

Usability Test Report



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UX Desktop Redesign Project

Module: CI7700
User Experience
(Systems)

Contents

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“With my budget I won't wait for so long for the website to load”

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Executive summary

“

“Booking on this website is like a quest.”



Six Senses

Sustainable Luxury Hospitality chain

www.sixsenses.com

This report documents the findings of a usability test of the website www.sixsenses.com carried out at the end of 2016 by Tatiana Pavlova. The main purpose of the test was to assess the usability of the current website.

TEST STATISTICS ABOUT WWW.SIXSENSES.COM:

— SUS score —

27.92

User satisfaction score (Grade F) and lies between “worst imaginable” and “poor”.

36%

None of the participants completed all the tasks without assistance. The average unassisted task completion rate for all tasks is 36%. Users were unable to find the information or menus they were looking for.

The most notable result was all users failing to complete the task of booking a Six Senses accommodation on Booking.com. This was because the taxes were not included in the final figure.

Another task with a low success rate was to book a massage on sixsenses.com. 5/6 participants stated they didn't want to call to book a treatment. They have mistaken enquiry form with booking.

Overall navigation is so confusing, complicated and offers too much choice that all the participants were stressed, frustrated and tired from task 2 onwards.

Aims

THE AIM OF THE EVALUATION IS TO IMPROVE USER EXPERIENCE OF SIXSENSES.COM.

Six Senses have built a very complex website with lots of content. With the existing interface, the website is difficult to update and maintain. Six Senses are planning to launch 30 new resorts in the next two years and go from 12 to 40 scale of growth.

Six Senses have 50% direct sales, the rest of the bookings go from travel agents like booking.com. Six Senses would like to improve this statistic and have more users booking directly.

1

The primary objective of the study is to benchmark user experience for SixSenses.com. In order to achieve that I have employed the CIF method, questionnaires, debriefing and the think aloud protocol.

^

2

A secondary goal is to assess the IA and navigation findability quality of use. This will be covered by the following types of tasks: find and book an accommodation or treatment, find relevant information.

^

3

The last purpose of the study is to answer these questions: whether it's quick and easy to buy a holiday through sixsenses.com and booking.com. To investigate that, comparison and repeated measures were carried out.

^



Key problem areas will be evaluated and addressed by writing redesign suggestions.

Study Method

Experimental Design

1 ► STRUCTURE

It was decided to adopt the basic design structure and the within-group approach considering only one independent variable and a very small size of participant pool. (Hypothesis: there are no differences in booking a Six Senses accommodation via booking.com or directly.)

2 ► APPROACH

Adapted “mixed” approach to different objectives – comparison and one shot.
To avoid possible confounds In this study, all participants performed comparison under the same conditions. Users were required to repeat the same task on different sites. To control the learning effect - order of experimental conditions was “counterbalanced”

3 ► FORMAT

I followed standard industry methods for reporting usability test findings. Most appropriate evaluation method for summative usability testing is The Common Industry Format (CIF) – an international usability reporting standard.

4 ► TIMETABLE, VENUE, PROCEDURES

The evaluation was conducted in four weeks time, each participant was at home and performed tasks on his own computer during the most convenient time and in the most convenient circumstances for them.

These procedures have been adapted for the evaluation:

- Field studies (observe users in natural settings)
- Observations
- Interview
- Tasks
- Questionnaire
- Think aloud method

The evaluation was planned and conducted systematically to avoid possible confounds In this study.

Participants

A majority (about 80%) of usability issues will be observed with the first five participants (Lewis, 1994; Nielsen & Landauer, 1993; Virzi, 1992). According to this study and applying the rule of thumb 5-10 participants are enough to get reliable feedback.

There were 6 adult participants. I needed an even number of participants for counterbalancing reasons. Participant’s age was ranging from 25-45. All participants had substantial experience with the internet and online booking systems. Five of the 6 were working in the IT industry. All were Russian with professional proficiency in English. Five participants indicated that they haven’t had experience with Six Senses brand or website before.

Participants were selected by several essential characteristics:

- Understanding of the English language
- Frequent internet usage
- Experience with online bookings
- Minimum 25 years of age. The age group was selected based on the fact that less than 1% of SixSenses.com users are under 25.

To capture UX issues, which is the main aim of the evaluation, the sample of participants sought is appropriate.

The recruitment process was conducted through social media or in person.

Participants table

Participant	Gender	Age	Education	Occupation	Internet Experience	Product Experience
1	female	25-34	BSc	Android Developer	> 5	no
2	male	25-34	BSc	Web Designer	> 5	no
3	male	35-45	BSc	Web Developer	> 5	no
4	female	25-34	BSc	Psychologist	> 5	no
5	male	25-34	BSc	Software Engineer	> 5	no
6	male	25-34	BSc	Software Test Analyst	> 5	yes

There were 6 one-on-one remote sessions, which lasted from about 90 to 120 minutes. None of the participants had prior knowledge of what was to be shown or tested.

The participants received an overview of the usability test procedure, and software in the beginning of the session.

