Introduction

The “Bristol Events” Weekend City Break website is a responsive web application that helps short-break visitors discover, save and explore events happening in Bristol. The motivation behind this design is to reduce the planning overhead for weekend tourists by surfacing local in a single, mobile-friendly interface. Key user requirements were:

- Easy browsing of upcoming events by category and keyword
- Simple authentication to save favourites and build a personalised itinerary
- Quick access to event details (description, date/time, location)
- Personalised recommendations based on saved interests
- Shareable content for social media or messaging

Prototype Functionality

Feature Type	Function/Feature	Justification
Advanced feature	Events Feature	Brings together the core “discover, inspect, manage” flow: The filter panel lets users narrow a large event set (better findability). The details page surfaces all info you need and interactive controls (Save/Remove Saved, Share, Similar Events) to drive engagement. The itinerary page lets you review and extend your plan with tailored recommendations, boosting personalization.
Common Feature	Login/Sign-Up and User Profile	Enables user-specific behaviour, logging in, creating an account, changing profile details...

Background Technologies

Bootstrap 5.3.2

I used the Bootstrap CSS framework for its responsive grid system, pre-built components (navbar, cards, buttons) and utility classes. The Bootstrap stylesheet is loaded via CDN in every page (index.html, event.html, itinerary.html, login.html, signup.html, profile.html) and I include the Bootstrap JS bundle for interactive components such as the filter panel collapse, dropdown menus and modals

jQuery 3.7.1

I use jQuery to simplify DOM selection, event binding and state management via localStorage. All my custom UI behaviours, like toggling the filter box, handling "Save/Remove Saved" clicks, building event cards and wiring pagination are implemented with jQuery in script.js and it's included via CDN on every page.

Custom Styles & Scripts

styles.css extends Bootstrap's look with a Bristol-themed purple palette, custom card shadows, smooth-scroll behaviour, hidden scrollbars and mobile layout tweaks.

script.js houses the single-script frontend logic: fake-auth stubs (login/sign up/logout), filter panel operations, event selection and storage, dynamic "Similar Events" recommendations and section toggles.

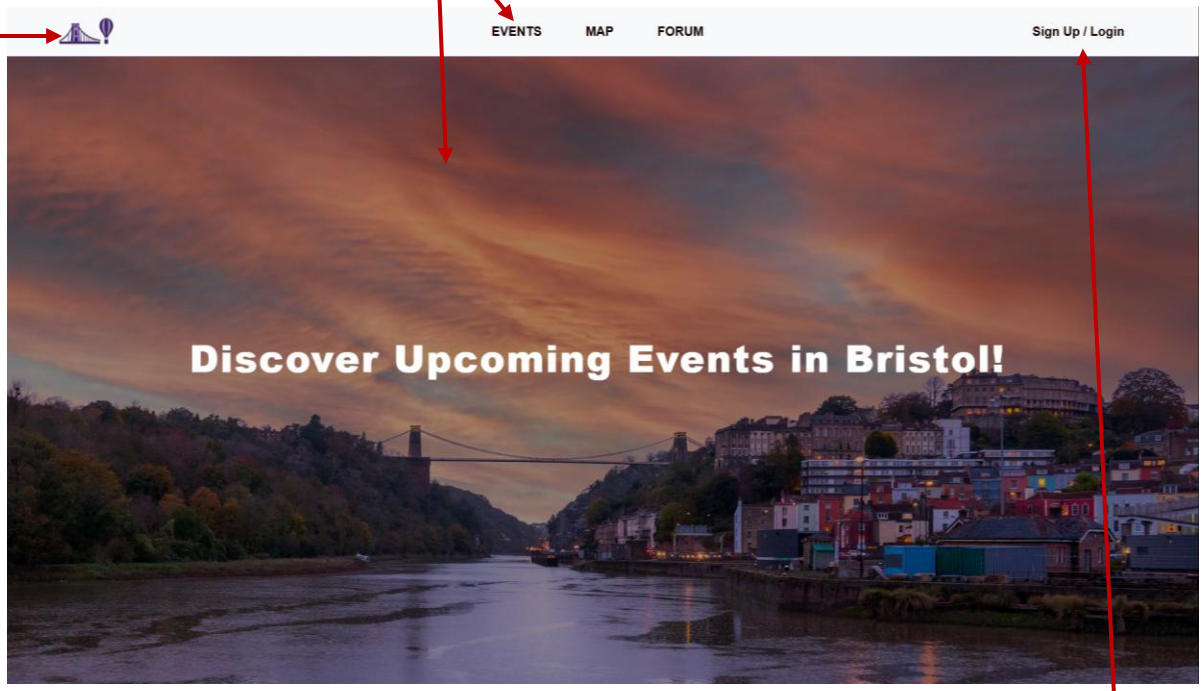
Walkthrough

Landing Page

Welcomes visitors with a full-screen hero image of Bristol, clear primary navigation buttons, and an “Events” call-to-action that smoothly scrolls down to the available event listings

Scrolling down or pressing EVENTS in the navigation bar will take us to the next view

This covers H6: Recognition rather than recall. Labeling the menu item “EVENTS” and having it auto-scroll means users don’t have to remember where the event list lives, they see it, click it, and the system takes them right there.



