Improving UX based on feedback

Sam Philipsen | 12-1-2022

# Versioning table

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| --- | --- | --- |
| Date | Version | Changes |
| 26-11-2021 | V0.1 | Created document. Added feedback strategy and introduction. |
| 27-11-2021 | V0.2 | Gathered feedback from two users. Created table of contents, added pre-feedback screenshots, feedback report and post-feedback screenshots. |
| 12-1-2022 | V1.0 | Added post-feedback report. Also added section of how the new design applies the Nielsen and Molich guidelines. Finally, added versioning table and changed the title. |

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# Introduction

Without gathering feedback about the user experience of my website, how will I know that it looks good? This is why getting user feedback is very important. Based on the feedback these test users give, I can improve the website’s user feedback. It is important to get people from different age groups so that the website can be as user friendly as it can be to every possible group of users.

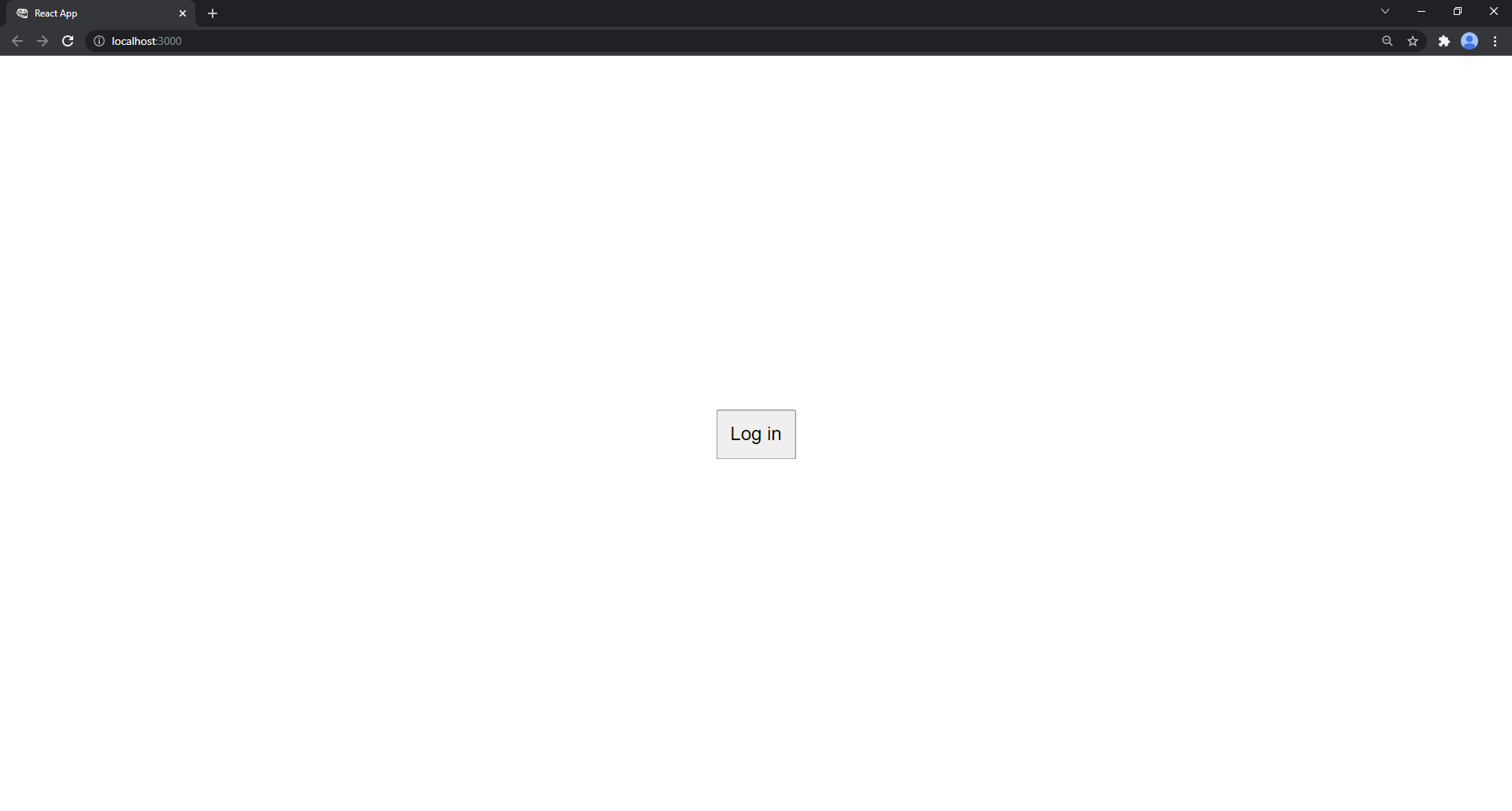
# Feedback session strategy

My strategy for gathering user feedback in these sessions was very simple. I set them in front of the login screen and told them to use the website. I would not give them any instructions.

