The feedback I received revolved primarily around the look and navigation flow of the website. Feedback for usability task 1 included changing the order of the buttons on the transportation page and making the various types of transportation “separate” vs including them all into one area on the page. Feedback to usability task 2 included putting the FAQs on its own page vs being listed on the home page. Feedback for usability task 3 centered primarily around condensing information visually on the page formatting the way it displays and possibly adding more pictures. Feedback for task 4 included items like not having navigation tabs switch in accordance to the page the user is on and instead keeping them static. Lastly, feedback for task 5 included items like giving ‘restaurants’ it’s own page vs listing it under activities.

Overall, every piece of feedback I was given is actionable and could be completed. They all have merit as they all relate to the UI and usability of the website. How the design changed and would continue to change throughout the UX process would include focusing more on user usability. Focusing on what is intuitive for an end user and how they can easily access information. At the beginning of the UX design process, the focus was geared toward getting the information out there plain and simple but as the process continued, the UX design process changed to focus more on end-user usability.