# USER INTERFACE DESIGN

# EXCERSICE – 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 in use is "the fitness app". It helps the user keep track of their workout and other activities.

This exercise contains of   phases:

**Phase 1: Designing the app.**

The application is designed in a very fresh manner so that the user can easily navigate and select their desired tabs in the app.

The application has been designed in 4 different formats which is basically the point of this exercise where the user has to provide insights to the designer on which format is better and why.

The application has been done in an iPhone – 14 format.

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The following pictures are the different types of formats of layouts and colour schemes:
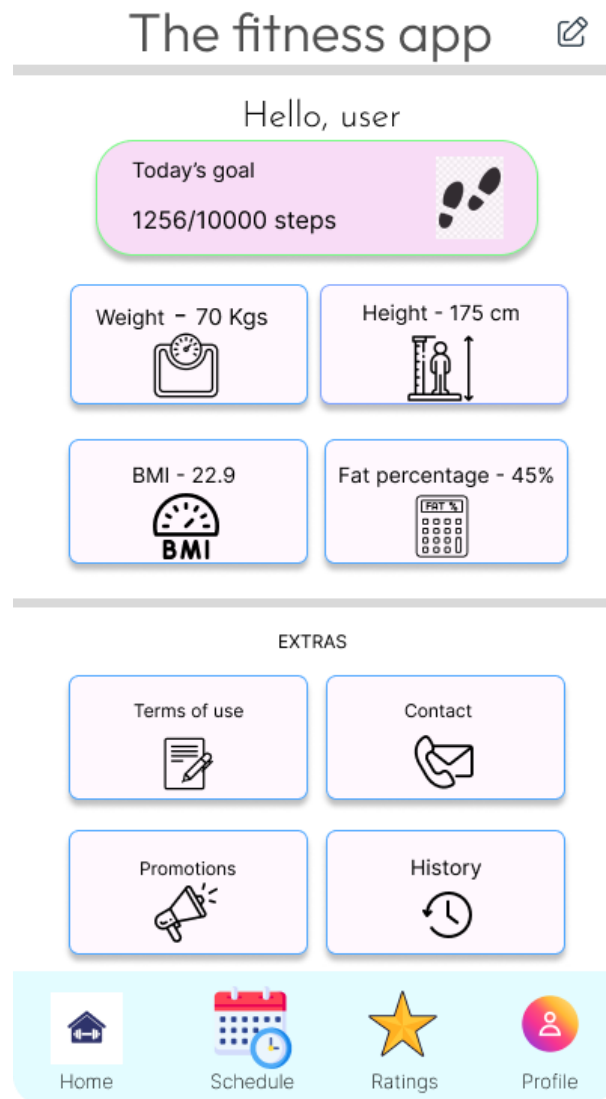


Fig.1. LAYOUT – 1

This is layout - 1 where the colors are very delightful to the eyes and is made with less segregation between the tabs of the application.
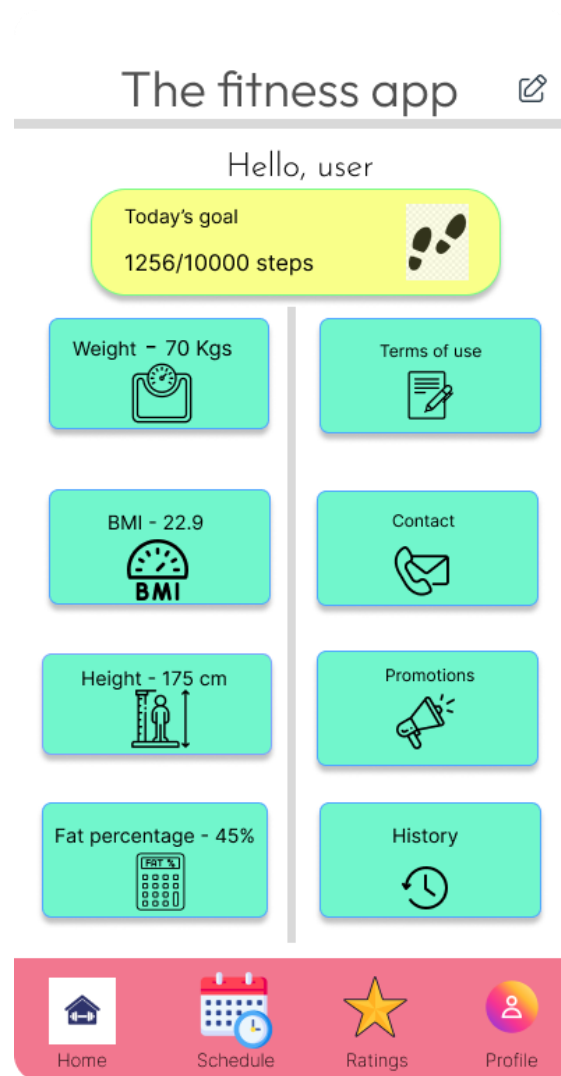
Fig.2. LAYOUT – 2