The participants' responsibilities were to attempt to complete a set of representative task

scenarios presented to them in an as efficient and a timely manner as possible, and to provide feedback regarding the usability and acceptability of the user interface. The participants were directed to provide honest opinions regarding the usability of the application and to participate in post-session subjective questionnaires and debriefing.

Tasks

The goals of the users were to use the product only once or just a few times, simply complete the task and then stop using the product. The SS site audience is experienced and demanding and they have a choice to use it or not. Both design aesthetics and efficiency are very important for the users. They ask more for the money they spend and for the shorter amount of time, as they are very busy people. All these demand to measure two main aspects of the user experience: performance and satisfaction. And it will help to get an accurate overall picture of the user experience.

► TYPES OF TASKS FOR THE PROJECT

- Completing a transaction
- Comparing products
- Evaluating Navigation and Information Architecture
- Problem discovery
- Creating an overall positive UX

All the tasks were scripted to obtain efficiency and effectiveness. Post-test questionnaire – to measure user satisfaction.

The participants were taken through 5-7 task scenarios

#	Task name	Reason for creating the task	Walkthrough
1	Find and book a villa via sixsenses.com for under \$20000 in Maldives between March 3 - March 14.	Six senses website is mainly used for booking holiday accommodation. This task represents the main workflow for users of this site.	Home > Find a hotel Resort > Laamu Maldives > Make a reservation > Enter data > View available rates > Select > Enter payment information
2	Find and book a villa via booking.com for under \$20000 in Maldives between March 3 - March 14.	Half of the Six Senses sales comes from other travel agents, like booking.com. During this task we evaluate the difference in user experience of completing transactions between sixsenses.com and booking.com	Open Booking.com > Select dates > Search for Six Senses Laamu > See all available rooms > Choose room > Enter user details > Continue > Enter payment details
3	Make an appointment for a massage for the next day at 10 AM.	Spas within SixSenses properties are one of anchor attractions which help to increase the length of stay and also leverage the resort ADR's (Average daily rate). This task focuses on evaluating the user experience of booking a standalone SPA procedure as opposed to booking an accommodation.	Home > Find a Hotel, Resort or SPA > Select SPA > Get contact information (phone and email) > Book via phone or request booking by email
4	In your preferred destination find 3 activities offered by Six Senses you'd be interested in doing on a Sunday afternoon.	Heuristic evaluation raised concerns regarding information findability and navigation in provided services and offers.	Home > Find a Hotel, Resort or SPA > Select Resort > Experiences
5	Find information about "Sprunch"	Heuristic evaluation raised concerns regarding information findability and navigation in provided services and offers.	Home > Find a Hotel, Resort or SPA > Select France - Paris in SPAs > Scroll down to SPA Offers > Click Sprunch Click to download 'English SPA Menu'
6	Come up with a budget for a weekend trip	Heuristic evaluation raised concerns regarding information findability and navigation in provided services and offers.	Home > Click on the continent buttons > Navigate the map and open the resort page > Check Rates and Availability > Check prices
7	Free use of the website for 10 min	This task was created to facilitate a more informed feedback in the SUS survey	-

Metrics

Usability was measured using three indicators: effectiveness, efficiency, and satisfaction.

According to Tullis and Albert (2013) most appropriate metrics for each indicator/category are:

Effectiveness

Task Success Rate

Efficiency

Time to complete task, number of Errors, number of Assists

Satisfaction

SUS questionnaire

Materials



PARTICIPANT INFORMATION SHEET / INFORMED CONSENT

Google document, for easy remote sharing

MODERATOR SCRIPT



SCREENING QUESTIONNAIRE

Google forms, for easy remote sharing



TASK INSTRUCTION SHEET

Google document, for easy remote sharing

OBSERVATION LOG – SHEET



POST-TEST QUESTIONNAIRE / SUS

Google forms, for easy remote sharing

USER PERFORMANCE DATA SHEET

PARTICIPANT'S COMPUTING ENVIRONMENT

- Five the participant's computers were MacBook Pro 13-15" with MacOS Sierra Version 10.11.6
- One participant had Lenovo laptop (Windows 10 OS) with an external 19" monitor and a keyboard.
- All testers used Google Chrome browser v54.0.2840.98
- Skype Application
- TeamViewer Application

MODERATOR'S COMPUTING ENVIRONMENT

- iMac 27"
- MacOS Sierra Version 10.11.6
- Second 19" monitor
- Firefox browser 50.1.0
- Skype Application (for interview, screen share and recording)
- TeamViewer Application (screen and face recording)
- Quick Time (for screen recording)
- Timer
- Calculator



Procedure

Study participants were tested remotely in separate one-on-one moderated sessions. A bilingual Russian and English speaking usability professional acted as a test facilitator. All tests were conducted in Russian via remote screen-sharing technology. Each test took approximately 1.5 -2 hours. The participants were seated at their workstations in their work environment. Verbal communication was via Skype or Teamviewer application.

