

# GET WHY USER TESTING NORWAY & USA

OCTOBER 2024

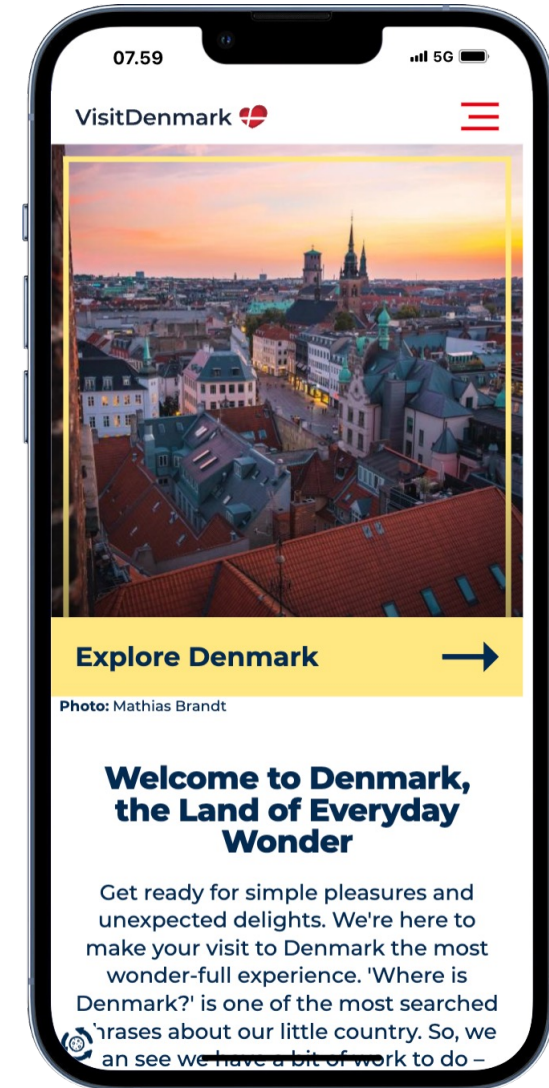


# SETTING THE SCENE

**What:** Usability testing of our **COM and NO** website.

**The purpose** of the study has been to understand how potential American and Norwegian tourists perceive and interact with VisitDenmark's international website, focusing on their user journey, expectations, and overall experience.

**The study aimed to** evaluate the usability and effectiveness of VisitDenmark's website, particularly the 'Plan Your Trip' section, in helping potential American and Norwegian tourists plan their trips to Denmark. The study will identify key frictions, areas for improvement, and the impact of the users' prior knowledge of Denmark on their website experience.





# US TARGET GROUP SPECIFICATION

**Who:** Americans who have been to Europe min. once in the last 7 years. Narrowed down to a respondent that lives in near proximity of Los Angeles or New York, as tourists visiting Denmark primarily flies out of LA or New York

The respondents are +25 years old and has a higher-than-average income (ref. our markedsprofiler).

**Respondents:** 10 participants were recruited, with an equal gender distribution

**Why:** We wanted to test the American segment with the intent of getting to know our US-target audience a bit better. We sought to identify if their approach to our website differentiated from our close markets, and if pre-knowledge of Denmark made a difference in how one navigates our website.







@Mette Johnsen



@Richard Clark



@Christian Faber



# NO TARGET GROUP SPECIFICATION

**Who:** Norwegians who have been to Denmark min. once before. Lives in Oslo or region Vestlandet. The respondent has at least one child, that is minimum 2 years old – granting us a good take on the family perspective. The respondents are 30-64 years old and has a higher-than-average income.

**Respondents:** 10 participants were recruited, with an equal gender distribution

**Why:** We wanted to test the Norwegian segment up against the American segment, with a purpose of indirectly identifying if the degree of knowledge for Denmark could play a role when browsing on our website. Testing the Norwegian segment and focusing on tasks related to planning a holiday, should also gain us better understanding and insights to our Norwegian target audience.





# METHODOLOGY

The test has been carried out using **remote "Think Aloud" test conducted by "Get Why"**. The think aloud test allows participants to verbalize their thoughts, feelings, and actions as they navigate through a task defined by us.

The test-environment setup is defined by the participants, as they conduct the test remotely on their own device.

Condition for the test was that it was conducted on a mobile device.

"Get Why" incorporates AI in the data collection and analysis of the test results to enhance efficiency and accuracy.



