Usability Testing Report

Spoonflower.com Custom Design Interface

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Contents

Photo by Hermes Rivera on Unsplash

Introduction

Spoonflower.com, founded in 2008, does custom printing on fabric for apparel and home décor, as well as wallpapers and other products. Customers can shop from a huge library of designer-created graphics, with a portion of the proceeds going to the designer. Customers can become designers and submit graphics to be printed on fabric, wallpaper, or other products. The designs are then printed digitally using specialized large-format inkjet printing technology.

This usability study focuses on the user experience of uploading a unique image to the website, adjusting the image, and ordering products based on the custom design.

The objective is to uncover opportunities for improving the specific user experience of initiating a custom design project.

Executive Summary

At a glance

Spoonflower's innovative service offers designers the opportunity to have their artwork printed on a wide variety of fabrics, wallpapers and home decor items.

> Key to this experience is what we will call the "Designer Interface," the screen where users can configure products to be printed with the user's own graphics.

We decided to test the experience with a small group of representative users – designers who were familiar with digital design practices, but who had not yet interacted with Spoonflower.com.

An improved experience for designers will encourage them to use and recommend the service to others.
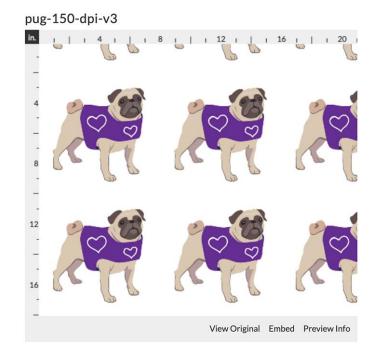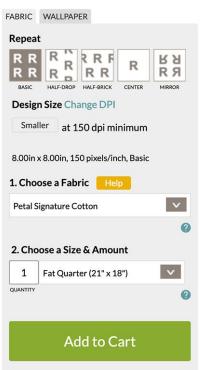

FABRIC
DND pattern
by neonborealis

See on all products

Designer Interface

Four qualified users took part in moderated usability interviews as they were tasked with uploading an original design, configuring a fabric product, exploring wallpaper products, and finally adding the purchase to their cart.

All four participants were able to successfully configure a fabric product, and indicated that they would be interested in using the service in the future.

Complete findings follow on page 15, with recommendations starting on page 25.

pug-150-dpi-v3

View Original   Embed   Preview Info

FABRIC   WALLPAPER

Repeat

BASIC   HALF-DROP   HALF-BRICK   CENTER   MIRROR

Design Size Change DPI

Smaller   at 150 dpi minimum

8.00in x 8.00in, 150 pixels/inch, Basic

1. Choose a Fabric   Help

Petal Signature Cotton

2. Choose a Size & Amount

1   Fat Quarter (21" x 18")

QUANTITY

Add to Cart

Top 5 Findings and Recommendations

⭐ On the homepage, users were **unsure where to begin designing their own fabric (Finding 1)**. Our recommendation is to explore redesigning elements of the homepage to make this more clear. This will require effort from strategy, UX and design roles, as well as front-end developers.

⭐ When choosing fabrics, users had **trouble finding specific fabrics (Finding 3)**. Our recommendation is to put the fabric menu in alphabetical order. This will require effort from front-end and/or back-end developers.

⭐ In the Wallpaper section of the Designer Interface, when "Non-Pasted Traditional Pebble" paper is selected, **the name changes to "Commercial Wallpaper" (Finding 11)**. Our recommendation is to standardize the name of this product so that it does not change upon selection. This will require effort from front-end and/or back-end developers.

⭐ When navigating back to the Fabric section of the Designer Interface, users **lost the settings that they had configured for fabric (Finding 12)**. Our recommendation is to retain this information when the interface updates. This will require effort from front-end and/or back-end developers.

⭐ When users choose to "view original" to see their uploaded graphic, they are taken to another page. When attempting to go back to the Designer Interface, using **the browser's "Back" button caused a redirect to the home page (Finding 13)**. Our recommendation is to ensure that the back button always works. This will require effort from back-end developers.

Top findings were chosen via a combination of severity and effort to fix as detailed in Recommendations (page 26).

Methodology

Summary

We recruited four users for our study. These users are students in an undergraduate graphic design program, but none of them had used the website before. They were familiar with graphics software (such as the Adobe Creative Suite).

The main study method was a real-time, moderated user walk-through of the tasks involved in creating a custom design from an original image.

The participants completed a brief screening interview, followed by a pre-interview questionnaire about their use of similar platforms (complete questionnaires are included in the Appendix).

Users met with the moderator via Zoom video conferencing and their interviews were recorded. Users were asked to complete a set of tasks on the site, and encouraged to "think aloud" as they navigated the interface. Each interview took from 35-45 minutes to complete.
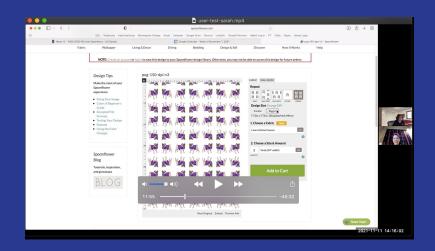
After the interview portion, users completed a post-testing questionnaire about the experience.

Structure: Logistics

The test began with an introduction from the moderator, followed by time for user questions (from the pre-test questionnaire, administered via Google Forms and available in the Appendix) before starting the test tasks.

Each user testing session was recorded via Zoom. Video of the participant and the participant's screen were captured using Zoom's Screen Sharing feature.

After completing the tasks, users were thanked and asked to complete a post-test questionnaire via Google Forms.
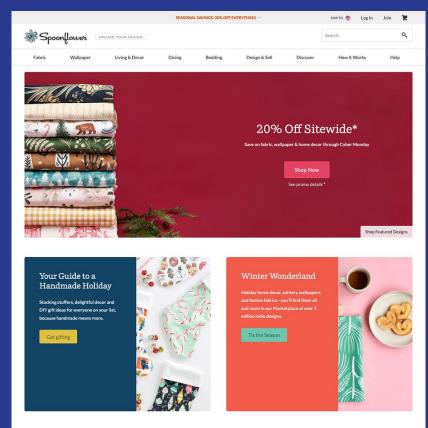
Structure: Tasks

The user was sent a specific vector graphic to upload for the test, and informed that their objective was for them to configure and purchase a length of fabric with the design printed on it.

Tasks for the user were introduced as follows:

1. Visit the homepage. Determine your next steps towards creating printed fabric to purchase. What would you do to get started?

