

HCI Evaluation for Version1.0

1. Test User

NO.	User Age	User Occupation	Test Device
1	29	Student	Phone & Laptop
2	24	Student	Phone & Laptop
3	25	Student	Phone & Laptop
4	26	Student	Phone & Laptop

2. Test Case

Participants were briefed on the purpose and contextual usage scenarios of the website. All users were then tasked with evaluating both the UI/UX design and functional elements whilst verbalising their thought processes. Sessions were recorded to capture real-time feedback through the 'Think Aloud' protocol.

3. Feedback Collected

- Positive Observations
 - Exceptional clarity in interface design
 - Intuitive navigation across all pages
 - User friendly
 - Zero learning curve for using the website
- Future Enhancement Requests
 - a. Transparent Rating System
 - Display star ratings (e.g. 4.2/5) for recommended categories.
 - Include review, opening time and other useful information for hotels and restaurants and so on.

- . In front of the restaurant image or list, highlight it with a star or other symbol to indicate if it's the local cuisine, as a visitor they might want to know and try.
- b. Show Distance
 - . Show distance of the recommended places from user's current location.
 - . Indicate whether recommendations are location-based, for example, let the users know if the recommendation is in the range of 10km from the current location or 5km, or add a filter to let the user to choose by themselves.
- c. Automated Route Planning
 - . Enable multiple attractions selection with optimised route planning according to how many days the visitors will stay.
- d. Souvenir Category
 - . Add 'Souvenir' category in recommendation page or in the culture tips, introduce what's the best souvenir to buy.
- e. Emergency Visibility Enhancement
 - . Add floating icons in map page to display the emergency contact.
- f. Seasonal Activity Discovery
 - . In culture tips, show the location-specific events for the upcoming culture experiences during travel dates, for example, show 'Bristol International Ballon Fiesta on the 8th-10th of August'.
- g. Misunderstanding of the Word
 - . On the essential page, there is a category 'Park', it should be 'Parking' to be more specific.