



MÉXICO

[visitmexico.com](https://www.visitmexico.com)

UX Research Analysis

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Executive Summary

The Secretary of Tourism (SECTUR) manages VisitMexico.com, the official travel website that promotes tourism in Mexico. It provides visitors with information on destinations, cultural sites, events, and travel-planning tools. The website aims to inspire both international and domestic travelers and strengthen Mexico's tourism industry.

The current website has multiple usability and accessibility issues that limit its effectiveness as a travel planning tool. The navigation is confusing and disorganized, making it difficult for users to understand how to explore destinations or plan their trips. Important information is often hidden within dense text or scattered across external links like PDFs and third-party websites. Additionally, language accessibility is inconsistent, with some content remaining untranslated even when users select the site's English version.

This report provides a comprehensive analysis of user experience research for VisitMexico.com. It evaluates how well the website fulfills travelers' needs and highlighted usability issues that affect navigation, satisfaction, trust, and decision-making. Different UX methods explores user behaviors, motivations, and pain points. These insights resulted in recommendations to improve the user experience and make the website more effective as a tourism planning tool.

Methods of evaluation

The following research methods were utilized to gather user feedback:

1. Competitive analysis
2. Personas
3. User interview*
4. User survey*
5. Diary study*
6. Card Sorting
7. Heuristic Evaluation
8. Usability testing

Data analysis provided recommendations to enhance specific areas of the VisitMexico.com website.

*These study methods were outlined and proposed in this document but have not been tested with real participants.

Executive Summary, continued

Analysis of results

A comparative analysis of tourism websites like [Visit Costa Rica](#), [Visit Brasil](#), and [Argentina Travel](#) identified industry best practices. Competitors generally offer clearer information, more languages, and better visuals. They also feature helpful tools like bookmarking, newsletters, chatbots, and itinerary planning.

VisitMexico.com provides rich cultural content and an interactive atlas, but its complex navigation, limited language options, and heavy text make it less usable and less competitive.

Card sorting revealed that the website's current information architecture does not match how users naturally categorize travel content. Instead of browsing broad categories, participants preferred goal-oriented groupings such as "Plan your trip" and "Where to go." Card-sorting participants preferred clearer categories that help them find information quickly rather than browsing through scattered content.

These adjustments would help users locate information more efficiently and improve overall navigation.

Heuristic evaluation identified several usability issues against [Jakob Nielsen's 10 usability heuristics](#). The main problems included: inconsistent navigation structures, lack of external link warnings, poor content translation in English sections, excessive text and limited scannability, and limited flexibility for different user needs. These issues collectively increase cognitive load and lower the website's overall usability.

Usability testing identified key barriers on VisitMexico.com. Participants faced issues with unclear navigation labels, limited filters, and difficulty finding specific travel information. A major problem was inconsistent English content, with some sections only available in Spanish, which confused non-Spanish speakers. Improving the information architecture, maintaining language consistency, and enhancing search features are essential to create a more user-friendly and accessible experience for international travelers.

Although the website has a strong purpose, it faces several usability and accessibility problems that hinder its effectiveness as a travel-planning tool. Implementing the recommendations from these testing sessions may enhance its usability and accessibility.

Executive Summary, continued

Recommendations

To better align with user expectations and support international tourism objectives, the following strategic recommendations are suggested:

1. Simplify and restructure the information architecture

The current navigation is fragmented, grouping content by topics rather than by traveler goals. Reorganizing into clear, task-focused sections—like “Where to go”, “Plan Your Trip”, and “Things to Do”—would make it easier for users to find information. Simplifying navigation and removing broken or redundant links would also boost credibility and trust.

2. Improve global accessibility through expanded language support

VisitMexico.com, as an official tourism platform for international visitors, should support more languages beyond English and Spanish. Fully translating all content would enhance accessibility globally, reduce user confusion, and prevent visitors from abandoning the site. Also, there is untranslated content in the English section that should be addressed, as suggested by the usability studies.

3. Enhance content clarity, scannability, and visual hierarchy

Some of the current content relies on dense text or external documents, disrupting user experience and causing friction. Summarizing long content into bullet points, visual guides, and adding visuals and interactive elements would enhance readability and engagement. Additionally, improving event discoverability with clearer terminology and better calendar options is also essential.

4. Introduce user-centered planning tools

Features such as saved destinations, favorites, bookmarks, and personalized suggestions can help travelers plan trips, save attractions, organize activities, and encourage repeat visits. Also, adding guided exploration, such as smart filters, can improve discoverability and personalization.

5. Maintain transparency and build trust through a consistent user experience

As a government-run tourism portal, VisitMexico.com must be reliable and credible. Providing consistent quality, clearly marking external links, and offering balanced travel and safety info can build user trust and help them make informed choices.

Overall, implementing these recommendations may help turn VisitMexico.com into a more user-focused travel site—one that not only encourages visitors to explore Mexico but also effectively assists them in planning meaningful, informed trips. By emphasizing clear navigation, accessible content, and practical planning tools, the website can better achieve its goal of promoting tourism while providing a high-quality digital experience for international travelers.

About the organization

SECTUR

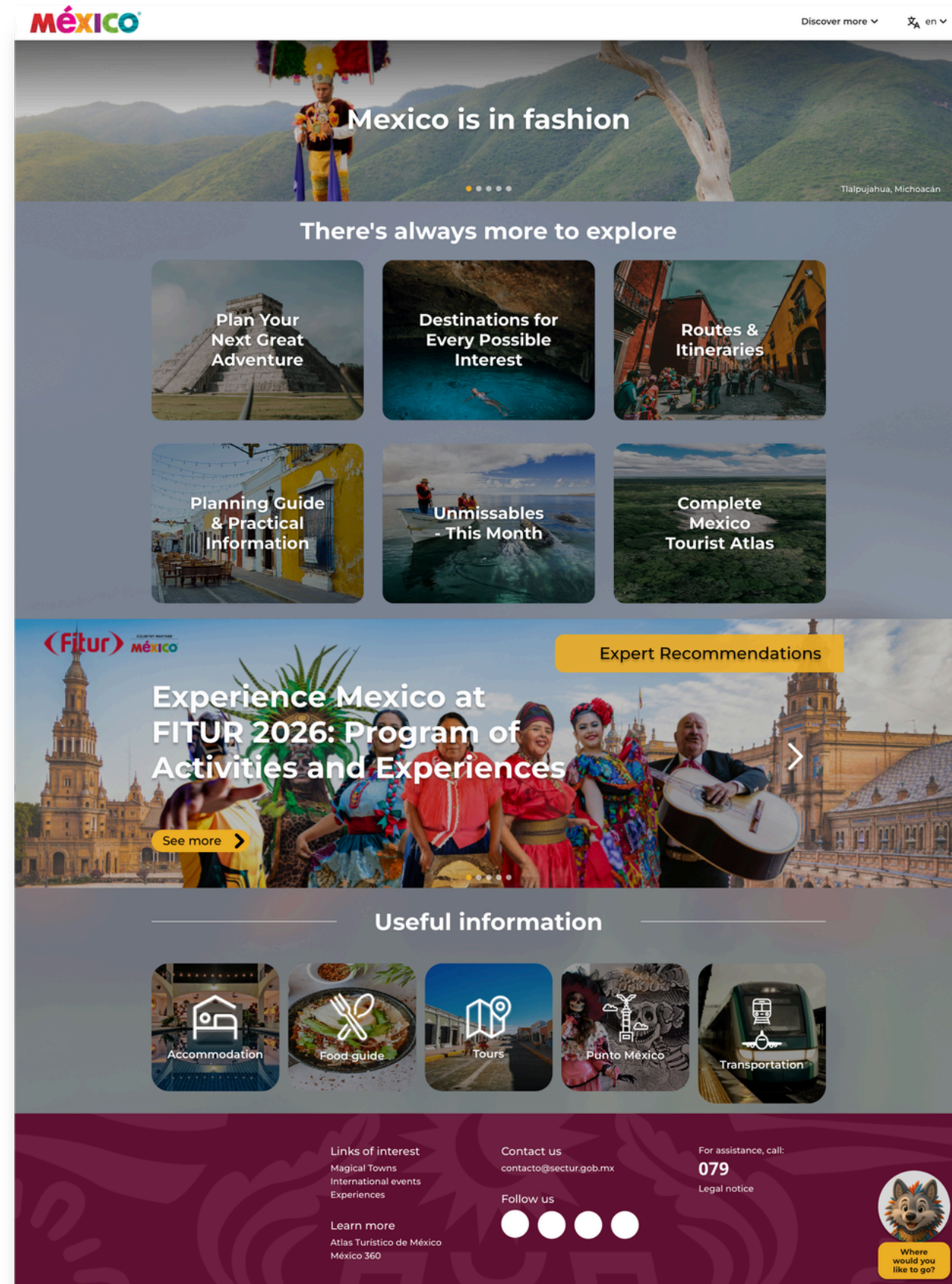
The Secretary of Tourism (SECTUR) is Mexico's federal department responsible for developing, regulating, and promoting the country's tourism industry.

Founded in 1975, SECTUR was established to formalize tourism as an important economic sector. It aims to boost national growth, enhance international reputation, and diversify the economy.

SECTUR's responsibilities:

- Tourism policy development and regulation
- International and domestic tourism promotion
- Oversight of official tourism platforms
- Digital transformation and innovation
- Tourism research and data analysis
- Promote sustainable and cultural tourism development





About the website

Website URL

<https://visitmexico.com/en/>

Website purpose

Visitmexico is the official online tourism portal focused on promoting travel to Mexico. It aims to inspire and help both international and domestic travelers plan their trips. Potential visitors can explore main destinations, monthly available experiences, cultural attractions, itineraries, and key information relevant to international tourists.

Some key website elements

Monthly calendar events: In the main navigation of the website, the "Unmissable – This Month" option shows a calendar with upcoming and current events. This feature helps users find and plan their trips.

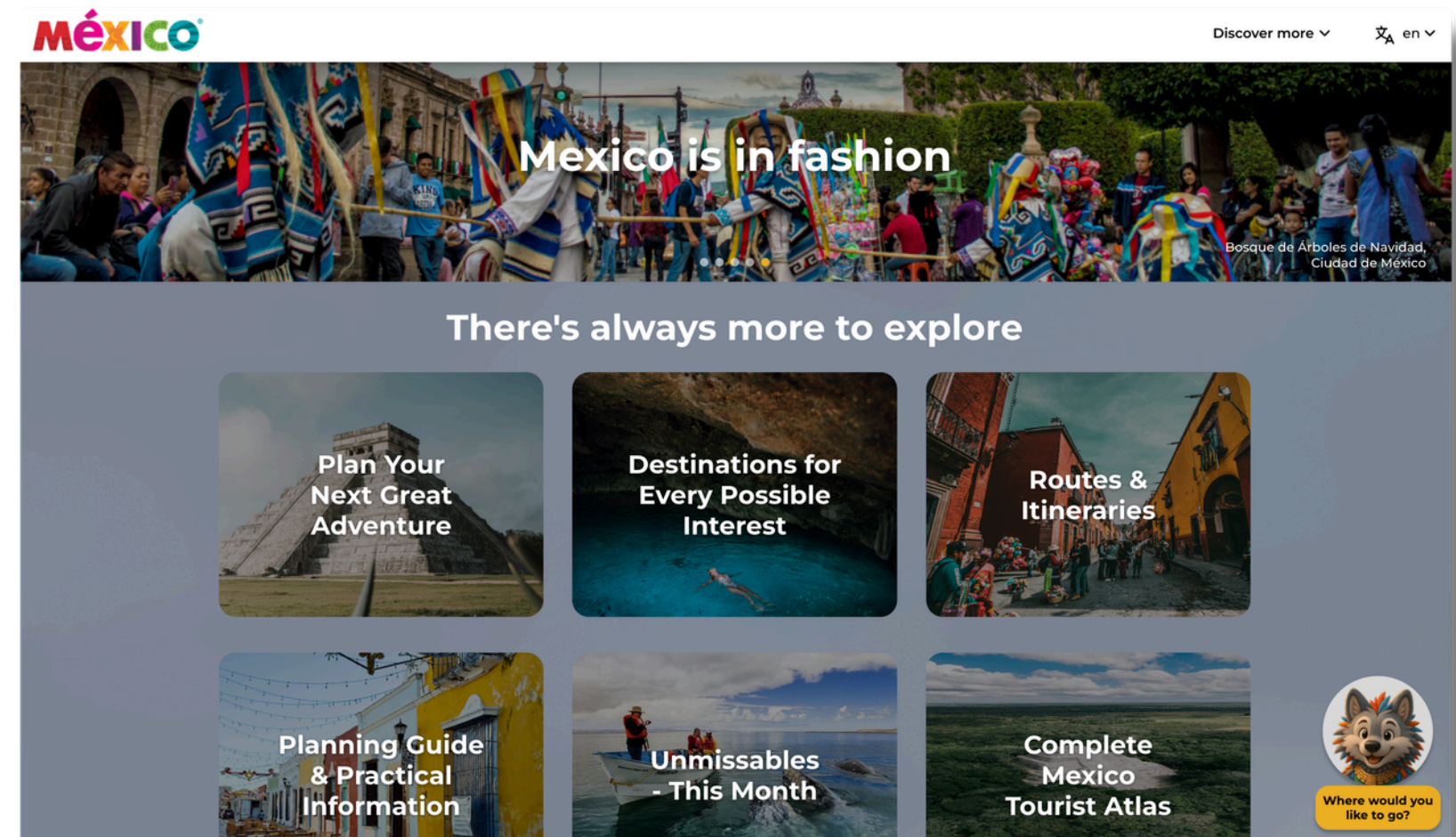
Mexico Tourist Atlas: The website features an interactive Atlas Map accessible from the main navigation panel and under the "Discover more" button in the header menu. Users can explore tourist attractions by state, visualizing and filtering by interests such as museums, archaeological sites, or natural sites.

Analysis of site functionality and design

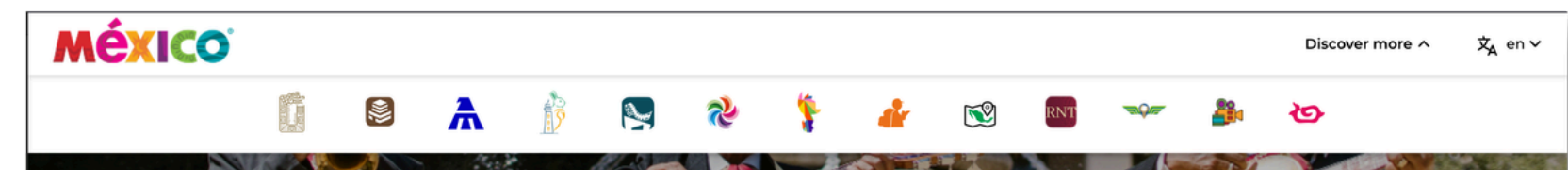
Global navigation

There is no traditional header navigation menu. Only three elements are visible in the header: the logo, a button labeled "Discover more" with a dropdown menu, and the language selector. The "Discover more" menu includes both internal pages and external links, mixed together in a disorganized manner. Additionally, some links are non-functioning, resulting in a poor user experience and damaging the website's credibility.