Pressing on this icon on every page will always return to this view

This Sign Up/Login button is present in all navigation bars when not logged in, except in signup/login.html, where it is never present

This covers H3: User control & freedom. Users can instantly recover from “getting lost” and return to the landing view without hunting for a back button or re-entering a URL

This covers H4: Consistency & standards. Placing the same authentication link in the same spot on every screen builds muscle memory. Users don’t have to relearn where to log in or sign up as they navigate

This covers H6: Recognition rather than recall. By exposing every category and text fields up front, users don't have to remember what options exist

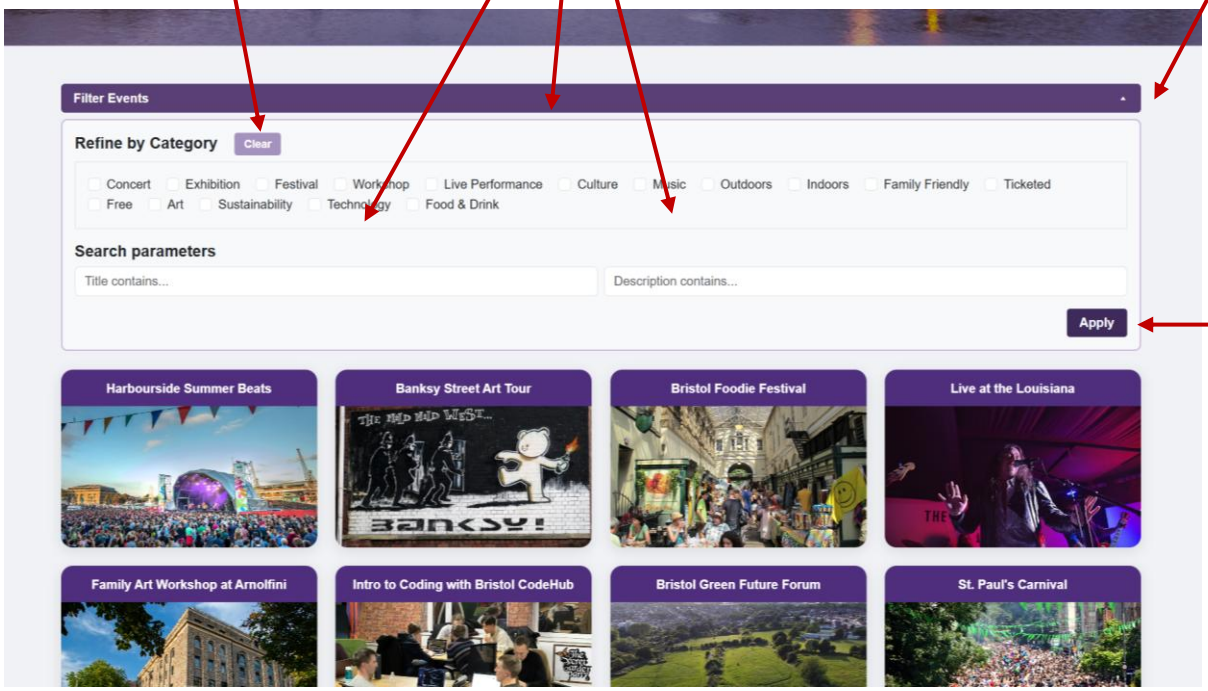
This covers H5: Error prevention. Letting users wipe every filter with one click avoids the frustration of unpicking dozens of checkboxes

This covers H2: Match between system & real world. The collapsible panel mimics a real-world drawer or folder

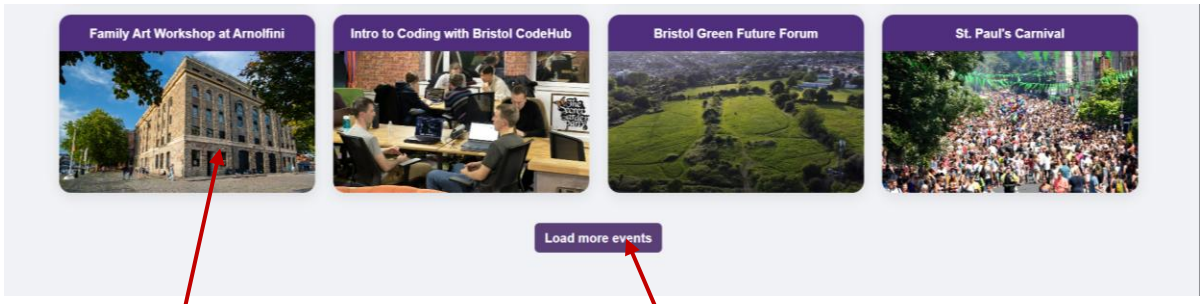
Filters and search parameters are available to be selected

