Sign In Page Surveys

Introduction:

The purpose of the survey was to gain insight from potential users regarding the look and feel of the website. We presented five different background styles as well as five 'Name of Application' choices. Our goal was to collect results from a diverse demographic group within the Sacramento area.

Date of Survey:

2/13/2017

Locations:

- California State Capital
- Downtown Sacramento
- Corporate office of Informatix Inc. (staff unassociated to the prototype)

Survey

When conducting our surveys, with potential users, they were asked six questions. We showed each participant the possible home page images application names, and asked them to select one image and one name. The background pictures were labeled A-E and the application names were labeled 1-5. Below you will see the background images presented to the participants and application names the user had to choose from.

Questions

1. What's your Name?
2. What's your Age?
3. Would you use this service?
4. Which Background image do you prefer? (Five Choices)
5. Which Application Name do you most prefer? (Five Choices)
6. Do you use a service that is similar to this prototype?

Background Image Selections

Below are the images that were shown to each participant and they were asked to select their favorite.

A.

B.

C.	D.	E.

Prototype Name

Below is a list of possible prototype names, the participants were asked to select their favorite.
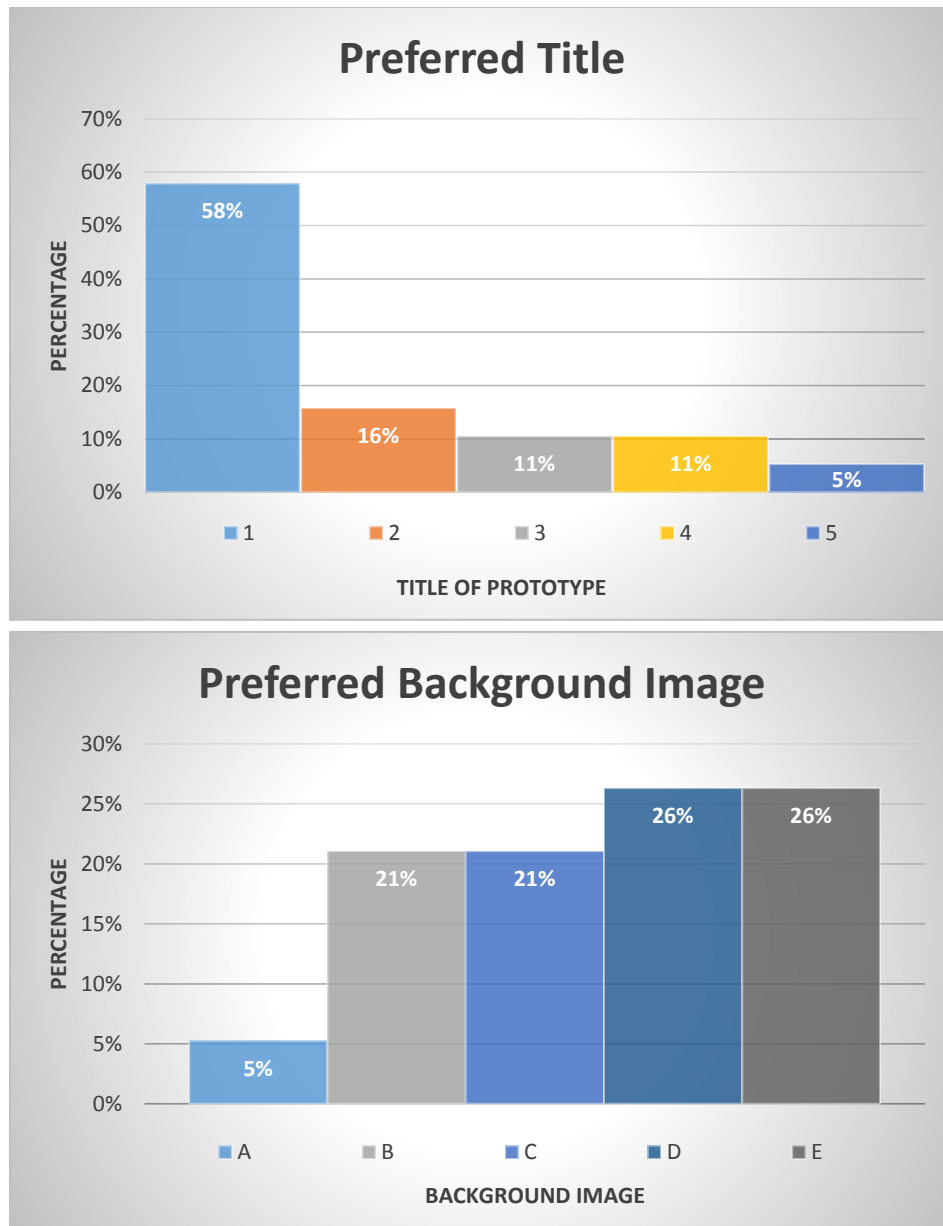
1. Cal Notify
2. Notify CA
3. California Notify
4. CA Notify Now
5. CA Notify

Results

Below is table of our results including participant names, ages and questions.

Name	Age	Would you use this service?	Select Image	Select Prototype Name	Do you use a service that is similar to this prototype?
Mike B.	55	Yes	B	1	Yes
Pat B.	55	Yes	B	1	Yes
Mary S.	37	Yes	A	3	Yes
Rob B.	28	No	C	4	No
Christine W.	31	Yes	B	1	Yes
Susan T.	44	Yes	E	2	Yes
Judy M.	52	Yes	D	1	Yes
Mateo	33	Yes	D	3	No
Scott C.	31	Yes	C	1	No
Melissa J.	30	Yes	E	5	No
Jessie J.	21	Yes	D	1	No
Karen W.	53	No	C	1	Yes
Priscilla F.	61	Yes	C	4	Yes
Lisa C.	52	Yes	D	1	Yes
Susan S.	55	Yes	E	2	Yes
Ralph P.	55	No	E	1	Yes
Jeamy G.	38	Yes	D	2	Yes
Robyn L.	41	Yes	E	1	Yes
Erica B.	34	Yes	B	1	Yes

Below are two graphs displaying the percent of participants who preferred each prototype title and each image.

Preferred Title

TITLE OF PROTOTYPE

- 1: 58%
- 2: 16%
- 3: 11%
- 4: 11%
- 5: 5%

Preferred Background Image

BACKGROUND IMAGE

- A: 5%
- B: 21%
- C: 21%
- D: 26%
- E: 26%

Findings:

The survey results from nineteen potential users were evaluated

- Prototype Name (1 – Cal Notify) was a clear selection by the majority of our survey participants and we implemented their preferred selection.
- The Image choice results were quite different. Out of the five images provided, four images had very similar feedback and number of votes. Based on this feedback a single image was selected, because this application is for both emergency and non-emergency notices a picture of the California Coast was selected.