

microsoft-donuts-portfolio.herokuapp.com

Consumer Impression

Microsoft Donuts



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Feedback Summary

- Several respondents noted that the website was slow to load: the complicated graphics in particular take a while, in a future version, we should find a way to either reduce their size or improve the website's processing ability.
 - Proven by the user feedback *"The 3d donut took a while to load and there was no indication that something was loading"*
- In questions regarding *efficiency* (slow/fast, inefficient/efficient, and impractical/practical) the responses varied widely, and averaged worse than any other topic (especially the stimulation and novelty questions). This implies that some of the elements making the website better to engage with are also making it harder to use.
 - This is confirmed by the open-ended question responses, where one user noted that "Big donut moving with mouse kinda annoyed [them]".
 - This requires urgent improvement. Either there needs to be some kind of setting to turn those interactive features off, or they need to be less obtrusive.

Overall, the usability test feedback was wholly positive. Users tended towards finding the website an enjoyable experience. That being said, steps definitely need to be taken to make the website faster, both to load and to use, and we should also try to make the information a user might be looking for a more prominent feature of the website.