Summarized Customer Notes #3 – IABC Regina Meeting – March 15th 2021 – Alderaanians

Wilbur Dulce, Kaden Goski, William Peers

The focus of this meeting was to present our HiFi prototype. We designed both a mobile and desktop prototype, however decided to only focus on our desktop site. We had fully fleshed out the pages in the desktop design and kept our overall focus on simplicity and mobile design.

HiFi Demo Criticism/Notes

Home page

Feedback: Good design and look, however **red is bad for color blind people.** They liked that the page had static/dynamic information pulled from the pages that it linked to. Events – Pulls details from Events page, About Us pulls from About Us page.

Analysis: Overall, not much "wrong" about our current design. However **red is bad for color blind people and we should change our theme to not have it. The teal/blue they originally used may be preferable.** Another thing to keep in mind is that colors/titles should have meaning, our design did this and we heard this about another group, but just thought we should add that in here.

About Us Page

Feedback: Shrink down the text and multicolor on the executive board background is too eye catching.

Analysis: Definitely can see where they are coming from here. Will adjust accordingly.

Careers/Events etc.

Feedback: See More button could be + or – as well. Another universal signifier similar to our > button on the home page/others.

Analysis: Makes sense, this is a by-product of our multiple team members merging into one product. Keep consistency. Maybe also due to the requirement of 3 ideas for the design and we split each one (gestalt, constraints, etc..) for each member.

Overall: Feedback seemed to mostly air on the positive side. We liked our design and felt it was fairly clean and simple for the most part. We will take what we have learned from this and apply it to our final product later on.

Some things to note other than what was stated above are:

Pulling text from one source instead of duplicate static text on multiple changes

One type of design principle

Pulling event info from events page so that the home page is always updating

Consistent Text Justification