



**POLITECNICO**  
**MILANO 1863**

## USABILITY PROJECT

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## Abstract

The **Dolomiti Superski** is one of the largest ski areas in the world, covering approximately 3,000 km<sup>2</sup> in the Dolomites region of North-East Italy. Established in 1974, it encompasses 12 ski resorts and offers a total of 1,246 km of slopes. The official **Dolomiti Superski website** (<https://www.dolomitisuperski.com/en/home>) serves as a central hub for visitors, providing information on ski passes, slopes, weather conditions, and resort services, while also offering online booking options and real-time updates.

Usability evaluation of a website is a structured process aimed at assessing how easily users can navigate the platform, find relevant information, and complete key tasks efficiently. This document presents a comprehensive usability evaluation of the Dolomiti Superski website, analyzing its accessibility, navigation structure, design effectiveness, and overall user experience.

The report is structured into three main sections. The first section outlines the methodology used for the evaluation, including heuristic analysis, user testing, and feedback collection. The second section presents the findings, highlighting strengths and potential usability issues that may impact users' experience. The final section provides recommendations for improving the website's usability, ensuring a more intuitive and seamless interaction for visitors.

## Inspection

### Introduction

Expert review, or inspection, is a structured usability evaluation technique that assesses key aspects of a website to ensure ease of use for its target audience. This process is conducted by experienced evaluators familiar with usability principles and guidelines.

One common approach is the heuristic-based methodology, where evaluators define a set of heuristics to guide the assessment. The process begins with a setup phase, ensuring all inspectors agree on a consistent evaluation framework. They establish relevant heuristics, clearly define their criteria, and set standardized evaluation metrics. This alignment helps ensure objective, comparable results, minimizing subjective interpretations.

### Team Methodology

To evaluate the **Dolomiti Superski** website, the team followed a structured **heuristic-based approach**. First, an initial exploration and discussion were conducted to familiarize the team with the website's structure, functionality, and potential usability concerns. The evaluation was then carried out using **Jakob Nielsen's 10 Usability Heuristics** to assess overall usability and **MiLE Methodology** to analyze Navigation/Interaction, Content, and Presentation. Each evaluator independently reviewed the website based on these frameworks, identifying usability strengths and issues. Findings were then consolidated through group discussion, categorizing problems by severity and impact. Finally, actionable

recommendations were proposed to improve the website's usability, and the results were documented in a structured report with supporting evidence.

## Heuristics

The evaluation was conducted using **Jakob Nielsen's 10 Usability Heuristics** and the **MiLE methodology**, focusing specifically on the three dimensions of **Navigation/Interaction, Content, and Presentation**. To ensure consistency and eliminate subjective interpretations, each heuristic was clearly defined, allowing all evaluators to assess the website uniformly and compare their findings. Additionally, all heuristics were applied with a positive logic framework.

### Nielsen's Heuristics

- **H1. Visibility of System Status:** The interface should consistently inform users about ongoing processes through timely and appropriate feedback, ensuring clarity and transparency.
- **H2. Match Between the System and the Real World:** The design should use familiar language, terminology, and concepts, avoiding technical jargon. It should follow real-world conventions, presenting information in a logical and intuitive sequence.
- **H3. User Control and Freedom:** Users should have the ability to undo unintended actions easily. Clearly marked exits should allow them to back out of processes without unnecessary steps.
- **H4. Consistency and Standards:** The interface should maintain uniformity in terminology, layout, and actions, adhering to established industry and platform guidelines to prevent confusion.
- **H5. Error Prevention:** Instead of just relying on error messages, the design should proactively reduce the likelihood of user errors by eliminating potential issues or providing confirmation steps before irreversible actions.
- **H6. Recognition Rather than Recall:** Users should not have to rely on memory to navigate the interface. Key elements, actions, and options should be visible or easily accessible when needed, reducing cognitive load.
- **H7. Flexibility and Efficiency of Use:** The system should accommodate both novice and experienced users by providing shortcuts and customization options to streamline frequent tasks without overwhelming beginners.
- **H8. Aesthetic and Minimalist Design:** The interface should present only essential information, avoiding unnecessary elements that might distract users or obscure critical content.
- **H9. Help Users Recognize, Diagnose, and Recover from Errors:** Error messages should be clear, concise, and written in plain language. They should accurately describe the issue and offer guidance on how to resolve it.
- **H10. Help and Documentation:** Ideally, the system should be intuitive enough to require minimal assistance. However, when necessary, clear and accessible documentation should be available to support users in completing their tasks.

## Mile Heuristics

### Content Heuristic

- **H11. Information Overload:** Does the page contain too much or too little information?
- **H12. Consistency in Page Structure:** Do pages covering similar topics include the same types of elements?
- **H13. Contextual Information:** Does the page provide context to help users understand their location within the content?
- **H14. Content Organization (Hierarchy):** Is the hierarchical arrangement of topics appropriate based on their relevance?

### Navigation/Interaction Heuristics

- **H15. Interaction Consistency:** Do pages of the same type maintain consistent navigation links and interaction features?
- **H16. Group Navigation - 1:** Is it easy to navigate between groups of items and within individual items?
- **H17. Group Navigation - 2:** Do menus contribute to cognitive overload?
- **H18. Structural Navigation:** Is it easy to move between different components or sections of a topic?
- **H19. Semantic Navigation:** Can users easily navigate between related topics in both directions?
- **H20. Landmarks:** Are landmarks effective in guiding users to the most important sections of the website?

### Presentation Heuristics

- **H21. Text Layout:** Is the text readable, and is the font size appropriate?
- **H22. Interaction Placeholders - Semiotics:** Are interactive elements intuitive?
- **H23. Interaction Placeholders - Consistency:** Are textual and visual labels of interactive elements consistent in wording, shape, color, and position?
- **H24. Consistency of Visual Elements:** Do pages of the same type maintain consistent visual properties?
- **H25. Hierarchy - 1:** Is the placement of content within a page appropriate based on its relevance?
- **H26. Hierarchy - 2:** Is the positioning of visual elements on the page appropriate for their importance?
- **H27. Spatial Allocation - 1:** Are semantically related elements positioned close to each other?
- **H28. Spatial Allocation - 2:** Are semantically unrelated elements placed farther apart?
- **H29. Consistency of Page Spatial Structure:** Do pages of the same type follow a consistent spatial arrangement of visual elements?

## Metrics

The following rating system is used to assess how well a website meets key usability heuristics. Scores range from 1 to 5, with higher scores indicating better adherence to usability principles and a smoother user experience.

**1 - Totally Unsatisfied:** The heuristic is completely unfulfilled, as the addressed aspect fails to perform its intended function. This severely disrupts an effective and smooth interaction with the website, requiring significant cognitive effort.

**2 - Unsatisfied:** The website has major limitations or flaws that greatly hinder usability, making interaction difficult and inefficient.

**3 - Neutral:** The website meets some usability expectations but has noticeable areas for improvement. While it doesn't create major obstacles, certain aspects may feel inconsistent or require extra effort from users, preventing a completely smooth experience.

**4 - Satisfied:** The website functions well overall, meeting basic user needs with only minor inefficiencies. While there may be small areas for improvement, they do not significantly impact usability.

**5 - Totally Satisfied:** The heuristic is fully met, as the website effectively delivers a seamless and intuitive user experience with no noticeable usability issues.

## Final scores

	Heuristic		Final score
Nielsen	H1. Visibility of system status	Navigation	4
	H2. Match between the system and the real world	Presentation	5
	H3. User control and freedom	Navigation	4
	H4. Consistency and standards	Presentation	4
	H5. Error prevention	Presentation	1
	H6. Recognition rather than recall	Presentation	1
	H7. Flexibility and efficiency of use	Navigation	2
	H8. Aesthetic and minimalist design	Presentation	1
	H9. Help users recognize, diagnose and recover from errors	Presentation	1
	H10. Help and documentation	Content	5
	H11. Information Overload	Content	1

Mile	H12. Consistency in Page Structure	Content	3
	H13. Contextual Information	Content	4
	H14. Content Organization (Hierarchy)	Content	5
	H15. Interaction Consistency	Navigation	5
	H16. Group Navigation - 1	Navigation	5
	H17. Group Navigation - 2	Navigation	4
	H18. Structural Navigation	Navigation	3
	H19. Semantic Navigation	Navigation	4
	H20. Landmark	Navigation	3
	H21. Text Layout	Presentation	5
	H22. Interaction Placeholders - Semiotics	Presentation	4
	H23. Interaction Placeholders - Consistency	Presentation	3
	H24. Consistency of Visual Elements	Presentation	3
	H25. Hierarchy - 1	Presentation	4
	H26. Hierarchy - 2	Presentation	4
	H27. Spatial Allocation - 1	Presentation	5
	H28. Spatial Allocation - 2	Presentation	5
	H29. Consistency of Page Spatial Structure	Presentation	5

Table 1. Inspection final scores

## Comments on the scores

### H1. Visibility of system status

Some pages, such as live info and certain winter/summer sections, are missing breadcrumb navigation, which impacts usability and makes it harder for users to understand their location within the site.

