CSC 642 842 HCI Fall 2021

Phase 5: Focus Group Feedback

SFSU Buy/Sell/Trade

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Made by Gators, for Gators

Team 12

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Content

Focus Group Meeting

First, we started by telling Team 11 what our website was going to be. We told them that we were making a platform that allows students from San Francisco State to buy, sell and trade their books. Students who want to sell their books will be able to create listings and buyers will be able to contact the seller. We presented our high fidelity design to them and showed them the screenshots of the webpage layouts we had created in Figma. We showed them how we expected our users to navigate through our webpage to use our website to complete our use cases. We showed them how a user would buy a book from a seller, how a user would create a listing to sell a book, get notified about changes in listings they follow and how admins can help keep the platform in check. We explained how certain pain points that we thought of inspired us to make each page look the way it did. We went through each of the pages for each of the use cases we created and asked if they believed that there was something out of place or missing from the page. If they thought that something was out of place or missing from the page, we asked what was making them feel that the page needed some sort of change and what their reasoning for this feeling was. We recorded what they wanted us to change and why in our notes. After that, we went back and forth with suggestions on how we can change these components to remedy this issue until they were satisfied with the changes. We repeated this process for each of the pages in each use case until we covered everything. Finally, we talked with our focus group about what we would change about the pages in general.

Feedback Summarization

Based on our high fidelity mock-ups, the testers gave us the following feedback:

<u>Header:</u>
- Our logo on the top left of all of our pages was too close to the "Create a Listing" button which made it look crowded.

<u>Homepage:</u>
- Our slogan *Made by Gators, for Gators* looked small compared to the rest of the homepage.
- Since our homepage contains only a search bar and buttons for creating listings, it looks empty compared to the rest of the pages. For example, when we search for an item, it shows a lot of products which makes it seem like we have plenty of things to offer. A similar feel for the homepage would be nice.
- Next to the search bar, we have a magnifying glass and a blue button that says "Search." This was confusing since both of them look like they could be pushed to search for an item.

<u>General Forms:</u>
- The size of the text next to the text boxes and in the confirmation buttons felt too small.
- Mandatory fields aren't marked, so it looks like nothing is required to register.

<u>Results Page:</u>
- The results page felt like it could use a button to quickly contact the seller and add to their wishlist so the user wouldn't have to take the extra step of going into the listing page.

<u>Admin Dashboard page:</u>
- The 3 panels on the dashboard were a bit wordy and confusing.
- They also felt that it would be useful to have numbers showing total items that need to be reviewed.
- The testers also thought it would be useful to have the titles of the listings link to the listing page that it refers to.

Overall plan on how to fix based on feedback: After getting the feedback from the other group, as per their feedback we will work on things that they have suggested such as the fonts making it a little bigger so it is visible clearly and readable, and making sure that our logo is visible by itself. Also, things that we think are in need of changes too along with their feedback.

Plans Based on Feedback

Homepage:

- **Before**: looks like google search, plain, not enough advertising for this application.Slogan too small. Header too crowded, does not look neat overall.
- **After**: need more advertising images, and some products (discounted/on sale) shown on the homepage. Header need to be fixed to look tidy and styled. "Create a listing" will be changed to "Sell". Will change the search bar in the header. The slogan of our application will be bigger to see. Will leave enough space for each part in the header.

Registration Page:

- **Before**: no mandatory fields marked. Label size too small.
- **After**: need bigger label size to see, need checkbox for policy terms. Register: change register to: "You don't have an account? Register". Have all fields mandatory. Will change the "Sign-In" button to "Register".

Login Page:

- **Before**: no mandatory fields marked. Label size too small.
- **After**: Will have all mandatory fields marked. Will change label size bigger. Will have "Don't have an account yet? Register" reminder.

Result Page:

- **Before**: no buttons for contact seller or add to wish list
- **After**: Will have "Contact Seller" and "Add to Wishlist" buttons for each post.

Create Listing Page:

- **Before**: no mandatory fields marked.
- **After**: Will have mandatory fields marked. Will have pull down options for the "Subject" field. Will have the "image upload" on the same page with create listing.

Admin Dashboard Page:

- **Before**: no mandatory fields marked. Tabs with "Users to be Reviewed", "Unresolved Reports", and "Listings to be Reviewed". No link for the listing's title to the product detail page.
- **After**: Will changed tabs to: "All Users", "Pending Posts", and "Current Approved Posts". Mark how many items need to be viewed in total. Will link the title to the product page for the admin to view.