This worked for the most part with the younger test person, as he very quickly found out how to use the website. The older test person had a bit more difficulty with navigating the website as he could not see most of the smaller texts that came with losing or winning a game.

# Pre-feedback screenshots

Login page:



Main page:

Afbeelding met tafel

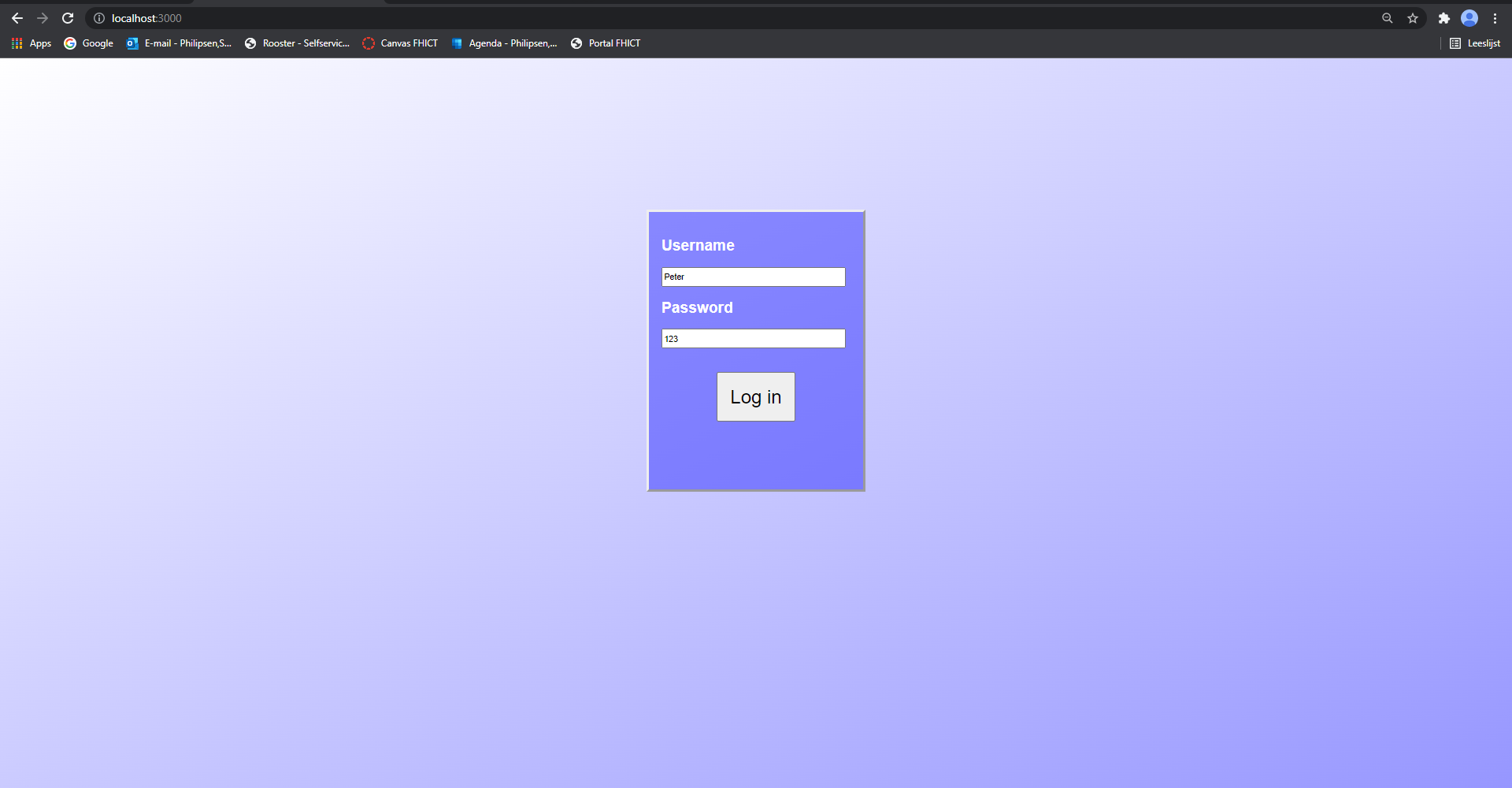
Automatisch gegenereerde beschrijving

# Feedback report

|  |  |  |
| --- | --- | --- |
| Name | Age | Feedback |
| Ivar Faessen | 19 | The design is clear, but it could use more styling like colors. It looks very bland. |
| Alex Philipsen | 54 | The messages when you do not have enough points to bet, or when you lose or win are not noticeable enough. They are very small. Maybe they can pop out, be bigger or have a different color. |

# Post-feedback screenshots

Login:



Main page:

Afbeelding met tekst, schermafbeelding, monitor, scherm

Automatisch gegenereerde beschrijving

# Post-feedback report

User 1:

**Feedback:**

The first user did not like that the page was so bland and without color. The background was white, and the text and borders were black.