The usability test consisted of five phases:

- Establish video/audio connection and start recording (in recruiting process participants consent to the recording procedure).
- Session Introduction and obtaining verbal consent
- Screening questionnaire
- Solving test tasks
- Post-questionnaire and debriefing

The phases contained the following steps:

4 ► TEST

Sessions began when all participant questions about the session were answered by the facilitator. The facilitator informed the participants that time-on-task would be measured and that exploratory behaviour outside the task flow should not occur until after task completion. Test participants were given a link to an online document Task Instruction sheet and were asked to perform tasks in given order using the website. The facilitator instructed the participants to read the task description aloud from the shared google document and begin the task. The facilitator encouraged the participants to 'think aloud'. Time-on-task measure began at that moment. Facilitator observed the behaviour and controlled the session. Moderator also measured time on task, amount of errors, assists and took notes (satisfaction assessment, and suggestions for improvement) and quotes.

5 ► POST-TEST QUESTIONNAIRE

After all tasks have been attempted, the participant completed a post-test satisfaction questionnaire. Test participant was given a link with online google document Post-test questionnaire / SUS and was asked to fill in the questionnaire while thinking aloud. In addition, test participants were debriefed about their general impression of the website.

1 ► CONNECTION

Start Skype or TeamViewer screen sharing session, start Quick time to record. All the participants were recorded from the beginning of each session and were notified and had given their consent in advance.

3 ► QUESTIONNAIRE

Participants have completed a pretest demographic and background information questionnaire.

2 ► INTRODUCTION

The facilitator briefed each participant and instructed that he or she was evaluating the sixsenses.com website, rather than the facilitator evaluating the participant. Test participants were given a link with online google document Participant Information Sheet / Informed Consent to read and to state verbal agreements to the fact that they were guaranteed anonymity and that Moderator was free to use their comments and suggestions in the test report.

Expected results

Significant differences in user experiences were expected between booking.com and sixsenses.com as the first website is widely advertised and frequently used among travellers and internet users.

A lot of user confusion and frustration was expected when performing "find information" tasks on sixsenses.com. I predicted that majority of users wouldn't be able to clearly understand the main menu organisation and structure.

I also expected users not to be able to find other key elements of the website, such as map-based booking, menus for SPA treatments and activities.

Another predicted problem was not being able to clearly see the full price of the accommodation cost with transfer and taxes and any other extras (both for booking.com and sixsenses.com).

Evaluation results

SUMMARY OF OVERALL FINDINGS

None of the participants got a pleasant and satisfying experience from Six Senses website. Average SUS score is 27. Most participants were tired, stressed and frustrated from the second task scenario onwards.

66% of users would never use this website again.

83% would not recommend this website to a friend.

66% found this website to be unnecessary complex.

Participant #5 stated what an amazing budget he had for this trip. At the end of the task, he said: "I'm feeling humiliated after running out of budget with all of these extras"

“

I feel like a blind kitten.”

All the contributors were disappointed and angry with booking.com and the hidden taxes situation. Five participants needed to be advised at the end of Session to pay attention to the final price.

5 out of 6 users completed the booking via the shortcut user journey (see project definition) rather than the optimal route. They were also puzzled with the absence of room description which occurred later in the journey.

Participants did not understand the concept of the Highlights label, thinking this section con-

tained all the company services.

Based on participant comments many of them struggled with the website navigation and information structure. Users have said the following 18 times at different points of the test: "It's unclear what to do next" and/or "I don't know where to search for information" or similar comments.

All of the participants expected the total price on each page throughout the booking process and a currency selector instead of the annoying "share your location" pop-up.

“

I'd closed the website long time ago if it wasn't a test.”

Performance Data

FIND AND BOOK A VILLA VIA SIXSENSES.COM FOR UNDER \$20000 IN MALDIVES BETWEEN MARCH 3 - MARCH 14.

1

This table shows the first task data per participant. All participants have finished the task successfully. Only 1 person has required assistance. 2 participants have used a calculator, and the rest made the totals calculations in their minds. 1 participant used Skyscanner to verify the transfer price. Average time taken to complete the task was 14:04.

All the users took notice of the main carousel saying that it was too fast and annoying, also lacking in information and call to action. Regarding the images, comments varied from "Wow, this is amazing!" to "Those are glamour magazine images that don't reflect the reality. I don't trust them".

Half of the users noticed the weirdness on loading of the home page: it loads the middle first and then jumps to the top. Users were concerned if they've done something wrong.

There were also lots of minor comments which were mentioned by no more than 2 users:

With such a large budget I won't wait for so long for the website to load

After entering details in the make a reservation widget why is the next

screen a calendar selector? This doesn't make any sense. I expected a list of rooms. The calendar screen doesn't make any sense.

The filtering doesn't give any feedback, I had to scroll.

The gallery engine is 10 years old, nobody is doing it like this now. JQuery UI is the gallery library.

"More about room" pop up is annoying and not closing

The form that asks for arrival and departure times is annoying and unnecessary. I've already given my flight number - just go to flight radar, look it up and meet me, I'm already paying \$500 for the transfer

This is bad, I don't like that I need to enter my home address, nobody else is asking for this now. Normally it's enough to give my passport details to fly.