The website's main navigation features a "panel menu" that appears above the fold. These serve as the primary site sections for organizing tourism content. Using this structure, the user journey remains unclear. The menu is organized by numerous topics or static information, not by traveler goals (e.g., "Places to go", "Things to do"). It presents the content with a cluttered and disorganized structure.



Panel Menu

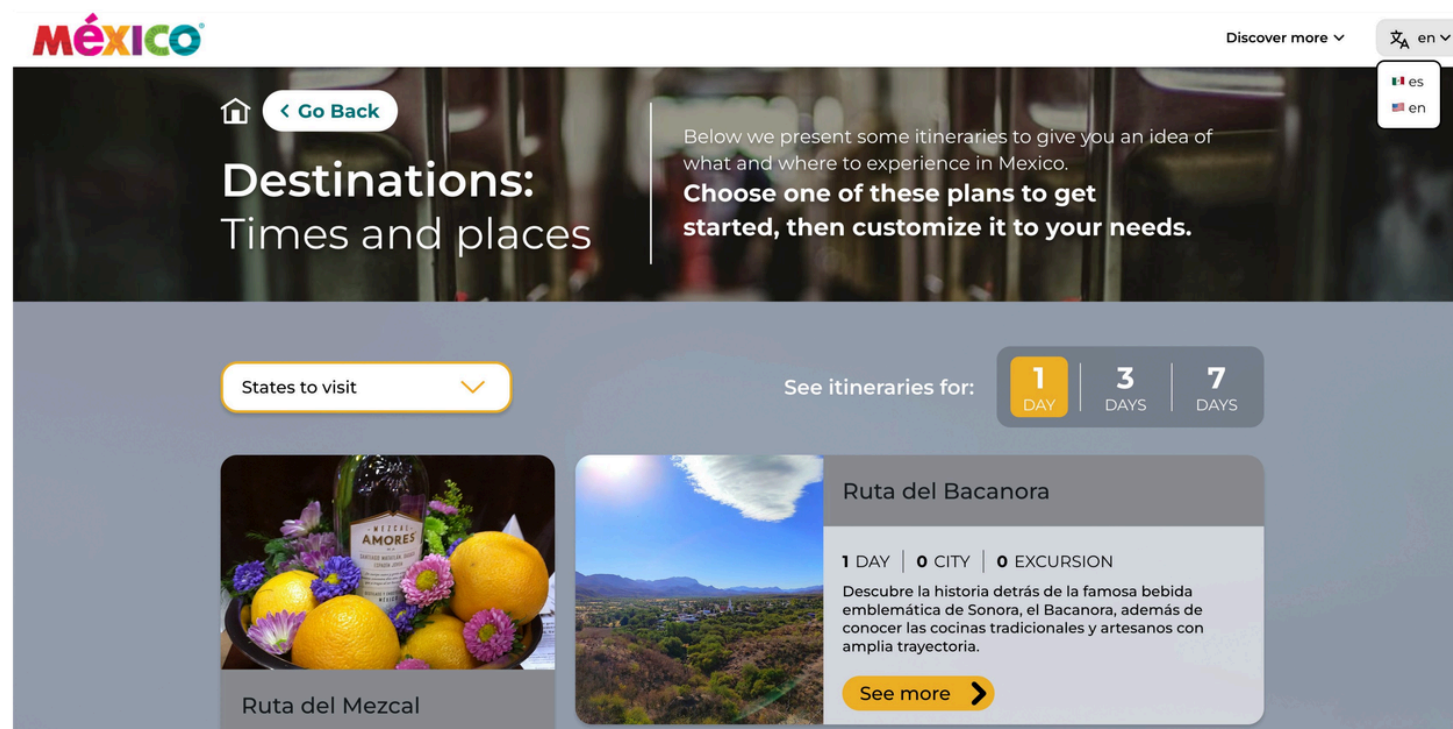


"Discover more" - Drowndown menu

Analysis of site functionality and design, continued

The language selector

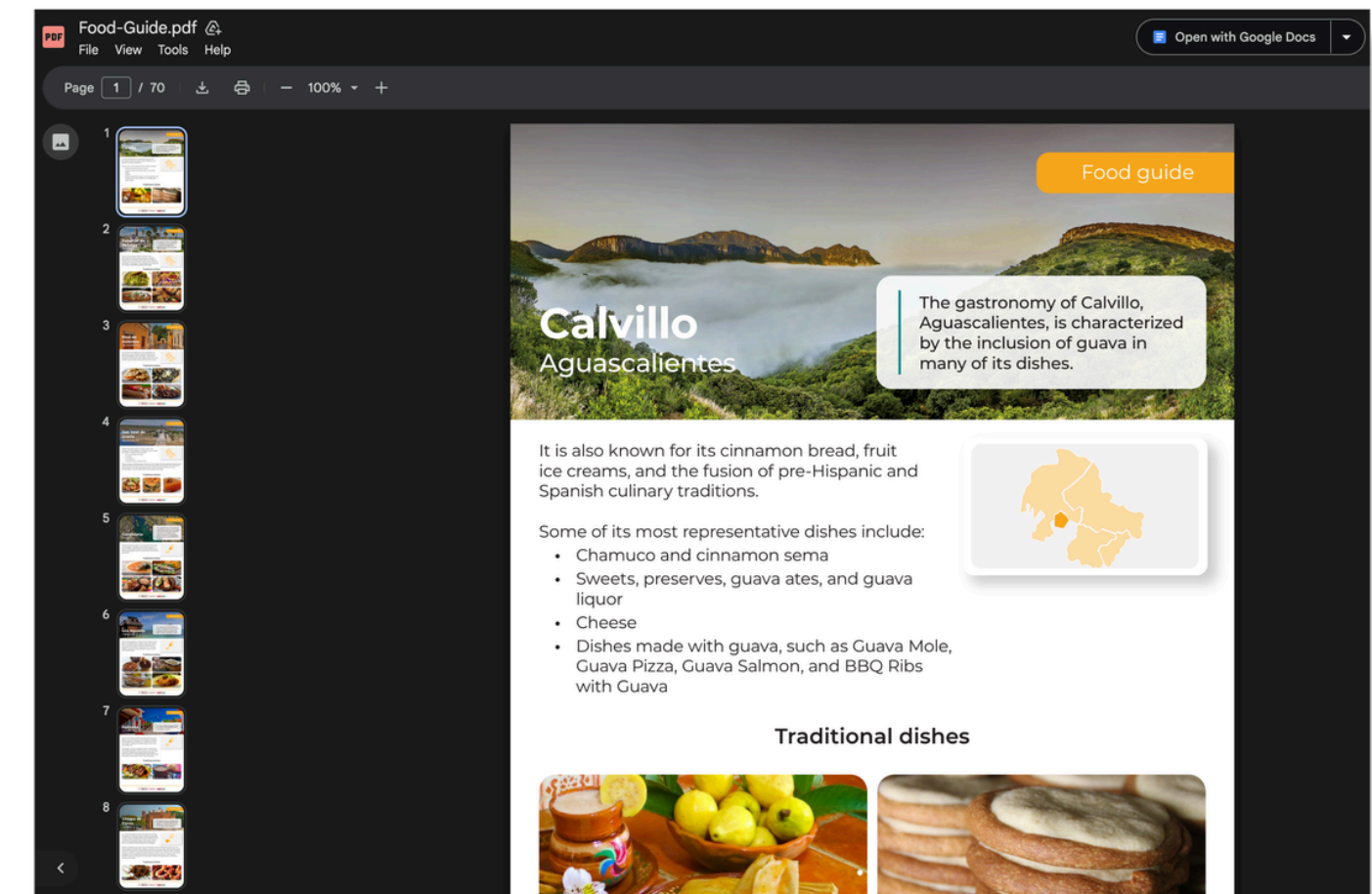
Currently, the website offers only two language options: Spanish and English, which restricts access for international visitors who speak other languages. Even on the translated English page, much Spanish content remains untranslated. For example, the "Routes & Itineraries" and "unmissable - This month" are among the content that remains untranslated. All of this leads to a poor user experience for non-Spanish-speaking visitors.



Language feature - Top right navigation

Content information

Many sections rely heavily on external sources like PDFs, Google Drive links, and other domain links. There is no warning when users leave the main site to access these, which disrupts the user experience. Additionally, the content is mostly text-based, with weak visuals and poor scannability.



Business and user requirements

The website's business requirements and users' ones mostly align. Here, SECTUR aims to provide valuable tourist information to attract users and boost local tourism. There is an emphasis on the key marketing appeal that draws tourists to the country, including its cultural richness and unique travel experiences. Website visitors who land on this site mostly look for the same thing: updated tourist information and travel ideas.





However, as often seen in marketing, this information is not always accurate or "as advertised". SECTUR may enhance the appeal and grandeur of certain activities while deliberately hiding the country's weaknesses (e.g., increasing crime rates negatively affecting travelers' safety). Website users, on the other hand, might falsely trust such an official site and overlook its marketing purpose. This can create a contradiction between business objectives and user expectations in this context.



Competitive analysis

According to [UX Pin](#), a competitive analysis is a method for assessing competitors, finding opportunities, and gaining advantages. It offers key insights to develop strategies that improve both the user experience and the product's business value. Its goal is to get a complete view of the market, competitors, products, and users.

Competitive analysis

	Visitmexico.com 	Visitcostarica.com 	Visitbrasil.com 	Argentina.travel.com 
Unique features	<ul style="list-style-type: none"> Monthly calendar of current and upcoming cultural events across the country. 	<ul style="list-style-type: none"> Sustainability and biodiversity positioned as core value. Experience-based segmentation (adventure, wellness, luxury, sustainability). Clear regional breakdown tied to experiences. 	<ul style="list-style-type: none"> Dedicated section for major celebrations (Carnival, São Paulo Fashion Week) adds seasonal travel motivation. Essential travel information has an easy-to-scan and locate section. The page promotes their own app for travel assistance and travel information. 	<ul style="list-style-type: none"> The website allows users to bookmark or save their favorite attractions. Strong regional identity framing by provinces and regions Cultural storytelling: tango, wine, food and heritage
Design strengths	<ul style="list-style-type: none"> Interactive map that displays regional activities by state. Integrated chatbot for guided exploration 	<ul style="list-style-type: none"> Clear information architecture aligned to user goals. Effective balance between inspiration and practical guidance. Clear consistent branding. Content is easy to scan. Integrated chatbot for guided exploration The website is available in six languages. 	<ul style="list-style-type: none"> Vibrant visual identity with bold imagery. Balanced content combining practical information with inspirational storytelling to aid exploration and decision-making. Newsletter feature to receive the latest news and events information The website is available in six languages. 	<ul style="list-style-type: none"> Clean, elegant and consistent visual design. Consistent information architecture Scannable page layouts reducing cognitive load Strong narrative flow that supports exploration and learning Newsletter feature to receive the latest news about recent events The website is available in four languages.
Design Weaknesses	<ul style="list-style-type: none"> Navigation can feel complex for the first time users. Heavy reliance on external content. White text on top of pictures is hard to read and not user friendly. Excessive use of image panels can be visually overwhelming. Limited language options for the website 	<ul style="list-style-type: none"> Long scrolling pages, which can may lead frustrate users seeking rapid inspiration. Some pages contain dense text and long lists of activities, which can increase cognitive load. 	<ul style="list-style-type: none"> Deep navigation and dense menus. Limited personalization, or guided decision support such as chatbot. Some pages contain dense blocks of text without quick-scan sections Some sections take a long time to load. 	<ul style="list-style-type: none"> No personalization or guided decision support such as chatbot. The homepage emphasizes storytelling more than practical information. First-time visitors seeking logistics such as visa, safety, or transport might have to click through additional pages.

Competitive analysis, continued

Based on the comparative analysis, VisitMexico.com has some strong design features compared to competitors. However, the analysis also points out several areas that could be improved.

The site could improve its navigation and encourage users by offering task-focused usability. Although the site is rich in cultural content, its navigation and homepage layout might overwhelm first-time visitors. Simplifying the information architecture into clearer, goal-oriented sections like "Explore," "Plan your trip," or "Where to go" would better align with users' expectations.

Enhancing language accessibility is essential. The comparison indicates that all websites offer content in more than four languages, which is vital for international visitors. Failing to improve this feature can greatly diminish global reach, increase bounce rates, and lead to revenue loss.

Overall, focusing on those pain points, navigation, and access when modifying the website would greatly enhance the user experience from a user-centered design perspective.



Personas

According to the [Interaction Design Foundation](#), Personas are fictional, research-based representations of the people designers seek to delight with their products, services, and experiences. They are grounded in real user needs, behaviors, and motivations. In user experience (UX) design, personas foster empathy, unify teams, and focus efforts in design and development.



Olivia Moore

"I want to experience the real Mexico, not just the places everyone else goes."

Basics

- Age:** 31
- Hometown:** Montreal, Canada
- Family:** Single
- Languages:** Native English speaker, and French
- Education:** B.A. in design
- Occupation:** Freelance graphic designer

Background

Olivia travels often, especially abroad, to explore destinations with rich cultural histories. She reads travel blogs, watches documentaries, and records her local experiences. She prefers meaningful interactions rather than typical tourist activities. Olivia saves for her travels and manages a strict budget. Due to her anxiety, she needs to plan and control every detail prior to her trips.

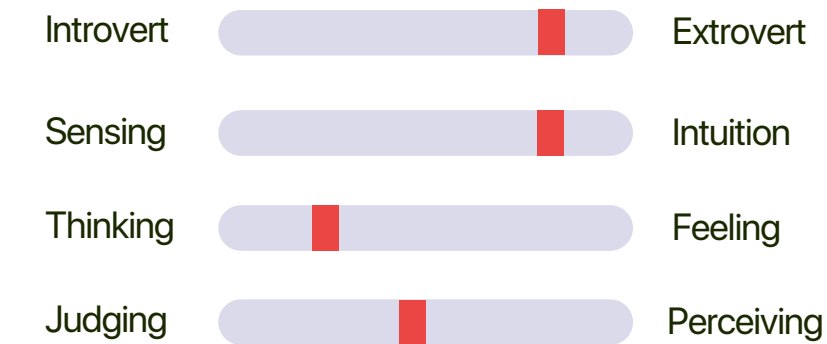
Goals

- Find lesser-known destinations, historical sites, and meaningful activities.
- Look for trustworthy information about Mexico, including security, currency, and transportation.
- Travel alone to Mexico as her first experience in this country
- Use one source for planning tourist attractions and itineraries.

Travel preferences



Personality



Tech usage



Social media



Scenario

Olivia lands on the site searching "cultural traditions in Mexico". She clicks through expert recommendations and navigates to articles about colonial towns and cultural events. She uses the chat assistant to get tailored suggestions, then bookmarks content for her blog. She avoids content in Spanish and seeks only English-written information. She prefers official websites to AI platforms to retrieve more reliable information. She is also interested in attending cultural events and documenting her experiences on various social media platforms.

