

Project name: Coffeepedia

Team Members: Fei, Iris, Rayne

Introduction:

The purpose of our project is to create an educational experience for everyday coffee enjoyers. We hope to take our viewers on a journey where they will gain a deeper understanding of coffee by the end. Our page will be split into 4 pages: Home, Beans, Map, and Story. The whole website will start with a quiz for users to take, with the answers they choose the website will pick one kind of coffee that fits them best. Also, people can learn more about different coffee on the Beans page based on different categories, and on the Map page based on different countries.

User Research:

	Main Page	Beans	Story	Overall
Interviewee 1	The scroll down label is too small, I cannot see it; menu bar can be move to the right	Each section need a background photo	The distance to at the bottom is too crowded, add more margin/padding	I like the color of the website also the font, it will be better if you guys reorganize and add more photo will be better.
Interviewee 2	The font size and arrange of the menu need to be organized more	Add a search bar to help navigate through the page	Looks good to me, can you add more pictures? It is a little bit dull	Need to add more information and also an interactive part to make the whole page easier to use.
Interviewee 3	Logo is too small, can be larger; the place of the menu seemed to be weird	The zoom-in effect is weird when I click on it, it would affect other blocks, which makes the page messy	The paragraph is too wide to me, takes too much effort to look through the whole line	I think to make some adjust on logos and also menu will helps the page looks better and well-organized.
Interviewee 4	It is better to add a	The text font	This looks like	Some parts have

	clickable menu on the right-top side when users scroll down instead of keeping the menu on the top.	seemed crowded, making it easier to read	wikipedia page, I think you can reduce the content and add more pictures or design features.	too much information that makes the page look too educational.
Interviewee 5	The menu seems too crowded, you guys need to make it split a little bit more.	I don't like the zoom in effect	More photos will make people have more interest to look through the page.	Overall I like the website, it will definitely help a lot, just change some zoom effect to make it look normal.
Interviewee 6	The dotted border at the very bottom part looks weird, it will make it look more stylized to change it to a solid line.	Seems to be too many blocks, can you simplify that?	I don't like read a lot, is there any way that you guys can make the page less reading.	Too much text information, if you can change it to more photos or images will attract more people to look.
Interviewee 7	The names credited at the bottom feels out of place and too informal	Could be organized better – right now all of the information is just listed	Not a fan of the brown line at the top of the page	I like the colors a lot but I think that the information can just be organized in a better way
Interviewee 8	The background photo looks cool but feels too busy in the way it interacts with the title text	Too text heavy. Needs photos or graphics or something to make the page more digestible	Same thing. It has too many words and the text is too small	Needs more pictures or graphics. There are too many words right now
Interviewee 9	It's kind of boring I think it should have more stuff	The white boxes against the background make my eyes hurt a little	It's boring and needs more imagery	I think the website just needs more graphic content and less words

Main insight:

1. People would like to see more images rather than a lot of content.

2. More photos will make people stay longer on the website.
3. Some effects we use are too stand out which makes users feel overwhelmed.
4. Need to reorganize some part to make the whole page easier to read.
5. Add more interactive features to make the website easier to use.

How to make changes?

1. Add more interactive effects on the main page at the menu part.
2. More photos for the background on the Beans page.
3. Change the border of the text to make it look more organized.
4. Simplify the content, and add more photos or patterns to make the page interesting.