# Guerrilla Usability Testing Feedback Summary

I used the attached wireframes and did guerrilla usability testing with 3 individuals.

Summary

All three testers indicated that they would like more pictures. I explained each time this was a wireframe and no pictures are present but will be where indicated in the wireframe. They all expressed feedback that they would like an island theme with sky blue colors and perhaps a beach themed website. None of the users noticed the search in top menu.

Tester 1 indicated they wanted to know more about hiking. They eventually made the connection that they could view the “Explore the Rainforest” page but it was not clear at first. Tester 1 also was not interested in many options like the Volcano.

Tester 2 wanted a clearer FAQ page. They said it wasn’t formatted in a logical manner. They also expressed the need for lots of pictures and a beach theme.

Tester 3 indicated that they wanted to know dining options based on meal (breakfast, lunch, and dinner) and not necessarily type of food. They also wanted more pictures and an easier to understand FAQ page.

## Incorporating Feedback

This user testing was invaluable to the high fidelity design. I will be able to take this feedback and add in the following:

1. Lots of pictures
2. A beach theme
3. An improved FAQ page that is more logical
4. An updated activities page that explicitly lists the type of activity (hiking, biking, etc.)
5. An updated dining page with type of meal (breakfast, lunch, dinner) listed.