2. Using the provided JPG file, start designing some fabric on the site.

3. Choose to purchase 2 yards of Linen Cotton Canvas (this will change the preview display). What do you think of the fabric selection experience? Does it make sense?
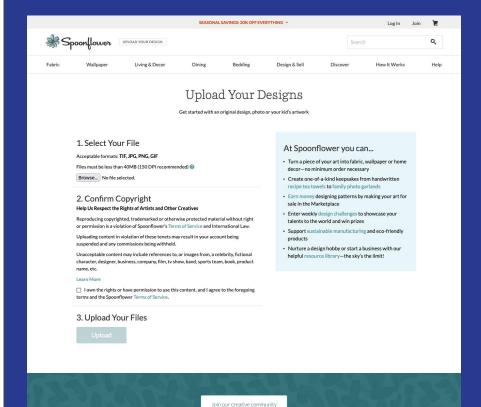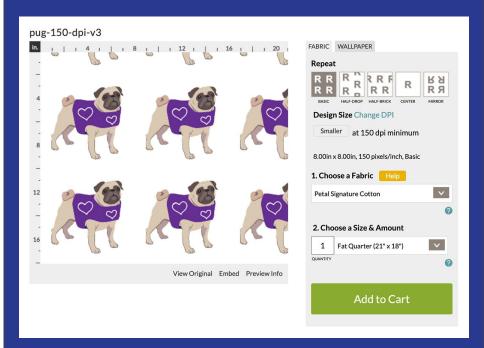
4. Imagine you want to make the images smaller. What action would you take? Did that do what you expected? How would you go back to the way it was before?

5. Change the "repeat" setting to "half-brick." Can you describe what changed about the design? Was it what you expected to happen?

6. Change the "repeat" setting to "half-drop." Can you describe what changed about the design? Change the DPI to 300. Did this do what you expected? Why or why not?

7. What if you wanted to make this a wallpaper instead? Can you do that on this page?

9. Explore the wallpaper settings. Please talk about your impressions as you work with this part of the tool.

10. Go back to designing fabric.

11. Order 2 yards of Linen Cotton Canvas.

12. Add the purchase to your cart, and then view your cart.

After completing the tasks and asking any other questions, users completed a post-session questionnaire (using Google Forms; questionnaire is reproduced in the Appendix).

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Participants

Participants were recruited from undergraduate online graphic design courses at Minneapolis College in Minneapolis, Minnesota.

Two participants were between the ages of 26 and 35, one was age 36-45, and one was 46 or over.

Three out of four participants answered "YES" to the question, "Have you ever uploaded original designs to the internet to be printed or otherwise purchased?"

The custom products purchased previously by the participants were t-shirts (two users) and business cards.

Two out of four participants answered "YES" to a question that asked whether they planned to purchase custom designed products in the future; the other two participants answered "MAYBE."

Three participants were "VERY" familiar with fabric and sewing terms; one was "SOMEWHAT" familiar.

All four participants has purchased fabric for a personal creative project in the past.

Two participants had purchased fabric online before, while two had not purchased fabric online.
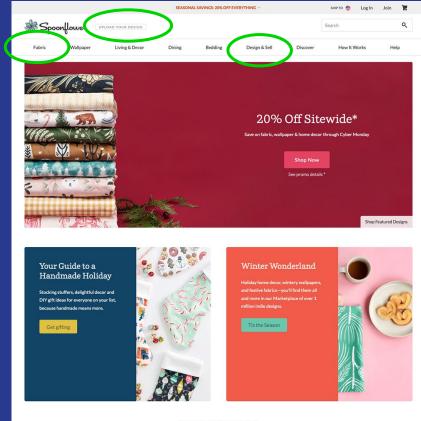
Interviews and user tests were conducted between November 1 and 20, 2021.

Findings

Finding 1

The first task that users were asked to complete was to visit the home page and determine what the next step would be towards creating custom designs.

Participant 1 spent a lot of time navigating through pages under the **Fabric** heading in the main navigation. This did not lead to them successfully finding the custom designer interface.

Participants 2 and 3 looked at the main navigation choices and settled on **Design & Sell** (although one participant almost went into the Fabric pages and reversed course).

Participant 4 noticed the **"upload your design" button** next to the Spoonflower logo in the header, and used that link to find the designer interface.

Finding 2
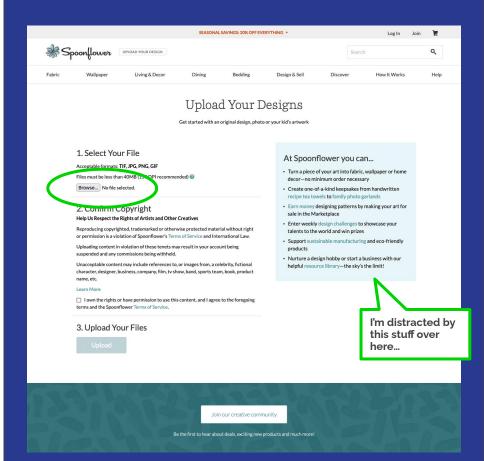
When uploading images, all four participants were successful at using the file-upload interface and understood the copyright notice.

One user got detoured by links in the light blue box in the right column, but eventually found their way back to this page to upload their graphic.

Another user commented, "I'm distracted by this stuff over here... Okay, back to the task at hand..."

Finding 3
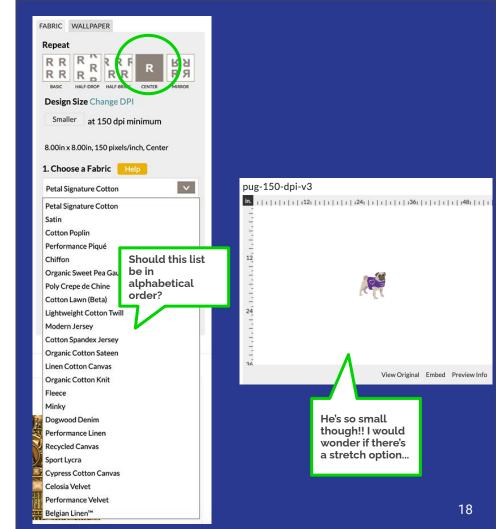
Three out of four participants had trouble locating and selecting "Linen Cotton Canvas" as requested by the moderator.

Two participants commented that they couldn't figure out if the list was in any order at all, and one commented that alphabetical order would be helpful.

Finding 4

After choosing Linen Cotton Canvas, the preview panel changed to reflect the new size (the width of the fabric).

Two users were surprised to see their graphic get much smaller (since "Center" was selected in the **Repeat** section). However, this is an accurate depiction of how the image will print.

Finding 5

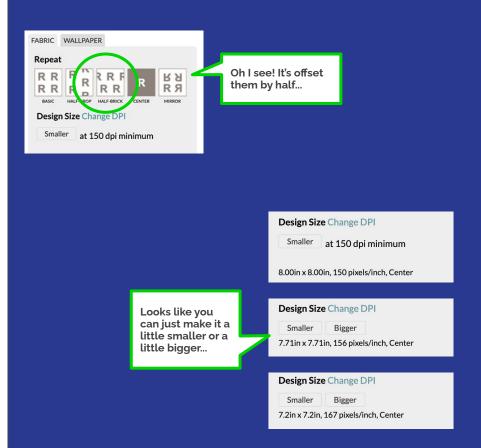All four participants were able to use and understand the **Repeat** controls to make changes to their design.

Finding 6

All four participants expressed confusion with the "Smaller" and "Bigger" buttons.

