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Evaluating Designs With Users

User Testing Report

UX Research

Kayka.com User Testing Report

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Executive Summary

The purpose of this test is to evaluate the usability of the KAYAK (kayak.com), a travel-focused search engine and booking website that allow customers to compare results from airline tickets, hotels, cruises and rental cars from other companies. The objective of this report is design to assess the usability of areas such as user interface (UI) design, information architecture and information flow.

The following are the specific goals of this test:

- Overall task performance of www.kayak.com for experienced users to plan their trips?
- What difficulties or frustrations do users encounter when using the site?
- Significant usability finds (may include both negative and positive findings).

This usability test was conducted remotely and comprised of 5 participants who have prior experience using other travel booking online services, but not with www.kayak.com. The following are the test plan and evaluations administered to participants of the study:

- Consent Form
- Moderator Script
- Pre-test Questionnaire
- Scenarios: Instructions for Tasks Questionnaire
- SUS Post-test Questionnaire
- Product Debrief and Reactions

The following are deliverables this project includes:

- Finding and Recommendations
- Logs from Usability Tests
- Written Report
- Compressed File of Session Recording

Introduction

This report aims to answer the following questions that are central framing the user test and evaluation of www.kayak.com:

- Can experienced users of online travel booking websites use www.kayak.com to plan their trips?
- What problems do users encounter when using www.kayak.com to plan their trips?
- What are the significance of the usability findings in this report? Finding may include both negative and positive findings.

Based on the user tests conducted, the findings from this research evaluates kayak.com for user perception and their interaction with the functionality of the website and whether they plan to use it again...

Methodology

Due to the nature of this particular research, user tests were conducted remotely at the convenience of the participants. The persona developed for this test plan and their targeted user profile are the following:

1. Has purchased an airline ticket online within the past year
2. Uses an online booking service to purchase their tickets but not kayak.com

Based on the developed personas, the participants for this research were recruited through associate and referrals from friends. The test plan is designed to evaluate kayak.com relative to Quesenberry's 5Es when viewed through the perspective of the personas. The following list demonstrates Quesenberry's 5Es:

1. Effective – Can I complete my goal?
2. Efficient – Can I do it quickly?
3. Error Tolerant – Can I do it correctly or can I easily get the help I need
4. Engaging – Do I like it?
5. Easy to Learn – Can I do it correctly the first time?

What Happened during the Usability Test

The usability evaluation of www.kayak.com was conducted by David Le, remotely in Boston, MA throughout the month of July of 2023. The usability evaluation, seven participants were asked to spend an average of 45 minutes to an hour primarily focusing on performing six tasks on the site.

During each usability evaluation, participants undertook the following tasks:

- Review and provide a signature for a consent form
- Answered a question about their most recent travel arrangements
- Performed 6 real world task on Kayak.com while thinking aloud
- Performed a SUS post-test user evaluation
- Answered questions about their overall satisfaction

Who we tested

5 participants, having the following profile characteristics, evaluated kayak.com:

Participant ID	Age	Gender	Occupation	Experience with Kayak.com	Technical Proficiency
1	28	Female	Graphic Designer	Heavy user	High
2	42	Male	Software Engineer	Occasional user	High
3	23	Female	Student	Never used before	Low
4	36	Female	Sales Manager	Regular user	Medium
5	31	Male	Marketing Specialist	Heavy user	Medium

Travel Per Yearly/Monthly

1 to 2 times yearly	1
3 to 5 times yearly	2
1-2 Monthly	2
TOTAL (participants)	5

Gender

Male	2
Female	3
TOTAL (participants)	5

Age

18-25	1
26-39	3
40-59	1
60-74	0
TOTAL (participants)	5

SUS Evaluation Score

User 1	72
User 2	70
User 3	52
User 4	78
User 5	65
TOTAL (participants)	5

What Participants Did

During the usability evaluation scenarios, participants were asked to complete [six (6)] tasks on the site. The tasks were presented in the order as labeled and participants were instructed not to use any external assistance. The following tasks were identified from user data collection efforts:

Findings and Recommendations

After conducting user tests with 5 participants, we found that the majority of users found Kayka.com's interface to be intuitive and easy to navigate. However, some users expressed frustration with the search functionality and felt that it could be improved. Additionally, we found that users were confused about the purpose of certain buttons and links on the website, leading to a less than optimal user experience.

