Evaluation

We did user testing by finding college students at Northwestern and having them do tasks on our website. The majority of users we found were students who live in the dormitory Bobb. These students are looking for an apartment off campus near Northwestern for next year. Some of the people that we found are friends of ours but most of the people are random people in Bobb. Because the people are looking for a place to live off campus next year, they perfectly represent our target user population. After finding a user, we described the task we wanted them to complete. We showed the users our website and had the users navigate it themselves. The first critique we got was about the color scheme. They didn’t like how the color scheme on the whole page wasn’t consistent. The magnifying glass had a turquoise handle above the green button and the blue home above the gray button. We ended up changing this in our final iteration to make everything more consistent. The other issue one user had was if you clicked “details” and scrolled down then back up, he was caught in the google map and it zoomed in and out instead of scrolling. This issue comes from the map being interactive. When the mouse hovers over the map, the map becomes active. The user can move where the map is pointing to and the bird’s eye view height of the map. If the user wanted to scroll up or down on the page then they would have to move the mouse outside of the map area. This could be something that we decide to change in a later iteration but for now, we are leaving the map in the middle of the page. We thought it was a good idea to have a big map there because it puts everything in one place and makes it so we don’t have to have many pages to navigate all of the listings.