

Background

Idea

People First Tourism was created to allow individuals to book authentic experiences in their travel destinations. The main functionality of the website is booking Journeys, which are trips spanning multiple days, and day trips, which are trips that span all or part of one single day. These trips are available in a variety of locations. A major selling point of these trips is that the traveler has a local guide that provides them their authentic experience.

People First Tourism has some additional features, such as the ability to give a gift a trip. Additionally, the website hosts information on the unique ideas of People First Tourism.

Process

The current booking process requires users to first select a type of trip. Once they choose a type of trip, they are presented with a variety of destinations. When they select a destination, they are shown details on the trip, such as cost, time, availability, and more. When requesting a booking, they provide their name, email, a subject, and a description. After this, People First Tourism coordinates with the hosts in order to confirm trip details and coordinates details on the trip.

Problem

While People First Tourism is getting a fair number of hits to their website, many users are not booking any of their experiences. Our team sought out to discover what usability issues may be causing users to leave the website without booking.

Current Experience Challenges

1. Difficulty in locating/viewing menu options
2. Inconsistent interaction
3. Ambiguous trip titles
4. Inability to filter multi-day trips
5. The booking process is not informative as it doesn't show which trip is being booked or provide the user information on the next steps in the booking process

Examples of Existing System Challenges

Issue #1: Poor contrast in titles, logo, and other text



Local Experiences



Issue #4: The phrase "Journeys" is ambiguous. Users could confuse day trips with journeys, so there should be a clearer distinction between journeys and day trip.

HOME JOURNEYS DAY TRIPS GIFTS ABOUT



Issue #3: The logo is present but invisible as the font color and background color are the same. The red circle represents where the logo is currently placed.

Issue #5: When booking a trip, the form doesn't indicate what trip is currently being booked.

Request a booking using the form below. We'll contact you to coordinate your visit.

Name:

Email:

Phone:

Address:

City:

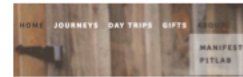
State:

Zip:

Subject:

Description:

Issue #2: Inconsistent Interaction



By making one of five links double as a mouseover menu, you introduce an inconsistency that could confuse users. The four adjacent links that do not possess additional options may appear as if they are malfunctioning, since there is no clear distinction between them.



Only the image and text is clickable. Out of the bounds of the red rectangle the element is no longer clickable

Wireframes of System Improvements (Initial and Final Iteration)

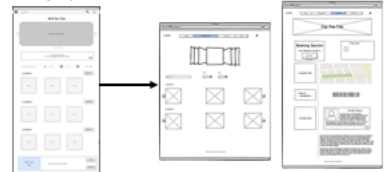
Home Page



Day Trips



Multi Day Trips



Gifts



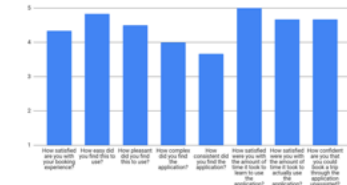
Booking Process



Procedures

1. Reviewed Application Requirements
2. Evaluated existing application from user perspective
3. Identified challenges and usability issues to redesign
4. Created wireframes based on initial observation
5. Conducted usability tests of wireframes
 1. Read and showed Scenarios
 2. Observed Actions
 3. Gathered Feedback
 4. Administered satisfaction survey
6. Updated wireframes based on user feedback

Usability Test Feedback Results



Final Insights

Consistency

Users seemed to appreciate the added consistency between day trips and multi-day trips we added. One common suggestion from our usability tests was to make the gifts page more consistent with our day trips and multi day trips.

Process

Users were a bit confused by the booking process. Users are more used to conventional booking processes where at the end of the booking process on the website, a trip is confirmed.

Information Gathering

Information can be difficult to gather in the current website. One key thing we tried to work on in our prototypes was making more information visible to the user without overwhelming them. Further, users expect a similar layout across pages on the website. By increasing information density and making the pages more consistent with one another, users would be able to more easily gather information on trips.