GET WHY PILOT - RESULTS

JULY 2024

SETTING THE SCENE

What: A pilot, testing the usability of our German website.

The purpose of the study has been to understand how potential German tourists perceive and interact with VisitDenmark's German website, focusing on their user journey, expectations, and overall experience. <u>Not</u> market differences or our content.

The study aimed to identify key friction points and areas for improvement in order to enhance the website's user-friendliness and effectiveness in attracting and engaging specifically the German coastal and nature tourism segment.
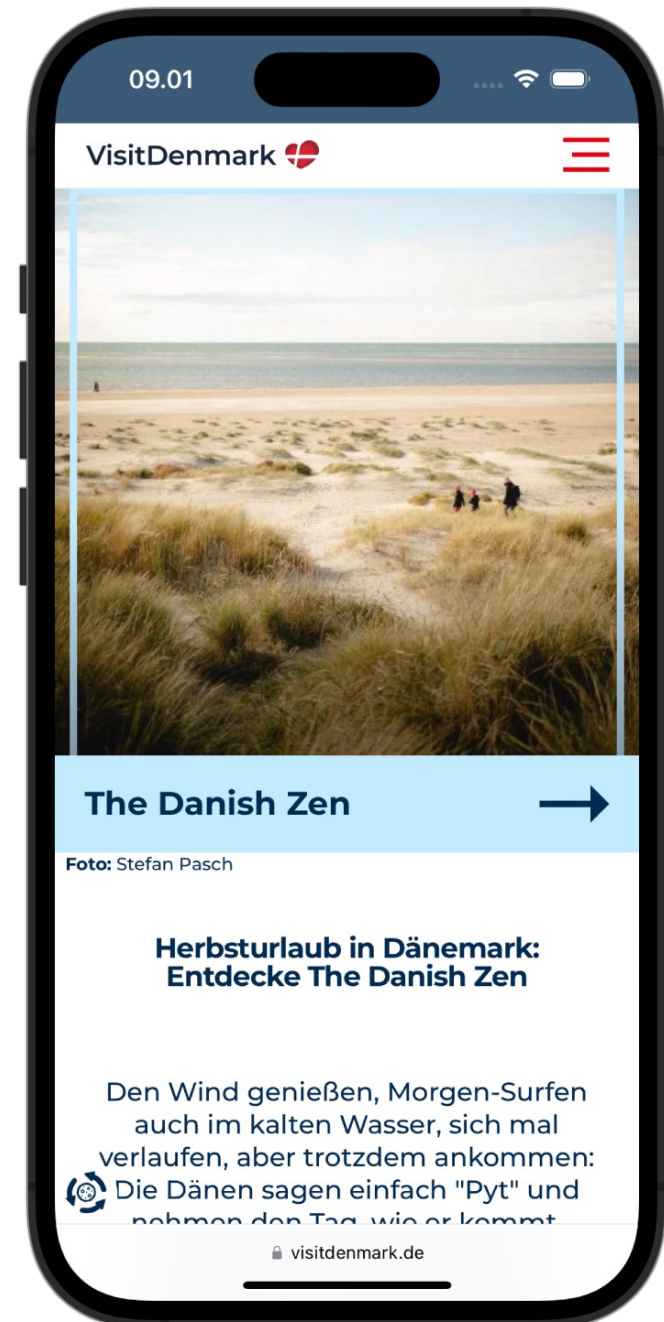
TARGET GROUP SPECIFICATION

Who: German families with children in the age group of 30-49 years.

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

Why: The German tourists represents our biggest market and was the obvious starting point. If we extend our pilot, we will turn to additional markets.

METHODOLOGY

The pilot 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.

OVERALL OBJECTIVES

Objective 1

How do participants experience navigating the website, and how easy is it to find requested information on, for example, beaches and accommodation options in Denmark?

