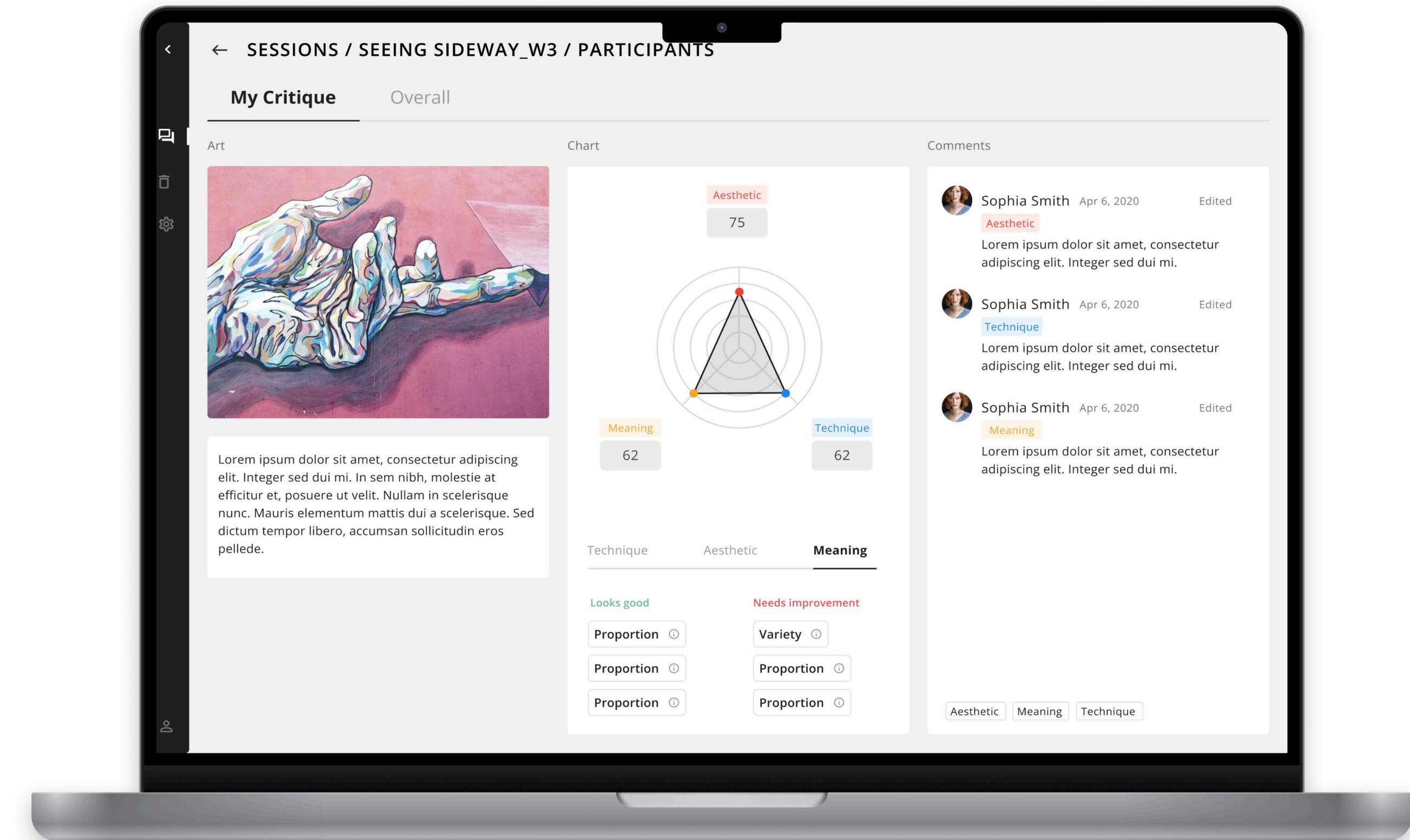


Nuanceo - Art Critique App

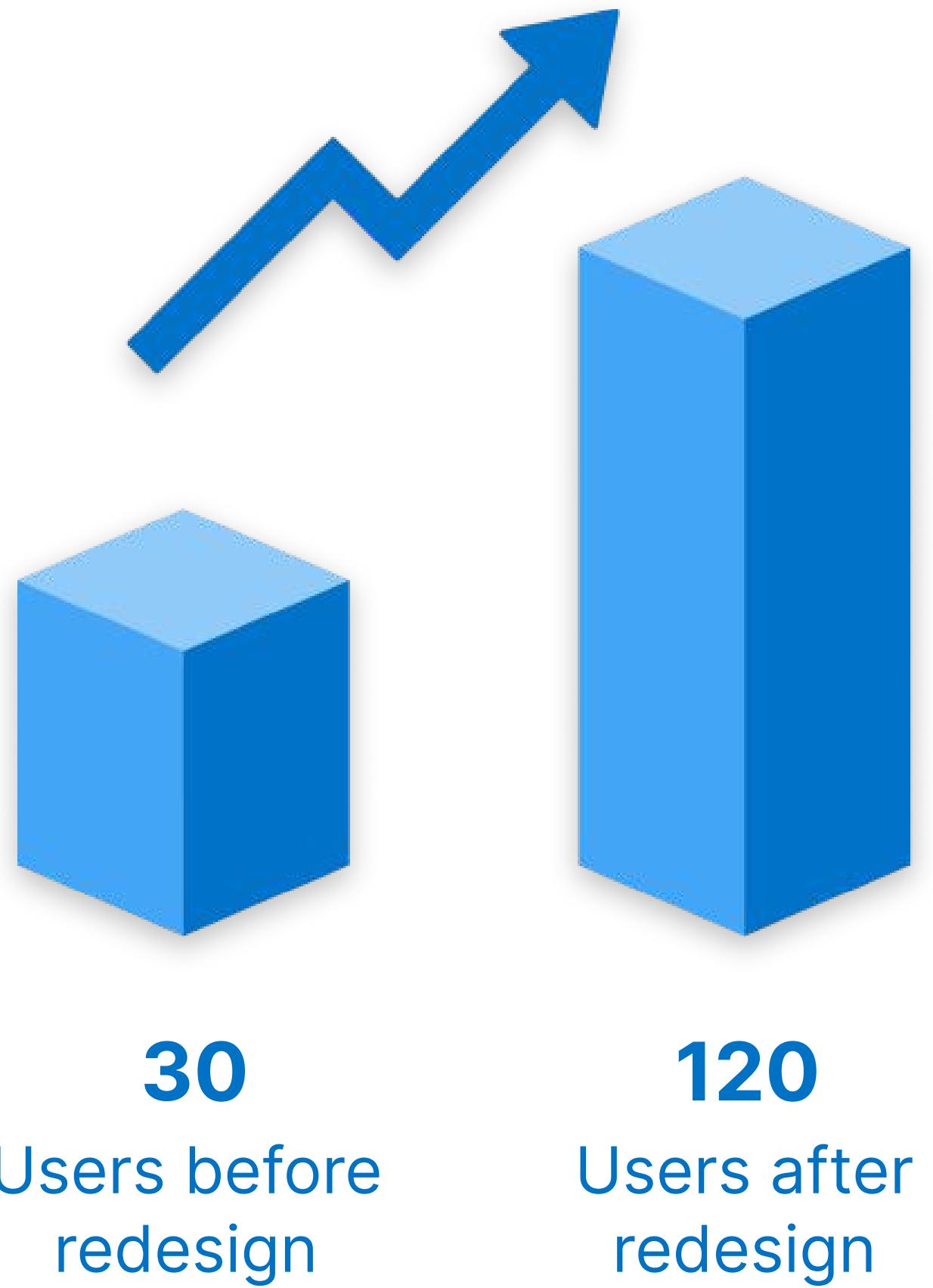
Introduction

- Web application.
- Effective critique on their artwork
- Based on a concept by Prof. Jacob Dobson
- Under testing at Indiana University



Results

- Reduced task completion time by 30%
- 4× user growth post-redesign
- Presented at two U.S. conferences



Why did I redesign?

