



TESTS

// usability

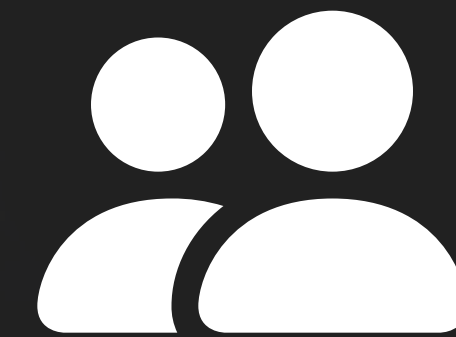
REMOTE-MODERATED

3 of 4 users started the booking process by looking through categories (destinations)

3 of 4 users would place a "Login / Create an Account or Continue as Guest" when ready to purchase

Pain points were identified within the prototype's "add-on" feature (user got trapped)

Designs described as "**neat,**" "**slick,**" and "**easy to use**"



4 participants;
ages 28-68

100%

completion of tasks and
indirect paths taken



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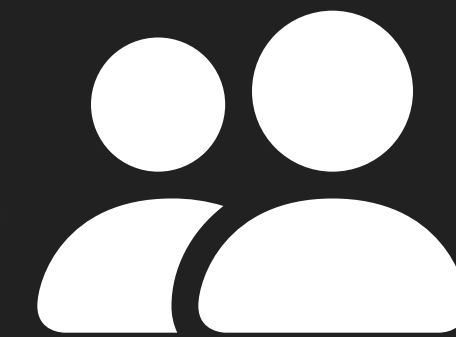
// usability

REMOTE-ONLY

Pain points were identified within the prototype's "add-on" feature (users got trapped)

Heavy / rapid-fire clicking instead of reading through given scenarios and tasks

Identified multiple prototype issues that need resolving when not having a guide to assist them



5 participants;
ages 37-43

60%

gave-up or bounced when
stuck on task