Only one participant discovered that they could click on the "Smaller" button again to reduce size further.

The relationship between DPI and image size was not clear to any of the participants.

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Finding 7
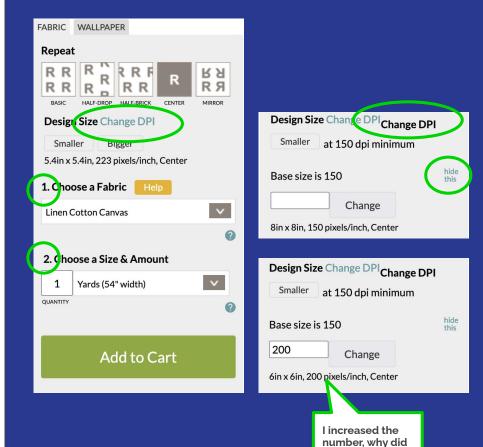
The "Change DPI" link led to confusing interactions for all four participants.

It was not clear to them what the effect of changing this setting would be.

In addition, the additional, offset "Change DPI" heading and a small link to "Hide This" were not helpful to participants and added to their confusion. This may be a layout issue.

Finding 8

All users started making changes at the top of the column, however the numbered headings (1. and 2.) are at the bottom. If the numbers are intended to show users what to do first, users are not seeing that.

Finding 9

When participants navigated to the Wallpaper tab of the interface, two users were surprised to see that "Change DPI" was not an option here. One user noticed that the DPI for wallpaper was different from the minimum DPI for fabrics.

Finding 10

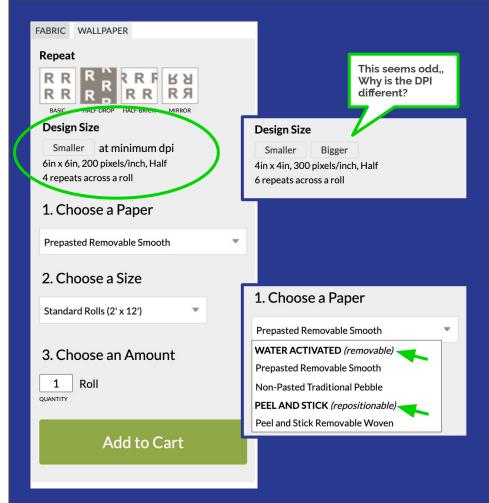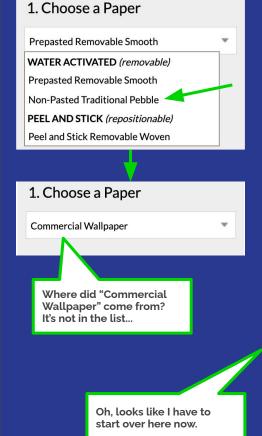Under the menu for types of wallpapers, all four participants noticed that two of the options (WATER ACTIVATED and PEEL AND STICK) were not selectable. For two participants, it took a few tries to discover the options that could be selected.

FABRIC   WALLPAPER

Repeat

BASIC   HALF-DROP   HALF-BRICK   MIRROR

Design Size

Smaller   at minimum dpi

6in x 6in, 200 pixels/inch, Half
4 repeats across a roll

1. Choose a Paper

Prepasted Removable Smooth

2. Choose a Size

Standard Rolls (2' x 12')

3. Choose an Amount

1   Roll
QUANTITY

Add to Cart

This seems odd,,
Why is the DPI different?

Design Size

Smaller   Bigger

4in x 4in, 300 pixels/inch, Half
6 repeats across a roll

1. Choose a Paper

Prepasted Removable Smooth

WATER ACTIVATED *(removable)*
Prepasted Removable Smooth
Non-Pasted Traditional Pebble
PEEL AND STICK *(repositionable)*
Peel and Stick Removable Woven

Finding 11

One sharp-eyed participant noticed that when "Non-Pasted Traditional Pebble" was selected, the name changed to "Commercial Wallpaper" when the selection was complete.

Finding 12
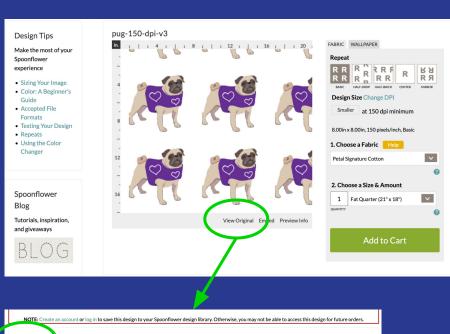
All four participants experienced the loss of all or some of their fabric-specific settings when they navigated back to the "Fabric" tab in the interface.

Finding 13
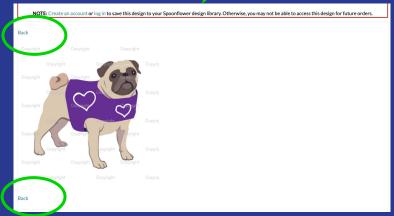
One participant who tried the "View Original" link in the designer interface discovered that using the browser's "Back" button in an attempt to return to the designer view (after viewing the original file) resulted in the browser navigating to the Spoonflower homepage instead.

Using the "Back" hyperlinks on the "original" view successfully returned the participant to the designer interface.

# Insights from Post-Session Questionnaire

"I'm not sure whether this site is more interested in people shopping for and buying already existing designs, or in offering the opportunity for people to make their own creations. It seems like a well-organized site, I'm impressed with how many designs are available."

Do you think that you would use this site in the future?

"Yes, I would because you can create your own wallpaper designs for your home."

What is one thing that you would change about this site?

"I would make it more obvious on the homepage that you can upload your own artwork and create whatever you want. That seems like the biggest unique thing about the business."

What is one thing that you would change about this site?

"Create a Custom Fabric link in the main navigation in the Fabric dropdown menu."

Recommendations

Summary of Findings and Recommendations

Finding	Part of interface	Problem	Severity (3 is most severe)	Ease of Fix (3 is most effort)
⭐ 1	Finding where to upload designs	Users lost for a long time under "Fabric" nav	3	3
2	Upload Screen	Right column was distracting	1	1
⭐ 3	Designer Interface: Fabric	Choosing a fabric was difficult, not in alpha order	2	1
4	Designer Interface: Repeat	Expected "center" to stretch to fit	1	0
5	Designer Interface: Repeat	Repeat settings were well understood	0	0
6	Designer Interface: Design Size	"Bigger" and "Smaller" were confusing	1	3
7	Designer Interface: Change DPI	"Change DPI" was confusing to all users	2	3
8	Designer Interface: Numbered Headings	If 1 and 2 are supposed to be completed first, users aren't doing it	1	2
9	Designer Interface: Wallpaper	There is no option to change DPI, which was confusing to some users	1	3
10	Designer Interface: Wallpaper	The list of wallpapers has non-clickable options within it	1	1
⭐ 11	Designer Interface: Wallpaper	When the "pebble" option, is chosen, it comes back "Commercial Wallpaper"	3	1
⭐ 12	Designer Interface: Wallpaper	When navigating back to the Fabric tab, most settings are lost	3	3
⭐ 13	Designer Interface: View Original	When viewing original file, user must click the "Back" text link. (Back button in browser sends users to the homepage)	3	3

