

User Testing

Links:

1. https://drive.google.com/file/d/1dbeBDu8nWxe8Qx1IcYjsiguR71uNbNZd/view?usp=drive_link
2. <https://drive.google.com/file/d/1MKezCsYzpJw5tTaFtbPngHQj-6BdTJ0m/view?usp=sharing>

Notes:

- User 1:
 - Social media icons are easy to find
 - Noticed social media icons were clickable
 - Video is obvious on the home page
 - Booking page instructions are clear
 - Not that many images to see
 - Bigger font
- User 2:
 - Confused baked goods page with seasonal
 - Liked the images on the seasonal page
 - Interacted with the video smoothly, noticed the duration
 - Noticed social media icons were clickable

Results:

Overall, my users had a positive experience navigating the website, expressing ease in locating various tabs and elements. Neither of them hesitated throughout the process. One user also found two different places that indicated the location of Say It With Sweets. Both users suggested that more images were included, especially for the seasonal page as it is unclear how the seasons relate to the baked goods.

Changes:

I implemented three changes, firstly, I improved navigation clarity by highlighting the current tab on the navigation bar. I also increased the font size of the paragraph content, ensuring that information is more accessible and easier to engage with. Lastly, I enriched the Seasonal page by expanding the carousel to include one image per season. Given more time, I would add additional image carousels to the baked goods pages, providing users with more visuals of all the offerings. Additionally, I would elevate the functionality of the Google Maps API by including a feature that allows users to generate routes from their current location to Say It With Sweets. Moreover, I would customize the marker color of the user's location on the map to offer a more personalized experience.