

### Timestamp

1/29/2016 13:13:45

1/29/2016 13:39:31

2/1/2016 9:50:29

2/1/2016 10:13:31

2/1/2016 10:34:01

## Demographics & Background

### What is your age?

35 to 44

45 to 54

35 to 44

25 to 34

25 to 34

### Which of the following best describes your current occupation?

Software and web development occupations

Software and web development occupations

Arts, design, and user experience occupations

Arts, design, and user experience occupations

Arts, design, and user experience occupations

### Have you ever designed an application or website?

Yes

Yes

Yes

Yes

Yes

### If you've designed an application or website, have you ever designed your own theme (fonts, colors, controls, etc) for an application or website?

Yes

Yes

Yes

Yes

Yes

## About Your Environment

### Which of the following best describes your primary computer's operating system?

OS X

OS X

OS X

Windows

iOS

### What type of computer do you most frequently use for design?

Desktop Computer  
Notebook Computer  
Desktop Computer  
Notebook Computer  
Desktop Computer

**What tools do you most frequently use for design?**

Adobe Illustrator, Sketch, Balsamiq  
Adobe Illustrator, Sketch, Balsamiq  
Adobe Illustrator, Adobe InDesign, Adobe PhotoShop, Balsamiq  
Axure  
Adobe Illustrator, Adobe PhotoShop, Sketch, Balsamiq

## About Your Theme Design Process

**How many themes have you created for applications or websites?**

3  
10  
3  
1  
10

**On average, how often do you create a theme for an application or website?**

Monthly  
Quarterly  
Yearly  
Never  
Yearly

**When did you most recently create a theme for an application or website?**

A week ago  
A month ago  
A year ago  
Never  
A quarter ago

**The last time you created a theme for an application or website, how long did it take?**

3 days  
15 days  
3 months  
2 days  
2 months

**Do you typically solicit feedback from peers, stakeholders, or clients when creating a theme?**

Yes  
Yes

Yes

No

Yes

**If you solicit feedback, how do you collect feedback?**

Images

Interactive prototype

Interactive prototype

N/A

Images

**If you solicit feedback, what tools do you use to facilitate feedback collection?**

InVision

virtual meeting

Photoshop files, Balsamiq files and paper mocks

asynchronous web based review tools, various products based on audience requirements.

InVision, Reviewboard, PDF, Powerpoint

## About Your Theme Design Experience

**Which of the following categories best describes your last experience designing a theme?**

Somewhat pleasant

Somewhat pleasant

Somewhat unpleasant

Neither pleasant nor unpleasant

Somewhat pleasant

**During your most recent theme design experience, did you recall anything frustrating?**

nothing

no

Lack of time given the amount of design decisions that needed to be made.

No.

during feedback/user testing (quotes, descriptions, verbal feedback), but I struggle with

**Are there aspects of the theme design process that you wish were simpler or more automated?**

yes

no

I feel it's apart of design to go through all the challenges that come with choices. That being said automation around interactivity response would be nice; i.e, fades, shakes, shimmies, slides, movements, etc.

Yes.

Customizable predefined themes or Templates with sizing guidelines for desktop/tablet/mobile plus native assets for those devices (example: iphone keyboard or android dialect or even emoji assets).

**Are there aspects of the theme design process that you enjoyed or found satisfying?**

not  
color exploration  
Having a potential user feel great about what they experienced.  
Yes, the final product.  
advantage.

**Have you ever used tools specifically designed to automate all or parts of the theme design process such as Paletton.com or BootSwatchr.com?**

Yes  
Yes  
Yes  
No  
Yes

**What automation or assistive tool did you use during your theme design process?**

Bootstrapr  
paletton  
<https://color.adobe.com>; <https://typekit.com>; <http://oozled.com> (for UI kit search)  
None.  
jQuery Mobile ThemeRoller

## About Your Design Tool Experiences

**It was easy to use**

5  
4  
5  
4

**It was simple to use**

4  
4  
4  
3

**It was user friendly**

3  
4  
4  
4

**It required the fewest steps possible to accomplish what I wanted**

4  
3  
3  
3

**Using it was effortless**

4  
3  
3  
3

**I didn't notice any inconsistencies as I used it**

3  
4  
4  
5

**I could recover from mistakes quickly and easily**

4  
2  
4  
5

**I could use it successfully every time**

3  
3  
3  
4