



5 seconds test

What does this page inspire you to ?

Peacefulness, health care, spa treatments, to close the page

What can you do on this page ?

I don't know, navigate, read a lot, get information, arrange therapy

What does the logo looks like ?

Light green, waves ?, white and blue ? is there any logo, no idea, calm and stability.

Where is the place located ?

Did not notice, top, no idea, Ireland.

Conclusion

General confusion regarding the identity of the center, or function of the website.

First page is not inviting and people are giving up before reading

Trunk test / Olivia 22 female

- .What site is this?
- .What are the main sections?
- .What page are you on?
- .How much does a O2 Marine Facial treatment cost?
- .Can you name an entertainment facility, in the city where the Spa center is located?

1. 2. 3. The site is something about a Spa. A family Spa, where you can live, can have treatments and can find some speial offers. I can see the sections and my location on the menu bar on the left side."

4. There are many treatments, so it took her a couple of minutes to find the price of that particular treatment.

5. She couldn't find it without help.

Conclusion

Overwhelming content.

Create a bar search for precise informations.

Defining, navigation and content better.

Trunk test / Rihards 25 male

- .What site is this?
- .What are the main sections?
- .What page are you on?
- .How much does a O2 Marine Facial treatment cost?
- .Can you name an entertainment facility, in the city where the Spa center is located?

1. 2. 3. I am on the site of the Kilkee Thalassotherapy Center.
I can tell the main sections that I can see them in the menu bar.
I am on the Home page.

4. 78 Euros – he could find it quickly.

5. He didn't see that you can spend some nights in the Spa center so he named the treatments, sauna and body scrub facilities.

Conclusion

Overwhelming content.

Create a bar search for precise informations.

Defining, navigation and content better.

Display the different offers and option of the spa in a clearer and more explicit manner.

Trunk test / Sebastian 21 male

- .What site is this?
- .What are the main sections?
- .What page are you on?
- .How much does a O2 Marine Facial treatment cost?
- .Can you name an entertainment facility, in the city where the Spa center is located?

1. 2. 3. This is something in connection with health and some kind of therapy. The navigation makes it clear where I am now and what kind of sections does the page have.question

4. 78 Euros – he could find it quickly. question

5. He managed find it but it took some time.

Conclusion

Overwhelming content, doubt about purpose of the website.

Refine identity and purpose of the Kilkee centre.

Defining, navigation and content better.



Expert review, problems and solutions

First impressions and problems:

There is almost no pictures on the website, therefore it is quite hard to grasp what the website is about in a glance, without reading.

The website is basic, no highlighting, separations or hierarchy in the content (text).

The navigation is functional, easy for the user to know which page they are on.

Some of the navigation button are not clear enough, dividing of pages and their content is not appropriate.

The logo is to big , messy, confusing. Using too many fonts in different directions.

It's image is repeated and floats in the background and is not synchronized with the text or content.

Solutions:

Work on a clear and constant identity through the all website.

Manage content, links in a more defined and adapted manner.

Minimalize content and create a more relaxed atmosphere.