**Qualitive Test Using Wireframe**

To see how visitors will actually use my site, I conducted a five users usability study with the wireframes of my website. I invited five volunteers who are in accordance with my target audience to accomplish the usability test. Those “users” are all young females at their early twenties and have the experience of watching Disney princess movies.

In order to get better insight into my website design and identify the majority of my usability issues, I divide testing sessions into testing phase and post-testing phase, with two questions for the first phase and another three for the second phase. Below are the questions:

**Testing Questions:**

Q1. What do you think the website is about?

Q2. Is it easy or difficult to navigate?

Q3. Is the layout clear enough? If not, which part confuses you?

**Post-Testing Questions:**

Q4. Which part do you think need to be improved?

Q5. Are there any other functions or contents you expect to see on this website?

I conducted the test with a computer to imitate the real user flow, and let my volunteers move mouse around as what they would do in a normal website. In addition, before starting the test, I told the participants that I would record a screencast just for my own review, so they didn’t need to be pressured, and all they need to do was to tell the truth about their genuine feelings. Table below shows the summaries of five users’ feedback.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | User1 | User2 | User3 | User4 | User5 |
| Q1 | Disney princess | Disney princess | Disney princess | Disney princess | Disney princess |
| Q2 | Easy | Easy | Easy | Easy | Easy |
| Q3 | Yes | Yes | Yes | Yes | Yes |
| Q4 | lack initial overview | / | / | needless banner for theme park | / |
| Q5 | vote for princess | latest news of princess | selfie using princess filters | tour guides for theme parks | / |

*Table 1. Questions and Feedback*

As is shown in Table 1, all the five participants gave the same answers to Q1, Q2 and Q3 questioned during the testing phase, which could basically validate a straightforward topic, simple navigation and clear layout of my website. In terms of two post-testing questions, five users offered valuable comments and recommendations from diverse perspectives to the site.

User1 pointed out that the website lacked an overview at the very beginning, which made her confused before opening the following pages, hence I added a group of navigation buttons to the entry page. User2 and user3 separately told me their expectations for my website, which were latest news of princess and selfie function using princess filters. As for latest news, I agreed with user2 and rethought my contents arrangement, then, I changed the banner in homepage from simple carousel style photos to images with latest news. Actually, I was also interested in the proposal of selfie function, but it was beyond my ability, so I had to put it aside. User4 argued that the huge banner in theme park page is unnecessary as the map below seemed to be more important, besides, she suggested me to add a tour guides section. I thought her suggestion was rational because tour guides could coordinate well with the map. As to user5, the only problem she referred to was that a simple black-white wireframe couldn’t display the authentic effect, which would be solved when the website has been established practically.

After summarizing all my findings through the usability test process, I prioritized the recommendations based on those findings and made a new version of my website wireframe. Figures above are the modified version.