


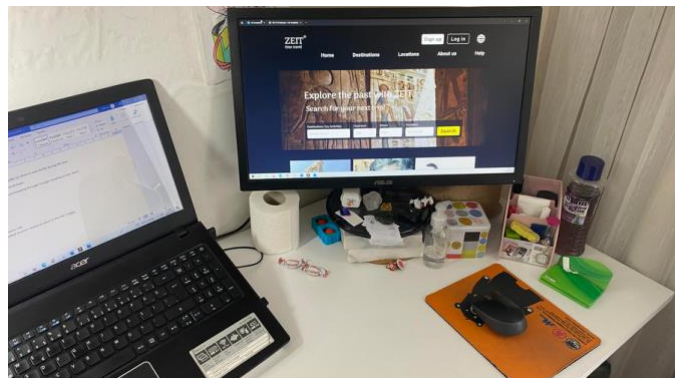
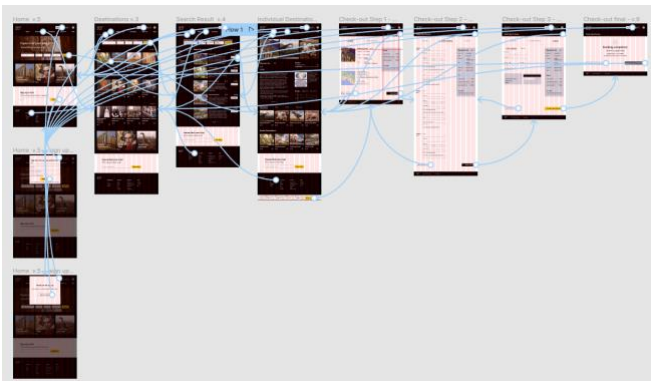


# Zeit Usability Test Record

## 1. Participants Recruit

Avatar			
Age and Work	<ul style="list-style-type: none"><li>● 39 years old</li><li>● Project Manager</li><li>● Travel and book trip online in the last 6 months.</li></ul>	<ul style="list-style-type: none"><li>● 38 years old</li><li>● Full time mother</li><li>● Travel and book trip online within the last 6 months.</li></ul>	<ul style="list-style-type: none"><li>● 22 years old</li><li>● Student</li><li>● Travel and book ticket in the last 1 year.</li></ul>

## 2. Perform your usability test



- Ten pages of Hi-fi prototype, for Desktop
  1. Home x 1
  2. Destination x 1
  3. Sign up page x 2
  4. Search result x 1
  5. Individual product x 1
  6. Check out process x 4
- Tasks:
  - Task 1: When you look at the website, what's the website telling you?
  - Task 2: Find all destinations Zeit offers.
  - Task 3: Perform sign-up?
  - Task 4: Search for a dinosaur-related trip.

Task 5: In search results, sort the results from lowest to highest.




Task 6: Filter only the destinations which have 4 stars and above?

Task 7: Find what you can do, and where you will stay at this destination.

Task 8: Complete the booking process.

### 3. Test finding conclusion

Every participant completed the task directly, without redo. Two participants are confused between menu “Destinations” and “Locations”, I believe we will need to rethink the name “Location” to be replaced with “Zeit near me” or “Our departure location”, etc. Also, in the HERO section, we could emphasize “Time Travel” more, to let our business advantage (Time Travel) stand out from other tourist websites.

Avatar			
Age and Work	<ul style="list-style-type: none"> <li>● 39 years old</li> <li>● Project Manager</li> <li>● Travel and book trip online in the last 6 months.</li> </ul>	<ul style="list-style-type: none"> <li>● 45 years old</li> <li>● Full time mother</li> <li>● Travel and book trip online within the last 6 months.</li> </ul>	<ul style="list-style-type: none"> <li>● 22 years old</li> <li>● Student</li> <li>● Travel and book ticket in the last 1 year.</li> </ul>
Test Conclusion	<ul style="list-style-type: none"> <li>● Complete every task without mistake or redo. But one confusion.</li> <li>● Confusions:             <ol style="list-style-type: none"> <li>1. He confused between “Destinations” and “Locations” in Task 2.</li> <li>2. The three fast filters at home page “Era”, “Weekend Trip”, “Family trip with child”. Because he did not catch it is a Time Travel Tourism from beginning.</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>● Complete every task without mistake or redo.</li> <li>● Did not struggle with the Destinations and Locations as other 2 participants.</li> </ul>	<ul style="list-style-type: none"> <li>● Complete every task without mistake or redo.</li> <li>● She catches Time Travel from the beginning. From HERO “Explore the past with Zeit”.</li> <li>● She confused between “Destination” and “Location” in Task 2, but still picked Destination. (Because I said find all Destinations earlier).</li> </ul>