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Recommendations

Finding 1 : Finding where to upload designs

Depending on company priorities, consider redesigning elements on the homepage so that it is more obvious that users can upload/create their own designs.
Severity: 3 (high)   Ease of fix: 3 (high effort)

Finding 2 : Using the upload screen

Simplify this screen so that the only task for users is selecting their image, verifying the copyright, and uploading. The promotional copy in the right column is not needed on this task-oriented page.
Severity: 1 (low)   Ease of fix: 1 (low effort)

Finding 3 : Choosing a fabric

List the fabrics in alphabetical order.
Severity: 2 (moderate)   Ease of fix: 1 (low effort)

Finding 4 : Understanding the "center" feature

No fix is recommended for this issue, since the preview accurately shows the user what the result of centering the image will be.
Severity: 1 (low)   Ease of fix: 0 (won't fix)

Recommendations

Finding 5 : Using the "repeat" feature

All users were able to understand and use the controls regarding creating a repeating design. This interface element is successful!

Severity: 0 (non-issue)   Ease of fix: 0 (won't fix)

Finding 6 : Changing the design size

The function of the "Bigger" and "Smaller" buttons were not always clear to users. Consider exploring alternative ways to show/communicate what this control does. This may require going back to the UX phase.

Severity: 1 (low)   Ease of fix: 3 (high effort)

Finding 7 : Using the "Change DPI" control

This part of the interface was confusing to all participants. Consider exploring alternative ways to show/communicate what this control does. This may require going back to the UX phase.

Severity: 2 (moderate)   Ease of fix: 3 (high effort)

Finding 8 : Numbered headings in design interface

Put these steps at the top of the column if it is intended that they be completed first. Otherwise, don't number the steps. OR, require that the user select a fabric before allowing the amount to be selected.

Severity: 1 (low)   Ease of fix: 2 (moderate)

Recommendations

Finding 9 : Wallpaper sizing and DPI

Consider making the interface for changing DPI on fabrics and on wallpaper consistent. Note: this depends on the fix for Finding 7.
Severity: 1 (low)   Ease of fix: 3 (high effort)

Finding 10 : Wallpaper list entries

Change the formatting of the list so that non-clickable list items are further differentiated, perhaps by a background color or by indenting the selectable options.
Severity: 1 (low)   Ease of fix: 1 (low effort)

Finding 11 : Wallpaper item changes its name

Choose one name for "Commercial Wallpaper" or "Non-Pasted Traditional Pebble" and use it consistently.
Severity: 3 (high)   Ease of fix: 1 (low effort)

Finding 12 : Loss of settings between Fabric and Wallpaper

Ensure that values that users have entered remain selected when moving between these panels of the interface..
Severity: 3 (high)   Ease of fix: 3 (high effort)

Recommendations

Finding 13 : Back button problem with "View Original"

Change the "view original" functionality so that users can use the browser's "Back" button to return to the designer interface, as well as using the "Back" text links.
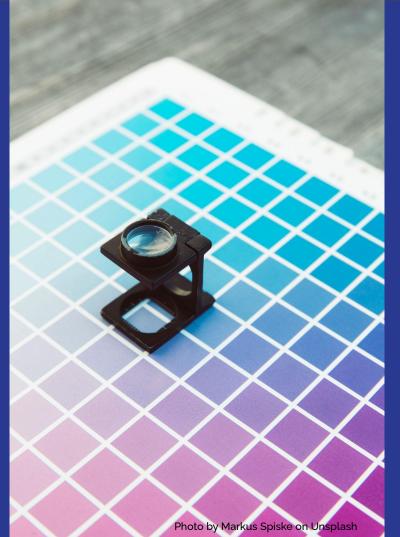Severity: 3 (high)   Ease of fix: 3 (high effort)

Thanks!

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Appendix

Usability Test Plan

Spoonflower website: custom fabric designer interface
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TCID 574G-50 Usability and User Experience

Design of User Experience (DUEX) Certificate
Technical Communication Master's Program
Metropolitan State University, October 2021

Table of Contents

1. Introduction

1.1 Overview of product and its users

Spoonflower.com is a website for a business founded in 2008 that does custom printing on fabric for apparel and home décor, as well as wallpapers and other products. Customers can shop from a huge library of designer-created graphics, with a portion of the proceeds going to the designer. Customers can become designers and submit graphics to be printed on fabric, wallpaper, or other products, either to purchase for themselves, or to make public and allow other customers to purchase products that are based on their surface designs. With headquarters in Durham, North Carolina and Neukölln, Germany, Spoonflower prints the designs on demand digitally using specialized large-format inkjet printing technology.

There are two main types of users: the customer who browses designs and purchases from the site, and the member-designer who creates designs either to purchase privately, or to offer for sale to other customers.

1.2 User type for our test

The primary user type for this usability test is a design student or aspiring textile designer who is interested in having their work printed on different materials, but who has not yet experimented with on-demand textiles or similar services. This user is familiar with graphic design applications such as Adobe Illustrator and knows how to prepare files for print in a traditional graphic design context. The target user is also experienced with online interfaces, although they have not used this one before the test.

1.3 Purpose/objectives for test

This test will concentrate on the interface for uploading and adjusting a custom graphic and tasks will cover the process from sign-up to purchase of the final product. Through this testing, we hope to identify any rough spots or points of failure for users attempting to get their designs produced for the first time. Specific goals include signing up as a designer-member, uploading a graphic to the creator interface, adjusting the placement or repeat properties of the graphic, choosing a fabric or product to be printed, and preparing to check out after finalizing their order.

2. Methodology

2.1 Briefing/Introduction

Before the test, the user will fill out the background/screening questionnaire (appendix 4.1). The test will begin with an introduction from the moderator (using the script provided in appendix 4.4). We will then have time for user questions before starting the test tasks.

2.2 Tasks

The user will be asked to choose a vector graphic of their own to upload for the test; they should know that the over-arching objective will be for them to configure and purchase a length of fabric with their design printed on it.

Tasks for the user will be introduced as follows:

1. Visit the homepage of the site. Determine what your next steps would be towards creating printed fabric to purchase. What would you do to get started?
2. Using one of your own Adobe Illustrator files, start designing some fabric on the site.

3. Choose to purchase 2 yards of Linen Cotton Canvas (this will change the preview display). What do you think of the fabric selection experience? Does it make sense?
4. Imagine you want to make the images smaller. What action would you take? Did that do what you expected? How would you go back to the way it was before?
5. Change the "repeat" setting to "half-brick." Can you describe what changed about the design? Was it what you expected to happen?
6. Change the "repeat" setting to "half-drop." Can you describe what changed about the design?
7. Change the DPI to 300. Did this do what you expected? Why or why not?
8. What if you wanted to make this a wallpaper instead? Can you do that on this page?
9. Explore the wallpaper settings. Please talk about your impressions as you work with this part of the tool.
10. Go back to designing fabric.
11. Order 2 yards of Linen Cotton Canvas.
12. Add the purchase to your cart, and then view your cart.

