

UX Testing Group Report

- **What we learned about our website:**

We discovered some unknown errors which we did not expect. Images did not display the way we wanted to, this happened when we were interviewing one of our users, Ciella. We couldn't find the root cause of the problem but we think that it is because of the browser or laptop problem.

Some of the features looked too simple and did not have enough functionality causing the feature to look incomplete. While testing our map page, most users seemed to spend more time looking for the search box, and didn't even notice other functionality buttons. This taught us that we need to think carefully about the placement and visual effect of each element, and that we need to put ourselves in the user's shoes.

- **What we learned about our users:**

We have learned that even with the same feature, different users may have completely opposite needs. For example, in our history information page, some users prefer to read a brief information instead of its detailed information paragraph. While there are some users who like to read long history descriptions.

Furthermore, we also need to find a balance between the individual needs. Some users would like our website to focus on having attractive visuals instead of the actual functionality like input forms.

- **What we would do differently for testing:**

We can do a different method of testing like interviewing users in-person because unlike in-person, using a remote app like "zoom", it has a 40 minutes time limit. Doing the session in-person solves any observation and communication issues (body language, eye contact and miscommunication).

- **Improvement**

- ❖ Souvenir

- Payment system for ordering online
- Brief description of the souvenir item and the souvenir stock
- Location of where to find the souvenir item
- Add more filter for the souvenir items to make it easier to find

❖ Map

- Based on the feedback from the ux testing, we can add public transportation route recommendations on the map page. Adding this feature will increase the ease of use and improve the user experience, extending the time users spend on our website.
- Adding a cargarte to the content bar on the left side of the map page makes our nearby recommended merchants look more organized.

❖ History information

- Making images more functional such as switching functions and simplifying the text content.
- List of recommended attractions and connect with their description page.
- Adding current events happening in the city or location.