

# User Testing Notes for Door Sign & Floormap-Agenda Sign Prototypes\_V1

## Add: Expert Feedback from Caitlin

### Door sign

New members: Oriah, Kyle, Xavier

Hueristics: Caitlin

- Oriah
  - Door sign 1
    - (con) It took him a few seconds to find the meetup sign.
    - (pro) The meetup sign tells him this is what he is looking for
    - (pro) Overall pretty good
    - He will press the button
  - Door sign 2
    - Very similar to door sign 1
    - (con) The color blends too much with the street sign...like no parking
    - (pro) Effective
    - (pro) Meetup sign is helpful
    - (con) Don't like red
  - Door sign 3
    - (con) Confused, no idea how to get in
    - (con) He will walk around trying to find out how to get in
  - Over all
    - Door sign 1 and door sign 2 work best
    - The design of door sign 1 is better, simple and straightforward
    - The texts of door sign 2 are too bunched up
    - The blue color of door sign 1 "every wed...." makes it stands out and easy to read
- Xavier
  - Original door sign
    - It took him a while to get in
    - Difficult to read
    - It didn't seem intuitive
    - Small fonts
    - He pressed the button but not sure if he could hear the soft click
    - Confusing, though not difficult, especially when 1st night generally nervous
  - Door sign 1
    - Much clearer than the previous one
    - It tells about the right location and time
    - It explains how to get in
    - Straightfoward, clean, clear, precise
    - Large 'welcome' makes it a better design than 2

- Door sign 2
  - As clear as door sign 1. It provides all the information
  - Design is not as good as door sign 1.
  - Red is not as good
- Door sign 3
  - He would know that he arrived.
  - He wouldn't know how to get in
  - He would still press the button, and expect to hear a voice back
- Overall
  - Door sign 1: it has a large welcome, explains location and time (blueish color helps), instruction. The design is friendly and fun
  - Door sign 3: it seems perfunctory, but not as explanatory, especially how to get in. Confusing. May interpret it as the organization for being disorganized. Not as invited.
  - Door sign 2: Red color turning him off. Just as effective. Not as welcoming.
- Kyle
  - Original sign
    - Had to double check location when he came
    - Maybe write 'buzz' as opposed to 'click'
  - Door sign 1
    - Design 1 is better with the **styling** and the **color contrast**.
    - 'Buzz' as opposed to 'click'
    - Meetup logo is good
  - Door sign 2
    - Design 2 is not as noticeable. Text is similar on both. Styling is better on the first one.
  - Door sign 3
    - Design 3 would be the last option as it gives no instructions to get in.
  - Over all
    - Maybe combine the font style of 2 with the layout and styling of 1.
- Caitlin
  - Door sign 1
    - Picture doesn't illuminate where to push (what is the "buzzer")?
    - size is small of the actual sign
    - blue type emphasizes the time which is more advertising
    - "it's very soft" needs to be emphasized especially if it's dark out, will be hard to see, hard to tell what side to "push" on (less of an issue).
  - Door sign 2
    - Better due to red line pointing at buzzer

- doesn't mention you might not hear it though, that's important (I've just learned to lean on the door after I press the buzzer - dunno but it works for me - maybe could include that as a tip?)
- Door sign 3
  - Not enough info
  - do like that it says Civic Hack Night in large lettering

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## **Foormap Agenda Sign**

New members: Oriah, Xavier, Kyle, Baolin

Heuristics: Caitlin

- Oriah
  - Agenda 1
    - (con) A lot of information
    - Is this agenda?
    - Oh there is a map
    - (con) No entrance
    - He would just double check and know that there is a presentation (the reason why he is here)
    - He would talk to a random person
  - Agenda 2
    - Not sure what this is
    - (con) The map is not useful, though simple
    - Got general idea
    - More casual looking
  - Agenda 3
    - Cool design
    - (pro) good to have entrance sign
    - (pro) good to see check in
    - (con) not sure if check in is where the desk of stickers is
    - (pro) colors make things stand out
    - (pro) color-coded the agenda + map
    - Not to have more than 3 colors though
  - Overall
    - Agenda 1: good that map on the top stands out. Clear map. But no entrance indication. Helpful to see the actual layout. He likes the useful information. A bit too much information, but it works
    - Agenda 2: not as clear
    - Agenda 3: best one. Map is organized. Entrance is clear. The rest is spread in stages. Only minor problem is 'check in'. Useful information need to stand out more.
    - He likes new member and existing member tags, or add get your tags to agenda, and add and useful information
- Xavier

