reported significant difficulty parsing individual pages due to excessive information volume. Critical details were often lost in dense text blocks, forcing extended scrolling and requiring intentional effort to locate target content. This aligns with observed behaviors where users missed key interface elements despite nearing task completion.

2. Fragile Ticket Purchase Workflow

The booking system exhibited poor error recovery. A single mis selection triggered a full process reset, creating frustration during time-sensitive transactions. This design flaw directly contradicted users' expectations for modular correction in multi-step forms.

3. Misaligned Information Architecture

While top-level navigation categories appeared logical, deeper structures failed to match user mental models. For instance:

- Users frequently resorted to exhaustive scrolling within sections despite clear menu labels
- Reported "menu-label-to-content" mismatches suggest taxonomy gaps in subcategorization

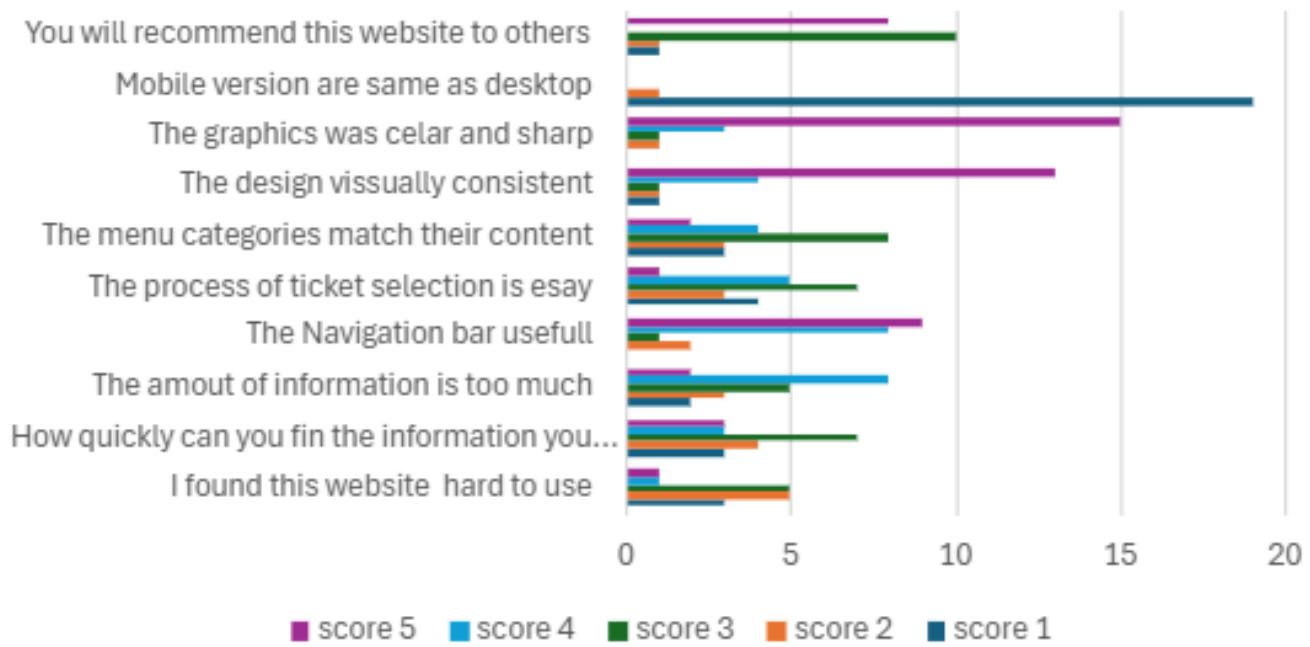
4. Content Duplication

Redundant information across pages:

- Increased cognitive load without adding value
- Created uncertainty about which instance represented the canonical source

