

Sunwing.ca Usability Test

Vithurren Sivaloganathan
November 22, 2016
IMMT711

Introduction

Sunwing is a tour operator that retails vacations. Sunwing has an ecommerce portal, through which they sell vacations online: sunwing.ca. This usability test aims to test usability and ease of use of sunwing.ca.

I, the test administrator conducted an onsite usability test using the live sunwing.ca website, on each participant's personal laptops. The participants talked through the test, describing what they are doing, seeing, thinking or feeling during each step. The conversation and discussion of each test was recorded. Each session captured the participants' navigational choices, steps taken, comments, satisfaction, questions and feedback.

Executive Summary

An onsite usability test of sunwing.ca at Story Arts Centre was conducted. Sunwing is claimed to be the #1 vacation provider in Canada. The purpose of this test is to assess the usability of Sunwing's website design, ease of use and flow.

Four students from Centennial College's IMMT 2016/2017 class participated in the test. Each test lasted roughly 20 minutes. Each test scenario tested each of the participants going through the flow of booking a vacation of their choice.

A general consensus among the participants was the logical booking flow was quite clear and concise. All participants claimed that the website was easy to use. Only 1 out of 4 participant had booked using Sunwing.ca in the past.

The test did however identify a few minor problems:

- Homepage is too cluttered
- The website color choice – Orange is too bright and distracting
- Lack of categorization of the excursion section
- Price listed is not clear when there is more than 1 passenger

This document outlines participants' feedback, task completion rates, ease or difficulty of completion ratings, errors and suggestions on improvements.

Methodology

The test administrator contacted and recruited participants from Centennial College's IMMT 2016/2017 class. The test administrator contacted the attendees in person informing them of test details and requesting their availability and participation. Each test lasted roughly twenty minutes. During the session, the test administrator went through the briefing script and asked the participants to load the website on their laptops. The administrator then gave the participants clear instructions and observed as they conducted the test. The participants talked thorough the test, explaining in detail the steps taken, what is being seen or experienced during each step. This conversation was also recorded to ensure all information is noted accurately. After the last task was completed. The administrator asked the participants a series of questions.

The participants were asked the following questions:

- What did you like?
- What didn't you like?
- Was there something you were expecting to see that wasn't there?
- How intuitive and helpful was the navigation system?
- How did you find the layout of the site?
- If there were one thing you would change, whether it is minor or major, what would it be?

Participants

All participants are students of Centennial College's IMMT program. Four Students were scheduled over two dates. All students completed the test. Of the participants, there were three females and one male. All of the participants were between the ages 23-35.

Evaluation Tasks/Scenarios

Test participants attempted completion of the following:

- Find a destination of their choice to travel too.
- Choose dates to travel on.
- Input at least 2 passengers.
- Choose a hotel of their choice.
- Confirm selections and proceed to booking portal

- Proceed to final steps and stop where requested to input credit card info.

Findings:

Task Completion

100% of the participants were able to complete all tasks with ease.

Ease of use and Navigation

All participants agreed that the navigation of the site was quite simple. None of the participants had any issues searching for what they needed. Participants stated that once they opened the homepage and immediately saw the search filters in the left hand column, they knew exactly what to do. They did not have any issues proceeding from there.

Layout

50% of the participants claimed that the colors were too bright and distracting. In particular, both stated the orange was too bright. 75% of the participants also stated that the homepage is too cluttered. There is too much information to process and is very overwhelming.

Anticipation

All users mentioned that the site brought up pertinent information as it was related, while going about the tasks. Even with the types of filters and information provided along the way.

One example that many of the users were appreciative of, were the dates and prices, as a bar on the top, on the hotel results page. This provided prices a few days before or after the searched dates. This helped users make decisions based on price.

The site was also designed to make it efficient for both repeating and new users. There was one participant that had booked a vacation using Sunwing in the past. This participant breezed through a repeat booking that they had done in the past. They

didn't need any of the same information a new client needed and they were able to breeze through the sections. Where as, new users require more information, which was provided for those who needed it.

Recommendations

Aesthetics

The front page needs follow the rule of thirds. Currently there is too much information for the users to process and participants claimed it feels cluttered. Thus, it is recommended to make the front page as minimalist as possible to aid the user experience.

A few participants also noted that some information bleeds out past the margins. This is distracting and also looks like ads. This may led to a loss of credibility.

Though Orange is the predominant color in Sunwing's branding, participants found it to be too bright and distracting for some of the users. Consider using a color that may be more appealing and comfortable for all users.

One of the participants also made a reference to the colors looking like sunscreen bottles. Maybe this is the theme Sunwing is trying to upkeep, but it was also mentioned that it was tacky.

Excursion page

The excursion page is not consistent with the other pages in the flow. Users had issues with the information in this section being collated in a list format. Participants agreed that this information should be presented in a more categorized format.

One of the users did not even bother to look through this page. They just skipped past it. By introducing this section and organizing them into categories, more users may use this section.

Anticipation

The price shown once a destination is chosen, and the hotel information is displayed, provides only the price for one passenger. However, in all cases tested, the users chose to travel with more than one passenger. This misled 50% of the participants when trying to book travel within a budget they had in mind. When more than one passenger is chosen, the total price for all passengers should be included in this section, or clearly state the price displayed is “per” passenger.

Conclusion

Most participants generally found sunwing.ca to be easy to use, organized, logical and useful. Having a website that provides so many vacation options for Canadians is very useful. By implementing the recommendations provided and continuing to work with users will help yield a user-centric website.

Briefing Script

Hi _____, thank you for taking time out of your day to participate in this test. Before I begin, I wanted to give you an outline of the test and how it's going to work.

We are going to test Sunwing's website: sunwing.ca. We are going to be testing it for its usability and ease of use. To make suggestions to improve Sunwing's user experience.

I want you to know that we are only testing the site and not you. You can't do or say anything wrong here. Please feel free to let me know at any time if there's something you like, dislike, if you're confused, etc. Our conversation about the site will be recorded, so please express what ever you are doing, thinking or feeling out loud.

The recording is to help make suggestions on the website's usability. This is to help me make our time together as meaningful as possible, I do not want to take away from our conversation by taking notes. Only I will be reviewing the taping while writing my report.

Do you have any questions so far?

Ok, Let's get started.