Exercise 7

USER FEEDBACK AND USABILITY

This exercise is about designing an application with different layouts and colour schemes. It is then used to get the feedback from the user and then made changes to test the usability.

The application used is an online shopping app.
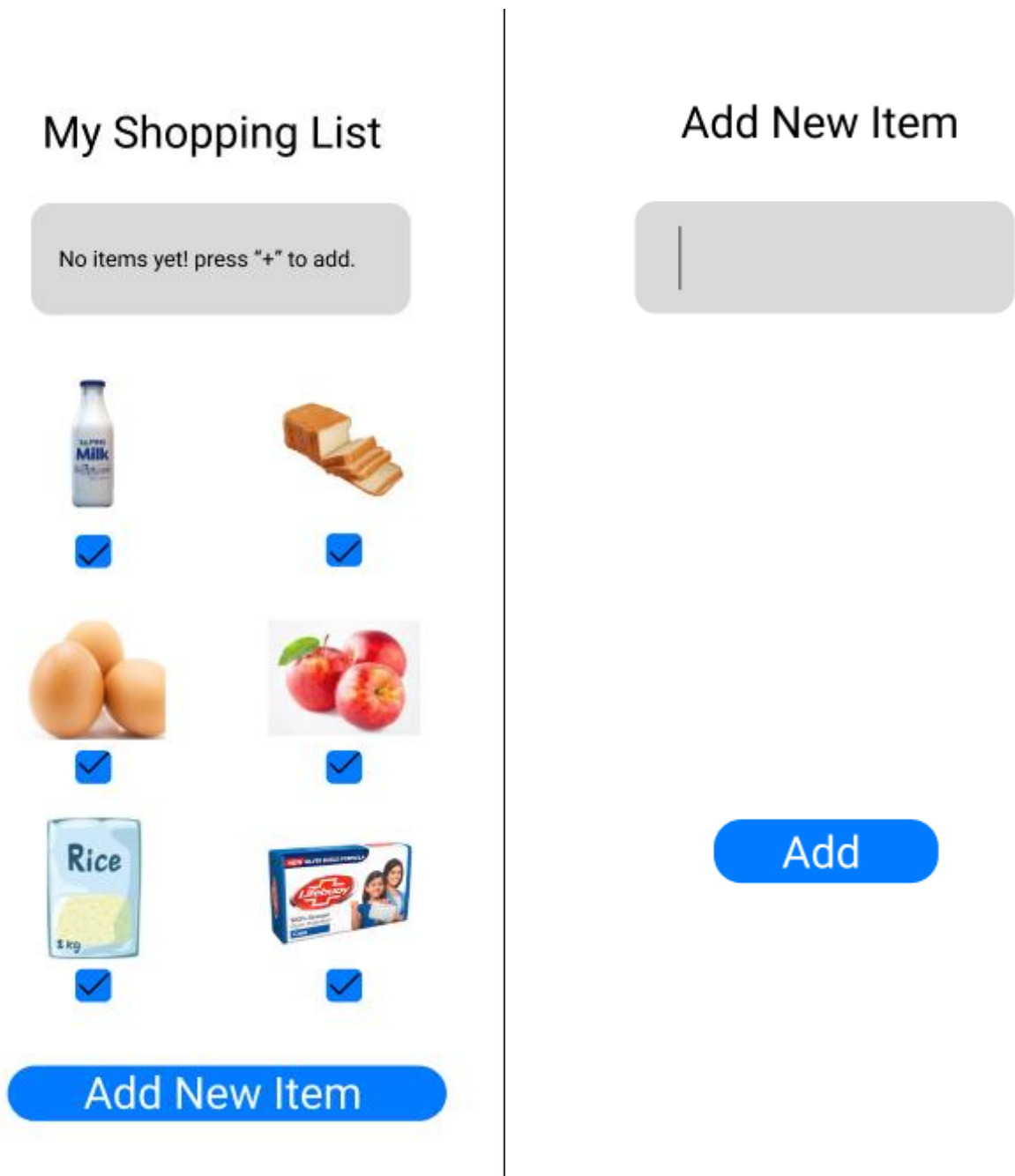
Step 1: designing the app

This project focuses on designing an online shopping application with a simple, intuitive interface that allows users to easily navigate and manage their shopping lists. The core structure, navigation flow, icons, and interactive elements remain consistent throughout the app.

