In-Class Focus Group

David Muñoz Jensen

Interactive Media Design

MTM6260_030 User Experience Design

General Feedback received:

Feedback #1
You can remove the map.
Shorten the text on the About page.

Feedback #2
Rather than a placeholder for your logo, add titles over the text box for the mobile version
Perhaps add colour to the map.

Feedback #3
Spacing on main header is funky.
Modify image used for yourself, a little low resolution for the size.
Watch contrast of placeholder text in Contact form.
Add labels to Contact form for accessibility and ease of use.
Map could be a bit higher contrast if deciding to keep it black and white.

Changes to Be Made Based on Feedback from the Focus Group

Map Removal and Color Addition:

Action: The map will be removed as suggested in Feedback #1. This decision is reinforced by Feedback #3's suggestion to add color if the map is kept. Removing the map will streamline the user experience and focus on the core functionalities of the platform.

Rationale: The feedback indicates that the map might not be adding significant value to the user experience or could be visually improved. However, considering the mixed feedback about the map (removal vs. enhancement), the decision to remove it is aimed at simplifying the interface, reducing distraction, and potentially improving page load times.

Text and Layout Adjustments:

Action: The text on the About section will be shortened to make the information more concise and accessible. In addition, adjustments will be made to the main header spacing to address the "funky" appearance mentioned in Feedback #3.

Rationale: Clear and concise information enhances user understanding and engagement. Correcting the spacing in the main header will improve the aesthetic appeal and professional look of the site.

Image and Contrast Enhancements:

Action: Replace the low-resolution image with a higher-quality one to ensure visual consistency across various display sizes. Contrast adjustments will be made for the placeholder text in the Contact form to improve readability.

Rationale: High-quality images contribute to a professional appearance, and appropriate contrast levels are crucial for readability and accessibility, aligning with web content accessibility guidelines (WCAG).

Form Accessibility Improvements:

Action: Labels will be added to the Contact form fields to enhance accessibility and ease of use, addressing the direct suggestion from Feedback #3.

Rationale: Form labels are essential for accessibility, helping users with assistive technologies navigate and understand form fields better. This change aligns with best practices for inclusive design.

Changes Not Being Made and Why

Adding Titles over Text Box for Mobile Version:

Decision Against: While the suggestion from Feedback #2 to add titles over the text box in the mobile version was considered, it has been decided to retain the current design for now.

Rationale: This decision is based on current design constraints and user testing that did not indicate significant confusion or usability issues with the existing layout. Continuous monitoring and user feedback will determine if this change becomes necessary in the future.

Assumptions and Validation

Before the Focus Group: It was assumed that the inclusion of a map and detailed text on the About page would enhance the user experience by providing more context and information.

Post-Focus Group Validation: The feedback received indicates that users prefer a more streamlined experience with concise information and a focus on usability over additional features like the map. This has validated the importance of simplicity, clarity, and accessibility in design, leading to a re-evaluation of initial assumptions.

This action reflects a balanced approach to incorporating user feedback, emphasizing improvements in usability, accessibility, and design while acknowledging areas where the initial strategy may remain unchanged due to strategic or practical considerations. Continuous user engagement and feedback will guide me for further iterations and enhancements to the website.