UX report

Introduction

In my pursuit to develop a user-friendly website that offers an intuitive navigation experience, I conducted comprehensive research into both user experience (UX) and user interface (UI) design principles. This report encapsulates the methodology, design choices, and insights gathered through the design process, emphasizing the importance of ease of use and minimalistic guidance for users.

Research Methodology

The foundation of this project was built on in-depth research into established UX and UI guidelines and best practices. To supplement theoretical knowledge and ensure that the website's design resonates well with its intended user base, I engaged with fellow students from various disciplines. Their perspectives, gathered through structured interviews and surveys, offered invaluable insights into user preferences and behaviors.

Design Philosophy and Implementation

The primary goal for the website was to create a platform where users could navigate effortlessly without requiring external assistance or tutorials. The design philosophy centered around simplicity and intuitive interaction patterns. Key considerations included:

Layout and Navigation:

The website layout was structured to promote easy exploration, with clearly labeled sections and a logical flow that guides users naturally through the content.

Color Scheme:

The choice of a bright color palette featuring white and blue was deliberate. White was used to create a clean, uncluttered look, while blue was chosen for its calming effects and its ability to evoke trust and professionalism.

Feedback and Iterative Design

Feedback from initial user interactions was solicited to identify any navigational challenges or aesthetic concerns. This iterative process of testing and modifying the design was crucial in refining user interfaces that not only meet but exceed user expectations.

Conclusion

This report details the steps taken to create a website that prioritizes user experience through intuitive design and accessible content. The following sections will delve deeper into specific design decisions, user feedback, and the implications of these choices on the overall user experience.

Pages images

Account page (before the peer feedback)

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

Account page (after the peer feedback)

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

Workouts page

A screenshot of a computer

Description automatically generated

Trainers page

A screenshot of a computer

Description automatically generated

Trainer page

A screenshot of a computer

Description automatically generated

Home page

A screenshot of a computer

Description automatically generated

Not found page

A screenshot of a computer error message

Description automatically generated

Navbar

(not logged in)



(logged in)

A screenshot of a computer error message

Description automatically generated

Sign up page

A screenshot of a login form

Description automatically generated

Sign in page

UX feedback

Iskren (Open Learning):

"Overall, the website was really easy to navigate. I found all the information I needed without any hassle. However, the buttons on the 'Profile Account' page were a bit small, making it difficult to use. Maybe increasing the font size could help make it more accessible."

Troyan (Software Engineering):

"I like the color scheme; it’s very soothing to the eyes. One thing I struggled with was finding the workout i was searching for. Perhaps adding a search bar on the page could improve this experience."

Martin (Media Design):

"The simplicity of the website is great! It's very straightforward to use. One suggestion I have is to add more visual elements or icons. It could make it even easier to identify different sections quickly, especially for visual learners like myself."