@ Daniel Villadsen







# OVERALL OBJECTIVES

## Objective 1

How familiar are potential tourists with Denmark as a travel destination? (US ONLY)

## Objective 2

How do potential tourists from US / NO perceive and interact with VisitDenmark's website when planning a trip to Denmark?

## Objective 3

How does the degree of prior knowledge about Denmark impact the users' experience and navigation on the website?

## Objective 4

What are the users' overall impressions of the website's ability to support their trip planning needs, and what specific features or information do they find most helpful or frustrating?





# RESULTS



## NO: INSIGHTS SUMMARY

- Many find it difficult to locate information on dining options and practical travel tips for families and desire more age-specific categorization (and direct booking options).
- The need for more structured, child-centric information is highlighted continuously (Task & scenario = family focus)
- Many found it challenging to locate specific information about bars, pubs, and accommodations in CPH that suit their preferences, citing a lack of detail and challenging navigation. (note: friend focus – no comment on presentation of target group)
- Many rely - at least partially - on pictures, reviews, and external sources to make decisions instead of the information presented on the website.







## US: INSIGHTS SUMMARY

- Most participants appreciate the 'Plan Your Trip' and 'Things to Do' sections, which many found very valuable and used as the go-to first steps for finding answers to their queries.
- Some found it difficult to locate specific information and suggested improvements such as adding videos, and better labeling for easier navigation.
- The ability to filter by personal preferences and cities is highly valued, but respondents desire features like a comparison tool (and direct booking).
- Overall, users appreciate the safety and transportation information but seek quicker access to information and clearer transportation details. *"Is it safe for me to travel to Denmark as an African-American with a darker skin color?"*
- A map function is still relevant



# SUPPORTING INSIGHTS

1

**Menu is perceived to be confusing** – Sub-categories are requested. E.g related to travel constellations: “(...) Have children as a separate category with links to or submenus to everything that has to do with children”

Addressed in front-end project

2

**Search function needs improvement** – “(...) can be used more sensibly, so that you can search for a word and get results that are similar to when you google things. Several options should appear when searching in the search bar.”

Addressed in front-end project

3

**Improved filtering and labelling options are requested** - like sorting accommodations by rating or location. Others suggested more focus on specific groups, like families – this is also referenced for labelling content in general.

Addressed in front-end project





# SUPPORTING INSIGHTS

4

**The use of pop-ups should be more intelligent.** A user from the Norwegian test points out that it is annoying and not relevant *"... at this point of the user journey – GÅ VEKK"*.

Active focus internally

5

The website is experienced as a **text-heavy site** – and several users request more visual content instead of having to *"scroll scroll scroll"* (Ref. previous DE test)

Addressed in front-end project

6

**SEO is essential** – Google is highlighted as a go to when information is not found. ChatGPT is also mentioned a couple of times. (Ref. previous DE test)

