

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 O O O O O O Easy
What is the first thing that catches your eye? * http://photodow.github.io/wsp-james-dow/project/tampa-bay-beaches/index.html
C 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 O O O O O O 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 O O O O O O 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.
Pooch Evente Bogo
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 O	OOOOOO Easy	
	first thing that catches your eye? * dow.github.io/wsp-james-dow/project/t	ampa-bay-beaches/events.html
http://photod There are The site	dow.github.io/wsp-james-dow/project/te some areas of the site that I feel migenuinely satisfies the site's intent are	ght be visually incomplete or unfinished. nd targeted audience.
About F	ere between the first and second option	nis.
How easy w	e "About" page. * ras it to find? 3 4 5 6 7 8 9 10	
Hard O O		
	first thing that catches your eye? * dow.github.io/wsp-james-dow/project/t	ampa-bay-beaches/about.html
http://photod There are The site	dow.github.io/wsp-james-dow/project/t	ght be visually incomplete or unfinished. nd targeted audience.

Contact Page

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				_				_		eye?		-bay-b	eache	es/coi	ntact.htm	<u>1l</u>
) Logo																
) Navi	gatic	n														
) Cont							_									
) Othe	r:															
There	e are	so geni	me uine	area	as ati	of th	e sit	e th	at I e's i	•	ight be	e visua	lly ind	omp	ntact.htm ete or ur	
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low wo	uld	you	rat	te th	ne	site	navi	igat	ion	? *						
4	2	3	4	5	6	7	8	9	10							
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Bad 🔘	uld	you	ı rat	te th	1e	layo	ut &	de	sig	n of thi	s web	site?	r			
Bad O		-				layo 7				n of thi	is wek	site? '	·			
Bad O	2	3	4	5	6	7	8	9	10		is wek	site? '	f			
How wo	2	3	4	5	6	7	8	9	10	Good			•			
Bad O	2	3	4	5	6	7	8	9	10	Good			•			

() Female	
What age group is most like	ely to visit this site? *
You can select one age group	o, 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	ı using?*
Desktop	
O Mobile	
Other:	
Do you have any additional	comments?
Submit Never submit passwords thro	ugh Google Forms
Mevel Subillit passwords tillo	ugii Googie i oiiiis.
Powered by	This content is neither created nor endorsed by Google.
Google Drive	Report Abuse - Terms of Service - Additional Terms

Tampa Bay Area Beaches - User Testing Survey (Responses)

