UX Feedback Report

# 1. Introduction

This report aims to evaluate and enhance the user experience for a web-based social media and moderator dashboard, targeting non-technical users. The objective is to make the application more intuitive and accessible by incorporating feedback from diverse user backgrounds.

# 2. Methodology

The approach involved an initial application assessment based on general usability principles, followed by feedback collection from two non-technical users, and planning changes to improve the user interface and interaction.

# 3. User Profiles and Feedback

## User 1: Emily, College Student

Age: 22  
Background: History major with minimal technical background.  
Usage: Uses the application to browse the posts and liking them.

Positive Aspects:

The colors and design are inviting, and it feels like a friendly place to scroll through pages.

I found the posts descriptions very entertaining and interesting, since I have socialize for so long with someone, now I can do it through the posts, and also get a feedback or give a feedback by liking system.

Areas for Improvement:

I was a bit lost initially, not sure from which person and who wrote the posts, also seems that liking system is yet not available.

## User 2: John, Typical Moderator Social Media

Age: 45  
Background: Moderates content on websites.  
Usage: Banned, deletes posts and user, gives reason..

Positive Aspects:

The layout is straightforward, I can see everything I need at once.

Deleting a post details is relatively simple once you understand where everything is.

Areas for Improvement:

Finding how to add a new post, or editing took me some time, needs to be more obvious.

Some of the terminology used is too technical for someone not from a tech background.

# 4. Proposed Changes and Justifications

Based on the feedback received, several changes are recommended to improve the application’s usability for non-technical users.

Improve Navigation Clarity:

Change: Enhance signposting and tooltips for navigation items and buttons.  
Justification: Helps users quickly understand where to click and what each button does, reducing the learning curve.

Simplify Language and UI Elements:

Change: Use simpler language and clearer labels for all interactions.  
Justification: Makes the application more accessible to non-technical users, ensuring they don't feel overwhelmed by technical terms.

Enhance Visibility of Key Functions:

Change: Make primary functions like 'Add Post more prominent.  
Justification: Assists users in finding essential features quickly, enhancing the efficiency of common tasks.

# 5. Conclusion

The feedback from non-technical users has provided valuable insights into the usability challenges of the application. The changes proposed in this report aim to make the application more user-friendly and efficient, thereby improving the overall user experience.