Addressed in front-end project

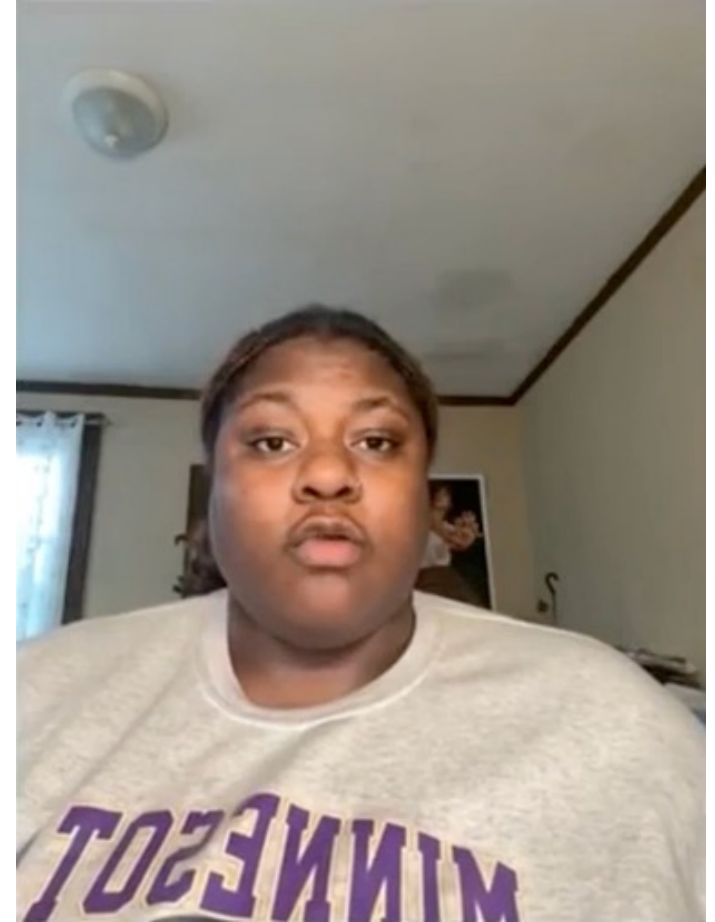


# INSIGHTS; OBJECTIVE 1

Objective 1: *"How familiar are potential US tourists with Denmark as a travel destination?"*

- Not very familiar. The extent of knowledge does not (for the majority of the respondents) go beyond CPH.
- Some respondents refer to family, learnings related to education, sports or movies, when elaborating on the small knowledge they have of Denmark.

***"I would say pretty familiar (...) it's in the Slavic region – a bit north"***



[User feedback](#)

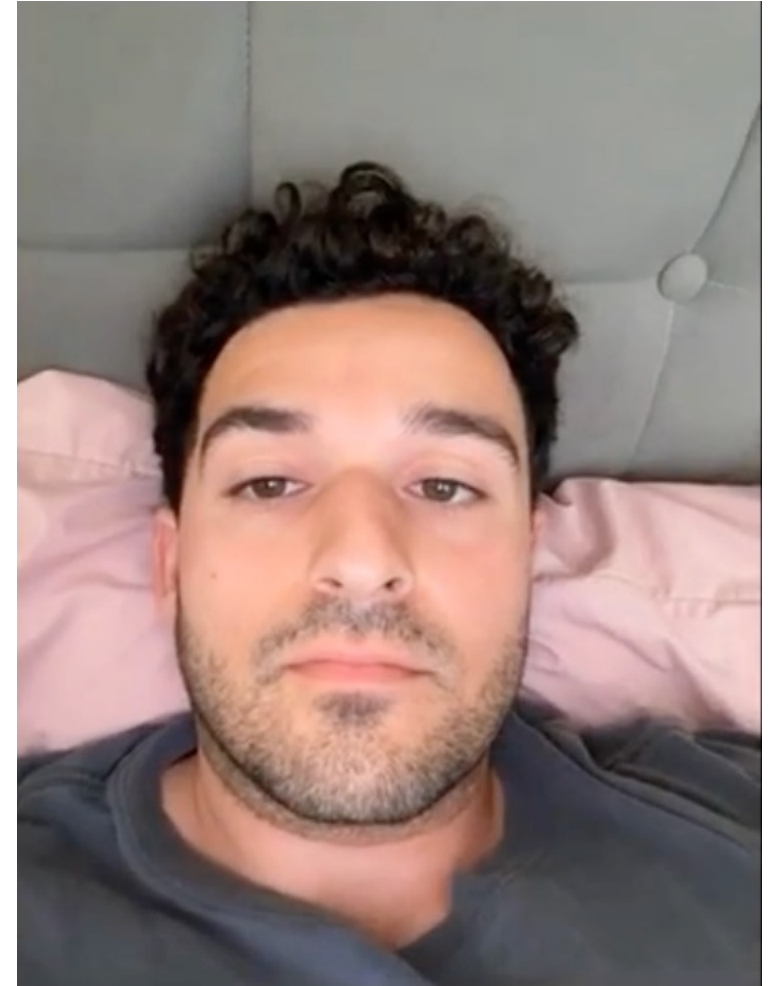




## INSIGHTS; OBJECTIVE 2

Objective 2: *"How do potential tourists from US/NO perceive and interact with VisitDenmark's website when planning a trip to Denmark?"*

- For several of the NO respondents, the website is currently not seen as a go-to source for travel-information, preferring other platforms for certain needs (Google, booking.com and similar)
- NO respondents had mixed experiences navigating the VisitDenmark site for travel information. Many found it challenging to locate specific information about bars, pubs, and accommodations that suit their preferences, citing a lack of detail and challenging navigation
- The overall perception differs between the two markets, and the US respondents generally have a better perception of the website – highlighting the value of getting all the information gathered in one spot.



