Feedback Respondent: Luke Her

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| 1. What do you think of when you see this website? | Simple, Clean, Boring. |
| 1. When do you think this website would be used and for what purpose? | Booking hotel for trip. |
| 1. Can you see yourself using this website? | No |
| 1. Does anything about this website confuse you? | No |
| 1. Does using this website seem easier or more difficult than comparable websites? | Easy to use but less information about product I am purchasing. |
| 1. Would you feel comfortable/secure while using this website? | Yes |
| 1. Does this website seem reliable? | Yes |
| 1. Do you see any potential issues that could arise while using this website? | No |
| 1. Did you have any trouble finding anything? | No |
| 1. Is there anything about this website that you would change? | Design changes. Make it look more intersting. Boring. Needs pictures of Hotel rooms. Size of suites.  Needs point of interests in city hotel is being booked at.  Needs more loyalty point options.  Needs a comparison button for comparing hotels in same City.  Needs confirmation number and Order number In lookup tab. |
| 1. Do you think the developers of this website can do anything to improve it? | Look at comment above. |