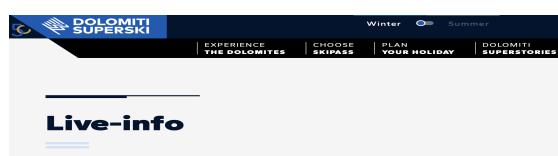


Figure 1. Live info page no breadcrumbs

## H2. Match between the system and the real world

Overall, the terminology and icons are clear and intuitive, enhancing usability; however, a few icons—such as the “experiences” icon—could be more immediately recognizable.

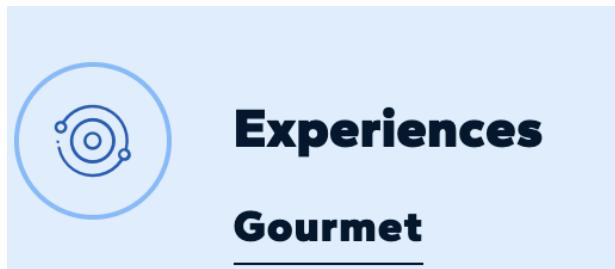


Figure 2. Experiences icon is not intuitive

## H3. User control and freedom

Users can usually undo actions and exit processes, but the ski pass purchase flow lacks clear navigation options, making it hard to return or backtrack without using the browser or restarting from the homepage.

## H4. Consistency and standards

While the website follows some standards—like the proper placement of the search icon and a clear “Buy Your Ski Pass” button—it shows inconsistencies in key areas. The login icon lacks clarity, and the absence of a visible sign-up option on the main page causes confusion. Additionally, the use of mixed language and unclear terms like “Reductions” vs. “Promotions” further disrupts consistency and makes navigation less intuitive.

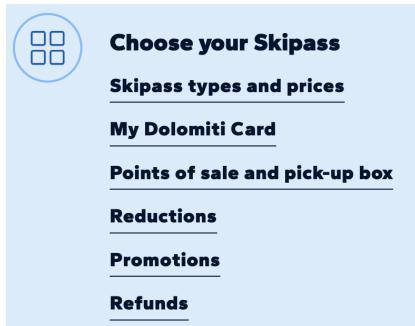


Figure 3.



Figure 4. Login icon is intuitive

## H5. Error prevention

The website lacks effective error prevention and real-time validation. When creating a profile, users receive no immediate feedback for invalid inputs like incorrect email formats or short passwords—errors only appear after clicking “Create Profile,” which can be confusing. There's also no password strength indicator, and vague messages like “Invalid user” during login offer little clarity. Additionally, users can log in without activating their accounts, leading to further confusion and usability issues.

The screenshot shows a sign-up form with four input fields. The first field is labeled 'Email' and contains 'ahmed'. The second field is labeled 'Password (min 8 characters)' and contains '\*\*\*\*\*'. The third field is labeled 'Name' and contains 'ahmed'. The fourth field is labeled 'Surname' and is empty. All text entries are in red.

Figure 5. No error prevention in sign-up

## H6. Recognition rather than recall

The search function is limited and lacks essential features, such as saving past queries or offering suggestions while typing. This forces users to rely on memory, increasing cognitive load and negatively affecting usability by making it harder to find relevant information efficiently.

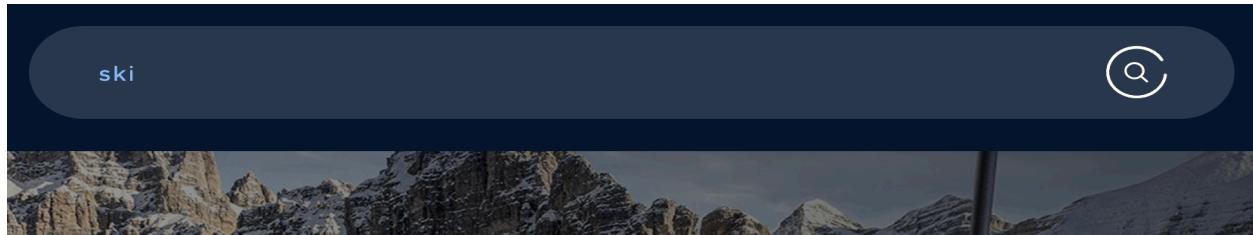


Figure 6

## H7. Flexibility and efficiency of use

The lack of a clear language selector and the need to scroll to the bottom of the page to change the language creates unnecessary difficulty for users, especially non-native speakers. This reduces accessibility and makes the site less flexible and efficient, as users must navigate more than needed to access basic features.

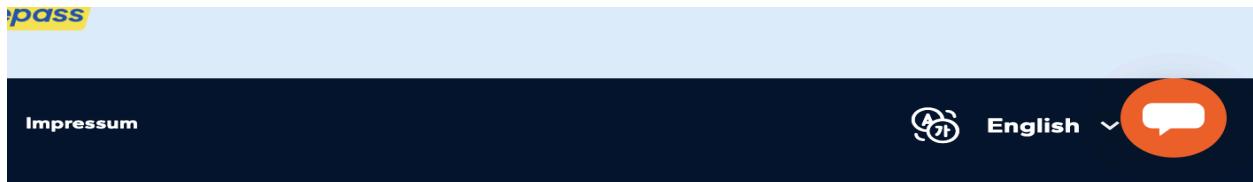


Figure 7. Language selector at the bottom of the page and only contain 3 languages

## H8. Aesthetic and minimalist design

The website's design lacks a minimalist approach, presenting too much information on each page, including irrelevant details like the "perfect ski pass" section in the ski-safari area. While there are options like "load more" and "discover more" buttons to explore additional content, the overwhelming amount of non-essential information can make the site feel cluttered and difficult to navigate.

## H9. Help users recognize, diagnose, and recover from errors.

The error message for incorrect login credentials simply states "Invalid user," which lacks clarity and doesn't explain the issue, leaving users uncertain about what needs to be corrected.



Figure 8. Invalid user unclear error message

## H10. Help and documentation

While the website lacks a dedicated help or documentation page, it compensates by offering a virtual assistant that provides quick, accurate responses. This chatbot helps users navigate the site efficiently and find the information they need.

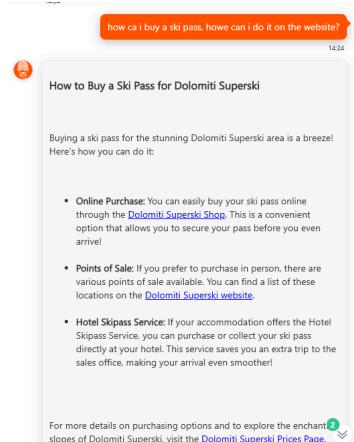


Figure 9. Chatbot assistant

## H11. Information Overload

The pages are overloaded with excessive information.

A screenshot of a page from the Dolomiti Superski website. At the top, there is a dark header with the text "Dolomiti Superski ski schools". Below this is a section titled "Courses for first-time skiers and experts". Underneath this title is a paragraph of text: "New skiers of all ages are more than welcome here. Or maybe you're an amateur skier looking for a new outlet – with over 80 ski schools, Dolomiti Superski is the right choice. Trained ski and snowboard instructors at the right level for you will guide you through the snow. They know the best places to stop for a break, too!" Below this is a "Tip:" note: "if you already know you want to do a skiing course, book one now! Some ski schools require early booking due to high demand. Click the name of the school you're interested in and find out more." There are also some small decorative icons and a blue progress bar at the bottom of the visible area.

Figure 10. Overloaded pages

## H12. Consistency in Page Structure

The structure for buying ski passes varies between two pages—one accessed through the “Buy Ski Pass” button and the other through the “Choose Skipass” menu—despite both covering similar content.

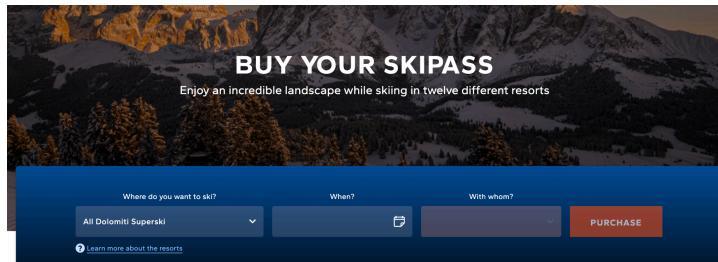


Figure 11. Buy ski pass first design

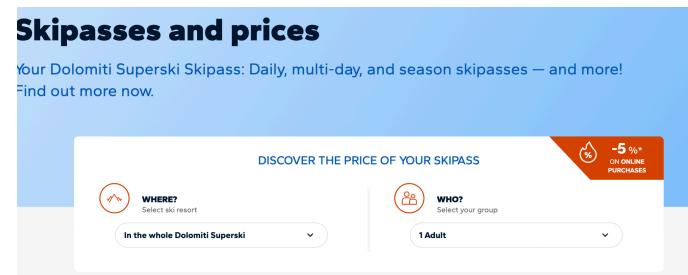


Figure 12. Buy ski pass second design

## H13. Contextual Information

Although the majority of pages include breadcrumbs and highlight the active section in blue, the absence of breadcrumb navigation on certain winter and summer pages creates difficulty in tracking your navigation through the site.