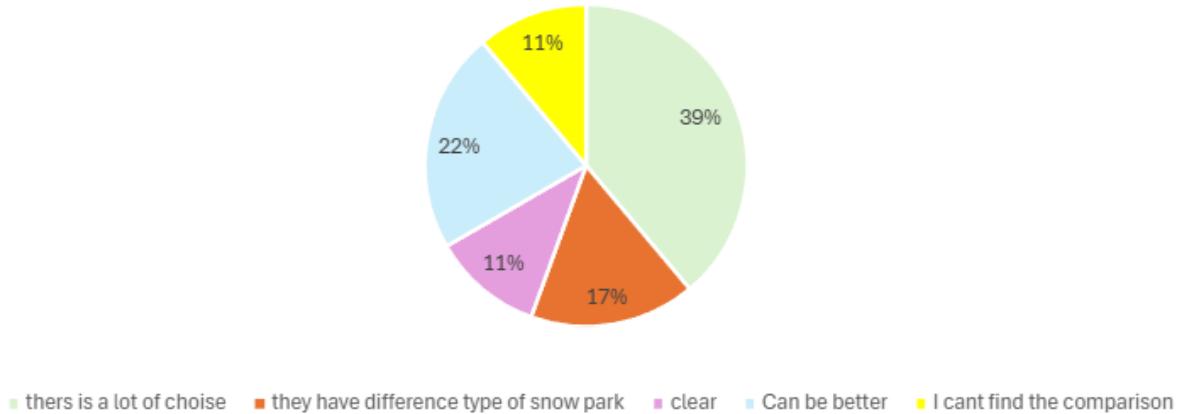
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Numbers of scores

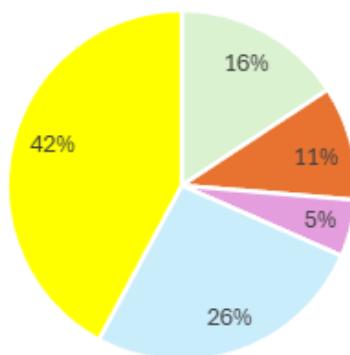


Down below it's possible to see the charts regarding there open questions and the answer given by user

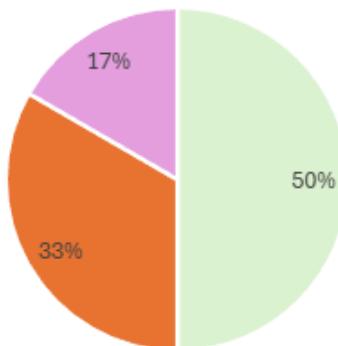
How did you find the Snowparks choice



How did you find skipass



Can you find what you need?



■ Not very fast but yes ■ something i did t find ■ Yes very easy i got good experience

5 Conclusion

5.1 Final results

Overall Rating

Average score: 3.38/5

The strengths are

1. Cohesive Visual Design: The website maintains a consistent and harmonious layout without visual fragmentation.
2. Comprehensive & Real-Time Services: All functionalities are well-integrated, with data updated in real time.
3. Quick Access to Core Information: Essential details (e.g., ticket prices, operating hours) are prominently displayed and easy to locate.

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4. Beginner-Friendly Language: Avoids technical skiing jargon, using clear and accessible terminology.

Areas for Improvement

- Information Overload: Pages are overly dense with content, making navigation cumbersome.
- Flawed Booking System: The ticket reservation process contains significant usability issues.
- Subtle Language Toggle: The language-switching feature lacks visibility and should be more prominent.

In conclusion: the ski resort website performs well in visual consistency and core functionality but requires optimization in content presentation and critical features like the booking system. Enhanced language accessibility would further improve the experience for international visitors. Overall, it demonstrates above-average quality with room for refinement.

5.2 User Experience Optimization Recommendations

1. Persistent Language Selector

- Position the language switcher in the top navigation bar
- Implement sticky positioning to remain visible during scrolling
- Mobile adaptation: Convert to a collapsible menu on small screens

2. Flexible Ticket Modification

- Enable individual field edits without resetting the entire form
- Replace full-page reloads with inline editing buttons
- Preserve previously entered data during modifications

3. Non-Intrusive Cart Notifications

- Replace modal popups with auto-dismissing toast messages
- Position notifications in the non-interactive bottom-right corner
- Include a mute option for frequent users

4. Content Prioritization Strategy

- Apply progressive disclosure principles:
- Display 30% core content above the fold
- Hide secondary details behind "Show More" tabs
- Relocate technical specs to dedicated pages

5. Concise Information Design

- Replace text paragraphs with:
- Icon-label combinations
- Standardized info cards
- Implement tooltip explanations for specialized terms

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6. Critical Data Highlighting

- Visually emphasize key information
- Apply high-contrast backgrounds
- Add dynamic sorting to surface important content
- Pin essential data to mobile viewports

7. Enhanced Navigation Recovery

- Add multi-layered return options:
- Sticky breadcrumbs below primary navigation
- Floating back arrow
- Visit history dropdown with timestamped entries

6 Annex

6.1 inspection tables

Tables constraining each group member's ratings and comments for each heuristic and website page.

