Website test

Why am I doing this?

I tested my website in the form of a usability/brand-test to find out if my design represents Thai culture clearly and to make the booking page as user-friendly as possible.

How effectively does the website design communicate Thai culture while providing a user-friendly booking experience for customers?

How am I doing this?

I asked the target group to explore my home page and test the booking system. I gave them a couple of tasks to complete to see where I can improve the site or not:

- How well do you think the homepage reflects Thai culture?
- Are there any images or design elements you feel are missing or could be improved to better represent Thai culture?
- How clear and easy was it to find information about the services offered?
- How easy was it to navigate the booking system?
- Was it clear what steps you needed to take to complete a booking?

What did I find out?

- The homepage design needs to reflect Thai culture better. This can be done with images or symbols such as a Buddha in order to convey the zen and welcoming atmosphere.
- Users preferrerd seperate booking steps into different pages or sections to make it more clear and less crowded with bunch of information.

So?

Because of this test I am able to make my booking system more user-friendly. To me the booking system was already clear enough, but my personal experience does not mean it is clear to everyone. Booking an appointment is the main part of the website I am going to develop, so it's important that it's clear to everyone and not just to myself.

I also learned that I need to add more symbols and elements to make the Thai culture more visible. They gave me ideas for improvement that I wouldn't come up with myself that I will use for further iterations.