

UX feedback report

Users

List of people that feedback has been taken from

- A fellow classmate
- Family member (Mechanic, 27 years old.)

Goals

The goals of this UX feedback report is to observe how the user experience is for different people. With those observations made, decisions can be made on how to improve the UI/UX in order to satisfy the needs of the target user using the **10 Usability Heuristics for User Interface Design**.

Feedback from classmate

The approach for the classmate in software engineering was as follows:

He was given a list of tasks to do in order to note how easy or difficult it was to use the website. He could also share his opinion on things that could be improved.

The tasks are as follows:

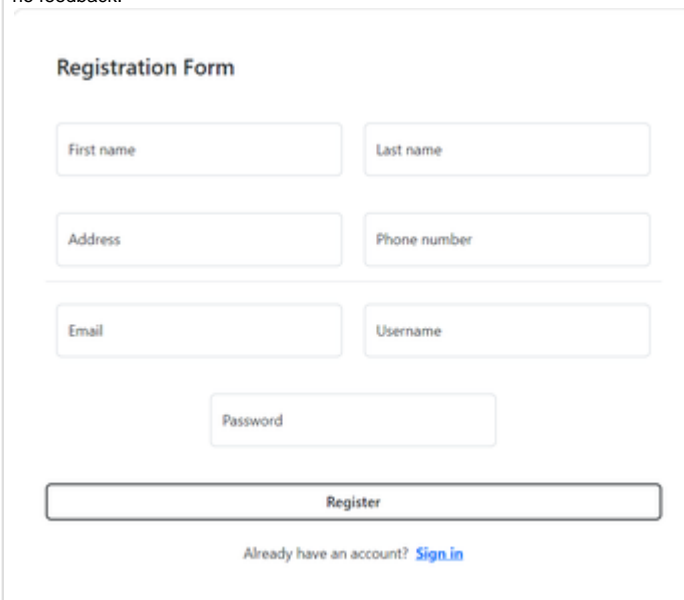
- Create an account
- Log in
- Create an auction
- Find a specific auction
- Bid on an auction
- Comment on an auction
- Log out

T a sk	Notes
G e n e r a l U I	The first general reaction of the user was that the website had a nice looking and clean user interface. This does not speak for UX yet, however having a cle:

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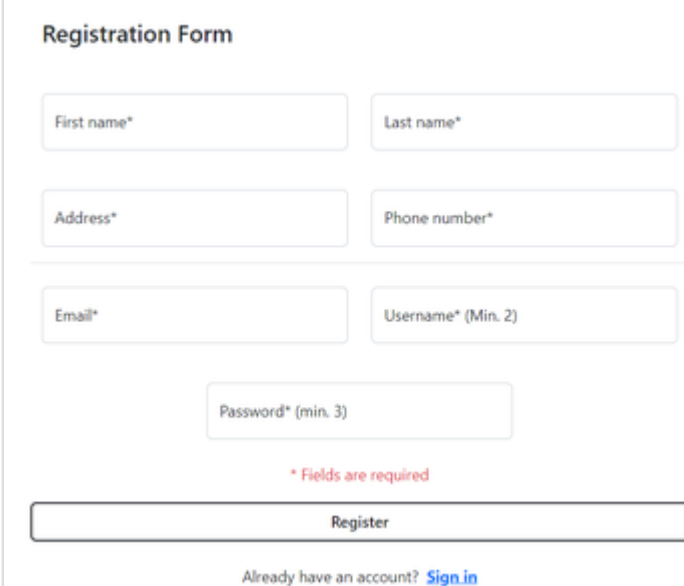
Creating an account seemed simple enough for the user. The "register" button was exactly where they expected it to be and lead to a different page.

Something to be noted is that upon trying to register for the first time the user didn't meet the requirements for the minimum characters for the username field no feedback.



The image shows a registration form titled "Registration Form". It contains several input fields: "First name", "Last name", "Address", "Phone number", "Email", "Username", and "Password". Below the fields is a "Register" button. At the bottom, there is a link that says "Already have an account? [Sign in](#)".

Following usability heuristics principles #1(system status) and #5(error prevention) we can improve this by visually adding the required amount of characters saying that certain fields are required.



The image shows an improved registration form titled "Registration Form". It contains several input fields with asterisks indicating required fields: "First name*", "Last name*", "Address*", "Phone number*", "Email*", and "Username* (Min. 2)". Below the fields is a "Register" button. At the bottom, there is a link that says "Already have an account? [Sign in](#)". A red asterisk with the text "* Fields are required" is placed above the "Register" button.