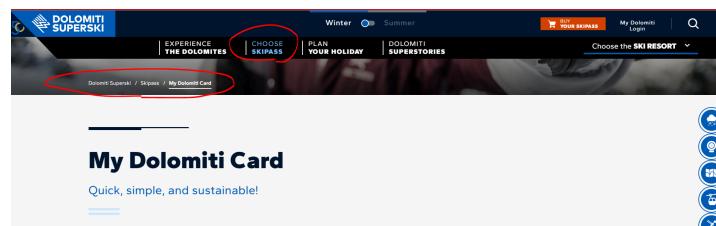


Figure 13. My Dolomiti Card page with breadcrumbs

## H14. Content Organization (Hierarchy)

The website effectively organizes content hierarchically, grouping related elements together to create a meaningful navigation experience. Information is logically ordered, such as in the ski schools section, where a brief introductory paragraph is followed by options to select the appropriate school, making the content easy to follow and relevant to the user.

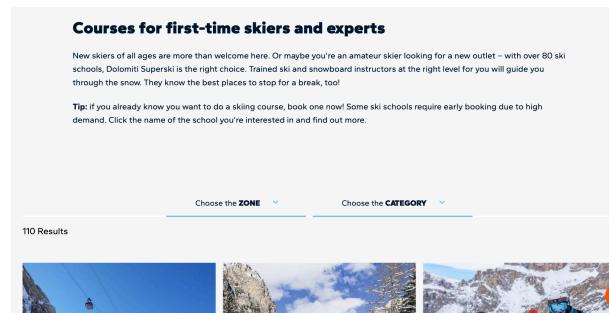


Figure 14. Ski school page

## H15. Interaction Consistency

The website maintains consistency across pages, with uniform design elements like buttons and drop-down menus, which helps reduce confusion and minimizes the effort required for users to navigate and interact with the site.

## H16. Group Navigation - 1

The top bar provides clear, consistent navigation between different groups of items, highlighting the current section, which makes it easy for users to transition between sections and navigate within individual items.

## H17. Group Navigation - 2

While the menu items are well-organized, they lack alphabetical ordering

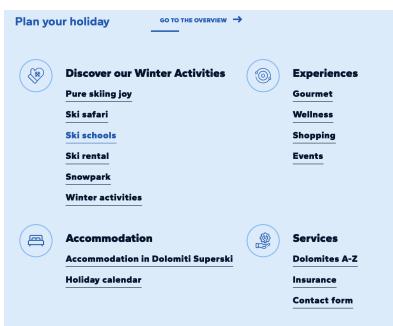


Figure 15. Menu lacking alphabetical ordering

## H18. Structural Navigation

The top bar provides clear navigation between topics and subtopics, making it easy to move through different sections. However, some connections could be improved, such as offering direct access to reductions and promotions from the purchase page.

## H19. Semantic Navigation

The main toolbar menu allows for easy navigation between related topics, and breadcrumbs provide a straightforward way to move from child pages to parent pages. However, users cannot navigate downward from parent to child pages using breadcrumbs and must rely on the top bar for that functionality.

## H20. Landmark

The homepage is cluttered with too much information, making it difficult to identify the most important sections, unlike more specific pages like ski schools, where key elements such as results are easy to find. Similarly, the language change option is buried at the bottom of the page, and with only three languages available, it can be hard for users to locate and switch to their preferred language.

## H21. Text Layout

The text is readable and the font size is appropriate.

## H22. Interaction Placeholders - Semiotics

While most icons are clear and intuitive, some, like the "experiences" icon in the "Plan Your Holiday" section, are not immediately recognizable, especially when used for summer activities in the summer section.



Figure 16. Summer activities Icon



Figure 17. Experiences Icon

## H23. Interaction Placeholders - Consistency

The website lacks consistency in its filtering tools and layouts. While some pages, like ski schools and ski renters, use drop-down menus for selection, others, such as the showpark section, display all options at once, creating a disjointed experience. Additionally, the reuse of icons for different categories, like the "Experience" icon in both the winter and summer sections, can cause confusion and disrupt the overall consistency across the site.

 A screenshot of the "Buy Ski Pass" page showing two filter sections. The left section has a "WHERE?" field with a dropdown menu showing "In the whole Dolomiti Superski". The right section has a "WHO?" field with a dropdown menu showing "1 Adult". Above these fields are promotional banners: "DISCOVER THE PRICE OF YOUR SKIPASS" and "-5% ON ONLINE PURCHASES".

Figure 18. Buy Ski pass filters shape

 A screenshot of the "Ski schools" page showing a search results section. It includes dropdown menus for "Choose the ZONE" and "Choose the CATEGORY", and a text input field showing "110 Results".

Figure 19. Ski schools filters shape

## H24. Consistency of Visual Elements

While most pages of the same type maintain consistent visual elements, there is a noticeable difference in how time and prices are presented between the page accessed via the “Buy Ski Pass” button and the one accessed through the “Choose Skipass” menu. Additionally, the filtering methods vary across pages, and the process for purchasing a ski pass differs between these two pages.

## H25. Hierarchy - 1

The placement of content on the page is generally appropriate, with key elements like the "Buy Pass" button being highly visible and consistently accessible to users. However, there is still room for improvement in ensuring a more balanced hierarchy across other content, as some elements stand out more than others.

## H26. Hierarchy - 2

The visual elements on the page are positioned according to their importance.

## H27. Spatial Allocation - 1

Semantically related elements are positioned close to each other, ensuring a logical and intuitive flow of information.

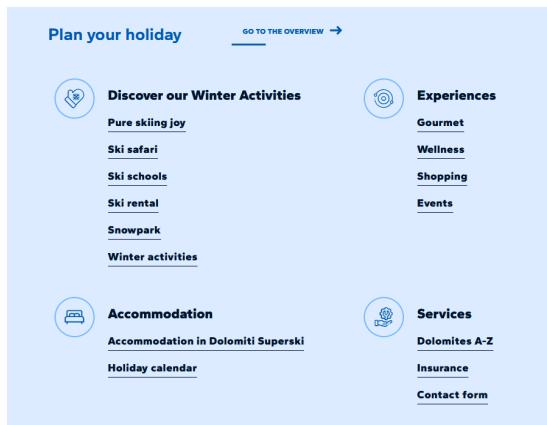


Figure 20. Menu related items are close to each other

## H28. Spatial Allocation - 2

Semantically unrelated elements are placed farther apart.

## H29. Consistency of Page Spatial Structure

Pages of the same type, such as ski schools, maintain a consistent spatial arrangement of visual elements, ensuring a cohesive layout. However, the summer and winter sections feature different themes, which create some variation in the overall page structure.

