OSC TASK 3

Aaron Brown

Task3a Action plan

# SQL Database Screenshot

# A screenshot of a computer AI-generated content may be incorrect.

# Why I am gathering feedback

I am gathering feedback from both a non-technical and technical audience, this is to gather more insight on both the effectiveness and quality of my solution. It will also help me understand different perspectives on my prototype, and provide data to help further improve the prototype, and things to look out for in the finalised solution. I have gathered feedback from a range of people in different professions.

# Applicable Methods of gathering feedback:

* Survey forms/questionnaires
* In built website feedback within the prototype
* Live chat
* KPI’s from the prototype (e.g., google analytics)
* Social media
* Customer support queries
* Review sites

# Methods of presenting prototype:

* Hosting the website and sharing the link
* Sending code files to respondents
* Attaching screenshots of different pages, features, database and its tables

# Tools for gathering feedback

* Microsoft forms – helps create questionnaires
* Hotjar – uses heat maps to identify how uses are navigating around the pages
* Google forms – helps create questionnaires

# Chosen methods

I will be using surveys/questionnaires to primarily obtain feedback, with the use of video recording to help further identify how users are navigating around the website and how usable it is to a wider audience. After looking at all other methods and tools, I will use google forms and create a questionnaire.

# Questions

## Non-Technical

* What is your name? (Used to identify each user for integrity and further analysis on their responses) \*Open text\*.
* What device did you primarily use to view this prototype? (Used to identify any devices that might not be as responsive with the prototype)
  + Desktop
  + Laptop
  + Tablet
  + Smartphone
* What browser did you use? (Used to identify any responsiveness issues with different browsers)
  + Chrome
  + Safari
  + Firefox
  + Edge
  + Other

### Overall First Impressions

* When you first visited the website, what was your immediate first impression? (Open text)
* Was it immediately clear what Rolsa Technologies offers?
  + Yes
  + No
  + Somewhat
* Did the website feel trustworthy and professional?
  + Yes
  + No
  + Somewhat
* How visually appealing did you find the website \*Slider 1-10\*
* Overall, how easy was the website to navigate and explore \*Slider 1-10\*
* Did it encourage you to explore further?
  + Yes
  + No
  + Somewhat
* Do you have any comments on the page? \*Open text\*

### About us page

* Ease of understanding Rolsa’s mission/story \*Slider 1-10\*
* Did it help build trust in the company?
  + Yes
  + No
  + Somewhat
* Do you have any comments on the page?

### Products page

* Ease of understanding the products \*Slider 1-10\*
* Do you have any comments on the page? \*Open text\*
* Was the information presented clearly?
  + Yes
  + No
  + Somewhat

### Contact Us Page

* Were the options clear?
  + Yes
  + No
  + Somewhat
* Do you have any comments on the page? \*Open Text\*

### Booking System

* Ease of understanding how to book a consultation/installation \*Slider 1-10\*
* Do you believe the booking system is effective from a user perspective?
  + Yes
  + No
  + Somewhat
* Do you have any comments on the page? \*Open text\*

### Carbon Footprint Calculator

* Ease of understanding how to use the calculator \*Slider 1-10\*
* Were the questions asked clear?
  + Yes
  + No
  + Somewhat
* Were the results easy to understand?
  + Yes
  + No
  + Somewhat
* Were the results easy to understand? (Including dashboard)
  + Yes
  + No
  + Somewhat
* Did you find this tool potentially useful?
  + Yes
  + No
  + Somewhat
* Do you have any comments on the page? \*Open text\*

### Dashboard

* Ease of understanding the information presented (carbon footprint, energy tracking) \*Slider 1-10\*
* Ease of managing information (carbon footprint, energy tracking)
* Did the tracking information seem potentially useful
  + Yes
  + No
  + Somewhat
* Do you have any comments on the page?

### Appointments Modal

* Ease of understanding how to cancel an appointment \*Slider 1-10\*
* Ease of understanding how to reschedule an appointment \*Slider 1-10\*
* Do you have any comments on the page?