The Problem

- Optimizing User Flow
- Incorporating User Feedback
- Minimize clicks and task duration.
- Improve UI components



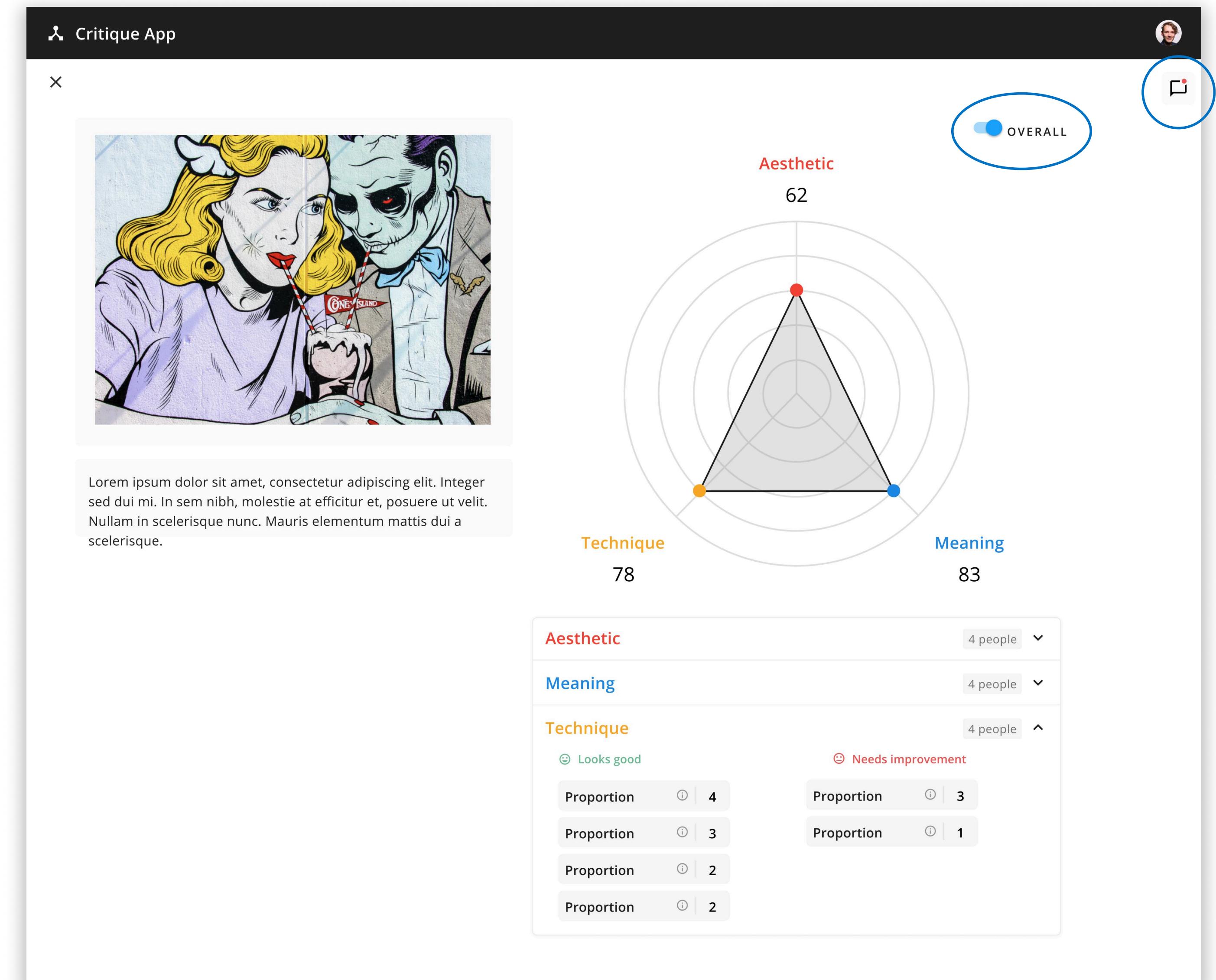
user interview



quantitative data

Low Discoverability of Action

Usability issues #1



Information Imbalance

Usability issues #2

The screenshot shows a session titled "Seeing Sideway / Week 3". The sidebar on the left includes links for SESSION, TRASH, and SETTINGS. The main content area displays the session title, a "Week 3" section, and two text blocks. The first text block contains placeholder text about a critique session. The second text block lists two numbered items, each containing placeholder text. A "SUBMIT" button is located at the top right of the main content area.

The screenshot shows a "Create a Session" form. The sidebar on the left has "SESSIONS" selected. The main form includes fields for "Enter a Title" and "Add a Description". Below these, a "Session Settings" section contains fields for "Due Date" and "Time", "Available From", and "Available Till". A "Submission Requirements" section is highlighted with a blue border, containing options for "File Upload" (with "Yes" and "No" checkboxes), "Caption" (with "Yes" and "No" checkboxes), and "Attempts Allowed" (with a text input field). At the bottom, there are "Add People" and "Type Participant Name or Email" fields, along with "CANCEL" and "SAVE" buttons.

