**Guerrilla Usability Testing Summary**

**Testing Process**

I conducted guerrilla usability testing with three participants to evaluate the low-fidelity wireframe of the Taniti tourism website. The focus was on **navigation, clarity, and user expectations** to ensure an intuitive and seamless experience.

**1. Summary of Qualitative Feedback**

| **Feedback Category** | **User Comments** | **Actionable?** |
| --- | --- | --- |
| **Navigation Clarity** | Users found the menu clear but suggested adding a "Book Now" button in the header. | ✅ Yes |
| **Homepage Layout** | Liked the structured sections but suggested emphasizing top activities more. | ✅ Yes |
| **Mobile Optimization** | Users wanted assurance that the site would be mobile-friendly. | ✅ Yes |
| **Call-to-Action (CTA)** | "Plan Your Taniti Adventure Today!" was engaging but could be more prominent. | ✅ Yes |
| **Footer Information** | Users were unsure where to find local emergency contacts. | ✅ Yes |
| **Booking Integration** | Some users expected a dedicated "Book Your Stay" section. | ✅ Yes |
| **Grid vs. Carousel Preference** | One user preferred a **grid for activities** instead of a **carousel**. | ⚠️ Partially (Varies by preference) |

**2. Incorporating Feedback into Design**

| **Issue** | **Improvement Plan** |
| --- | --- |
| **No “Book Now” in Header** | Add a prominent **“Book Now” button** next to navigation. |
| **Emphasize Activities** | Expand **Adventure & Activities** section with larger thumbnails. |
| **Ensure Mobile Optimization** | Prioritize a **responsive design** in the prototype. |
| **Enhance Call-to-Action** | Increase **CTA button size** and move it **higher** in the hero section. |
| **Add Local Emergency Contact Info** | Include a **"Visitor Info"** section in the **footer**. |
| **Dedicated Booking Section** | Introduce a **"Book Your Stay"** page for **lodging & activities**. |
| **Grid vs. Carousel for Activities** | Default to **grid view** but allow users to toggle to a **carousel**. |