Objective 2

How do participants experience the transition between the VisitDenmark website and destination-specific websites, and how does this affect their overall navigation and information-gathering process?
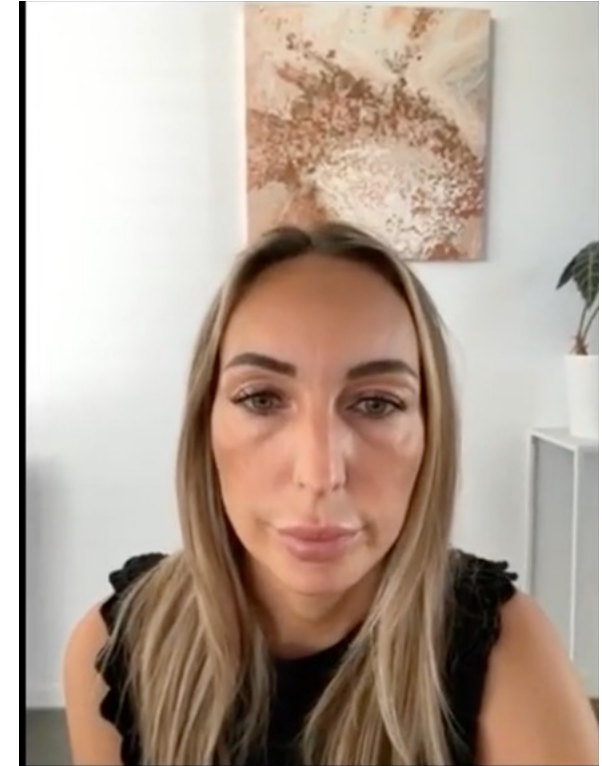
Objective 3

What are the key areas for improvement or friction points that participants identify in their overall experience with the VisitDenmark website?

INSIGHTS; OBJECTIVE 1

Objective 1: *"How do participants experience navigating the website, and how easy is it to find requested information on, for example, beaches and accommodation options in Denmark?"*

- At first sight, the participants appreciate the site's ease of navigation, highlighting the map function, the site structure, the detailed FAQ section, and appealing images of a perceived focus on nature and outdoor activities.

- However, as the test requires them to find something specific - many starts expressing frustrations regarding navigational issues, the lack of a prominent search function, the maps are lacking details and they cannot recreate a previous view, and the images does not always meet their expectations for content.

- Some respondents resort to Google for additional information.

◉ INSIGHTS; OBJECTIVE 2

Objective 2: *"How do participants experience the transition between the VisitDenmark website and destination-specific websites and how does this affect their overall navigation and information gathering process?"*

- Participants have mixed experiences when trying to navigate back to the VisitDenmark homepage from different sections.

- The majority encounter difficulties, with some unable to find a way back at all

*"(...) no chance, I'm trapped"*

INSIGHTS; OBJECTIVE 3

Objective 3: *"What are the key areas for improvement or friction points that participants identify in their overall experience with the VisitDenmark website?"*

- Improvements in layout, as well as a less overwhelming navigation experience on the VisitDenmark website overall.

- Most participants expressed that they desire features like direct booking links, better interactive maps, better internal search

- Localized and personalized information and recommendations are also mentioned a few times.