2.3 Logistical details

2.3.1 Testing facility, equipment, and software
Testing will be conducted remotely via Zoom conferencing software. The user and the moderator will be on laptop computers (Windows or Mac) and the test will be conducted in Firefox. The user will share their screen and video, along with voice. The test will be video recorded by the moderator so that it can be analyzed after testing is complete.

2.3.2 Number of participants
Five users will be selected for this usability test. The users will be selected from a group of undergraduate graphic design students.

2.3.3 Duration of test sessions
Test sessions are targeted to last 25-30 minutes. Testing will be conducted between Nov. 1-15, 2021.

2.3.4 Data to be collected
In addition to the background questionnaire, users will be asked to fill out a post-session questionnaire (both documents are included in the appendix). In addition, the session will be recorded so that moderators can collect and refer to qualitative feedback from users as they navigate the test tasks. Since video of the users (as well as their screens) will be recorded, limited body language and facial expressions will be observable and may add to the overall impression conveyed by the test user.

2.4 Debriefing/Closing
After the user completes the test, they will be asked to fill out the post-test questionnaire. After time for any additional questions on the part of the moderator or the user, the session will be concluded

3. Bibliography

Barnum, Carol. (2011). Usability testing essentials. Burlington, MA: Morgan Kaufman. Chapters 5, 6.

Krug, Steve. (2014). Don't Make Me Think Revisited: A Common Sense of Approach to Web and Mobile Usability. Chapter 9.

4. Appendices

4.1 Screener
Users must pass this screener to be considered for this usability test.

- Have you used Spoonflower.com's design tool before? (If yes, terminate)
- Are you familiar with Adobe Illustrator and/or Photoshop? (If no, terminate)
- Do you understand what "150 DPI" means? (If no, terminate)

4.2 Background questionnaire

The background questionnaire will administered via Google Forms. The form will contain the following questions/fields:

- Full Name (text field)
- Age Range (Pull-down menu options: 18-25, 26-35, 36-45, 46+)
- Have you ever uploaded original designs to the internet to be printed or otherwise purchased? (Yes, No)
- If you answered yes to the previous question, what was the product? (text field)
- Do you plan to order custom printed textile designs in the future? (Yes, No, Maybe)
- How familiar are you with fabric and sewing terms (Very familiar, Somewhat familiar, Not familiar)
- Have you ever bought fabric for a creative project? (Yes, No)
- If you answered yes to the previous question, have you ever bought fabric over the internet? (Yes, No)

Link to questionnaire: https://forms.gle/fjRGeDZHgGGVzCdx6

4.3 Post-session questionnaire

These questions were adapted from http://www.usability.gov/how-to-and- tools/methods/system-usability-scale.html.

The following questions will be administered via Google Forms using a 1-5 Likert scale (Strongly Disagree to Strongly Agree):

- Full Name (text field)
- I think that I would like to use this website frequently.
- I found the website unnecessarily complex.
- I thought the website was easy to use.
- I think that I would need the support of a technical person to be able to use this website.
- I found the various functions in this website were well integrated.
- I thought there was too much inconsistency in this website.
- I would imagine that most people would learn to use this website very quickly.
- I found the website very cumbersome to use.
- I felt very confident using the website.
- I needed to learn a lot of things before I could get going with this website.

Additional questions:

- What is your overall impression of this website? (text field)
- What is one thing you would change about this site? (text field)
- Would you return to this website on your own in the future? Why or why not? (text field)

Link to questionnaire: https://forms.gle/Q5zDGbx3V5GiR7mn9

4.4 Moderator's script

This script is adapted from https://www.sensible.com/downloads/test-script.pdf.

"Hi, _____. My name is _____, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

We're asking people to try using a website that we're working on so we can see whether it works as intended.

I am here to record your reactions and comments of the website you will view.

The session should take 25-30 minutes. The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done, I'll try to answer them then. And if you need to take a break at any point, just let me know.

Do you have any questions before we begin?"

4.5 Test metrics

Metric Title	Description
Successful Task Completion	Test user indicates they found answer or complete task goal
Critical Errors	Task goal is incorrect or incomplete
Non-Critical Errors	Errors that do not result in the test user's ability to successfully complete the task
Time on Task	Amount of time it takes to complete the task
Likes, Dislikes & Recommendations	Comments made during the test user of what the tester likes, dislikes, and recommends.

4.6 Observer form

This form can be found in chapter 5 of Carol Barnum's *Usability testing essentials* (2011).

Participant name		
Date/time of session		
Scenario/task	Issue/problem	Observer comments

4.7 Consent form

This form is adapted from a https://usability.gov resource.

I agree to participate in the study conducted by Kjrsten Holt for a class at Metro State University.

I understand that participation in this usability study is voluntary, and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

I understand that this experience will be recorded (my screen actions, webcam and voice will be recorded) for scoring purposes only, the video will not be shared or uploaded to the internet.

Please sign below to indicate that you have read and that you understand the information on this form and that any questions you might have about the session have been answered.

Date: _____

Please print your name: _____

Please sign your name: _____

Thank you!

We appreciate your participation.

4.8 Moderator's Checklist

- o User has confirmed time and date of test
- o User has completed the background questionnaire
- o User has signed the consent form
- o User has completed the test session with moderator
- o User has completed the post-session questionnaire
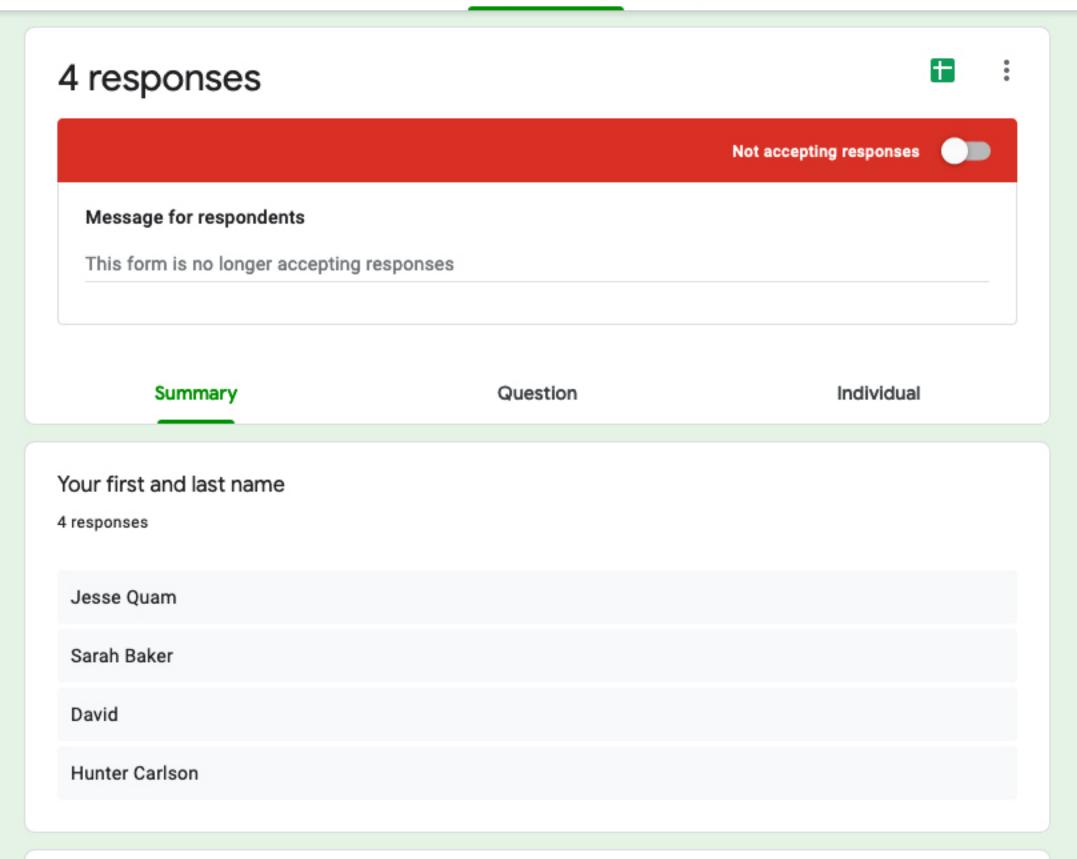- o User has been thanked for their time and participation