Clears all filters on click

Clicking the bar will open and close



Clicking will apply selected filters and display the relevant events



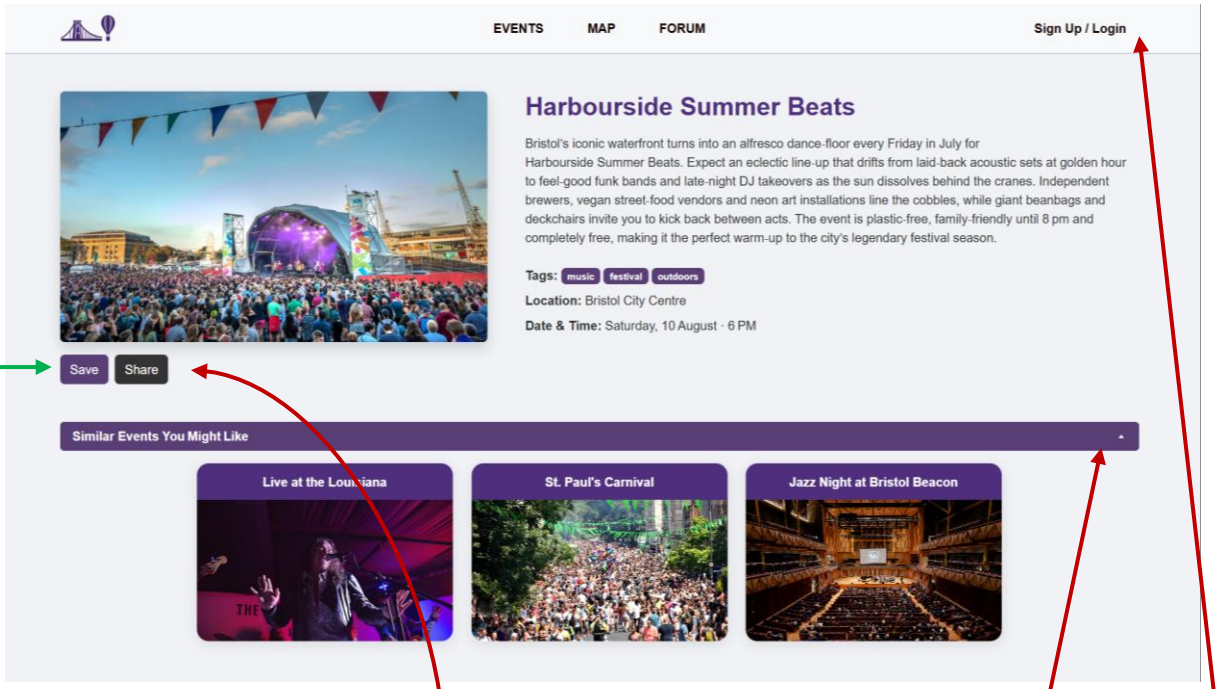
Clicking an event will bring us to the next page, event.html

The event cards are capped to show 8 at a time, clicking "Load more events" will add 8 more each time till completion

This covers H3: User control & freedom. Turning each card into a clear link empowers users to drill in on any item they're interested in

Event Page

Displays comprehensive information about a chosen event featuring a full-width hero image, a rich description, relevant tags, location and date/time. Provides interactive controls to save the event, share it, and explore similar recommendations.

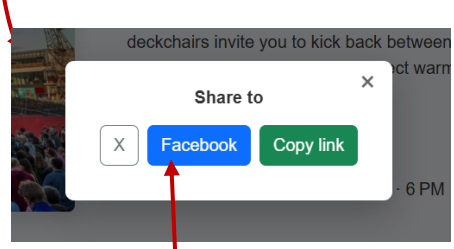


The "Save" button will switch to the "Remove Saved" button if when User is logged in, presses "Save"

This covers H3: User Control & Freedom. Letting the same button flip between Save and Remove Saved gives users a direct, reversible way to manage their itinerary.

We can toggle this selection of similar events that are recommended based on the tags of the event being viewed

This covers H6: Recognition Rather than Recall. Automatically surfacing related events based on tags removes the need for users to remember or re-enter the search term

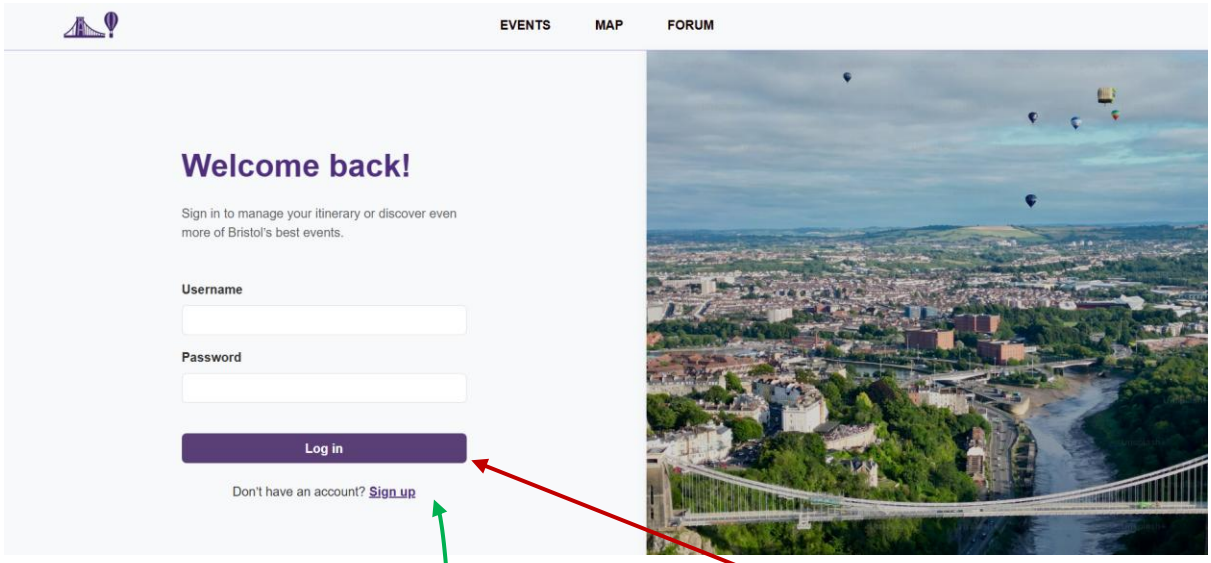


This covers H1: Visibility of System Status. Displaying the buttons in a modal tells users exactly what sharing options are available and that their click triggered a share dialog

