

5sec Test

Tuesday, 6. March 2018

What is the company's name?

☒ Raw data ☐ Word cloud

1. Kilkee something center

2. don't know

3. Something Thalasso therapy

4. kalkee thehala.... center

5. ?

6. Kilkee

7. No idea

8. thalassoteraphy centre

What service do they provide?

☒ Raw data ☐ Word cloud

1. Spa
2. thalasso
3. thalasso
4. medical care
5. spa
6. *No answer given*
7. Something with Ireland
8. some kind of therapy?

Did you get a positive or a negative impression of this site?

☒ Raw data ☐ Word cloud

1. Negative
2. negative
3. It was okay, I've seen worse :D But not negative or positive
4. neutral
5. neutral
6. positive
7. mech
8. neutral

What is memorable about the website?

☒ Raw data ☐ Word cloud

1. Image of the background
2. nothing
3. the subject: thalasso
4. easier to understand than most i've seen till now.
5. the blue color
6. Long company name
7. Ireland
8. not much]

Summary

13 people took part in the 5 second test, it took them 1 minute and 1,3 seconds in average to answer the 4 questions. Half the testers couldn't figure out what the company's name is while others remembered the name but couldn't really spell it. 80% of the testers answered the question, what service the company provides, right. The other 20% couldn't give an answer. The website left a positive impression on 3 testers and a negative impression on 2 testers. Most of the testers (7) got a neutral impression. The question, was memorable about the website is, was answered with different answers. Most of the memorable things were considered as negative. Memorable things that were named were for example: The background image, the blue colour, the word: "Ireland" and the navigation.

Conclusion

The test results helped us realizing that the companies name looks very long and is therefore also hard to remember. The website is lacking a memorable logo or image, as the testers didn't really know what is memorable about the website. We need to work on the impression of the website because it left only a neutral impression on most of the tes

Trunk Test

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We interviewed two experts opposite gender and recorded their answers. Afterwards, we listened to the answers once again and made our conclusions on the topic.

User 1 – Male – 37 – Leonard

User 2 – Female – 36 – Ludvina

What site is this? (site ID?)	Kilkee Thalassotherapy Centre	Kilkee Thalassotherapy Centre
What page am I on? (section names?)	Home page	I am on the Homepage, its pretty clear what site I am on because of the menu
What are the main sections?	Home About us Treatments Special offers Accommodation Contact us Links	Home About us Treatments Special offers Accommodation Contact us Links
what navigation options do I have here? (local navigation?)	menu	- menu - back to top, but its not needed
Where am I in the scheme of things? (you are here indicators?)	the menu helps finding what page I am on	its clear!
Is there a need for a search bar ?	probably because there are a lot of infos	maybe, but I would need to read much more to understand where to find things
	user: 1	user: 2

Summary

Even though our testers had no problem finding out what the page name is, it was hard for them to define the service that the company is providing. The words used as a page logo are not commonly known, what confused visitors.

Both of our testers had no problems with finding out what kind of page are they at. They didn't find it difficult to move around the website. Immediately, they managed to identify what and where the main sections are. Moreover, they knew what navigation options they have and how to use them. It was clear for them to see where they are on the scheme of things.

Leonardo was in need of a search bar, while Ludvina didn't necessary need one.

Conclusion

The navigation bars on the website seems to work properly. They're located on the left side of each page and significantly separated from paragraphs. The rest of the website however, is highly inconvenient to read, what makes finding any information incredibly difficult.

Summing up, the trunk test gave us an idea that it is mainly the general esthetics of pages that needs to be improved in order to increase usability of the website. It needs a new logo, that doesn't confuse people and fresh, clear design that follows certain principles.