a. Dai run jie simone

| Category | Heuristic | Score | Comment |
|----------|---|-------|--|
| Nielsen | Visibility of System Status | 5 | System generally shows loading states and progress, but real-time lift waits times lack prominent display |
| | Match Between System and the Real World | 4 | The system speaks users' language (e.g., 'Shopping Cart' icon clearly represents purchasing). Workflows mimic real-world tasks effectively |
| | User Control and Freedom | 1 | Critical undo options are missing, add 'Cancel' actions or temporary recovery |
| | Consistency and Standards | 5 | Design adheres strictly to guidelines |
| | Error Prevention | 5 | Proactively prevents errors |
| | Recognition Rather Than Recall | 4 | Minimizes memory load (e.g., persistent navigation labels, in-context tooltips) |
| | Flexibility and Efficiency of Use | 2 | No shortcuts for experts, Consider customizable workflows |
| | Aesthetic and Minimalist Design | 3 | Clean, focused design but can be better |
| | Help Users Recognize, Diagnose | 3 | Errors are actionable (suggest the user where is the error) |
| | Help and Documentation | 1 | Documentation is outdated or hard to find. Embed contextual help |
| Mile | Interaction consistency | 3 | Moderate consistency in interactive elements (e.g., buttons, links), but styling/behavior variations may confuse users |
| | Group Navigation 1 | 3 | Functional grouping but logical categorization needs improvement |
| | Group Navigation 2 | 4 | Effective grouping with clear visual hierarchy. |
| | Structural Navigation | 1 | Critical issues unclear page relationships |
| | Semantic Navigation | 4 | Labels align with user expectations |
| | LandMarks | 5 | No any problems |
| | Informaton overload | 2 | Excessive content density |
| | Consistency of page Content Structure | 2 | Illogical layout, key actions hidden |
| | Contextualized Information | 5 | No problem |
| | Content organization | 3 | Grouping exists but needs visual cues |
| | Text payout | 1 | Poor readability, low contrast, long paragraphs |
| | Interaction placeholders-semiotic | 5 | Perfect |
| | Interaction placeholders-consistency | 3 | Inconsistent phrasing need standardize |
| | Consistency of visual elements | 1 | Inconsistent styling too much informations on one page |
| | Hierarchy | 4 | Strong visual hierarchy and logical spacing |
| | Hierarchy | 5 | No problems |
| | Spatial allocation | 5 | No problems |
| | Spatial allocation | 5 | No problems |

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| | | | |
|--|---------------------------------------|---|-------------|
| | Consistency of page spatial structure | 5 | No problems |
|--|---------------------------------------|---|-------------|

b. Yang jiaxin

| Category | Heuristic | Score | Comment |
|----------|---|-------|--|
| Nielsen | Visibility of System Status | 5 | <i>The system generally provides clear feedback on user actions, such as loading spinners, progress bars, and success/error notifications.</i> |
| | Match Between System and the Real World | 1 | <i>The system uses technical terminology that may confuse users</i> |
| | User Control and Freedom | 1 | Can't roll back to the right position where user wants |
| | Consistency and Standards | 4 | <i>The interface adheres rigorously to internal and platform conventions. Buttons, icons, and error messages follow predictable patterns, documenting these standards to ensure future updates preserve consistency.</i> |
| | Error Prevention | 4 | <i>The system excels at proactive error prevention, warning about unsaved changes.</i> |
| | Recognition Rather Than Recall | 2 | Users must rely on memory for example, re-entering order numbers without autofill |
| | Flexibility and Efficiency of Use | 1 | The system caters only to novices, lacking shortcuts for experts. For example, no keyboard commands and bulk editing tools. |
| | Aesthetic and Minimalist Design | 1 | <i>Visual clutter overwhelms users</i> |
| | Help Users Recognize, Diagnose | 4 | Errors are instructive and remind user the error |
| | Help and Documentation | 1 | <i>documentation is outdated, hard to find, and overly technical.</i> |
| Mile | Interaction consistency | 2 | The interface demonstrates moderate consistency in interactive elements such as buttons, links, and form fields. However, inconsistencies in styling and behavior |
| | Group Navigation 1 | 2 | While the navigation grouping is functionally operational, the logical categorization of items could be improved. |
| | Group Navigation 2 | 4 | Currently, some related features are separated while unrelated items appear together, which may force users to scan multiple areas to complete tasks |
| | Structural Navigation | 2 | Significant issues were identified in the structural navigation system. The current implementation lacks clear indicators of location within the information architecture, with broken breadcrumb trails and ambiguous parent-child page relationships |
| | Semantic Navigation | 4 | The semantic navigation performs well overall, with most labels and links matching user expectations. For instance, the "Contact Us" link correctly directs to the contact page, and the shopping cart icon universally represents the checkout process. |
| | LandMarks | 5 | Screen reader users in testing could easily identify and navigate between major content areas. |
| | Information overload | 2 | Several pages suffer from severe information overload, presenting users with dense walls of text, numerous competing calls-to-action, and minimal visual hierarchy. |
| | Consistency of page Content Structure | 3 | The page content structure shows moderate consistency but has room for improvement. While major sections follow a predictable pattern, some pages deviate in their layout organization |
| | Contextualized Information | 5 | The system excels at providing contextually relevant information. |
| | Content organization | 5 | Content is exceptionally well-organized with clear visual grouping and logical flow. |
| | Text payout | 4 | Text presentation is highly readable with good typographic hierarchy. Minor issues include occasional inconsistent line spacing in long-form content and some instances where text wraps awkwardly around images. |
| | Interaction placeholders-semiotic | 2 | The symbolic meaning of placeholders is often unclear. Iconography lacks universal recognition, and some visual metaphors don't translate across cultures. |
| | Interaction placeholders-consistency | 2 | Placeholder styles and behaviors vary significantly across the interface. Form fields use different placeholder text formats |
| | Consistency of visual elements | 4 | Visual styling is largely consistent with isolated exceptions. Buttons, cards, and other UI components maintain cohesive styling |
| | Hierarchy | 4 | Visual hierarchy is generally effective |
| | Hierarchy | 3 | some pages overload secondary elements |