### Tasks & Scenarios

* Imagine you are interested in solar panels, how was it to find information about them? \*Slider 1-10\*
* Try using the Carbon Footprint Calculator. Did you encounter any difficulties or confusion? If so, what? \*Open text\*
* Imagine if you want to ask Rolsa a question. How easy was it to find out how to contact them? \*Slider 1-10\*

### Final Thoughts

What did you like the most about the prototype? \*Open text\*

What did you like the least, or found most frustrating? \*Open text\*

Do you have any suggestions for improvements? \*Open text\*

Is there anything else you’d like to share about your experience? \*Open text\*

## Technical

* What is your name? (Used to identify each user for integrity and further analysis on their responses) \*Open text\*.
* What device did you primarily use to view this prototype? (Used to identify any devices that might not be as responsive with the prototype)
  + Desktop
  + Laptop
  + Tablet
  + Smartphone
* What browser did you use? (Used to identify any responsiveness issues with different browsers)
  + Chrome
  + Safari
  + Firefox
  + Edge
  + Other

### Overall Impressions & Design

* What were your first impressions regarding the overall architecture and layout? \*Open text\*
* How would you rate the consistency of the UI elements (Buttons, forms, typography, spacing, etc.) across the different pages? \*Star Rating 1-5\*
* How effective is the visual hierarchy in guiding the user? \*Slider 1-10\*

### Navigation & Information Architecture

* How effective did you find the main navigation? \*Star Rating 1-5\*
* Is the information architecture logical? Is content grouped and discoverable in a way that makes sense?
  + Yes
  + No
  + Somewhat
* Are there any comments regarding the Navigation and Information Architecture? \*Open text\*

### Forms

* Are the form elements clear and usable?
  + Yes
  + No
  + Somewhat
* Is feedback on interaction (e.g., validation messages, success/error notifications) clear and timely?
  + Yes
  + No
  + Somewhat
* Any Suggestions for improving UX? \*Open text\*

### Registration UX

* Does the authentication flow seem logical?
  + Yes
  + No
  + Somewhat
* Were there any frustrating aspects to the registration system?\*Open text\*
* Did all the fields in the form feel relevant and necessary?
  + Yes
  + No
  + Somewhat
* Did the registration UX process feel straightforward and easy to follow? Were there any steps that seemed confusing, inefficient, or unclear? \*Open Text\*

### Booking Flow

* Is the flow within the modal clear?
  + Yes
  + No
  + Somewhat
* How well did the form handle dependencies? (e.g., available time slots changing based on selected date or service). Was this interaction clear? \*Open Text\*
* Were there any bugs, errors, or improvements needed within the booking process? If so, what? \*Open Text\*

### Carbon Footprint Calculator

* How effective is the data visualisation (shown on dashboard) \*Slider 1-10\*
* Is the layout conducive to understanding the tracked data (carbon footprint, energy usage?)
  + Yes
  + No
  + Somewhat
* Any performance concerns noticed when interacting with the dashboard (even with dummy data)? \*Open text\*

### Appointments modal

* Is the modal interaction standard and predictable?
  + Yes
  + No
  + Somewhat
* Any Issues with modal behaviour (e.g., closing, background interaction)? \*Open Text\*

### Accessibility Modal

* Ease of understanding how to use the accessibility settings \*slider 1-10\*
* Are there any errors or visual glitches? \*Open Text\*
* Is there anything you would change? \*Open Text\*

