

User Feedback on Digital Prototyping:

Interview Response

Description: The following document presents a summary of user responses gathered from interviews conducted to gather feedback on our digital prototypes. These interviews aimed to evaluate user perceptions of the prototypes' design, layout, and overall structure. The insights obtained will help us make informed decisions and improvements for future iterations.

Interviewer: **Sayem Ibne Taher**

Interviewee: **Gijs Bimmel, Wilson Hidayat, Kizzy Banquets**

Date: 25-05-2023

Location: **Fontys Hogeschool ICT**

Prototype 1

Question: How would you describe your overall experience with the prototype's layout and structure?

Ans: The overall look of the prototype is pretty simple and straightforward. The design looks good.

Question: What aspects of the layout/design caught your attention or stood out to you the most? Why?

Ans: The offer page section is pretty cool. This offers the user a lot flexibility to decide if they want to really buy something

Question: Were there any elements of the layout that confused you or were difficult to navigate? If yes, please explain.

Ans: No the navigation layout is smooth and it's easy to understand what's going on on the site.

Question: Did you find the organisation of the prototype intuitive? Were you able to find what you were looking for easily?

Ans: Yes. It's pretty straightforward and simple to use.

Question: Were there any specific features or functionalities that you particularly liked about the prototype's layout? Why?

Ans: The description page shows some information about the shipping and the purchase policy for users which is really nice also in the offer place there is a simple icon that can help users understand what type of price they can put to bid.

Question: Were there any features or functionalities that you found unnecessary or confusing? If yes, please elaborate.

Ans: No. It looks good

Question: How visually appealing did you find the overall design of the prototype? Did it match the artist's style and aesthetic?

Ans: I think it's quite nice to have a simple layout and structure that cares about the flexibility of navigation for users which is reflected on the website.

Question: Did the layout and structure of the prototype enhance or hinder your browsing experience? Why?

Ans: No. the navigation is pretty simple also the category option on the site is really nice.

Question: Were there any missing or lacking elements in the prototype's layout that you would have expected or liked to see?

Ans: The pictures on the landing page can be a bit bigger so that when a user visits the site it catches the attention of the user immediately.

Question: How would you rate the overall user-friendliness of the prototype's layout and structure? Did it make you want to explore further and make a purchase?

Ans: As a site explorer i guess it will definitely influence users to explore through the website. I think any potential buyer can be interested buying arts from this site eventually.

Question: Did the prototype effectively showcase the artist's works and other products? Why or why not?

Ans: Yes. on the layout it does cares about the arts and the history behind it.

Question: Were there any specific improvements or changes you would suggest for the layout and structure to better serve its purpose?

Ans: Maybe a page for terms and condition. Of course the font can be improved. Otherwise it looks quite nice and plain.

Things to improve from P1

- Font
- Footer
- Image size
- Color and contrast
- Add terms and condition page

Prototype 2

Question: How would you describe your overall experience with the prototype's layout and structure?

Ans: Well the website looks really nice and minimal. I like the navigation bar on the landing page.

Question: What aspects of the layout/design caught your attention or stood out to you the most? Why?

Ans: When user hovers on a certain art it pops up with the information about the art which is really cool. Also the category is really simple.

Question: Were there any elements of the layout that confused you or were difficult to navigate? If yes, please explain.

Ans: Well the image slider on the landing page is kinda confusing. The slider isn't really visible which can be improved.

Question: Did you find the organisation of the prototype intuitive? Were you able to find what you were looking for easily?

Ans: yes in terms of info's the site does serve it's purpose. The cart slider thing is pretty cool. It helps user understand what's happening and have an overview at the same time while exploring through the website.

Question: Were there any specific features or functionalities that you particularly liked about the prototype's layout? Why?

Ans: Yes the pop up window when user hovers on a certain art and the cart slider is super cool.

Question: Were there any features or functionalities that you found unnecessary or confusing? If yes, please elaborate.

Ans: Except the image slider on the landing page everything else looks cool.

Question: How visually appealing did you find the overall design of the prototype? Did it match the artist's style and aesthetic?

Ans: The site is pretty plain and simple . It does look like an artists website.

Question: Did the layout and structure of the prototype enhance or hinder your browsing experience? Why?

Ans: No but the site is really flexible.

Question: Were there any missing or lacking elements in the prototype's layout that you would have expected or liked to see?

Ans: Yes there is no page regarding putting user address or shipping infos and also it doesn't have yet the overview of certain product. There is no terms and condition page either. Also there is no information about shipping policy.

Question: How would you rate the overall user-friendliness of the prototype's layout and structure? Did it make you want to explore further and make a purchase?

Ans: As a site explorer i guess it will definitely influence users to explore through the website. I think any potential buyer can be interested buying arts from this site eventually.

Question: Did the prototype effectively showcase the artist's works and other products? Why or why not?

Ans: I think this website does gives a feeling like a selling site. A user can easily recognise and understand about what's going on on the site.

Question: Were there any specific improvements or changes you would suggest for the layout and structure to better serve its purpose?

Ans: Yes there is no page regarding putting user address or shipping infos and also it doesn't have yet the overview of certain product. There is no terms and condition page either. Also there is no information about shipping policy. Also the biography page should be improved. It looks pretty old fashioned.

To do's from P2

- **Image slider**
- **Add terms and condition page**
- **Footer**
- **Biography page layout should be changed**
- **Shipping info**
- **Cart info**
- **Add offer section**
- **An elaborated details of arts**
- **font**