Frustrations / painpoints

- Wants deeper local insights than high-level summaries
- Often finds planning resources that feel generic
- Prices for services or attractions are not available.
- Needs curated suggestions that go beyond "Top 10 lists"
- Avoids information in another languages



David Smith

"As a frequent traveler to Mexico City, I am looking for new attractions and restaurants that I have never explored."

Basics

- Age:** 45
- Hometown:** Manhattan, New York City
- Family:** Married
- Languages:** English and Spanish
- Education:** M.A. in international law
- Occupation:** Owner of a law firm

Background

David owns a law firm that specializes in international law. He lives with his wife and two golden retrievers in a large townhouse in Manhattan. David enjoys playing golf, reading history books, and watching Mets games. Many of his clients live in Mexico City, and he has traveled there multiple times. He is fluent in Spanish and enjoys Mexican cuisine. While most of his business trips are dedicated to meeting clients, he often has substantial free time.

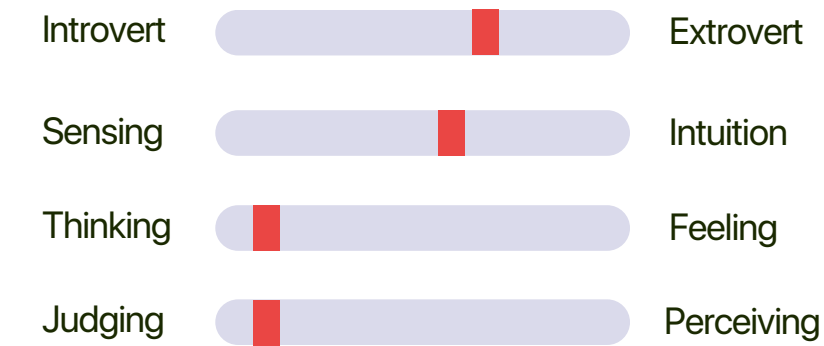
Goals

- Seek new tourist attractions that he had not explored before
- Learn about special events that happen during his visit
- Explore restaurant recommendations and promotional offers
- Seeks special hotel offers in Mexico city

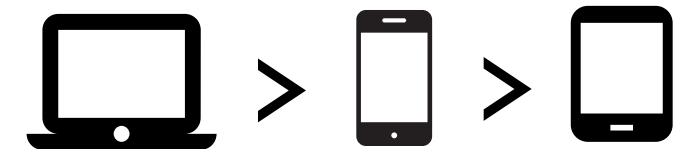
Travel preferences

Rent cars
 Self guide
 Fancy hotels
 High budget
 Authentic food

Personality



Tech usage



Social media



Scenario

David has limited time and a planned business trip to Mexico City later this week. His secretary provided him with his itinerary, and he noticed two free half days. He searches for "events this weekend in Mexico City" on Google and appears visitmexico.com as a first option. Scrolling the website, he finds an option labeled "unmissable this month" and sees a calendar with activities later that week. Reading that section, he notices a Mexican gourmet festival happening later that week near his hotel, so he bookmarks it on his itinerary. He's glad he found all the options on one website.

Frustrations / painpoints

- Gets frustrated with lengthy articles and prefers quick, scannable information due to his limited time.
- Prefers websites with user-friendly navigation
- Wishes there was an easier way to add items to his itinerary
- Avoids personal reviews and only seeks official information



Linda Hunter

"I have been dreaming of visiting Mexico for years and can't believe it's finally coming true."

Basics

- Age:** 66
- Hometown:** London, UK
- Family:** Married + 3
- Languages:** English
- Education:** B.A. in education
- Occupation:** Retired elementary school teacher

Background

Linda is a UK native who has spent most of her life in London. She retired two years ago and now spends most of her free time with her children and grandchildren, who live nearby. She loves cooking and playing cards with her friends. She has a school pension and some savings in local banks. Her husband, whom she describes as her soulmate, works part-time as a mechanic at a local garage. Linda has not traveled much and prefers a healthy lifestyle, enjoying a strict routine.

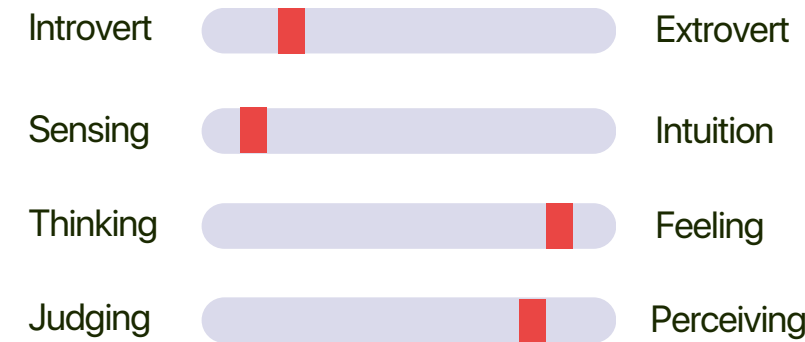
Goals

- Seeks trustworthy and dependable information from official sources.
- Looking for tourist details like currency, transportation, visa requirements, and attractions
- Travel to Mexico with all her family

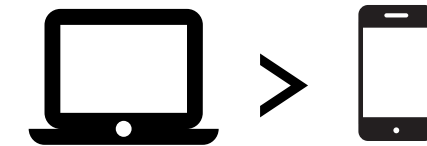
Travel preferences

- Trains / Buses
- Tour guides
- Cheap hotels
- Low budget
- Family attractions

Personality



Tech usage



Social media



Scenario

Linda lands on the visitmexico.com website within the first Google search. She clicks it and sees it is the official Mexican website with reliable tourist information. She mainly looks for basic travel details such as currency, visas, hotels, and transportation, clicking the option "Useful information". Later, she explores the website's visual elements and takes notes in her personal notebook. She shares the website link with her family and carefully uses it to plan their itinerary.

Frustrations / painpoints

- Gets confused with complex navigation websites.
- Prefers websites with visual elements, and easy to read
- Only interested in official sources of information
- Closes down any website without prices or detail information until find the right website.

User interviews

It is a research method where a researcher directly interacts with a user or participant to understand their experiences, behaviors, motivations, needs, and pain points related to a product, service, or system.

The main goal is to gather in-depth, context-rich insights about user needs to inform design and strategy. A typical user interview includes five stages: Introduction, Warm-up, Body session, Cooling-off, and Wrap-up.

Visit Mexico user interview

Establishing research objectives

Defining clear research objectives ensures that the research remains targeted, relevant, and focused on improving the user experience. For visitmexico.com, the following research questions have been established:

- What usability issues or friction points do users face when navigating visitmexico.com?
- What features of visitmexico.com do users consider most helpful?
- What design improvements can be implemented?

Introduction

Thank you for coming to this interview. My name is Mauricio Zúñiga, and I am here on behalf of the Secretariat of Tourism for México. I will ask you some questions about Mexico's official tourism website, www.visitmexico.com, and your experience with it.

This interview should only take about an hour of your time to complete. Please note that there are no right or wrong answers—our focus is your honest feedback and personal experiences. All information you provide will be kept strictly confidential and used only for research purposes to improve the website. A few members of the website development team are here with us today. They are here to assess any site functionality feedback from a technical perspective.

With your permission, I would like to record our session so that the team and I can refer to it later. Additionally, to make sure you understand how your information will be used, I will ask you to read and sign this consent agreement.

Please do not hesitate to ask questions at any time during this interview. If you need to leave at any point, you are of course free to do so. Before we move forward, do you have any questions for me?

Visit Mexico user interview, continued

Warm-up

Before delving into specific questions, I would like to start with some basic ones to get to know you a little better.

- Where are you from?
- What languages do you speak?
- What do you do for a living?
- What inspires your trip to Mexico?
- How did you first hear about *visitmexico.com*?

Now that we have covered those preliminary questions, let's proceed to the main part of this interview.

Body, continued

1. First, which websites or platforms do you prefer to use for researching travel information?
 - Why do you prefer to use them?
 - What type of information do you mainly look for on them?
 - Can you describe a recent experience where you used one of them to plan a trip?
2. What is your main goal when using *visitmexico.com*?
 - Do you have any secondary goals?
 - What features do you use most often on the website?
 - How easily can you accomplish what you are trying to do on the website?
3. Tell me about your impressions of *visitmexico.com* website?
 - [Depending on response] What are some positive aspects you appreciate?
 - [Depending on response] What are some negative aspects you've noticed?
4. Do you make travel itineraries when planning trips?
 - [If yes] Would you use a feature that helps you create itineraries?
 - [If no] How do you usually plan out your trips?

Visit Mexico user interview, continued

Body, continued

5. How was your experience planning your trip on visitmexico.com?
 - Which website features felt most helpful?
 - Which website features felt less relevant to your needs?
 - At what point would you seek information elsewhere?
6. Can you walk me through how you find information that is relevant to you?
 - What is your starting point?
 - What influenced your decisions as you navigate through the site?
7. Is there anything else you would like to see added on the visitmexico.com website?
 - Why do you believe that information should be included?
 - How would that affect your experience using the website?
8. How do you think the website could influence your trip planning to Mexico?
 - Were there any elements that increased or reduced your trust?
 - How does this compare to other travel websites you visit?

Body, continued

9. [For non-Spanish speakers] How did the language options on the website support your understanding of the content?
 - How confident are you in understanding the information provided?
 - Was there any content that was not translated?, [If yes] Which one?
10. What would make you choose this website again for planning your next trip to Mexico?
 - How would this help you?
 - Is there anything else you would like to see added?

Cooling off

Thank you so much for sharing your thoughts. I appreciate your honest opinions. Before we finish, is there anything else I should have asked you about?

Wrap-up

We've reached the end of the interview. If you have any additional comments, please share them now. If not, I will turn off the recording device.

Thank you very much for taking the time to participate. Your feedback will be extremely valuable in helping us improve the overall user experience on visitmexico.com.

User survey

User surveys serve as methods to collect data on users' emotions, thoughts, and behaviors concerning a product or service. They typically consist of questions and may address various topics based on the research goals. Designers or researchers examine survey outcomes to gain insights into user interactions with a system, application, or website, aiming to enhance the overall user experience.

Visit Mexico user survey

Establishing survey goals

The main goal of the survey is to gain a clear understanding of the demographics, behaviors, preferences, motivations, and emotional needs of visitors to Mexico's official tourism website. It aims to identify how users plan their trips, which information and features they value most, the devices and resources they rely on. Finally, determine how factors such as trust, usability, and inspiration shape their experience.

Survey URL

<https://forms.gle/ngPypZ4SvAhBBSshr7>

Survey script

Hello! Thank you for taking the time to offer your insights through this survey today. The goal of this survey is to gain insight into users of Mexico's official tourism website and determine how to improve their experience. There will be 20 questions, ranging from multiple-choice to open-ended, and they should take no longer than 10-15 minutes to complete. Please note that all responses to this survey will remain confidential. Your personal information will not be shared in any way.

Your feedback will provide valuable insights to improve the quality and functionality of Mexico's official tourism website. If you have any questions, please contact contacto@sectur.gob.mx

Thank you again

Visit Mexico user survey, continued

Survey questions

1. What is your age range?

- Below 18 years
- 18 – 25
- 26 – 35
- 36 – 45
- 46 – 55
- 56 – 65
- Above 65 years

2. Which language(s) would you prefer to use when browsing a travel website like VisitMexico.com? [Check all that apply.]

- English
- Spanish
- French
- German
- Mandarin
- Japanese
- Portuguese
- Other

3. What gender do you identify with?

- Male
- Female
- Non-binary
- Prefer not to say

4. What is the highest level of education you have completed? [Check all that apply.]

- Less than high school
- High School diploma or equivalent
- Some college/associate degree
- Bachelor's degree
- Master's degree
- Doctorate (PhD or equivalent)

5. Which of the following best describes your current employment status?

- Employed full-time
- Employed part-time
- Self-employed / Freelance
- Unemployed / Looking for work
- Retired
- Student
- Prefer not to say

6. Which device do you typically use when browsing travel or destination websites? [Check all that apply.]

- Mobile phone
- Laptop
- PC
- Tablet
- Other

Visit Mexico user survey, continued

Survey questions, continued

7. How do you prefer to travel abroad?

[Check all that apply.]

- Solo
- With family
- With colleagues
- With friends
- With tour groups
- Other

8. What is the purpose of your travel?

[Check all that apply.]

- Relaxation / Leisure
- Adventure / Sports
- Cultural experiences
- Visiting family or friends
- Work/business
- Other

9. How confident are you in sharing sensitive personal details like your email or phone number with travel websites?

Very 1 2 3 4 5 Very
uncomfortable ○ ○ ○ ○ ○ comfortable

10. When planning a trip, which of these resources do you typically use? Check all that apply.]

- Travel apps
- Social media
- Travel blogs or forums
- Recommendations from friends/family
- Printed media
- Web browsing
- Other

11. What specific resource do you use to find travel information about Mexico? [n/a if not applicable.]

12. What type of information is important to you when deciding on a destination?

[Check all that apply.]

- Attractions & activities
- Accommodation options
- Local culture & cuisine
- Transportation & logistics
- Safety & travel advisories
- Cost/ Budget considerations

13. How do you typically explore a travel website? [Check all that apply.]

- Browsing featured destinations
- Searching for a specific location
- Exploring by activity or interest
- Reading blogs or articles
- Exploring a map
- Other

Visit Mexico user survey, continued

Survey questions, continued

14. When using travel websites, what is your main goal? [Check all that apply.]

- Discover new destinations
- Find specific travel information
- Find local activities or tourism attractions
- Plan itinerary / create trip list
- Compare prices
- Other

15. How much time do you usually spend on a travel website per session? [Check all that apply.]

- Less than 5 minutes
- 5 to 10 minutes
- 10 to 20 minutes
- 20 to 30 minutes
- More than 30 minutes

16. How frequently do you utilize search filters—such as price, location, or activity—when browsing travel options?

- Always
- Often
- Sometimes
- Rarely
- Never

17. Do you tend to save or bookmark travel content for later?

- Yes
- No
- Maybe

18. Please rank what you feel is the importance of the following website content

- | | | | | | |
|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Detailed maps | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Food guide | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Financial information | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Travel blogs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Transportation information | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| List of attractions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Calendar events | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tour guides options | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. Which of these emotions do you most want to feel while browsing travel websites? [Check all that apply.]

- Inspiration
- Trust
- Curiosity
- Confidence in planning
- Ease/simplicity
- Excitement

Visit Mexico user survey, continued

Survey questions, continued

20. How much do reviews or testimonials influence your travel decisions?

- Not at all
- Slightly
- Moderately
- Very much
- Extremely

Survey preview



Visit Mexico User Survey

Hello! Thank you for taking the time to offer your insights through this survey today. The goal of this survey is to gain insight into Mexico's official tourism website's user base and determine how to improve the user experience. There will be 20 questions, ranging from multiple-choice to open-ended, and they should take no longer than 10-15 minutes to complete. Please note that all responses to this survey will remain confidential. Your personal information will not be shared in any way.