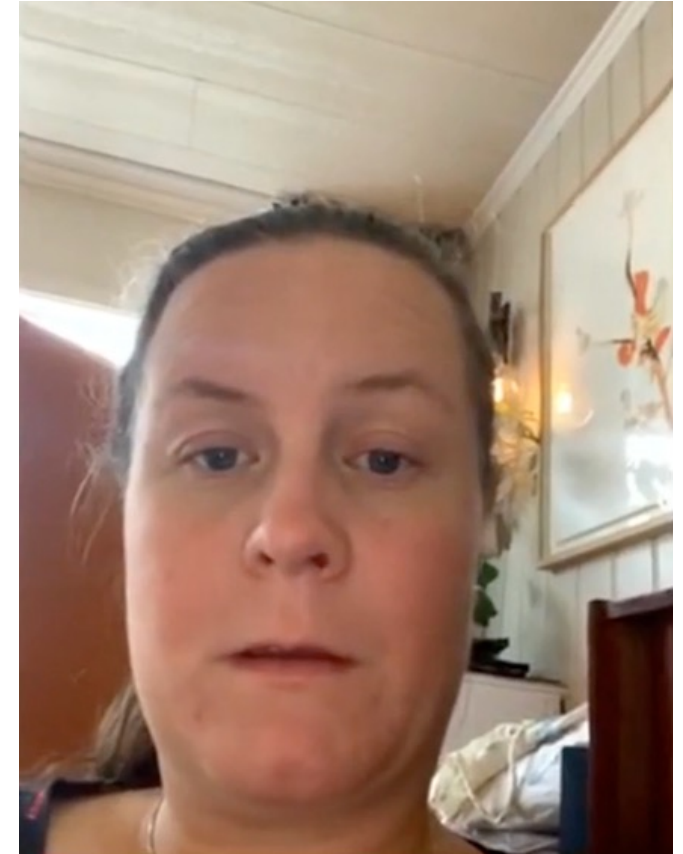
[User feedback](#)



# INSIGHTS; OBJECTIVE 3

Objective 3: *"How does the degree of prior knowledge about Denmark impact the users' experience and navigation on the website?"*

- The overall impression is that respondents from Norway find prior knowledge to mean more, than respondents from the US.
- Several respondents from NO express that prior knowledge impacted their experience with the website to a reasonable degree. Several respondents highlights that their mind automatically goes to previous experiences when navigating the site and seeking information (NO)
- Respondents from the US has a general census that their non-existing or limited knowledge of DK did not impact their approach to seeking out information. All respondents reflect positively on learning more about DK. (US)
- The website's customizable trip-planning features were deemed to cater to both beginners and experienced travellers (US)



[User feedback](#)



# INSIGHTS; OBJECTIVE 4

Objective 4: *"What are the users' overall impressions of the website's ability to support their trip planning needs, and what specific features or information do they find most helpful or frustrating?"*

- The "11 Attractions for Children" and "Activities" sections are perceived to be the most helpful.
- GDK explorer was highlighted as "just what one would need". Expressing that this section of the website should be promoted more (NO)
- Enhancing the search function (NO / US)
- Improving navigation, particularly through menus (NO / US)
- Adding more pictures to enhance the user experience (NO / US)
- Offering the ability to make direct bookings (NO)
- Better filtering options, like sorting accommodations by rating or location (NO)
- More focus on specific groups, like families (NO)
- Scale down, too much information and content (US)
- More video – allowing for users to get to know DK without having to do heavy reading (US)



[User feedback](#)





## INSIGHTS; OBJECTIVE 4

*"En dårlig meny-opplevelse. Det skal være lettere å navigere ift. hvilken type ferie jeg skal på, istedenfor at jeg skal scrolle og scrolle for å finne det jeg skal ha"*  
- Ann-Kristin, 36 år (NO)

*"It's perfectly fine, but a little difficult to navigate. It tries to find a difficult balance between being a directory service and being a kind of advertising site for Denmark, so there is a mix between articles and encyclopedias"*  
- Morten, 37 år (NO)

*"Det var kaos på nettstedet. Det var ikke bra. Start på nytt. Det virker som et nettsted fra 1997, når folk startet med å bruke internettet"*  
- Tiago Costa, 37 år (NO)

*"In general, it's a very busy website. I like all the information, but it can be hard on the eyes. I think maybe segmenting it a little bit so it doesn't look so busy could be helpful,"*  
- Sidney, 28 år (US)

*"I would say they probably should add a search bar. I don't see a search bar on the website itself."*  
- Trevor, 28 år (US)

*"My overall impression of the website was good."*  
- Madeline, 32 år (US)