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Usability Analysis of the prototype “DACARD”

After comparing my prototype with the competitors’ websites and taking instructor’s feedback into consideration, I have made some improvements for my website, including a boost post function and page that redirect users to their preferred travel page for payment.

I have conducted a usability test with 5 users and the results are recorded. The first user (Chris) had encountered several issues while performing tasks. When he is asked to apply filters to have a deeper search of places, he wants to apply a pricing filter but it is missing. Also, he took 1 minute to look for the transportation. He first clicked on the “read more” of reviews first, then he clicked on the Tips and Resources section, then contact,then bookmarks,then back to the explore page and clicked on the place (HK disneyland). He comments that I should make the transportation section more clear. Moreover, when he is asked to boost post exposure, it took him 1.19 minute to find the function. He first went to the “reviews” section then tried to create a post. He then went to find a missing share button like facebook or instagram as he thought the posts could reach more people through share. He thinks it is pretty hard to see the function and I should make the boost post easier to see. Another issue is that the currency is unclear from the “boost post” page as he didn’t know if the currency is USD or HKD, so it is quite confusing. At the end of the test, I asked him what he likes or doesn’t like about the website. He thinks the good things are the ease of use, practicality, purpose, and a good platform that he would probably use. However, he thought he wouldn't pay for promotion(the boost post function), instead he wanted to get paid or get a bonus like how youtubers get sponsorship by providing discount codes for people to get 10% off. He suggested that the website could add a referral function where each user could have a referral code. If a user could introduce 10 people to my website then they can get a discount for booking a trip.

The second user (Jacey) has encountered several issues as well. She spent 1.9 minutes on finding the “transportation”. She first went to the “Tips and resources” page to find it, then she went to the “explore” page and finally found the section by clicking on the “Hong Kong Disneyland” details page. Another issue she faced is saving the post as a bookmark which took her 31 seconds. Although she is at the “reviews” page in which I placed the bookmark icon on each post, she still spends some time finding it. She suggested that the bookmarks could be more clear by putting it outside the post, instead of inside of it. At the end of the test, I asked her what she likes or doesn’t like about the website. She thought that the important sections in the nav bar are clearly shown and it’s good not putting them under the sub-menu or dropdown menu.. Thus, it won’t take time to look for what she wants as she could see them at one glance. The only thing she didn’t like is that the bookmarks icon is unclear.

The third user (Kay) didn’t have many issues while performing the tasks. The only task that she stuck at is finding the boost post function. It took her 1.13 minute to find the function. She went to the profile page first, then she went to the “review” section. She finally sees the boost post section in the nav bar after some time. At the end of the test, I asked her what she likes or doesn’t like about the website. She likes the clean and clear design of the website. She also thinks “What to wear?” from the section of the “Tips and resources” page is good as she could get inspiration from there. Yet, she thinks it’s hard to find the boost post button because she supposed it is linked to her account. She thus expected it to be somewhere in the profile section.

The fourth user (Jon) didn’t encounter any big issues. It’s just that when I asked him what he would do if he wanted to boost post exposure, it took some time for me to explain what boost post means. After clearly understanding what I am asking, he found the boost post button immediately. At the end of the test, I asked him what he likes or doesn’t like about the website. He thinks it is great that the site suggests all the information he needs to get prepared before going out. He also likes the “Tips & resources'' page, especially the “what to wear?” section. Overall, he thinks the site is quite perfect. He also gives some suggestions to make the site better. For the “What to bring?” section in “Tips & resources”, he thinks it should be categorized based on types of activities(Indoor and outdoor) instead of seasons. Perhaps under each type of activity, it could be further divided into sub-section of seasons. For example, what to bring when going hiking in summer. He also suggested adding a transportation section in the “tips & resources” page.

The fifth user (Jen) completed most of the tasks successfully. The only task that she stuck at is to boost post exposure. She spent 16 seconds finding the boost post button. At the end of the test, I asked her what she likes or doesn’t like about the website. She likes the clear layout of the website which is user-friendly and the clear title of each section in the nav. Yet, she doesn’t know what she will see for the “tips & resources” section until she clicks on it. It would be better to have a drop down menu for it. Plus, the font type could be more eye-catching as well.

After all of the test tasks, they are asked to rate the satisfaction rate and difficulty rate from 1 to 10 in which 10 means very satisfied and very difficult. For the satisfaction rate, one out of 5 users rated 9 and 4 out of 5 rated 8. It shows that the users are satisfied with the website . For the difficulty rate, 2 out of 5 rated 1 and 2 out of 5 rated 2. Only one user rated 4. It shows that the majority of the users do not think it is difficult to use the website. On the other hand, the task that receives the highest error rate is to find the boost post function. 3 out of 5 users encountered the same error, so I think this is a serious problem that frustrates the users. As for the successful completion rate,