Your feedback will provide valuable insights to improve the quality and functionality of Mexico's official tourism website. If you have any questions, please contact contacto@sectur.gob.mx

Thank you once again

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

Email *

Your email

Diary Studies

A diary study is a research method where participants keep daily records of their experiences with a product, service, or specific activity over a set period. These records, known as diaries, can include written notes, images, audio recordings, or videos. Diary studies provide researchers with valuable insights into users' behaviors, needs, and emotions in their natural settings. One major advantage of this method is that it captures data over time rather than just a single moment.

Visit Mexico Diary study

Defining the research purpose and questions

This diary study aims to examine how prospective travelers interact with VisitMexico.com during their travel planning process. This research intends to provide actionable insights into how the website supports users through different stages of their travel planning journey.

This study seeks to answer the following key research questions:

- How do users feel about VisitMexico.com after interacting with it? What are their intuitive, behavioral, and reflective reactions?
- What tasks are the users trying to complete on VisitMexico.com, and how can that experience be improved?
- What information or features on VisitMexico.com does the user consider valuable?
- Where do users encounter friction or unmet needs on the website?
- How does VisitMexico.com compare to or connect with other travel planning platforms within users' digital environments?

Study sample type

Participants for this diary study will be recruited through a pop-up invitation on VisitMexico.com, shown to active users. The pop-up will appear during normal interactions with the platform, inviting users to join a longitudinal research project. The pop-up will include a clear, brief paragraph explaining the study's purpose, the time commitment, the incentive, and a privacy assurance. It will allow users to reject or participate for the study.

Study duration

The study will be conducted over 8 weeks (2 months). Participants will complete an entry each time they use VisitMexico.com during that period.

Visit Mexico Diary study, continued

Study methodology

After agreeing in the pop-up, users will provide their email addresses and then receive detailed instructions by email. Each participant will submit an entry time they interact with VisitMexico.com, with at least one entry per week encouraged. Entries will follow a structured template consisting of open-ended reflective questions. Participants will be instructed to complete each diary entry on the same day as their interaction to minimize recall bias and enhance data accuracy. Weekly email reminders will be sent to encourage consistent participation.

Recognizing that participants may have different levels of technological skill, the study will offer two flexible options for diary entry submission to ensure accessibility and inclusivity. Participants can either (1) complete their diary entries through a personalized link sent to their email, which directs them to the structured online diary form, or (2) respond directly via email by answering the standardized diary questions provided in the study instructions.

Both submission formats follow the same question framework to ensure consistent data collection. Multiple submission methods reduce technological barriers, encourage wider participation, and minimizes the risk due to usability challenges. The preferred participant option must be confirmed before starting the study.

Study methodology benefits/ Drawbacks

Benefits

- Allowing users to submit entries via a personalized link lets them easily answer on their phones or computers, since the form is simple to fill out.
- Users provide feedback in their natural environment.
- Being able to start analyzing data early, after weeks.
- Transcription is unnecessary.
- Checking emails can be done on any kind of device.

Drawbacks

- Participants may encounter technical issues if they are unsure how to open the diary document or save their entries.
- Some participants may be unfamiliar with using email to send or attach documents.
- Self-reported data may be inconsistent.
- Unable to capture the emotions of users in the moment
- Participants might feel hurried when submitting an entry if they are in public or not at home.

Visit Mexico Diary study, continued

Study participant quota

The study aims to recruit 30–40 participants, expecting a 20–25% dropout rate, and to have them complete 24–30 diaries. This sample size is suitable for qualitative diary research focused on examining behavioral patterns, usability themes, and experiential insights.

Study incentive

Participants will receive monetary compensation for their time and effort. The amount, aligned with standard UX research practices, corresponds to the diary's 8-week completion period. This compensation is intended to acknowledge participant dedication and promote continued engagement without affecting responses.

Participants will receive an \$80 digital gift card, split into two parts: one after completing the first half of the diary entries and another after finishing the entire diary. This approach fosters continuous engagement, minimizes drop-off, and ethically rewards partial participation.

Study data analysis

All data will be cleaned to remove any personally identifiable information, responses that do not follow instructions or are inappropriate, and data from participants who dropped out of the study. Email and cloud document data will be combined and organized at the end of each month.

The qualitative data collected for that month will be analyzed using an affinity diagram to identify common themes and patterns. Responses will be categorized into themes such as navigation, frustrations, feature usability, and content clarity. This approach enables the identification of recurring feedback and outliers worthy of attention. Each group will then be labeled to help identify trends. The process will be supported by the free, open-source qualitative analysis software, Coding Analysis Toolkit (CAT), which will organize emails and group participant responses.

Visit Mexico Diary study, continued

Study questions / tasks

Each week, participants will be asked questions about whether they find what they are looking for on Visitmexico.com, how their experience has been, and what issues they think should be addressed.

1. What was your reason for visiting VisitMexico.com?
2. Did you find what you were looking for (if anything)? Why or why not?
3. Briefly describe the steps you took to find what you were looking for?
4. Was it easy or difficult to find the information you were looking for?
5. How did you feel while searching for the information you needed on the website?
6. If any, what information or features made your experience easier or harder?
7. Did you use any other websites, tools, or resources during this session? If yes, which ones and what for?
8. Do you have any additional feedback on your experience (positive, negative, or suggestions)?

Study instructions

Hello, and thank you for participating in this diary study. Our goal is to better understand users of the VisitMexico.com website and find ways to improve it. You will be asked to share diary entries about your experiences with the site. Please note that all your entries will remain anonymous.

Each diary entry should take about 5 to 15 minutes, depending on how much you want to share. One important request: please complete your entries on the same day as your interaction. Feel free to share your thoughts, feelings, emotions, and insights, as doing so will enrich your experience with VisitMexico.Com.

This study will last for two months. You will be asked to submit one entry each week, with email reminders sent every Sunday. You can also submit your entries earlier whenever you visit the website. Multiple weekly entries are welcomed and encouraged. Participants who complete the study will receive an \$80 digital gift card, paid in two installments: \$40 after four weeks and \$40 at the end of eight weeks.

Participants can submit their weekly entries either through a personalized online diary link or by replying to emails with structured questions. Please respond to this welcome email to choose your preferred method before the study begins. Your choice will remain the same throughout the study duration. This study is set to start on March 1st, 2026, with the first reminder email scheduled for March 8th, 2026. It will conclude on April 26th, 2026. If you have any questions or concerns, please contact: contacto@sectur.gob.mx.

Thank you once again for your time. VisitMexico looks forward to your feedback!

Visit Mexico Diary study, continued

Study questions format

1. What was your reason for visiting VisitMexico.com?

2. Did you find what you were looking for (if anything)? Why or why not?

3. Briefly describe the steps you took to find what you were looking for

4. Was it easy or difficult to find the information you were looking for?

5. How did you feel while searching for the information you needed on the website?

6. If any, what information or features made your experience easier or harder?

7. Did you use any other websites, tools, or resources during this session? If yes, which ones and what for?

8. Do you have any additional feedback on your experience (positive, negative, or suggestions)?

Card Sorting

Card sorting is a widely used user experience research method where participants are given a set of cards, either physical or digital, representing various pieces of content, features, or ideas. They organize these cards into groups that make sense to them. This technique helps design or refine information architecture (IA) and navigation by showing how users expect information to be structured, revealing their mental models.

Visit Mexico Card Sorting

Defining Card Sorting Goals

The VisitMexico.com website features a primary navigation menu with a "panel menu" that appears above the fold. It serves as the main section for organizing tourism content. Additionally, the site features a hidden header navigation accessible via a button, providing secondary resources. This setup creates a confusing navigation layout for users searching for information about Mexico as a tourist destination.

This card-sorting study aims to enhance the current information architecture (IA) of VisitMexico.com and clarify travel users' mental models. To achieve these goals, the study seeks to answer the following questions:

- How do users mentally structure travel content?
- What labels do users assign to the content groups?
- How do user groupings align with key user tasks?
- Where do users experience ambiguity or inconsistency?

Card Sorting Methodology

This study for VisitMexico.com includes an open card sort method. This approach analyzes how participants naturally categorize travel content and select labels for groups create. It will help in creating a more effectively organized hierarchy for the overall site content.

The content for the 31 cards was compiled from the homepage navigation features and specific content pages on VisitMexico.com. This card sorting was conducted using the "Proven by Users" tool. To address potential confusion, all card terms are explained with informational tooltips. The analysis of the results will be carried out with the same website tool. It analyzes features like the Similarity Matrix and Dendrograms to transform raw participant grouping data into meaningful insights. Those will lead to educated information architecture decisions. While participants provide the qualitative structure, these tools offer quantitative validation.

The card sorting will be moderated and conducted remotely through Zoom. Each participant will receive a link to the digital card sorting software and a Zoom invitation. During the call, they will complete the card sort while I, as moderator, observe, take notes, clarify questions, and ask final questions.

Visit Mexico Card Sorting, continued

Card Sorting Script

The call will be opened by the following introduction:

“Hello, and thank you for participating in this Card Sort exercise. My name is Mauricio Zúñiga, and I work with SECTUR. We're currently working on enhancing the VisitMexico.com website, and this exercise will help us optimize its navigation for a better user experience.

For this card sorting activity, you'll use an online platform that displays 31 cards, each featuring a word or topic along with a brief description. You need to organize these cards into groups that make the most sense to you. After creating your groups, I will ask you to assign a name to each one. The entire session should take no more than an hour of your time, and I welcome your thoughts and comments throughout the study. With your permission, I would like to record this Zoom call for future reference and to help me stay fully attentive to what you have to say.

Please rest assured that there are no right or wrong answers when completing this exercise. The goal is to improve the overall user experience, so any feedback you provide is valuable. To ensure you understand how your information will be used, I will ask you to read and sign this consent agreement.

Please feel free to ask questions at any point during this session. If you need to step away at any time, you are naturally free to do so. Do you have any questions before we start? Now, let's get started. I want to give a brief demonstration to explain how the card-sorting process works”.

Card Sorting tools and materials

The card sorting will be conducted on “Proven by users” software, an online tool that, during the free trial, imposes no restrictions on the number of participants or cards. Participants will need a computer to access the card sorting website. While the tool can be used on a phone, for optimal accessibility and visualization, the session will be conducted on a computer.

The moderator will record all sessions using Zoom, with the participant's prior consent. The incentive for participating in this research is a \$10 Starbucks gift card per participant.

Card Sorting link

<https://provenbyusers.com/cs.php?c=S8d232057>

Visit Mexico Card Sorting, continued

Participant instructions

Step 1: Review all Cards

Take a quick look at the 31 cards on the left side. Each card represents a part of the website content, such as a page, feature, or topic. Start by scanning all the cards to get familiar with the content. You don't need to analyze them deeply at first—just get an overview.

Step 2: Start grouping related Cards

Drag a card from the left to the center area to create your first group. Then keep dragging and dropping cards into groups based on how you think they naturally belong together. There is no right or wrong answer. Just do what comes naturally. There is no required number of groups. You may create as many or as few groups as you believe are appropriate. If a card does not seem to fit with any others, you may place it in its own group. You can move your cards as often as you like. It's even encouraged until you've reviewed each one. If you find any words or topics confusing, please let me know. This software doesn't let you rename cards, so I will note it if needed.

Step 3: Labeling groups

Now that you've arranged your groups as you like, label each one with a word or two. The label should clearly describe what's inside the group. Use wording that feels natural to you. Choose short, descriptive names. If your understanding of a group changes as you continue sorting, you can go back and revise the group name at any time.

Step 4: Final Questions and Card Sort Submission

Once you are satisfied with your groupings and labels, let the moderator know to ask a couple of questions.

Q1: Were there any cards that were especially difficult to categorize?

Q2: Were there any topics that you felt could have been placed in more than one group?

*If the user has any unsorted cards, ask them why.**

After answering the questions, please finish your submission by clicking "I am done" at the top right. Thank you!

**Questions only for the moderator*

Card Sorting Wrap-up

Thank you for taking the time to participate in this card sort exercise. SECTUR sincerely appreciates all the feedback you've provided. It will help us improve the visitMexico.com website. Do you have any other questions for me before we end this call?

Visit Mexico Card Sorting: Data Analysis

Card Sorting Data Log

Author: Mauricio Zúñiga

Creation date: 02/21/2026

Test dates: 02/19/2026 – 02/20/2026

Last update: 02/22/2026

This data analysis is based on a card-sorting exercise involving three participants, conducted from February 19 to February 20, 2026. Before the sessions, participants were asked to briefly familiarize themselves with VisitMexico.com. Mauricio Zúñiga led the sessions through Zoom and the “Proven by Users” platform, using a one-on-one format. Participants categorized and labeled 31 cards related to the overall navigation of VisitMexico.com. Although each session was scheduled for an hour, none of the participants required the full time. The results, gathered through the platform were subsequently analyzed.

Card sorting summary

- Participant 1 and 3 grouped items similarly labeled them “Plan your trip”.
- The FQA card was independently categorized by participants 1 and 3.
- The participants categorized items similarly but used different labels for most common categories.
- All participants were able to sort and categorize all 31 cards without issue.

Card Sorting participants

All participants are friends and family members who have experience with traveling abroad. All of them prefer to look for travel information online before their trips. Prior to the card sort activity, they briefly familiarized themselves with VisitMexico.com.

Participant 1: David

 **Age:** 31

 **Gender:** Male

 **Education:** M.S in Finance

 **Occupation:** Financial Analyst

 **Location:** New York City, NY

Participant notes

During the Card Sorting session, David was very confident. He mentioned that some cards were hard to categorize because they needed their own group. For instance, the cards 'Frequently asked questions,' 'Expert recommendations,' and 'Calendar events' should each have their own category since they don't fit into any other groups.

Visit Mexico Card Sorting: Data Analysis, continued

Card Sorting participants, continued

Participant 2: Eric

 **Age:** 51

 **Gender:** Male

 **Education:** Doctor of Medicine, M.D

 **Occupation:** Pediatrician

 **Location:** New Haven, CT


Participant notes

Eric was very meticulous in categorizing and labeling his categories. He found that the most difficult cards to classify were Frequently Asked Questions and accommodations, as they do not fit into his current categories and need their own. He also observed that some cards could belong to multiple categories—for instance, Frequently Asked Questions might be under “About Mexico” or be separate. Likewise, other cards concerning transportation or logistics can be handled similarly.

Participant 3: Michelle

 **Age:** 28

 **Gender:** Female

 **Education:** B.S. in Graphic Design

 **Occupation:** Professional photographer

 **Location:** Jersey City, NJ

Participant notes

Michelle initially felt somewhat overwhelmed when starting the exercise and kept rearranging the cards. She suggested labeling each category with specific actions, such as “Plan your trip” or “Where to go.” These action labels help her interact with the website more efficiently. Finally, she suggested renaming the card “Punto Mexico” because it is in Spanish and was unclear. Additionally, the card titled “Expert recommendation” should be renamed as “Blogs” to clearly indicate that it contains written content in that section, instead of a tool like a filtering section.

