

Guerrilla Usability Testing

Name: Kenny (User 1)

Age: 33

Occupation: Data Analytic

Actionable: Yes

"Kenny feels the home page design is too dense and suggests to separate contents a bit more."

Name: Dylan (User 2)

Age: 26

Occupation: Clerk

Actionable: unsure

"Dylan thinks the font choice is standard and boring. He suggests to use some fancy fonts and colors."

Name: Anthony (User 3)

Age: 46

Occupation: Bank Manage

Actionable: Yes

"Anthony finds that the contact page has too little feature. He believes adding a text submission box would be a great feature to have."

Feedback Summary

Both user 1 and user 3 provided positive feedback and their suggestions would be great to add to our site. User 1 suggested to add more space to home page objects so that the page does not feel dense and difficult to read. User 3 suggested to add a text box which allows users to submit comments in the contact page.

User 2 suggested to use fancy fonts and colors, which would draw more attention to viewers. However, the problem with custom fonts is that they are not font safe on all browsers. For devices that do not support the custom font may display our site in an undesirable format. For an advertising site like this, some bright color can be helpful, but too much can cause confusion and distraction for viewers.

Incorporating the Feedback

For user 1's suggestion, it makes sense to add more white space to the home page to create better contrast and alignment for the contents and improve readability. As for user 3 suggestion, implement a text area box which allow users to type in sentences; having an input box for user's email so we can have a way to reply; finally a submit button to send out the message.