

Usability Test Results

Project: Responsive Web Design

Purpose: Website re-design

Website: Sterling Farms Golf Course

Test Purpose: Test usability, design & functionality of the re-designed website for Sterling Farms Golf Course. Test will focus on the Book A Tee Time & Book A Lesson flows

Participants: 4 Females, 1 Male

Testing Method: Hybrid of Zoom & In Person

Overview

This usability test evaluates the effectiveness, efficiency & user satisfaction of the website re-design for Sterling Farms Golf Course. The primary goals are to validate whether the new design supports users in completing key tasks including booking a new tee time or booking a new lesson. The test will look to uncover any remaining usability or design issues before moving to final iterations. Metrics such as completion rate, error rate & qualitative feedback will be analyzed to decide on necessary revisions.

Research Findings Summary

Overall Rating: 4.39 / 5

Successes

- Users were able to complete all tasks quickly with limited difficulty.
- Users found the design to be aesthetically pleasing and easy to use.
- Users felt that the design & functionality of the new task flows was either equal to or better than what they are used to interacting with.

What didn't work

- Users had difficulty finding the rates on the instruction page.
- Users mentioned that they would like more ability to edit information throughout.
- Users showed a great deal of confusion when clicking on a instructors Book Lesson CTA and being directed to a page that shows all the instructors.
- Users were generally confused by the current way we are displaying the edit/cancel a current reservation.

- Users found it difficult to access the account page as its not accessible from every page.
- There was some general confusion around golf specific terminology that confused users.
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Next Steps

- Add “view rates” clickable text that scrolls down to rates section of page
- Add “edit” functionality to all sections
- Re-work instructor booking flow so users only see available times for a instructor they select.
- Re-work edit / cancel current reservation card
- Add ability to either sign in or go to account on all pages
- Clean up confusing terminology
- General visual improvements mentioned by at least 2 participants
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Research Findings:

Overall Rating 4.39 / 5

Micaela: Overall Rating 4.5 / 5

Flow #1 Book A Tee Time			
Task	Task Completed	Rating	User Comments
Book Tee Time For July 3rd At 3:30 pm for 1 Player, 18 holes With A Cart	Yes	5/5	- Process was easy & simple to follow & complete - Extremely efficient & user friendly
How Would You Make Sure All Your Booking Details Are Correct	Yes	5/5	- Booking details were clearly stated on confirmation page, making me confident that my information is correct - Add ability to edit your current booking details. Everything else has the ability to edit
Add Current Booking To Calendar	Yes	4/5	- Very clear what I needed to do to add this to my calendar. - I do like how you have the ability to add to calendar. This is nice so that I can set a reminder for myself. - Only issue is how would I link my calendar to the site. There is no option to do that.

How Would You View Your Account	Yes	4.5/5	- Extremely clear how to do this - Only issue is I can't get to my account or sign in from every screen, only certain ones. I wish I could do this from every screen.
How Would You Edit / Cancel A Current Reservation	Yes	4/5	- Was clear to me that I need to click the booking to edit or cancel it because it changed when I put my mouse over it. - I do think that it would be helpful to have it in the opened look the whole time, like have the buttons always visible.
Flow #2 Book A Individual Lesson			
Task	Task Completed	Rating	User Comments
You Want To Book A Lesson. You Are Coming Here To Get More Information On Instructors/Rates, Where Would You Find That	Yes	4.5/5	- This page is exactly where I thought I would find it. - Might be better if you changed the word instruction to lessons.
Where Would You Find The Information & Rates On This Page	Yes	4/5	- Was relatively easy to find the instructor information. - I took me a second to find the rates - I feel like that should either be higher on the page or somehow show that there is more on the page than just the instructor information
Is All The Information You Need Available	Yes	5/5	- All the information I need is available
Book Lesson With Instructor Marcus For July 3rd At 4pm for 1 Hour	Yes	4/5	- This process was very easy like the tee time one. - I was a little thrown off when I clicked the book lesson for the instructor & the page opened up with all the instructor information. I thought I would just see who I was selecting.
How Would You Make Sure All Your Booking Details Are Correct	Yes	5/5	- Same as tee time one. All information is there. Would just like to be able to edit it.