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g
in

After creating an account, it was simple for the user to log in with no complications

Create an auction

The process of creating an auction was nearly identical to the one registering. The user was still left confused as to why nothing was happening when he was applied here to improve the UX

General vehicle information

Upload photos:

Choose Files No file chosen

Brand*

Model*

Description* (Min. 10)

Location*

Mileage in KM*

Vehicle year*

Auction details

Start date*

11/13/2022 11:43 AM X

End date*

11/13/2022 11:43 AM X

Starting Price*

Buyout Price*

* Fields are required

Confirm

Reminders about field length and requirement have been added.

Find a specific auction

This task required the user to use the filters in the main page of the application. While the task was easy enough to do, the filters take up quite the space of the information that he might not care about.



CARSPACE

Auctions

Sell a car



Filters:

Year: from 1980

To 1980

Price: from €2000

To €4000

Mileage: from 20 km

To 220 000 km

Brand

BMW, Ford, Toyota...

Vehicle model

Land cruiser

Location

Eindhoven, Netherlands

Search

Live/Pending auctions

Found 4 auctions...



Following principle #6 (Recognition rather than recall) and #8(Aesthetic and minimalist design) it is stated that a user needs to be presented only with the information the filters have been hidden in a dropdown menu, for a more clean and simple design.



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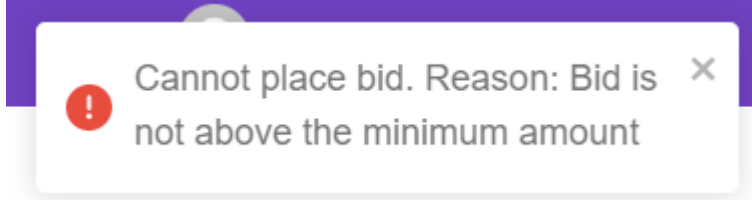
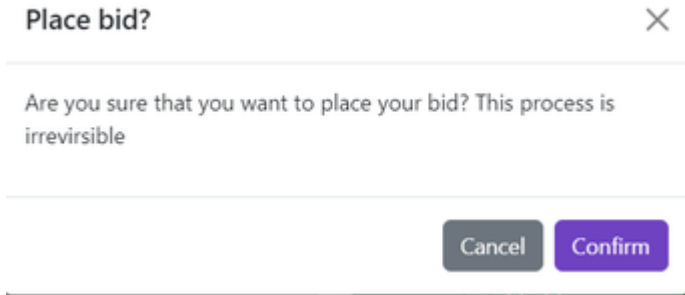
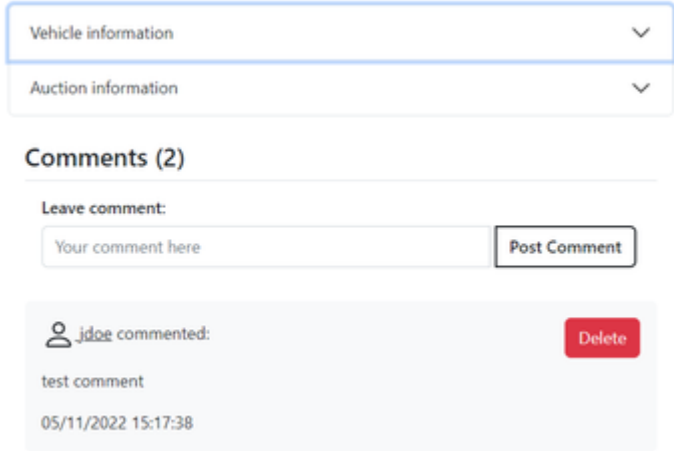
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Eindhoven, Netherlands

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Found 4 auctions...

Bidding on an auction	<p>The "auction details" screen is quite complicated, because it needs to feature a lot of relevant information that the user needs. Bidding on an auction has been complicated. Certain things could be noticed from this task:</p> <ul style="list-style-type: none"> • The user wanted to place a bid below the leading one, but nothing was happening • The user was unsure about placing their bid and noted that there needs to be some kind of confirmation <p>To remedy this, an error box has been made in order to inform the user about the state of the system:</p>  <p>A confirmation window has also been added in order to support principle #3: User control and freedom - Users need a clearly marked "emergency exit" to exit from a process without having to perform a lot of steps.</p> 
Placing a comment	<p>Something observed during this task is that since the comment section sits below the section of vehicle information, a user needs to scroll quite a bit in order to see the comment section. To remedy this, the vehicle information has been hidden in drop-down sections, in order to avoid clutter.</p> 
Logout	<p>The log out action was performed simply enough. The functionality is hidden behind clicking the user's icon, which felt intuitive enough for the user.</p>

Feedback from family member

The approach for the mechanic family member remained the same:

He was given a list of tasks to do in order to note how easy or difficult it was to use the website. He could also share his opinion on things that could be improved. This is where the good/bad sides of the UX would show themselves, since this particular user is not a software engineer and is not keen on using computers.