## Charts with aggregated data

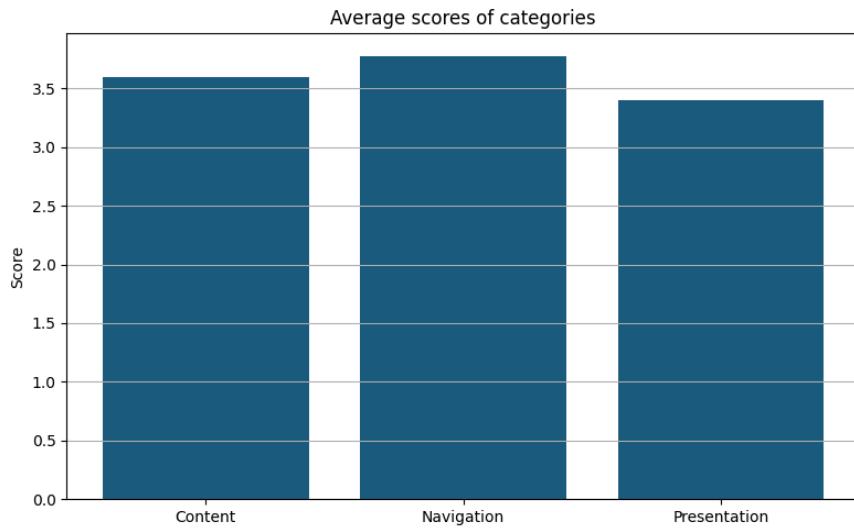


Figure 21. Average score of categories

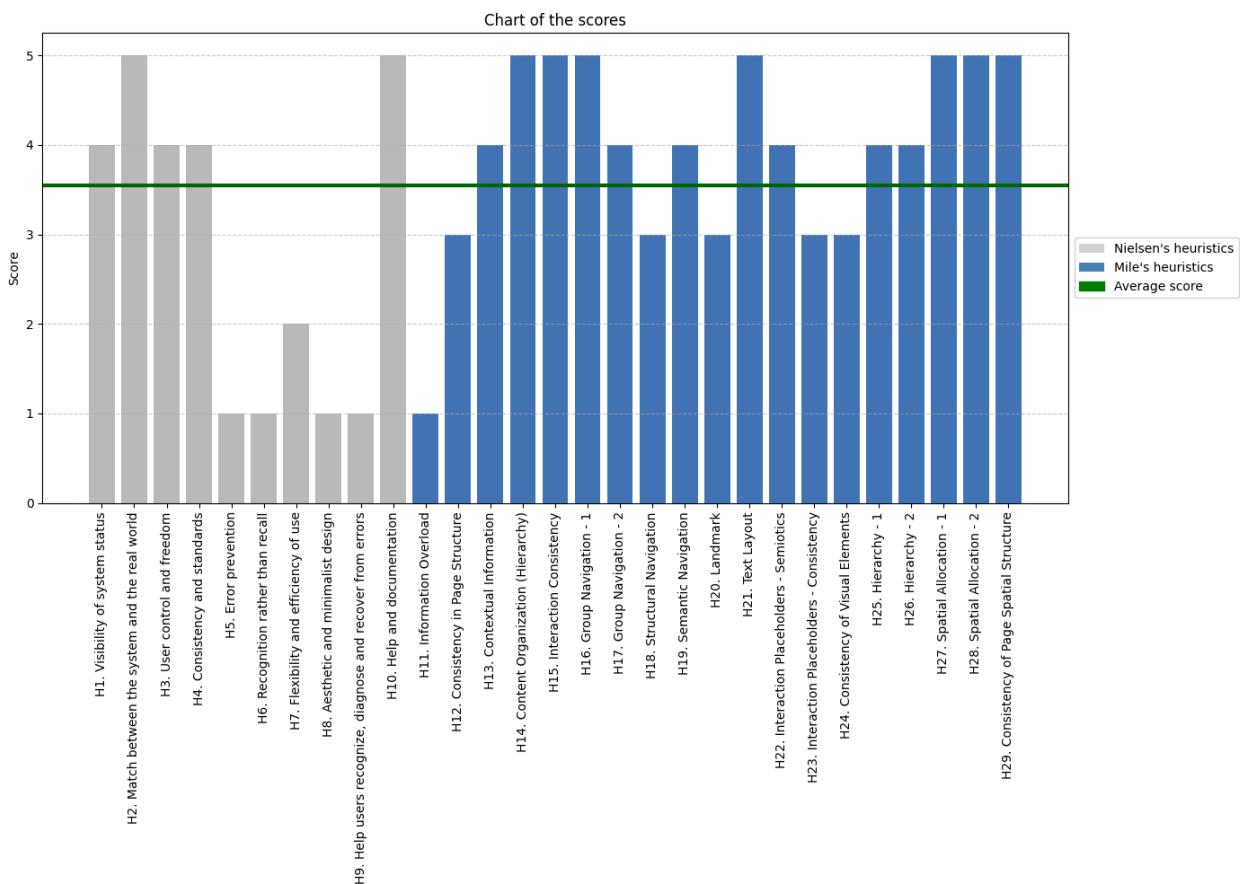


Figure 22. Heuristics scores and average score

## Discussion on results

The average score of the evaluation is **3.55**, as the website is generally well designed, but there's still some room for improvement. The evaluation includes 29 different usability aspects, grouped into three main areas: **Presentation** (15 heuristics - 52%), **Navigation** (9 heuristics - 31%), and **Content** (5 heuristics - 17%).

The **Navigation** category did the best, with an average score of **3.78**. The site is easy to move around, with clear menus and consistent layout across pages. It's especially good at helping users switch between sections using the main toolbar menu. That said, small things like how hard it is to change the language could be improved to make the experience smoother for more users.

**Content** came next with an average of **3.6**. Information is mostly well-organized, and the virtual assistant is a helpful tool for finding things quickly. But in some places, there's just too much information at once, and a few pages could be cleaner and more consistent.

**Presentation** had an average score of **3.4**. The website looks good overall, with clean layouts and a clear visual structure. But it struggles when it comes to handling errors. For example, users don't always get helpful messages when they make a mistake, like entering a wrong email. Also, some pages are crowded with information, few icons aren't immediately clear, and the search mechanism is using recall rather than recognition.

To conclude, the website is solid in how it's built and how it works, but it would benefit from better error handling, simpler content in some places, and a few design improvements to make it even more simple and easy to use by users.

## User Testing

### Introduction

User testing is a usability evaluation method that directly involves target users to analyze their interactions with a product. It provides valuable insights for designers by revealing real user experiences that expert evaluations might overlook.

To validate our findings, we conducted user testing to assess whether identified usability issues affected real users. Since participants were unfamiliar with the website, every mistake or reaction during their first interaction provided critical data. Five selected users completed assigned tasks while their actions, facial expressions, and reasoning were recorded without interference.

After gathering qualitative and quantitative data through observations and questionnaires, we confirmed some initial concerns and uncovered new usability issues, offering deeper insights into the website's user experience.

## General method

After identifying usability issues on the website, we aimed to determine whether these flaws would impact end-users as well. To validate (or challenge) our findings, we conducted **User Testing**.

The primary objective of user testing is to uncover issues that heuristic evaluations might overlook or that experts may fail to detect during the evaluation process. It involves gathering insights from a carefully selected group of users who represent the website's target audience.

Each researcher selected five participants, assigning them five different tasks to perform on the website. Their interactions were closely monitored and recorded—with consent—capturing both their screens and facial expressions. Throughout the process, researchers refrained from interfering, ensuring the data collected remained unbiased. This approach allowed for a deeper analysis of user behavior, facial expressions, and reasoning patterns.

Following the task completion, participants answered questionnaires to provide additional qualitative and quantitative data.

## Design of the study

**User Selection:** Our usability study focused on young adults aged 20-30, as they represent a key demographic for the website. Since the site is intended for a broad audience, we aimed to ensure our user testing included a representative sample. Following usability research best practices, we selected 15 participants to identify potential issues and gather meaningful insights.

**Evaluation Criteria:** These were determined through discussions among evaluators rather than being predefined. While common measures such as task success and completion time were considered, there were no strict constraints. Task success was categorized as failure (F), partial success (P), or full success (S), and the time taken to complete each task was recorded. Each task had two time thresholds; exceeding the first threshold resulted in partial success, while the second threshold led to task discontinuation. These thresholds were set based on task difficulty to ensure a fair evaluation.

**Tasks:** Participants were asked to complete a sequence of tasks that simulated common website interactions. These tasks included:

- Creating a profile and signing in .
- Finding reductions and discounts for kids, juniors, and seniors during both summer and winter.
- Locating ski insurance options.
- Finding contact information for a ski school of their choice
- Purchasing ski pass tickets.

## Execution of the study

Before starting the test, users were provided with a form outlining the tasks and a questionnaire to be completed afterward. Each participant was placed in a real scenario to assess usability. During the test, guidelines were followed to ensure users felt comfortable and focused on website interaction rather than performance. Users were encouraged to think aloud, provide honest feedback, and express their reasoning behind actions. Assistance was only given upon request or after a certain time had elapsed. Negative feedback was welcomed to ensure a thorough evaluation.

Information was gathered through direct observation, audio and video recordings of screen interactions, and user questionnaires. After each task, participants provided insights regarding task clarity and their overall experience. The objective was to determine whether usability issues stemmed from the website design or task complexity.

Upon completing all tasks, users filled out questionnaires, including the SUS (System Usability Scale). These assessed the website's content, ease of navigation, and overall user satisfaction. Responses were collected using GoogleForms, with participants rating their experiences on a scale from strong disagreement to strong agreement.

## Results

The findings from the user testing were analyzed to identify usability strengths and weaknesses. The results were aggregated and presented in various visual formats to provide insights into overall user performance and satisfaction.

Task completion data was recorded, with results classified as successful (S), partially successful (P), or failed (F). This helped determine how effectively users navigated and interacted with the website, highlighting areas needing improvement.

Task	AB					AA					AM				
	U1	U2	U3	U4	U5	U1	U2	U3	U4	U5	U1	U2	U3	U4	U5
1	S	S	S	S	F	P	P	F	F	S	S	P	S	S	S
2	P	S	S	S	S	P	P	S	P	P	P	S	P	P	S
3	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
4	S	S	S	S	S	S	P	S	S	S	P	S	S	S	P
5	S	S	S	P	S	S	P	S	S	S	S	S	S	S	S

Table 2. User Testing Results

A completed task is assigned a score of 1, a partially completed task receives a score of 0.5, and an incomplete task is scored as 0. However, if a task was only completed with assistance, it receives a score of 0.5, while partially completed tasks with help score 0.

