



UX Testing + UI Iteration



	User Interface: <i>How could the styling of elements be changed to make a more visually appealing, clear, and space efficient layout?</i> (ex: sizes, colors, fonts, alignment, etc.)	User Experience: <i>What elements of the user experience could be improved to make the page more intuitive and more fun/satisfying?</i> (ex: sounds, hover effects, press effects, etc.)
User 1 Name: Mia K	<ul style="list-style-type: none">• Good break points and image quality.• The alignment of the jerseys images are off• The font and color of the years should be more noticeable.	<ul style="list-style-type: none">• Make the buttons/clickables make more sense kind of it is kind of like a blind guess• Add noises there is no noises• Maybe add a video if possible for more uniqueness
User 2 Name: Ariana R	<ul style="list-style-type: none">• Image quality is good and images scale good with different screen sizes• Space is taken up good not much empty space• Everything that is clickable has a clickable effect which makes it easier to navigate.	<ul style="list-style-type: none">• Add noise to the site it is a silent experience• Having more noticeable click effects.• Maybe making the grey tint more grey so you can be navigated to press the greyed out buttons more.
User 3 Name: Kelly A	<ul style="list-style-type: none">• Likes the webpage layout• All the breakpoints are good• Make font larger	<ul style="list-style-type: none">• Likes the clicking but thinks adding a clicking sound would make the experience more enjoyable• Maybe have the change of jerseys stay for a longer time• Add maybe stadium noise to the website that way its not completely silent
User 4 Name: Justin T	<ul style="list-style-type: none">• The website is pretty cool• I think the text should be added to under the images to better explain• The images somewhat get compressed on the phone break point is you look	<ul style="list-style-type: none">• Sounds when you click around the website• Pretty intuitive now sounds is the one missing key feature.
User 5 Name: Cooper S	<ul style="list-style-type: none">• I like the layout and the break points.• Not a lot of empty space is well utilized.• The fonts of the numbers are kind of hard to read especially since black and navy are similar colors.	<ul style="list-style-type: none">• Add sounds to the site even if not music or noises just a click noise would make it better.• If you can add noises like a "touchdown" sound when you touch the stars• When the super bowl rings appear maybe play a

celebration.

UI Before Feedback (Screenshot / GIF)



What trends did you identify in your feedback?

- Break Points are good and image quality is nice
- Sound is the main feature that I need to add almost everyone mentioned the lack of a sound feature
- The jersey are difficult to know to click since the years don't work
- Do something with the stars besides the click just clicks

UI After Feedback (Screenshot / GIF)

What changes did you make to improve your UI?



- I added sound for clicks
- I added sound effects for most pieces
- I added a new future with the stars to that takes you to Cowboys promo video
- Added sound effect that shows years changing
- Added a glow around the star to make the importance





DALLAS
COWBOYS