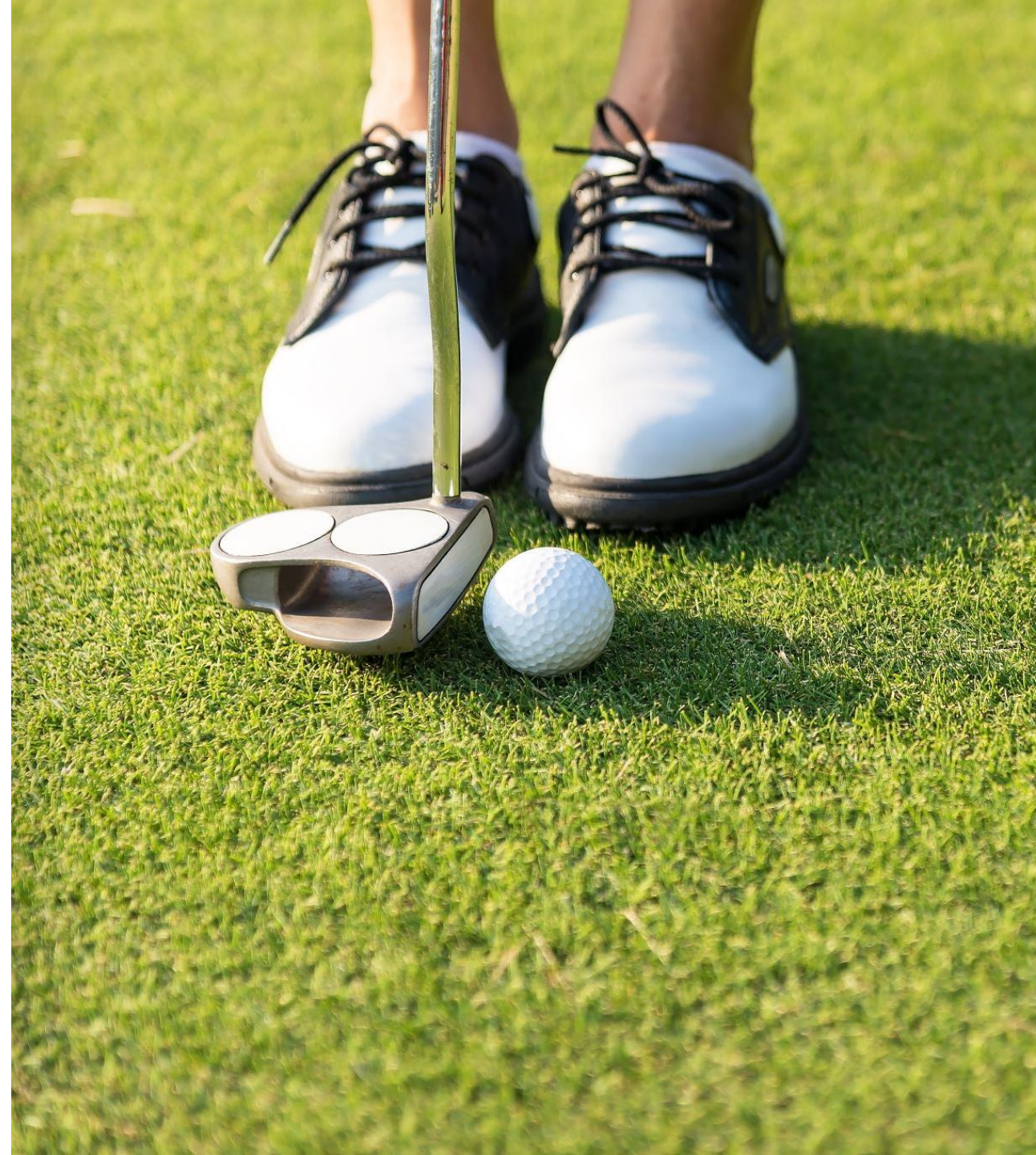


Puttshack website usability

Created By:
Michael J. Smith

Introduction to Puttshack:

- Puttshack is revolutionizing the classic game of mini-golf with a blend of modern technology and vibrant social atmosphere. With locations like Atlanta, this upscale venue offers a tech-infused golfing experience that's paired with delicious food and drinks, ensuring every visit is full of fun and excitement. Whether it's a date night, a family outing, or just a casual game with friends, Puttshack promises a memorable time with its innovative approach to entertainment.