Visit Mexico Card Sorting: Data Analysis, continued

Cards

<p>Acommodations <i>Hotel Recommendations List</i></p>	<p>Featured videos <i>Inspirational cultural and tourism videos</i></p>	<p>Connectivity and technology <i>Descriptions of local internet and phone connectivity</i></p>	<p>360° Virtual Tours <i>Visit Mexico through 360° Virtual Tours</i></p>	<p>Maya world <i>Information on pre-Columbian indigenous people known as the Mayans and their tourist attractions.</i></p>	<p>Sun and beach <i>Beaches and sun tourist destinations</i></p>	<p>Food Guide <i>Traditional dishes categorized by region in the country</i></p>
<p>Train tickets <i>External website for local train tickets</i></p>	<p>History of Mexico <i>A Brief History of Mexico</i></p>	<p>Getting around <i>General information about transportation in Mexico: buses, trains, car rentals, or planes.</i></p>	<p>Tours <i>List of tour packages organized by region.</i></p>	<p>Punto México <i>Tourist information centers to help plan trips around Mexico.</i></p>	<p>Business attractions <i>Attractions for business</i></p>	
<p>Tour guides <i>Official list of tour guides by city</i></p>	<p>Climate <i>Seasonal climate overview of Mexico</i></p>	<p>Frequently asked questions (FAQ) <i>FAQ about the country: currency, language, safety, and regulations</i></p>	<p>Magical Towns <i>List of Mexican towns known for their rich cultural heritage and popular tourist attractions.</i></p>	<p>Local regulations <i>Description of local customs and manners.</i></p>	<p>Romance <i>Honeymoon destinations</i></p>	
<p>Mexico Tourism Map <i>Interactive map with tourist attractions by state</i></p>	<p>Visa and passport <i>Travel requirements descriptions</i></p>	<p>Calendar events <i>Interactive calendar of current and upcoming cultural events.</i></p>	<p>Routes & itineraries <i>List of several itinerary destinations sorted by days and routes.</i></p>	<p>Nature and adventure <i>List of natural attractions and adventures</i></p>	<p>Music and nightlife <i>Local nighttime attractions</i></p>	
<p>Road assistance <i>Road emergency contact list for travelers</i></p>	<p>Emergencies <i>General emergency contact list</i></p>	<p>Expert recommendations <i>Blogs recommendations</i></p>	<p>Local flights <i>External website for local flight tickets</i></p>	<p>Arts and culture <i>List of art and cultural tourist attractions</i></p>	<p>Community tourism <i>Local community destinations</i></p>	

Visit Mexico Card Sorting: Data Analysis, continued

Raw Data

The data below shows the raw data for the card sorting study. The column on the far left lists all the cards, and the following columns show each participant's categorization of them.

Card List	David	Eric	Michelle
Acommodations	Administration (4)	Where to stay? (1)	Plan your trip (5)
Train tickets	Transportation (2)	How to move around? (4)	Plan your trip (8)
Tour guides	Plan your trip (3)	Where to go? (8)	Plan your trip (4)
Mexico Tourism Map	Plan your trip (6)	Where to go? (11)	Plan your trip (10)
Road assistance	Transportation (4)	How to move around? (3)	Local information (6)
Featured videos	More about Mexico (4)	All about Mexico (8)	Local information (9)
History of Mexico	More about Mexico (1)	All about Mexico (3)	Local information (1)
Climate	More about Mexico (3)	All about Mexico (1)	Local information (2)
Visa and passport	Administration (3)	How to move around? (5)	Local information (3)
Emergencies	Administration (5)	All about Mexico (6)	Local information (7)
Connectivity and technology	Administration (1)	All about Mexico (9)	Local information (5)
Getting around	Transportation (1)	How to move around? (1)	Plan your trip (6)
Frequently asked questions (FAQ)	FAQ (1)	All about Mexico (7)	FQAs (1)
Calendar events	Points of interest (10)	Where to go? (5)	Plan your trip (2)
Expert recommendations	Plan your trip (7)	Where to go? (16)	News (1)

Card List	David	Eric	Michelle
360° Virtual Tours	Plan your trip (1)	Where to go? (12)	Local information (8)
Tours	Plan your trip (4)	Where to go? (2)	Plan your trip (3)
Magical Towns	Points of interest (3)	Where to go? (3)	Activities (10)
Routes & itineraries	Plan your trip (2)	Where to go? (9)	Plan your trip (1)
Local flights	Transportation (3)	How to move around? (2)	Plan your trip (7)
Maya world	More about Mexico (2)	All about Mexico (2)	Activities (9)
Punto México	Plan your trip (5)	Where to go? (6)	Plan your trip (9)
Local regulations	Administration (2)	All about Mexico (5)	Local information (4)
Nature and adventure	Points of interest (8)	Where to go? (14)	Activities (1)
Arts and culture	Points of interest (4)	All about Mexico (4)	Activities (7)
Sun and beach	Points of interest (6)	Where to go? (1)	Activities (2)
Business attractions	Points of interest (2)	Where to go? (13)	Activities (3)
Romance	Points of interest (7)	Where to go? (10)	Activities (6)
Music and nightlife	Points of interest (9)	Where to go? (15)	Activities (5)
Community tourism	Points of interest (5)	Where to go? (4)	Activities (8)
Food Guide	Points of interest (1)	Where to go? (7)	Activities (4)

Visit Mexico Card Sorting: Data Analysis, continued

Card sorting Similarity Matrix

This quantitative tool shows the frequency with which a card is grouped with another card. This means that a higher numerical value in a cell indicates greater similarity between two cards.

This Matrix similarity was created using data from the "Proven by users" tool. All three participants categorized all the cards, resulting in a higher percentage of paired cards. In this Matrix. For example, we observe that the last cards, such as Nature and Adventure and Community Tourism, are closely related, with a 100% pairing. Indicating that the three participants agreed that these two cards should be grouped together.

Study findings somewhat contradicted the current website's IA. For example, two content segments (cards) that are not grouped together on the website were found in the same group in the study, such as Tour guides and "routes & itineraries." Those findings are the main areas for improvement of the current website's IA.

Acommodations	
33	Train tickets
33	33 Tour guides
33	33 100 Mexico Tourism Map
0	67 0 0 Road assistance
0	0 0 0 33 Featured videos
0	0 0 0 33 100 History of Mexico
0	0 0 0 33 100 100 Climate
33	33 0 0 67 33 33 33 Visa and passport
33	0 0 0 33 67 67 67 67 Emergencies
33	0 0 0 33 67 67 67 67 100 Connectivity and technology
33	100 33 33 67 0 0 0 33 0 0 Getting around
0	0 0 0 0 33 33 33 0 33 33 0 Frequently asked questions (FAQ)
33	33 67 67 0 0 0 0 0 0 0 33 0 Calendar events
0	0 67 67 0 0 0 0 0 0 0 0 33 Expert recommendations
0	0 67 67 33 33 33 33 33 33 0 0 33 67 360° Virtual Tours
33	33 100 100 0 0 0 0 0 0 0 33 0 67 67 67 Tours
0	0 33 33 0 0 0 0 0 0 0 0 0 67 33 33 33 Magical Towns
33	33 100 100 0 0 0 0 0 0 0 33 0 67 67 67 100 33 Routes & itineraries
33	100 33 33 67 0 0 0 33 0 0 100 0 33 0 0 33 0 33 Local flights
0	0 0 0 0 0 67 67 67 0 33 33 0 33 0 0 0 0 33 0 0 Maya world
33	33 100 100 0 0 0 0 0 0 0 33 0 67 67 67 100 33 100 33 0 Punto México
33	0 0 0 33 67 67 67 67 100 100 0 33 0 0 33 0 0 0 0 33 0 Local regulations
0	0 33 33 0 0 0 0 0 0 0 0 0 67 33 33 33 100 33 0 33 33 0 Nature and adventure
0	0 0 0 0 33 33 33 0 33 33 0 33 33 0 0 0 67 0 0 67 0 33 67 Arts and culture
0	0 33 33 0 0 0 0 0 0 0 0 0 67 33 33 33 100 33 0 33 33 0 100 67 Sun and beach
0	0 33 33 0 0 0 0 0 0 0 0 0 67 33 33 33 100 33 0 33 33 0 100 67 100 Business attractions
0	0 33 33 0 0 0 0 0 0 0 0 0 67 33 33 33 100 33 0 33 33 0 100 67 100 100 Romance
0	0 33 33 0 0 0 0 0 0 0 0 0 67 33 33 33 100 33 0 33 33 0 100 67 100 100 100 Music and nightlife
0	0 33 33 0 0 0 0 0 0 0 0 0 67 33 33 33 100 33 0 33 33 0 100 67 100 100 100 100 Community tourism
0	0 33 33 0 0 0 0 0 0 0 0 0 67 33 33 33 100 33 0 33 33 0 100 67 100 100 100 100 Food Guide

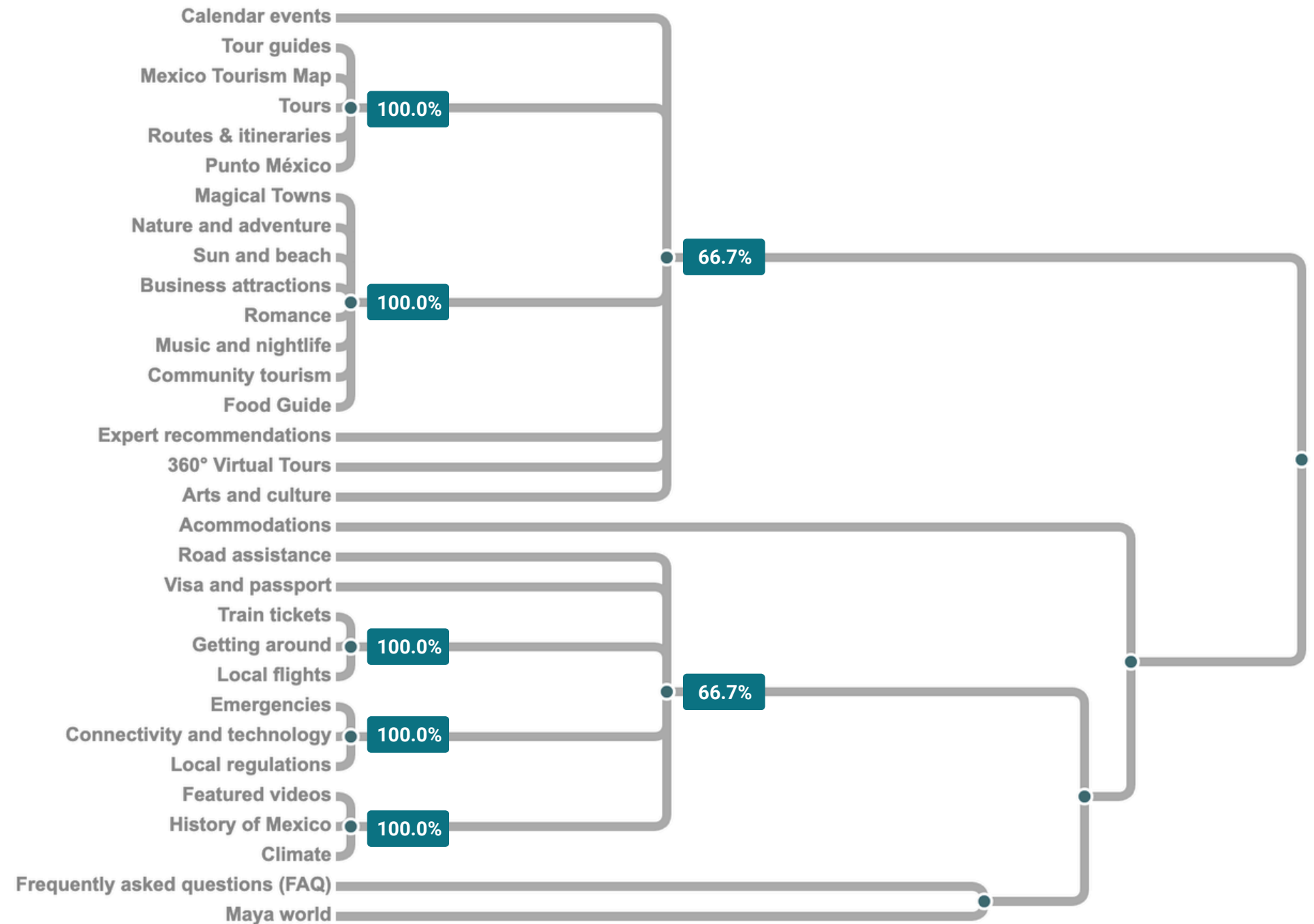
Visit Mexico Card Sorting: Data Analysis, continued

Card Sorting Dendrogram

This qualitative visualization tool shows clusters of participants with similar qualitative results. By grouping participants based on shared qualitative codes, we make it easier to understand our findings. The tree should be read from left to right—showing strong to weak clusters.

The data collected from the study show that participants grouped cards into five distinct clusters, with 100% clustering. Many of these groups, which participants considered strongly connected, included cards labeled "Logistics," "Activities," "Planning," and "Local information." These were some of the suggested names for those groups, which are very similar to the participants' suggested names.

Additionally, two main clusters show a 66.7% relatedness, while some cards from a participant did not form any clusters. These include Calendar events, Expert recommendations, and frequently asked questions, among other cards.



Visit Mexico Card Sorting: Data Analysis, continued

Recommendations based on results

The current website's IA includes multiple content segments organized into different menus. This study's findings may serve as a foundation for a new, revised IA, focusing on two main aspects: the number of content segments and how they are grouped under the appropriate section.

As for the number of segments, the card sort dendrogram provides two different design strategies. A multiple group option with 100% similarity ratio results in a comprehensive IA, while a shorter menu with fewer groups and a lower ratio produces a more basic IA.

I highly recommend the first option (comprehensive IA) for several reasons:

- Travel websites often feature extensive content, and a comprehensive IA is better suited to this purpose.
- Web browsers who visit travel websites for trip planning often dedicate time to this task and would not be intimidated by a comprehensive IA.
- This option is more likely to ensure browsers find what they are looking for.
- The current website's IA is also comprehensive. In my opinion, the main problem is its disorganization, not the number of content segments. The study findings would help in designing them better.

Additionally, the findings suggest regrouping similar segments that are currently somewhat "remote" in the current IA. For example, study participants suggest that information on tours and recommended trip plans should be located in the same IA area, contrary to current architecture.

Lastly, the names or labels of current content segments could also be modified. An important finding of this study highlights the need for clear and easy to follow labels. Using labels like "plan your trip" or "where to go" is better than the current vague labels, such as "Useful information" and "destinations."

To conclude, the main problems with the current IA are using multiple menu bars with vague labels and scattered related content. The findings of this study agree with a comprehensive architecture, yet emphasize the need for clear labels and reorganizing content segments into a logical hierarchy.

Heuristic Evaluation

Heuristic evaluation is a method for detecting design problems in a user interface. Evaluators compare the design against a set of guidelines, known as heuristics, which help ensure the system is user-friendly. This evaluation can be done with any set of heuristics; in this study, Jakob Nielsen's 10 usability heuristics are utilized.

