DESIRABILITY TEST OUTCOMES REPORT

Project Title: Second-Hand Electronics E-Commerce App

Date: November 20, 2024

Version: 1.0

Test Overview

The desirability test evaluated whether the current moodboard and design library align with the intended values: Sustainability, Trust, Eco-Friendliness, Simplistic, and Professional Participants provided feedback on the moodboard's consistency with these values.

Test Results

Outcomes indicate that the current design partially aligns with the intended

values. Here are the findings:

Sustainability: Selected (Positive Feedback)

Participants appreciated the use of green tones and earthy imagery, which conveyed eco-consciousness.

Trust: Not Selected (Negative Feedback)

The gray typography (#1A1A1D) was perceived as too rigid, and the lack of user-centric imagery created a disconnect.

Eco-Friendliness: Selected (Positive Feedback)

Visual elements like soft greens and clean whitespace communicated a sense of environmental responsibility.

Simplistic: Selected (Positive Feedback)

The minimalistic layout and consistent use of spacing resonated with the test group.

Professional: Not Selected (Negative Feedback)

The color palette and typography felt too casual for a professional, reliable brand