

Interactive media products:

Website

Why ?

I wanted to test if my homepage reflected Thai culture and a user-friendly booking system to enhance the overall user-experience.

How?

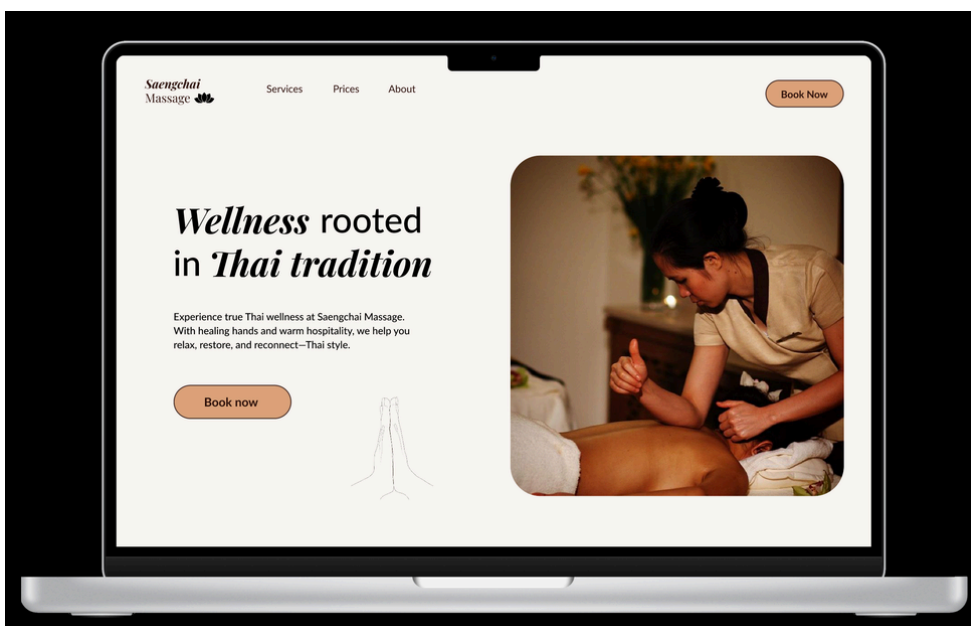
To test this, I conducted a usability test by giving the target group certain questions:

- How well does the site reflect Thai culture?
- Are there design elements missing?
- How clear was the information about their services?
- How clear was it to navigate through the booking system?

What?

It took their feedback in account, since the main goal of the client was to have a website that reflect Thai culture with a user-friendly booking system. To achieve that goal I have to listen to the customer's feedback:

- I added images and elements to reflect more on Thai culture, like a Buddha and lotus flower.
- I provided more information about the services by adding a pop up function with more information.
- I improved the booking flow, by giving every step a separate page and made sure the prices were visible from the beginning and not only at the end.



So?

These changes improved the experience and usability of the site immediately. Users could recognise Thai culture immediately and make an appointment without conflict.

I learned the importance of testing your design. After applying their suggestions my site became more professional looking and easier to use.