Usability Testing: Visual Compositions

Overview

As we designed the experience, we invited users to provide feedback on visual designs by interacting with paper prototypes. A member of the design team asked each user questions to simulate possible tasks the user would perform when using the real application. Summary level notes from these sessions are provided below.

Visual Compositions Review Date: 5/26/2016

Notes:

What do you anticipate happening when selecting the first icon? (Family)

- The users were successfully able to determine the icon would bring them to information about a group of people or a family.

What do you anticipate happening when selecting the second icon? (Envelope)

- The users were able to successfully determine the icon would bring them to a messages page or inbox.
- The users were able to determine the red dot indicated a new message. They suggested placing a number in the dot to indicate the number of new messages.

What do you anticipate happening when selecting the third icon? (Building/Magnifying)

- The users assumed the icon represented searching for buildings or locations. They anticipated a search bar to be present somewhere in the following screen.

What do anticipate happening when selecting the fourth icon? (Question Mark)

- The users were able to successfully determine the icon would bring them to a Help or FAQ page.

What words come/emotions come to mind when viewing this color palette?

- The users associated the color palette with warmth, tropics, happiness, and fun.

Key Takeaways:

- Explore the possibility of displaying a number in the "Inbox" red dot. Potentially add this as a backlog item.