**User Interviews Notes and Reflection**

*Sanika Jain*

**Notes**

**Alisha:**

* Found the website intuitive and easy to navigate.
* Located operating hours under the "Visit" tab without difficulty.
* Found ticket prices and group rates in the "Hours and Fares" section.
* Located the informational video under the "Media" tab.
* Initially checked the "Attractions" tab for group bookings before finding it under "Visit."
* Found membership information under "Get Involved."
* Suggested adding social media links or more external references for additional information.

**Catherine:**

* Easily located operating hours under "Visit" > "Hours and Fares."
* Found ticket prices and group rates in the same section.
* Identified the informational video under the "Media" tab with an embedded YouTube link.
* Found group booking information under "Tours/Group Bookings."
* Located membership information under "Get Involved."
* Appreciated the clear spacing and structure of the website.
* Found the website accessible, even for those unfamiliar with web navigation.

**Sheri:**

* Found operating hours in the website footer instead of under "Visit."
* Located ticket prices and group rates under "Visit."
* Found the informational video under "Media."
* Found group booking options under "Tours/Group Bookings" but suggested making the booking link more prominent (e.g., turning it into a button).
* Located membership details under "Get Involved."

**Reflection**

User testing demonstrated that the website is largely intuitive and easy to navigate. However, three key design changes were made based on feedback:

1. The booking link for group tours was converted into a prominent button to make it more noticeable, addressing Sheri's feedback.
2. A section for social media links and additional references was incorporated in the footer, responding to Alisha's suggestion.
3. While two of the users I interviewed found the operating hours under "Visit," Sheri checked the footer first. To improve accessibility, I reorganized the footer for more clarity.

With more time, further improvements could include adding a search bar for faster access to information, incorporating more visual elements (such as icons or images) to distinguish different sections, and creating a mobile version for smoother navigation.