Zeit Usability Test Findings

Overview

The total number of participants that participated in the test was 6 people: 2 men and 4 women. There were two different scenarios that participants worked through during the test. The first scenario asked participants to imagine they were planning a trip, and that their goal was to figure out a way to explore trips relating to ancient history, starting from the home page. The second scenario had them find and select a specific trip on the search results page.

The test was conducted remotely on desktop, through Zoom meeting. Participants were sent a link to the InVision prototype, and they shared their screens while I told them about the scenarios, and then watched their progress. Users talked through tasks and voiced their thoughts out loud as they navigated through the prototypes. Once the two scenarios were completed, I also asked them follow up questions to better understand their overall impressions, feelings, and frustrations they might have had, as well as what they liked and disliked about the site's brand and usability.

Summary of Feedback

- Completing the tasks within the scenario was fairly simple and straightforward - no one had any major trouble navigating through the site or finding information they were looking for.
- Participants were able to complete each scenario within a matter of seconds
- 2 participants preferred the "Choose Your Own Adventure" cards to the search bar and used those to navigate to the search results page, whereas 4 participant preferred using the search bar to find trips (by using the "era" filter) and used the search bar to navigate to the search results page
- Five participants commented on how dark the site was ("too dark" / "mysterious" / "ominous" / "I prefer lighter websites)
- Everyone felt like pictures were very important (and maybe even the most important thing) - 2 people suggested making the pictures on the search results page even larger
- Everyone said the site felt trustworthy

Participant 1

- The scenarios / tasks were simple, straightforward, and easy to complete
- Site is intuitive & buttons are clear
- Suggested adding white background behind top header navigation
- Suggested adding more white space around the elements on the home page
- Site feels too dark - prefers lighter sites, especially for vacation & travel websites
- Found all of the information on the homepage helpful, informative, and like it built trust
- Prefers to use search bars only when there is something specific they have in mind
- Liked the logo

Participant 2

- Drawn to the search bar & the "Explore" button on the home page hero
- Felt as though home page hero image was too dark / "ominous" - "like something out of a horror film"
- Likes that there are user reviews
- Felt as though all of the information on the home page was a little overwhelming
- Suggested making the pictures on the search results page more enticing, colorful, & interesting
- Would have preferred pictures / results instead of map first on search results page

Participant 3

- This participant prefers being able to browse by category / picture much more than using a search bar
- Disliked the word "era" being used in the search bar filter - would have preferred "Time Period" which seems more straightforward / easier to understand
- Felt as though though the filters on the search bar were not very helpfu or useful
- Dislikes homepage - did not feel as though the information on time travel or testimonials were very useful
- Would prefer to see more information about specific trips on the homepage - "I wish the search results page was the home page"

Participant 4

- Confused by the search bar - didn't know what the magnifying glass icon was - said they never encountered one inside of a search bar - used to seeing it outside / at the very end
- Thought the "Explore" button on the search bar might actually be two buttons - since they are separated by a line - wasn't sure if it was one or two buttons because of the line divider between "explore" and the right arrow icon
- Thought everything was intuitive & easy to use
- Liked dark hero background & smoky light effect
- Felt as though certain things about the search bar were a bit confusing (as mentioned above) & might need to be tweaked or changed

Participant 5

- Felt drawn to site because of imagery + warm golden tones - thought overall aesthetic was engaging & unique
- Liked the logo
- Suggested having a subheader of helper text for the search bar in the home page hero - when they saw the filters they thought they'd have to have a filter for everything & didn't realize you had options (users could apply just one filter, two filters, all three filters, or enter a custom search query)
- Thought "explore" button might be 2 buttons - because the "explore" text and right arrow icon were separated and divided by 2 lines
- Felt as though everything was intuitive and easy to use
- Disliked "the science of time travel" photo - felt as though it detracted from the search bar / hero image
- Likes the search bar & felt as though they wouldn't even know where to begin on a time travel site

Participant 6

- Liked the two sections on home page that were informative / educational - would want to go there first to learn more
- Felt the site was well designed & intuitive / easy to use
- Liked the filter bar on the left side of the search results page
- Liked having the map & the ability to zoom in & out to see an overview of all the trips on the search results page - felt like having the map was helpful & something they'd use
- Said the site felt cinematic, immersive, & interesting
- Suggested having multiple traveler reviews at bottom of homepage instead of just one (would prefer to read a few reviews from more than one person all at once without having to click)
- Didn't notice the magnifying glass on the search bar right away or realize it was even there
- Wondered why there are 2 search bars on home page - one on hero and one in header
- Suggested brightening up the hero image on the homepage, which might make it feel a bit more friendly. "It feels like I'm going to go on a crazy and possibly intense / dangerous adventure"
- Icon on "Show all reviews" looks like a chat icon
- Prefers lighter websites - maybe have a day mode?