Max: Overall Rating 4.4 / 5

Flow #1 Book A Tee Time			
Task	Task Completed	Rating	User Comments

Book Tee Time For July 3rd At 3:30 pm for 1 Player, 18 holes With A Cart	Yes	5/5	- Overall user friendly & was easy to complete - Agreement page was a little wordy, confusing & took a while to ready - Maybe move the agreement page to a different area in the flow. Right at the beginning is a little jarring.
How Would You Make Sure All Your Booking Details Are Correct	Yes	4/5	- All the information I need on the confirmation page was there, but I would like to see it on all the pages, not just the one
Add Current Booking To Calendar	Yes	5/5	- This was right where I thought it would be and was wasy to understand what it did. I usually see the ability to do this in the email that is sent as well.
How Would You View Your Account	Yes	4/5	- I was able to find my account from the confirmatiomn screen, but I cant get there from every screen. I think that should be on every screen.
How Would You Edit / Cancel A Current Reservation	Yes	3.5 /5	- This was very difficult to find - Add drop down arrow to show you can expand - Maybe just have the options always visible. - Would be cool if you could add the score to the past boking ones.

Flow #2 Book A Individual Lesson

Task	Task Completed	Ratin g	User Comments
You Want To Book A Lesson. You Are Coming Here To Get More Information On Instructors/Rates, Where Would You Find That	Yes	5/5	- it was very easy to underatand where to go to see this information
Where Would You Find The Information & Rates On This Page	Yes	4/5	- I was easily able to see the information about the instructors. - I could not easily find the rates information. I didn't know I had ro scroll all the way to the botton because there woud be more information there
Is All The Information You Need Available	Yes	5/5	- Yes, once I found all the informartion everything I think I would need is there.
Book Lesson With Unstructor Marcus For July 3rd At 4pm for 1 Hour	Yes	4/5	- This was pretty simple to complete & resembled the tee time booking. - Maybe instead of havig to click the time to move to the next screen there was a next button, because what I I click a time and then want to easily change it. I don't want to have to go back.

How Would You Make Sure All Your Booking Details Are Correct	Yes	4.5/5	- This was good, Like the tee time one, I would also like to see all same confirmation information on each page.
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Priscilla: Overall Rating 4.35 / 5

Flow #1 Book A Tee Time			
Task	Task Completed	Rating	User Comments
Book Tee Time For July 3rd At 3:30 pm for 1 Player, 18 holes With A Cart	Yes	5/5	- Pretty easy & streamlined process - Very visually appealing
How Would You Make Sure All Your Booking Details Are Correct	Yes	5/5	- All of the selections I made are clearly noted on the confirmation page for me to double check.
Add Current Booking To Calendar	Yes	5/5	- Very straightforward & easy to understand
How Would You View Your Account	Yes	4/5	- Relatively easy to find. - Add Account or SignIn on home page & all other pages its not on - Add nav bar to account header - Change CTA button color, it kinda gets lost
How Would You Edit / Cancel A Current Reservation	Yes	4/5	- Add edit to current booking to let ppl know you can edit it. - Change in color let me know I could click it.
Flow #2 Book A Individual Lesson			
Task	Task Completed	Rating	User Comments

You Want To Book A Lesson. You Are Coming Here To Get More Information On Instructors/Rates, Where Would You Find That	Yes	4.5 /5	- Word "instruction" is kinda confusing. Maybe use a different word.
Where Would You Find The Information & Rates On This Page	Yes	4/5	- The rates section was very hard to find. - needs to be higher on the page
Is All The Information You Need Available	Yes	3/5	- Once I found all the information I needed I believe everything I need is there - Some terms I don't understand like "Director of Golf"
Book Lesson With Unstructor Marcus For July 3rd At 4pm for 1 Hour	Yes	4/5	- This was pretty straightforward & easy. - Issue with selecting right instructor time. I thought it would go right to the instructor I selected.
How Would You Make Sure All Your Booking Details Are Correct	Yes	5/5	- All of the selections I made are clearly noted on the confirmation page for me to double check.