These evaluations are particularly helpful for identifying glaring problems in an interface, whether it's a prototype, a physical product, a game, a virtual reality system, or a voice interface. Heuristic evaluations are valuable for maximizing a limited UX research budget because they help us identify potential problems without requiring user testing.

Visit Mexico Heuristic Evaluation

Heuristic	Severity	Comments
Visibility of system status	0 1 2 3 4	The website provides inconsistent visual cues for active filters or selected options on the interactive maps. Multiple options may be clicked without any map updates, causing users to doubt if their actions were registered, thus increasing cognitive load. Additionally, when users click the translate button, some areas remain untranslated. The system lacks feedback to inform users whether their request is processing, failed, or if the language isn't available, leaving them uncertain about the status.
Match between system and the real world	0 1 2 3 4	The site's English translation feature is only partly functional, with large sections remaining in Spanish. This breaches the heuristic because users cannot depend on the chosen language for consistent understanding. The inconsistency can cause confusion, misinterpretation of vital information, and reduce trust in the website. Additionally, the site isn't available in multiple languages, which restricts access for international travelers worldwide.
User control and freedomn	0 1 2 3 4	The website consistently features a clearly visible button for returning or exiting a page. However, it lacks breadcrumb navigation, which could improve navigation for users wishing to jump back to a specific page instead of pressing the back button.
Consistency and standars	0 1 2 3 4	VisitMexico.com shows several standard inconsistencies. The English language is inconsistent throughout the site; some page layouts and interactive elements, such as buttons, display different colors. These inconsistencies increase cognitive load, reduce predictability, and can lead to user frustration. Establishing and enforcing standardized design patterns and language would improve usability, reduce errors, and enhance overall user satisfaction
Error prevention	0 1 2 3 4	When users click links to external sites, VisitMexico.com redirects them instantly without warning or confirmation. There is no visual indicator or message informing users they are leaving the official site, nor any details about the external content. This lack of alerts can lead to confusion, interrupt user tasks, and reduce trust. Adding proactive alerts and contextual cues would help prevent errors, keep users in control, and enhance the overall experience.

Severity: 0 - No problem 1 - Cosmetic 2 - Minor 3 - Major 4 - Catastrophic

Visit Mexico Heuristic Evaluation, continued

Heuristic	Severity	Comments
Recognition rather than recall	0 1 2 3 4	The website lacks a bookmarking or "Save Destination" feature, forcing users to rely on memory to find destinations, attractions, or accommodations they previously saw. This increases mental effort during travel planning, especially when comparing multiple options over sessions. Without clear indicators of viewed or shortlisted items, users must remember names, regions, or filters to recreate their browsing history. High impact, especially for research-focused or international users needing extra planning time.
Flexibility and efficiency of use	0 1 2 3 4	The lack of a bookmark or "Save to favorites" tool limits users' ability to plan across sessions. Without this feature, users need to repeatedly search for the same destinations, reducing efficiency and raising cognitive effort. Also, the website lacks a search function, requiring users to navigate hierarchically to find known destinations or specific information. Together, these usability limitations cause friction in the overall user experience.
Aesthetic and minimalist design	0 1 2 3 4	Large hero banners and full-width photos take up considerable screen space, pushing critical planning information (e.g., transportation, booking resources, logistical guidance) below the fold on the website. While it creates a visually appealing look, this setup requires more scrolling for users to reach important content. Adjusting the visual hierarchy, content order, and spatial layout can improve clarity, reduce cognitive effort, and prioritize content first.
Help users recognize, diagnose and recover from errors	0 1 2 3 4	Several features and external links on the website display the message: "Hmm. We're having trouble finding that site. Try Again." This system-generated message is vague, lacks context, offers no actionable guidance, and doesn't connect with the user's task. Adding a 404 error page can address this issue by providing a shortcut to an alternative solution or an easy way to return to the homepage. This enhances user experience, helps users stay on track, and builds trust in the platform.
Help and documentation	0 1 2 3 4	The website lacks easily accessible help resources, such as FAQs or contact options. These are either not prominently displayed or require several clicks to reach, reducing their visibility. Additionally, there is little to no contextual help, such as tooltips or brief explanations of some site features.

Severity: 0 - No problem 1 - Cosmetic 2 - Minor 3 - Major 4 - Catastrophic

Usability Testing

According to [Interaction Design Foundation](#), usability testing is the practice of evaluating how easy a design is to use with a group of representative users. It typically involves observing users as they try to complete tasks and can be performed for different kinds of designs. It is often carried out repeatedly, from early development through to a product's release.

Through usability testing, we can identify design flaws that we might otherwise miss. By observing how test users behave while attempting to complete tasks, we gain crucial insights into how well our design or product functions. We can then use these insights to make targeted improvements.

Visit Mexico Usability Testing

Defining Usability Testing goals and research questions

This usability testing aims to evaluate the overall user experience of visitMexico.com, focusing on how effectively users can discover, navigate, and interact with destination content and travel-planning features.

The main research goals are to identify usability barriers that block task completion, evaluate the clarity and intuitiveness of the site's information architecture, and understand how well the website supports users in planning trips to Mexico.

To guide this investigation, it will focus on the following research questions:

- Can users efficiently locate key travel information, such as destinations, itineraries, and activities?
- Do users find the navigation and search functionality intuitive and helpful?
- Are there specific points of confusion, frustration, or unmet expectations during typical travel planning tasks?

The insights gained from this usability testing will inform design improvements that boost usability, accessibility, and overall satisfaction for both first-time and returning visitors.

Usability Testing overview

This usability study evaluated how effectively VisitMexico.com supports users in completing common travel-planning tasks. The objective was to identify usability barriers, assess navigation clarity, and measure overall task efficiency and user satisfaction.

Three moderated remote sessions were conducted between February 23 and March 1, 2026, each lasting approximately 40 minutes. Participants struggled completing five realistic travel-planning tasks while thinking aloud. Sessions were recorded with consent for detailed analysis.

The study combined quantitative KPIs—task completion, Time on Task, and usability ratings (1–5 scale)—with qualitative observations, including user behavior, verbal feedback, and visible frustration points. The findings provided clear, actionable insights into navigation issues, language inconsistencies, and content discoverability challenges impacting the overall user experience.

General recommendations:

- Ensuring full and consistent English translation across all pages and tools
- Clarifying navigation labels to better match user expectations
- Improving filtering and search functionalities
- Enhancing event discoverability through clearer terminology and calendar features
- Adding user-support features like saved destinations or favorites

Visit Mexico Usability Testing continued

Usability Testing Methodology

All individuals involved in the usability testing sessions were friends of the facilitator, recruited during the same week as the sessions. Before agreeing to participate, they received a brief overview of the activity and were informed that both their computer screens and themselves would be recorded while completing the tasks.

Additionally, participants were given the link to visitmexico.com to review in advance.

The usability testing session was moderated remotely using Zoom, with participants sharing their screens. The session was recorded through Zoom's built-in features, allowing the facilitator to review and analyze responses in detail after the session ended.

Introduction section

The facilitator began the usability testing session with an introduction, where he introduced himself, explained the activity, and highlighted how participants' feedback would help improve the SECTUR website. He emphasized that there were no right or wrong ways to complete the tasks and that all opinions were welcome and not offensive. He also explained how the session would be recorded and provided the consent form. Later, he read the instructions for starting the tasks. The script and consent form can be found in [Appendix A](#) and [Appendix B](#), respectively.

Warm-up Questions

After the participants agreed to be recorded during their sessions and signed the consent form, it was important to ease them into the activity with warm-up questions. This approach helps create a more stress-free atmosphere overall. The following set was adapted from Krug's "[Rocket Surgery Made Easy](#)."

1. What do you do for a living?
2. How would you describe your typical day?
3. As a rough estimate, how many hours per week do you think you spend online?
4. What kinds of websites and apps do you frequent?
5. Do you have a favorite website and apps?

Task performance

The facilitator assigned specific tasks to each participant. These tasks were read aloud and also shared in the Zoom chat for quick reference while participants worked on them. The facilitator encouraged participants to verbalize their thought processes but did not provide any help. At the end of each task, participants were asked for comments or suggestions to improve reaching the task goal, along with a scalability question to evaluate how easy or difficult it was to complete the task.

1. Do you have any recommendations or feedback regarding this task?
2. How easy was it to achieve this task on a scale from one to five (where one means difficult and five means really easy)?

Ultimately, the participants were invited to share any additional insights or recommendations concerning visitmexico.com.

Visit Mexico Usability Testing continued

Usability Testing Methodology, continued

Analysis

This usability study gathers objective data using Key Performance Indicators (KPIs), including Time on Task, task completion, and the Usability Scale (SUS). Each task was analyzed to identify usability issues, their severity, and to provide recommendations. These metrics convert subjective user experiences into measurable, actionable insights. They deliver both perceptual and behavioral data, allowing for a comprehensive usability assessment.

Usability task prompts:

The following prompt tasks were performed by the users:

- Task 1:** You're gathering inspiration for a potential trip to Mexico. Make a list of three places you'd like to visit, considering your interests, such as culture, cuisine, nature, or adventure.
- Task 2:** As a first-time visitor to Mexico, you would like to learn more about visas, current exchange rates, and transportation options. Please find these three options.
- Task 3:** Let's assume you're planning a family trip to a beach destination in Mexico. Choose a 7-day itinerary that meets all your needs.
- Task 4:** Imagine you are traveling to Mexico in a specific month (e.g., Next month). Find out if there are any festivals, events, or seasonal recommendations happening during that time.
- Task 5:** You are currently gathering information for a trip to Mexico. You are especially interested in visiting archaeological sites. Make a list of three places you'd like to visit.

Visit Mexico Usability Testing continued

Usability Testing Participants

Participant 1: Danny

 **Age:** 31

 **Gender:** Male

 **Language:** English

 **Education:** B.S. in Education

 **Occupation:** Teacher

Danny's typical day begins with his role as a full-time teacher from 8:00 am to 4:00 pm. He spends around 4 hours daily online, primarily on social media platforms like Facebook, Instagram, and YouTube, along with news websites. His preferred app is Facebook, where he dedicates most of his online time.

Participant 2: Yeilin

 **Age:** 40

 **Gender:** Female

 **Language:** Spanish

 **Education:** Bachelor's Degree

 **Occupation:** Bartender

Yeilin's typical day starts with waking up early, doing household chores, going to the gym, sleeping more during the day, and then preparing for work. She spends an average of 3 hours a day online. She primarily uses social media platforms like TikTok, Instagram, and Facebook, with Google being her go-to website for finding everything she needs.

Participant 3: Arik

 **Age:** 50

 **Gender:** Male

 **Language:** English

 **Education:** Medical Doctor

 **Occupation:** Doctor, Gastroenterologist

Arik's typical day includes going to work, returning home, taking care of his child, and watching TV. He spends many hours online related to his job and around 60 minutes daily outside of work, with even more time on weekends. He mainly uses social media apps, sports, and news websites, especially sports-related sites like ESPN, Facebook, and Instagram. He also listens to sports content on Spotify and through podcasts.

Visit Mexico Usability Testing continued

Usability testing Data

The usability study findings included both objective KPIs and subjective data. The main KPIs are summarized in the following table:

	Task 1			Task 2			Task 3			Task 4			Task 5		
	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3
Completed	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	
Time (seconds)	295	362	198	150	35	174	160	272	146	225	173	45	256	111	228
Usability Scale	4	3	3	4	5	2	3	3	2	2	4	4	1	5	1