The **Success Rate** is calculated as:

$$SR = \frac{1 * \text{completed tasks} + 0.5 * \text{Partially completed tasks} + 0 * \text{Failed tasks}) / \text{Total tasks}}{\text{Total tasks}}$$

In our case:

$$SR = \frac{1 * 56 + 0.5 * 16 + 0 * 3}{75} = 0.85333$$

**Charts with collected data:**

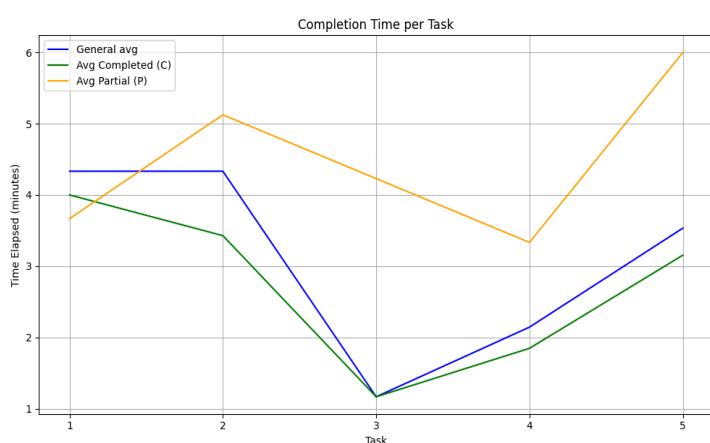


Figure 23. Completion time per Task

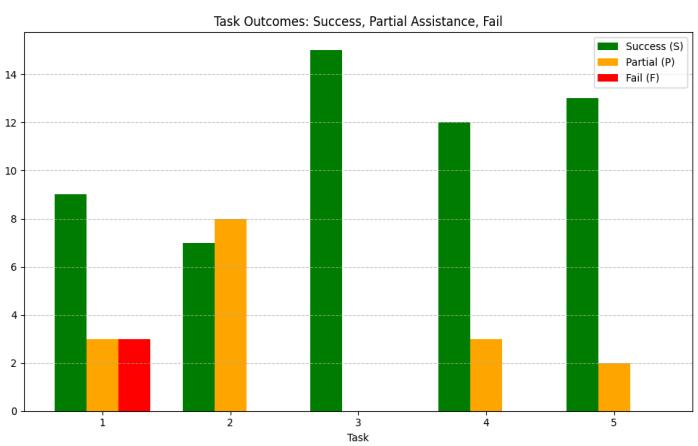


Figure 24. Outcomes rates

## Peoples' feedback

For each task, participants responded to four multiple-choice questions on a scale from “strongly disagree” to “strongly agree.” That generate a great insight into how they went through every part of the process. When they completed the test, they were also asked about their overall feelings about the website such as how satisfied they felt, how easy it was to use, how well that content was placed in one place, and how smoothly they were able to navigate around it. These questions employed the same rating scale.

### Feedback regarding each task

The following is the questionnaire answers for each task

#### Task 1:

As shown in the graph, feedback on the tasks was mixed; some users were more satisfied than others, but it's clear that everyone understood what was required.

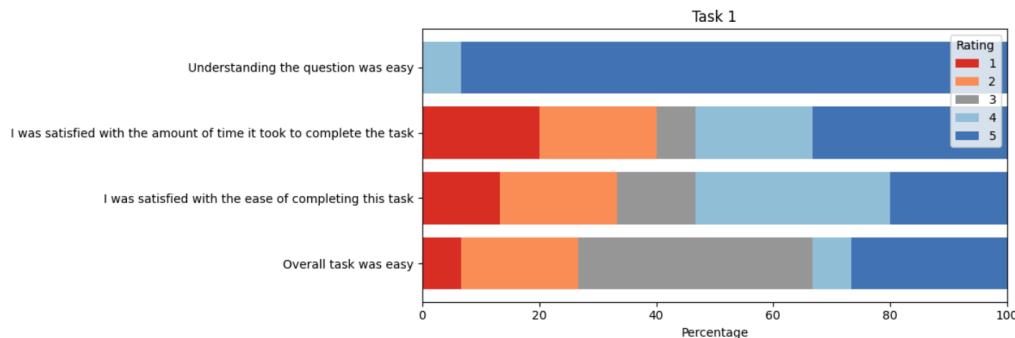


Figure 25. Task 1 evaluation graph

### Task 2:

The feedback for this task was more varied, with each question showing a mix of responses as some users were satisfied with their experience, while others expressed dissatisfaction.

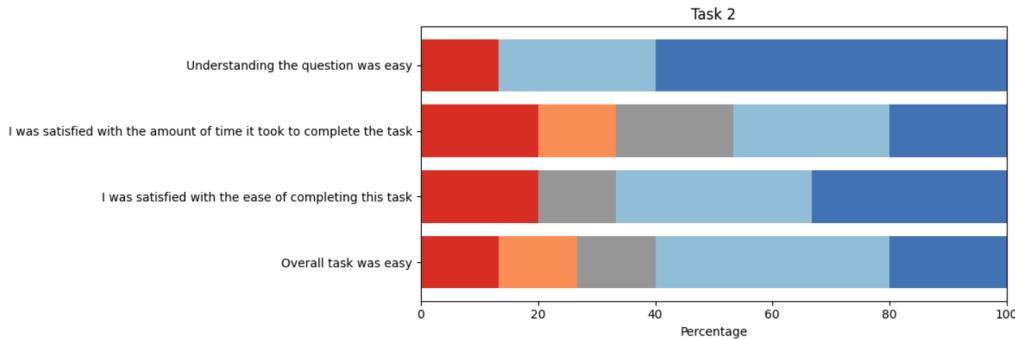


Figure 26. Task 2 evaluation graph

### Task 3:

The task was easy and clear for all the users.

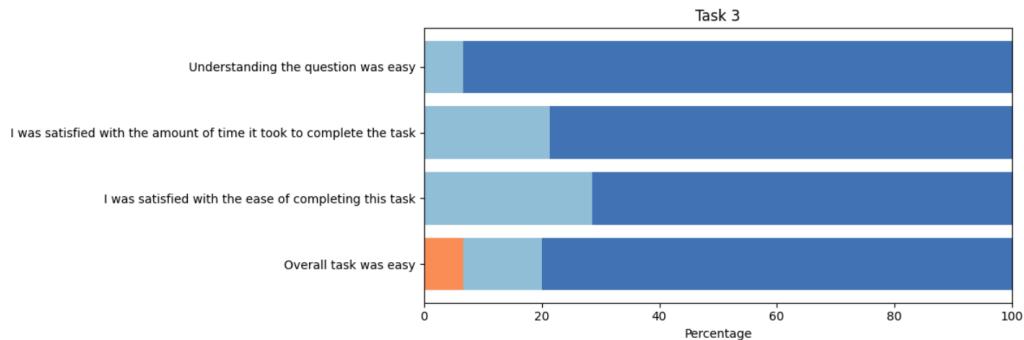


Figure 27. Task 3 evaluation graph

### Task 4:

This task was slightly more challenging than the previous one, but it was still generally seen as easy and straightforward.

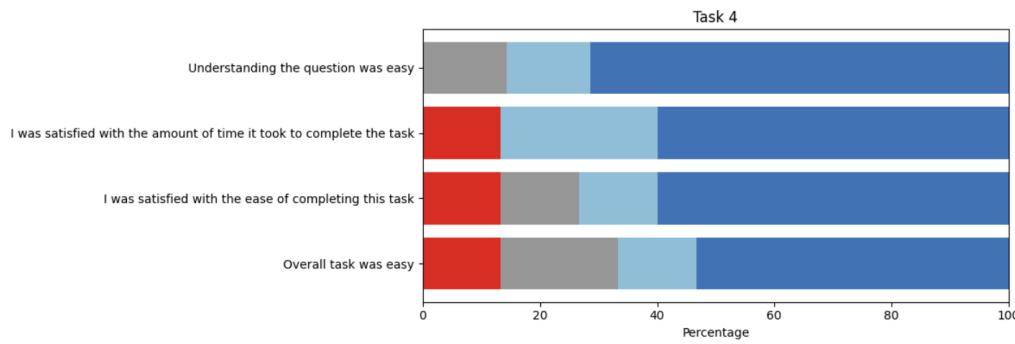


Figure 28. Task 4 evaluation graph

### Task 5:

The feedback was similar to Task 4, with users finding it fairly easy and straightforward overall.

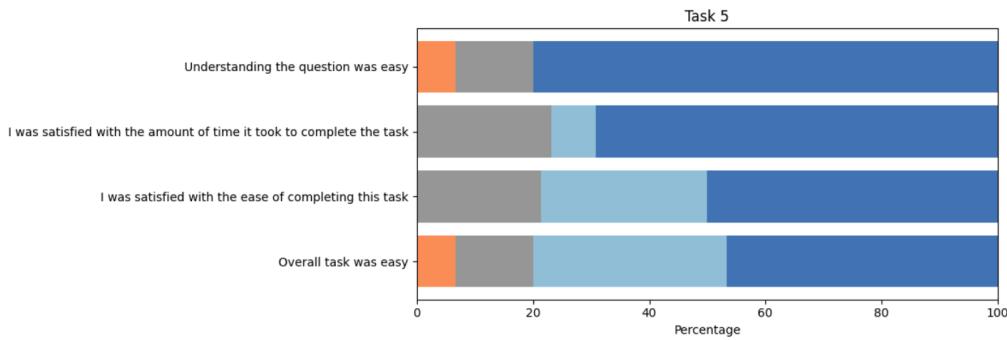


Figure 29. Task 5 evaluation graph

### Feedback regarding the website

The second usability questionnaire data clearly shows that there remain some problems with the navigation and content of the website. For a good number of users, the site did not feel smooth or intuitive to navigate, and many even confessed that it felt complicated. This was in line with feedback that users had to scroll a bit much to find the information they were looking for, highlighting that users may not be able to get to key content easily or that it should be better organized.

