Summarized Insights from Usability Evaluations

Evaluation Overview

1.Purpose

The purpose of this usability evaluation was to gather customer check-in feedback and peer-based insights on our high-fidelity prototype developed on Figma by our Team members. The evaluation focused on exploring imagery, color, typography, and responsiveness across mobile and desktop views. Feedback was collected from other student teams during in-class design review sessions as well as feedback from our customer. The goal was to identify how effectively our designs aligns with OSi-can (our client) expectations, how easy users can navigate it, and which part of the design aspects we should improve on.

Method of Data Collection – Peer-Based Evaluation

Feedback was collected by **presenting our high-fidelity prototype** (Figma) to **other student project teams** during class and also presenting to our customer during **customer check-in sessions,** who then interacted with the design on both desktop and mobile and provided comments verbally. Notes were taken focusing on visual appeal, clarity, and functionality. This method provided valuable qualitative feedback reflecting realistic user perspectives.

2. Qualitative Findings

Strengths (Positive Feedback)

- **Visual Appeal:** Both the Customer and other team members said they liked the design of our Prototype, its simple and easy to navigate, they said they liked the way it looks and the idea of two menu bars for easy navigation

- **Navigation Flow:** Our High fidelity prototype had a clear logical structure; users easily located main features.

- **Color System & Font Size:**   The font size was good and the color palette provided consistent aesthetic appeal and readability.

- **Responsiveness:** Great Mobile and desktop layout

- **Resource and Even page:** Great format of both the event and resource page together with topics listed vertically for easy navigation.

- **Button:** Better placement of the Donate button as well as other buttons

- **Dashboard Cards on Homepage**: The customer liked the idea of dashboard cards on our me homepage

Weaknesses (Improvement Areas)

Issue	Description	Improvements
Home Page	The Topic list on the home page to be only on the the resource page, remove duplicate pages on both menus	Redesign Homepage
Resource page	Adding images to the resources display to make it more visual to users	Adding images to some resources links
Button Alignment	Inconsistent spacing and hover feedback on desktop, make some Buttons more Visible.	Consistent spacing and visibility of buttons
Icon Size	Some icons like the social media icons should be enlarged.	Enlargement of Icons
Target demographic on the Home page	The customer wanted the target demographic to be on the home page	This will be implemented by putting this information on one of the dashcard on the homepage
Volunteer Pop up	Pop up should not be volunteer but rather something important	We want pop up to be something important or emergency
Menu	There was a duplicate on our two menu bars	Remove duplicate of pages on both menu
FAQ	FAQ was missing on our design	Add that to menu
Saskatchewan Template	Other team members suggested we specify that our design is Saskatchewan based	Include Saskatchewan as the main template

Interaction data Summary

Task	Action Description	Time (sec)	Notes / Errors
1	Go to Resources page	1.6	Smooth
2	Open "Meditation, PTSD and Trauma" → select Task Two document	1.0	Used search bar incorrectly first
3	Filter by "Videos" → select Task Three video	0.5	Used search bar again (inefficient)
4	Go to Event page → "Laughter for Recovery"	0.7	Worked fine
5	Go to Event page → other events	1.0	Misclick — button too small

3. Connection to People-Centred Design

Principle	Application in Design	Result from Feedback
Affordances	Buttons clearly indicated interactivity through color and shape.	Peers found clickable areas intuitive.
Gestalt Principles	Proximity and alignment grouped related items logically.	Users perceived the layout as clean and easy to scan.
Constraints	Disabled buttons and limited navigation prevented input errors.	Reduced confusion during exploration.

4. Conclusion

The **peer feedback-based usability evaluation** revealed that our prototype achieved **strong clarity, aesthetic appeal, and user confidence**, with some areas requiring refinement. The other group teams reported that the design felt **"easy to navigate and aesthetically appealing"**, confirming alignment with people-centred design principles.