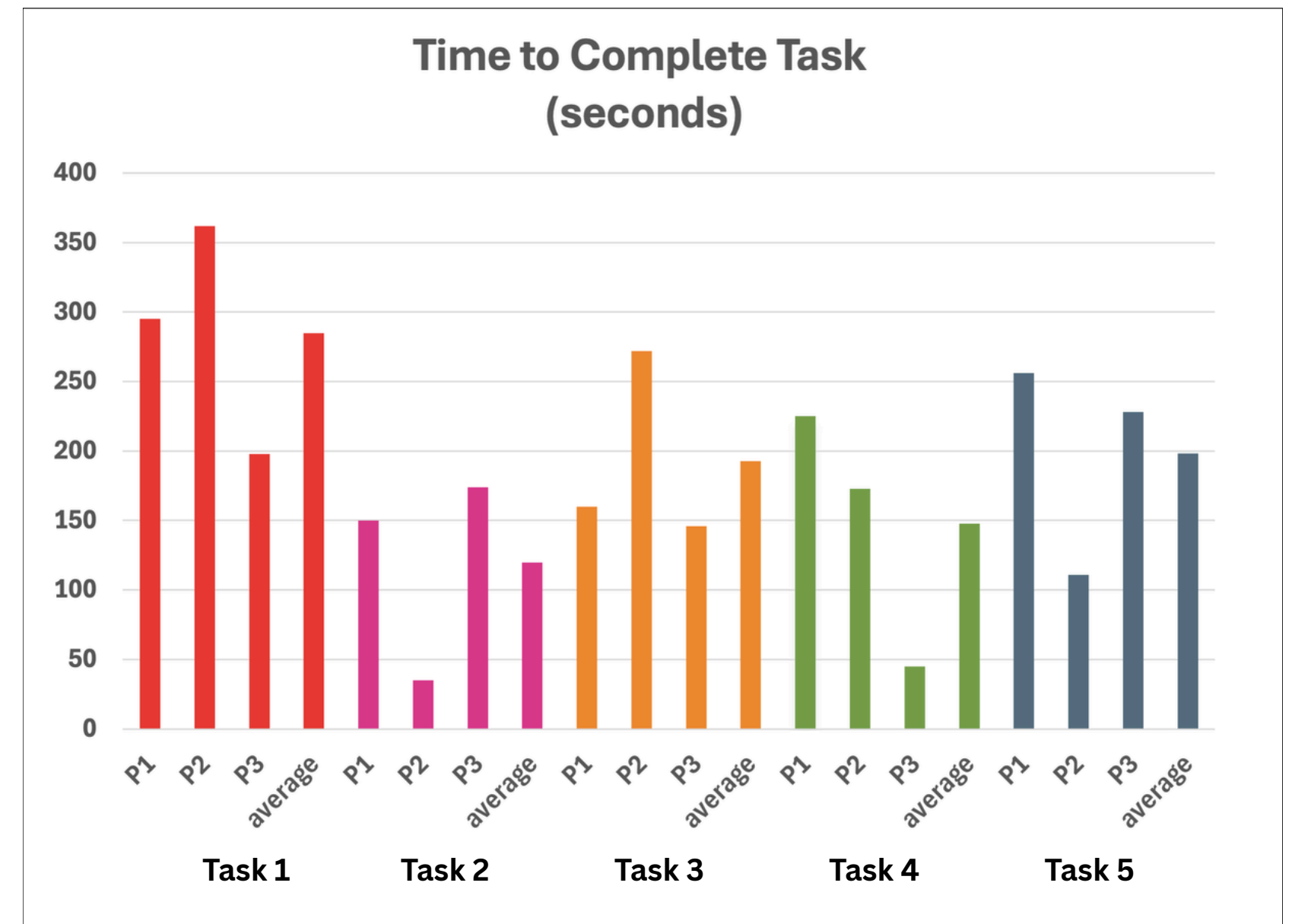
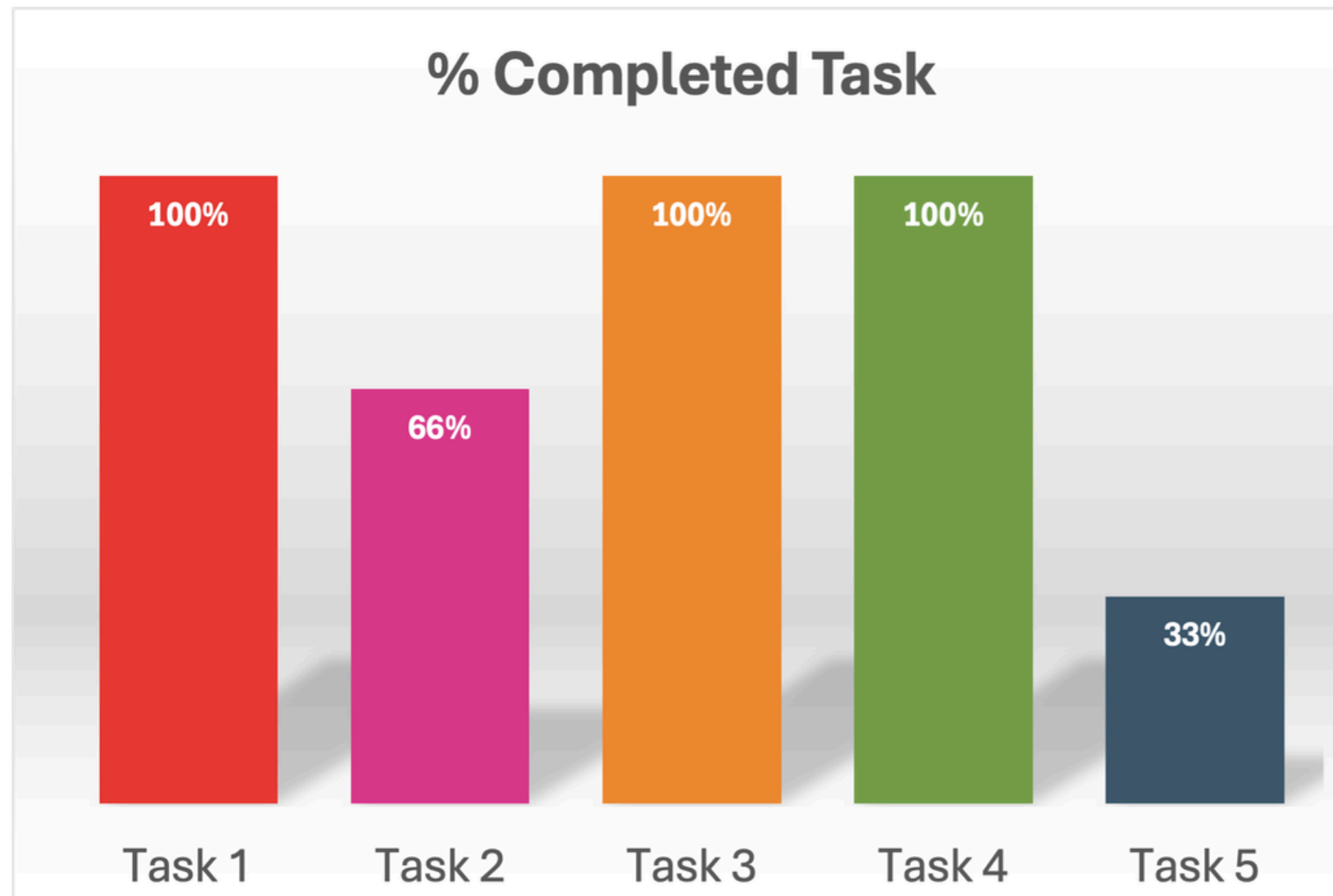
Completed: indicates whether the task was finished (Check mark – means “yes”).

Time (seconds): indicates the time in seconds until the end of the task, whether completed or not.

Usability Scale: indicated the reported difficulty of the task on a 1-5 scale (where 1 means difficult and 5 – easy).

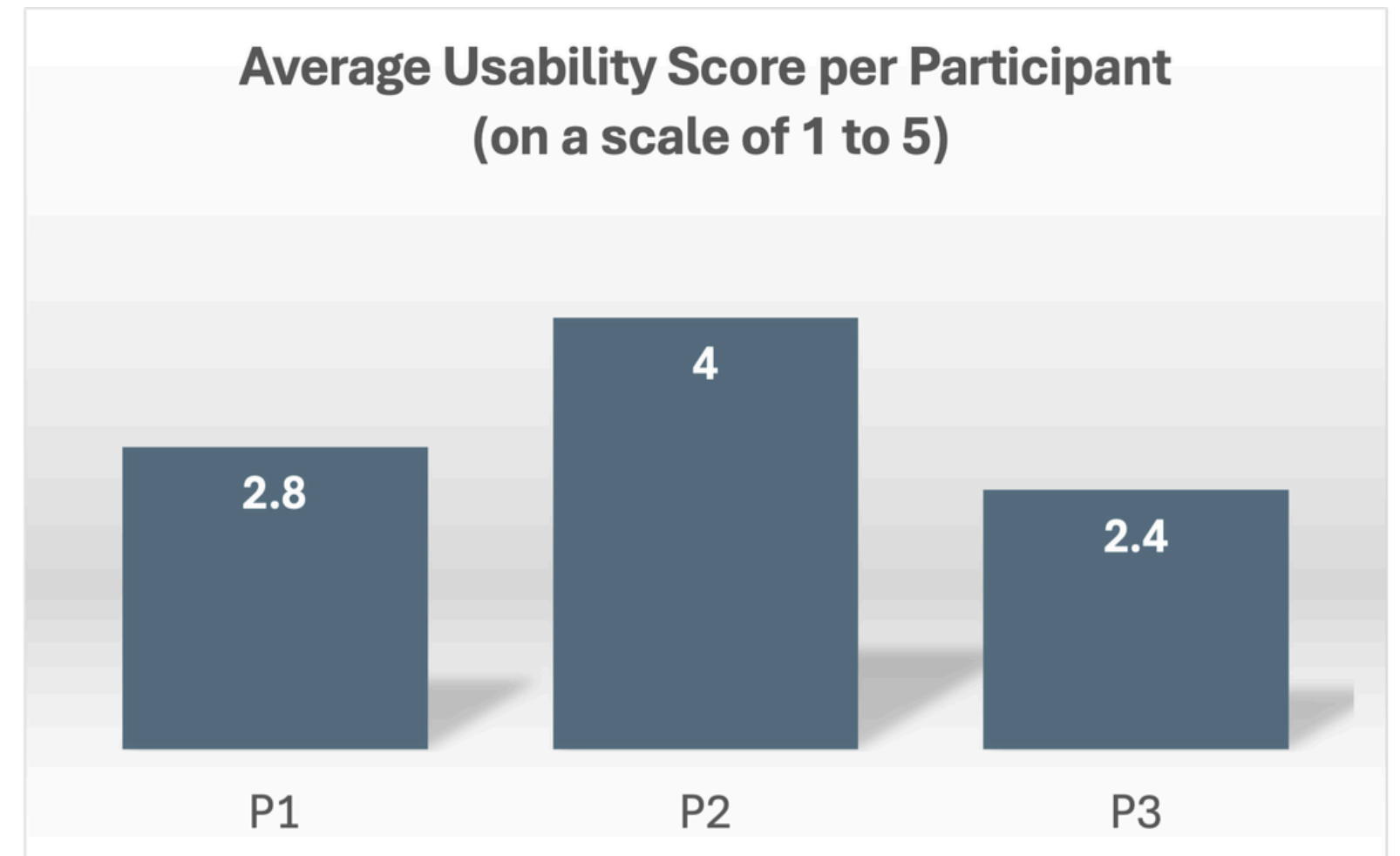
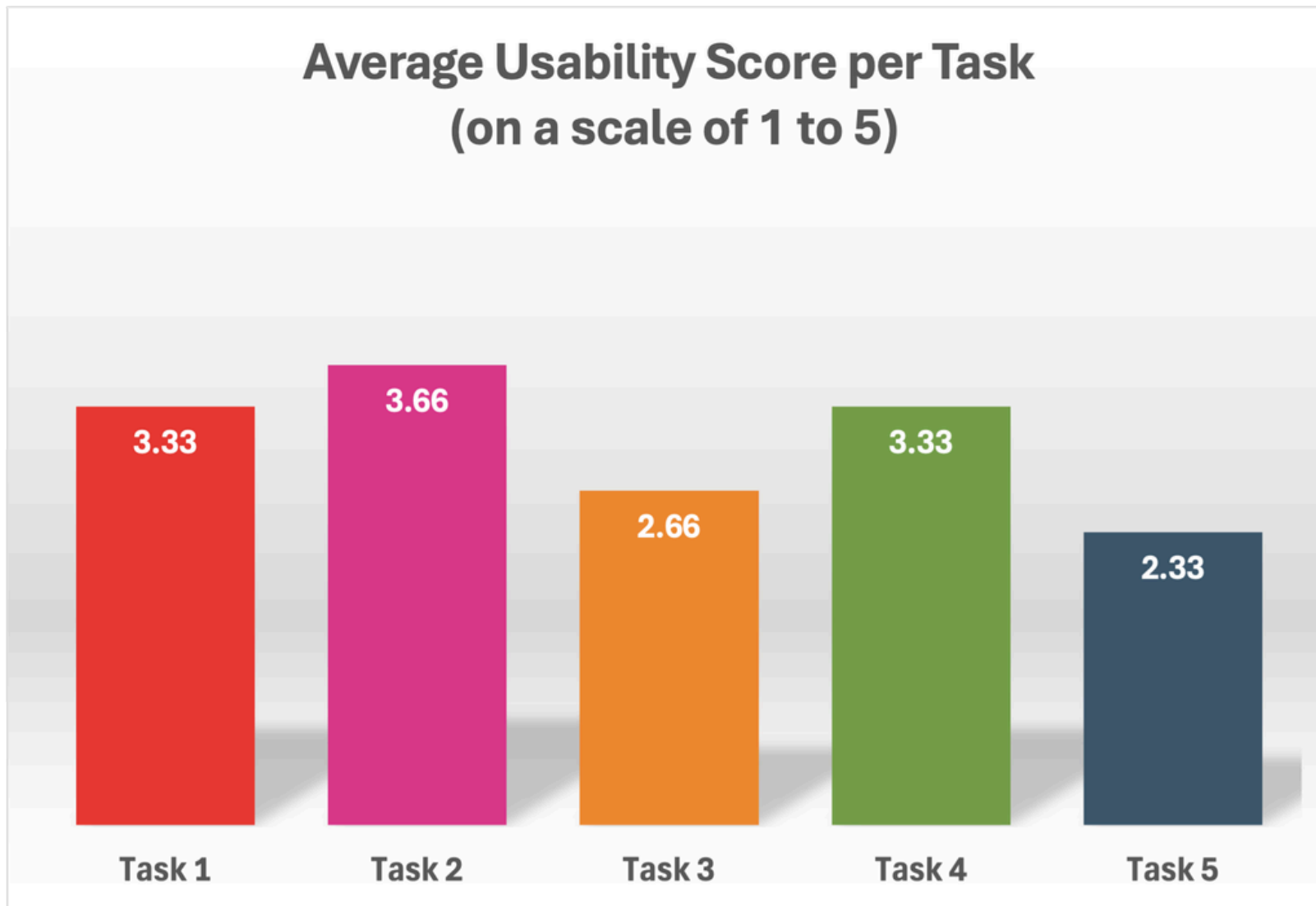
Visit Mexico Usability Testing continued

🇲🇽 Usability testing Data, continued



Visit Mexico Usability Testing continued

🇲🇽 Usability testing Data, continued



Visit Mexico Usability Testing continued

Usability testing Data, continued

Along with those objective measures, I gathered subjective data for each task, including my impression of the user during the process. I assessed his words, facial expressions, tone, and overall experience. I also tracked their task pathway and documented how they navigated through the website. My findings are summarized in the following tables:

Task 1	
P1	P1 initially scrolled without clear direction, confused by similar labels: "Plan your next adventure" and "Destinations for every possible interest," calling them confusing. Later, he chose random options, saying visuals help decide. P1 appeared engaged in the website and clearly interested in the content.
P2	P2 began by clicking on the page labeled "Destinations for every possible interest." She searched for a specific destination but overlooked the search feature in the top navigation below the filters, so she navigated manually. She also noted that the filter feature is limited and not user-friendly. P2 seemed dedicated to complete the task.
P3	P3 chose the "Destinations for every possible interest" path, interested in sports. He was disappointed the filter lacked sports options, limiting exploration. He scrolled through pages, finding the site unfriendly for info. He suggested better filters and noted abundant Spanish content, reducing reliability. He seemed frustrated and lowered the tone of his voice.

Task 2	
P1	P1 chose the correct option, "Planning & practical information," and located all three options. He noticed duplicate content on the FAQ page, which repeats information in Q&A format. In some areas, he saw Spanish content and became confused because he didn't understand it. He seemed stressed during this task.
P2	This task was easiest for P2; as a native Spanish speaker, she completed it effortlessly. She quickly found the "Planning guide and practical information" page with all options within minutes. She was confident and her work seemed effortless.
P3	Initially, P3 checked the "Useful information" section below the fold, with no success. He seemed agitated and frustrated. His facial expression rapidly changed to an angry appearance. Later, he realized it wasn't correct and switched to "Planning & practical information." However, he found only some info and couldn't find everything. Since the FAQs contained all relevant details, he never discovered it. Frustrated, he gave up. Finally, he said "ChatGPT could find all that info in seconds".

Visit Mexico Usability Testing continued

Usability testing Data, continued

Task 3	
P1	P1 immediately chose "Routes & itineraries," which had more Spanish content that confused and upset him. He completed the task for the visuals but remained unsure. He tapped his hands anxiously through the task.
P2	P2 immediately chose "Routes & itineraries" and completed the task but couldn't find an itinerary covering all beach vacation days. She suggested adding a filter or search to improve options, as the built-in ones are limited and mix attractions across days. It seems that her Spanish knowledge helped her with rapid task completion.
P3	P3 immediately chose "Routes & itineraries," but was overwhelmed and confused by the extensive Spanish content. He later said narrowing down specific options is difficult on this page. He seemed anxious and stressed and by his facial expression I believe he was waiting for this assignment to end.

