**User 1**

(In this part, describe your user 1 by answering the questions below)

1. Who is your user 1, e.g., where user 1 comes from, what is your user 1’s job, characteristics, etc.?

2. Does your user 1 belong to your target audience of the site? (Yes / No)

If “No”, what’s your strategy of associating the user test results to your target audience’s needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tasks descriptions for user 1** | **How did the user do? Did that meet your expectation?** | **User’s reaction / feedback to the design**  (E.g., specific problems or issues found in the tasks) | **Your reflections about the user’s performance to the task** | **Re-design choices** | **Memo**  (Any additional comments you have, this is optional) |
| (Task 1) |  |  |  |  |  |
| (Task 2) |  |  |  |  |  |
| (Task 3) |  |  |  |  |  |
| (Task 4) |  |  |  |  |  |
| (Task 5) |  |  |  |  |  |

**User 2**

(In this part, describe your user 2 by answering the questions below)

1. Who is your user 2, e.g., where user 2 comes from, what is your user 2’s job, characteristics, etc.?

2. Does your user 2 belong to your target audience of the site? (Yes / No)

If “No”, what’s your strategy of associating the user test results to your target audience’s needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Tasks descriptions for user 2**  (The tasks should be the same with user 1) | **How did the user do? Did that meet your expectation?** | **User’s reaction / feedback to the design**  (E.g., specific problems or issues found in the tasks) | **Your reflections about the user’s performance to the task** | **Re-design choices** | **Memo**  (Any additional comments you have, this is optional) |
| (Task 1) |  |  |  |  |  |
| (Task 2) |  |  |  |  |  |
| (Task 3) |  |  |  |  |  |
| (Task 4) |  |  |  |  |  |
| (Task 5) |  |  |  |  |  |

**Pick one webpage that you are most proud of and paste its screenshot here:**

**\* Additional design justifications**

(If you feel like you haven’t fully explained your design choices in the journey map, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet project 2 requirement), you can use the additional design justifications to justify your design choices. Remember, this is place for you to justify your design choices which you haven’t covered in the previous design journey. Use it wisely.

However, you don’t need to fill out this section if you think all design choices have been well explained in the design journey map.)