

Usability Test Findings | Highland Yoga

Overall Impression

- (6/11) Participants stated that they ran into no significant roadblocks
- (7/11) Participants found the website visually appealing
- (3/11) Participants suggested a better calendar display

Landing Page

- 85.7 % of Participants succedfound that the newsletter section was either too far down or it was too soon to ask to sign up for a newsletter
- Participants found that the search navigation bar was confusing.

Location Page

- 85.7% of Participants successfully navigated to the location page and found specified location.
- On a scale (1-10) The average participants found easy of information about studio locations 8

Teacher Page

- 64.3% of Participants successfully navigated to the teacher page and found teacher Elsphei and check out the music she likes
- 42.9% of participants successfully navigated directectly to the teacher page.
- 5.6 was the average participant rating for easiness of finding the information (on a scale from 1 being hard and 10 being easy)

Booking Page

- 100% of participants found a path and navigated to the booking a class process
- 7 out of 11 participants used the main cta button at the top right
- 100% of participants were able to filter studios

Next Iterations

1. Enlarge paragraph font throughout site so its more accessible
2. Rework calendar on booking page to make look less overwhelming
3. Add a feature section in location page so users can find teachers from the location

page