Clicking on "Share" will open a selection of 3 buttons

Clicking this will take us to login.html

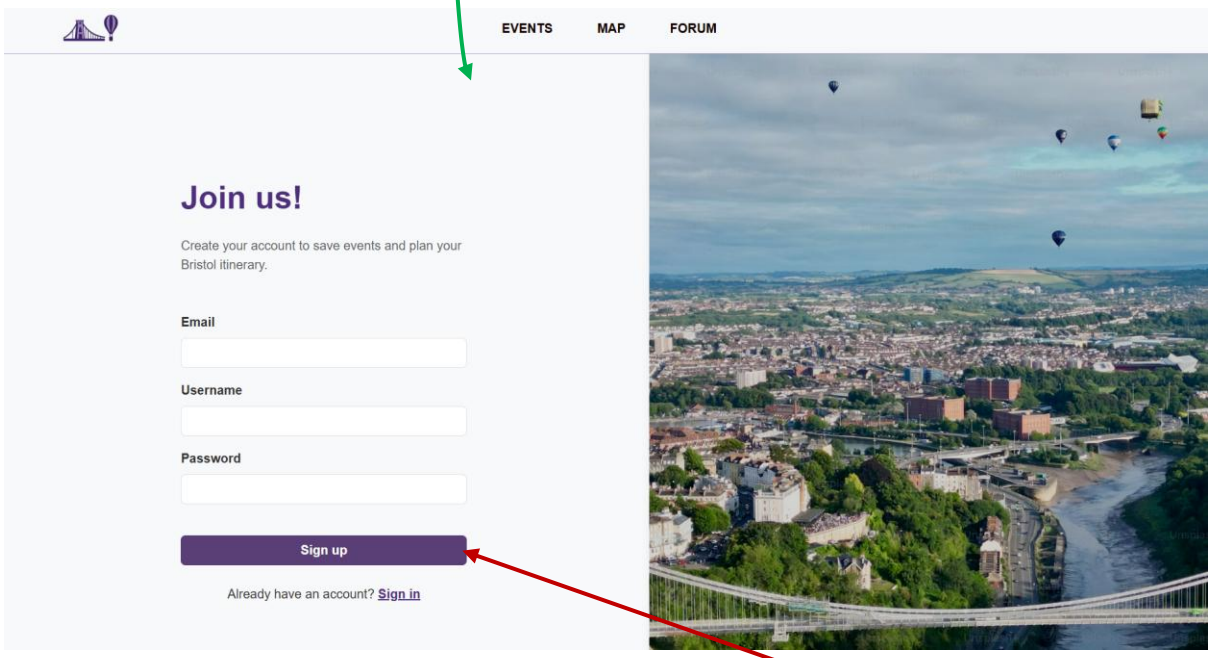
The left pane offers a clear form, either to log in with existing credentials or to sign up with a new username and password, while the right pane displays a full-height hero image of Bristol.



Clicking "Sign up" takes us to signup.html

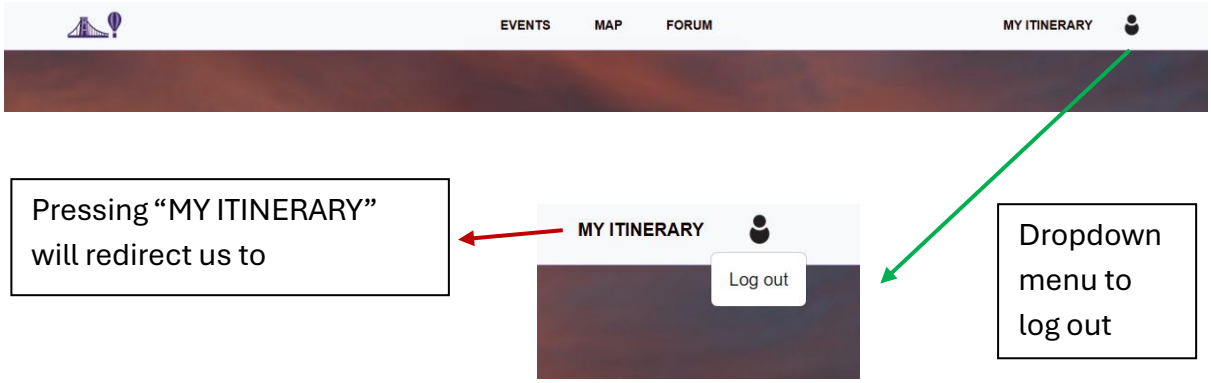
Clicking will submit the form and log the user in

This covers H3: User Control & Freedom. By providing a clearly labelled "Sign up" link right under the login form, users who land on the wrong screen can instantly switch contexts without hitting the Back button.