Poor Navigation

Usability issues #3

The image displays two screenshots of a mobile application titled "Critique App".

Screenshot 1: This screen shows a critique form for a submission by "Steven". It features a circular rating scale with concentric rings, labeled "Aesthetic" at the top and "Technique" at the bottom. There are also "Meaning" and "Emotion" labels near the bottom right of the scale. Below the scale is a text area containing placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sed dui mi. In sem nibh, molestie at efficitur et, posuere ut velit. Nullam in scelerisque nunc. Mauris elementum mattis dui a scelerisque." At the bottom are "CANCEL" and "SUBMIT" buttons.

Screenshot 2: This screen shows a continuation of the critique process. It includes a slider for rating the submission from 0 to 100, with the current value set to 0. Below the slider is another text area with the same placeholder text. To the right, there is a section titled "Technique" with a list of keywords: Emphasis, Proportion, Variety, Unity, Movement, Contrast, and Brightness. Each keyword has a small circular icon next to it. There are also two categories: "Looks good" (indicated by a green smiley face) and "Needs improvement" (indicated by a red frowny face). At the bottom is a text input field labeled "Optional" and a "SAVE" button.

A blue double-headed vertical arrow is positioned between the two screenshots, indicating a lack of clear navigation or flow between them.

Excessive Scrolling

Usability issues #4

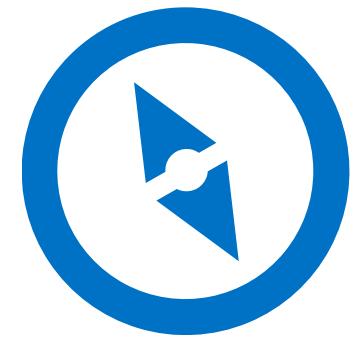
Critique App

The Critique App interface displays a comic book illustration of a woman with blonde hair and a man with a pale face and red eyes. Below the image is a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sed dui mi. In sem nibh, molestie at efficitur et, posuere ut velit. Nullam in scelerisque nunc. Mauris elementum mattis dui a scelerisque." To the right is a circular rating chart with three points: Aesthetic (62), Technique (78), and Meaning (83). A legend indicates that blue dots represent the overall score. At the bottom is a detailed breakdown of the scores for each category.

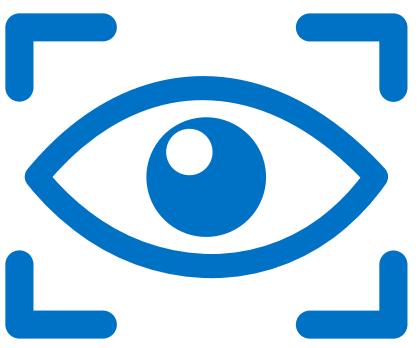
Category	Score	Notes
Aesthetic	62	
Meaning	83	
Technique	78	
Aesthetic	4 people	Looks good
Meaning	4 people	Needs improvement
Technique	4 people	Proportion: 4 (1)
		Proportion: 3 (1)
		Proportion: 2 (2)
		Proportion: 2 (1)

Usability Issues

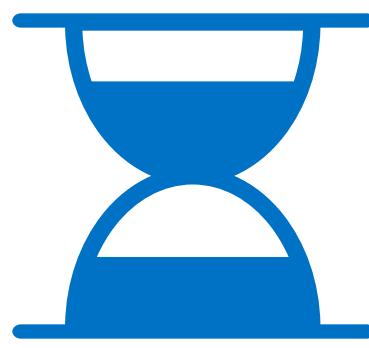
Summary



Navigation Issues



Lack of system status visibility



Low Learnability

Dashboard View

Solution

The screenshot shows the Critique App dashboard with a dark theme. The left sidebar has buttons for SESSIONS (which is selected), TRASH, and SETTINGS. The main area has a search bar, a dropdown for 'All owners', and a '+ CREATE' button. A table lists sessions:

Name	Available During	Owner	Submission
Seeing Sideway	Aug 24, 2020 12:00 AM - Dec 20, 2020 11:59 PM	Jacob Dobson	
Week 1	Sep 30, 2020 1:00 PM - Sep 30, 2020 3:00 PM	Jacob Dobson	Late
Week 2	Oct 7, 2020 1:00 PM - Oct 7, 2020 3:00 PM	Jacob Dobson	Late submitted
Week 3	Oct 14, 2020 1:00 PM - Oct 14, 2020 3:00 PM	Jacob Dobson	Due on Oct 13 11:59 PM
Week 4	Oct 21, 2020 1:00 PM - Oct 21, 2020 3:00 PM	Jacob Dobson	Due on Oct 19 11:59 PM
Workshop B	Oct 7, 2020 12:00 AM - Oct 9, 2020 11:59 PM	me	Due on Oct 6 11:59 PM

Before

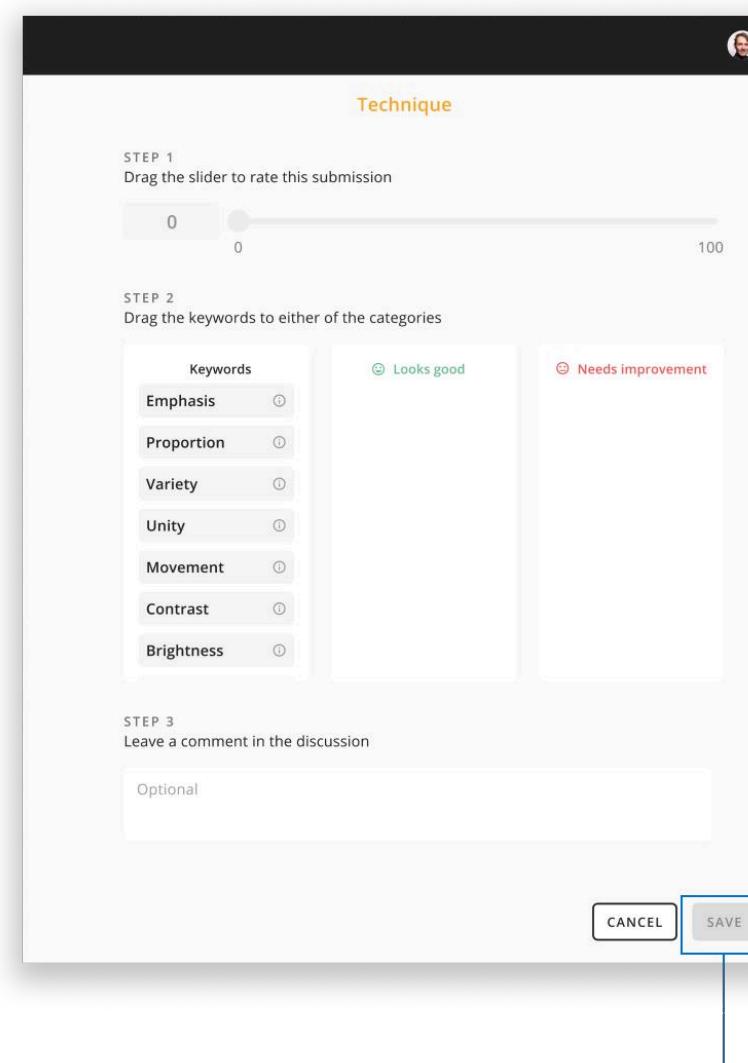
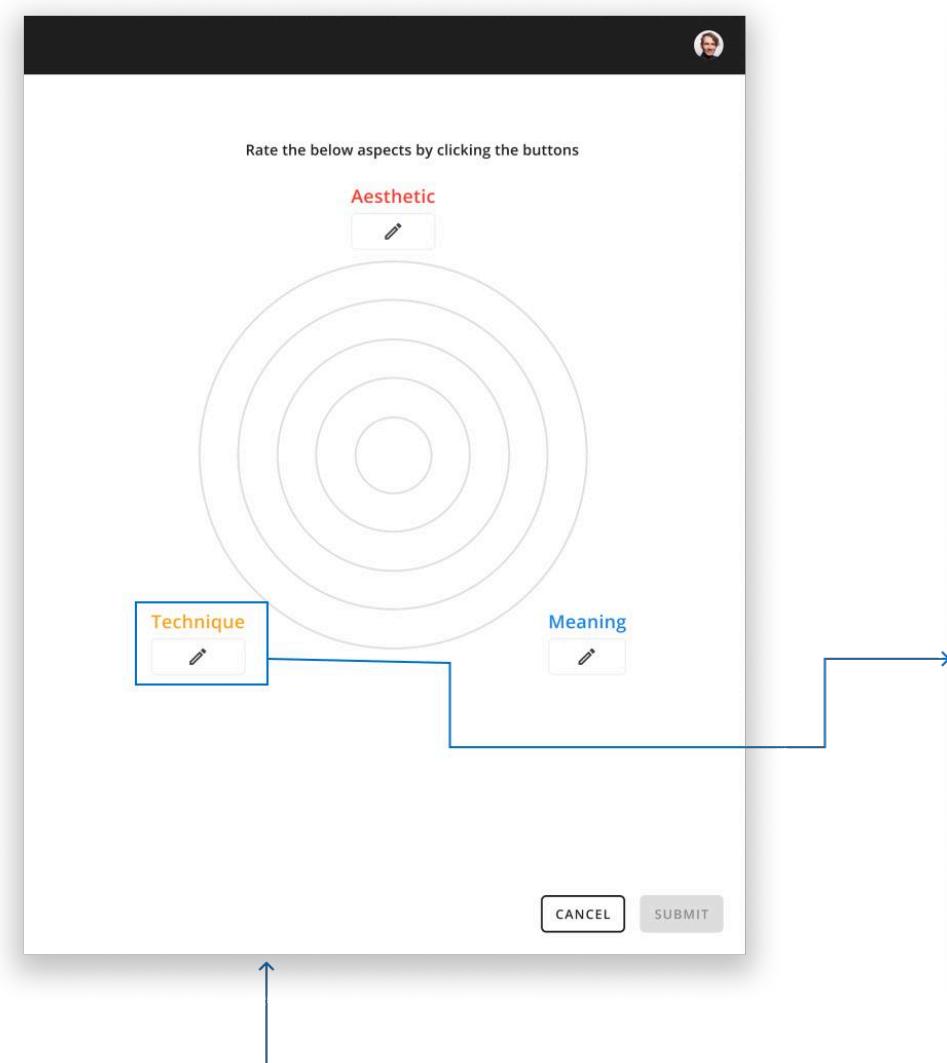
The screenshot shows the NUANCEO dashboard with a light theme. The left sidebar has buttons for SESSIONS (selected), TRASH, and SETTINGS. The main area has a search bar, a dropdown for 'All owners', and a 'Create Session' button. A table lists sessions:

Name	Available During	Owner	Submission
Sculpture 101	Aug 24, 2020 12:00 AM - Dec 20, 2020 11:59 PM	Jacob Dobson	
Seeing Sideway_W1	Sep 30, 2020 1:00 PM - Sep 30, 2020 3:00 PM	Jacob Dobson	Late
Seeing Sideway_W2	Oct 7, 2020 1:00 PM - Oct 7, 2020 3:00 PM	Jacob Dobson	Late submitted
Seeing Sideway_W3	Oct 14, 2020 1:00 PM - Oct 14, 2020 3:00 PM	Jacob Dobson	Due on Oct 13 11:59 PM
Seeing Sideway_W4	Oct 21, 2020 1:00 PM - Oct 21, 2020 3:00 PM	Jacob Dobson	Due on Oct 19 11:59 PM
Workshop A	Oct 7, 2020 12:00 AM - Oct 9, 2020 11:59 PM	me	Due on Oct 6 11:59 PM

After

Critique Score

Solution



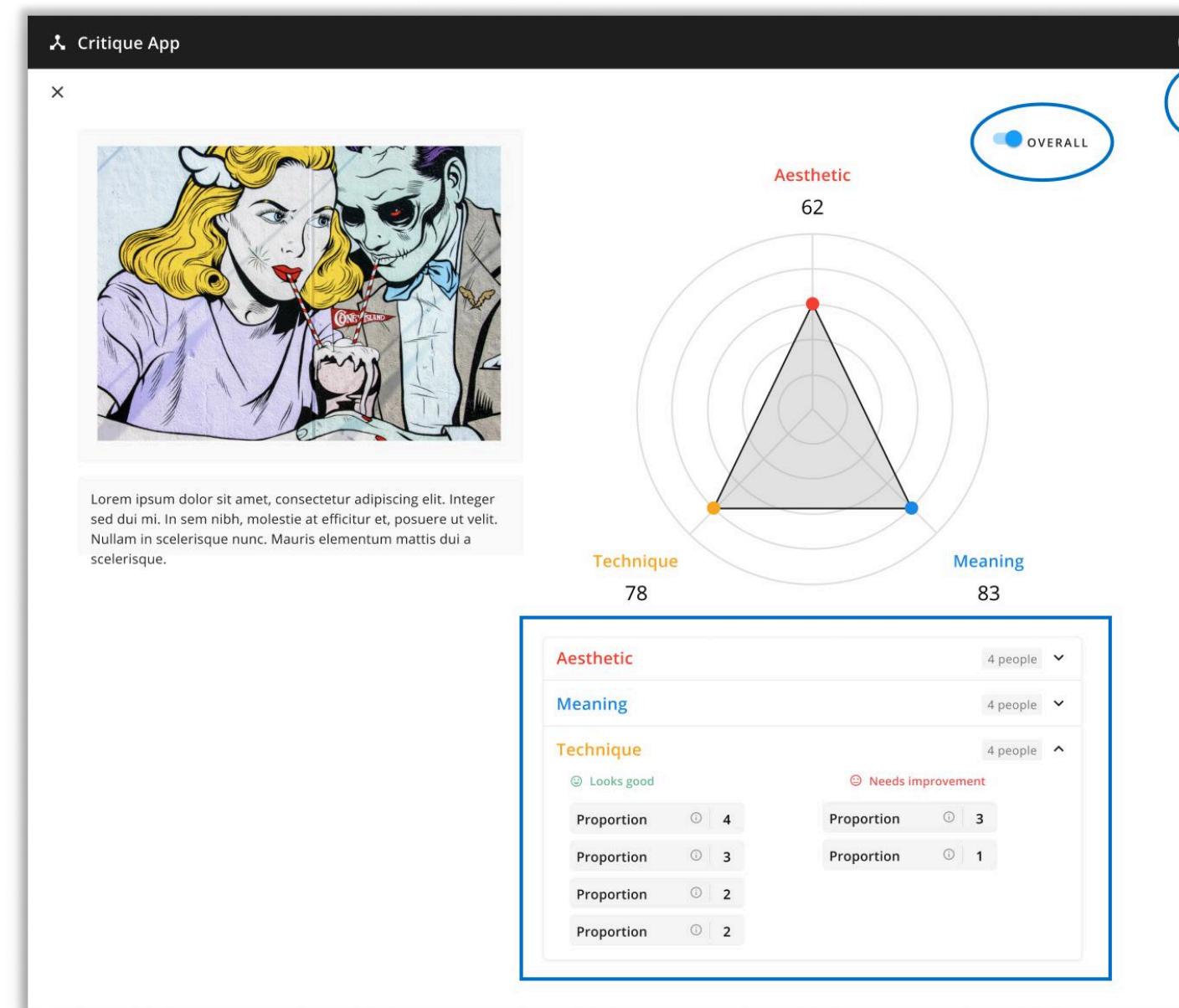
The final version of the critique interface is shown here. It features a clean design with a sidebar on the left containing icons for back, forward, and settings. The main area starts with a header: '← SESSIONS / SEEING SIDEWAY_W3 / PARTICIPANTS' and 'My Critique Overall'. Below this is a preview of an artwork showing a hand reaching out. The critique section is titled 'Critique' and includes tabs for 'Technique', 'Aesthetic' (which is selected and highlighted with a blue border), and 'Meaning'. Step 1: 'Drag the slider to rate this submission' has a slider set at 75. Step 2: 'Drag the keywords to either of the categories' shows a grid of five 'Proportion' items under 'Looks good' and one under 'Needs improvement'. Step 3: 'Leave a comment in the discussion' has a text input field with placeholder 'Write a comment...'. At the bottom are 'Next' and 'Submit Critique' buttons. A circular profile picture of a person is in the top right corner.

Before

After

Critique Score

Solution



Before

The figure shows a screenshot of the Critique App interface after refinement. The critique score card now has a higher overall score of 60. The detailed breakdown shows more granular feedback, such as specific proportion scores for different elements. The right side of the screen displays a preview of the artwork, a discussion board with comments from users like Sophia Smith and Sam Smith, and a navigation sidebar with icons for back, forward, and settings.

Category	Score	Details
Aesthetic	60	Looks good (4), Needs improvement (3)
Meaning	60	Needs improvement (4)
Technique	60	Proportion: 1 (1), 1 (1), 1 (1), 3 (1)

After

Learnings

- Research fuels iteration
- Real insights come from observation
- Good notes = better synthesis
- Good questions matter