**Changes:**

I added colors to the backgrounds of the page and to the different components. The background color for the login page is a gradient that starts with the color white in the top left and ends with a violet type of color in the bottom right. The background for the login box has a darker violet hue which is also half transparent so you can still see a bit of the gradient changing from the background. The box also has a 3d border on all sides to make it look as though it pops a bit out of the screen, separating itself from the background while still showing the color change. This makes it so the user instantly knows that this is the box they have to look at for progressing through the page.

A change you do not see from the screenshot is a buffering icon gif. Because the logging in can take a little longer than the other actions on the site, a buffering icon is shown spinning once you press the login button which goes away once the user is logged in. This shows the user the system is running and follows the first guideline of the Nielsen and Molich guidelines: Visibility of system status.

For the main page with the game components, I added a similar color style as the login screen. The background color has a gradient that starts with a red color in the top left and ends at the bottom right of the page with the color black. The game components are colored blue but are also half transparent. Due to the red color from the background, this makes the components look purple. Just like in the login screen, this shows the gradient of the background throughout the components.

The game components also have a dark shadow beneath them, which makes the components stand out. This makes sure that the user can easily see what is supposed to be grouped together and what is supposed to be separated from other elements. Combined with the big white titles that show the name of the component, a new user can quickly see that the top component and the elements inside are used to play the coin toss game. This applied the guideline: Aesthetic and minimalistic design.

User 2:

**Feedback:**

The messages that a game shows when you don’t have enough points, or that you won the game are difficult to read.

**Changes:**

Before changing the text, it still had the default HTML format of displaying text in the <p> brackets. This means that it was very small and not very visible. I improved on this by increasing the font size dramatically compared to its previous state. This, along with the color change of the background should really help make the text pop out more and be more visible.

# How the new design applies the Nielsen and Molich design guidelines

1. **Visibility of system status**

Most of the actions on the website are performed fast, so the user already sees the result of a status change without having to wait too long. The only exception to this would be logging in for the first time, because a lot of actions take place in the background. Because this takes longer than the usual operations, a buffering gif is shown in the bottom right once you click on the login button. This shows the user that the system is working on something when it can take a while to finish. This does not appear at other parts of the system because this is the only place where the wait time is noticeable enough.

1. **Match between system and the real world**

Every component is layered in a way that matches how you would find it in the real world. The steps you have to take are ordered from top to bottom, so the inputs are mostly at the top and the start button is at the bottom. This order of elements is followed at every part of the application. The login section has it, and the game components have it.

1. **User control and freedom**

The website does not follow this directly, as the only way to go back or undo something is the log out button that lets you log out. The reason for this, is because you should not be able to cancel out of a game once you started it. This would be unfair, as you could just quit the game once you figure out you are going to lose.

1. **Consistency and standards**

The website follows a consistent style for its components and the background. The background is always a gradient, while the components that appear on the page have a shadow and a half transparent background color. Furthermore, the font and text color mostly stays the same throughout the website, unless it is not possible due to the background color. Lastly, the components that appear on top of the background follow a similar element layout where the inputs appear from top to bottom by relevancy.

1. **Error prevention**

Errors are kept at a minimum by mostly hard coding the parts that are most prone to break, like http requests to the API. Furthermore, the application is tested extensively to catch any errors that can occur.

1. **Recognition rather than recall**

The website minimizes cognitive load by not having a lot of elements on a single webpage. Any elements that are relevant to each other (like in a game component) are grouped in one box, so a user can instantly see which set of elements belong to what. The big white titles at the top of a component also help the user recognize what the component is for.

1. **Flexibility and efficiency of use**

The website does not follow this guideline. This is because there is little to no customization to be made. The only real customization options that can be offered, is changing the background color of the webpages. However, this is not a priority and will not be implemented.

1. **Aesthetic and minimalistic design**

There is little to no unnecessary information shown on the website, and any important information or elements are clearly shown to pop out from the background. The background is also calm and not supposed to be distracting. This helps the user focus.

1. **Help users recognize, diagnose and recover from errors**

While error messages are not shown in plain language, most exceptions like not having enough points to play a game, are clearly displayed in a way that anyone can understand it. In the future, this can be improved upon by showing the more common errors in plain text in an alert box when they happen. Also, storing error information in the backend should make it easier to diagnose an issue in the system and fix it.

1. **Help and documentation**

The site does not have enough different pages or components to warrant any documentation. The games offered on the site do not have explanation of them present. However, the games are very mainstream and there is plenty of documentation online on how to play them. In the future, there can be in-site guides for the games to show users how to play as some rules are changed from the typical rulesets you would find online.