Feedback Report for Non-Technical Users

In this document, I will provide a detailed analysis of the results which I have obtained because of the feedback which I have published. The data from this report will be a summarised and processed version, however, a raw copy of the data can be found in the file Task3_PartA_NonTechnicalRawData_LL-000013275.pdf.

Contents

Respondents

This refers to all the users which the form has been sent to. Whilst this data can also be found in the raw data document, this data may be of relevance or correlated to potential trends identified later in the document, such as feedback provided or ratings.

Name	Type of Audience	Level of Study	Field of Study	Responded?
Cavan B	Non-technical	Level 3	Mixed A-Levels	Y
James A	Non-technical	Level 3	T-Level in Design, Surveying and Planning in construction	Y
Robert S	Non-technical	Level 2	Mixed A-Levels	Y
Aaron B	Non-technical	Level 3	Creative Media and Technology	Y
Ben B	Non-technical	Level 3	Business	Y
Kate O	Non-technical	Level 6	Veterinary Medicine	Y
David S	Non-technical	Level 3	T-Level in Childcare	Y
Sean A	Technical	Level 4	Apprenticeship in Website Design	Y
George S	Non-technical	Level 5	BSc in Health and Social Care (second year)	Y

Rakshit O	Technical	Level 6	BSc in Software Engineering	Y
Michael M	Non-technical	Level 3	T-Level in Engineering	N
Aria G	Non-technical	Level 3	Mixed A-Levels	N
Nathan T	Non-technical	Level 1	Mixed SATs	N
Michael E	Non-technical	Level 3	Mixed A-Levels	N
Melanie A	Non-technical	Level 3	BTEC in Hairdressing	N
Georgia V	Non-technical	Level 3	BTEC in Hairdressing	N
Aaron W	Technical	Level 3	T-Level in Digital Design, Development, and Production	N
Josh S	Technical	Level 3	T-Level in Digital Design, Development, and Production	N

Gathered Data

As stated in the feedback plan, I have provided snippets of the solution which I have asked users to rate between 1 and 5 stars based on the conciseness, suitability, intuitiveness, and usability of certain features. Unless explicitly stated, any numerical data will reflect a question like this. This is because it will allow us to quickly find numerical data, calculate descriptive statistics (i.e. mean, median, mode), and generate visualisations for the user's rating of each feature. Additionally, it will reduce response time and increase user retention; asking for feedback after every feature is longwinded and excessive whereas a rating can be quickly selected.

Additionally, I have prompted the user for detailed feedback after every section of pages / features. Whilst while I will perform a brief analysis on this feedback, such as keyword density checks / common themes, how I plan to address any concerns or feedback raised will be addressed in the potential feedback section.

Finally, I have used to ask respondents to provide some details regarding their studies and technical background. This is because there may be a pattern for feedback / how well our platform and features are received dependent on these factors. Any identified trends or features which is identified in this will be listed later, under the observed trends section.

In the interest of clarity, it is worth noting that only respondents who have completed the full feedback form will have their responses shown here.

Section 1 - Respondent Details

Whilst there are no features or snippets of the solution in this section, this data may be of importance when forming patterns and trends later in the solution. In the interest of limiting the data which the user must share, I have asked each user for only four details.

Firstly, I have asked each respondent for their name. No analysis will be performed on this data; it is simply for the purpose of identification, so we understand which respondent has left a response to the question.
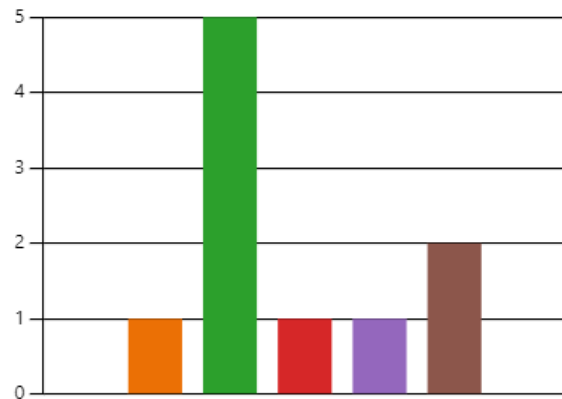
Secondly, I have asked users regarding their current level of study. Whilst this does not directly make a user technical, respondents with more academic experience may have more experience with using technologies and solutions to assist with their studies. This may affect the respondent's ability to navigate and view solutions. Most respondents were working towards or have achieved a level 3 / A-level equivalent qualification, with the second most popular level of qualification being level 6 / degree equivalent.

