Problem Set #8

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**Improvements**

By using experiments’ results from the competitor’s website, I create my travel website prototype with some improvements. Like the competitor’s website, I decided to include a search box, different kinds of navigation bars to guide the users to find the attractions they like.

When the users use the competitor’s website looking for a tourist attraction in Shenzhen, the information provided by the navigation bar is not clear and complete enough. The competitor’s website contains three navigation bars. The users can look for an attraction by metro route, airport, and high-speed rail station, and by name. However, those navigations didn’t meet the 5 users’ expectations.

Based on this finding, I improved my website with more choices for users. Users can find a place by choosing different categories with different navigation bars.

文本, 聊天或短信

描述已自动生成

I grouped 45 popular tourist attractions in Shenzhen into 5 categories. They are group by district, type, metro station, ranking by score, and ranking. I believe these 5 categories can fulfill users’ needs. Not only increased the categories, but I also plan to update the metro route from four lines to eleven lines. Nevertheless, I will test the website usability with the same five users and learn about other improvements if needed.

Moreover, I also placed a search box under the navigation bar as well. The search box is for travelers who know the place name and interested in it. They can type the name to save more time. The search box is unavailable in the website prototype, but I will try to include that in a html format.

表格

描述已自动生成

**Testing with Figma**

I tested my website prototype with the same 5 users as last time. In the test, I asked each user to find a place that they are interested in. However, the website prototype only has a structure of the information. It does not include any detailed information of each place. I tried to import data from the Airtable, but Figma cannot show some of the Chinese word. So, I use screen shots to present information from the Airtable. Because I was worried about that the users will be confused or lost if there is only very little information.

User#1

The first user met two problems during the testing. She is not familiar with any tourist attraction in Shenzhen. So, she chose to view all the attractions by ranking. However, on this page, there is not a go back button place for her to go back to the previous page. She wanted to go back and choose the attractions ranked by score in order to compare and make a decision. Furthermore, she also felt a little bit confused by the score and ranking. These two concepts seem similar to her. In the website prototype, I only have a go back button on each attraction detail page. I will try to add a go back button to every page that may need it.

User#2

The second user did well in the testing. She found a tourist attraction that she might want to go to by using the navigation bar. She chose to view the attractions grouped by type. However, she said she was not very sure that which page is she in. The button that tells her the specific position is not outstanding among others. For instance, only underline the home button when the users are on the home page is not enough. I may need to add more to that to make it looks outstanding.

User#3

The third user found his destinations by using the navigation bar. He chose to view the tourist attractions grouped by the district. He said he usually rant a car or drive his own car when travel. And he likes to go to at least one attraction in each district. He also found out it is difficult to go back to the previous page.

User#4

The fourth user found the place very quickly. Therefore, she didn’t have a problem with going back to the last page. She didn’t have any other issues as well.

User#5

The last user didn’t have a great start. The website prototype seems bigger on her laptop screen. She used more than thirty seconds to adjust the screen size. Nevertheless, the process of finding the place that she wants to go to was pretty good. She loves the beach, so she found an attraction by using the type navigation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Completion | Problem | Time | Attitude Score |
| 1 |  | 2 | 1min10s | 3 |
| 2 |  | 1 | 58s | 4 |
| 3 |  | 1 | 1min2s | 4 |
| 4 |  | 0 | 35s | 5 |
| 5 |  | 1 | 50s | 4 |

Scale from 1 (very bad) to 5 (very good)

**Usability test analysis**

After testing with the five users, I summarize three main problems from the testing records. The average attitude score is 4.

First, most of the pages do not have a go back button. The users find it is a little bit hard to go back to the previous page. Most of the time they had to start from the beginning in order to search for an attraction. The solution to this problem is that I will add a go back button to each page. This button will make sure that the users can easily go back to the last page regardless they want to start over or just click the wrong button by accident.

Next, the effect of each button needs to be outstanding from others. Underline was not very obvious to the users. The users may feel confused if they don’t know which page they locate.

Finally, the size of the website. I believe this is only happening on the Figma prototype. Only one user has trouble with the sizing, and I think it is because she is using Windows. For the real website, I will make sure it includes responsive web design through media queries or other useful code.