To evaluate user preferences and improve usability, the interface has been designed in **four distinct color themes**. Each theme presents a unique visual style while maintaining the same layout and functionality. The goal is to gather user feedback on each color scheme and analyze which one offers the best user experience, along with the reasons for their choices.

This approach helps identify the most visually appealing and user-friendly design, enabling iterative improvements based on real user input.
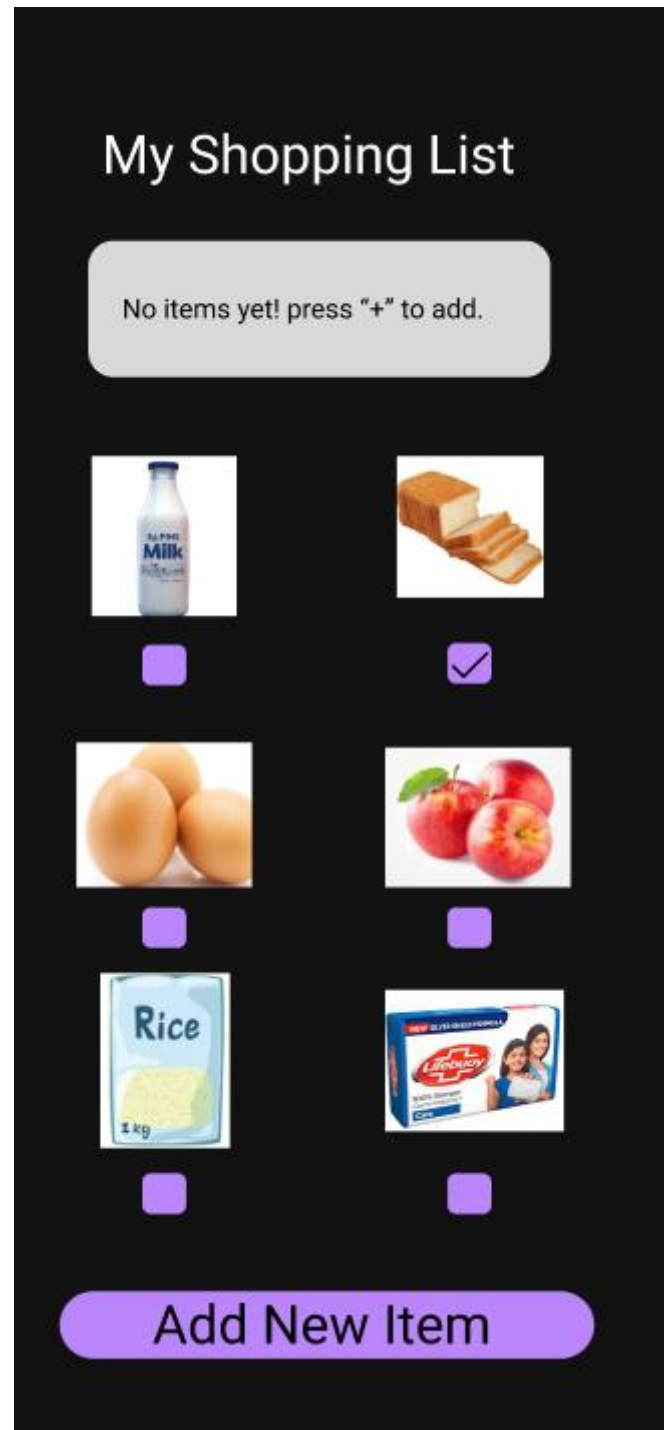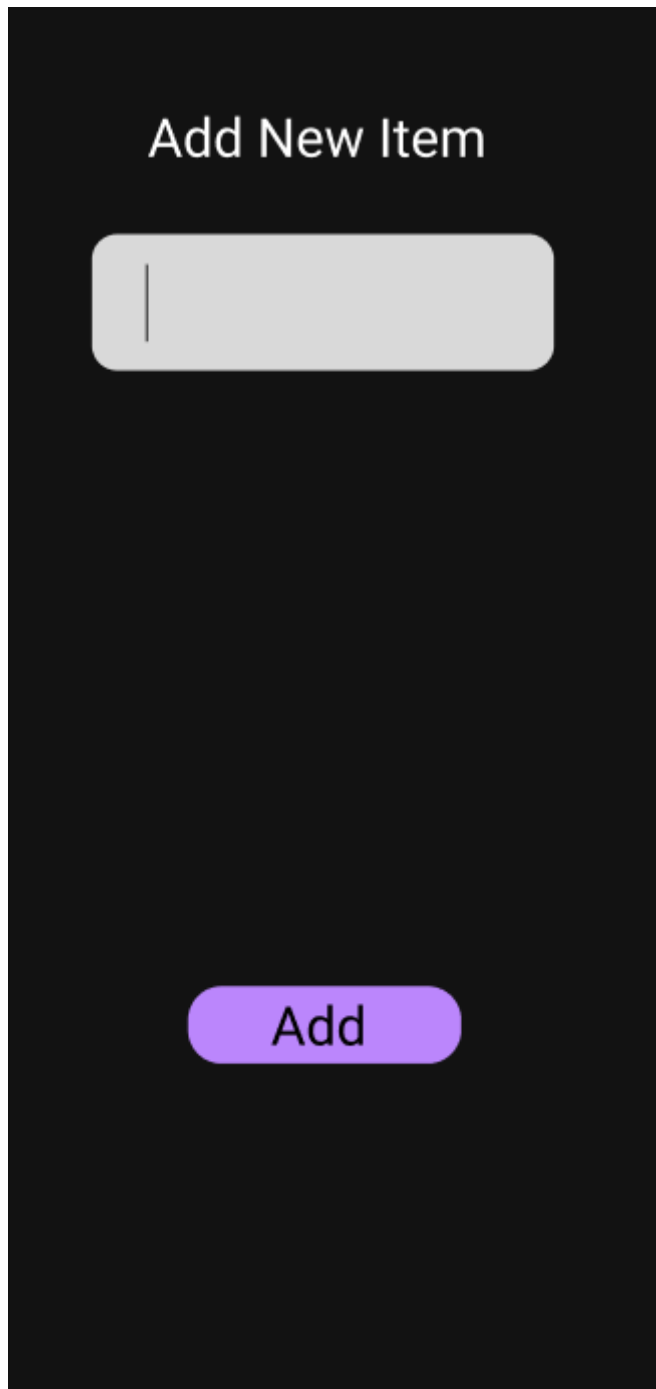
The following pictures are the different types of formats of layouts and colour schemes:

LAYOUT-1:

My Shopping List

No items yet! press "+" to add.

☑

☑

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Add New Item

Add New Item

Add

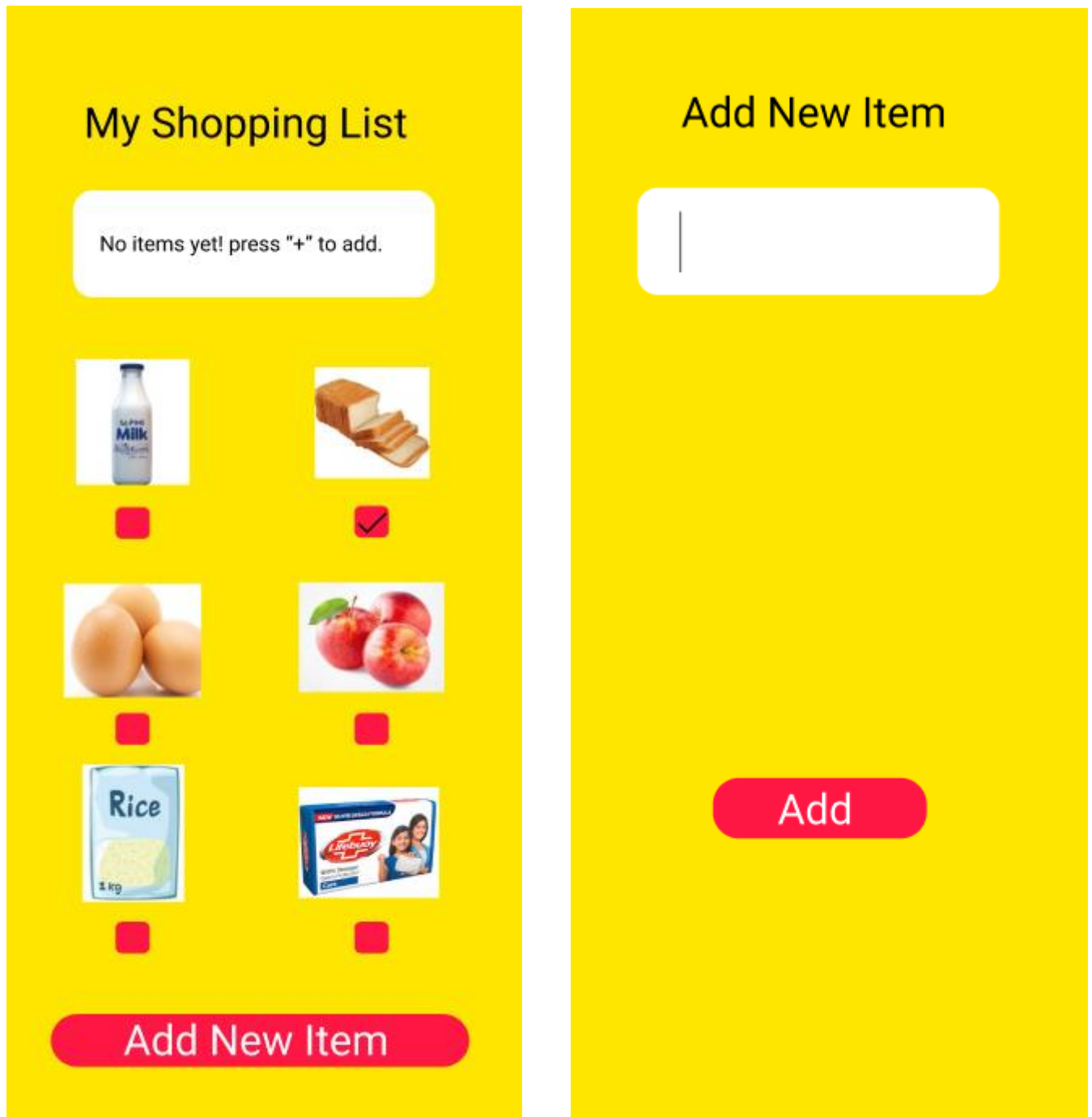A clean, minimalistic design with a bright white background and bold blue accents. It emphasizes clarity and modern aesthetics.

