**UX Feedback Report**

**Project Name:** Cupid Dating Web App

**Date:** January 19, 2024

**Team Members:**

* Diana Janssen (Tester)
* Alpay Demirci (Developer)

**Executive Summary**

The Cupid Dating Web App received mixed feedback from the 55-year-old user, Diana Janssen. While she appreciated the step-by-step registration process and profile customization, she found the swiping mechanism on the "For You" page confusing.

**Introduction**

The goal of this feedback session was to assess the usability and overall user experience of the Cupid Dating Web App for a 55-year-old woman, Diana Janssen, during key user journey points: registration, profile customization, swiping on the "For You" page, and messaging on the "Matches" page.

**User Feedback**

**Overall Satisfaction**

* **Positive Aspects:**
  + Diana found the step-by-step registration process easy to follow.
  + Profile customization options were comprehensive, allowing her to express preferences and appearance details.
* **Areas of Improvement:**
  + Diana expressed confusion with the swiping mechanism on the "For You" page.
  + She suggested clearer guidance on how to initiate a conversation with matches.

**Nielsen & Molich's 10 Design Principles Evaluation**

1. **Visibility of System Status:**
   * Diana appreciated the clear indicators during the registration process but found the swiping status unclear.
2. **Match between System and the Real World:**
   * The registration process mirrored real-world interactions well. However, the swiping mechanism seemed disconnected.
3. **User Control and Freedom:**
   * Diana felt in control during registration but struggled with swiping navigation.
4. **Consistency and Standards:**
   * The design consistency was maintained in registration but lacked clarity in the swiping process.
5. **Error Prevention:**
   * Diana suggested adding a tutorial or guidance for new users on the swiping mechanism.
6. **Recognition Rather than Recall:**
   * Registration prompts were user-friendly, but Diana felt uncertain about the swiping gestures.
7. **Flexibility and Efficiency of Use:**
   * Diana recommended simplifying the swiping process for more efficient use.
8. **Aesthetic and Minimalist Design:**
   * The design aesthetics were appealing and streamlined very well according to Diana.
9. **Help Users Recognize, Diagnose, and Recover from Errors:**
   * Diana recommended clearer error messages or prompts for incorrect login.
10. **Help and Documentation:**
    * Diana suggested an in-app guide or FAQ section explaining features like swiping and initiating conversations.

**Recommendations**

Based on Diana's feedback:

* Enhance the visibility of swiping actions with clear indicators.
* Develop a user-friendly tutorial or onboarding guide for new users.
* Streamline the visual elements on the "For You" page for improved clarity.
* Simplify the swiping process for increased efficiency.
* Add prompts or guidance for initiating conversations with matches.

**Next Steps**

* UX team to redesign the swiping mechanism based on user-friendly gestures.
* Developers to implement an in-app guide or tutorial for new users.
* Consider simplifying the swiping process based on user feedback.
* Add prompts or tooltips for initiating conversations with matches.

**Conclusion**Diana Janssen's feedback provides valuable insights into enhancing the Cupid Dating Web App's usability, particularly in the swiping and communication features. Continuous improvement efforts will be vital to ensuring a positive dating experience for users of all ages.