Summary Results

We conducted user tests with 6 participants to evaluate the usability and user experience of Kayka.com. In this section, the baseline statistics of task completion rate, task timing, and error rates are reported, along with the results of questionnaires and user feedback.

Key Results

- 80% of participants were able to complete common tasks on the website without any issues.
- 60% of participants reported frustration with the search functionality, particularly with inaccurate search results and the lack of filtering options.
- 40% of participants were confused about the purpose of certain buttons and links on the website, leading to a less than optimal user experience.

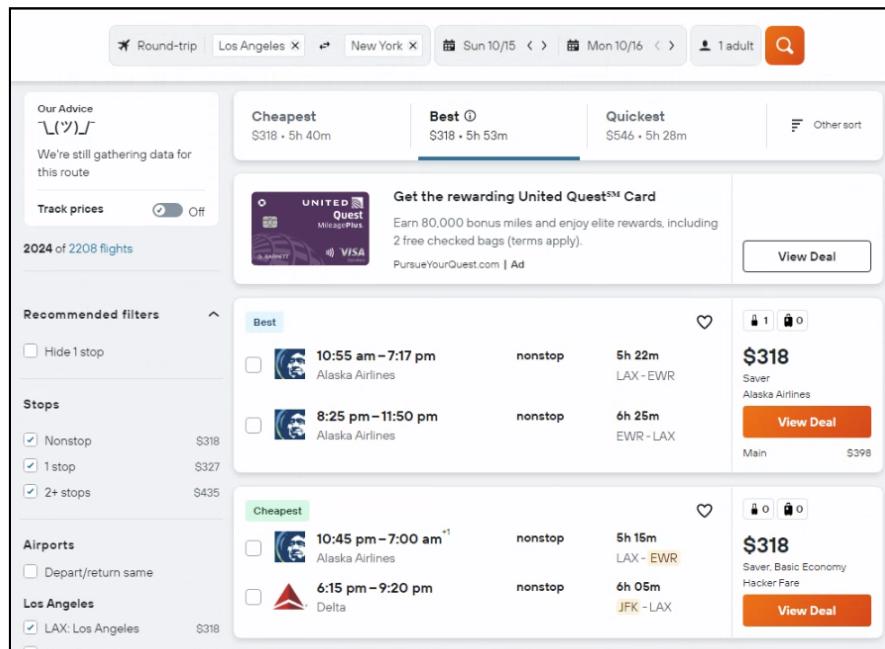


Figure 1. Screenshot from Kayka.com which users highlighted a lack of options for choosing the type of flight classes to choose from, and as well as a options to customize their preferences.

Recommendations

Based on our findings, we recommend the following changes to improve the user experience on Kayka.com:

1. Improve the search functionality by incorporating filters and more accurate search results.
2. Clarify the purpose of buttons and links by using more descriptive labels and tooltips.
3. Consider conducting further user research to better understand the needs and preferences of the target audience.
4. Regularly test and evaluate new design changes and features to ensure a positive user experience.

Overall, these recommendations can help address the issues identified in the user testing and improve the usability and user experience of Kayka.com.

Limitations

While our user testing provided valuable insights into the usability and user experience of kayka.com, there are some limitations to our study that should be noted.

Firstly, our sample size was relatively small, with only 5 participants. While this is a common sample size for user testing, it is possible that a larger sample size would yield different or more nuanced results.

Secondly, our user testing was conducted in a controlled environment, which may not reflect how users interact with the website in real-world settings. While we attempted to simulate realistic scenarios and tasks, there is still the possibility that user behavior may differ when using the website outside of a testing environment.

