

Testing Report

Usability Testing

Scenario 1: Login

Click: 2

Scroll: 0

Input: 2 (Username, Password)

Time: 18 s

Scenario 2: Search for Guides

Click: 2

Scroll: 2

Input: 4 (Destination, Time x 2, Number of Travelers)

Time: 1 min 28 s

Scenario 3: Book Everything

Click: 5

Scroll: 2

Input: 13 (Payment Information)

Time: 6 min 33 s

Scenario 4: Write a Guide & Review

Click: 5

Scroll: 1

Input: 2 (Guide, Comment)

Time: 20 min

UX Test Method

Method 1: Desirability Studies

We asked 10 volunteers to complete the survey of the two designs of the web app.

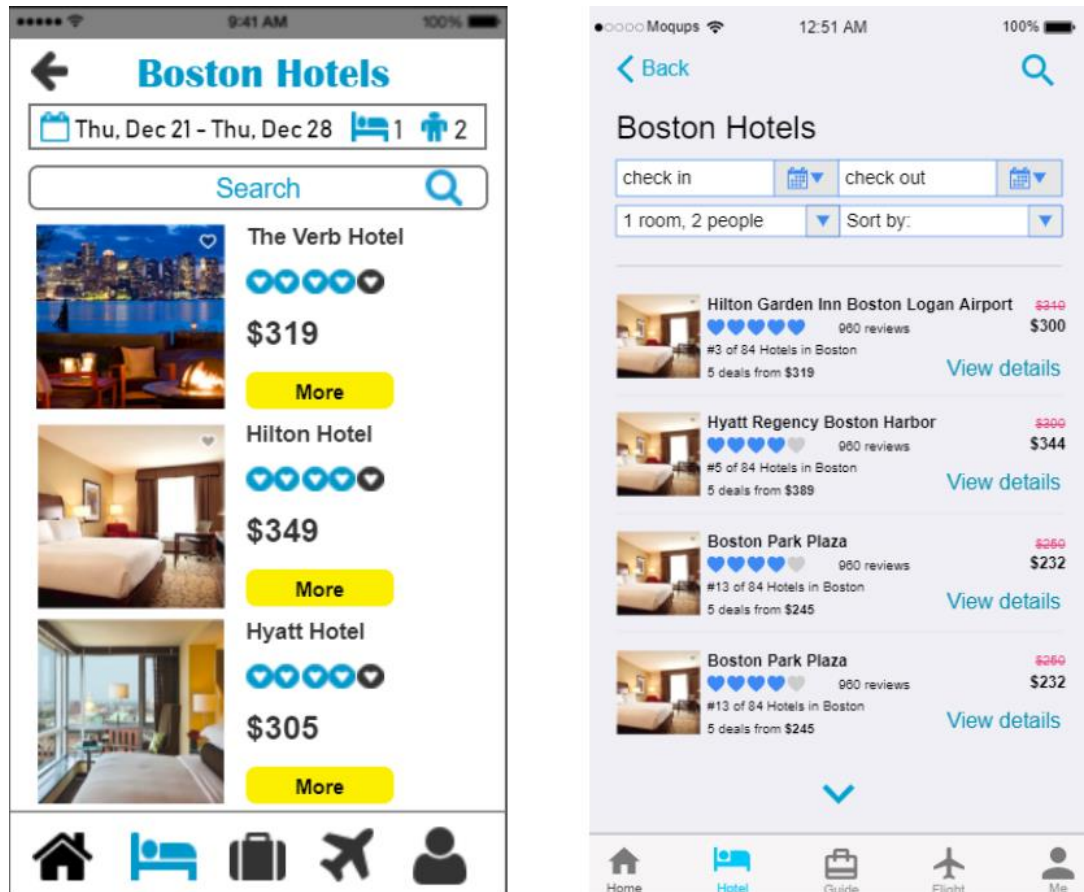


Diagram 1 Designs

1. Which design shows the information you need?

A. First B. Second

2. Which is concise?

A. First B. Second

3. Which is useful?

A. First B. Second

4. Which is less confusing?

A. First B. Second

5. Which one do you prefer?

A. First B. Second

The answers include 38 As and 12 Bs, which shows the conclusion that the first design (our new design in axure) is a better design for customers.

Method 2: Usability Benchmarking

1. We have Periodic usability study plan.
2. Registered users are identified for study.
3. Users received a \$100 coupon for their activation in the study.
4. We have created several scenarios for users, like search a guide, then book everything and write a review.
5. We made a matrix to train the users in study.
6. We analyzed the test result, and made improvements based on the study result.

Method 3: Usability Lab Study

1. We gathered 10 people in our lab.
2. We let the users to book a hotel, and pay for it.
3. Users used 5 clicks to finish this process.
4. Users find it is easy to use.

Method 4: Customer Feedback

1. We provide several ways for users to send feedback to Travel Monkey.
2. We have a link in the footer to send feedback.
3. We have a feedback form.
4. We have a customer feedback Email to gather feedbacks.

Method 5: Customer Surveys

We made a survey for users to complete.

Questions

2. How easy was it to complete this task?



4. Based on your experience with this website today, how likely would you be to recommend it to others?

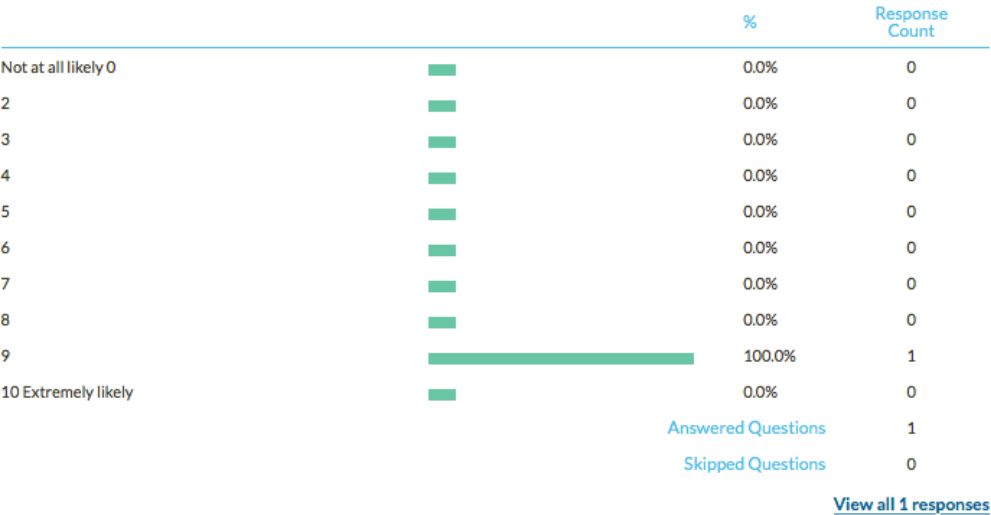


Diagram 2 Email Survey