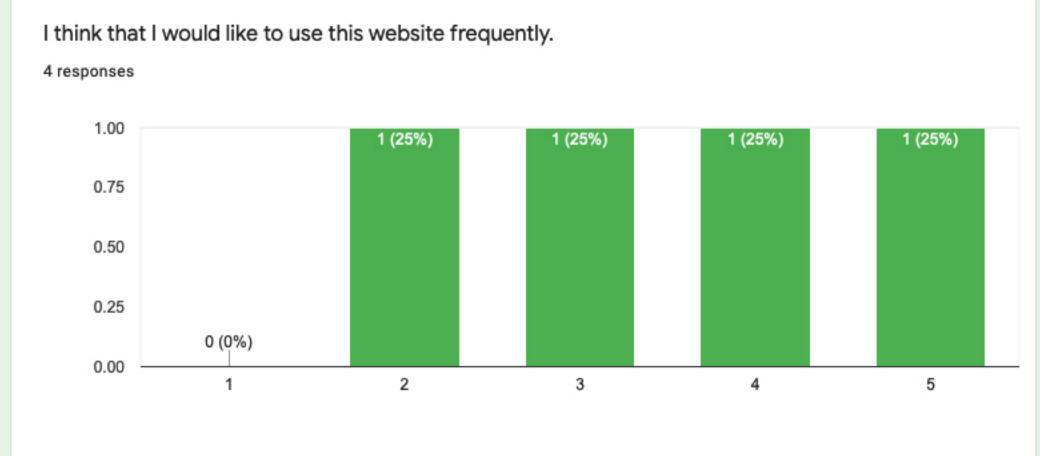| Finding	Part of interface	Problem	Severity (3 is most severe)	Ease of Fix (3 is most effort)	Recommendation	Quote	Participant
1	Finding where to upload designs	Looked for a long time under "Fabric"	3	3	Redesign and messaging on the homepage to emphasize custom designs and the ability to upload your own unique design. One user did not understand that this was possible, based on the homepage, and started searching existing designs instead.		1
		Found under Design & Sell	1	0	This is working well		2, 3
		Found in header link	0	0	This is working well		4
2	Upload Screen	Right column was distracting	1	1	Simplify this page so that the main task is uploading the image	"I'm distracted by this stuff over he	2
4	Designer Interface: Repeat	Expected 'center' to stretch to fit	1	0	Since this accurately shows what will print, no fix is needed.		2
3	Designer Interface: Fabric	Choosing a fabric was difficult, not in alpha order	2	1	Put fabrics in alphabetical order		2, 3 and 4
5	Designer Interface: Repeat	Repeat settings were well understood	0	0	Well done, keep this		all
6	Designer Interface: Design Size	Bigger and Smaller were confusing	1	3	Start from scratch with user testing to make sure this is intuitive		all
7	Designer Interface: Change DPI	"Change DPI" was universally confusing	2	3	Start from scratch with user testing to make sure this is intuitive		all
8	Designer Interface: Numbered Headings	If 1 and 2 are supposed to be completed first, users aren't doing it	1	2	Put these steps at the top of the column if it is intended that they be completed first. Otherwise, don't number the steps. OR, require that the user select a fabric before allowing the amount to be selected.		all
9	Designer Interface: Wallpaper	There is no option to change DPI, which was confusing	1	3	Consider making the fabric and wallpaper size controls consistent		2, 4
10	Designer Interface: Wallpaper	The list of wallpapers has non-clickable options within it	1	1	Consider making the headers have a different background color or indent the clickable choices so that it is clear that these are categories, rather than options in the list		1, 3
11	Designer Interface: Wallpaper	When you choose the pebble option, it comes back "Commercial Wallpaper"	3	1	Change it so that the names are the same in the list and when the item is selected		2
12	Designer Interface: Wallpaper	When you go back to Fabric, all your settings are wiped out	3	3	Keep the user's settings when switching between wallpaper and fabric		all
13	Designer Interface: View Original	When you click the link to view your original file, you must click the "Back" text link. If you click the Back button in the browser, you are sent back to the homepage!	3	3	Ensure that the back button works in this situation, or open the "original view" in a new browser window.		all

Questions   **Responses** 4   Settings

4 responses

Not accepting responses 🔘

Message for respondents

This form is no longer accepting responses

Summary   Question   Individual

Your first and last name

4 responses

Jesse Quam
Sarah Baker
David
Hunter Carlson

I think that I would like to use this website frequently.

4 responses

I found the various functions in this website were well integrated.