The tasks are as follows:

Create an account

Log in






Find a specific auction

Bid on an auction

Comment on an auction

Delete your comment

Log out

Task	Notes
Create an account	<p>The experience of creating an account was similar to the one of the previous tester -</p> <p>Upon trying to register for the first time the user didn't meet the requirements for the minimum characters for the username field. The result was that after was clicking "register" and there was no feedback.</p> <p>This issue has been resolved</p>
Log in	<p>After creating an account, it was simple for the user to log in with no complications</p>
Find a specific auction	<p>Using the filters felt intuitive for the user. The reason for this was because principle #4: Consistency and standards was followed. The user has had experience with searching through car-related websites before. One thing that was noted from the user was that there is no pagination and all results are just presented at once, which can be quite the headache. Continuing to follow principle #4, a pagination navigation has been added:</p> <div><div>Previous</div><div>1</div><div>2</div><div>...4</div><div>Next</div></div>
Bid on an auction	<p>The user experienced similar issues as the previous tester here. There was no system feedback when trying to place a bid, even when successful (#1: Visibility of system status)</p> <p>This has been improved by using the message system to display that a bid has been successfully placed.</p> <div><div> Bid placed!</div><div></div></div>
Comment on an auction	<p>Same things noted as with the previous test, unneeded information has been hidden in drop-down sections</p>
Delete your comment	<p>The user found it weird that whenever he pressed the button to delete his comment, nothing happened. He needed to refresh the page in order to see the changes reflected. This has been fixed following principle (#1: Visibility of system status) by using the message system.</p> <div><div> Comment deleted!</div><div></div></div> <p>What has also been noted is the need for a confirmation with this irreversible action (#3: User control and freedom)</p> <div><div>Delete comment?</div><div></div></div> <p>Are you sure that you want to delete this comment?</p> <div><div>Cancel</div><div>Delete</div></div>
Log out	<p>The log out action was performed simply enough. The functionality is hidden behind clicking the user's icon, which felt intuitive enough for the user.</p>

Further improvements after reading the 10 Usability Heuristics

The improvements made after taking into account the feedback from the users has definitely made the UX better. *However, this is a small sample size, and we can further improve things by recognizing possible pitfalls of the software with the 10 Usability Heuristics*

#1: Visibility of system status

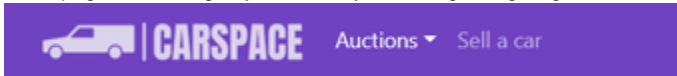
This principle has been implemented using the messaging system and the confirmation windows. The message boxes will now appear anywhere on the website after having performed a certain action that is feedback-worthy, such as:

- Logging in
- Logging out
- Adding something to the system
- Deleting something from the system

#3: User control and freedom

This principle states that users need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

A way in which this has been improved is the website's logo. Before, it used to be just a picture. Now it is clickable and leads the user to the home page, cancelling any action they are doing and giving them an "emergency exit".



#4: Consistency and standards

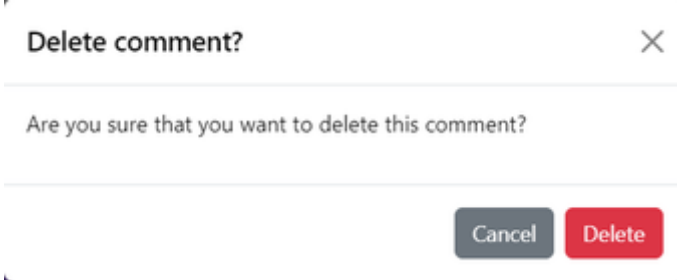
Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

This principle has been followed by analyzing industry standards across multiple similar websites. The buttons for logging in, logging out, viewing your profile and navigating the website are clearly labelled and where a user would expect them.

#5: Error prevention

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

Error prevention has been added in the form of confirmation windows. Doing a certain action now requires the user to fully commit to it.



#9: Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

This is something that the messaging system needed to improve. Before, it used to display rather technical errors that can possibly be confusing for the users. This has been changed to feature errors in plain language.



Incorrect username or password



Username is taken