### Performance & Potential Issues

* How would you rate the perceived performance (load times, responsiveness of UI elements)? \*Slider 1-10\*
* Comment on specific areas if applicable \*Open Text\*
* Did you encounter any bugs, errors, typos, broken links, or visual glitches? Please describe \*Open Text\*
* Were there any part of the user flow that felt particularly clunky, inefficient, or confusing from a technical implementation perspective? \*Open Text\*
* Beyond form validation, did you observe how the UI might handle potential system/API errors or unexpected conditions (even if simulated)? Was potential error feedback user-friendly and informative, or generic/absent? \*Open Text\*
* Did the application seem to handle UI state consistently? (e.g., filters persisting, form data retained/cleared appropriately upon navigation, UI reflecting backend data changes promptly - even if simulated). Any noticeable state inconsistencies or unexpected resets? \*Open Text\*
* How responsive was the website? Did you try and resize the browser? (image change accordingly, navbar hamburger) \*Slider 1-10\*
* What are the biggest strengths of this prototype?
* What are the biggest UX weaknesses or areas that need the most improvement?
* Are there any specific UI patterns you would recommend changing or reconsidering, if so, why?

# Testers that have been requested to complete feedback

## Technical:

* Helen Lee
* Leo Blaney
* Eugene Tang
* Stuart Brown
* Ali Ozkara
* Joe Wakeham
* Niall Cheetham-Erasmus
* Ewan Evans
* Alex Bennet
* Sarah Klass

## Non-Technical:

* Olivia Vickers
* Colin Brown
* Alex Middleton
* Cameron Brown
* Jack Goodwin
* Luis Waterhouse
* Michael Voce
* Dylan Atkinson

# Final Testers:

## Technical:

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Type of Audience** | **Occupation** | **Why they were chosen** |
| Helen Lee | Technical | Computer Science Lecturer | Helen has a profound knowledge of website development and coding. Meaning she can give some great technical feedback. |
| Leo Blanley | Technical | Student – Level 5 Digital | Leo is currently on a Level 5 computing course, meaning he has good programming knowledge and knows the things to look out for. |
| Eugene Tang | Technical | Student – Level 3 Digital T-Level | Eugene is on a level 3 digital course, meaning he is familiar with web-development. |
| Stuart Brown | Technical | Web Developer | Stuart is an industry web developer, meaning he knows the current industry standard for web development and can give some great insights. |
| Alex Bennet | Technical | Student – Level 3 Digital T-Level | Alex is on a level 3 digital course, meaning he is familiar with web-development. |
| Niall Cheetham-Erasmus | Technical | Student – Level 3 Digital T-Level | Niall is on a level 3 digital course, meaning he is familiar with web-development. |
| Joe Wakeham | Technical | Student – Level 3 Digital T-Level | Joe is on a level 3 digital course, meaning he is familiar with web-development. |
| Sarah Klass | Technical | Student – Level 4 Digital | Sarah is on a level 4 digital course, meaning she has a good knowledge of web-development. |
| Kieran Sharpe | Technical | Computer Science Lecturer | Given his profession, Kieran can give some great insights into the prototype. |

## Non-Technical

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Type of Audience** | **Occupation** | **Why they were chosen** |
| Alex Middleton | Non-Technical | Marketing Director | While their technical knowledge of the other website aspects may not be great, Alex has a great view on marketing and how the website should be tailored. |
| Brian O’Donnell | Non-Technical | Student – Level 3 Digital T-Level | Brian is a Level 3 Digital first year, who is familiar with computers, but hasn’t done any website development. He may be able to offer some valuable insights. |
| Jesse Butler | Non-Technical | Student – Level 3 Digital T-Level | Jesse is a Level 3 Digital first year, who also is familiar with computers, but hasn’t developed any websites and is still getting familiar with programming. |
| Cameron | Non-Technical | Employed | Cameron isn’t very familiar with computers, which means he is a great candidate to test the website. |
| Colin Brown | Non-Technical | Sales Director | Colin is not very familiar with computers, but given his profession he may be able to give some key insights, especially to do with the products available. |
| Michail | Non-Technical | Student – Level 3 Digital - BTEC | Michail is familiar with computers, but not programming. He could give some good feedback. |
| Olivia Vickers | Non-Technical | Unemployed | Olivia isn’t very familiar with computers, meaning she could give some great user feedback. |

# Tester Feedback:

### Technical

# Charts of Feedback Received:

### Non-Technical

A blue circle with white text

AI-generated content may be incorrect.