H4: Consistency & standards, Repeating the same left-form/right-image structure across both pages means users don't have to relearn the page layout

Once clicking "Sign up" or "Log in" we will be redirected to index.html, where we will have two new items

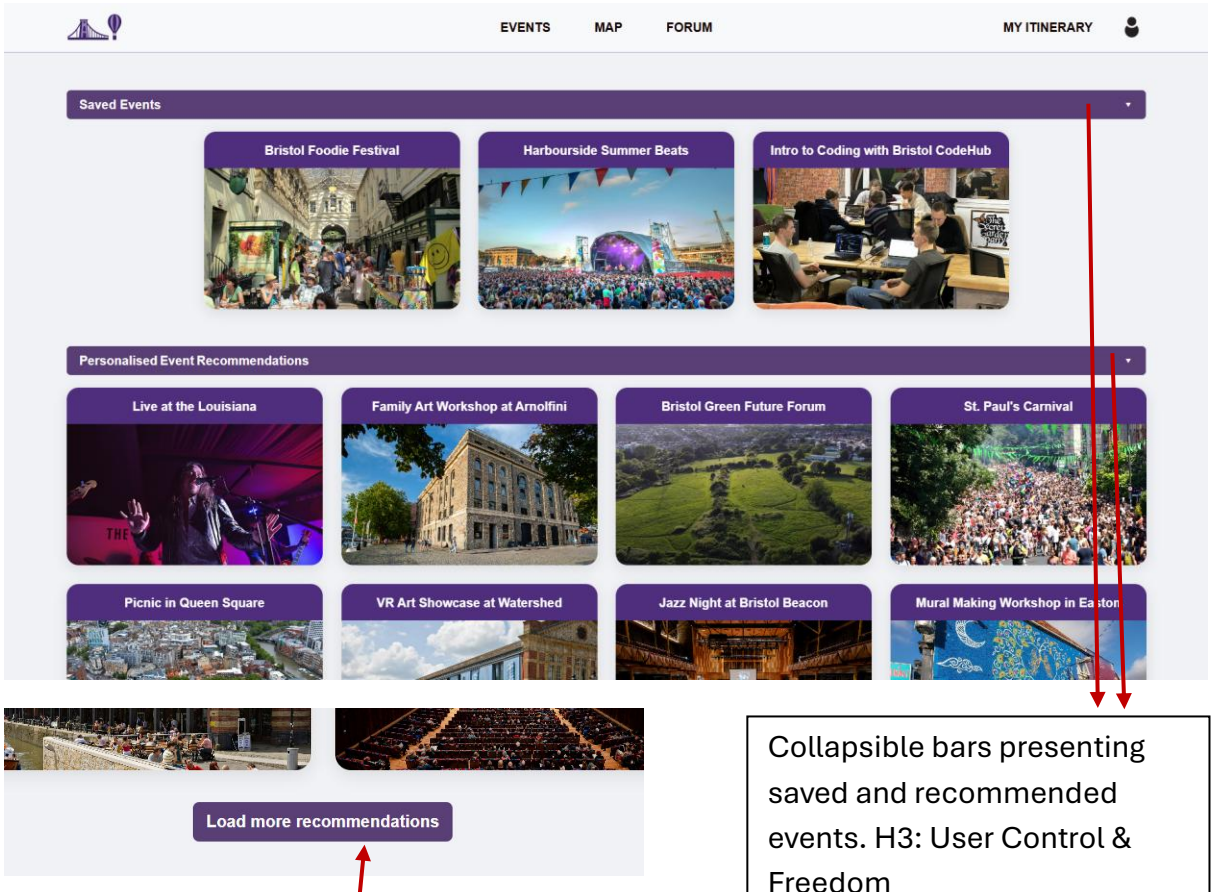


Pressing "MY ITINERARY" will redirect us to

Dropdown menu to log out

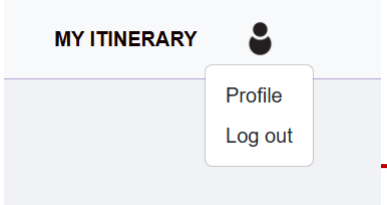
My Itinerary

Provides logged-in users with a view of their weekend plan: a collapsible "Saved Events" section where users can review and manage the events they've bookmarked, and a "Personalised Event Recommendations" section that suggests new events based on saved tags.



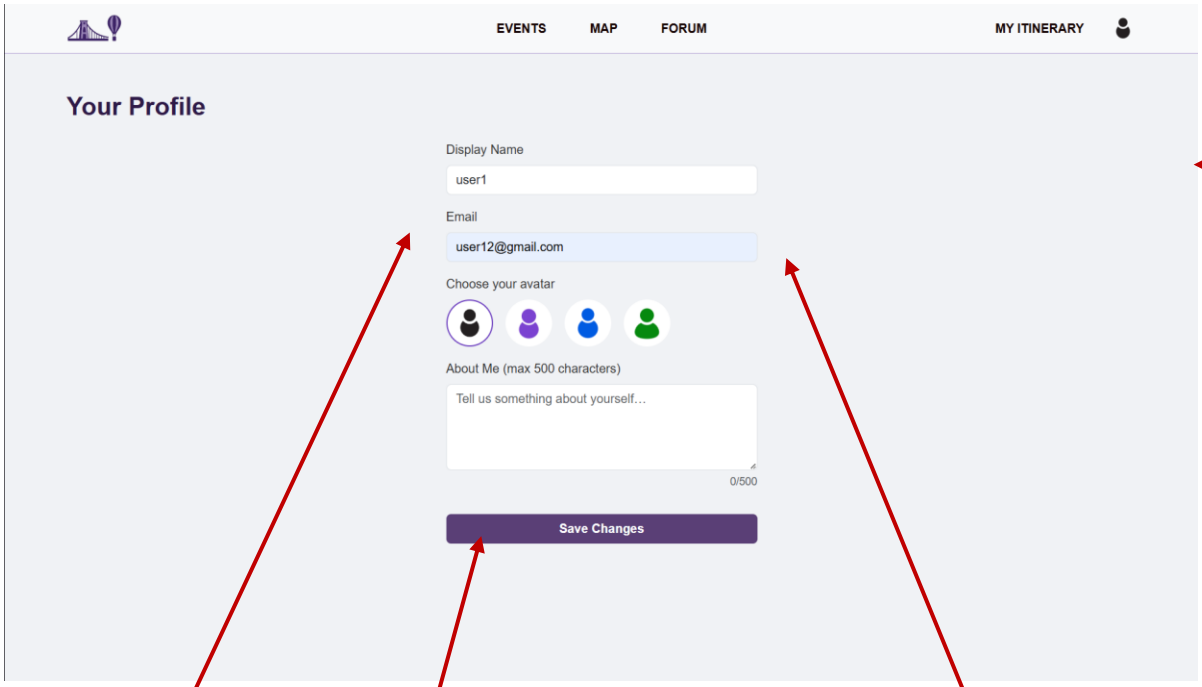
Collapsible bars presenting saved and recommended events. H3: User Control & Freedom