3. Enter your highest or current qualification of education.

More Details   💡 Insights

🔵 Level 1	0	
🟠 Level 2	1	
🟢 Level 3	5	
🔴 Level 4	1	
🟣 Level 5	1	
🟤 Level 6	2	
🟣 Level 7	0	

Thirdly, I have asked users regarding their field of study. Yet again, this does not directly mean that a user is technical, but some fields will require the use of technologies and solutions more than others to assist with studying, classwork, and completing assessments, which can affect how the user receives our solution. Whilst no strong correlation was found between study areas, multiple respondents were studying towards or had completed a T-Level or mixed A-Levels.

Finally, I have asked users if they consider themselves from a technical background. Whilst I have made a separate feedback mechanism for technical users and this is aimed at users with less technical ability, I have not explicitly made efforts to exclude technical users, as some of RZA's users may be technical as well. Only 20% of the respondents who completed the form were technical.

2. Would you describe yourself as from a technical background?

More Details   💡 Insights

|	
🔵 Yes	2
🟠 No	8

Section 2 – Shared Features

This section refers to the features and parts of the application which are either accessible before signing in or are available mutually to customers and employees. The features and snippets showcased in this page were received with varying feedback and impressions.

The index page was the most criticised, averaging 3.6 out of 5 stars with a mode of 3. Based on feedback provided later in the section, the main reason may be due to the asset choice of the background image; users state that the image is not that exciting and that it does not complement the colour scheme of the solution and navigation bar sufficiently. Another feature which was received similarly was the navigation bar, averaging 3.7 out of 5 stars with a mode of 4. Feedback suggested that the navigation bar was too noticeable due to the colour and size and that the website could benefit from the bar being transparent / translucent to fit in with the page's content.

However, some pages were also received exceptionally well. The register page received 4.4 stars out of 5 with a mode of 5. Users often stated that the choice of asset worked well with the page and colour theme, and that the use of translucent inputs made the page more visually appealing. The main area for improvement brought forward was making the buttons for continuing with an external provider (i.e., Google and Microsoft) more visually appealing. A similar consensus was met with the log in page; users were satisfied with the choice of asset and translucent inputs and similar feedback was offered.

Whilst some features were received better than others, it is worth noting that all pages averaged a rating above 3 stars, or adequate. The range between the highest rated shared feature on average and the lowest rated shared feature on average was 0.8 stars.

	Landing Page	Register Page	Log In Page	Navigation Bar
MEAN	3.6	4.4	4.3	3.7
MEDIAN	3.5	4.5	4	4
MODE	3	5	4	4