Another common concern was information overload. Users expressed that some pages were packed with too much content, making it harder to identify the essentials quickly. This likely contributed to the perception of complexity and the sense that progressing through the site required more effort than expected.

On a more positive note, users responded favorably to the site's visual elements. The majority agreed that the graphics and images were clear and sharp, which suggests that while the interface design was visually appealing, the underlying structure and information flow needed attention.

The main sections bar and other integrated features received mixed feedback, a bit more positive, as some found them helpful, but others struggled, especially when the layout changed unexpectedly or when features didn't work together seamlessly.

In the end, a lot of people didn't think the website was something most users would pick up quickly. It seems like it's a bit confusing at first, and that could easily put new visitors off. Although the site looks good, that's not enough. What it really needs is a simpler structure and easier navigation so people can actually find their way around without getting frustrated.

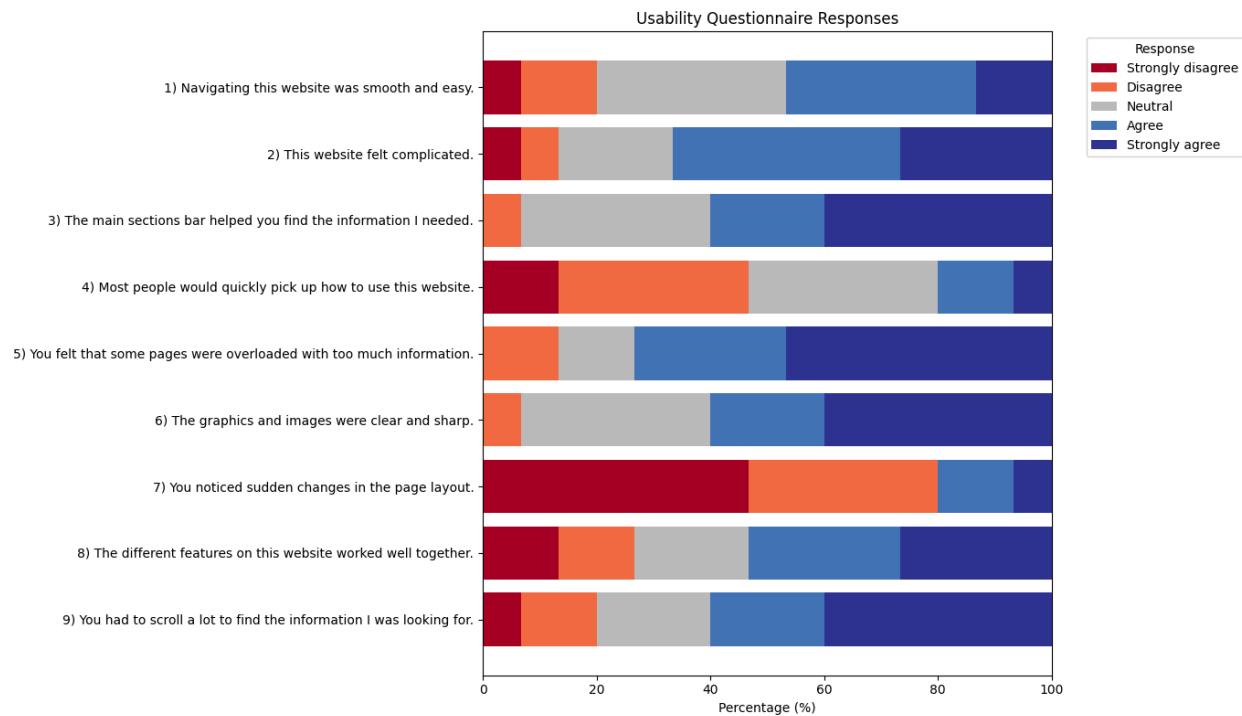


Figure 30. Website overall evaluation graph

## Conclusion

### Comparison between Inspection and User Testing

Both the inspection and user testing results provide meaningful insights. As shown in the inspection section, the website received a score of **0.75**, while in the user testing section, the **success rate was 0.85**. Interestingly, many of the issues identified during the inspection were also mentioned by users during testing. In the inspection, the three categories—**navigation**, **content**, and **presentation**—each received an average score of around **3.55**, which is slightly lower than the user testing results. However, many users expressed dissatisfaction with the website's messy and non-minimalistic design. Several users found it confusing and difficult to navigate.

**In conclusion**, while the website performs reasonably well, it still has room for improvement. A cleaner, more minimalistic design and better navigation structure would enhance the overall user experience and address the concerns raised during both inspection and user testing.

### Problems priority and suggestions for redesign

**To conclude**, we recommend the following enhancements to improve the website's usability and overall user experience:

- Add **breadcrumbs** across all pages to simplify navigation and help users keep track of their journey through the site.
- Include a **back button** to support more intuitive navigation.
- **Reorganize the top menu** in alphabetical order to create a clearer and more logical hierarchy.
- Make sure that **all pages are available in multiple languages**, not just three, to accommodate a wider user base.
- **Relocate the language selection** to the top of the page, making it more visible and accessible to users.
- Enhance the **search bar** by adding search suggestions and saving search history for user convenience.
- **Reduce excessive scrolling** by optimizing the page layout to make important information more immediately accessible.
- **Use more representative icons** in sections like Experience

## Annex

### Inspection individual results

Tables containing each individual score and comments

#### 1. AB

Heuristic		Score	Comment
Nielsen	H1. Visibility of system status	4	In winter, explore the Dolomites with essential information, safety tips, and live updates—no breadcrumb navigation. In summer, plan your holiday, find suitable accommodation, and book your stay—also without breadcrumb navigation.
	H2. Match between the system and the real world	5	The terminology and icons are well-suited and effectively utilized, enhancing clarity and user experience.
	H3. User control and	4	You can always see your current location through the highlighted

Mile	freedom		section when selecting the same menu, and you can return to the homepage at any time by clicking the website's main icon in the top-left corner.
	H4. Consistency and standards	4	The only standard symbol is the one used for the search function—it is properly placed and follows standard representation. The "Buy Your Ski Pass" icon is also clear, but the login icon lacks clarity and could be improved.
	H5. Error prevention	2	When creating a profile, entering an incorrect email or a password that's too short doesn't immediately trigger any validation feedback. The system only displays errors after clicking "Create Profile," which caused confusion and is a key reason for my low rating. Additionally, when logging in with mismatched email and password, the error message simply says "Invalid user," which lacks clarity.
	H6. Recognition rather than recall	1	The search function is not working as expected—it doesn't save past queries, offers no suggestions while typing, and overall lacks basic search assistance features, which negatively impacts usability.
	H7. Flexibility and efficiency of use	2	There is no clear language selector or landmark; you have to scroll to the bottom of the page to change the language, and even then, not all languages are supported. This makes accessibility and usability more challenging for non-native speakers.
	H8. Aesthetic and minimalist design	1	The pages are not minimal but are designed to load additional content as the user scrolls down. There's also a "Discover More" button that allows users to dive deeper into specific topics for further exploration.
	H9. Help users recognize, diagnose and recover from errors	1	The error message displayed when logging in with an incorrect email or password is not clear; it simply says "Invalid user," which is not helpful.
	H10. Help and documentation	4	There is a virtual assistant, a chatbot, available to provide quick and easy answers to your questions. It can also help you navigate and find any section you need.
	H11. Information Overload	1	Too much text and info in pages
	H12. Consistency in Page Structure	3	Buying ski passes has different structure in two different pages
Mile	H13. Contextual Information	4	The summer and winter pages are some missing breadcrumb navigation.
	H14. Content Organization (Hierarchy)	5	Good
	H15. Interaction Consistency	5	Good

	H16. Group Navigation - 1	5	Good
	H17. Group Navigation - 2	4	Good but no ordering by alphabet
	H18. Structural Navigation	2	There is no connection between the components of the same topic.
	H19. Semantic Navigation	4	You can always navigate back using the breadcrumbs, moving from child to parent pages. However, to go in the opposite direction, you must use the top bar..
	H20. Landmark	3	The translation option is hard to find, and only three languages are available.
	H21. Text Layout	5	Good
	H22. Interaction Placeholders - Semiotics	3	Most icons are clear. However, some icons were not easy to understand, like the experiences icon inside “plan your holiday” also used for summer activities in the summer section.
	H23. Interaction Placeholders - Consistency	3	No consistency in filters.
	H24. Consistency of Visual Elements	3	Filtering differs from page to page and buying ski pass is different in two different pages
	H25. Hierarchy - 1	4	Buy pass is in contrast with others and most visible and always showing to user
	H26. Hierarchy - 2	4	The photos and videos are relevant to the content on the website.
	H27. Spatial Allocation - 1	5	Good
	H28. Spatial Allocation - 2	5	Good
	H29. Consistency of Page Spatial Structure	5	Good summer and winter has different themes

Table 3. AB Inspection Individual Result With Comments

2. AA:

Heuristic	Score	Comment
H1. Visibility of system status	4	The website showed the breadcrumbs in the majority of pages; however, some pages missed it. For example, the page's live info.

