

Interview Debrief

Website Re-Design: Sterling Farms Golf Course

Premise

The premise or reasoning behind my interviews was too see how people interacted with the current version of the Sterling Farms Golf Course website & to assess its usability & functionality in meeting those users expectations.

Summary

I interviewed 5 individuals about their interactions with booking sites. I then had them review the site we are researching and then perform specified tasks. My participants were of different ages, genders and geographic locations. After synthesizing my findings, I uncovered many similar goals, pain points & needs & wants of my users.

Goals

- Easily find & book tee times for golf course as well as locate important course information & other venue offering such as dining & theatre.

Pain Points

- Website is outdated & aesthetically lacking.
- Website gave users the feeling of information overload.
- Tee-Time booking process is unintuitive & information-heavy causing confusion.
- Multiple external sites create a disjointed user experience.
- Many areas of the site are not accessible or are hard to read based on color choices.
- Golf lessons page is difficult to navigate & lessons are difficult to book.

Needs / Wants

- More streamlined booking experience
- Consolidate course information into less pages & make it easier to access / digest
- Create a more unified feeling across all pages
- Add more information about actual course i.e: photo gallery
- Improve accessibility
- Be able to schedule golf lessons on the website itself.

Next Steps

- Discuss with mentor to see if any follow up is needed.
- Perform a competitive analysis on other golf courses.
- Develop affinity map
- Develop personas of users
- Brainstorm how to make needs of users achievable
- Start sketching ideas