User Personas:

We created scenarios for three personas:

Casual Player (Alex): Booking a mini golf game.

Food Enthusiast (Emily): Exploring the menu.

Competitive Golfer (Chris):
Checking the leaderboard.

Primary Tasks:



BOOKING A MINI GOLF
GAME.



EXPLORING THE MENU.



CHECKING THE
LEADERBOARD.

Usability Testing Goals:

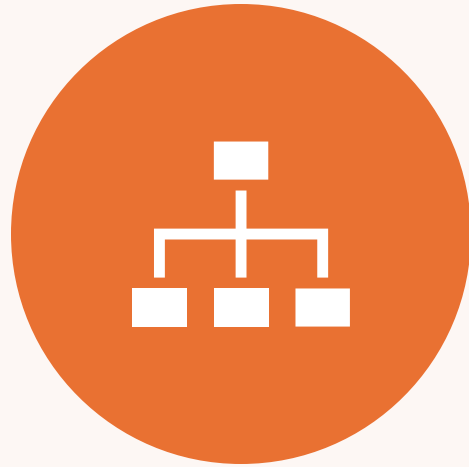


IDENTIFY ISSUES.

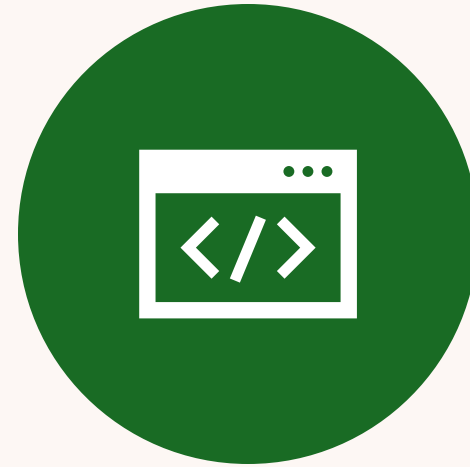


IMPROVE USER
EXPERIENCE.

Test Scenarios:



REALISTIC TASKS FOR
EACH PERSONA.

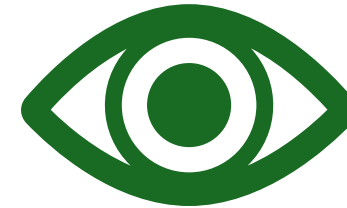


COVER DIFFERENT
ASPECTS OF THE WEBSITE.

Moderation Approach:



Think-aloud method.



Observe interactions.

Feedback Collection:



POSITIVE AND NEGATIVE
OBSERVATIONS.



NOTE USABILITY
PROBLEMS.

Alex's Booking Experience:

Booking process
feedback.

Simplification
recommendations.

Emily's Menu Exploration:



Clarity and dietary options.



Vegetarian menu expansion.

Chris and the Leaderboard:

False navigation

Leaderboards do not pop
up on a user's site,
unless previously visited.

Recommendations:



STREAMLINE MOBILE
BOOKING.



ENHANCE MENU
OFFERINGS.



IMPROVE LEADERBOARD
FEATURES.

Further Testing:

Mobile
responsiveness.

Accessibility
enhancements.

Written Paper

Running head: [SHORTENED TITLE UP TO 50 CHARACTERS]

1

Assignment 2 Test Your Website

Michael J. Smith

Digital Design and Usability - Online

Script
(<https://sensible.com/download-files/>)

Usability test script - Web sites

Reprinted from *Rocket Surgery Made Easy*
© 2010 Steve Krug

THE INSTRUCTIONS

☐ Web browser should be open to Google or some other “neutral” page

Hi, _____. My name is _____, and I’m going to be walking you through this session today.

