

COM 523 Design and Interactive Experiences
SURGING SEAS: UX REPORT
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Phase 1: In this phase, we tested users' feedback on the original website to help us improve our website.

Subject 1, Male, 22. From New England. Major in Political Science. Tested May 1, 2022.

Reading our original research page, he recommended that we either enlarge the text or change the typeface, as it was difficult to read a handwritten font, especially in a smaller size. Taking this into consideration, we decided to incorporate a simplistic sans serif font into our design, especially on pages that are more text heavy.

Subject 2, Female, 21. From California. Major in International Relations. Tested May 1, 2022.

She especially enjoyed the interactive quiz, but recommended that we incorporate our header and navigation bar into our quiz page, as it was difficult to understand how to navigate to other pages after completing the quiz without the header at the top of the page.

Subject 3, Female, 21, From Florida. Major in International Relations. Tested May 2, 2022.

She liked the idea of the beige background complimenting the blue borders and buttons, but she recommended we incorporate more visual elements, such as photos, to engage the viewer better (rather than relying on background color and text color).

Subject 4, Male, 21, From New Jersey. Major in Economics. Tested May 2, 2022.

He thought the scale graph was cool and was interested in the changing visuals, but he recommended we add some text below each photo, as he was a bit confused about what each change in sea level rise meant (since it's a bit difficult to visualize the sea level rise at a bird's eye view, such as in the map photos we've included in our scale graph).

Subject 5, Female, 21, From New York. Major in Psychology. Tested May 2, 2022.

She liked that we kept the information we included in the website short and concise, but she thought it seemed incomplete with only a few sentences. She recommended we include external sources to make these areas of our project look more full and to direct users to other websites with more information to seem more professional and provide more resources regarding Boston sea level rise.

Phase 1 Conclusion :

We need to 1)optimize the navigation experience 2) use more readable fonts and enlarge the size, 3)add more educative content and balance the visual with text. 4)add more interactive elements. 5)add external sources.

Phase 2: In this phase, we incorporated all the feedback we received from phase 1 and redesigned the website. And do the test again with a different group to see what other potential improvements we can make.

Subject 6, Male, 27, From Boston. Major in Engineering. Tested May 10, 2022.

“Overall the website is beautifully designed. I was able to intuitively navigate different modules of the website, and most importantly, know the risks associated with the sea level rise in the Boston area, which is certainly educational. I dislike a bit the fonts used in the design because they are pretty difficult to read, compared to more common fonts such as Helvetica. I was also confused when I clicked on the block "Why are sea levels rising" in the "learn facts" tab, as it took me to nowhere while I thought it would have taken me to "learn more."

Subject 7, Female, 21, From Boston. Major in Advertising. Tested May 10, 2022.

“The website looks really cool, and it is very user friendly. I love the color theme. I learned a lot about the impact of sea-level rise in Boston from the statistics and the informative visual map. The quiz is also very interactive, and it helps me remember facts and details. One thing that I recommend improving is to decrease the number of fonts used on the website so that the words are more coherent and readable.”

Subject 8, Female, 21, From Boston. Major in Psychology. Tested May 10, 2022.

“I really like the opening page of the website with a big overview of the Boston city and it gives a sense of what the website is about immediately. The blue color palette well reflects the objective of the website. The interaction of rising sea level with the slide bar is also very interesting and straight-forward explaining the effect of the increase in sea level. The quiz under take actions also does a great job enhancing the purpose of your website. The only thing I would suggest is to make the spacing of the hand-writing style font a little bit wider because it takes me a little longer to read than other fonts.”

Subject 9, Female, 20, From Boston. Major in Sociology. Tested May 10, 2022.

“Overall the website is accessible and informative. The information are clearly listed in different sections for users to read easily, with some highlighted fonts and colors. I also like the quiz, which is very interactive. In terms of improvement, some fonts could be

changed to ones that are more readable. And some links also can't work when clicked, which could be kind of confusing."

Subject 10, Female, 20, From Boston. Major in Advertising. Tested May 10, 2022.

"Over all the website has a clear and consistent structure and highly informative contents. And I really like the design of "slide the button to explore" which makes the website more interactive and more engaging. Each segment is well explained with right amount of text and clear image which make the content more easy to understand. I really like how you attach the topic with our day to day life and inform audiences how to protect their properties when facing to natural disaster. However, the navigation bar could be more prominently displayed on color or design so visitors won't miss those important information."

Conclusion and Future Work:

- **Overall, users thought it is a well-designed website that easily browsed. Moreover, it is an educative website with attractive interaction designs.**
- **However, fonts are one of the most critical parts that need to be considered in the following improvements. Besides, the design of the web elements (for example, the navigation bar) could be more attractive.**