Checkout takes too long, I'm tired of reading and calculating

I could not find search from the first attempt

Don't like sharing location with sites I don't know

I like that the price for accommodation stays the same and doesn't change depending on the month otherwise it would be impossible to calculate.

I have to guess if I can fit this into my budget or not

Start feeling humiliated after running out of budget with all of those extras

I want the total cost to be always before my eyes

User #	Unassisted Task Effectiveness [(%) Complete]	Assisted Task Effectiveness [(%) Complete]	Task Success	Assists	Errors	Task Time (mm:ss)
1	100	0	1	0	0	10:59
2	100	0	1	0	0	15:25
3	100	0	1	0	1	13:14
4	0	100	1	1	0	13:29
5	100	0	1	0	3	14:05
6	100	0	1	0	3	17:09
Mean	83.33	16.67	1.00	0.17	1.17	14:04
Standard Deviation	40.82	40.82	0.00	0.41	1.47	02:05
Min	0.00	0.00	1.00	0.00	0.00	10:59
Max	100.00	100.00	1.00	1.00	3.00	17:09

FIND AND BOOK A VILLA VIA BOOKING.COM FOR UNDER \$20000 IN MALDIVES BETWEEN MARCH 3 - MARCH 14

2

All the participants completed the task with assistance. All participants have used booking.com before and were familiar with the interface, but no-one found that the 23% tax wasn't included into the total figure for that Six Senses accommodation. They were disappointed and angry with booking.

com and the hidden taxes situation. Average time taken to complete the task was 10:44 which is 3:20 min faster than on sixsenses.com. The de-briefing interview didn't discover a preference towards any of the websites.

User #	Unassisted Task Effectiveness [(%) Complete]	Assisted Task Effectiveness [(%) Complete]	Task Success	Assists	Errors	Task Time (mm:ss)
1	0	100	1	1	1	04:03
2	0	100	1	1	1	08:59
3	0	100	1	1	5	08:57
4	0	100	1	1	2	14:05
5	0	100	1	1	2	09:58
6	0	100	1	1	1	18:24
Mean	0.00	100.00	1.00	1.00	2.00	10:44
Standard Deviation	0.00	0.00	0.00	0.00	1.55	04:56
Min	0.00	100.00	1.00	1.00	1.00	04:03
Max	0.00	100.00	1.00	1.00	5.00	18:24

MAKE AN APPOINTMENT FOR A MASSAGE FOR THE NEXT DAY AT 10 AM.

3

Low task success rate in this scenario is caused by inability to make an online SPA booking. Participants discovered that the only way to book was by calling they hated it and tried to avoid it by using the enquiry form. One of the participants gave up doing the task on sixsenses.com completely and said that he would choose another provider. This task has the highest error rate among all tasks.

Comments which were mentioned:
 "I hate calling - 4 times"
 "I'm annoyed"
 "I'd closed the website long time ago if it wasn't a test"
 "Booking on this website is like a quest"
 "I'm frustrated"

User #	Unassisted Task Effectiveness [(%) Complete]	Assisted Task Effectiveness [(%) Complete]	Task Success	Assists	Errors	Task Time (mm:ss)
1	0	0	0	1	3	05:11
2	0	0	0	1	4	07:04
3	0	0	0	0	1	04:55
4	0	100	1	1	4	08:17
5	100	0	1	0	2	08:37
6	0	0	0	1	3	05:54
Mean	16.67	16.67	0.33	0.67	2.83	06:40
Standard Deviation	40.82	40.82	0.52	0.52	1.17	01:35
Min	0.00	0.00	0.00	0.00	1.00	04:55
Max	100.00	100.00	1.00	1.00	4.00	08:37

IN YOUR PREFERRED DESTINATION FIND 3 ACTIVITIES OFFERED BY SIX SENSES YOU'D BE INTERESTED IN DOING ON A SUNDAY AFTERNOON.

4

Most of the users completed the task successfully without any assists. Users completed the task thinking that they had the full choice of activities. However, upon seeing that the Highlights section only has a small selection of what's available, users were disappointed with their choices.

User comments:

"I don't understand the difference between activities and experiences"

"This is the same as in the last task,

the site has already annoyed me"

"I cannot find massage, the site is annoying"

"I've selected activities, but I wouldn't have booked them, as they are just reselling services"

"Lots of info, unclear site structure"

"No price shown"

"Too much text"

"Cannot find March activities"

User #	Unassisted Task Effectiveness [(%) Complete]	Assisted Task Effectiveness [(%) Complete]	Task Success	Assists	Errors	Task Time (mm:ss)
1	100	0	1	0	3	07:26
2	0	100	1	2	3	09:36
3	100	0	1	0	0	11:08
4	100	0	1	0	3	06:37
5	100	0	1	0	3	13:04
6	100	0	1	0	3	03:37
Mean	83.33	16.67	1.00	0.33	2.50	08:35
Standard Deviation	40.82	40.82	0.00	0.82	1.22	03:23
Min	0.00	0.00	1.00	0.00	0.00	03:37
Max	100.00	100.00	1.00	2.00	3.00	13:04

FIND INFORMATION ABOUT "SPRUNCH"

4 users used Google for help with the task. Error rate is 2nd highest among all tasks.