A blue circle with white text

AI-generated content may be incorrect.

A graph with purple rectangles and numbers

AI-generated content may be incorrect.

A graph with numbers and lines

AI-generated content may be incorrect.

A blue circle with white text

AI-generated content may be incorrect.

A graph with numbers and text

AI-generated content may be incorrect.

A blue and orange pie chart

AI-generated content may be incorrect.

A graph with a purple bar and numbers

AI-generated content may be incorrect.

A pie chart with a number of circles

AI-generated content may be incorrect.

A blue circle with white text

AI-generated content may be incorrect.

A graph with a purple bar

AI-generated content may be incorrect.

A blue and orange pie chart

AI-generated content may be incorrect.

A graph with numbers and a bar

AI-generated content may be incorrect.

A blue and orange pie chart

AI-generated content may be incorrect.

A blue and orange pie chart

AI-generated content may be incorrect.

A blue and orange pie chart

AI-generated content may be incorrect.

A graph with a purple bar

AI-generated content may be incorrect.

A graph with numbers and lines

AI-generated content may be incorrect.

A blue circle with white text

AI-generated content may be incorrect.

A graph with numbers and a purple rectangle

AI-generated content may be incorrect.

A graph with purple squares and numbers

AI-generated content may be incorrect.

A graph with a purple bar

AI-generated content may be incorrect.

A white screen with black text

AI-generated content may be incorrect.

### Technical

A screenshot of a computer

AI-generated content may be incorrect.

A graph with numbers and a bar

AI-generated content may be incorrect.

A screenshot of a computer

AI-generated content may be incorrect.

A blue circle with red and orange dots

AI-generated content may be incorrect.

A blue and orange pie chart

AI-generated content may be incorrect.

A pie chart with different colored circles

AI-generated content may be incorrect.

A blue circle with white text

AI-generated content may be incorrect.

A blue and orange pie chart

AI-generated content may be incorrect.

A blue circle with white text

AI-generated content may be incorrect.

A graph with numbers and a bar

AI-generated content may be incorrect.

A pie chart with numbers and a few words

AI-generated content may be incorrect.

A blue and orange pie chart

AI-generated content may be incorrect.

A screen shot of a graph

AI-generated content may be incorrect.

A graph with numbers and a bar

AI-generated content may be incorrect.

A graph with numbers and a purple bar

AI-generated content may be incorrect.

# Issues Occurred and Their Solutions

# Overall Summary of Testers Feedback

# Personal Opinion of Feedback Received, Solution and Testing Overview

## What were your first impressions regarding the overall architecture & layout?

I had X responses to this, with the majority answers saying it was ‘clean, simplistic, and professional’. These characteristics were what I had in mind when designing the website, so It feels good to have achieved this. Among other positive comments, there was one negative piece of feedback, which was ‘I didn’t like the navbar’. This was a fair point. Due to time scale, I couldn’t finish my navbar feature – underlining when hovered. This feature was meant to have a sliding underline feature when hovering over a link, but instead, it came out as a strikethrough. This was an unfortunate outcome and one I never got round to fixing, so I can agree with their opinion. There are more responses about the navbar in other questions.

## How would you rate the consistency of the UI elements (Buttons, forms, typography, spacing, etc.) across different pages?

This question used a star rating 1-5, 1 being poor and 5 being great. The outcome ended up at 4.4 stars. With 6, 4 star reviews, and 4, 5 star reviews. This is a pretty good outcome, the only inconsistency I saw with UI elements were the dashboard cards, with different button sizes. This made 4 star a fair rating.

A screenshot of a graph

AI-generated content may be incorrect.