- Several participants revert to Google and other channels for the information, they perceive to be lacking on the VisitDenmark site.
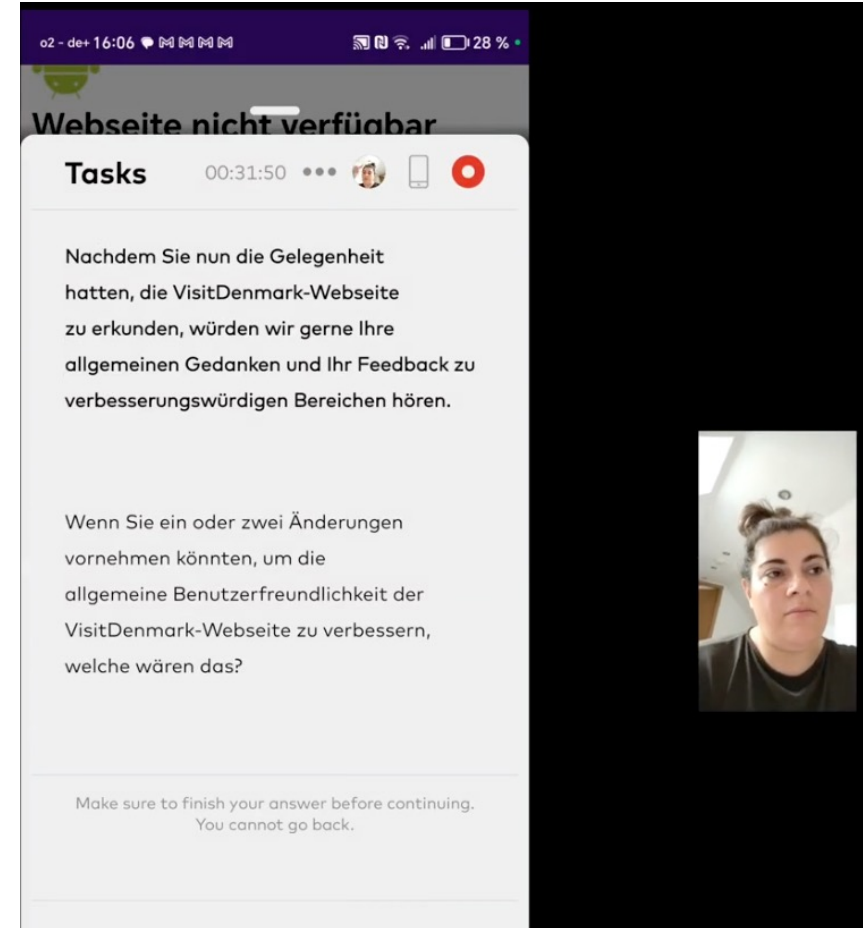
SUPPORTING INSIGHTS

1

Load time – We are also dealing with user groups where the connection is not ideal.

Our key focus on load time remains. All is good on our technical setup.

2

Undeniably, there are a few occurrences of **404 errors** which negatively effects the UX.

We could set up alerts for 404 in GA –allowing a more proactive approach.

3

We should not underestimate **the value that the images have** – most respondents navigate based on the images.

Keeping our images top of mind when designing the new front-end.

SUPPORTING INSIGHTS

4

From a slightly more tech-savvy point of view: **The site feels modular and lacks flow.**

**This will be a focus point in the new front-end design.**

5

The website is experienced as a **text-heavy site** – evident in the scrolling through content – "yada yada yada".

Will be addressed in the new front-end design, might also be a focus from a content point of view.

6

SEO is essential – some users searched on Google for specific information while browsing the website.

With Thea going fulltime diving into SEO, we will be addressing this as well with a SEO strategy.
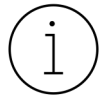
EVALUATION OF GET WHY: PROS

- An efficient and insightful way to conduct user tests.

- Easy, fast (2-3 weeks delivery) and cost effective (also compared to other providers) to work with

- Analyzing the results is straightforward.

- Reporting area offers useful features for final reporting.

- An advantage that we do not get a finalized report, but a lot of pieces of insight that we in UX have the opportunity to interpret.

- A powerful tool that there is video of the user insight, to get even closer to our tourist and have them top of mind in our daily work

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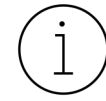
EVALUATION OF GET WHY: CONS

- One could be critical of the recruitment process. It is difficult to say whether the recruited participants represent actual users or if they are more "super users."

- Some difficulties with translation in the reporting area, which makes it challenging to analyze on e.g quotes.

- Not possible with follow-up questions.

- Forced environment that does not necessarily simulates a real-life situation – their motivation and incentive does not reflect a real user

NOW WHAT?

Next step overall from a UX perspective

- Going forward, we want to use Getwhy to get some qualitative insights

- We assume that the markets will be similar, but would like to be sure in our hypotheses by running the same test on the US and NO markets (we do not want to test on all markets)

- When we go live with the new site, we need to test more quantitatively, and we need to examine a set up for this when we get closer to the implementation phase.

NOW WHAT?

Knowledge sharing (current pilot)

- Sharing Eksponent & E-types 2nd Oct

- Sharing at Marketing meeting 4th Oct

- Short recap / highlights with all DMOs when reviewing web

  design concept dec 2024 (date TBD)

Next step

- Meeting with Getwhy – evaluation + initiation of tests 27th Sept

- Adaptation key learnings in Digital User Journey

- Ready with test results for workshop 28th Oct.

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