

# Appendix

## Appendix A: Survey Questionnaires

### Demographics:

Age:

- 1 = Under 18
- 2 = 18-24
- 3 = 25-34
- 4 = 35-44
- 5 = 45-54
- 6 = 55-64
- 7 = 65 or older

Gender:

- 1 = Male
- 2 = Female
- 3 = Other

How often do you visit travel and tourism websites?

- 1 = Rarely
- 2 = Occasionally
- 3 = Regularly
- 4 = Frequently

### **(Dependent variable): User Satisfaction**

1) How satisfied are you with the overall user interface (UI) design of the website?

- 1 = Very Dissatisfied
- 2 = Dissatisfied
- 3 = Neutral
- 4 = Satisfied
- 5 = Very Satisfied

**(Independent variable): UI Aspects**

- 2) How satisfied are you with the overall color scheme used in the UI?
  - 1 = Very Dissatisfied
  - 2 = Dissatisfied
  - 3 = Neutral
  - 4 = Satisfied
  - 5 = Very Satisfied
  
- 3) How would you rate the clarity of the website's navigation menus?
  - 1 = Very Unclear
  - 2 = Unclear
  - 3 = Neutral
  - 4 = Clear
  - 5 = Very Clear
  
- 4) Rate the visibility and accessibility of key buttons and call-to-action elements.
  - 1 = Very Poor
  - 2 = Poor
  - 3 = Neutral
  - 4 = Good
  - 5 = Very Good
  
- 5) Rate the overall aesthetics of UI elements, including buttons and input fields.
  - 1 = Very Unattractive
  - 2 = Unattractive
  - 3 = Neutral
  - 4 = Attractive
  - 5 = Very Attractive
  
- 6) Evaluate the placement and visibility of important UI features like search bars.
  - 1 = Very Poor
  - 2 = Poor
  - 3 = Neutral

4 = Good

5 = Very Good

7) How satisfied are you with the visual hierarchy of information on the UI?

1 = Very Dissatisfied

2 = Dissatisfied

3 = Neutral

4 = Satisfied

5 = Very Satisfied

8) Evaluate the consistency of design elements across different pages of the website.

1 = Very Inconsistent

2 = Inconsistent

3 = Neutral

4 = Consistent

5 = Very Consistent

9) How well does the UI guide you through multi-step processes, if applicable?

1 = Very Poorly

2 = Poorly

3 = Neutral

4 = Well

5 = Very Well

10) Evaluate the use of tooltips or help features for explaining UI functionalities.

1 = Very Ineffective

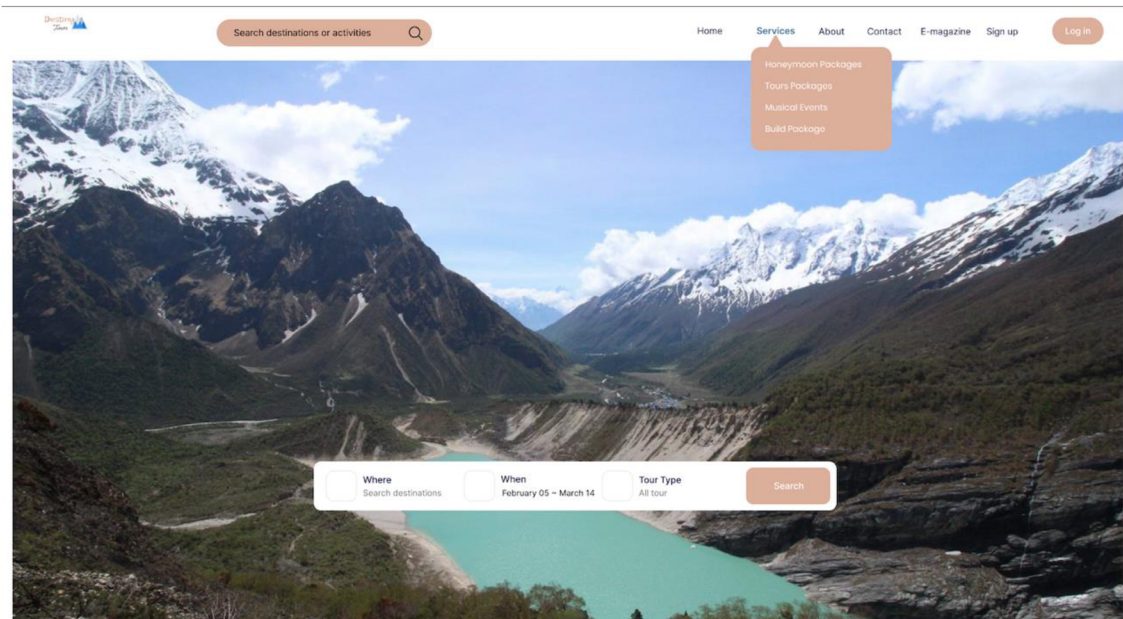
2 = Ineffective

3 = Neutral





4 = Effective

5 = Very Effective

# Appendix B: High Fidelity Wireframes -Landing Page



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