## How effective is the visual hierarchy in guiding the user?

This was a slider scale 1-10, 1 being very ineffective, and 10 being very effective. The answers from this question ranged for 7-10. No one believes the hierarchy is ineffective or neutral, which is a good sign. That being said, the data shows it could be improved..

A graph with a purple bar

AI-generated content may be incorrect.

## How effective did you find the main navigation?

This question also used a star rating 1-5, 1 being ineffective, 5 being effective. Most respondents chose 5 star, with few choosing 4 star, and no other ratings. This means most users found the main navigation to be straightforward and effective.

## Is this information architecture logical? Is content grouped and discoverable in a way that makes sense?

This question had all respondents put yes, with opposing choices being somewhat, or maybe.

## Are there any comments regarding the Navigation and Information Architecture?

The answers to this question varied a lot. The main issue captured was the navbar itself. ‘I don’t like that the nav links are on the left side.. they get crossed out when you hover’, ‘The navbar is a little broken’. I agree with the strikethrough feature not being appealing or effective. An interesting perspective is on the technical survey below, this feature was appreciated. But I believe majority wouldn’t.

Another key response was ‘when booking is submit it should return the user back to the dashboard’. This was a great piece of feedback and the feature could’ve streamlined navigation if implemented.

One other response was ‘I would change the order of the menu. Differentiate Dashboard button’. While I’m not sure, I believe the respondent is talking about the navbar. This is a valid point, while observing non-technical user’s navigate the website, some would occasionally get confused or lost when trying to find the navbar page. A different order could help this. Aswell, the dashboard button is very out of the way, making it not very apparent for users trying to get to arguably the most useful page on the website.

## Are form elements clear and usable?

Majority agreed with this, my opinion is yes, however the carbon footprint calculator may be a bit daunting for users, simplifying it may have been a better approach.

## Is feedback on interaction clear and timely?

Majority said yes, very few said somewhat or no. While I have a variety of validation messages and success/error notifications, my registration form that was submitted in the final prototype did not have effective validation feedback. If the user inputs an invalid field, it won’t tell them until they have pressed submit, which then gets them to refill the form. This can be very frustrating for users.

My previous version of my registration had this feedback validation, but after trying to update the registration form during development, It errored, and with not much time left I restored it to a version before the validation feedback.

## Any suggestions for improving UX?

In my opinion, the most critical piece of feedback in these responses it the responsiveness. When my hamburger menu appears (and my navbar items disappear) it is jus the logo and the hamburger menu, leaving an empty navbar. The response was ‘when in mobile mode, add the title/company name along with the menu’. I believe this suggests for a centred title, and a dropped logo, reducing the empty navbar.

Another mention is ‘More use of colour. You can guide the eye more. Divide up the interface.’. While I’m not sure how to entirely implement this, I can agree with spending more time carefully re-designing the interface in order to guide users.

## Does the authentication flow seem logical (Registration UX)

All users put yes. I can agree with the responses.

## Were there any frustrating aspects to the registration system? (Registration UX)

The main theme with the responses was the mention of no validation feedback until submitted. ‘When incorrect details are entered the whole registration clears itself’.  
As mentioned before, I can fully agree with this. It is unfortunate that my final version didn’t have this implemented.

## Did all the fields in the form feel relevant and necessary?

Almost all respondents put yes, however one respondent put somewhat. I can see why would think that. That being said, from a business context, all fields were relevant. The address input may take a bit longer for users to enter, but is a robust way for the business to know where they will be installing their products, reach out to the customer, and save time in the future.

## Did the registration UX process feel straightforward and easy to follow? Were there any steps that seemed confusing, inefficient, or unclear?

All respondents stated that it was easy to follow, clean, etc.. I agree with these to an extent, due to the lack of feedback on input validation.

## Is the flow within the modal clear? (Booking)

All respondents put yes. I agree with this, I carefully planned out the booking flow to ensure usability, however one small thing would be that I forgot to redirect the user to dashboard once an appointment had been made.

# How were security issues, legal issues and ethical issues avoided & mitigated: