



# Crystal Ski Explorer App Redesign

Remote Unmoderated (September 2022)



# Overview



# Background & context

This testing was carried out as part of the Crystal Ski Explorer App redesign to improve the navigation and content structure

## Problem statement

Customers of Crystal Ski depend on the app to gain information about the first 24-48 hours of their holiday, as well as finding ski tips and things to do during their stay. However, the information is often out-of-date, hard to find, and/or difficult to digest. Customers are therefore using alternative apps during their holiday, relying on reps to find out information and calling the TXC to ask questions which should already be answered on the app. This is a problem because it uses up time for reps and the TXC contact centre and also frustrates/confuses customers who want to find out general information when using the app.

## Design goals

- Investigate improvements to the layout of content
- Structure pages in a way that is easier to locate information
- Improve the UI of the app to include Crystal Ski branding and typography
- Improve navigation to each page
- Consider alternative, more contextual names of pages



# Session design

The participant would begin on the Resort Guide Homepage and was asked to locate various pieces of information. This was then followed by an app walkthrough, and finally answering various questions about their thoughts.

- **Method:** Unmoderated remote testing (using Userlytics)
- **No. of participants:** 5
- **Device:** Mobile
- **Prototype link:**
  - <https://www.figma.com/proto/OtN8U8SKFSxChxhWI6dazt/Crystal?node-id=1207%3A155&scaling=min-zoom&page-id=701%3A2&starting-point-node-id=1207%3A155&hotspot-hints=0>



# Research questions



# Research questions

**Were participants able to find various pieces of information within the app?**

Yes, all participants were able to locate every piece of information that they were asked

**Were participants engaged and inspired when using the app?**

Yes, all participants were interested in the app and mentioned that this is something they would use in future

**Did participants understand the layout and hierarchy of the information?**

Yes, all participants understood how the page structure worked, and appreciated the itinerary style view for various pages

**Were participants able to navigate around the app without difficulty?**

Yes, all participants found it easy to navigate around the app, finding the central Resort Guide homepage useful



# Summary of findings

Finding	Recommendation
When searching for a specific Ski route, some 2/5 participants used the Resort Map to find the route, with the other 3/5 going to the 'On The Slopes' page	Ensure routes are available on both 'On The Slopes' and the Piste map
Participants understood how to filter the routes by experience level	N/A – no issues found
5/5 participants were easily able to locate a specific activity in the 'Things to do' page	N/A – no issues found
3/5 participants referred to the 'Things to do' page as 'Activities'	Consider renaming this page to 'Activities'
5/5 participants selected the correct page to find out information about 'Returning equipment' in the 'First 24 hours' page	N/A – no issues found
5/5 participants selected the correct page to find supermarkets in the area	N/A – no issues found
1 participant, on the Resort Guide homepage, continuously tried to select the text rather than the image to progress to the desired page	Consider making the whole image, and text, clickable to proceed
All participants could easily navigate the app. All participants used the 'Back' button to return to the Resort Guide homepage	N/A – no issues found
Some participants queried who the 'reps' were. They wanted more information about the reps on the pages	Consider adding more context for who the reps are on the individual pages
Participants mentioned they liked the ease of use of the app, and mentioned they found it easy to locate specific pieces of information	N/A – no issues found
2/5 participants mentioned they would like the ability to 'like', 'bookmark' or 'share' information on the app to find later	Consider adding the ability to like, bookmark and share information on the app



# Task flow

Resort Guide homepage



Find 4 pieces of information



App walkthrough







Final questions and feedback





# Usability Issues Rating Key

	Positive outcome	The participant accomplished the task with ease. They have positively identified a feature or an aspect of the prototype that appeals to them.
	Low severity	The participant may experience insignificant time delays or mild frustration but is still able to complete the specified task.
	Medium severity	The participant may experience notable delay or frustration, but will be able to complete the task, with added effort.
	High severity	The participant will experience notable delay or frustration, may not be able to complete the task.



# Most participants were able to find information about specific Ski routes

Recommended slopes at Arinsal

Beginners Intermediate Advanced Boarders

Rossignol Run (Canillo)

Difficulty: Green

Length: 3 miles

Top tips from Lewis

- \* Practice your moves by looping the gentle green runs on either side of Les Fonts chairlift.
- \* For more of a challenge, progress to the Pal mountain to try longer, tree-lined runs.
- \* The runs are sheltered when it's snowing and you can enjoy views of the frozen forests from the lifts.

Avet Run (Soldeu)

Difficulty: Blue

Length: 7 miles

Top tips from Molly

- \* A wide run with lots of different stages to run.
- \* You can really pick up some speed.
- \* Or maybe try some tricks at the side of the slopes.

Pastora Blue

Difficulty: Blue

Length: 5 miles

Top tips from Rosie

- \* Head up the Solana chairlift from the main piste in Pas.
- \* At the top, there are some incredible views

## Observations:



3/5 participants chose the correct page (On the Slopes) from the Resort Guide homepage



2/5 participants selected the 'Resort Map' to locate the ski slopes



Participants understood how the filtering options worked in order to find a route suitable for their experience level




1 participant mentioned that they wanted to find out more about the reps at this stage – 'top tips from Lewis? Who is Lewis?'

## Recommendation:

- Give more context on the Resort Guide homepage about what is included within the 'On The Slopes' page
- Alternatively, consider a different name for this page
- Consider adding imagery of the reps to the pages where they provide their top tips




# All participants successfully located the event within the ‘Things to do’ page

 Friday (1 event)

**Bar crawl around Arinsal**

Get ready for the best bar crawl Arinsal has to offer. Tickets are €12pp. We will start at 8pm at Cala Club and finish at approximately 3am.