User Ratings of Shared Features
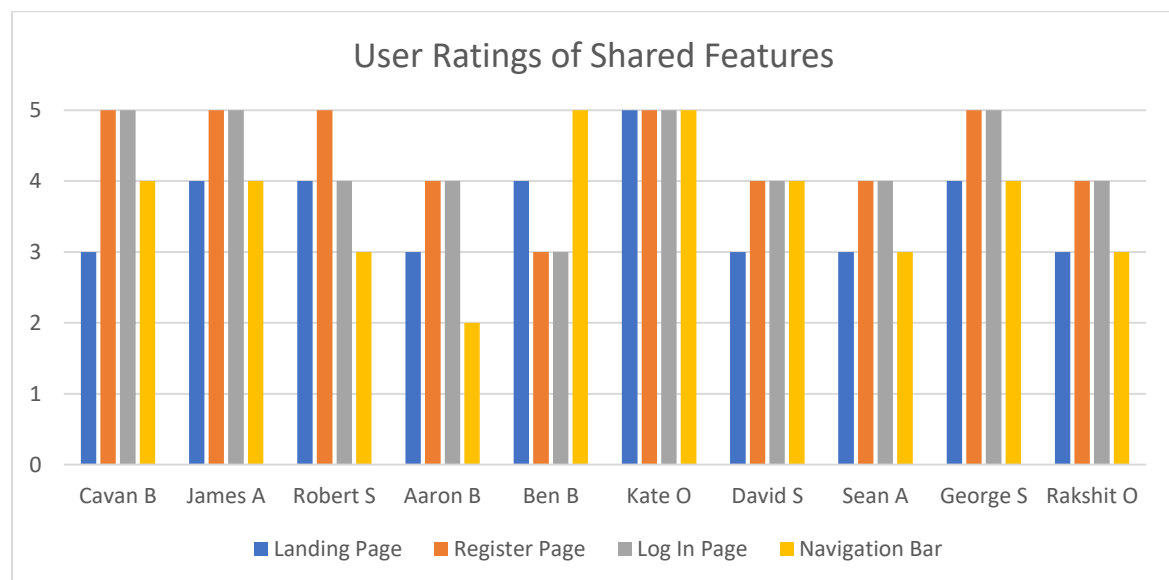
Section 3 – Customer Features

This section refers to the pages which the user can access and see if they have access to the "customer" role, which is assigned by default upon creating a new account.

The most criticised feature was the all resources and all articles' pages, both averaging 3.5 out of 5 stars, with a mode of 3. As all resources and all articles are displayed and programmed in a similar fashion, most feedback given is applicable to both pages. Feedback provided stated that the images on the previews seem stretched and the search bar does not seem to fit / blend into the pages. The

previews may benefit from the image height / width of the thumbnail being relative to preserve image quality.

The most praised feature is the booking page, averaging 4.1 stars with a mode of 4. Users appreciated the conciseness / clarity of the page; the forms are laid out in a simple manner, it is easy to check the availability, and the page to confirm a booking lists the details in a clean manner. Feedback on the feature / page mainly just suggests that the total price should be shown again once the user has confirmed availability.

Additionally, the feature listing was also strongly received, averaging 4.1 stars with a mode of 4. Users appreciated the mix of visual and textual content to show each feature and believe the choice of assets and styling was suitable. Feedback on this page mostly suggested removing the button at the bottom of each option and instead converting the entire card into a link which redirects users to the intended feature.

Whilst customer features had varied ratings, it is worth noting that all pages averaged a rating above 3 stars, or adequate. The range between the highest rated customer feature on average and the lowest rated customer feature on average was 0.6 stars.

| Feature Listing	Booking Page	My Bookings	All Resources	All Articles
MEAN	4.1	4.1	3.8	3.5	3.5
MEDIAN	4	4	4	3	3
MODE	4	4	5	3	3
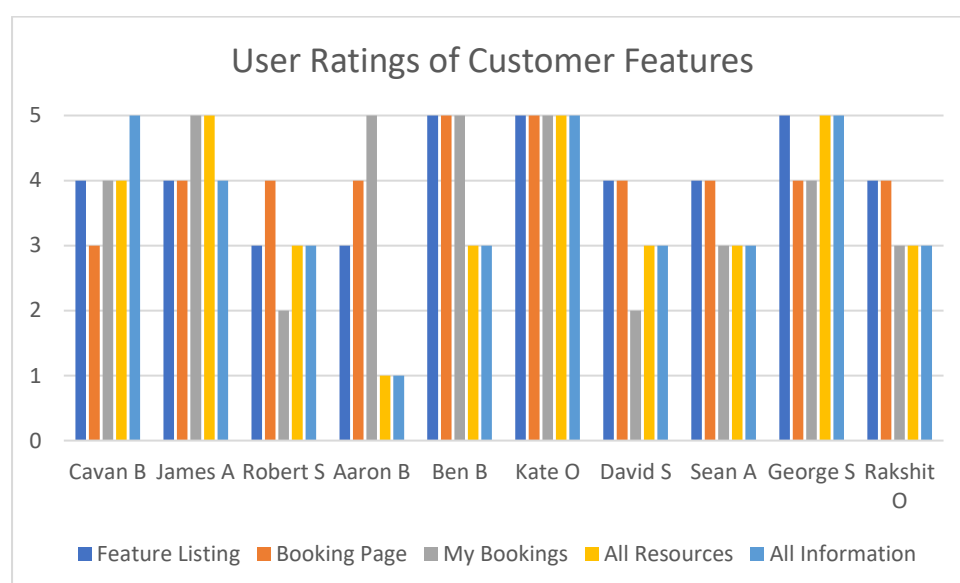
Section 4 – Employee Features