4 responses
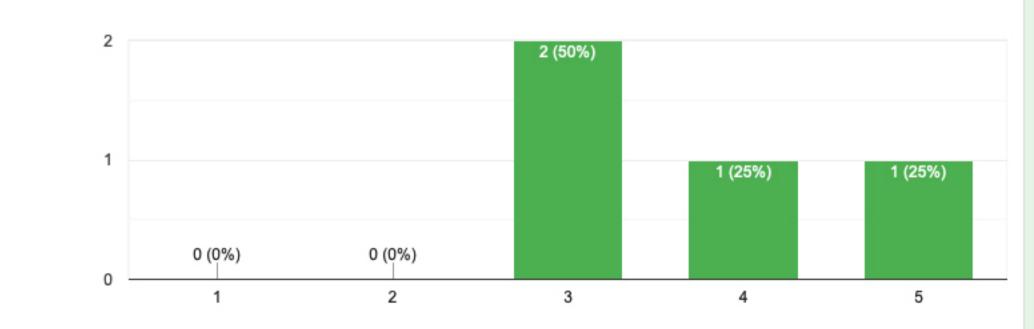
Bar chart:
- 1: 0 (0%)
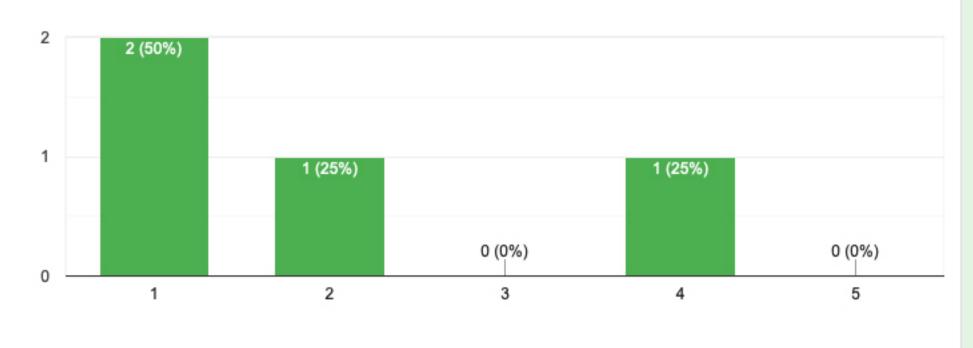- 2: 0 (0%)
- 3: 1 (25%)
- 4: 2 (50%)
- 5: 1 (25%)

I thought there was too much inconsistency in this website.

4 responses

Bar chart:
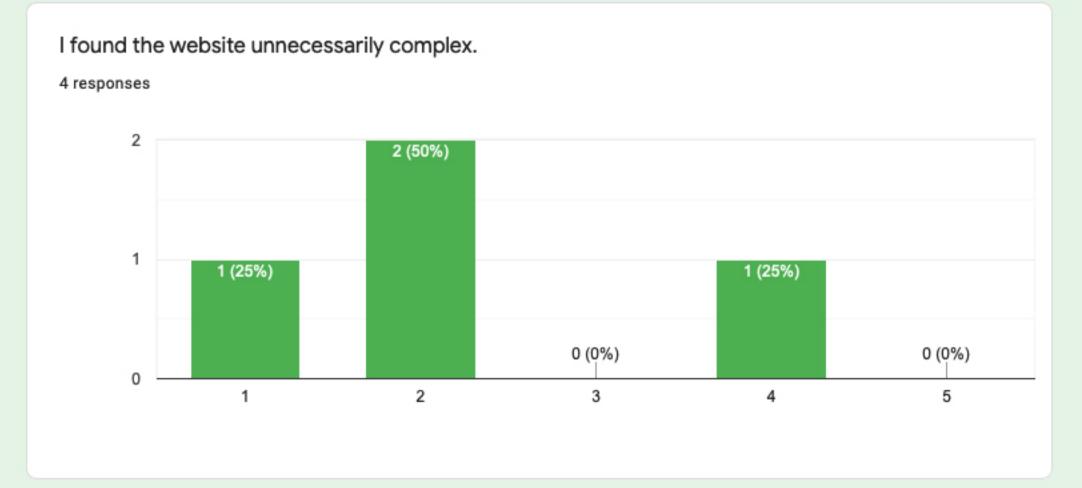- 1: 2 (50%)
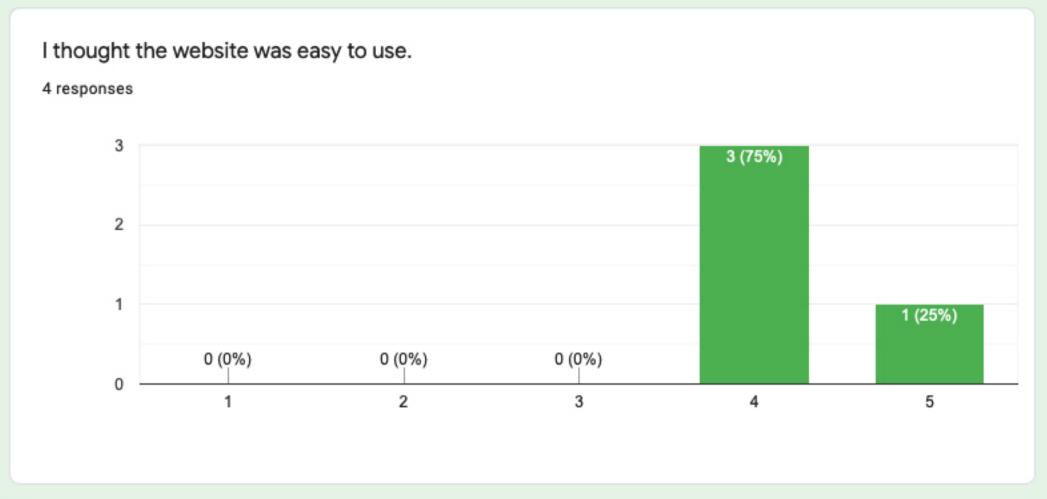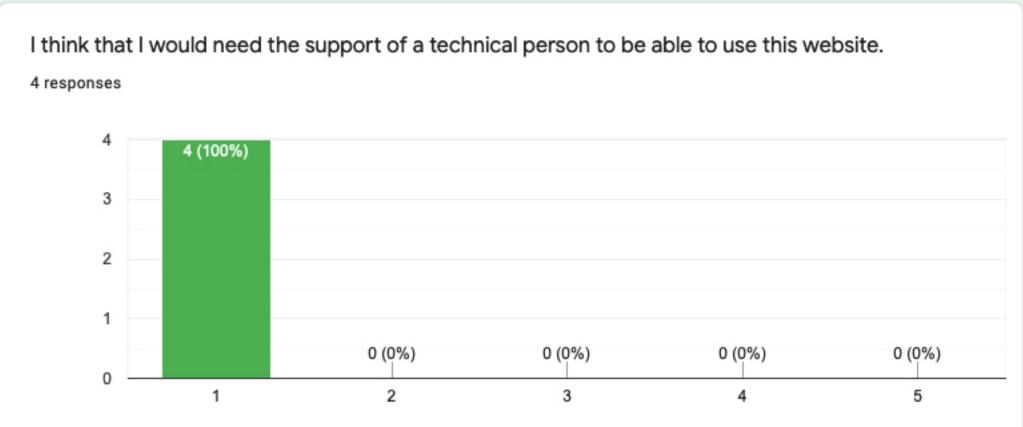- 2: 1 (25%)
- 3: 0 (0%)
- 4: 1 (25%)
- 5: 0 (0%)

I would imagine that most people would learn to use this website very quickly.

4 responses

Bar chart:
- 1: 0 (0%)
- 2: 0 (0%)
- 3: 2 (50%)
- 4: 1 (25%)
- 5: 1 (25%)

I found the website unnecessarily complex.

4 responses

Rating	Count
1	1 (25%)
2	2 (50%)
3	0 (0%)
4	1 (25%)
5	0 (0%)

I thought the website was easy to use.

