Tampa Bay Area Beaches - User Testing Survey

Congratulations! You have been selected to be an elite user tester for the Tampa Bay Area Beaches website. We are excited to have you on board. Your completion of this survey will help us improve the Tampa Bay Area Beaches' web presence.

Please review the website at the following link as you complete the survey: http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html

Let's get started!

* Required

Home Page

Navigate to the "Home" page. *
How easy was it to find?

	1	2	3	4	5	6	7	8	9	10	
Hard	○	○	○	○	○	○	○	○	○	○	Easy

What is the first thing that catches your eye? *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html

○ Logo
○ Navigation
○ Content
○ Other: [_____]

Please give me your initial impressions about the layout and design of this page. *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html

○ There are some areas of the site that I feel might be visually incomplete or unfinished.
○ The site genuinely satisfies the site's intent and targeted audience.
○ Somewhere between the first and second options.

Plan a Vacation Page

Navigate the "Plan a Vacation" page. *
How easy was it to find?

1	2	3	4	5	6	7	8	9	10

Hard ○ ○ ○ ○ ○ ○ ○ ○ Easy

What is the first thing that catches your eye? *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/vacation.html

○ Logo

○ Navigation

○ Content

○ Other: [_____]

Please give me your initial impressions about the layout and design of this page. *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/vacation.html

○ There are some areas of the site that I feel might be visually incomplete or unfinished.

○ The site genuinely satisfies the site's intent and targeted audience.

○ Somewhere between the first and second options.

Relocate Page

Navigate the "Relocate" page. *
How easy was it to find?

1   2   3   4   5   6   7   8   9   10

Hard ○ ○ ○ ○ ○ ○ ○ ○ ○ Easy

What is the first thing that catches your eye? *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/relocate.html

○ Logo

○ Navigation

○ Content

○ Other: [_____]

Please give me your initial impressions about the layout and design of this page. *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/relocate.html

○ There are some areas of the site that I feel might be visually incomplete or unfinished.

○ The site genuinely satisfies the site's intent and targeted audience.

○ Somewhere between the first and second options.

Beach Events Page

Navigate the "Beach Events" page. *
How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Easy

What is the first thing that catches your eye? *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/events.html

⊙ Logo

⊙ Navigation

⊙ Content

⊙ Other: [_____]

Please give me your initial impressions about the layout and design of this page. *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/events.html

⊙ There are some areas of the site that I feel might be visually incomplete or unfinished.

⊙ The site genuinely satisfies the site's intent and targeted audience.

⊙ Somewhere between the first and second options.

About Page

Navigate the "About" page. *
How easy was it to find?

1 2 3 4 5 6 7 8 9 10

Hard ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Easy

What is the first thing that catches your eye? *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/about.html

⊙ Logo

⊙ Navigation

⊙ Content

⊙ Other: [_____]

Please give me your initial impressions about the layout and design of this page. *
http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/about.html

⊙ There are some areas of the site that I feel might be visually incomplete or unfinished.

⊙ The site genuinely satisfies the site's intent and targeted audience.

⊙ Somewhere between the first and second options.

Contact Page

Navigate the "Contact" page. *

How easy was it to find?

        1   2   3   4   5   6   7   8   9   10

Hard ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Easy

What is the first thing that catches your eye? *

http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/contact.html

○ Logo

○ Navigation

○ Content

○ Other: [_____]

Please give me your initial impressions about the layout and design of this page. *

http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/contact.html

○ There are some areas of the site that I feel might be visually incomplete or unfinished.

○ The site genuinely satisfies the site's intent and targeted audience.

○ Somewhere between the first and second options.

The Website Overall

How would you rate the site navigation? *

       1   2   3   4   5   6   7   8   9   10

Bad ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Good

How would you rate the layout & design of this website? *

       1   2   3   4   5   6   7   8   9   10

Bad ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Good

Overall, what do you feel is the purpose of the site? *

[   ]

What sex is more likely to use this website? *

○ Male

○ Female

What age group is most likely to visit this site? *
You can select one age group, or a range of age groups.