		What is the first	Please give me your initial impressions about the layout and design of this	ı	Martin de Cost	Please give me your initial impressions about the layout and design of this		Unit on Sect	Please give me your initial impressions about the layout and design of this	No feet as	Mb at la fine	Please give me your initial impressions about the layout and design of this		110-11-11-5-1	Please give me your initial impressions about the layout and design of this		Mb at la fine	Please give me your initial impressions about		How would you	Overall, what do	VII. d History	D		W-1 '-	What look of
Timestamp	Navigate to the "Home" page.	thing that catches your eye?	design of this page.	Navigate the "Plan a Vacation" page.	What is the first thing that catches your eye?	s design of this page.	Navigate the "Relocate" page.	What is the first thing that catches your eye?	design of this page.	Navigate the "Beach Events" page.	What is the first thing that catches your eye?	design of this page.	Navigate the "About" page.	What is the first thing that catches your eye?	design of this page.	Navigate the "Contact" page.	What is the first thing that catches your eye?	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?	purpose of the site?	might use this site?	Do you have any additional comments? Overall, great work! Just a few minor details like the "amea" linke at	likely to use this website?	most likely to visit this site?	What kind of device are you using?
			Somewhere between the first and second			Somewhere			Somewhere between the first			The site genuinely satisfies the site's intent and targeted			Somewhere			The site genuinely satisfies the site's intent and targeted			The purpose of this site is to attract visitors to the Tampa Bay		the bottom of the "About" page. The last two are not under the names like the rest of			
5/1/2013 18:55:04	10	0 Logo	and second options.	9	Content	Somewhere between the first and second options.	•	9 Content	and second options.	10) Content	intent and targeted audience.		9 Content	Somewhere between the first and second options.	9	9 Content	intent and targeted audience.	9	7	the Tampa Bay Beaches.		Great job though! The home page was very well laid out. I liked the	Female	31 - 40 years	Desktop
					The fact that the content is kind of																		out. I liked the separation of content and the			
					indistinguishable. I this is unfinished then I understand, but if this is meant to be the final	if																	separation of content and the way the two bottom sections were subtly lifted off the page. I			
					product I feel there should be a	e e																	continue this technique with the rest of the pages. I			
			The site genuinely		greater division between areas, more padding/margins,	There are some areas of the site that I feel might be		0	There are some areas of the site that I feel might be visually incomplete		The fact that the header is different from the home	There are some areas of the site that I feel might be visually incomplete		The fact that the	There are some areas of the site that I feel might be visually incomplete			There are some areas of the site that I feel might be visually incomplete or unfinished.			T. 1		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. I honestly think			
5/2/2013 5:03:12	10	The background behind the logo.	The site genuinely satisfies the site's intent and targeted audience.	10	padding/margins, and better heirarchy of <h></h>	visually incomplete or unfinished.	10	Same as the Plan a Vacation responce	visually incomplete or unfinished.	10	page.	or unimisticu.	10	header is different from the home page.	or unfinished.	10	Content	visually incomplete or unfinished.	10		To increase tourism in the area.		much better than the blurred picture. I honestly think both males and	Female	41 - 50 years	Desktop
5/3/2013 0:48:33		Entire Banner, 0 including the logo	There are some areas of the site that I feel might be visually incomplete or unfinished.		Navigation	areas of the site that I feel might be visually incomplete or unfinished.) Logo	areas of the site that I feel might be visually incomplete or unfinished.	**) Logo	There are some areas of the site that I feel might be visually incomplete or unfinished.) Content	There are some areas of the site that I feel might be visually incomplete or unfinished.	***) Content	There are some areas of the site that I feel might be visually incomplete or unfinished.	10		To attract tourists		females would be using this site but I only had the option to choose one.	Mala	31 - 40 years	Lenten(10 innhes)
8/3/2013 0.46.33		a moduling the logo	The site genuinely satisfies the site's intent and targeted		Navigation	The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted		Content	The site genuinely satisfies the site's intent and targeted		Content	The site genuinely satisfies the site's intent and targeted	10	,	To attract tourists to the FL area To help people plan their vacation and to help people that may be		to choose one.			Laptop(10 inches)
5/5/2013 15:36:06	9	9 Logo	audience.	9	Content	audience.	9	Navigation	audience.		Content	audience.		9 Content	audience.	9	9 Content	audience.	10	10	area. To give concise			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	information regarding the beaches of the Tampa Bay area.		I dislike the logo	Male	21 - 30 years	Laptop
																							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			
																							of a male color, whereas I feel that the target			
			There are some areas of the site that I feel might be visually incomplete or unfinished.			Somewhere			The site genuinely satisfies the site's intent and targeted			Somewhere			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			Information from the City about it's		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		44 50 54	
5/5/2013 15:42:52	10	0 Logo	visually incomplete or unfinished.	10	Content	between the first and second options.	10) Side bar info	intent and targeted audience.	10	Giant Blue Dates	Somewhere between the first and second options.	10) Side Bar Pictures	intent and targeted audience.	10	Social media icons	intent and targeted audience.	10	10	vacation ideas and events. The website is a		female population	Female	41 - 50 years, 51 - 60 years, 61 - 70 years	Desktop
																					Information from the City about it's beaches with vacation ideas and events. The website is a good resource for anything revolving good resource for anything revolving around the Tampa Bay beaches. Whether you're informing yourself about the sare a move or just looking for something to do no your vacation, this site would definitely meet any and all needs.					
																					informing yourself about the area thoroughly for a move or just					
			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			looking for something to do on your vacation, this site would				21 - 30 years, 31 - 40 years, 41 - 50	
5/5/2013 15:46:21	10	D Logo	intent and targeted audience.	10	Content	intent and targeted audience.	10	Content	intent and targeted audience.	10	Content	intent and targeted audience.	10	Content	intent and targeted audience.	10	Content	intent and targeted audience.	10	10	definitely meet any and all needs.		This website was exceptional. I guess if I am looking online for info if's usually as easy to find as those items listed here or more connected than me digging through attractions need links to lists of attractions need links to lists of attractions need links to lists of attractions in the configuration of the configurati	Female	40 years, 41 - 50 years	Ipad
																							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			
																							links to lists of attractions and further sublinks			
																							entity that features this attraction so you can order it or			
																							Same set up for places to stay and eat.			
																							Then on the relocate page links to realitors, echoole utilities			
																							Then on the relocate page links to realitors, schools, utilities, etc would be extremely helpful. Maybe even local moving companis			
																							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			
			The site genuinely satisfies the site's intent and targeted			Somewhere between the first and second			Somewhere between the first and second			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent targeted			The city chamber of commerce wants a presence		a link to the peddler and Lufkin Daily News if this page was for		31 - 40 years, 41 - 50 years, 51 - 60	
5/5/2013 16:25:16	10	0 photo	audience.	10	Content	options.	10	Content	options.	10	Content	audience.	10	Navigation	audience.	10	Content	audience.	10	9	of commerce wants a presence on the web. 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			Female	years	Mobile
																					or couple with no children to discover if they would like to visit,		A family interested in living in the area might be interested in education and medical standards in the area.			
		pleasant color 0 scheme	Somewhere between the first and second			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			would like to visit, work or live in the area and what options and opportunities there are available.		A woman might like to know more about shopping in		21 - 30 years, 31 - 40 years	
5/5/2013 16:30:01	10	0 scheme	options.	10	Navigation	audience.	10	Navigation	audience.	10	Navigation	audience.	10	Content	audience.	10	Navigation	audience.	10	10	are available.		the area.	Male	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 16:58:47		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 sile genuinely satisfies the sile's intent and targeted audience.) Content	The site genuinely satisfies the site's intent and targeted audience.	1	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	Definately lets you know about the Tampa area and what you can do there.		I was also wonderingon the "plan a vacation" section, were you suppose to be able to click on "atrractions" or "plances 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 lish 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
			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			The site genuinely satisfies the site's intent and targeted			Encourage people to visit the beach an surrounding				31 - 40 years, 41 - 50 years, 51 - 60	
5/5/2013 18:32:38 5/5/2013 20:12:12		•	audience. The site genuinely satisfies the site's intent and targeted audience.			Somewhere between the first and second options.			audience. The site genuinely satisfies the site's intent and targeted audience.			Somewhere between the first and second options.			audience. The site genuinely satisfies the site's intent and targeted audience.			audience. The site genuinely satisfies the site's intent and targeted audience.	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	Female Female	years 31 - 40 years, 41 - 50 years, 51 - 60 years, 61 - 70 years, 71 + years	Desktop