

Zeit Usability Testing

Usability Test Findings

Summary Test Findings: Patterns

Only one task was not completed by one user, that user completed the other two tasks. Four users completed all three tasks given. However, there was a pattern of pain points discovered between all users completing those tasks.

- Did not know to scroll down for content on homepage and trip page when only hero image appeared without seeing content below
- Were confused by date selection in main navigation
- Did not understand why they had to do two date inputs on separate screens
- 3 out of 5 users were resistant to searching by "Time Period" and preferred "Popular Packages"
- Anticipated trip itinerary details on trip selection page. Did not want to select "Book Now" CTA before reading
- Confused by location of global search bar
- No one scrolled down on home page, everyone went to book a trip through main navigation

Observations

Participant 1

- Kept trying "Popular Packages" and search bar even when it didn't work left Book a Trip drop down card, did not ever try "Time Period"
- Did not complete task one to find a dinosaur trip
- Task 2 and 3 wanted to search via date range but still did not want to search "Time Period"
- Reluctantly searched "Time Period" then was hesitant and tried to go back when saw time periods listed, eventually selected Prehistory and wanted to press search without using date criteria or "I'm Flexible"
- On the trip page could not find trip itinerary details at first, and kept selecting image and trip title. Eventually selected "Book Trip" CTA and completed task to find trip itinerary

- By the third task to book a Trip with exact dates she was familiar and completed the task smoothly without hiccups

Feedback from Participant 1

- She would have preferred to click Trip Title or image to see itinerary details
- "I feel like Book Trip means I'm locked in before I can even read about the trip."
- "I would never search by Time Period category. I liked Popular Packages because it seems like those are trips other people like because it says `Popular`."

Participant 2

- Selected "Time Period" and "Prehistory" when looking for dinosaur trip but wanted to press search button in search bar instead of going to date range or "I'm Flexible"
- Did not know to scroll down once she got to Trip page because she did not see content after header
- Wanted to press ellipse to read more details about trip not trip title or image
- Thought trip details drop down button was just an arrow pointing to History of Destination section, eventually on 2nd task opened trip itinerary and was surprised
- Was confused why she put in dates twice in main search card and when selecting trip on trip details page
- Did not know trips that popped up were available or not. She thought some might be sold out.

Feedback from Participant 2

- "I was really confused by the search bar because of where it was located, I wasn't sure if I needed to input another detail and then search."
- "I wanted to see the trip itinerary when I clicked on the ellipsis because selecting 'book trip' is a little premature I think. I didn't know if I wanted to book yet."
- "I would have wanted more information, like is the trip all inclusive or do all the activities cost extra?"
- "I couldn't understand why I had to put the date range in twice."

Participant 3

- Tried to select "How it Works" in main navigation first when assigned to find dinosaur trip

- Selected “Time Period” but got stuck when time period selection appeared. She said out loud she had no idea what time periods were what.
- When searching dates for dinosaur trip went straight to date range but was hesitant to go back and select the “time period” and “prehistory” options
- When asked to find trip itinerary details she scrolled straight down to a video and selected, after reading realized trip itinerary was labeled right above that and opened

Feedback from Participant 3

- “ I would never think in terms of time period.”
- “I always use the search bar first for any site I’m on and see if I can find what I’m looking for through that.”
- “I’m more of a visual person and honestly never read much on websites so I go straight for images and videos. Trip itinerary would be nice in video format I think.”
- “Book Trip” indicates being ready, maybe I would have opened faster if it said ‘explore’.”

Participant 4

- First selected “Popular Packages”, then tried “Time Period” and went straight to “Prehistory” to find dinosaur trip
- Then clicked “Let’s Go” to search but realized they had to select “I’m flexible” first
- Clicked on trip title before going to book trip, then went to book trip and was seamless after
- Completed all task with minor hiccups

Feedback from Participant 4

- “Pretty straightforward.”
- “I think it looks good, but I thought it was redundant selecting dates twice.”

Participant 5

- First person to go through the main nav “Book a Trip” drop down card successfully with no hiccups.
- Said out loud that they wanted to read trip details when clicking on trip title

- Selected trip details and wondered why images were at top of screen instead of trip details that were below image section
- Selected dates successfully and completed all tasks

Feedback from Participant 5

- “ I don’t really know where I was confused, it was more of just getting used to the site.”
- “The only thing I expected was trip details to be given before booking a trip.”