

Guerrilla Usability Testing for Taniti Website

D1. Qualitative Feedback

Participant	Feedback	Actionable?	Reasoning If (Actionable) for Incorporating in the prototype
Tester 1	1) Add more pictures 2) Change Dining to Restaurants	1) Yes 2) No	1) More pictures will be added to the secondary pages for transportation, lodging, dining, and activities. Images are a useful way to clearly describe what the page is about without having to use words / textual content. By adding more pictures to these specific pages, it will help the user understand the page they have navigated to. The additional images will correspond to the textual content on the page. This correlation between the two types of media will further inform the audience what the page is about. This is an important piece of feedback to incorporate into the prototype because it will help improve the navigation and understanding of the site.
Tester 2	1) Change the images in the secondary pages to be in an image carousel instead 2) Change the original FRI (Frequently requested information) to → FAQ (Frequently asked questions)	1) No 2) Yes	2) Tester #2 pointed out to me that some people may not know what FRI stands for. It also looks like it could be meaning “fri” as in “Friday”. This may cause the user confusion when navigating the website. Instead of using the original section title of FRI (Frequently Requested Information), I will change it to FAQs (Frequently Asked Questions). This change is important because it will help the user to navigate the website easier.
Tester 3	1) Add contact form / contact information 2) Have the row of 4 images / buttons change to a column with smaller screens	1) Yes 2) Yes	1) A contact form will be incorporated in the prototype because it is important that customers are able to contact a business with their questions. One goal of the Tanitian government is to increase the number of tourists who visit the island. People are

		<p>more likely to visit if they can have all their questions / concerns answered. By implementing a contact form into the site, a line of communication is then opened between the business and their customers. When customers get their questions answered, they can make a travel plan they feel confident in. This communication will then help increase the number of tourists visiting the island.</p> <p>2) In the wireframe, the row of images with buttons are a form of secondary navigation. They are linked to the secondary pages (transportation, lodging, dining, activities). While in a row, they are suitable for a desktop version of the website. However, if they were to stay in a row for a mobile version, the user would have a difficult time using these secondary navigational elements because they would be small. It was stated that the previous site was not compatible with mobile devices. This is an issue because there is a large number of people that use handheld devices. If the website is not accessible to this group, the business is potentially missing out on future tourists. To solve this issue of compatibility and accessibility, media queries should be used to format these elements into a column once the site gets below a certain size. This incorporation will allow the secondary navigational elements to be used across all device sizes.</p>
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D2. How you will incorporate the feedback you received to improve your design

Feedback:	How it will be incorporated to improve my design:
Add contact form / contact information	I will incorporate this feedback in my website to improve my design by adding a contact form. The form will have a first name, last name, phone number, email, and message fields. These fields will also be required, which means that the user must input all the necessary information before they can submit the contact form. This will improve my design because it will give users a way to reach out to the business. The business can then use the inputted information from the form to properly respond back to the customer.
Change the original FRI (Frequently requested information) to → FAQ (Frequently asked questions)	I will incorporate this feedback to improve my design by changing the section title from FRI to FAQs. FAQs will be used in the header navigation, footer navigation, and the title of a secondary page. This will improve my design because it will make navigation clearer for the users.
Have the row of 4 images / buttons change to a column with smaller screens	I will incorporate this feedback to improve my design by adding media queries to this element. The use of media queries in this section will improve my design because it will allow users to more easily navigate on handheld devices. For instance, if I were to leave these images in a row, they would be small and difficult to use if the user was viewing the website from a handheld device. With the implementation of media queries, these elements would be rearranged into a column when the screen size is smaller. This change will improve my design because it will make the website accessible regardless of device size.