

Notes from Guerilla Testing

Topic	Comment	Actionable
Navigation Bar	The navigation bar at the top is standard and the first place that the user looks when trying to figure out where to go next	Keep the top navigation bar
Navigation Bar	The wording in the navigation bar is too long in certain places, such as "Plan Your Trip". The user thought that clicking this would bring them to some sort of planning wizard, when in reality it just leads to informational pages.	Update the navigation bar name from "Plan Your Trip" to "Information"
Home Page	It feels overwhelming to have a lot of the same links on the Home page body as in the navigation bar.	Merge together the Home page and "About Taniti" page
About Taniti Page	This page feels old-fashioned and unnecessary. Maybe it would be better to have some of the information from this page be on the actual Home page?	Merge together the Home page and "About Taniti" page
Checkout Process	The checkout process feels pretty bare bones. It doesn't even ask the user for an email address, which feels unrealistic.	Format the payment information section in a more modern way. Collect the email address for payment confirmation.
Airfare Information	The user was confused about where to find information about the different airlines that could be used to get to Taniti. They thought that it might be under "Transportation" but eventually found it in the "Getting Here" section.	The distinction would probably be more clear if it was easier to find the "Getting Here" information.
Booking Lodging	The testing process exposed an issue with the wireframe flow. Currently, there is no way to search for lodging overall and book; it is only possible from a specific lodging page.	Will try adding the date filters to the overall Lodging search. This means that there is a unified way to search for lodging and book directly from that.
Booking Lodging	The user was confused by the option to search for lodging in multiple places. They thought that it would make more sense to have the date search show up as another filter criteria.	

Find Lodging	The option to search for “number of quests” is confusing and doesn’t actually impact the search results.	Get rid of this option and just focus on the dates.
Home Page	It feels confusing and overwhelming to have the navigation bar and widgets in the body have the exact same wording (“Plan Your Trip”, etc.) It might be better to use more flavor text for this and then only have the button say the name of the page.	Modify the widgets to include more flavor text.
Activities	The filters for activities seem too broad. The user would expect to see some more subcategories to help with searching.	Review the filter criteria and see if there is a way to further define with subcategories.
Activities	The information on the Activities page seems lacking. They would expect to see things like hours of operation, contact info, link to the website, etc.	Update the template for the activities pages to include more information such as contact information, hours of operation, maps, link to website.
Plan Your Trip page	It feels unnecessary to have to open up whole other pages to get more information. The Plan Your Trip page ends up just being a landing page.	Consolidate the information from the Plan Your Trip page links into one page instead.
Plan Your Trip page	The banner image at the top of the Plan Your Trip page feels excessive. The actual information is more hidden and it takes longer to actually see what they’re looking for.	Get rid of the banner image on this page and just focus on the information. Can use smaller images if applicable.
Getting Here page	There are redundant calls-to-action to get back to the other pages. This feels confusing and seems like it could turn into an endless loop.	Get rid of the links to other pages from the Getting Here information.
Book Now	There is no distinction for the different room options available. The user would like to see more information quickly, such as pricing, features and quality.	Update the visual style of the room information to include features, pricing level.
Filtering Search Results	There needs to be some sort of visual indication that the search results are getting narrowed down when choosing filters. Maybe include a button at the bottom to apply the filters?	I agree that the feedback is correct, but I don’t like the suggested implementation. I think, instead I would show a number of results which updates when you add filters.

		I would want the filters to apply in real-time rather than have the user need to manually click a button to apply.
Room Selection	The user would want to be able to click on the room thumbnail and see a larger image of the room before deciding to add it to the cart.	Have a popup when clicking on the thumbnail that would provide more images and in-depth information about the rooms.
Checkout Process	The user wants to have some sort of guarantee about refunds/cancellations before deciding to move forward with the purchase.	Include disclaimer information about the refund/cancellation policy on the information for each lodging option.
Checkout Process	The user was expecting to enter in their name first, before the card details.	Include the name as the first fillable field in checkout.
Order Confirmation	The user was expecting to see an option to either print a copy of their confirmation or email it. Since we're also not gathering the email address currently, there is no option to email.	Should gather the email address as part of the checkout process and include a message about automatically receiving an email confirmation once the order is complete.
Booking Process	The user wants some sort of visual indication that they've successfully added rooms to their cart. They suggested the possibility of using a "Continue Shopping? Or "Proceed to Checkout" button each time you add a room to the cart.	I don't think I want to require the user to confirm if they want to continue shopping or not each time they add something. I think a good compromise would be to update the cart icon to include a number showing how many items are currently in there.