

Module 7

As a result of the usability process, I learned a great deal about second opinions as well as the importance of prototypes and revision. Instead of only using my classmates as users, I also used some friends of mine. Out of all of the people I talked to, I was able to gain feedback on my layouts, color choices, and overall designs. In regards to the layouts I chose, some people thought they were functional while others thought they could use some tweaking. For example, I originally had all of my contact information on my main landing page, but after some review, I decided to make a separate page with this information. Also, I made some changes to my color palette based on the feedback I received. Originally, I had all highly contrasting colors to fulfill the contrast aspect of CRAP. After receiving feedback, I changed the color palette to two similar colors and two other colors that contrasted with the other two colors. I then asked some friends of mine what they thought of the change, and they said they preferred the changed color palette. Finally, design wise, I realized that I was making most of my decisions for myself, but not for my users. My usability testers pointed out that I was flooding my main page with information: pictures of me, about me, and quotes. In the grand scheme of things, this is too much information about me personally and not enough about me professionally. It was really helpful to hear this from my usability testers because I could have not ended up making such an important change.

Thanks to the feedback I received, I was able to make very useful changes. I did in fact make all of the changes that were suggested because I felt the opinion of my users to be very important. As for the process of usability testing, I found it to be very helpful and definitely a tool that I will utilize again. I learned a great deal about document design as well as user feedback in regards to designing. It is very important as well as necessary to pay attention to the opinions of others when designing something that will be in the view of the public. Based on the fact that there are so many different types of people and preferences on the web, a variety of perspectives is required to make the most effective design. It is also very useful as a

designer to be able to provide constructive criticism to other designers and professionals as well, especially considering that is something that will have to be done all throughout our professional lives. Providing feedback to my peers did not only give me the opportunity to see other amazing designs, but it gave me insight into the professional world of editing. Overall, this module was very helpful and will most definitely be a tool that I will utilize in the future as well as in my professional life.