⚠️ Three test participants found that it is difficult for them to get an overview and compare information.

This occurred mostly in association with the "Flight and transport to Denmark" section. One test participant commented, that she would have to visit all of the individual websites while all she wanted was an overview of the prices and the time it takes to reach Denmark using different means of transportation. Another one said, that he would expect a map (similar to the map of ferry connections to and from Denmark) with all the connections marked on it.

⚠️ The activity/attraction search facility was not helpful when the query returned a large number of results.

When test participants were looking through all items in a category, the list contained many results listed alphabetically. Many of the results were quite similar to one another. It would require the test participant to go into each of them one by one and read the details to determine whether a particular item is of interest.

At least two test participants scrolled through such a list saying that they can't find anything interesting, even though they haven't seen all the pages of the list.

💡 One test participant suggested, that it would be useful to be able to order the results by their popularity or some other criterion of recommendation.

⚠ The main menu is unintuitive and does not speak the user's language.

When test participants were trying to book a restaurant, most of them expected to find a list of restaurants first. One test participant said that she was looking for the words "food" or "restaurant", but couldn't find them neither in the menu or on the front page.

When participants were looking for general information about Denmark, they were certain it should be under *Tourist Information* but most of them didn't decide to click on *FAQ* or *Denmark A-Z.* One test participant said that she would rather expect a menu item titled "tips for travelers" to contain such information.

One test participant commented: "Information seems to be there, but it's hard to find it."

Test facilitator's comment: Some menu items could expand or display a sub-menu with a list of options available after clicking that item. For example, the *Activities -> On the Town* menu item could hold a sub-menu containing: *Restaurants, Music- & Dance Places.* This would help the user in deciding which menu item to click.

⚠ Important links placed in a box that is ignored by users.

Only one test participant noticed the "facts" box when he was looking for food prices the first time he visited the restaurants search page. Two test participants found it after returning to this page for a subsequent time, while others managed to find this information through some other means.

Test facilitator's comment: This information box is placed in the right column and, to make it worse, it is adjacent to an actual banner advertisement. This is enough for the users to simply ignore this box, treating it as another banner. That is why this information should rather be placed in the center column where the user's attention is focused.

Three of the test participants had problems with finding Aarhus in the *Town/Area* select box in **Błąd! Nie można odnaleźć źródła odwołania.**, even though they selected the correct region. Some test participants were not aware of the alternate spelling ("Århus") and were confused when the city was not listed under the letter "A". They pointed out that there is "Aarhus" on the map, but it is not in the list. Those participants that knew of the alternate spelling were still confused, cause they expected to find items starting with "Å" right after "A" on the list, and not at the end as is in accordance with the Danish alphabet.

Test facilitator's comment: The list should contain all spelling variants for names with Danish letters. The official spelling could be indicated in brackets, e.g. "Arhus (Århus)". Danish letters should be placed after the corresponding English letter in the collation sequence.

No information on how to proceed when search yields no results.

One test participant was searching for a hotel (**Błąd! Nie można odnaleźć źródła odwołania.**) to book in Aarhus and the search returned no results for the selected period of time and number of people. The test participant tried changing the search criteria, but still couldn't find anything. The test participant reached the conclusion that "something must be wrong" and gave up.

Another test participant tried to find music events in Copenhagen this winter (**Błąd! Nie można odnaleźć źródła odwołania.**). She tried several times, selecting different types of *Facts* about the event, but in the end found just one result. "It's impossible. There must be more going on."

Test facilitator's comment: If the search produces no results, the user should be presented with a list of steps that they can perform to find what they are looking for. This could include information on how to modify the search query or a link to browse all events in a given category. The user could also be presented with a short list of alternate results from a less restrictive query.

It is impossible to book a restaurant from the restaurant details page.

When the test participants were asked to book a restaurant, all of them started looking for a list of restaurants first. They usually ended up in the *Activities -> On the Town -> Restaurants* list. However, when they opened the details of a particular restaurant, it was not possible to book it directly from there. Two test participants failed to book a restaurant because of this. Another test participant said that at that point she would visit the restaurant's homepage or call it directly, but after a while managed to find the *Online Booking* option in the menu.

The remaining test participants were confused, but managed to reach the *Online Booking* section. Here, however, they had to search for the restaurant again from the start. A few of them have not found the same restaurant they selected a while ago.
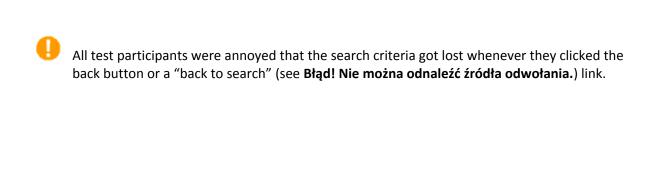
Test facilitator's comment: The list of restaurants and restaurant booking should be integrated. It is confusing for the users that there are two separate places that provide the same function. A similar comment holds for booking hotels.

It is difficult to find categories through the site's main search facility.

A few test participants tried to search for "restaurants" when they failed to find such a menu item in the main menu. However, this search produces results from such categories as "Aktiviteter", "Attraktioner", "Overnatning", etc. which are hardly relevant, even though "restaurants" is the name of the category that is otherwise available on the site.

Test facilitator's comment: The search facility should also include category names themselves in the search, which is probably not the case right now. The category names should be links to places where the user can browse or search the items belonging to that category.

⚠ All test participants were annoyed that the search criteria got lost whenever they clicked the back button or a "back to search" (see **Błąd! Nie można odnaleźć źródła odwołania.**) link.

⚠ Most of the test participants were annoyed that they have to fill in the same region and city when searching in different categories (Attractions, Activities, Major events, etc.)