H7: Flexibility & Efficiency of Use. Events are still capped at 8 at a time, so this button exists both for the "Saved Events" and "Personalized Event Recommendations". Casual users face a manageable, not overwhelming, set of cards at first glance, as in index.html



Profile Page

Allows logged-in users to view and edit their personal information in one place, update display name and email, choose an avatar icon, and add a brief "About Me" bio. A clean, form-focused layout ensures changes are quick and intuitive, with a prominent "Save Changes" button to confirm updates.



Saves all changes made in the user's profile

This covers H6: Recognition rather than recall. By showing the current values in each input, users don't have to remember exactly what they entered before

Able to change the Display Name and Email, as well as write a description of yourself. Includes a selection of predetermined avatars

In the future, customization will serve a purpose for social aspects: FORUM

"About Me" text area with 0/500 counter. H5: Error prevention. Displaying "0/500" characters remaining prevents users from over-typing and then getting hit with an error; they know up front exactly how much they can write.

This covers H2: Match between system & real world. Clicking a pictorial avatar closely mirrors choosing an identity icon, users immediately understand that selecting one of these circles will change their profile picture

Heuristic Evaluation and Usability Testing

To evaluate the usability and effectiveness of my high-fidelity prototype, I conducted a Heuristic Evaluation using Nielsen's 10 Heuristics and a Usability Testing session with 5 participants. These participants included a mix of peers and potential end-users who might benefit from the product.

The evaluation was designed to identify usability strengths and potential problem areas within the interface. Each participant provided structured feedback via a Google Form, where they tested core features and reflected on design elements based on the heuristics.

Heuristic Evaluation based on collected results

Participants reviewed the prototype with reference to Nielsen's 10 usability heuristics. They provided qualitative comments and identified both strengths and issues. Severity ratings were assigned to each issue, and suggested fixes were documented. Below is a summary of key findings.

#	Heuristic	Strength	Issue	Severity	Fix	Pg
1	Visibility of system status	Filter button clearly shows whether panel is open or closed. Users appreciated that Save/Unsave alerts provided confirmation of actions, saying it made the interaction feel reliable and immediate	Several users noted filtering and loading had no clear visual feedback. One said, "It just switched quickly." Others wanted a small animation or spinner	2	Add subtle spinner or animation during filtering/loading.	Index
2	Match between system & real world	Labels like "Music" and "Outdoors" were praised as helpful and familiar by most users	A few users were confused by arrow icons: one suggested tooltips or animations to clarify their role	1	Animate panel slide or add hints	Index
3	User control & freedom	Users appreciated being able to save/remove events with clear alerts	Share overlay can't be closed with keyboard (Esc); limits control for some users.	2	Bind Esc key to close the share overlay	Event
4	Consistency & Standards	Buttons were described as bold, responsive, and visually cohesive.	Several noted that "Save" vs. "Remove Saved" had slightly different styles, which caused hesitation.	2	Use the same style for both	Event
5	Error prevention	Users liked the minimal sign-up form and the email error alert.	Many expected a "Confirm Password" field for reassurance when signing up.	2	Add a "Confirm Password" field	Sign Up
6	Recognition rather than recall	Event cards were praised for showing clear images, titles, and tags all in one place.	Some users suggested brief tooltips or hints for filter tag meanings	1	Add tooltips to each checkbox label	Index

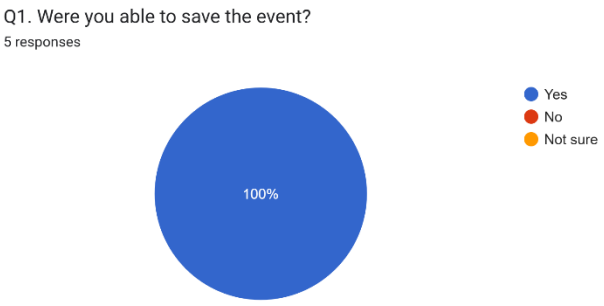
7	Flexibility & efficiency of use	"Load More" button worked instantly without reloads; users found it smooth and efficient				Event
8	Aesthetic & minimalist design	Users loved the clean layout, spacious feel, and calm purple/white theme				Auth pages
9	Help users recognize, diagnose & recover	All users said the email error was shown clearly and immediately				Auth pages
10	Help & documentation	"My Itinerary" label helped users know where saved content lived.	Some users needed onboarding, no tooltips or intro made first-time use less guided	2	Introduce a one-time guided tour overlay on initial login	All