One user couldn't finish the task because she was exhausted.

Observations and user comments:

User clicked on Language several time trying to find the search menu

User used browser search to find Paris

"At this point I know that all relevant information on this web site is hidden in the pdf-menu"

Users are confused offers global and local menu

"I'm tired"

5

User #	Unassisted Task Effectiveness [(%) Complete]	Assisted Task Effectiveness [(%) Complete]	Task Success	Assists	Errors	Task Time (mm:ss)
1	100	0	1	0	2	03:17
2	0	100	1	1	3	06:36
3	0	100	1	1	5	07:23
4	0	0	0	2	1	07:05
5	100	0	1	0	0	07:53
6	0	100	1	1	5	08:00
Mean	33.33	50.00	0.83	0.83	2.67	06:42
Standard Deviation	51.64	54.77	0.41	0.75	2.07	01:45
Min	0.00	0.00	0.00	0.00	0.00	03:17
Max	100.00	100.00	1.00	2.00	5.00	08:00

COME UP WITH A BUDGET FOR A WEEKEND TRIP

6

The table doesn't show any data for 2 participants because their session duration was longer than 1.5 hours and they were tired.

Only 1 user has finished the task without using the map. When he was shown the map he was disappointed because he would've found a better location using the map.

Another user couldn't finish the task because the booking engine broke (showed an error).

Comments:

"If I saw the map earlier, I would've chosen a different resort, as I didn't like Oman"

"I've only now realised the difference in the menus and how the website works"

"Map is my favourite way to book hotels and I haven't found it"

"Hurray, a map!" Threw his arms into the air

"Was it hard to mark Global and Local offers so it's easier to distinguish between them?"

"I feel like a blind kitten"

"I'm tired of scrolling up and down"

User #	Unassisted Task Effectiveness [(%) Complete]	Assisted Task Effectiveness [(%) Complete]	Task Success	Assists	Errors	Task Time (mm:ss)
1	0	0	0	1	2	08:59
2	0	100	1	1	2	04:04
3	0	0	0	1	4	11:09
4						
5						
6	0	0	0	1	3	09:56
Mean	0.00	25.00	0.25	1.00	2.75	08:32
Standard Deviation	0.00	50.00	0.50	0.00	0.96	03:06
Min	0.00	0.00	0.00	1.00	2.00	04:04
Max	0.00	100.00	1.00	1.00	4.00	11:09

SATISFACTION SCALE SUS

SUS

User #	Score
1	22.5
2	15
3	7.5
4	25
5	52.5
6	45
Mean	27.92
Standard Deviation	17.42



Grade scale of SUS scores, as established by Bangor, Kortum & Miller (2009) by Redixly with study participants' score below

SUMMARY PERFORMANCE RESULTS ACROSS ALL TASKS BY PARTICIPANT.....

Summary

Assisted total task completion rate is 36.11%. Total errors made across all tasks are 78, and minimum number of errors on one task is 10, maximum is 18. User 5 has asked for assistance only once with 66.7% total unassisted task success rate - this is the highest

any user had. However, this user has skipped 2 tasks due to tiredness. The lowest unassisted task success rate was 16.7% (2 users).

User #	Unassisted Task Effectiveness [(%) Complete]	Assisted Task Effectiveness [(%) Complete]	Task Success	Assists	Errors	Task Time (mm:ss)
1	50.00	16.67	4	3	11	39:55
2	16.67	66.67	5	6	13	51:44
3	33.33	33.33	4	3	16	56:46
4	16.67	50.00	4	5	10	49:33
5	66.67	16.67	5	1	10	53:37
6	33.33	33.33	4	4	18	63:00
Mean	36.11	36.11	4.33	3.67	13.00	52:26
Standard Deviation	19.48	19.48	0.52	1.75	3.35	07:43
Min	16.67	16.67	4.00	1.00	10.00	39:55
Max	66.67	66.67	5.00	6.00	18.00	63:00

Usability Issues

#	Statement of Issue	Redesign Recommendations	Priority
Booking process			
1	Total accommodation cost is not shown. All participants were frustrated, confused and wasted a lot of time, trying to calculate Total accommodation cost. 1/3 did it in mind, rest of users used calculator or Google.	Show Total accommodation cost	high
2	There is no currency selector. 1/2 of users were frustrated because of this. They went to Google in order to make the rate conversion.	Add currency selector	high
3	The location sharing popup was annoying for 1/2 of users. They didn't want to share their location with a new website. Also after the location was shared, currency was not affected (it was expected to change from \$ to £).	Get rid of the location popup	medium
4	It's impossible to make a SPA booking online. Users confused the enquiry form for an actual booking interface. They were really disappointed they had to call to book. % said they didn't like calling to make a booking.	Add SPA booking functionality	medium
5	Users have assumed 'Make a reservation' widget can also be used to book SPAs and activities. 1/3 were frustrated when they found out that wasn't the case.	Rename the reservation widget to more accurately reflect its function - booking accommodations only	medium
6	1/3 have complained that the 'Make a reservation' widget doesn't allow keyboard entry	Fix the widget to allow keyboard entry	medium

