

Assignment08

SONG Xuyan 1155148730 NewMedia

1.Improvement comparison with competing website "Ctrip"

- Add a conspicuous search bar to the navigation bar to facilitate users to search directly through keywords
- Compared with the Ctrip website, the functional coverage is more focused, and the landing page directly presents the introduction and classification of the natural scenery of Hong Kong
- Reduce the journey from the landing page to the specific park from 6 steps to 2 steps
- The interactive link is added to the text in Ctrip. In the usability test, the tester said that the page has too much text and it is not convenient to locate the click location. Therefore, when designing the web page, all the interactive operations are specifically handed over to the bright green button.

2. Usability test of Prototype

USABILITY TEST PLAN DASHBOARD

AUTHOR SONG Xuyan		CONTACT DETAILS		FINAL DATE FOR COMMENTS 2020.11.7	
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? Figma low fidelity Prototype		TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? Figma low fidelity Prototype Does the user think the screen is clear and beautiful? Are there any branches that can be added to the structure? Is the color matching reasonable?		RESPONSIBILITIES Who is involved in the test and what are their responsibilities? NONE	
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? Check the basic issues of the frame layout, provide reference for future optimization design		PARTICIPANTS How many participants will be recruited? What are their key characteristics? 5 Close family and friends, including middle-aged and young people		TEST TASKS What are the test tasks? Test whether the user can clearly know the structure of this website and where he should go if he wants to retrieve information	
		EQUIPMENT What equipment is required? How will you record the data? Need a computer; record with a smartphone		LOCATION & DATES Where and when will the test take place? When and how will the results be shared? Test at home on weekends	
PROCEDURE What are the main steps in the test procedure?					
<div> <div>Click on the landing page</div> <div>Browse overall page information</div> <div>Find buttons that can be interacted</div> <div>Click on the page of the park</div> <div></div> <div></div> </div>					

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● Test process and usability satisfaction

Tester No. 1:

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

Test process: hovering in the navigation bar for a long time, spending a long time locating the interactive button

Test result: successful

Time used: 1'02

Tester No. 2:

Characteristic: female, old age, poor eyesight

Test process: click on the wrong page and don't know how to return to the landing page

Test result: failed

Time used: 3'44

Tester No. 3:

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

Test process: subconsciously input in the search bar, and realize that there is a quick click button after failure

Test result: successful

Time used: 0'53

Tester No. 4:

Characteristic: male, youth, college student

Test process: quickly locate each category and directly click into the correct position

Test result: successful

Time used: 0'23

Tester No. 5:

Characteristic: female, youth, travel expert

Test process: stay on the login page for a long time to observe the entire

layout, and then click into the correct position

Test result: successful

Time used: 0'50

● **Result analysis and improvement**

1. In total there are 4 successes and one failure. The reason is that I only designed the link from the landing page to the branch page without a clearly marked back button, which caused trouble for middle-aged and elderly people who do not use "ESC". Need to add back links to help users smoothly realize the convenient jump between each page.

2. When the user has a clear goal, and the search bar and buttons appear on the page at the same time, a large number of users will subconsciously search directly in the search bar instead of choosing among several buttons.

3. The hyperlinked part should be clearly different from other static content, otherwise some users may think that the image cannot be clicked and miss the key step.

4. Gray and green are not a good match. Although both are relatively fresh and not oppressive colors, there will be a feeling of instability. It is recommended to change the gray to a darker color.

5. The screen of Contact is too much. You can add a separate page of Contact content and explain it in detail. The Contact in the footer of each page should be as small as possible.

6. There are too few types of branches at the moment, in addition to the introduction of specific natural attractions, some informative and interesting information can be added