 Saturday (2 events)

**The Iglu**

Offers the best mojito on the mountain. Deep house music gives this bar a chilled vibe. Not one to miss!

**Second bar crawl around Arinsal**

Get ready for the best bar crawl Arinsal has to offer. Tickets are €12pp. We will start at 8pm at Cala Club and finish at approximately 3am.

 Sunday (2 events)

**Night skiing**

La Solana chairlift is open until 8pm and the blue Tubs run is lit up, so you can enjoy some night skiing (weather permitting). No price, just show up.

**Hibernation Festival**

18 - 20 March  
For one weekend only, Pas de la Casa will be host to Hibernation festival, bringing you amazing music from great DJs. Stages will be set up on and around the slopes so you can enjoy the atmosphere and music everywhere! Ask your rep for more details.

## Observations:

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All participants correctly located the specified event. The average time to find the event was around 15 seconds

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All participants liked the itinerary style view, which made it easier to find information

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1/5 participants mentioned they found the length of the page quite long

## Other observation

3/5 participants referred to this page as ‘Activities’ rather than ‘Things to do’


## Recommendations:

- Consider changing the name of this page from ‘Things to do’ to ‘Activities’
- Consider more use of progressive disclosure to decrease the length of the page




# All participants successfully found the information to 'Return their equipment' post holiday

Equipment return and getting home

 Returning your equipment


Don't forget to return your equipment before the end of your holiday.

- \* Rentalski - 08:00 - 20:00
- \* Duna Blanca - 08:00 - 20:00
- \* Shusski - 08:00 - 20:00

 Return transfer to airport

**Transfer duration:** 2hrs

To get back to the airport, make sure you have everything you arrived with. Make sure you have all your luggage packed and ready to go, and you have returned all your equipment. Your rep will show you which coach to take.

 Flying home

**Flying with TUI?** Save time by using our [online check-in service](#). Online check-in opens 14 days before your outward flight. You will need:

- \* Booking reference number
- \* Surname of the lead passenger
- \* Departure date

**Alternative airline?** Make a note of your booking reference from the Travel Documents section in [Your Account](#).

## Observations:

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5/5 participants correctly chose where to locate the 'Returning your equipment' information. On average it took participants 20 seconds to find this

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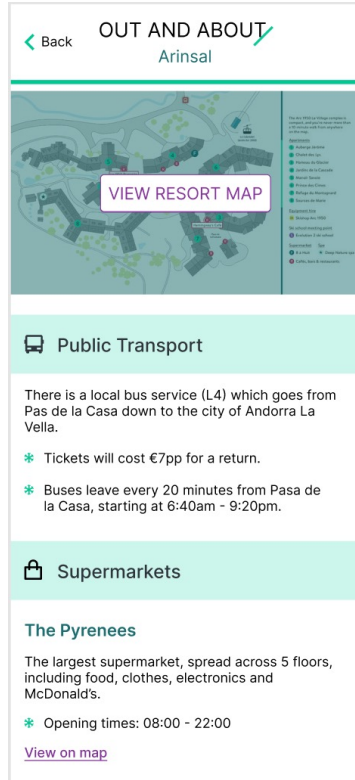
1/5 participants wasn't entirely sure at first which page to find the information on, however they did choose correctly on the first attempt

## Recommendations:

- Consider alternative titles for this page to include the fact it includes information for what to do at the end of the holiday, as well as the first 24hrs



# All participants successfully found the information to locate a specific supermarket



## Observations:

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5/5 participants correctly chose where to locate a supermarket specified for the task

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1/5 participants mentioned they might look for this information in the 'Things to do' page

## Other observations:

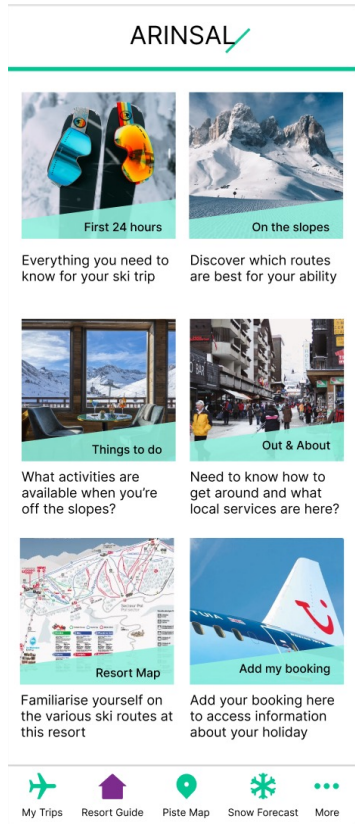
1/5 participants referred to this page as 'Services'

## Recommendations:

- Consider alternative titles for this page to include the fact it includes information for what to do at the end of the holiday, as well as the first 24hrs



# Users found navigating the app and finding information straightforward, but wanted a more information around contacting Crystal and the reps



## Observations:

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All participants were able to navigate the app with ease, all of them using the 'Back' button to return to the Resort Guide homepage

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Participants mentioned they liked the chronological itinerary style view on pages such as 'First 24 hours' and 'Things to do'

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3/5 participants queried whether it could be easier to contact Crystal Ski or a rep whilst on holiday, 'in case something goes wrong'

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1 participant mentioned they wanted to see more information regarding opening times *and dates* for when various services were available

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All participants said they would use the app if they were on a Crystal Ski holiday

## Recommendations:

- Consider adding more information around contacting Crystal or the reps whilst on holiday
- Include opening days, as well as times, to show when various services open



# Highlight Reels

- Positive feedback from participants (5 mins)
- Potential improvements (2 mins)