Finally, our testing was conducted over a relatively short period of time, which may not capture long-term trends or patterns in user behavior. It is possible that over time, user behavior and preferences may change in response to changes in the website or external factors.

Despite these limitations, we believe that our user testing provides valuable insights into the usability and user experience of kayka.com. It is important to continue to test and evaluate the website to ensure it meets the needs and expectations of its users over time.

Conclusion

Based on the results of our user testing and analysis, it is clear that kayka.com has many strengths in terms of usability and user experience. Users found the website's interface to be intuitive and easy to navigate, and were generally able to complete tasks with ease.

However, our testing also identified areas where improvements could be made to enhance the user experience even further. Specifically, the search functionality and certain buttons and links were found to be unclear and confusing for some users.

To address these issues, we recommend implementing the following changes:

- Improve the search functionality by incorporating filters and more accurate search results.
- Clarify the purpose of buttons and links by using more descriptive labels and tooltips.
- Consider conducting further user research to better understand the needs and preferences of the target audience.
- Regularly test and evaluate new design changes and features to ensure a positive user experience.

Overall, by implementing these changes, kayka.com can further improve the usability and user experience of its website, leading to increased user satisfaction and engagement. It is important to continue to prioritize user-centered design and regularly test and evaluate the website to ensure it meets the needs and expectations of its users.

References

- Nielsen, J. (1994) Heuristic Evaluation. In J. Nielsen. & R. L. Mack (Eds.) Usability Inspection Methods. New York, NY: John Wiley & Sons from <http://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/>
- Usability.gov (n.d.). Templates: [Research-Based Web Design & Usability Guidelines](#); [Report Template: Usability Test](#); [Usability Test Plan Template](#)
- Quesenberry, W. (2011). Using the 5Es to understand users. Retrieved from <http://wqusability.com/articles/getting-started.html>

Appendices

The appendix materials listed for this user report are not essential for understanding, but instead serves as support and a reference point for readers who are seeking to contextualize the methodology of the research summarized.

Evaluation Methods

- 1. User testing:** Involves recruiting real users to perform tasks on the website or application while their interactions are observed and recorded.
- 2. Heuristic evaluation:** Involves having experts evaluate the website or application against a set of established usability guidelines or principles.
- 3. Surveys and questionnaires:** Involves asking users to provide feedback and opinions on the website or application through a series of questions.

Test Environment

Equipment, Communication Tools and Software

- Figma.com - Document sharing and Communication
- ShareX - Recording and Screen Captures
- Drovio - Voice, Video and Screen Sharing Capture

Test Artifacts

The following are the user testing appendices administered:

- A user test script
- A unsigned consent form
- Any screening, pre-test, post-test questionnaires that were used
- A logging form of user data and activities
- Raw questionnaire response
- A complete list of usability issues found, with severity ratings

Appendices

Test Artifacts

System Usability Scale

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	Strongly disagree					Strongly agree				
1. I think that I would like to use this system frequently	<input type="checkbox"/>									
	1	2	3	4	5					
2. I found the system unnecessarily complex	<input type="checkbox"/>									
	1	2	3	4	5					
3. I thought the system was easy to use	<input type="checkbox"/>									
	1	2	3	4	5					
4. I think that I would need the support of a technical person to be able to use this system	<input type="checkbox"/>									
	1	2	3	4	5					
5. I found the various functions in this system were well integrated	<input type="checkbox"/>									
	1	2	3	4	5					
6. I thought there was too much inconsistency in this system	<input type="checkbox"/>									
	1	2	3	4	5					
7. I would imagine that most people would learn to use this system very quickly	<input type="checkbox"/>									
	1	2	3	4	5					
8. I found the system very cumbersome to use	<input type="checkbox"/>									
	1	2	3	4	5					
9. I felt very confident using the system	<input type="checkbox"/>									
	1	2	3	4	5					
10. I needed to learn a lot of things before I could get going with this system	<input type="checkbox"/>									
	1	2	3	4	5					