

real people usability test



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a set of data in the form of heat maps and helpful charts to evaluate design options and support design decisions for a better user experience.

how it works

the test participants will be required to perform a series of tasks that are prepared in accordance with the main goals that your website or app want to achieve.

we recruit 25 test participants, show them your website or app user interface, and we ask where they would click (or tap) to perform the tasks prepared. their choices are visually displayed on heat maps and reported on clear charts for your evaluation. we also provide a detailed analysis of the test results, and recommendations on how to improve the user interface. 2 or 3 different user interface options could be tested with the same task to compare the performance of the design solutions.

about this test

website: www.findyouritaly.com

language: English version

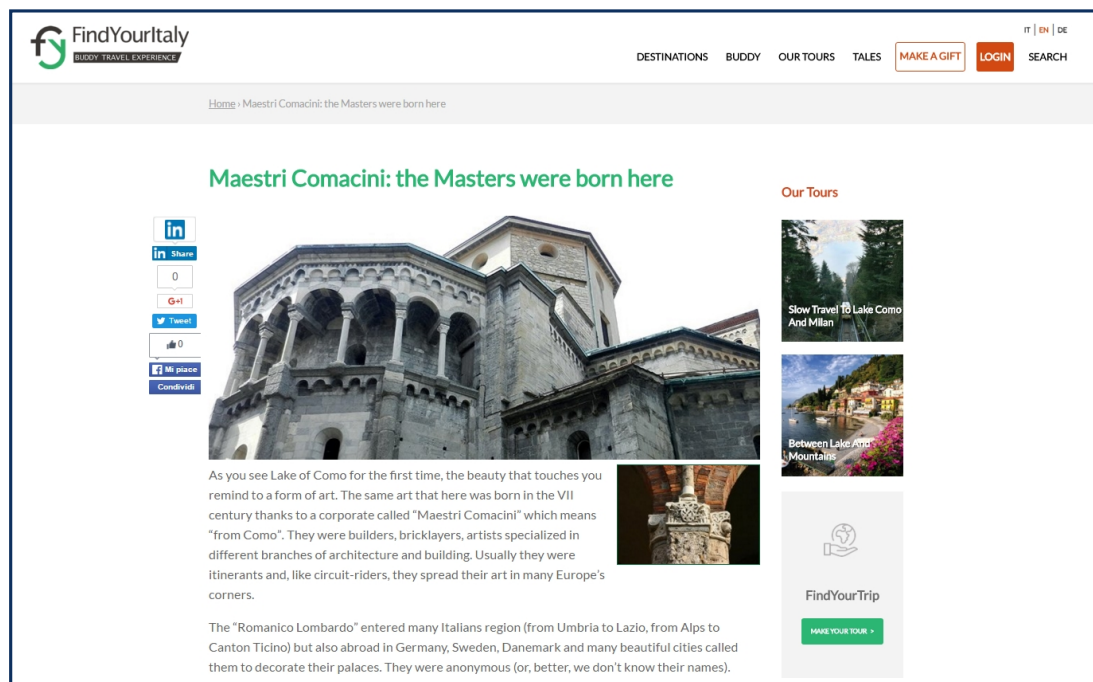
devices: desktop

notes: **free trial**

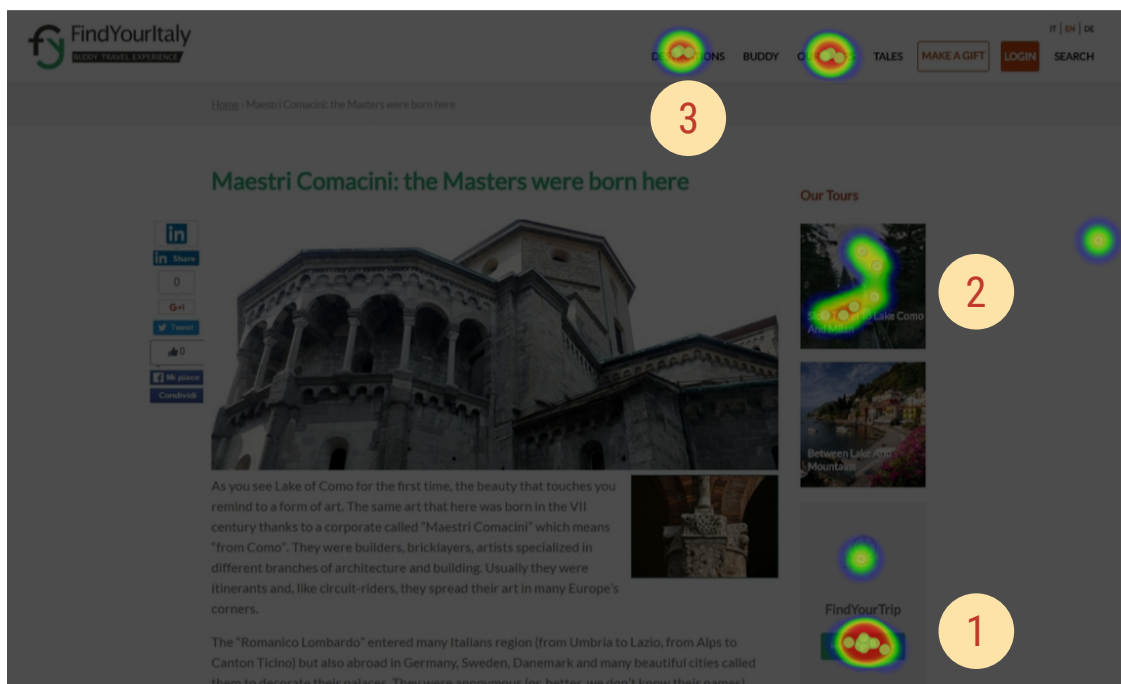
task

you have just started organizing your Italian vacation to Lake Como and came across this article. you want to find out if this company has any offers that could be good for your trip. where would you click?

user interface



heat map



a minimum of 20 quality responses from test participants is considered. random responses are ignored.

top choices

choice - users % - average response time (seconds) - suitable path

CTA "MAKE YOUR TOUR"	44%	31s	no
IMAGE "SLOW TRAVEL TOUR"	26%	48s	yes
OUR TOURS	17%	32s	yes
DESTINATIONS	13%	23s	no

overall results



analysis and recommendations

1 analysis. the CTA was chosen by 44% of testers. unfortunately, the CTA is set for a more specific (possibly less relevant) action, and is not on the right path. the test however, shows that this CTA could work well.

recommendations. make the CTA destination better aligned with the conversion goal (e.g. directly linked to the Tours and Offers page); make the button more prominent on the page; and clarify the label (e.g. "Find Your Tour").

2 analysis. the image "Slow Travel..." was chosen by 26% of testers. it represents one of the offers for a trip around Lake Como, so it's on the right path. in saying this, several things could be modified to increase clarity.

recommendations. move the two images ("Slow Travel..." and "Between Lake...") below the CTA; change the label above these images to clarify their scope (e.g. "Selected Tours around Lake Como"); avoid the right column layout and center on the page the CTA and images.

analysis and recommendations

3 analysis. the item “Destinations” on the navigation menu was chosen by 13% of testers but it’s not on the right path. this label was observed to disorient users in several first click tests (it relates to blog and travel guides content).

recommendations. remove this item from the navigation menu and move its content under the “Tales” section (which is also about blog and travel guides). the consolidated label should be changed into something more representative and explicit.



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