Executive Feedback Summary

Overall, the feedback from our customers was very useful. They seemed to really enjoy our design. They liked the structure of our layout with the positioning of the menus and different selections. The customers also enjoyed how we kept the quick links side bar, but we decided to update the content of the quick links menu based on the page the user was on. One thing mentioned by Trevor was that he liked the idea of opening a new tab for any link taking the user to the main U of R site. This saves time when maintaining and updating any information in the future. The main concern our customers seemed to have was the naming of our categories. There was some clear confusion on which direction they were supposed to head in between our side navigation bar and our main content selections. As a group we agreed to update the naming and add signifiers to make this issue go away. We also needed to be slightly more specific when answering certain questions. We did not fully answer some of them, however this was taken care of when we spent more time working on our design. Every question should have an answer. In the end, our design seemed to be well liked and guide the user to where they needed to be. This was achieved using signifiers, gestalt principles, and designing the structure so the user only needs to use their sub-conscious mind to maneuver it.