#	Statement of Issue	Redesign Recommendations	Priority
Navigation			
7	Site search function is not available. 5% used browser search on each page.	Add site search function	medium
8	It's unclear how to navigate the website. Users have said 18 times in total that they were lost and didn't know what to do next.	Revise the website informational architecture and navigation. Use the cart sorting technique.	high
9	The map on the home page doesn't show current location. The map pin aggregation function shows colours inconsistent with the legend.	Fix the map to show current location and to aggregate locations properly.	medium
10	5% users were not able to find the map without help. 2/3 said that if they knew about the map earlier, they would've changed their destination.	Reposition the map feature to the main menu and present it more clearly and graphically by giving user a choice of the list and map layouts.	high
11	2/3 of users have discovered the SPA menu only with assistance. They were surprised that the site didn't provide full information on services, and the pdf did.	Extract information from the pdf and present it on the resort page. Remove the downloadable SPA menu pdf document.	medium

#	Statement of Issue	Redesign Recommendations	Priority
General issues			
12	Website takes too long to load or update. 1/2 of users mentioned how slow the website is. Home page is loading its middle part first, and then jumps up in a few seconds.	Improve site performance	high
13	1/2 of participants were interested in reviews of resorts, accommodations and SPA, which the website doesn't have. 1 participant when to read reviews on TripAdvisor, another one on booking.com.	Add reviews or links to most reliable travel agents. Or add some visual indicators, like stars, to support user choice.	medium
14	Main carousel refreshes too quickly and is generally annoying. 2/3 of participants have mentioned that. One participant wanted to see a call to action there.	Redesign carousel captions, add call to action button(s), and change transitional animation	high
15	1/3 users said the font is too small. They couldn't find the comparison button and general information because of the small fonts.	Identify a more suitable font face for the website with support of 6 languages	medium

Redesign Recommendations

I'm planning to fix or improve the following in my prototype:

Deviation from optimal route as shown in the table above (1, 2, 5, 7, 10, 11, 13, 14, 15)

Users missing important site elements (the map, comparison button, full services list)

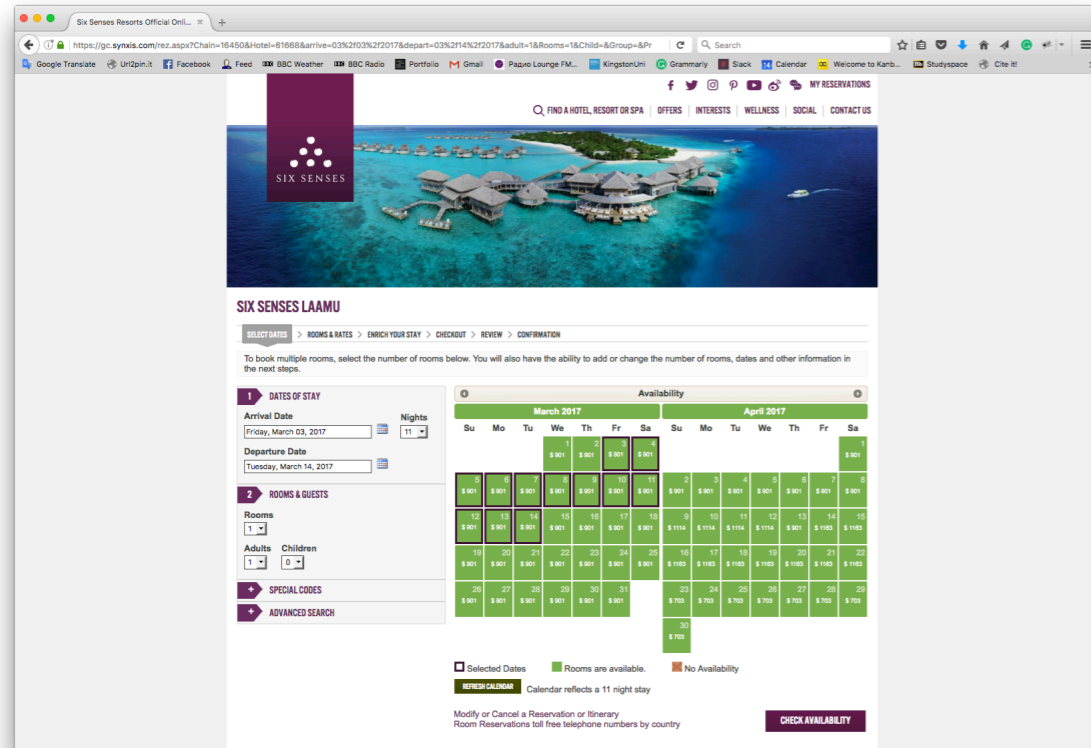
Misleading menu names (users tried to booking