4 responses

Rating	Count
1	0 (0%)
2	0 (0%)
3	0 (0%)
4	3 (75%)
5	1 (25%)

I think that I would need the support of a technical person to be able to use this website.

4 responses

Rating	Count
1	4 (100%)
2	0 (0%)
3	0 (0%)
4	0 (0%)
5	0 (0%)

I found the website very cumbersome to use.

4 responses

Bar chart showing responses on a scale of 1 to 5:
- 1: 1 (25%)
- 2: 2 (50%)
- 3: 0 (0%)
- 4: 1 (25%)
- 5: 0 (0%)

I felt very confident using the website.

4 responses

Bar chart showing responses on a scale of 1 to 5:
- 1: 0 (0%)
- 2: 0 (0%)
- 3: 1 (25%)
- 4: 3 (75%)
- 5: 0 (0%)

I needed to learn a lot of things before I could get going with this website.

4 responses

Bar chart showing responses on a scale of 1 to 5:
- 1: 2 (50%)
- 2: 1 (25%)
- 3: 0 (0%)
- 4: 1 (25%)
- 5: 0 (0%)

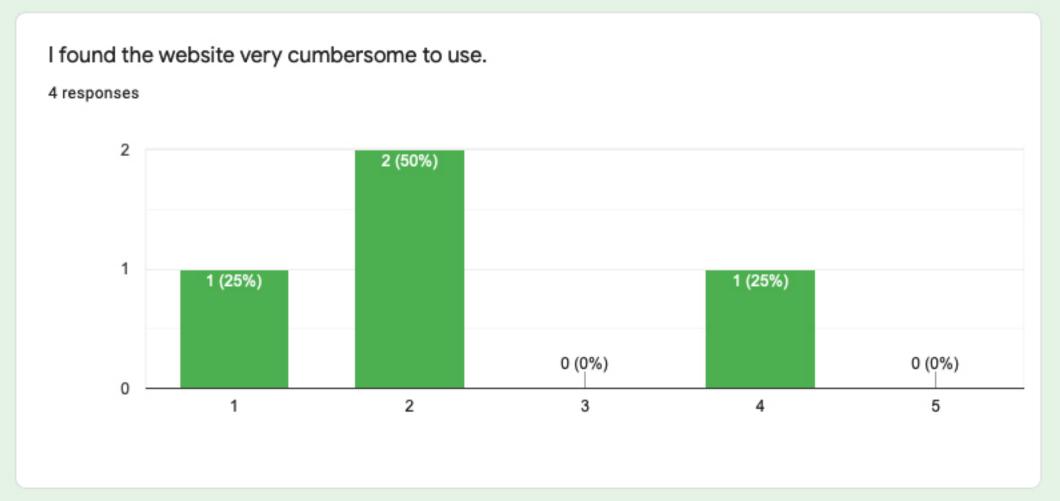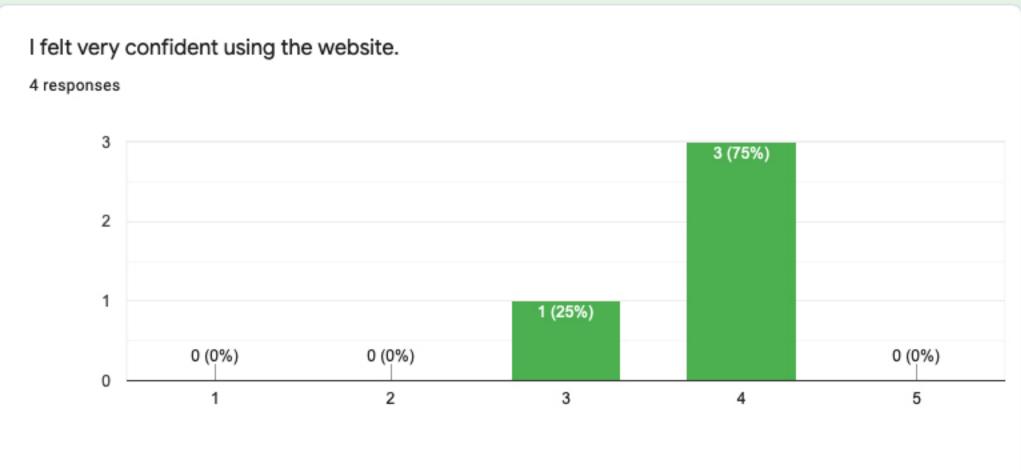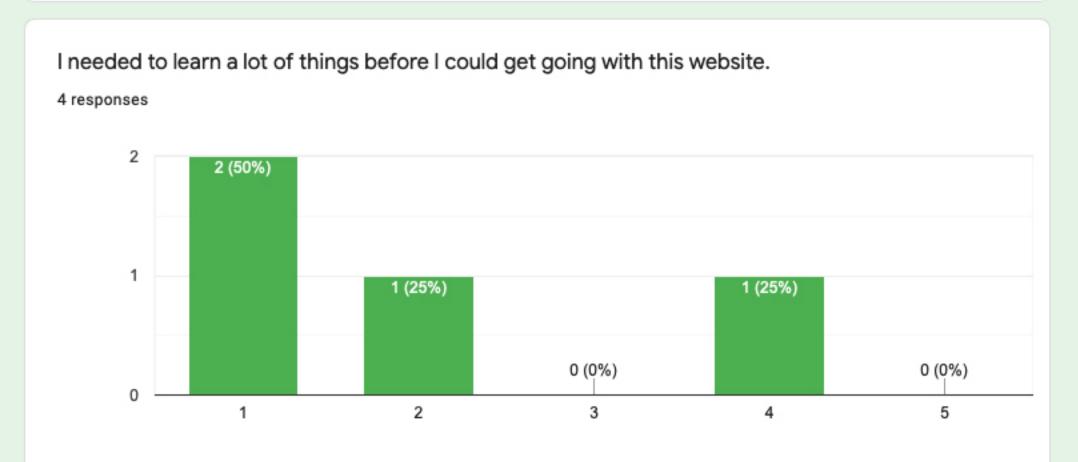## What is your overall impression of this website?

4 responses

I thought this website would be useful in achieving my goal to create my own custom fabric.

It is a bit overbuy and complicated, but does what it intends to do.

It was easy to navigate, manipulate my image and order fabric.

I'm not sure whether this site is more interested in people shopping for and buying already existing designs, or in offering the opportunity for people to make their own creations. It seems like a well-organized site, I'm impressed with how many designs are available.

What is one thing you would change about this site?

4 responses

Create a *Custom Fabric link in the main navigation in the *Fabric dropdown menu.

Less information on screens, maybe more tooltips instead?

A change to retain fabric selection and image size when switching between fabric and image tabs.

I would make it more obvious on the homepage that you can upload your own artwork and create whatever you want. That seems like the biggest unique thing about the business.

Would you return to this website on your own in the future? Why or why not?

4 responses

Yes, I would because you can create your own wall paper designs for your home.

Yes, if I need custom-printed fabric for a project

Yes, I would return to it to visualize potential designs.

Yes, I think I want to design some fabric from my designs.