☐ 11 - 20 years

☐ 21 - 30 years

☐ 31 - 40 years

☐ 41 - 50 years

☐ 51 - 60 years

☐ 61 - 70 years

☐ 71 + years

What kind of device are you using? *

○ Desktop

○ Mobile

○ Other: [_____]

Do you have any additional comments?

[   ]

[Submit]
Never submit passwords through Google Forms.

Tampa Bay Area Beaches - User Testing Survey (Responses)

Timestamp	Navigate to the "Home" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "Plan a Vacation" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "Relocate" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "Beach Events" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "About" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "Contact" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	How would you rate the site navigation?	How would you rate the layout & design of this website?	Overall, what do you feel is the purpose of the site?	Who do you think might use this site?	Do you have any additional comments?	What sex is more likely to use this website?	What age group is most likely to visit this site?	What kind of device are you using?
5/1/2013 18:55:04	10	Logo	Somewhere between the first and second options.	9	Content	Somewhere between the first and second options.	9	Content	Somewhere between the first and second options.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	9	Content	Somewhere between the first and second options.	9	Content	The site genuinely satisfies the site's intent and targeted audience.	9	7	The purpose of this site is to attract visitors to the Tampa Bay Beaches.		Overall, great work! Just a few minor details... like the "email" links at the bottom of the "About" page. The last two are not under the names like the rest of them. Great job though!	Female	31 - 40 years	Desktop
5/2/2013 5:03:12	10	The background behind the logo.	The site genuinely satisfies the site's intent and targeted audience.	10	The fact that the content is kind of indistinguishable. If this is unfinished then I understand, but if this is meant to be the final product I feel there should be a greater division between areas, more padding/margins, and better heirarchy of <h> elements.	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	Same as the Plan a Vacation responce	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	The fact that the header is different from the home page.	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	The fact that the header is different from the home page.	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	Content	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	5	To increase tourism in the area.		The home page was very well laid out. I liked the separation of content and the way the two bottom sections were subtly lifted off the page. I hope you can continue this technique with the rest of the pages. I felt that the header was a tad strange. I think a high def cloud sun set image would look much better than the blurred picture.	Female	41 - 50 years	Desktop
5/3/2013 0:48:33	10	Entire Banner, including the logo	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	Navigation	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	Logo	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	Logo	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	Content	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	Content	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	7	To attract tourists to the FL area		I honestly think both males and females would be using this site but I only had the option to choose one.	Male	31 - 40 years	Laptop(16 inches)
5/5/2013 15:36:06	9	Logo	The site genuinely satisfies the site's intent and targeted audience.	9	Content	The site genuinely satisfies the site's intent and targeted audience.	9	Navigation	The site genuinely satisfies the site's intent and targeted audience.	9	Content	The site genuinely satisfies the site's intent and targeted audience.	9	Content	The site genuinely satisfies the site's intent and targeted audience.	9	Content	The site genuinely satisfies the site's intent and targeted audience.	10	10	To help people plan their vacation and to help people that may be relocating to that area.			Female	21 - 30 years, 31 - 40 years, 41 - 50 years	Mobile
5/5/2013 15:41:38	10	The large background image	Somewhere between the first and second options.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	10	To give concise information regarding the beaches of the Tampa Bay area.			Male	21 - 30 years	Laptop
5/5/2013 15:42:52	10	Logo	There are some areas of the site that I feel might be visually incomplete or unfinished.	10	Content	Somewhere between the first and second options.	10	Side bar info	The site genuinely satisfies the site's intent and targeted audience.	10	Giant Blue Dates	Somewhere between the first and second options.	10	Side Bar Pictures	The site genuinely satisfies the site's intent and targeted audience.	10	Social media icons	The site genuinely satisfies the site's intent and targeted audience.	10	10	Information from the City about it's beaches with vacation ideas and events.		I dislike the logo taking up extra space on the Home page and then being smaller on subpages, it's slightly distracting. The colors seem very monochromatic. All of one color can be very dull. Also brown seems more of a male color, whereas I feel that the target audience of this website should either be gender neutral or at least more towards the female population....	Female	41 - 50 years, 51 - 60 years, 61 - 70 years	Desktop
5/5/2013 15:46:21	10	Logo	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	10	The website is a good resource for anything revolving around the Tampa Bay beaches. Whether you're informing yourself about the area thoroughly for a move or just looking for something to do on your vacation, this site would definitely meet any and all needs.		This website was exceptional.	Female	21 - 30 years, 31 - 40 years, 41 - 50 years	Ipad
5/5/2013 16:25:16	10	photo	The site genuinely satisfies the site's intent and targeted audience.	10	Content	Somewhere between the first and second options.	10	Content	Somewhere between the first and second options.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Navigation	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	9	The city chamber of commerce wants a presence on the web.		I guess if I am looking online for info it's usually something not as easy to find as those items listed here or more connected than me digging through the internet. The attractions need links to lists of attractions and further sublinks that connect you to entity that features this attraction so you can order it or get ticket info. Same set up for places to stay and eat. Then on the relocate page links to realtors, schools, utilities, etc would be extremely helpful. Maybe even local moving companis and the local job & house listings from the paper or free paper. Kind of like a link to the peddler and Lufkin Daily News if this page was for Huntington.	Female	31 - 40 years, 41 - 50 years, 51 - 60 years	Mobile
5/5/2013 16:30:01	10	pleasant color scheme	Somewhere between the first and second options.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Navigation	The site genuinely satisfies the site's intent and targeted audience.	10	Navigation	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Navigation	The site genuinely satisfies the site's intent and targeted audience.	10	10	I believe the purpose to help a young single adult or couple with no children to discover if they would like to visit, work or live in the area and what options and opportunities there are available.		A family interested in living in the area might be interested in education and medical standards in the area. A woman might like to know more about shopping in the area.	Male	21 - 30 years, 31 - 40 years	Desktop