This section refers to the pages which the user can access if they have access to the "employee" role, which is only currently assignable via an administrator for security reasons.

All pages on the employee's section were received very well. However, the lowest scoring page was the boking portal, which still averaged 4.0 stars and had a mode of 4. Users were happy with the layout and presentability of the portal but think more information should be displayed to help staff fulfil their duties better, such as hourly bookings, yesterday's bookings, and tomorrow's bookings. Additionally, the find booking feature is limited and feedback given suggested utilising a calendar system or similar systems which allows staff to retrieve bookings easier.

The employee feature listing was the strongest received page / feature, averaging 4.5 stars with a mode of 5. Users were happy with the layout of the page and the presentability; the mix of textual and visual content makes the page easy and pleasant to navigate. Most users did not comment directly on this listing, presumably because most feedback regarding this page is applicable to the other feature list and hence has already been discussed. As the content is the main change, the feedback will be treated the same as that listed when I discussed this in section 3 – customer feature.

The entire employee features section was received considerably well. All features averaged at least 4 stars or more, or good. The range between the highest rated customer feature on average and the lowest rated customer feature on average was 0.5 stars.

Feature Listing	Booking Portal	Create Article	Manage Article	Create Resource	Manage Resources
MEAN	4.5	4	4.1	4.3	4.3	4.3
MEDIAN	4.5	4	4	4	4	4
MODE	5	4	4	4	4	4
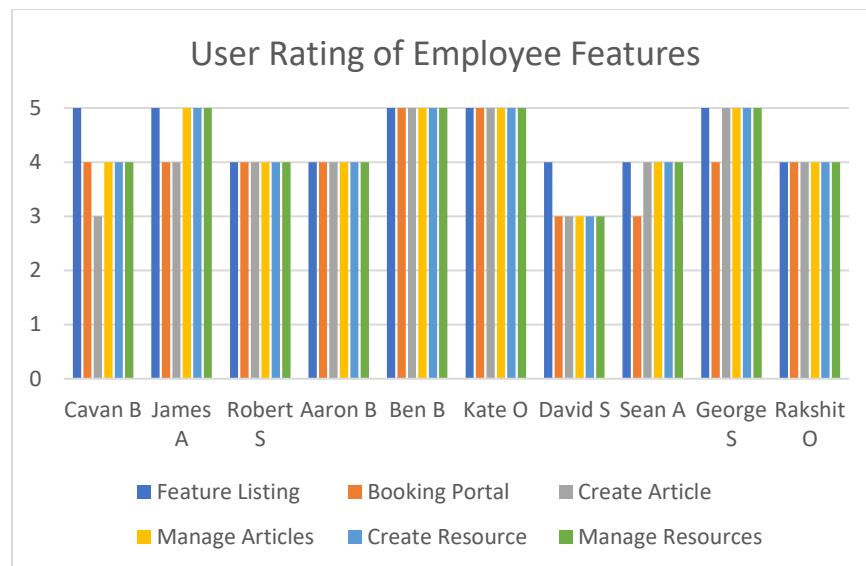
Potential Improvements

Additionally, at the end of each section of pages (shared pages, user pages, employee pages), I have asked respondents to suggest improvements which could be made to the pages or the features showcased. This will provide more insight into how we can potentially improve how pages and features can be received by users, allowing us to further enhance factors such as appearance, suitability, and user experience of pages.