This is layout – 2 where the colors are very strong and bright and the segregation is done vertically.
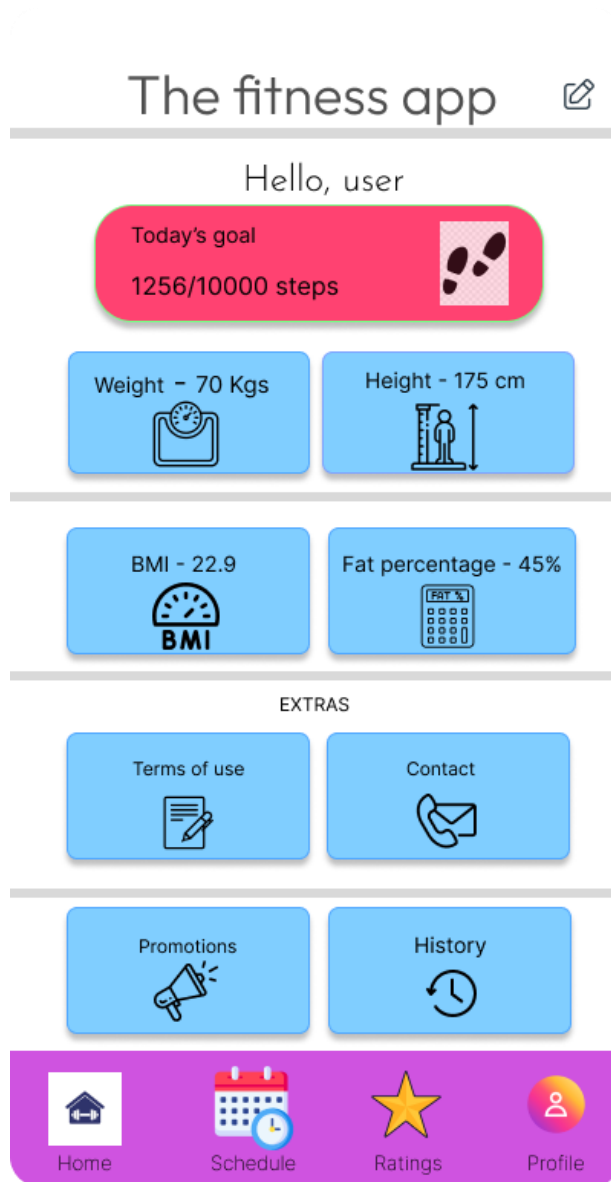
Fig.3. LAYOUT – 3

This is layout – 3 where the colors are very vibrant and the segregation of tabs are done horizontally by each section and is slightly different from layout 1
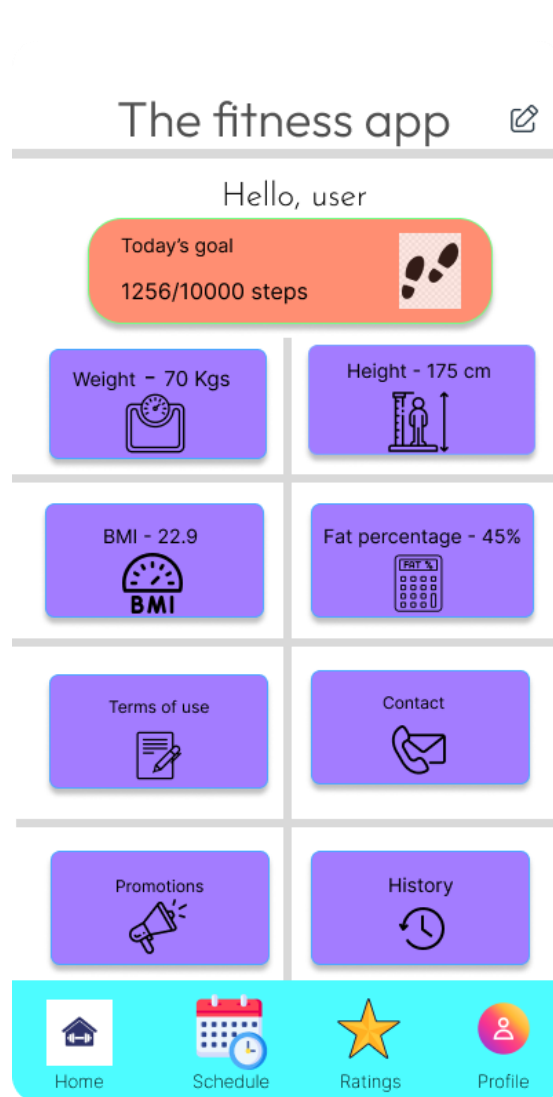
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Fig.4. LAYOUT – 4

This is layout - 4 where the choice of color is very unique and may attract different types of users as well. Here the segregation is done very precisely to every tabs in the application

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**Phase – 2: Creation of google forms**

In this phase the designer has to create a google form and post their layouts and ask various questions to the user regarding how each layout is and which amongst those do they prefer and why.

It very crucial to know what the user thinks about and their opinions on different layouts posted in the google form.

The google forms also has an efficient form of answering in terms of the responder such as long paragraph answers. This way the user can explain their feelings about the layouts much better. 👇🏾▨

Link for google forms

**Phase – 3: Collecting Feedback from user**

In this phase as the name says, we collect feedback from the user in the google form from phase – 2.

This is a very crucial step in building the app. As the designer gets to know how to change the application layout, color and other details as per the preference of the user.

This step helps the app get much better than it already is, only if the user feedback is given truthful by the user and is not misused.

**Phase – 4: Iterative alterations and testing**

This is the final phase in building the application. Here the changes or alterations are done to the app as per what the user has provided via google forms.

The designer takes time and changes them carefully according to the responses and opinions to make the app much better.

This is an iterative process, as the application has to be updated frequently as per user request from time to time.

Then it is tested for bugs and other errors if any for a final before the release.

Once all these phases are checked and done, the application can be released to the public.

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