

GardenShare Feedback Report

Above are prototypes for GardenShare; an app based around community gardening. To continue further with this project, it was necessary to gain feedback. I showed the prototype to a small focus group and came back with the following insight.

To open with, one of the participants said “It looks really clean and easy to use.” Other participants agreed, and went on to explain the use of white space made the overall design look accessible. The group thought the design’s use of metaphors would make the functionality obvious to older people who may not be familiar with commonly used icons.

On the other hand, the menu icons were deemed confusing, especially the clock as a representation of the “me” page. The group agreed a silhouette of a person would convey this better. In addition, they suggested using colours to guide the user around the app i.e. colour coding all text fields, always making return buttons a specific shade of grey, using red for in-app notifications. Lastly, it was brought to my attention that some colour coding aspects such as the me page may become overwhelming therefore I should tone these colours down to pastels.