SPA via the accommodation booking widget)

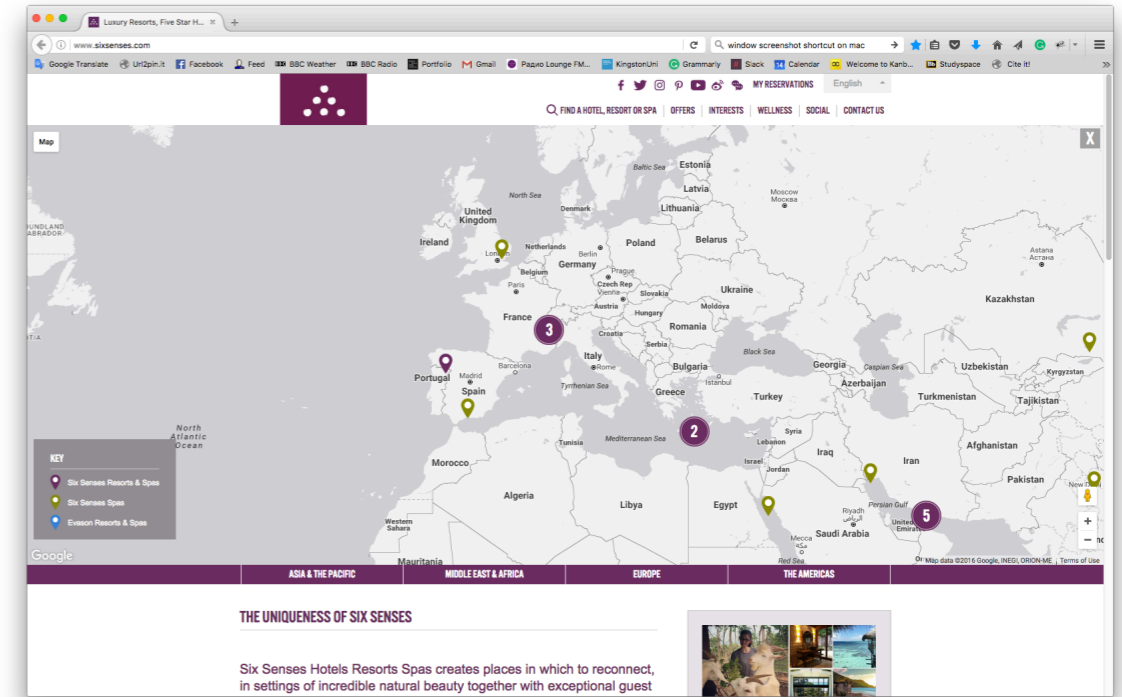
Users performing the wrong action and being disoriented (system informational feedback)

Misinterpreting a piece of content (enquiry form)

