

UX Testing + UI Iteration



| | INTUITION: Based on the layout of the page, describe what you think the puzzle will be and how the user should solve it. Why do you think that? | DESIGN: How should styling (sizes, colors, fonts, alignment) be changed to make a more visually appealing, clear, and space efficient layout? Does the page match the mockup that was made in the team slides? | JOY: What elements of the UX could be improved to make the puzzle more fun/satisfying? (ex: sounds, hover effects, etc.) |
|------------------------------------|---|---|--|
| User 1 Name: Mira Grim | <ul style="list-style-type: none"> It's easy to understand Memory is usually a matching game. | <ul style="list-style-type: none"> Add more pokemon/ content Maybe have twelve instead of 6 Bolden subtypes Change the light blue box to something more appealing Don't break the fourth wall with the directions | <ul style="list-style-type: none"> Add a character that speaks to the player Likes the "same" media and sounds Maybe add a theme or background audio. Make it so that you can't "cheese" it. |
| User 2 Name: Jacob Bozzolla | <ul style="list-style-type: none"> Add something about having limited tries Memory really made sense and so did matching the colors | <ul style="list-style-type: none"> Likes the right side doesn't like the left side Change the big blue box Fill in the space or change the text Could add more pokemon Could add more cards and tries | <ul style="list-style-type: none"> Change volume a little to make it more appealing |
| User 3 Name: Eddie Gomez | <ul style="list-style-type: none"> Clicked the same card twice and located the cheese Doesn't know what subtypes is Would like a hint | <ul style="list-style-type: none"> Likes the image quality and the colors, images Change the blue box Fix the double click | <ul style="list-style-type: none"> Sounds are really nice when you match them. Closing the lost screen doesn't actually reset it if you already got a pair right. |
| User 4 Name: David Garcia | <ul style="list-style-type: none"> Good layout and very symmetrical visually appealing Add a video or something else to the left side | <ul style="list-style-type: none"> Video addition make something Add some story to the site Maybe add a character with some dialogue Add a cutscene at the beginning Add a tracker Fix double click | <ul style="list-style-type: none"> For a first puzzle it's really good and simple Straightforward |

User 5 Name: Luciana Brennan

- Memory pretty simple

- Change the blue box
- Try to get rid of bottom right purple
- Fix double click
- Add the person and make it more story driven

- Good spacing and aesthetics
- Get rid of white lines on left and right sides

UI Before Feedback

What trends did you identify in your feedback?

Memory! Try to match the pokemon with the matching subtypes. If you get stuck then you can click the hint



- Fix double click
- Add a character to the website/make it more story like
- Make the blue box more appealing to look at
- Add a "life" counter
- Add more cards/content
- Closing the loss modal resets already acquired pairs
- Add a hint that mentions to pay attention to the colors

UI After Feedback

What changes did you make to improve your UI?

Memory! Try to match the pokemon with the matching subtypes. If you get stuck then you can click the hint button on the bottom left.



- Fixed double click
- Made the blue box more appealing to look at
- Added a "life" counter
- Closing the loss modal resets already acquired pairs
- Added a hint that mentions to pay attention to the colors