**COMM 5691 Usability Test Analysis**

This usability test contains 4 tasks. Participants were asked to complete the four tasks using the website to perform the four tasks. The participants were asked to rate how much did the website satisfied their needs for a trip planning to Peng Chau and how difficult is the website in terms of executing.

**Task 1**

In task 1, participants were asked to perform on information searching on the website when they want to explore more about Peng Chau. They were expected to click on the about sections and see the top activities and food in the home page. The successful completion rate is 100%. All users were able to perform this task successfully. However, 3 out of 5 participants browse the activities and food directly through the navigation instead of seeing the top activities and food in the home page. The average time used for this task is 1 minute 41 sec. The longest time for completion is 2 minutes 45 seconds while the shortest time used is 51 seconds. The time base efficiency of this task is 0.012 goals/sec. As observed, all participants would look for information on the activities, food and shops on Peng Chau but only 2 participants would look at the top activities and food in the home page. Therefore, there maybe a need of repositioning of the top activities and food rows in the home page. As knowing the fact that people concern about the activities and food when they explore a new place, therefore, the top activities and food rows should be placed top on the home page where people can see at the first glance instead of requiring them to scroll down and look for it.

**Task 2**

In this task, participants were asked to search for the information they need when they are asked to plan for a trip to Peng Chau. It is expected that participants will look for activities, restaurants, transportation and upcoming events. The successful completion rate is 100%. All participants have looked these three categories in this task. The average time used in this task is 2 minutes 40seconds, with the longest completion time of 7 minutes 51 seconds and the shortest as 35 seconds. The time-based efficiency is 0.037goals/sec. 3 out of the 5 participants also browse the shop category in this task, which indicate that shop is important to certain people. 3 out of 5 participants also clicked into the item in the activities and restaurants browsing page to see the details of each item. 2 out of the above mentioned 3 suggested that reviews from others are important to them when they choose a restaurant or an activity. One participant suggested that the filter is useful when she conducted information searching while there was another participant suggested that the filter is a bit confusing in terms of the header of different filter categories and she also suggested that price range should also be added to the filter in the activity section. There was comment that the wording of “events” and “activities” is confusing, and she thought there was no difference between the two categories before clicking in. Therefore, better choice of wording is needed in order to give clearer navigation and let user to look for information easier. 4 out of the 5 participants comment that the ferry schedule is important to them when they try to plan for a trip and that the inclusion of different ferry schedules from different port is very good.

**Task 3**

In this task, participants were asked to perform the reservation of the activities or restaurants that they want to go. It is expected that the participants would click the reservation button in the item detail page, then follow the step required and register as member of this website to make a reservation. Unfortunately, the successful completion rate is only 40%. Only 2 participants were able to successfully make a reservation. The average time for completion is 2 minutes, only account for the 2 who successfully completed. The time-based efficiency is 0.013 goals/sec. Both successful participants were able to complete the task without error. However, one of them suggested that it was too troublesome to be redirected to the registration and log-in page after she has filled all the information needed to make a reservation. Page design like this will usually lower her willingness to perform the task again on the website. As this website only open reservation function to registered members, therefore, to improve, users should be redirected to the log-in/ register page once he/she has clicked the reservation button. This can increase the willingness of users to make a reservation. Other than that, one of the three participants who failed the task was clicked into the item details page and noticed the reservation button but did not click onto it. Therefore, to improve, better design of the button is needed to notify users that they can click onto it to make a reservation. Wording like “make a reservation now” could be able to increase the chance of users to click. The remaining two participants did not even click into the item details page; therefore, they were not able to complete the task. To improve, the reservation should be included in the header or the navigation bar so that users will notice the reservation function even if they did not click into the item details page. And that the click through to item detail page is also important, improving the effect when one hover over the pictures on the shop, activities and foods catalog may notify users that they can know more about the item by clicking in.

**Task 4**

In this task, participants were asked to perform how to share their experiences, trips, comments and feelings after the completion of the trip. The participants were expected to click on the forum page and type something on the “say something” box and understanding the like and dislike function of the forum. The successful completion rate is 100%. The average time used in this task is 48 seconds, the longest time used is 1 minute 8 second while the shortest is 25 seconds. The time-base efficiency is 0.355 goals/sec. All users were able to click on the forum page, know where to input their sharing and the use of like and dislike function. However, one suggested that the comment icon was confusing, she did not know if that meant editing a post or commenting to others’ posts. Therefore, better icon should be used. Other than that, there were two participants also mentioned that except forum, they would also go to the item details page of the places or activities that they go to write a review, which this is not as expected but a reasonable action.

**Post-Test Interview**

After the interview, each participant was asked to rate the satisfaction rate of this website in solving their needs to plan for a trip to Peng Chau in a 5-point Likert Scale, where 1 as very dissatisfied to 5 as very satisfied. The average score is 4.2 out of 5. They think that the website is very information which included all the information they will need in planning for a trip. Another question on the difficulty of handling this page was asked, participants rated in a 5-point Likert Scale, which 1 as very difficult and 5 as very easy. The average score is 4.5 out of 5, which they think that the website is very straight forward and simple, but some parts are still confusing in terms of the wordings and icon used.