- Agenda 1
  - (pro) a clear floor plan
  - (con) no entrance
  - (con) indication of bathrooms
  - (con) not friendly to color-blind people
- Agenda 2
  - (pro) clear labeling of 'map'
  - (pro) general idea of area
  - (pro) numbering, time, and where things are
- Agenda 3
  - (pro) Understandable
  - (con) As a new member, he would not know the layout, and he wouldn't know this is a floor plan. He was not sure what it was
  - (con) he would ignore this sign
  - (con) he wouldn't know what color of tags to grab
  - (con) numbers should be on left
  - (pro) the star
- Overall
  - He likes map 1 better, likes the details (personal preferences).
  - He likes the agenda layout & format of 3, but not the map, especially it doesn't even 'map' on top. He likes the colors
- Kyle
  - Agenda 1
    - (pro) is better in terms of the layout and accuracy (more closer to a blueprint format with walls (not rectangles).
    - (con) The **horizontal** orientation of the map.
    - (con) The **continuous numbering** order 1,2,3 is more preferable as to the repeated numbering (1,2,2,3) on D1.
    - (con) The **badge information** is absent in the second design. It is flipped in the first one so that needs to be corrected.
  - Agenda 2
    - (con) Layout is relatively clear but not a blueprint format, the dimensions are not quite accurate.
    - (con) Not a very big fan of the rectangles.
    - (con) **Food / Socialize**, might raise some thoughts as to the culture of the space is to socialize only in the food area.
    - (pro) The **vertical** orientation on the D2 is more preferable.
    - (con) The **continuous numbering** order 1,2,3 is more preferable as to the repeated numbering (1,2,2,3) on D1.
  - Design 3 (D3):
    - (pro) Like the **simplicity** and the **color coding** aspect of the design.

- (pro) Like the point that there is overlap in the time but the continuum in the numbering is maintained (1,2,3).
- Overall:
  - Combine the aesthetic aspects of D3 with the functional aspects of D1. One can add a little more details on the map in D3 to give more accurate reflection of the location.
  - D3 works for me but some elements from D1 can be added on the physical representation of the space. D3 is the most aesthetically appealing. There is a way to combine the 1 designs without compromising the aesthetic features of D3 and functional features of D1.
- Baolin
  - Agenda 1
    - (con) confused where he is
    - (con) horizontal orientation
    - (pro) useful information
  - Agenda 2
    - (con) Wrong colors for stickers
    - (pro) looks easy enough
    - He would go grab food
  - Agenda 3
    - (con)no you are here
    - (con) why are the squares so big? A bit confusing
    - (pro) colors
    - (con) the squares make the pathways look blocked off
  - Overall
    - Agenda 2 works best
    - Agenda 1 clear layout is nice, easy to follow
    - Agenda 3 colors are nice
- Caitlin
  - Agenda 1
    - (pro) Love the Useful section, we should keep that.
    - (con) I think it might be annoying to update the times every time, so maybe make it more generic. EX (similar but slightly different to the sign):
    - Schedule
      - (1) - Socialize and get dinner before Hack Night starts
      - (2) - Hack night starts at 6:30. Welcome remarks, presentation, and project pitches.
      - (2) or (3) - Next, either go to (2) New member orientation or (3) Hack!
      - Doors close at 10pm

#### Agenda 2

(pro) I like the simplicity.

(con) Would adjust 7:30 - 10 for "Hack with teams" and

(con) shift the "You are here", it seems a bit off -

(con) and I'm a little confused what the right rectangle is (is that the wall)? If so I think the star should be further down..? But overall it's a good concept,

(con) I'd just adjust some of the typography to be bigger perhaps, a little easier on the eyes.

Agenda 3

(pro) Pretty! But expensive to print. Would use this format, but maybe make a black and white friendly version?

(pro+con) Definitely if using this as a base include the other tips on 4 and 5, those are both great additions!