

FatWreck.com Website Redesign

WSP 1303

Nicole Aitchison

The following survey will be used to help me improve my redesign of Fat Wreck Chord's website. There are 10 short questions that ask you about the website design, layout, navigation, etc. Please answer them all honestly, there are no wrong answers!

Please note that the website is not finished yet. There are dead links and the forms don't actually do anything. You can't purchase items either.

Thank you very much for taking this survey!

Please view the website and then complete the survey.

Fat Wreck Chord's Redesign: <http://nlaitchison.github.com/WSP/project/index.html>

User Test Survey: <https://docs.google.com/forms/>

[Edit this form](#)

FatWreck.com Redesign - User Test

Please complete this form honestly, there are no wrong answers!

What device are you using to view the site?

- ☐ Computer
- ☐ Phone
- ☐ Tablet

What strikes your attention first?

What do you think the main purpose of the site is?

What is your initial impression of the layout and design?

1 2 3 4 5

Appears unfinished or incomplete ☐ ☐ ☐ ☐ ☐ Satisfies the site's intent and main audience

Who do you think would visit this site regularly?

Age, gender, interests?

Where would you go to join the mailing list?

Was it easy to find?

You're in a band and want to submit a demo, what page would you go to?

Was it easy to find out where to submit a demo?

Did you find the form on your first try?

Go to the "Bands" page then click on a band's picture. You should be on a band's profile page. Is there anything that this page is missing?

What would you expect to see on this page?

If you were interested in bands signed to Fat Wreck Chords, how often would you visit this site?

- ☐ Often
- ☐ Sometimes
- ☐ Once in a while
- ☐ Never

Comments/Suggestions

How can this website be improved?

Submit

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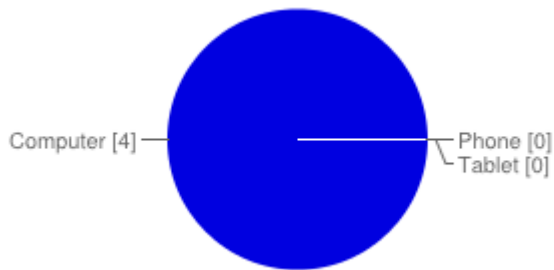
nlaitchison@gmail.com

[Edit this form](#)

4 responses

Summary [Publish analytics](#)

What device are you using to view the site?



Computer	4	100%
Phone	0	0%
Tablet	0	0%

What strikes your attention first?

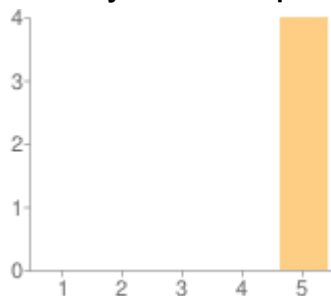
The awesome color combination and the grungy banner. The super cool skeleton looking thing! The Less Than Jake banner The colors of the site and the feature picture on the home page.

What do you think the main purpose of the site is?

To inform people about the record labels bands. It's a record company site. Most record companies have sites nowadays, for information and band promotions. It's 2013..

To promote bands signed by Fat Wreck Chords To get the latest news and updates on bands. Also to buy albums and merchandise dealing with the bands.

What is your initial impression of the layout and design?



1	0	0%
2	0	0%
3	0	0%
4	0	0%
5	4	100%

Who do you think would visit this site regularly?

People who enjoy music, mainly pop punk fans. Probably teenagers and people in their 20's. Any person with good musical taste ;) 16-28, m and f, younger audience into indie/underground bands People interested in that genre of music mainly teenagers to people up to 30.

Where would you go to join the mailing list?

footer Ze bottom! bottom of page, kind of easy to find, but also having it somewhere up top would be cool too The footer. Yes it was easy to find

You're in a band and want to submit a demo, what page would you go to?

contact "Contact" contact tab The contact page

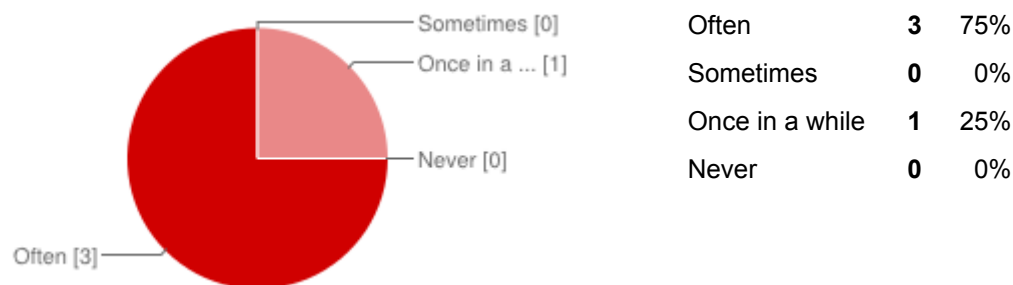
Was it easy to find out where to submit a demo?

Yup! Yes :) Yes, and yes Yes.

Go to the "Bands" page then click on a band's picture. You should be on a band's profile page. Is there anything that this page is missing?

Music player would be awesome. Negatory, ghost rider. It has merch, member names, a sample of their music, tour dates. The whole enchilada. Nothing is missing.

Everything I expected to see and more was on this page. Exceeded expectations Nothing is missing. I see a bio with its members and some of their records which is everything I would expect to see.

If you were interested in bands signed to Fat Wreck Chords, how often would you visit this site?

Comments/Suggestions

Fat Wreck Cords radio station music player. It's perfect. :) Nothing really. Overall great, and was better than I expected. Layout was perfect, and the flow/ease of use better than most sites I visit. It's great just as it is

Number of daily responses