LAYOUT-2

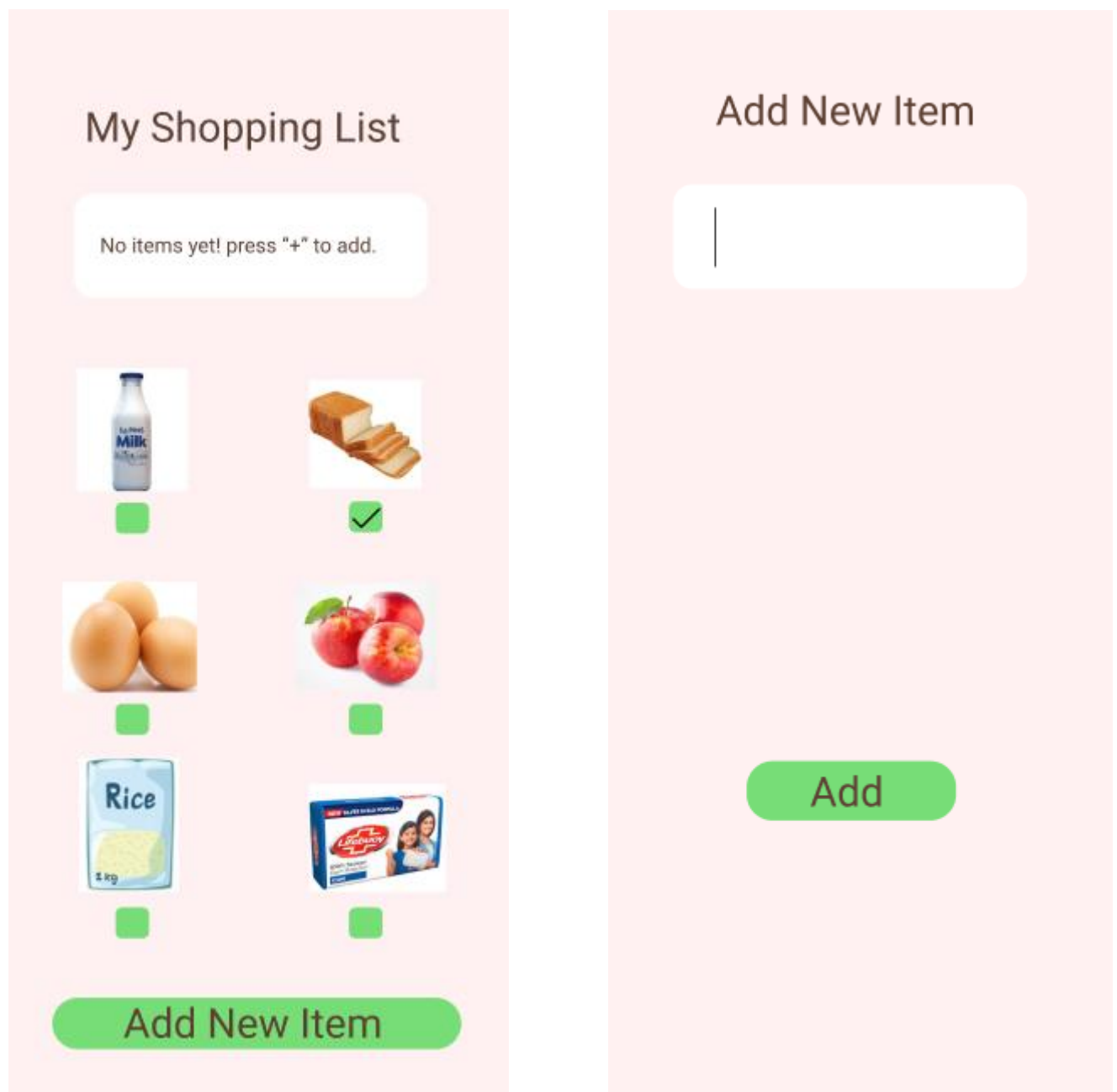Add New Item

Add

My Shopping List

No items yet! press "+" to add.

Add New Item

A night-friendly dark mode with soft purple highlights, creating a sleek and stylish contrast ideal for low-light environments.

LAYOUT-3

My Shopping List

No items yet! press "+" to add.

Add New Item

Add New Item

Add

A vibrant and energetic color scheme with a yellow background and red controls, giving the app a playful and attention-grabbing feel.

LAYOUT-4

My Shopping List

No items yet! press "+" to add.

Add New Item

Add

Add New Item

A gentle, pastel-toned theme using a soft pink background and green action elements, evoking a calm, friendly, and welcoming vibe.

Step 2: Google forms creation

In this phase, the designer creates a Google Form to showcase the different layout options and collect user feedback. Users are asked a series of questions to understand their preferences, opinions, and overall impressions of each layout.

Collecting this feedback is essential, as it provides valuable insights into how users perceive the design and what they find visually appealing or user-friendly. The form includes open-ended questions, allowing users to share detailed responses and explain their thoughts and feelings about the layouts more thoroughly. This qualitative feedback is crucial for refining the app's design based on real user experiences.

Google forms link: [Link to google form](#)

Step 3: Collecting Feedback from user

As the name suggests, this phase involves collecting and analyzing user feedback submitted through the Google Form in step 2.

This step is critical in the app development process, as it helps the designer understand how to refine the layout, color schemes, and other design elements based on user preferences. Meaningful and honest feedback from users plays a vital role in improving the overall usability and visual appeal of the application.

Sample Feedback from Users:

1. *"The color scheme in the first layout could be brighter."*

2. *"It's difficult to quickly locate the most important information."*

Step 4: Alterations and testing

This is the final phase of building the application. In this stage, changes and adjustments are made based on the feedback collected through the Google Form.

The designer carefully reviews the user responses and thoughtfully applies the necessary updates to improve the app. These refinements,

guided by user opinions, help ensure the application is more polished, user-friendly, and aligned with user expectations.