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December 7th, 2021

## User Experience Report

**Subject 1:** Michelle Du, Female, 21, Asian tested on November 30, 2021

Feedback: "I love the fonts and colors at the moment and it is definitely functional, but I would love to see more of a home page to keep everything organized and seamless. I also would like to see some images and some example responses to my inputs for the future."

Conclusive Key insights:

- colors/fonts work well
- Needs a home page/landing page to not jump right into the the quiz
- Needs images/example sources

**Subject 2:** Annie Yang, Female, 24, Asian-American tested on November 30, 2021

Feedback: I don't see any branding or logos to see what this is so I would like to see something in the corner or something. The questions are kind of weird too, it kind of sounds quirky and I think there is an easier and more creative way of phrasing questions like that. Some questions also let me click two answers, one appears green and the other red so it kind of looks like a right vs. wrong quiz when it's supposed to be user preference. I also think at the end of the quiz, there should be something else besides "quiz complete" and offer something to extend the conversation with the user. Maybe like a "sign up for more recommendations, or something."

Conclusive Key Insights:

- Needs logo/branding details
- Question phrasing is "odd"
- No back button to change answers
- JS error with button inputs
- End of quiz additions

**Subject 3:** Brandon Switzer, Male, 19, Caucasian tested on December 7, 2021

Feedback. "I would love some sort of a menu up top. I also think it would be better to have some sort of repository to store all your location photos that the user can look through. I also think there should be some sort of an about me page so the user gets a better sense of the company/brand. But overall it is functional and I am happy with my results. They should definitely be better CSS because it is a bit full right now"

Conclusive Key Insights:

- Needs a menu bar
- Repository for all photos
- Better colors or add logo

**Subject 4:** Mario Han, Male, 23, Asian-American tested on December 9, 2021

Feedback: "I love the overall aesthetic of the website. The colors play really well with the background and so forth. I would say that the words are a little hard to see and some areas have different fonts, which I'm not sure if that was on purpose or not. My biggest piece of advice is to make sure the background spacing is right and some of the padding for the other pages."

Conclusive Key Insights:

- Consistency of font and padding
- Colors work well
- Improved navigation bar

**Subject 5:** Parker Lansberg, Male, 21, Caucasian tested on December 9, 2021

Feedback: "I love the integration of the pictures into the website. I will notice some flaws starting with the navigation bar, the Quiet Scape logo is kind of oddly misplaced and not aligned well with the actual Quiet Scape words. Additionally when I get into their directory there is no way out of it unless I refresh. Lastly the buttons for the about page are not working and I would love to see a little more character in that page."

Conclusive Key Insights:

- No functional buttons for the about page
- Quiet Scape logo needs better alignment
- Balanced assortment of photos
- Better in-website navigation

## **In-conclusion:**

We tested at many different times with different MVPs to help with the process and continue to get that feedback. For us we learned a lot about functionality and what the user would like. As we approached the end, we realized that consistency was another issue in addition to the other minor slip ups within our design. This was an important process to go through because our users all provided great feedback that helped us get to where we were. At this point, Quiet Scape has improved aesthetically, functionally, and more consistently throughout.