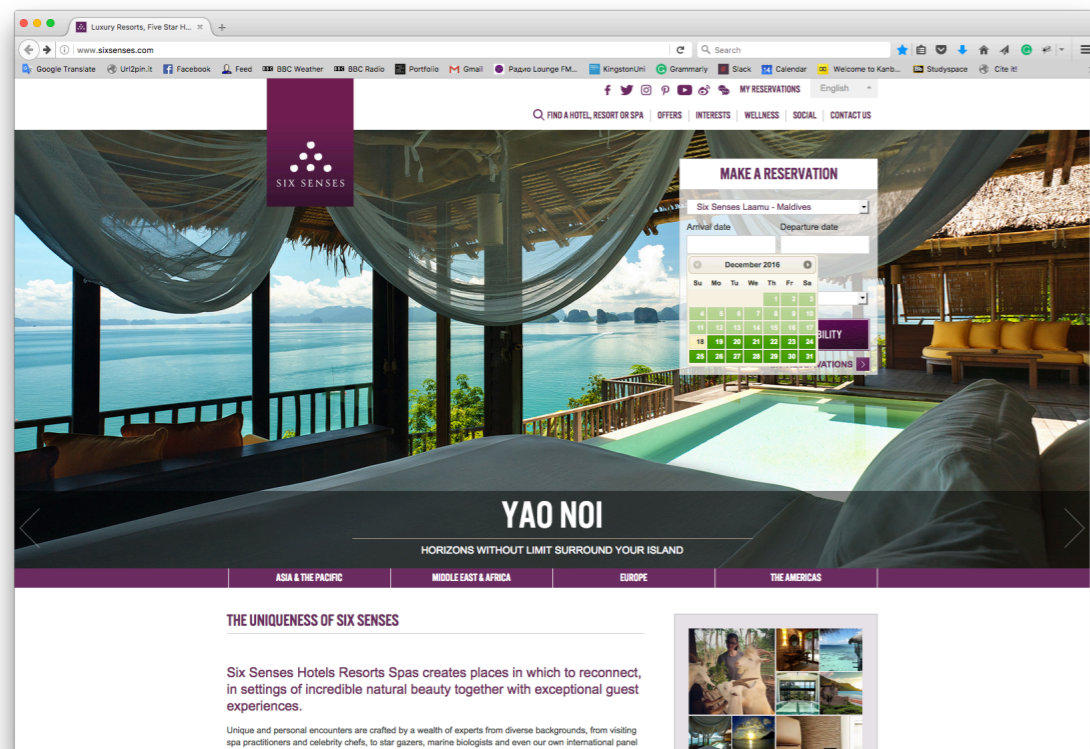
ISSUES #1 AND 2



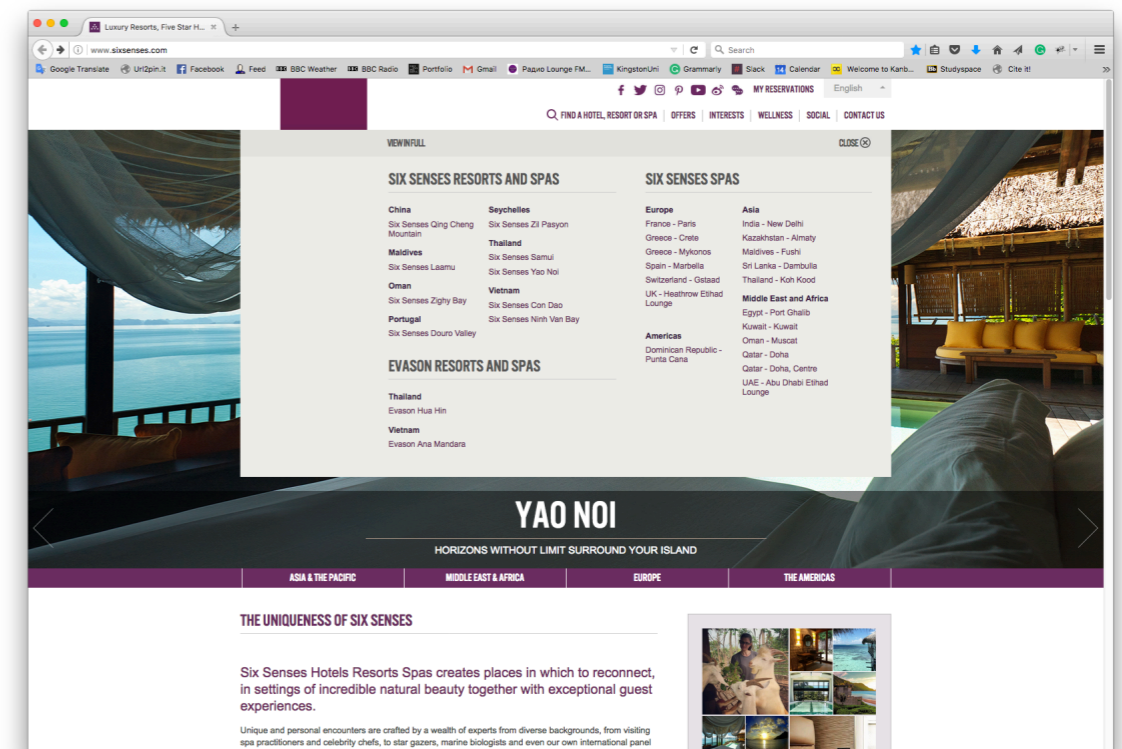
ISSUE #9



ISSUE #6



ISSUE #10



Evaluation Discussion

1 ▶ PARTICIPANT AGE

The study participants' average age was 25-45. The average Six Senses customer age is 35-64. We have a slight mismatch in the sample. Considering the fact that online booking is a relatively new technology, the overall experience of the process of both user groups is very similar.

2 ▶ PARTICIPANT AVERAGE INCOME

The average income of participants is less than \$100,000/year. The average six senses customer earns more than \$100,000/year. This difference might be mitigated by the fact that most of the users are professionals in the software field. The participants have high expectations of software and are relatively impatient with it. Such level of impatience and high demand can match that of busy and wealthy users.

3 ▶ TECHNOLOGY

Due to unstable internet bandwidth at participants' remote locations, sessions were recorded via Skype (requires higher internet speed) and TeamViewer (is less bandwidth-hungry).

4 ▶ BIAS

All participants were acquaintances of the moderator. They felt relaxed in the beginning of the session and this helped with the trust gaining process. Being acquainted with the participants personally also helped in assessing their stress levels.

Most of the participants are software development professionals, hence have high expectations of software they work with and of their ability to solve the proposed tasks without assistance. This might have led to less assistance requests.

Appendices

[PARTICIPANT INFORMATION SHEET / INFORMED CONSENT](#)

[MODERATOR SCRIPT](#)

[SCREENING QUESTIONNAIRE](#)

[TASK INSTRUCTION SHEET](#)

[OBSERVATION LOG – SHEET](#)

[POST-TEST QUESTIONNAIRE / SUS](#)

[USER PERFORMANCE DATA SHEET](#)

[SCREENSHOTS](#)

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