Dena: Overall Rating 4.2 / 5

Flow #1 Book A Tee Time			
Task	Task Completed	Rating	User Comments
Book Tee Time For July 3rd At 3:30 pm for 1 Player, 18 holes With A Cart	Yes	4/5	- Difficulty seeing book tee time button - I usually just going to the top bar - Maybe put the book button in the top area as well.

How Would You Make Sure All Your Booking Details Are Correct	Yes	5/5	- All the information I need to make sure that I selected what I wanted to is available.
Add Current Booking To Calendar	Yes	5/5	- This process was extremely easy & intuitive
How Would You View Your Account	Yes	4/5	- Took me a minute to find out how to get to the account page as its not on every page.
How Would You Edit / Cancel A Current Reservation	Yes	3/5	- Make edit & cancel buttons somehow easier to see. - I didn't know where they were until you told me to click on it.
Flow #2 Book A Individual Lesson			
Task	Task Completed	Rating	User Comments
You Want To Book A Lesson. You Are Coming Here To Get More Information On Instructors/Rates, Where Would You Find That	Yes	5/5	- Both buttons to get to the lessons page were very easy to find.
Where Would You Find The Information & Rates On This Page	Yes	3/5	- Pretty difficult to find the rates on the page. When you first get on the page all you see is the instructors & I didn't know there was rates on the page also. - Maybe add more information to the top of the page letting me know there is additional information at the bottom. - Difficulty understanding the different titles of instructor.
Is All The Information You Need Available	Yes	4/5	- Yes, I believe all the information I need is available. - I am still confused by the titles next to the instructor names. It didn't stick out to me at first.
Book Lesson With Instructor Marcus For July 3rd At 4pm for 1 Hour	Yes	4/5	- Very easy process - A little confusing when I clicked to book with the instructor all of the instructors time came up. I thought it would just be the one.
How Would You Make Sure All Your Booking Details Are Correct	Yes	5/5	- Very easy to confirm that everything was right.

Marla: Overall Rating 4.5 / 5

Flow #1 Book A Tee Time

Task	Task Completed	Rating	User Comments
Book Tee Time For July 3rd At 3:30 pm for 1 Player, 18 holes With A Cart	Yes	5/5	- Extremely easy to follow process - All steps clearly noted & explained. - Maybe add start & end time to the slider thing. That was kind of confusing because I didn't know where I was starting.
How Would You Make Sure All Your Booking Details Are Correct	Yes	5/5	- I can see all the choices I made & the ones I didn't select are a different color - Maybe add ability to edit.
Add Current Booking To Calendar	Yes	5/5	- This is similar to what I am used to seeing on other sites and this makes sense to me. - I like that you have that feature.
How Would You View Your Account	Yes	4/5	- Easy to find account from last page. But If I go other pages, I can't get back to my account, which was kind of annoying - make account accessible from all pages
How Would You Edit / Cancel A Current Reservation	Yes	4/5	- This was pretty easy for me, but I can see that being difficult for some people. - maybe just make those buttons be there all the time
Flow #2 Book A Individual Lesson			
Task	Task Completed	Rating	User Comments
You Want To Book A Lesson. You Are Coming Here To Get More Information On Instructors/Rates, Where Would You Find That	Yes	5/5	- This was super easy to find
Where Would You Find The Information & Rates On This Page	Yes	3/5	- I found it difficult to find the rates, until you told me where to look. - I'd like to see maybe a header at the top that said what was on this page so I could have a better idea
Is All The Information You Need Available	Yes	5/5	- yes, I think all the information I would need is available.
Book Lesson With Instructor Marcus For July 3rd At 4pm for 1 Hour	Yes	4/5	- Easy except for when I clicked the book now on the instructors page I thought it would just show me that instructors times, but it showed me all of them which was a little confusing.

How Would You Make Sure All Your Booking Details Are Correct	Yes	5/5	- The section with the confirmation had all my choices so I could just look at that & tell that they were all right.
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