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Technical Report

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Student Name

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1. Summary

I had chosen the Rainy Days brief as my assignment. I decided to go for the in-person testing since I had the advantage of having both my mother and girlfriend working as designers. So I knew (from experience) that I would receive valuable and harsh feedback on my site. I also asked my brother and a friend to do my usability test.

My first impression when looking over my old website was that it was quite poorly designed and messy. The elements were not properly aligned and a bit inconsistent. It was responsive, but not in an optimal way and some of the colors did not look great with the rest of the colorscheme. The code was also very messy.

The questions I prepared for the test was:

1. What is your overall impression of the site?
2. Is the layout clear and the site easy to navigate?
3. Are the colors and layout visually appealing?
4. Are there some functions you miss?
5. What would you improve if you could?

I got a lot of feedback based on these questions. With some recurring themes. It was also instructive to observe them navigate through the site. The sum of the answers looked like this:



1. The website looked quite unprofessional. The product containers were way too small and the images of the jackets were not appealing. They liked the landing page image and the adventurous feel of the site.
2. The layout had some issues with sizes and whitespace. The containers were way too small which made the different elements too far apart on the home page and gave way too much whitespace on the side and between the elements. The site was easy enough to navigate.
3. They liked the green color, but not the orange. The layout needed more consistency and structure with more matching sizes.
4. They missed a go back to top button when they were at the bottom of the landing page. There are quite many elements there. They also wanted the review carousel to actually work.
5. The review carousel was the one thing they most wanted to improve. They also wanted to display the jackets in a better and more professional way.

Based on these answers and what I observed I wrote down the things I needed to fix and improve the most. This is what I came up with:



1. I would keep the landing page, but fix the responsiveness and size of the hero text. Change the product images to more appealing photos, preferably with real people wearing jackets. Adjust the size and structure of the product containers.
2. Make the sizes of the elements in the layout more appropriate and consistent with each other. Adjust the amount of whitespace. Remove some elements I didn't need.
3. Keep the green color, but remove the orange. Ended up using a combination of white and green instead.
4. Add a go to top button and make the review carousel functional. I also ended up making a slider for my products on the home page.
5. Improve the overall responsiveness and layout by using flexbox and grid.

After implementing all these changes I was ready for the second review.

I also made a lot of changes to elements like the newsletter, contact forms and the navigation bar to make them look more professional. I also added some form validation with js.

When showing the new site I got really good feedback. The site now looked way more professional and visually appealing. They loved the new navigation bar and “to-top” button. It also had many new functions that made the site



easier to use. The layout looked more structured and the different elements looked more cohesive.

This was a fun assignment. It was great to see how much I have actually improved with my coding this year. Made it so much easier to make the site more usable.



3. References

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4. Acknowledgements

All the participants in my usability test. Also the students that gave me feedback on discord.



5. Appendices

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