Tampa Bay Area Beaches - User Testing Survey (Responses)

Timestamp	Navigate to the "Home" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "Plan a Vacation" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "Relocate" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "Beach Events" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "About" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	Navigate the "Contact" page.	What is the first thing that catches your eye?	Please give me your initial impressions about the layout and design of this page.	How would you rate the site navigation?	How would you rate the layout & design of this website?	Overall, what do you feel is the purpose of the site?	Who do you think might use this site?	Do you have any additional comments?	What sex is more likely to use this website?	What age group is most likely to visit this site?	What kind of device are you using?
5/5/2013 16:56:47	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	10	Definately lets you know about the Tampa area and what you can do there.		I was also wondering...on the "plan a vacation" section, were you suppose to be able to click on "attractions" or "places to stay" and be taken to other links? I always like that when we are thinking about going somewhere. You may already have it like that and it just isn't an option to see on the survey. Proud of you for doing such a great job on it!!!	Female	21 - 30 years, 31 - 40 years	Desktop
5/5/2013 18:32:38	10	Logo	The site genuinely satisfies the site's intent and targeted audience.	10	Navigation	The site genuinely satisfies the site's intent and targeted audience.	10	Navigation	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	9	Encourage people to visit the beach an surrounding areas.			Female	31 - 40 years, 41 - 50 years, 51 - 60 years	Desktop
5/5/2013 20:12:12	10	Logo	The site genuinely satisfies the site's intent and targeted audience.	10	Photos	Somewhere between the first and second options.	10	Photos	The site genuinely satisfies the site's intent and targeted audience.	10	Photo	Somewhere between the first and second options.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	10	Content	The site genuinely satisfies the site's intent and targeted audience.	8	10	To persuade people to move to or visit Tampa's beaches.		The links under announcements and news didn't go anywhere. I was kind of curious about that Indian Chariot Festival thing.	Female	31 - 40 years, 41 - 50 years, 51 - 60 years, 61 - 70 years, 71 + years	Desktop