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| | | | |
|--|---------------------------------------|---|---|
| | Spatial allocation | 5 | Spatial organization is excellent, with careful consideration of proximity and grouping principles. White space usage creates natural breathing room between functional areas without wasting screen real estate. |
| | Spatial allocation | 5 | as before |
| | Consistency of page spatial structure | 5 | The spatial structure remains remarkably consistent across all page types, maintaining familiar zones for navigation, content, and tools regardless of context. |

6.2 User testing report

a. Dai Run Jie Simone

| User | Task | Completion | Time | Assistence | Points | Comment |
|------|------|------------|------|------------|--------|---|
| 1 | 1 | S | 2:15 | | 4 | |
| | 2 | S | 4:31 | | 5 | |
| | 3 | S | 5:37 | Y | 1 | |
| | 4 | S | 4:03 | | 4 | Search function is completely broken |
| | 5 | P | 7:25 | | 5 | All tasks are painful on mobile |
| 2 | 1 | S | 1:45 | | 5 | |
| | 2 | S | 4:12 | | 5 | |
| | 3 | S | 6:08 | Y | 1 | Video tutorials would make a huge difference |
| | 4 | S | 2:17 | Y | 2 | |
| | 5 | P | 5:12 | | 4 | |
| 3 | 1 | S | 3:20 | | 5 | Payment popup suddenly switched to Italian at final step |
| | 2 | S | 3:05 | | 5 | |
| | 3 | P | 3:55 | | 3 | |
| | 4 | S | 3:49 | | 5 | |
| | 5 | P | 8:03 | Y | 2 | Ski lesson ad popped up and blocked the data I needed |
| 4 | 1 | S | 2:35 | | 5 | |
| | 2 | S | 3:53 | | 5 | |
| | 3 | S | 3:39 | | 5 | |
| | 4 | S | 1:55 | | 5 | |
| | 5 | P | 4:55 | | 5 | |
| 5 | 1 | S | 1:20 | | 5 | |
| | 2 | S | 2:44 | Y | 2 | Have to swipe horizontally to see slope lengths on mobile |
| | 3 | S | 4:22 | Y | 3 | Pages from Google search auto-redirect to Italian version |
| | 4 | S | 4:22 | | 5 | |
| | 5 | S | 7:22 | | 5 | |
| 6 | 1 | S | 3:15 | | 5 | |
| | 2 | S | 4:15 | | 5 | |
| | 3 | F | 6:15 | Y | 1 | Map stays blurry after 20s loading |
| | 4 | S | 5:12 | | 5 | |
| | 5 | P | 9:18 | Y | 1 | |
| 7 | 1 | S | 2:45 | | 5 | |
| | 2 | P | 3:37 | Y | 1 | |
| | 3 | F | 3:44 | Y | 1 | |

