

SepTech
Centauri
COS 420/520 Spring 2021 Focus Group

By signing below, I consent to:

- Disclose my name and feedback on the Centauri application.
- Allow the Centauri development team to use any feedback given in future development.
- Allow the Centauri development team to include this completed form in a class assignment submission to be graded in full.

Printed Name:

Elizabeth A. Dalton

Signature:



Date:

April 11, 2021

Questions:

What about Centauri stands out to you from other ECommerce applications?

The feature that stands out to me the most is the review setup. I think it is a truly revolutionary idea to make it required for people to have to purchase from a vendor in order to give a review on the vendor. I think it is a good idea because it would definitely cut down on the all of the bot reviewers or vendors reviewing their own business and products.

What are your thoughts on the features that are currently in development?

Most of the features feel very normal, I sadly do not have too much to say about the general features in development.

What additional features would you like to see included?

Perhaps, it would be interesting to explore what Proxima could do for venders in addition to serving buyers.

Is the User Interface intuitive and legible? What changes, if any, would you make?

I think that the user interface is pretty standard which is a good thing. It would be very easy for people to use.

Does Centauri Proxima provide enough perks to warrant upgrading? If not, what would you like to see included?

Like I said, you should definitely explore what Proxima could do for sellers and I definitely believe you should figure out if it can do something more for buyers. Otherwise it is like a slightly underwhelming version of Amazon Prime. I think for venders, signing up for Proxima it could offer product promotional perks. It could push their products up further as “featured items” that pop up on the first page of a product search.

Additional Thoughts?

I dislike the color. I think color psychology is a real and important thing. There is a reason why most social and selling apps use cool toned colors. If you want to be different a cool toned green is always an option, but of course blue is the most welcoming color in our color spectrum. Red is very off putting as a potential user. It simply does not really make me want to use the app that much. I can't explain it but it legitimately feels less inviting.