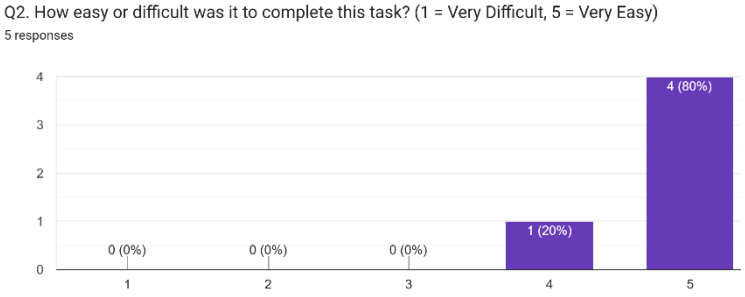
Usability Testing

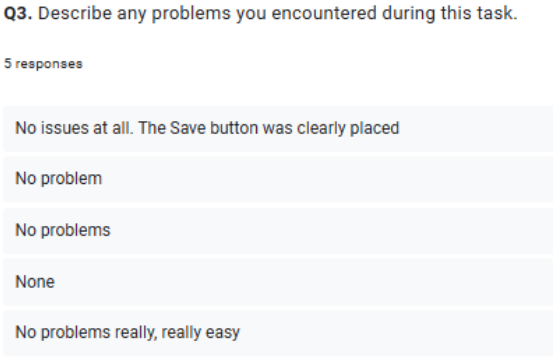
To complement the heuristic evaluation, I ran usability tests using a structured Google Form. The form guided users through common tasks such as saving events, viewing saved events, filtering results, and editing their profile.

Tasks Tested:

- Task 1: Save an event
- Task 2: View saved event in itinerary
- Task 3: Use filter system
- Task 4: Edit profile

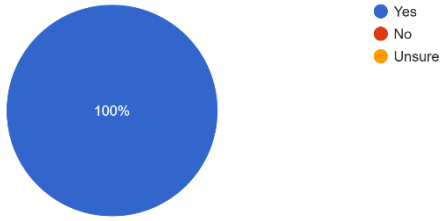






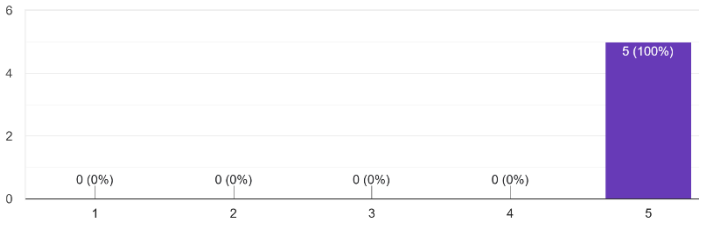
Q4. Were you able to find the saved event in your itinerary?

5 responses



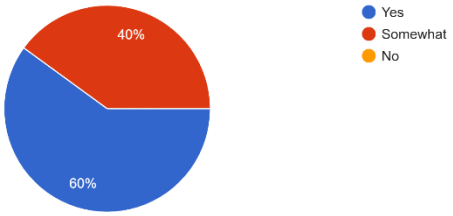
Q5. How clear was the process of getting to the itinerary page? (1–5)

5 responses



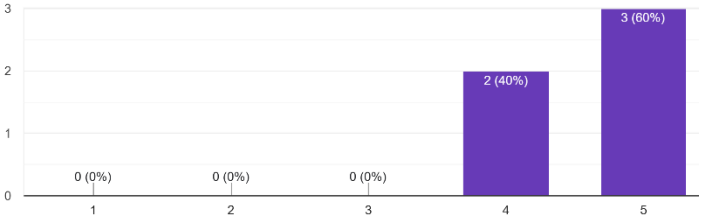
Q6. Were the filter options easy to understand and use?

5 responses



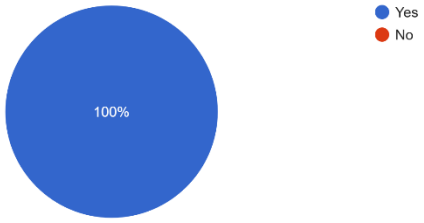
Q7. How clearly did the page update after applying filters? (1 = Not clear, 5 = Very clear)

5 responses



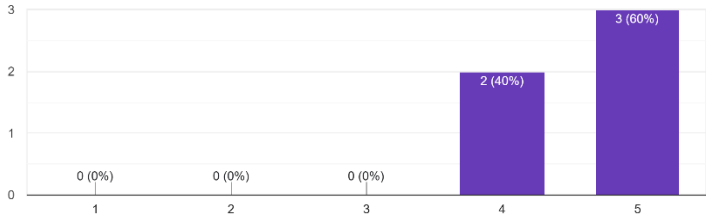
Q8. Were you able to successfully save your profile changes?

5 responses



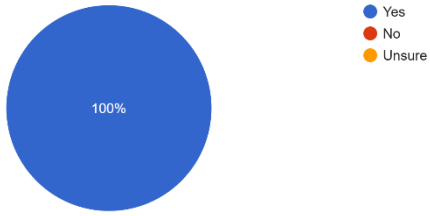
Q10. Ease of Use: How easy was the prototype to use overall? (1–5)

5 responses



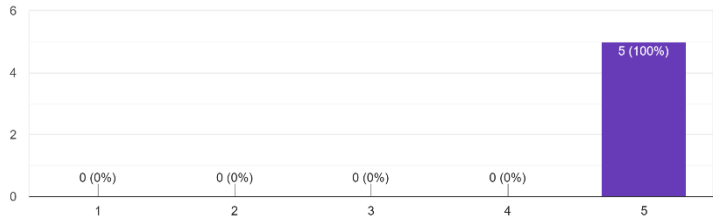
Q9. Did your selected avatar persist after refreshing the page?

