

Major Issues in the New User Test

The five new users are young adults including female and male. Three of them participated in the test using mobile phones, one using iPad and the other one using laptop.

In terms of website design, mobile users pointed out that the font size of those titles is too large, and the titles are divided into two lines, which is not good-looking (I forgot to check the pages on the phone before the test). The laptop user said maybe the slides on the home page can slow down a little bit. He also thought that the design of the tables is not consistent with the website style.

In terms of the content, the male user thought that “this website is not designed for male” because few of them would get their hair dyed so colorful, and there is no picture of male on the website. Although male users are not my target users, I wonder whether some male pictures should be added to avoid gender offense, and to avoid narrowing the scope of potential users. For the female users, basically they think such a summarization of information is good, but the volume of information need improving. Pictures of hair colors are not enough and not informative, making the page less attractive as Xiaohongshu. Information of hair dye pricing is useful, and they praised on the manmanbuy.com website linked through the airtable. As for the salons, the cities covered in the table are far from enough, which may cause bad impressions when people cannot find their cities in the list. Another point is that it would be better if they can directly start the navigation within the web page rather than copy the name or address to their map app.