The following main improvements and criticisms which have been raised, the respondent/respondents who have brought forward the suggestion, any potential issues which may arise if the feedback is not implemented, and the potential issues a lack of change / adjustment could cause.

Respondent(s)	Criticism	Potential Consequence	Plan of Action	Section
Cavan B	The asset used on the landing page does not match the branding colours evident elsewhere.	Users are potentially turned away by the lack of visual appeal.	Replace the "home_landingpage" image in the static assets folder.	Section 2 – Shared Features

James A	The accessibility options are too close together.	Users may click the wrong option, which could result in clicking the wrong feature, causing frustration.	Add padding to the bottom of each element under the accessibility options list.	Section 2 – Shared Features
Aaron B, George S, Rakshit O	The navigation bar is too blatant / large.	Users may be distracted by the navbar at the top of each page instead of the content / features.	Make the navigation bar transparent or translucent and decrease the amount of height allocated in the layout HTML file.	Section 2 – Shared Features
Ben B, Kate O	The Google / Microsoft forms button could do with better visual appeal.	N/A	Use flex-box to centre the buttons in the Login / Register page and use icons from Fontawesome in replacement of the text.	Section 2 – Shared Features
Cavan B, Robert S, David S, Sean A	The entries in the "my bookings" page feels somewhat clustered and doesn't sufficiently use white space.	Users may struggle to differentiate between bookings and too much information may be presented on the screen at once, which can be difficult to navigate.	Utilise a card system in a similar manner to the "all resources" and "all articles" pages, with booking management options being displayed under every booking. The card title will display the booking type and start date.	Section 3 – Customer Features
James A	The buttons at the bottom of each option of the feature listing seem a bit unnecessary as the whole image should be the button.	The button at the end of each option may take away from the visual appeal of the assets / cards for each option.	Wrap an <a> tag around each option, converting it into a link. Additionally, add alternative text / ARIA tags to ensure users understand that it is not simply decorative.	Section 3 – Customer Features
Sean A, George S	The "my bookings" page does not show the end date, which may be useful for quickly identifying a booking.	Users may have to spend more time navigating to find the correct booking, which could be frustrating and decrease user experience.	Add the end date to the page. As in previous plans above, we have stated we plan to use a card system to redesign the page and hence in the future, we may display the start date / end date on these booking cards.	Section 3 – Customer Features
Rakshit O	All information / all resources pages are laid out in a way which is too similar.	Users may access the wrong section and struggle to initially realise, meaning they may not be able to access the information they need, causing frustration.	Add a slight accent colour to the previews of the articles and resources to be able to quickly distinguish between the two.	Section 3 – Customer Features
Robert S, Kate O, David S, Rakshit O	The description textboxes seem slightly small / squished.	Users who are unaware that the textarea can be expanded may struggle to proofread a new article / resource they are making.	Increase the base width / height of the description textarea and make it expandable dependent on the size of the description.	Section 4 - Employee Features
Sean A, Rakshit O	The information provided by the booking portal is insufficient	Staff can only view the number of bookings today, and a specific booking if they know	Add more information to the portal such as hourly bookings, yesterday's	Section 4 – Employee Features