Task 4	
P1	P1 scrolled aimlessly, searching for a label like "calendar events or 'upcoming events'." After minutes of confusion, he clicked "Expert recommendation," hoping it was correct. Eventually, after exploring several pages, he found "Unmissable this month," which showed the upcoming events, allowing him to finish the task. He seemed embarrassed he missed that option.
P2	P2 searched for an "Events" page. She considered "Unmissable this month" but didn't click, thinking it shows this month's activities. After a few minutes, she clicked it and found it was the right page. She suggested renaming it immediately because it's confusing, even in Spanish.
P3	P3 immediately selected the correct option, "Unmissable – This month." This section contains Spanish content, which caused some frustration because he didn't understand it. Even though he completed the task and seemed satisfied.

Visit Mexico Usability Testing continued

Usability testing Data, continued

Task 5	
P1	During this task, P1 was initially unsure where to click, but after a few minutes, he chose one of the options to access the information prompt. However, he observed that the 'Complete Mexico Tourist Atlas' option was entirely in Spanish and ultimately left the page. Later, he visited many pages in search of this information. He became very confused and upset while reading more Spanish content, as he didn't understand it. Finally, he found only one option for task completion, but when he tried it, an error page with Spanish instructions appeared. He then decided to say that he was unable to achieve the task's goal.
P2	This task was straightforward for the user to accomplish. She quickly chose one of the available routes to find information on the "Complete Mexico Tourist Atlas". There, she used the top navigation to locate archaeological locations on the map. Since this feature is only available in Spanish, the user successfully completed it. Her voice tone seemed confident and carried satisfaction vibe.
P3	The users didn't complete this task. He went through some pages looking for "archaeological options or activities" on pages such as: "Destinations for every possible interest" or "Plan your next adventure." He went through all the options, saying, "This website is really frustrating." His eyebrows rose and his voice tone carried a despair vibe. He seemed anxious and happy this assignment was over.

Visit Mexico Usability Testing continued





Usability Testing – Analysis and recommendations

Task 1

You're gathering inspiration for a potential trip to Mexico. Make a list of three places you'd like to visit, considering your interests, such as culture, cuisine, nature, or adventure.

Overall, this task is an introductory one with no definitive correct answer. Each user can select three touristic attractions based on their preferences. All users completed this task successfully, although some compromised and chose random sites, not necessarily aligned with their preferences. This task was the longest to complete, although not necessarily due to UX/UI issues, as the users seemed engaged in the mission and enjoyed browsing. The usability score (3.3) seemed reasonable.

Diving into the user experience story, I can identify specific areas in the website that require some improvement:

Issue identified	Proposed changes	Severity
The navigation labels are not clear between the two pages leading to confusion "Plan your next adventure" and "Destinations for every possible interest."	Rename the "Plan your next adventure" page to a clearer title indicating destination searches, such as "Plan your trip by locations," to help users choose where to click.	 [High]
Users need to manually record or recall information, as there is no option to save favorites.	To improve user experience, incorporating a favorite feature would be beneficial, since users currently cannot save a list of places they wish to visit on the website.	 [High]
The search feature on the page "Destinations for every possible interest" is not visible by users.	Adjust the top navigation's color and design for better visibility of the Search feature and filters. Also, consider expanding filter options for more precise searches.	 [Medium]
The filtering options on the "Destinations for every possible interest" page are very limited, not offering extensive results, and even the results are not well accurate.	Include a comprehensive list of activities and enable accurate results based on the selected activities in the filter feature.	 [Medium]

Visit Mexico Usability Testing continued



Usability Testing – Analysis and recommendations , continued

Task 2

As a first-time visitor to Mexico, you would like to learn more about visas, current exchange rates, and transportation options. Please find these three options.

This task involves very specific questions that require following a particular pathway. There was a significant difference in time and satisfaction between the Spanish-speaking user and those who did not speak Spanish.

This task highlights the challenges and gaps observed in the English section of the website. One non-Spanish speaking user was unable to complete the task. While the usability score was the highest and indicated that this was an easy task, it does not fully align with the user story, which presents a different picture. I have narrowed down some significant problems related to this task, as detailed in the table:

Issue identified	Proposed changes	Severity
<p>The FAQs page duplicates information found on the "Planning & practical information" page. Additionally, the FAQ section is hard to find and requires several clicks to access.</p>	<p>Relocate the Frequently Asked Questions (FAQ) to a more prominent location on the homepage or main menu. Consider placing it in the footer navigation or beneath the fold, along with a call-to-action button.</p>	<p> [Medium]</p>
<p>The 'Useful Information' section confuses users looking for handle details, as it currently only shows external websites, many of which are broken links.</p>	<p>The 'useful information' section might be renamed and relocated, as it only contains external links.</p>	<p> [Medium]</p>

Visit Mexico Usability Testing continued



Usability Testing – Analysis and recommendations , continued

Task 3

Let's assume you're planning a family trip to a beach destination in Mexico. Choose a 7-day itinerary that meets all your needs.

This task requires some knowledge of trip planning, although finding the answer should have been straightforward from the home page. Therefore, it is not surprising that all users completed this task.

Here, the usability score was suboptimal, as users expressed frustration with the filter deficiencies. Here, the area for improvement lies in adding more translated content and filtering options, as detailed here.

Issue identified	Proposed changes	Severity
This page contains extensive Spanish content in the English version, which frustrates non-Spanish speakers.	The English version should be consistent across the entire website.	 [High]
Finding an itinerary that suits specific needs or preferences can be challenging. Currently, users must browse through all page options to find the best choices, leading to a poor user experience.	Adding a filter for activities or interests could streamline the process of finding the right itinerary, replacing the need to navigate through hundreds of pages one by one until discovering the desired option.	 [Medium]

Visit Mexico Usability Testing continued

🇲🇽 Usability Testing – Analysis and recommendations , continued

Task 4

Imagine you are traveling to Mexico in a specific month (e.g., Next month). Find out if there are any festivals, events, or seasonal recommendations happening during that time.

On paper, this task was supposed to be easy since a calendar of events appears on the homepage. While all participants completed this task, they struggled with finding specific events within the requested time frame. Indeed, the “messy” appearance of events and over-visualization at the expense of a simple calendar of events, negatively impacted the user experience.

There was a notable difference among the users in this task, possibly because of their prior knowledge of trip planning.

Issue identified	Proposed changes	Severity
The label "Unmissable this month" is unclear because it only references current events, excluding future ones. This makes it difficult for users to locate all ongoing and upcoming activities.	Rename this page to a standard term like "Calendar events" could enhance user experience by simplifying the process of locating upcoming events or monthly activities.	⚠️⚠️⚠️ [High]
This page contains extensive Spanish content in the English version, which frustrates non-Spanish speakers.	The English version should be consistent across the entire website.	⚠️⚠️⚠️ [High]
The calendar only displays the current events, implying that future events are not visible unless you click on the specific month.	The calendar could begin by prompting the user to select a month to view, either a specific month or a range. It could also be improved by adding a filtering feature to easily find specific activities or places to visit.	⚠️⚠️⚠️ [Low]

Visit Mexico Usability Testing continued



Usability Testing – Analysis and recommendations , continued

Task 5

*You are currently gathering information for a trip to Mexico.
You are especially interested in visiting archaeological sites.
Make a list of three places you'd like to visit.*

This was the most complicated task, and only one user, the Spanish-speaking one, appeared to complete it. It received the lowest usability score and caused significant frustration among participants. There are important issues on the website that need to be addressed since this task, selecting a popular group of tourist attractions, is a common reason for visiting this site.

The following issues and recommendations are listed here.

Issue identified	Proposed changes	Severity
<p>The “complete Mexico Tourist Atlas” feature is only available in Spanish. This makes it impossible for international users to find tourist attractions by location.</p>	<p>The map serves as a helpful interactive resource for tourist information and should be accessible to more international travelers. Offering multiple language options throughout the map could enhance the user experience on this page.</p>	<p> [High]</p>
<p>The current homepage navigation is difficult for users because they must scroll extensively to find the right page. The current navigation doesn’t align with users' mental models, leading to significant confusion.</p>	<p>Adjusting the homepage navigation with clear and straightforward labels for each user flow, such as “Where to go?”, “Plan your trip,” or “Activities,” can help users find information more efficiently.</p>	<p> [High]</p>

Visit Mexico Usability Testing continued

Usability Testing Conclusion

This usability study offered valuable insights into how real users experience and navigate VisitMexico.com when trying to complete common travel-planning tasks. While the website features rich visual content and a broad range of information, the findings reveal consistent usability barriers that significantly impact efficiency, clarity, and overall satisfaction—especially for non-Spanish-speaking users.

Across the five tasks, participants showed genuine interest in Mexico, but some of them showed signs of confusion, hesitation, or frustration. The most critical and recurring issue was the inconsistency of the English-language experience. Several key sections—including itineraries, event pages, and the Mexico Tourist Atlas—contained extensive content only available in Spanish. This created clear accessibility barriers for English-speaking users and directly affected task success, confidence, and trust in the site. Conversely, the Spanish-speaking participant navigated the site more efficiently and with far less frustration, highlighting the disparity between language versions.

Navigation and labeling also emerged as significant concerns. Ambiguous section titles such as “Plan your next adventure” and “Unmissable this month” did not align with users’ mental models, leading to unnecessary exploration and guesswork. Participants often scrolled aimlessly or chose options based on visual appeal rather than clarity. This behavior suggests that the current information architecture does not adequately support intuitive wayfinding

Filtering and search functions further limited users’ ability to efficiently narrow results. Whether looking for beach itineraries, sports-related destinations, or archaeological sites, users reported difficulty refining results to meet their specific needs. The lack of a “favorites” or save feature also prevented users from easily organizing or revisiting chosen destinations—an important aspect of travel planning.

Task 5, which focused on a specific topic, revealed the most serious usability issues. With only one participant successfully completing the task, the results highlight a major gap in discoverability and access to important tourist information.

In summary, VisitMexico.com shows strong potential as a national tourism platform but currently falls short in providing a cohesive, accessible, and user-centered experience. The most urgent improvements include:

- Ensuring consistent and comprehensive English translation across all pages and tools (and later incorporate other languages)
- Clarifying navigation labels to better align with user expectations
- Improving filtering and search features
- Improving event discoverability with clearer terminology and calendar options
- Adding user-support features such as saved destinations or favorites

Addressing these issues will not only reduce friction and frustration but also build trust, enhance accessibility, and boost engagement among international travelers. By aligning the website’s Information architecture and terminology with users’ mental models and travel-planning habits, SECTUR can transform VisitMexico.com into a more intuitive, efficient, and globally competitive digital gateway to Mexico.

Appendices

Appendices

Appendix A: Usability Testing Script

Introduction

Hello _____! Thank you for taking the time to participate in this usability testing session. My name is Mauricio Zúñiga, and I am representing Mexico's Secretariat of Tourism (SECTUR) as a UX researcher and facilitator. SECTUR is currently working to improve its website, [visitMexico.com](https://www.visitmexico.com), to enhance the overall user experience. This exercise will help identify existing pain points and the best ways to address them.

The whole session should take approximately 40 minutes. I'd like to emphasize that there are no right or wrong answers during this exercise; we are testing the website, not you. You need not worry about making mistakes, nor will we view your opinions as offensive. As you complete each task, we welcome any commentary that you have so we can get a clear picture of your thought process.

With your permission, I would like to record this session. Please be aware that these recordings are strictly confidential and will not be shared outside our team. To confirm your understanding of how your information will be used, I will ask you to read and sign this consent agreement.

Please feel free to ask questions at any point during this session. While I may not be able to answer all of them—as we want participants to work through tasks independently—I will do my best. If you need to leave at any time, you're, of course, free to do so. Do you have any questions before we begin?

Warm-up Questions

Before we begin the tasks, I'd like to ask a few warm-up questions to get to know you:

1. What do you do for a living?
2. How would you describe your typical day?
3. As a rough estimate, how many hours per week do you think you spend online?
4. What kinds of websites and apps do you frequent?
5. Do you have favorite websites and apps?

Task performance

Now that the warm-up is complete, let's move on to the tasks. First, please look at the [Visitmexico.com](https://www.visitmexico.com) homepage and share your initial thoughts. What stands out to you? What do you find confusing? You can scroll around, but avoid clicking anything for now.

—

Thanks! Now, I'm going to give you some specific tasks to complete on the website. I'll read aloud what you need to do and also send a written copy via chat for your reference. Just remember to think and process your task and steps out loud so that I can take note of your observations and experience

(Read each task)

(Let the user complete the task)

Appendices

Appendix A: Usability Testing Script, continued

Task performance, continued

Questions by tasks

- Do you have any recommendations or feedback regarding this task?
- How easy was it to achieve this task on a scale from one to five (where one means difficult and five means really easy)?

(Repeat this for the five tasks)

Great job! You have completed all tasks. That was very helpful. Thank you

Wrap-up

Thank you very much for participating in this usability testing session and for all your insights on these tasks related to the visitmexico.com website.

To finish up, do you have any other comments and/or recommendations about the website that you'd like to share?

Once again, thank you for your time; your input will be invaluable in enhancing the user experience and functionality of the visitmexico.com website.

Appendices

Appendix B: Usability Testing Consent Form

México Visitmexico.com | UX Research

Visit Mexico Usability Testing consent Form

Researcher: Mauricio Zúñiga
Organization: Mexico's Secretariat of Tourism
Contact information: contacto@sectur.gob.mx
Date: Febrero 25th 2026


Introduction
Thank you for agreeing to take part in our usability testing session. This form outlines the purpose of the test, the information we will gather, and how it will be used. Please read this document carefully and feel free to ask any questions before signing.

Purpose of the study
The goal of this study is to understand how users interact with our website visitmexico.com, identify usability issues, and collect feedback to improve the overall user experience. By participating, you will help us evaluate and improve our website for future visitors.

Procedure
If you agree to participate, you will be asked to complete a series of tasks using the website visitmexico.com. During the session, you may be invited to share your thoughts aloud as you interact with the product to help us better understand your experience and decision-making process. The session is expected to last approximately 30 min. With your permission, the session may be recorded (screen, audio, and/or video) strictly for research purposes. Please note that there are no right or wrong answers; we are evaluating the product, not your performance.

Confidentiality and data management
Your privacy is very important to us. Any personal details gathered during usability testing, like your name and contact information, will be kept strictly confidential and won't be shared with third parties without your clear approval.

Voluntary participation
Participation in this usability testing session is entirely voluntary. You may withdraw at any time without giving a reason, and there will be no negative consequences. If you choose to withdraw, please notify the test facilitator.

Consent Form  01

México Visitmexico.com | UX Research

Visit Mexico Usability Testing consent Form

Use of test results
The results from usability testing may be shared internally within our organization for analysis and decision-making. When sharing externally, such as in presentations or reports, the data will be anonymized and aggregated to protect your individual identity.

Questions and contact information
If you have any questions or concerns regarding the usability testing process, please reach out to contacto@sectur.gob.mx. You are also welcome to ask any questions before signing this consent form.

By signing below, you confirm that you have read and understood this consent form and agree to participate in the usability testing session.

Participant Name: _____

Signature: _____

Date: _____


Parent/Guardian (if participant is under 18 years old):

Participant Name: _____

Signature: _____

Date: _____

Thank you for your participation!

Consent Form  02

[\[View PDF\]](#)



Thank you!

Mauricio Zúñiga

