Feedback from users

1. First impression of the website

I asked interviewees to look at the site for five seconds and then asked them two questions to test their first impressions.

Q 1 : What do you think this website does?
Tester 1: At first glance, I knew that this was a website for making milk, but it was not clear whether it was for milk evaluation or buying milk.
Tester 2 : Popularize knowledge related to milk .
Tester 3 : A website that makes milk recommendations .
Tester 4: It should be a test website of different milks.
Tester 5 : A website for popular science introduction .

Conclusion: In view of this, I think that some users have deviations in website positioning, and I should make the website positioning more clear on the title.

Q2 : Which part did you pay attention to first?
Tester 1: The slideshow.
Tester 2: The slideshow.
Tester 3 : The slideshow.
Tester 4 : The slideshow.
Tester 5 : The slideshow.

Conclusion: The testers all stated that the first thing they pay attention to is the slideshow (the picture saw by each tester may not be the same). Later, they began to pay attention to the headline and navigation bar of the top website. In view of this, I think it is necessary to present more effective information on the slideshow.

2. Other optimization suggestions

1. The nine brands in the "famous brand" category are just for display. Do you consider adding an interactive design to each brand?

2. The three small categories in the "personal recommendation" category are not displayed on the phone. The interface presentation on the mobile phone needs to be optimized.

3. The spelling of "meaasge" in "Contact Us" category should be the "message" .

4. There are both Traditional Chinese and Simplified Chinese in the footer. It is recommended to be unified.