**User Study Analysis**

The user study exposed undesirable aesthetic and design decisions such as a lack of cohesion between colors and absence of unifying design vision. However, it also showed some of the strengths of the website, such as a minimalistic design that accentuated the data displayed onto the screen. Answers encouraged us to continue fleshing out the design in a minimalistic style, and go with designs that weren’t so flashy – the idea that less is more, in this case. We are also continuing with a single page display design, as recommended by everyone in our study.

**User Study Planned Changes**

A big theme in our answers was a request for a more minimalistic style – Twitter, an API that we are using, has a CSS style that follows minimalistic design principles, Bootstrap. We will then be using Bootstrap design ideas more heavily in the final design of our website. Something that also got a lot of complaints was the color scheme, especially regarding it being too bright for the website. We will be applying a consistent color palette across the entire website, with darker tones overall in order to have it take a backseat to the information being presented to the user. Since everyone voted to keep the design of the website to a single page, we will continue with that as well, but we’ll reformat some of the boxes so that it better utilizes negative space to avoid being overwhelming to the user.