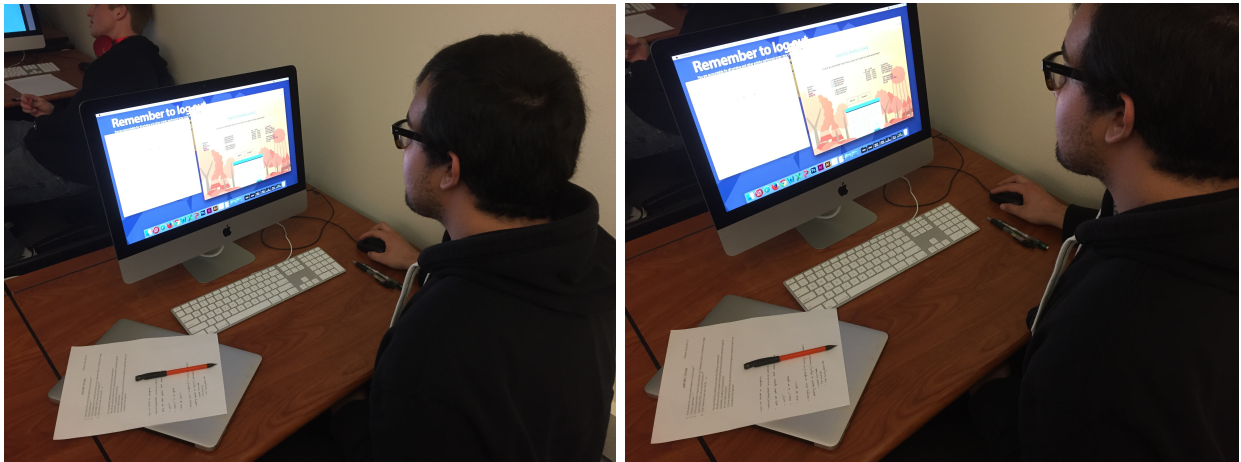


AUDIENCE TESTING RESULTS



In the first round of user testing, the user seemed to know what to do. They were able to accomplish all the tasks I had mentioned on the Audience Test Questions. They were able to see which apartments in Davis best suited their needs. One that the user did which I did not intend for them to do was that they clicked on the category boxes. This was a flaw in my design as the categories looked similar to the other buttons. Overall, they really liked the design of my website and thought it would be helpful to many students in Davis.

Some of the suggestions included:

- Making "Central" to "Central/Downtown"
- Gray out the other options that are not chosen
- Add "\$3000+" as an option for pricing
- Explore other check box options
- Add sounds or other interactive components to the graphics
- Other options → houses, backyard, suites, half-bathrooms

In the second round of user testing, the user was also able to complete the tasks I wanted them to do. The user did exactly what was told, so I didn't encounter many problems. Overall, they thought that the website was very useful.

Some of the suggestions included:

- Show the options they selected in the results page
- Make the options a sidebar that will refresh the results
- Make the website one page instead of separates so it works actively
- Keep previous options selected when the user goes back

I think the user testing helped a lot in terms of what I need to change about the design. The users gave me really great input as far as what I could improve on. I hope to incorporate most of the suggestions from both users into the final design.