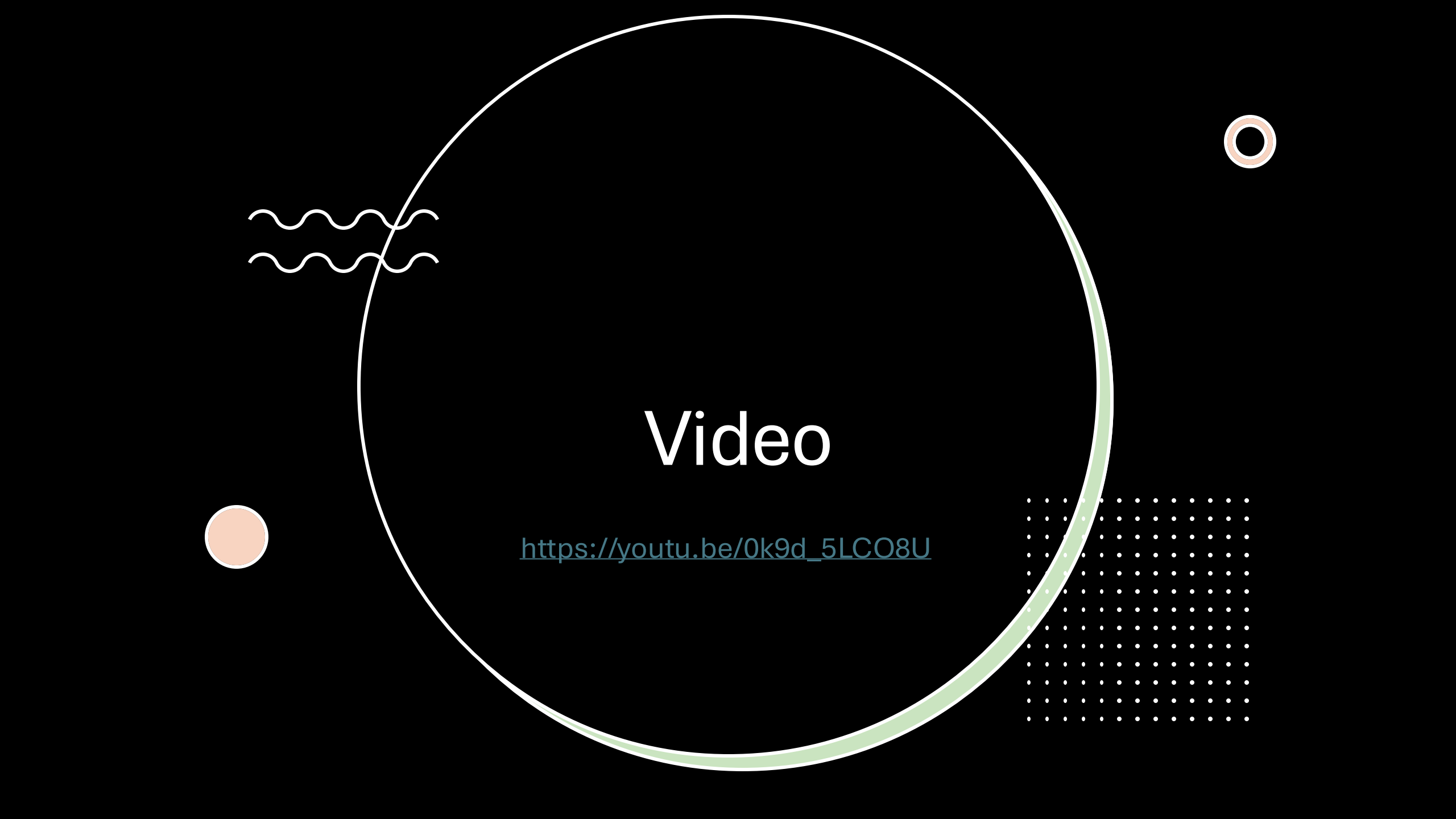
Before we begin, I have some information for you, and I’m going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We’re asking people to try using a Web site that we’re working on so we can see whether it works as intended. The session should take about an hour.

The first thing I want to make clear right away is that we’re testing the *site*, not you. You can’t do anything wrong here. In fact, this is probably the one place today where you don’t have to worry about making mistakes.

As you use the site, I’m going to ask you as much as possible to try to think out loud: to say what you’re looking at, what you’re trying to do, and what you’re thinking. This will be a big help to us.

Also, please don’t worry that you’re going to hurt our feelings. We’re doing this to improve the site, so we need to hear your honest reactions.



Video

https://youtu.be/0k9d_5LCO8U



Puttshack

- [Puttshack | Upscale, Tech-Infused Mini Golf Experience](#)

Questions?

