Testathon1.0 Feedback Report

1. Test Overall

Project Name: Tourlingo

Test Time: 14.07.2025

Tested People: 15

Tested Device: Desktop

2. Key Findings

Overall System Usability Performance

The system demonstrates strong usability metrics across core functionality measures:

System Ease of Use: 4.07/5 average score

- 47% of users (7/15) rated it as excellent (5 stars)
- 33% rated it as very good (4 stars)
- Only 7% expressed difficulty (2 stars or below)

Navigation and Structure: 4.06/5 average score

- 60% of users (9/15) found navigation very good (4 stars)
- 27% rated it as excellent (5 stars)
- Strong consistency in user experience

Information Accessibility: 3.73/5 average score

- This represents the lowest-scoring usability metric
- 33% of users experienced challenges finding desired information
- Indicates the need for improved information architecture

User Independence and Confidence

System Independence: 3.93/5 average score

- 40% of users (6/15) require minimal assistance
- 33% rated moderate self-sufficiency (4 stars)
- No users reported complete dependency on help

Reuse Intention: 3.4/5 average score

- Lowest overall metric, indicating retention challenges
- 40% showed positive reuse intention (4-5 stars)
- 20% expressed reluctance (1-2 stars)

Interface and Design Quality

Visual Appeal: 3.73/5 average score

- 60% rated the interface positively (4-5 stars)
- 33% found it acceptable (3 stars)
- Consistent with information accessibility scores

Information Presentation: 4.0/5 average score

- 73% rated information presentation positively (4-5 stars)
- No negative ratings recorded
- Strong user satisfaction with content display

Design Consistency: 4.27/5 average score

- Highest-scoring metric overall
- 80% rated consistency highly (4-5 stars)
- Demonstrates successful design system implementation

Feature-Specific Performance Analysis

Map Page: Outstanding performance

- 80% rated as "Good" or "Very Good"
- 20% rated as "Normal"
- No negative feedback recorded
- Most stable feature across all testing

Cultural Tips Page: Strong positive reception

- 67% rated as "Good" or "Very Good"
- 27% rated as "Normal"
- 13% negative feedback
- Identified as the most **unique and valuable feature**

Essentials Side Panel: Moderate performance

- 57% rated as "Good" or "Very Good"
- 43% rated as "Normal" or below
- 7% negative feedback

- Requires functionality enhancement

Recommendations Side Panel: Lowest performance

- 47% rated as "Good" or above

- 53% rated as "Normal" or below

- 13% negative feedback

- Needs significant improvement

3. Feedback Analysis and Future Plannings

User Feedback Analysis

Most Valued Features

Based on user feedback, the **Cultural Tips page** emerged as the most valuable feature, with users specifically highlighting:

- **Unique Value**: "Other map apps don't provide this information"

- **Practical Utility**: "Useful for travelers to know local customs and avoid offense"

- **Information Gap**: "That's rarely presented in other similar products"

Core User Needs Addressed

- **Cultural Navigation**: Users appreciate guidance on local etiquette and customs

- **Essential Information Access**: Basic geographical and practical information

- **Language Support**: Multilingual interface capabilities

- **Tourist-Specific Content**: Information tailored to traveler needs

Critical Issues Identified

Technical Performance

- **API Response Times**: Multiple users reported slow loading of recommendations

- **Language Localization**: Incomplete translation across all interface elements

- **System Stability**: Several bugs noted during demonstration

Content and Functionality Gaps

- **Information Accuracy**: Need for more precise and current information

- **Visual Content**: Outdated pictures in recommendations section

- **Cultural Tips Depth**: Current content too vague for practical use

User Experience Challenges

- **Navigation Efficiency**: Issues with sideways scrolling

- **Information Persistence**: Cultural tips don't maintain position

- **Content Categorisation**: Need to differentiate recommendations from restaurants

User-Driven Improvement Recommendations

High-Priority Technical Enhancements

1. **Performance Optimisation**: Improve API response times

2. **Complete Localisation**: Ensure all interface elements translate properly

3. **Bug Resolution**: Address demonstration stability issues

Content and Feature Enhancements

1. **Enhanced Cultural Tips**: More specific, actionable local guidance

2. **Visual Content Updates**: Current, relevant images for recommendations

3. **Advanced Filtering**: Allow users to filter recommendations by criteria

4. **Public Transportation**: Integration of transit route planning

User Experience Improvements

1. **Information Architecture**: Improve findability of desired information

2. **Navigation Optimisation**: Eliminate horizontal scrolling issues

3. **Content Categorisation**: Better organisation of recommendation types

Future Development Opportunities

Users expressed strong interest in advanced features that would differentiate Tourlingo from existing apps:

Safety and Security Features

- **Risk Awareness**: Information about areas to avoid

- **Emergency Resources**: Enhanced emergency contact integration

Local Discovery Enhancement

- **Hidden Gems**: Independent shops and local secrets

- **Real-Time Information**: Current events and situational advice

- **Visual Identification**: Images of local signage and landmarks

Trip Planning Integration

- **Preparation Tools**: Pre-arrival planning capabilities

- **Comment System**: User-generated content similar to Google Maps

- **Transliteration Support**: Native alphabet conversion without translation

Planning for Next Development Phase

Immediate Actions (High Impact, Low Effort)

1. Optimise API performance to reduce loading times

2. Complete interface localisation across all pages

3. Enhance cultural tips with more specific, actionable content

4. Update visual content in recommendations section

Medium-Term Improvements (High Impact, Medium Effort)

1. Implement advanced filtering for recommendations

2. Redesign information architecture for better findability

3. Add public transportation route planning

4. Develop safety and risk awareness features

Long-Term Vision (High Impact, High Effort)

1. Create comprehensive trip planning tools

2. Implement user-generated content system

3. Develop transliteration capabilities

4. Build local discovery and hidden gems database