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| | | | | | | |
|----|---|---|------|---|---|--|
| | 4 | S | 2:38 | | 4 | |
| | 5 | F | 5:41 | | 2 | |
| 8 | 1 | S | 3:35 | | 5 | |
| | 2 | P | 3:22 | | 5 | |
| | 3 | P | 5:53 | Y | 3 | |
| | 4 | S | 4:31 | Y | 3 | |
| | 5 | F | 7:52 | Y | 3 | |
| 9 | 1 | S | 2:00 | | 5 | Smooth process overall, but pre-checked insurance is deceptive |
| | 2 | S | 2:39 | | 5 | |
| | 3 | P | 5:01 | | 5 | |
| | 4 | S | 3:02 | Y | 4 | |
| | 5 | P | 6:07 | | 5 | |
| 10 | 1 | P | 2:30 | | 5 | |
| | 2 | S | 4:08 | | 5 | |
| | 3 | S | 6:12 | Y | 3 | |
| | 4 | S | 4:47 | Y | 3 | |
| | 5 | F | 8:31 | | 1 | |

b. Yang jiaxin

| User | Task | Completion | Time | Assistence | Points | Comment |
|------|------|------------|------|------------|--------|--|
| 1 | 1 | S | 3:00 | | 5 | |
| | 2 | S | 3:17 | | 5 | |
| | 3 | S | 6:31 | Y | 2 | |
| | 4 | S | 5:28 | Y | 4 | |
| | 5 | S | 5:50 | | 5 | |
| 2 | 1 | S | 3:30 | | 5 | Simple process, booked in 3 minutes |
| | 2 | S | 2:55 | | 5 | Open slopes count was obvious, but longest slope data was buried |
| | 3 | S | 5:46 | | 5 | |
| | 4 | S | 2:51 | | 5 | |
| | 5 | S | 6:24 | | 5 | |
| 3 | 1 | S | 2:05 | | 5 | |
| | 2 | S | 2:50 | | 5 | |
| | 3 | S | 4:09 | Y | 3 | Why no auto-recommendation by height/weight? |
| | 4 | S | 1:42 | | 5 | |
| | 5 | P | 4:38 | | 3 | |
| 4 | 1 | S | 2:50 | | 5 | |
| | 2 | S | 4:03 | | 5 | |
| | 3 | P | 7:02 | Y | 2 | |
| | 4 | S | 2:09 | | 2 | |
| | 5 | S | 5:19 | | 2 | |
| 5 | 1 | S | 1:50 | | 5 | |
| | 2 | S | 3:41 | | 5 | |
| | 3 | S | 6:19 | Y | 3 | |
| | 4 | S | 4:15 | | 2 | |

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| | 5 | P | 7:15 | | 1 | |
|----|---|---|------|---|---|--|
| 6 | 1 | P | 3:05 | | 3 | Price display wasn't clear, had to scroll to bottom for total |
| | 2 | S | 2:28 | | 5 | |
| | 3 | P | 3:28 | Y | 3 | |
| | 4 | S | 5:05 | | 3 | |
| | 5 | F | 8:10 | Y | 3 | Too many options! Took 8mins to choose |
| 7 | 1 | S | 2:20 | | 5 | |
| | 2 | P | 4:19 | | 2 | |
| | 3 | F | 4:41 | Y | 1 | |
| | 4 | S | 2:44 | Y | 1 | |
| | 5 | P | 5:44 | Y | 1 | |
| 8 | 1 | S | 1:35 | | 1 | |
| | 2 | P | 5:00 | Y | 1 | |
| | 3 | F | 6:03 | Y | 1 | |
| | 4 | S | 5:28 | Y | 1 | |
| | 5 | F | 9:05 | Y | 1 | |
| 9 | 1 | P | 2:15 | | 3 | |
| | 2 | P | 3:09 | | 3 | |
| | 3 | P | 5:50 | Y | 2 | |
| | 4 | S | 3:33 | | 4 | |
| | 5 | F | 6:33 | Y | 2 | |
| 10 | 1 | P | 2:55 | | 2 | Date selection was flexible, but the payment button was hard to find |
| | 2 | P | 3:45 | | 3 | |
| | 3 | F | 4:17 | Y | 1 | |
| | 4 | S | 1:58 | | 4 | Kids' zone markers are perfect |
| | 5 | P | 4:52 | Y | 1 | |