

USABILITY STUDY – STUDENT HOUSING SITE

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STUDY

PARTICIPANT 1

1. Done.
2. user was able to successfully navigate around the site, but had some confusion about how to get back to the home page
3. They liked the images, but were hoping for more images.
4. Found pricing, didn't have any concerns
5. Skipped
6. **Observations:** They thought the site looked great
7. Done

PARTICIPANT 2

1. Done
2. User was able to navigate around the site
3. Images were good, wanted to see more images
4. Found pricing, noticed a \$ was missing
5. Skipped
6. **Observations:** Thought the site was good, but noticed that the address formatting was off in the bottom bar, which caused them some confusion
7. Done

PARTICIPANT 3

1. Done
2. User was able to navigate around the site, but was confused by the "read more" buttons on Private Rooms, Clubhouse, and Hot Tubs under "Amenities" on the main page.
3. Images were good, wanted to see more of them
4. Found pricing fine
5. Skipped – But noticed the Contact Us form was in a different language.
6. **Observations:** Everything looked good other then the read more buttons didn't seem to be working
7. Done

OVERALL OBSERVATIONS

The site seems well done, everyone liked it. They just wanted a little more content and found a few links that didn't work like they thought they would.

RECOMMENDATIONS

1. The Contact me placeholder text should match the same language as the rest of the site
2. Spacing on the addresses in the footer needs to be fixed (caused some confusion)
3. Private Rooms/Hot Tubs/Clubhouse should take you to the correct place on the page
4. Make the site logo ("The Ridge" on the main navigation bar) clickable to take you to the home page
5. Add more photos to the galleries if possible