

Assignment07

SONG Xuyan 1155148730 NewMedia

1.Problem statement

After adjusting the previous proposal, I plan to develop a tourism website on Hong Kong's natural scenery

- Pain points

After a lot of searching, there is no such kind of natural scenery tourism website for a specific area on the Internet, and the information of the traditional comprehensive tourism website is too general, which often makes it difficult for users to find the specific information they want.

- Need

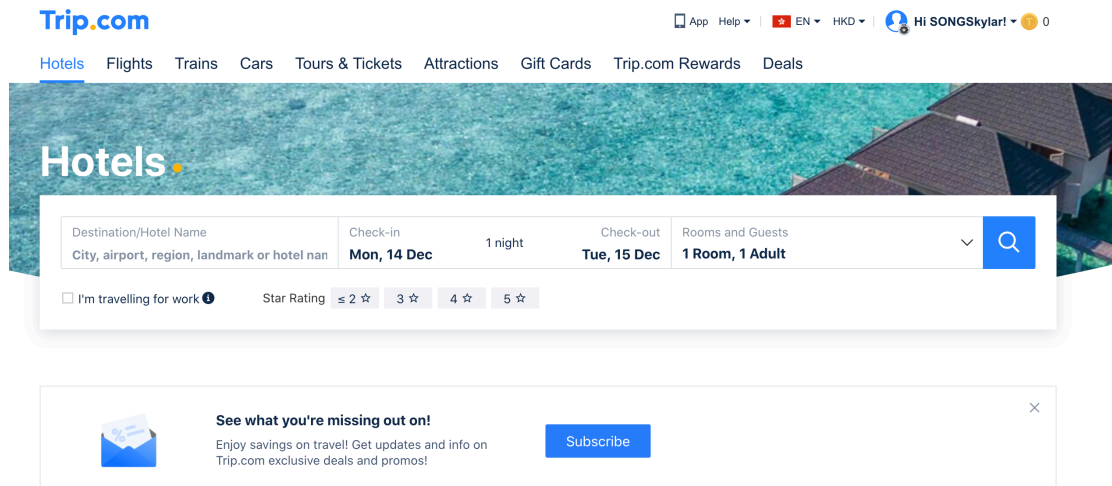
Due to the impact of COVID-19, many indoor play plans for Hong Kong citizens and Hong Kong tourists have been cancelled. It is necessary to maintain social distance and avoid crowds as much as possible. At this time, it is natural for many people to leave urban areas and walk into the city. Reduce the possibility of close communication with others.

- Objective

- 1) Through the development of this website, an attempt was made to promote and publicize the natural scenery of Hong Kong, which covers 60% of the mountain area.
- 2) Cooperate with independent tour guides and travel agencies to create new consumption in times of economic downturn.

- 3) Establishing an organization for trekking and climbing enthusiasts in Hong Kong can provide them with small communities or other help.

2. Usability test of Ctrip



The screenshot shows the Trip.com website header with navigation links: Hotels, Flights, Trains, Cars, Tours & Tickets, Attractions, Gift Cards, Trip.com Rewards, and Deals. The main search bar is titled "Hotels" and contains the following fields:

- Destination/Hotel Name: City, airport, region, landmark or hotel name
- Check-in: Mon, 14 Dec
- Check-out: Tue, 15 Dec
- Rooms and Guests: 1 Room, 1 Adult

Below the search bar, there is a checkbox for "I'm travelling for work" and a "Star Rating" filter with options: ≤ 2 stars, 3 stars, 4 stars, and 5 stars. A blue search button is located to the right of the search bar.

Below the search bar, there is a promotional banner that says "See what you're missing out on!" with a "Subscribe" button. The banner text reads: "Enjoy savings on travel! Get updates and info on Trip.com exclusive deals and promos!"

USABILITY TEST PLAN DASHBOARD

AUTHOR		CONTACT DETAILS		FINAL DATE FOR COMMENTS	
SONG Xuyan				2020.11.05	
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? Ctrip travel website	TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? The goal is to test how many steps it takes for users to add the attractions they want to their favorites and plan for travel.	PARTICIPANTS How many participants will be recruited? What are their key characteristics? 5 Close family members, including middle-aged and young people	TEST TASKS What are the test tasks? Successfully found a designated attraction on the Ctrip.com website and added it to my favorite list for planning the next trip	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? NONE	LOCATION & DATES Where and when will the test take place? When and how will the results be shared? Test at home on weekends
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? Competitive product testing	What is the most important information for the target user? What do users expect to see on the next page?	EQUIPMENT What equipment is required? How will you record the data? Watching in real life, recording with smartphone's camera			
PROCEDURE What are the main steps in the test procedure? <div> <div>Log in to the personal Ctrip</div> <div>Switch positioning to Hong Kong;</div> <div>Find tourist attractions;</div> <div>Choose the branch of the park;</div> <div>Find Hong Kong Ocean Park</div> <div>Add it to a private favorite list.</div> </div>					

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● Test process and usability satisfaction

Tester No. 1:

Characteristic: Male, middle-aged, unfamiliar with the Internet

Test result: failed;

Test process: In the sixth step-adding personal favorites, I don't know that

"Little Red Heart" represents "favorites"

Time used: 2'20

Tester No. 2:

Characteristic: Female, middle-aged, basically familiar with the Internet

Test result: failed;

Test process: I don't know how to give the computer access to the background location when I locate Hong Kong

Time used: 1'19

Tester No. 3:

Characteristic: Women, youth, use mobile phones more than web pages

Test result: successful

Test process: When looking for the "park" button, swipe the page repeatedly to find

Time used: 1'10

Tester No. 4:

Characteristic: Women, teenagers, skilled use of travel websites

Test result: successful

Test process: very smooth and skilled

Time used: 0'45

Tester No. 5:

Characteristic: Men, teenagers, do not follow travel websites

Test result: successful

Test process: every page loads slowly, maybe the tester's computer is overloaded

Time used: 1'57

● **Result analysis and summary**

1. Regardless of whether the operation is smooth or not, the testers generally think that it takes six steps to click from the landing page to successfully adding an attraction to the personal list. It is too troublesome;

2. For middle-aged users, when the mouse cursor is over, the system needs to prompt some specific meanings of shapes, for example, "love" means "add to favorites";

3. Testers generally indicated that the continuity of the buttons on each page is not very strong, and each time they click to enter a new interface, they are very different from what they expected;

4. The information about a particular classic is too simple, and user comments are not very close to the date

5. Tester 5 suggested that all functions should be concentrated in the keyword search bar of the landing page. He said that repeated classification and search consumed his patience.