

City Welcome Low Fidelity Usability Test Report

Date of Report: March 9, 2021

Rachel Baugh

Introduction

This test was conducted using a prototype created in Figma. An initial test was conducted in person to evaluate the script. From there, five tests were conducted remotely through Zoom. People were recruited from design friends, two-three from the specific age-range of 32-55. This test focused on the usability of the mobile version of the website, and whether the tour concept was easy to grasp and testers were able to complete prompts. Overall the structure was sound with many details to adjust for clarity.

Findings

Issue #1

The tour description page is confusing

Summary:

- Use of the word “event” is confusing
- There is no clarifying language on rescheduling included in the current event description
- The review section for the tourguide and individual tour are muddled.

Recommendations:

- Create a unified set of terms for the website - tour as the default.
- Add info on rescheduling to the event description
- Clarify how tourguides are rated, take out “star” reference
- Add visual to the tour ratings to help people understand at a glance.
- Send people links to review tourguide and tour separately.

Issue #2

When people go to order tickets, they are sent directly to a profile setup area, and the transition is abrupt. The login options are not optimized and payment options are missing.

Summary:

- People set up the profile, but it can be confusing why they are asked to do this.
- The options to login through a third party site are below the email signup
- Reviewing your order at the end is great, but it's hard to know if you're still working on the right project.
- There aren't enough options for alternative payment methods.

Recommendations:

- Add a cart page
- Clarify the profile will be used as a place to find tickets.
- Rearrange and optimize the profile set-up page to be easy to use.
- Clarify what people are paying for and payment options by using an accordion method to show people sections as they are completed rather than a review page at the end.
- Add Apple Wallet and Google Pay to the payment options. Research others.

Issue #3

The profile section is not well developed and lacks multiple features

Summary:

- There is no landing page
- There is no place to see your favorites or compare tours.
- It's hard to read the current tour layout - make it more visually appealing
- There is no place to manage notifications

Recommendations:

- Create a landing page for favorites, tickets, reviews, notifications and chat functions with tourguides.
- Create a place for favorites and comparing tours
- Reformat tours with images and a way to connect with the tourguide.
- Add a way to manage notifications

Usability Issues by Priority

Priority	Issue	Recommendation
Critical	People set up the profile, but it can be confusing why they are asked to do this.	Add a cart page and clarify the profile will be used as a place to find tickets.
Critical	There is no profile landing page	Create a landing page for favorites, tickets, reviews, notifications, and chat functions with tourguides.
Critical	There is no place to see your favorites or compare tours.	Create a place for favorites and comparing tours
Major	Reviewing your order at the end is great, but it's hard to know if you're still working on the right project.	Clarify what people are paying for and payment options by using an accordion method to show people sections as they are completed rather than a review page at the end.
Major	The options to login through a third party site are below the email signup	Rearrange and optimize the profile set-up page to be easy to use.
Major	There is no place to manage notifications	Add a way to manage notifications
Minor	There aren't enough options for alternative payment methods.	Add Apple Wallet and Google Pay to the payment options. Research others.
Minor	Use of the word "event" is confusing	Create a unified set of terms for the website - tour as the default.
Minor	The review section for the tourguide and individual tour are muddled.	Clarify how tourguides are rated, take out "star" reference and add visual to the tour ratings to help people understand at a glance. Send people links to review tourguide and tour separately.
Normal	It's hard to find the things you need to bring	Clarify the language from "equipment needed" to "things you need" and make links into buttons
Normal	There's no way to compare events	Create a way to compare the favorited events without a profile
Normal	There is no share button in the event page	Add add a share button to the event page
Normal	No easy way to add a tour to the calendar	Add a "Add to calendar" button on the tickets ordered page and the profile page.

