Guerrilla Testing

1. The feedback I received on the first usability task was the website navigation was usable and made it easy for users to recognize where they are at. All three testers agreed that the placement of the contact button made sense but suggested I added a contact button on the homepage or maybe as part of the footer. Once more they mostly agreed the layout and navigation was user-friendly. I did receive some mixed feedback on the placement of the activities under the attractions page. Although it made sense in the end they mentioned it might confuse users. Overall most of the feedback I received was actionable and they agreed the wire-frames design was user-friendly and simplistic which was my goal when creating the mock-up.

2. From the feedback I received, I plan on adding a footer to the website and expanding the attractions menu link to a drop-down that displays sub-categories such as restaurants and activities. I will also add images and replace all the placeholder text. I will take into consideration Mathew’s suggestion to make the menu buttons darker depending on the contrast with the background image that will be behind the navigation bar. On the attractions page, I will replace the contact us button text with something that makes sense on that page so I do not confuse users.