Nielsen

H2. Match between the system and the real world	4	<p>The left-side panel icons were clear and close enough to the user's existing knowledge.</p> <p>However, some icons were not easy to understand, like the experiences icon inside "plan your holiday". But I gave it a fair score, as the majority of icons were good and related to user knowledge.</p>
H3. User control and freedom	2	<p>While purchasing a ski pass, I couldn't return back to the previous step, however, I could click the no website image (top left) to return to the home page and redo the whole process again</p>
H4. Consistency and standards	2	<p>Some good points were related to using standardized locations for specific actions, like the login button on the top right and the virtual assistant on the bottom right as well. It also used the same words that relate to specific actions across the entire website. However, the website showed a great deal of inconsistency in page design. Each page has a unique layout, so if I'm familiarised with one page, it wouldn't ensure I will be with the other pages and how to navigate through them.</p> <p>A big problem with the website is with login, however, the language is set to English, and it shows some icons in Italian, most importantly, as a user, I always expect to have a button "Sign up" just under the login button, however, it was on the far right. The login button was not under the username and password field but on their right, which is a weird place for us.</p>
H5. Error prevention	1	<p>While creating my profile, it didn't flag errors for an invalid email or short password right away. It only showed the issues after I clicked "Create Profile," which caused confusion and led to lower grades.</p>
H6. Recognition rather than recall	5	<p>it doesn't remember previous searches, gives no suggestions while typing.</p>
H7. Flexibility and efficiency of use	1	<p>The language change option is buried at the bottom of the page rather than being in the main toolbar, making it harder for users, especially non-native speakers, to find and switch languages.</p>
H8. Aesthetic and minimalist design	1	<p>The website is the exact opposite of minimalist design; it's too complicated and overloaded with much information on each page, and sometimes, it is irrelevant.</p>

			For example, in ski-safari, there is a complete section for the perfect ski pass, webcam, app my Dolomiti, and discover the open lifts. I find these a bit irrelevant to this page.
	H9. Help users recognize, diagnose and recover from errors	1	The login error message "Invalid user" is vague and unhelpful, providing no guidance to users when their credentials don't match, which can lead to confusion about what went wrong.
	H10. Help and documentation	5	There is no such page for help and documentation, but the reason behind the good score is that they provided an alternative, which is a virtual assistant that could help us find the information easily
Mile	H11. Information Overload	2	There is an overwhelming amount of content on the pages.
	H12. Consistency in Page Structure	2	Although both pages deal with purchasing ski passes, there is a noticeable difference in how time and pricing are organized between the page accessed via the "Buy Ski Pass" button and the one through the "Choose Skipass" menu.
	H13. Contextual Information	4	While most pages feature breadcrumb navigation and highlight the selected section in blue, some winter and summer pages lack this feature, making it harder to track your location as you explore the content.
	H14. Content Organization (Hierarchy)	4	The main elements in each page are grouped together giving the feeling, so the navigation is meaningful. Also the information is logically ordered, for example in ski schools it gives at first a simple paragraph describing it then a way to select the proper school.
	H15. Interaction Consistency	4	The reason behind high grades for this point is that there is a uniform design for most elements like buttons and drop-down menus, which reduces the confusion and learning effort.
	H16. Group Navigation - 1	4	Good
	H17. Group Navigation - 2	3	Menus not ordered alphabetically

	H18. Structural Navigation	4	Good as navigation between topic and its subtopics is easy
	H19. Semantic Navigation	5	The main toolbar menu facilitates smooth navigation between related topics, and breadcrumbs allow users to move from child to parent pages easily. However, to navigate from parent to child pages, users must rely on the top bar, as breadcrumbs only support upward navigation
	H20. Landmark	3	While pages like ski schools highlight key sections like results clearly, the homepage suffers from an overload of information, making it hard to pinpoint important elements. Additionally, the language change option is difficult to find, placed at the bottom of the page instead of the main toolbar
	H21. Text Layout	5	Good
	H22. Interaction Placeholders - Semiotics	3	Although the majority of icons are easily understood, certain ones, such as the "experiences" icon within the "Plan Your Holiday" section, lack clarity and may confuse users.
	H23. Interaction Placeholders - Consistency	3	In ski schools and ski renter there is a drop down menu to choose from, but in showpark for example it lays out all the content which is different from the others. But it used consistent styles for buttons across the website.
	H24. Consistency of Visual Elements	2	The website maintains visual consistency on most pages, but time and pricing display differently between the "Buy Ski Pass" and "Choose Skipass" pages. Filtering and the ski pass purchase process also vary, creating an inconsistent experience.
	H25. Hierarchy - 1	5	The placement of the content on the page is generally appropriate.
	H26. Hierarchy - 2	5	Photos and videos are relevant and appropriately placed based on their importance
	H27. Spatial Allocation - 1	4	Semantically related elements are grouped together
	H28. Spatial Allocation - 2	3	Semantically unrelated elements are spaced further apart,
	H29. Consistency of Page Spatial Structure	3	Pages of the same type, like ski schools, follow a consistent layout, while the summer and winter sections have different themes, leading to some variation in page structure. 40 mini

Table 4. AA Inspection Individual Result With Comments

3. AM

Heuristic	Score	Comment	
Nielsen	H1. Visibility of system status	4	Some winter and summer pages lack breadcrumb navigation, making it harder to track where you are while exploring information
	H2. Match between the system and the real world	5	The design uses familiar language, terminology, and concepts, avoiding technical jargon. It follows real-world conventions, presenting information in a logical and intuitive sequence.
	H3. User control and freedom	3	Users can generally undo actions easily, with clear exits to back out of most processes. However, after clicking the orange "Buy your ski pass" button, there's no direct way to return to the homepage. The only option is using the browser's back button.
	H4. Consistency and standards	3	There was no sign-up icon on the main page, which made things a bit unclear for the user. Also, the difference between "reductions" and "promotions" was confusing, and it wasn't immediately obvious how they were different.
	H5. Error prevention	1	While the system correctly flags an invalid birth date that doesn't match the selected category (e.g., Adult, Senior) when buying a ski pass, other areas lack effective error prevention. When creating a profile, users don't get instant feedback for invalid emails or short passwords. Errors only appear after clicking the "Create Profile" button. There's also no password strength indicator, and the vague "Invalid user" message on login provides little guidance. In addition, users can log in without activating their account, which can cause confusion.
	H6. Recognition rather than recall	1	The search doesn't save past queries or offer suggestions, forcing users to rely on memory and increasing cognitive load.
	H7. Flexibility and efficiency of use	3	The system may feel a little advanced for novice users, and the language change option is located at the bottom of the page instead of the main toolbar, making it harder to find.
	H8. Aesthetic and minimalist design	2	The interface isn't minimalist as it displays too much information, including non-essential details, and features a "load more" button.
	H9. Help users recognize, diagnose and recover from errors	1	The login error message "Invalid user" is too vague and unhelpful when credentials don't match, making it unclear what went wrong.
	H10. Help and documentation	5	The system includes a virtual assistant that provides quick and accurate responses.

	H11. Information Overload	1	Pages contain too much information.
Mile	H12. Consistency in Page Structure	3	Although most pages covering similar topics include the same types of elements, there is a difference in how time and prices are structured between the page accessed via the “Buy Ski Pass” button and the one reached through the “Choose Skipass” menu.
	H13. Contextual Information	4	Although each page contains titles and subtitles, some winter and summer pages lack breadcrumb navigation, making it harder to track where you are while exploring information.
	H14. Content Organization (Hierarchy)	5	The hierarchical arrangement of topics is appropriate based on their relevance.
	H15. Interaction Consistency	5	Pages of the same type maintain consistent navigation links and interaction features
	H16. Group Navigation - 1	5	Navigation between groups of items and within individual items is easy.
	H17. Group Navigation - 2	4	Menu section in the toolbar is not listed alphabetically.
	H18. Structural Navigation	3	Although the toolbar main menu eases the movement between different components or sections of a topic, I believe some connections could be improved, such as providing easier access to reductions and promotions directly from the purchase page.
	H19. Semantic Navigation	4	The main toolbar menu makes it easy to move between related topics, allowing navigation in both directions. However, when using breadcrumbs, users can only navigate upward from child pages to parent pages, but not downward.
	H20. Landmark	4	The language change option is located at the bottom of the page instead of the main toolbar.
	H21. Text Layout	5	The text is readable and the font size is appropriate.
	H22. Interaction Placeholders - Semiotics	4	Some of the icons were not immediately intuitive or easy to understand.
	H23. Interaction Placeholders - Consistency	2	The design and layout of the filtering tools are inconsistent across different pages. Moreover, some icons are reused to represent different categories—for example, the icon used for the “Experience” section under the “Plan Your Holiday” menu in the winter section also appears for “Summer Activities” in the summer section, which could lead to confusion.
	H24. Consistency of Visual Elements	3	Although most pages of the same type maintain consistent visual properties, there is a difference in how time and prices are displayed between the page accessed via the “Buy Ski Pass” button and the one

			reached through the “Choose Skipass” menu.
	H25. Hierarchy - 1	5	The placement of content within a page is appropriate based on its relevance.
	H26. Hierarchy - 2	5	The positioning of visual elements on the page is appropriate for their importance.
	H27. Spatial Allocation - 1	5	Semantically related elements are positioned close to each other.
	H28. Spatial Allocation - 2	5	Semantically unrelated elements placed farther apart.
	H29. Consistency of Page Spatial Structure	5	Pages of the same type follow a consistent spatial arrangement of visual elements.