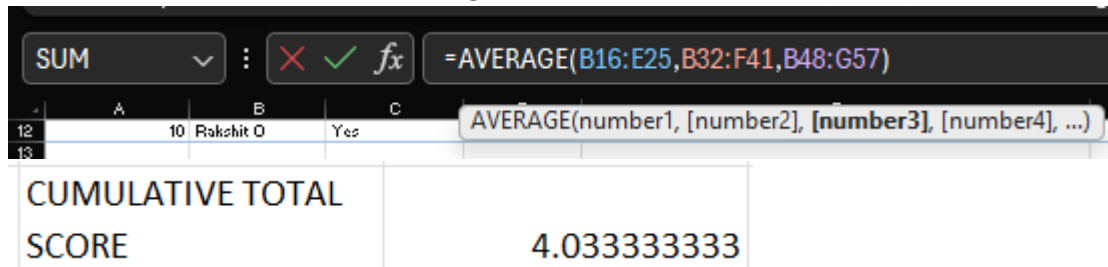|		the ID and user ID, limiting the value gained from this feature.	bookings, tomorrow's bookings. A calendar system which allows staff to see bookings at specific times may also be useful.	

Observed Trends

This section is to highlight the patterns in data which I have noticed when supervising these observations and mapping or analysing data from them.

- Harsher responses from technical users – users who described themselves from a technical background often gave harsh responses, with both technical users rating every page / feature either equivalent to or lower than the average. Additionally, the user Aaron B is of interest; they do not explicitly call themselves a technical user, however, have a course in a somewhat technical study (creative media and technology). This is relevant as Aaron B mostly rated features with a similar, or at times, even harsher score than other users, this may be as Aaron B is expected to produce or use digital content such as webpages frequently as part of his course and hence has more of an insight into user experience and similar factors which affect the quality of our digital solution.
- Detailed feedback – users who are technical tended to give more rationale for feedback, and at times even stated the consequences of ignoring the feedback or how the feedback can be implemented. A similar pattern can be observed throughout the technical feedback; users would often state why something is inefficient or ineffective and how it can be addressed. This may be because users of a technical background are more exposed to professional code / website / design reviews, meetings, and standards, hence allowing them to have and share a better insight into website or design problems which features face and how they can be addressed.
- Feature scoring – the most criticised features were the "all resources" and "all articles" pages, both scoring 3.5 out of 5 stars. Some users stated that despite the pages having some visual appeal and interactivity, some parts of the user interface (such as the preview's thumbnails and the search-bar) seemed stretched or out of place. However, it is worth noting that this page still averaged more than 3 stars, which places it higher than the "average" threshold of 3 stars. The highest received feature was the employee's feature listing. This is likely due to the combination of both textual and visual content to make the page look visually appealing, but simple and not excessive, which some users stated when asked for further detail. This feature averaged 4.5 stars, with 5 stars being the most common rating.
- Section performance – it would be unfair to compare cumulative score as some sections showcase more features and designs of the solution then other sections. To overcome this, I have instead calculated the mean rating for each section of pages. The employee features were the best received, averaging a rating of 4.25 stars across the section; users were happy with the options / features for managing content and fulfilling tasks whilst still retaining a clean and intuitive layout.
  The customer's section was widely considered the biggest area for improvement, with several visual changes being suggested to ensure the pages look cleaner. However, when prompted, most respondents stated that the majority of pages were still considered to be somewhat clean, sufficient, and intuitive. Additionally, at a mean of 3.8 stars, customer

features are still comfortably above the threshold to be considered average and are considerably closer to being classified as good (4 stars).

- Overall rating – across the entire solution, an average rating of 4.033 stars was achieved, which classifies the overall solution as good, as it is above threshold (4 stars).

SUM			f_x	=AVERAGE(B16:E25,B32:F41,B48:G57)

AVERAGE(number1, [number2], [number3], [number4], ...)

	A	B	C
12	10	Rakshit O	Yes
13			

CUMULATIVE TOTAL SCORE	4.033333333

Conclusion

In conclusion, we have received overwhelmingly positive feedback from our non-technical forms. Not only have we confirmed that our solution provides user experience, intuitive features, and visually appealing designs which are above par – as evident by scoring an average of 4.033 stars per feature, we have also gained further insights into how the prototype can be enhanced even further and potential next steps for RZA's web application. I would like to host further forms and feedback gathering in the future to reach more users, identify more trends, and reach a common consensus. However, the data, trends, and insights gained will be invaluable in improving the solution's design, user experience, and features.