5 responses



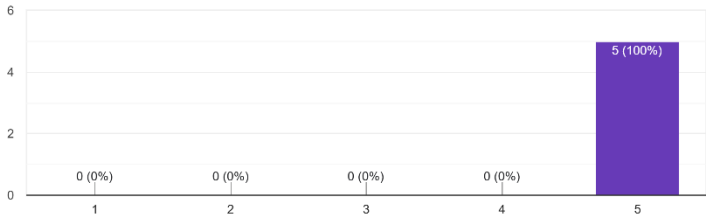
Q11. Navigation: How easy was it to move between different sections (Home, Itinerary, Profile)? (1–5)

5 responses



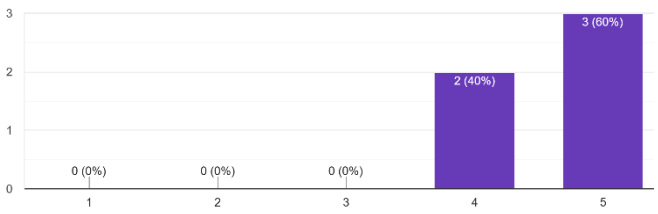
Q12. Visual Design: What did you think of the visual appearance and layout? (1–5)

5 responses



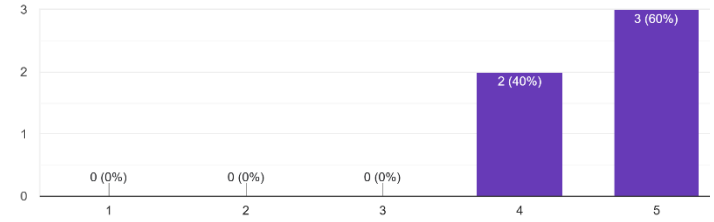
Q13. Feedback: Did the site give clear feedback when performing actions like Save or Remove Saved? (1–5)

5 responses



Q14. Information Clarity: Were labels, buttons, and text easy to understand? (1–5)

5 responses



Quantitative Results:

- 100% of users successfully completed all tasks.
- 80–100% of users rated task difficulty as 5 (Very Easy).
- 100% success rate for profile changes persisting after refresh.
- Navigation, ease of use, and visual design received unanimous top ratings (5/5) from all testers.
- Feedback clarity and information clarity were rated 4 or 5 by all users.

Qualitative Insights:

Below are anonymized quotes from user responses highlighting key strengths and minor concerns:

- "No issues at all. The Save button was clearly placed"
- "Absolutely, "Load More" worked instantly without taking me out of the experience"
- "Yes, everything was labelled clearly. The category tags were especially helpful"
- "Generally consistent, but "Remove Saved" looked different from "Save", made me hesitate briefly"
- "It was fast and worked, but I expected a confirm password field for reassurance"
- "Yes, especially when saving an event. The instant alert made it obvious that my action worked"
- "Mostly yes. Filters could use a tiny loading animation to show something is happening"
- "The text labels were clear, but I was confused by some of the arrow icons, maybe a tooltip or animation would help"
- "Yes, the "Load More" button was convenient and didn't interrupt the flow"
- "Very clean and relaxing. Loved the purple palette"
- "Yes, the error message showed right away when I tested an invalid email"

Feedback and Discussion

The feedback gathered through both the heuristic evaluation and usability testing offered valuable insights into the strengths and minor usability concerns of the prototype. Across both methods, the responses consistently praised the interface for being clean, responsive, and easy to navigate. Users found the visual design calming and effective, with several noting the purple and white palette made content stand out without distraction.

The most common suggestion for improvement was adding a loading animation when filters are applied. While users appreciated the instant switch between results, comments like "Mostly yes. Filters could use a tiny loading animation to show something is happening" indicated a gap in perceived responsiveness. In response, I plan to add a subtle spinner or fade effect during the filtering process.

Another point of feedback concerned consistency. Although the Save/Remove Saved buttons worked reliably, some participants noted: "Generally consistent, but "Remove Saved" looked different from "Save", made me hesitate briefly." Based on this, I will unify the button styles to remove hesitation and reinforce predictable behaviour.

A third issue arose during sign-up. The form functioned correctly and provided helpful email validation, yet several users stated: "I expected a confirm password field for reassurance." Given that trust in form handling is critical, I will include a confirm password input to match user expectations.

Notably, several areas required no change. The "Load More" button was consistently described as seamless and efficient. Event card design and the clarity of the itinerary system all received full scores and positive commentary. These strengths affirm that core user journeys are well-supported by the current prototype.

Conclusion

The Bristol Events prototype successfully implements the original idea of helping short-break visitors explore, save, and manage weekend activities through a clean interface. Through heuristic evaluation and structured usability testing, it became clear that the design met user needs with high satisfaction, especially around discoverability, clarity, and aesthetic cohesion. A few minor improvements, such as loading indicators, style consistency, and enhanced onboarding, have been identified and will be implemented in future iterations. With these refinements, the current prototype could serve as a strong foundation for a fully developed application.