Table 5. AM Inspection Individual Result With Comments

## User testing individual results

### 1. AB

User	Task	Start Time	End Time	Time Elapsed	Completion (C-P-F)	Comments
1	1	10:26	10:28	3 mins	C	No signup from the main page only login user was confused but noticed that profile can be created in login page
	2	10:31	10:40	9 mins	P	couldn't understand italian and didn't know how to translate and used google translate, I asked him if it could be found in the main page so the user navigated back to the main page cuz its not applicable after login, when pressing the top bar menu the whole menu did not fit the screen user had to zoom out
	3	10:41	10:42	1 min	C	
	4	10:43	10:45	2 mins	C	category filter not working when choose Plan de Cornoes after finding ski school tab

	5	10:50	10:54	4 mins	C	
2	1	2:45	2:50	5 mins	C	Accedi con google not working, and the create il tuo profilo is not obvious, and Accedi con facebook also not working with message in both non Valido, activate email is not sent to the user email he is confused don't know if he can sign in or not,
	2	2:53	2:58	5 mins	C	didn't find discounts after log-in in he must go back to the main page and try to search again
	3	3:00	3:01	1 min	C	
	4	3:02	3:02	40 secs	C	
	5	3:03	3:06	3 mins	C	didn't buy from his account he bought as a guest(confused)
3	1	3:34	3:38	4 mins	C	Didn't find sign up button the user was confused , the website is in italian user is confused, date must be written manually user was unsatisfied, didn't get the activation mail user was confused
	2	3:39	3:40	1 min	C	
	3	3:41	3:43	2 mins	C	
	4	3:43	3:45	2mins	C	
	5	3:45	3:49	4 mins	C	Didn't use the logged in profile the user is confused, after filling in the info the move on button is still dull user couldn't continue didn't know what to do he must press save the date,
4	1	4:07	4:11	4 mins	C	tried using google login but got invalid user, then tried with facebook but got invalid user, normal signup date is frustrating must be inputted manually, must translate using google translate
	2	4:18	4:20	2 mins	C	
	3	4:21	4:22	1 min	C	
	4	4:22	4:25	3 mins	C	
	5	4:26	4:34	8 mins	P	user could not translate the italian and was confused because he doesn't understand italian, finally he found the translate button at the end of the page, after entering the data as a guest he was confused because the move on button was dull and he didn't know what to do
5	1	10:30	10:38	8 mins	F	Date must be inputted manually user was not satisfied,no mail was sent to confirm mail user was confused, user forgot password after signup or entered a wrong password but no confirmation while sign up and while sign in only error is invalid user, so the user doesn't know if password or email was entered wrong,
	2	10:39	10:43	4 mins	C	
	3	10:44	10:44	50 secs	C	top bar menu doesn't fit the screen must zoom out to fit
	4	10:53	10:55	2 mins	C	category filter not working

	5	10:55	11:02	7 mins	C	after entering the data as a guest he was confused because the move on button was dull and he didn't know what to do
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Table 5. AB Testing Individual Result With Comments

## 2. AM

User	Task	Start Time	End Time	Time Elapsed	Completion (C-P-F)	Comments
1	1	2:59	3:05	6 mins	C	<p>1)The user looked for a sign-up option on the homepage but only saw a login button. On the login page, they didn't see the "Create Profile" button and tried logging in with their email before realizing they hadn't registered yet.</p> <p>2)The user was frustrated with the birthdate selector, as the calendar didn't allow easy year changes, so they ended up typing it manually.</p> <p>3)The user was unhappy by the delay in getting the activation email, and when it finally showed up, it was in the Promotions tab instead of the main inbox, which only made things more confusing.</p> <p>4)The user noted that there was no password strength indicator. They entered a weak password on purpose and were surprised the system didn't flag it.</p>
	2	3:08	3:12	4 mins	P	The user didn't notice the main toolbar menu. As a result, they needed help noticing it.
	3	3:15	3:15	30 secs	C	
	4	3:16	3:19	3 mins	P	The user mistook "resorts" for "schools" and spent some time browsing the wrong section until I stepped in to help.
	5	3:21	3:24	3 mins	C	
2	1	4:06	4:10	4 mins	P	<p>1)The user didn't notice the "Create Profile" button</p> <p>2)The activation mail landed in the Promotions tab rather than the Primary inbox. As a result, the user didn't notice it right away and needed help locating it.</p>
	2	4:12	4:15	3 mins	C	The user expected to find discounts and reductions directly on the ski pass purchase page, not on a separate one, which they found confusing and unintuitive at first.
	3	4:16	4:17	35 secs	C	
	4	4:19	4:20	1 min	C	
	5	4:21	4:24	3 mins	C	
3	1	12:43	12:48	5 mins	C	<p>1)The user was frustrated with the birthdate selector, as the calendar didn't allow easy year changes, so they ended up typing it manually.</p> <p>2)The user was unhappy by the delay in getting the activation email,</p>

						and when it finally showed up, it was in the Promotions tab instead of the main inbox, which only made things more confusing.
	2	12:49	12:54	5 mins	P	The user was looking for discounts and reductions only in the ski pass purchase page until I stepped in to help.
	3	12:57	12:57	35 secs	C	
	4	12:58	12:59	45 secs	C	
4	5	1:00	1:03	3 mins	C	It took the user a moment to realize they needed to select a date from the calendar before proceeding.
	1	11:32	11:37	5 mins	C	1)The user was frustrated with the birthdate selector, as the calendar didn't allow easy year changes, so they ended up typing it manually. 2)The user was unhappy by the delay in getting the activation email, and when it finally showed up, it was in the Promotions tab instead of the main inbox, which only made things more confusing.
	2	11:38	11:45	7 mins	P	The user initially had trouble understanding how the site worked on mobile, as it felt more designed for desktop use. They needed some help navigating as a result.
	3	11:46	11:46	30 secs	C	
	4	11:47	11:49	2 mins	C	
5	5	11:50	11:53	3 mins	C	
	1	11:21	11:23	2 mins	C	The user was confused after successfully logging into the website without activating their account via the activation email, which made the process unclear and potentially misleading.
	2	11:23	11:27	4 mins	C	The user initially expected to find discounts and reductions on the ski pass purchase page and was confused until they realized this information might be located on a separate page.
	3	11:28	11:29	25 secs	C	
	4	11:30	11:33	3 mins	P	The user mistook "resorts" for "schools" and spent some time browsing the wrong section until I stepped in to help.
	5	11:34	11:36	2 mins	C	

Table 6. AM Testing Individual Result With Comments

## 3. AA

User	Task	Start Time	End Time	Time Elapsed	Completion (C-P-F)	Comments
1	1	13:23	13:25	3 mins	P	1- The user didn't notice the sign up box on the right of the page 2- the user waited a lot for the mail, and was a bit frustrated

	2	13:26	13:28	4 mins	P	The user didn't notice the toolbar at the top of the page
	3	13:28	13:30	30 secs	C	
	4	3:30	13:35	3 mins	C	
	5	3:36	3:40	3 mins	C	
2	1	15:45	15:49	4 mins	P	1- The user didn't notice the sign up box on the right 2- waited a lot for the mail, and couldn't notice that it was in promotions tab and thought it was not sent, or they did something wrong
	2	15:50	15:56	4 mins	P	The user didn't notice the toolbar at the top
	3	15:56	16:00	4 mins	C	
	4	16:01	16:05	4 min	P	1- Ther user didn't didn't expect to be in the toolbar and kept searching the main page 2- when i told him to search in the toolbar, he found it
	5	16:06	16:10	4 mins	P	He could found it easily only after pointing out to him to look at the toolbar again
3	1	14:21	14: 24	5 mins	F	1- the user didn't notice the sign up box on the right 2- the user didn't like that they couldn't sign up using google 3- even though i pointed that out to use the blue box on the right, he kept trying with the sign up with google/facebook and didn't work
	2	14: 24	14: 27	5 mins	C	
	3	14: 28	14: 29	35 secs	C	
	4	14: 24	14: 24	45 secs	C	
	5	14: 24	14: 24	3 mins	C	
4	1	17:02	17:09	5 mins	F	1- tried to sign up with google multiple times 2- i tried to point out to use the blue box on the right to sign up, but after filling the information, he kept waiting a lot for the mail, but he didn't receive it
	2	17:09	17:13	4 mins	P	1- took a lot of time until he looked at the toolbar which i pointed out to him
	3	17:13	17:15	2 mins	C	
	4	17:15	17:16	2 mins	C	
	5	17:16	17:18	2 mins	C	
5	1	13:05	14:07	2 mins	C	1- she was the first user to try the right blue box
	2	13:07	13:11	4 mins	P	1- kept looking in the main page until i pointed out to have a look at the top menu
	3	13:11	13:13	2 mins	C	

	4	13:13	13:16	3 mins	C	
	5	13:16	13:17	1 mins	C	

Table 6. AA Testing Individual Result With Comments