

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.		Great job though! The home page was very well laid out. I liked the separation of content and the way the two bottom sections were subtly filed 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.	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.	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 hierarchy of <p> elements.	10 Content	There are some areas of the site that I feel might be visually incomplete or unfinished.	There are some areas of the site that I feel might be visually incomplete or unfinished.	10 A response	Same as the Plan a Vacation response	There are some areas of the site that I feel might be visually incomplete or unfinished.	10 Content	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	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	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	5 area.		I think a high def cloud sun set image would look much better than the blurred picture. I honestly think both males and females would be using this site but I only had the option to choose one.	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	10 Content	There are some areas of the site that I feel might be visually incomplete or unfinished.	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	10 Logo	There are some areas of the site that I feel might be visually incomplete or unfinished.	10 Content	10 Content	There are some areas of the site that I feel might be visually incomplete or unfinished.	10 Content	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		To help people plan their vacation and to help people that may be relocating to that area.	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	9 Content	The site genuinely satisfies the site's intent and targeted audience.	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	9 Content	The site genuinely satisfies the site's intent and targeted audience.	9 Content	9 Content	The site genuinely satisfies the site's intent and targeted audience.	9 Content	9 Content	The site genuinely satisfies the site's intent and targeted audience.	10	10 area.		To give concise information regarding the beaches of the 10 Tampa Bay 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	10 Content	The site genuinely satisfies the site's intent and targeted audience.	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Content	10 Content	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10	10 Tampa Bay area.		I dislike the logo taking up extra space on the Home page and then being smaller on subpages. It's slightly distracting.	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	10 Content	Somewhere between the first and second options.	The site genuinely satisfies the site's intent and targeted audience.	10 Side bar info	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10	10 events.	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.	Information from the City about it's beaches with vacation ideas and events.	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	10 Content	The site genuinely satisfies the site's intent and targeted audience.	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	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10	10 and all needs.			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	10 Content	Somewhere between the first and second options.	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	10 Content	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Navigation	The site genuinely satisfies the site's intent and targeted audience.	10 Content	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.	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 Navigation	10 Navigation	The site genuinely satisfies the site's intent and targeted audience.	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	10 Navigation	The site genuinely satisfies the site's intent and targeted audience.	10 Content	10 Navigation	The site genuinely satisfies the site's intent and targeted audience.	10 Navigation	10 Navigation	The site genuinely satisfies the site's intent and targeted audience.	10	10 are available.		A family interested in living in the area might be interested in education and medical standards in the area.	Male	21 - 30 years, 31 - 40 years	Desktop		

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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	Definitely 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 I just left 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	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 Chandi Festival thing.	Female	31 - 40 years, 41 - 50 years, 51 - 60 years, 61 - 70 years, 71 + years	Desktop