**Coaching** **Feedback**

| Date: | 30.04.2019 |
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| Time: | 16:05 – 17:40 |
| Place: | FHNW 5.1A |
| Participants: | Ms. Madlaina Kalunder  Mr. Jens Kaminsky  Mr. Waleed Al-Hubaishi |
|  |  |

Feedback to the Designs:

* Scrolling was not clear before, now better
* Like that it is visible why something was suggested
* Unsure about the distance (how many actions away) from the home-screen
* Hierarchy of information is the most important now! How do users navigate, how do they get back to home, what do they look at first!
* Maybe SEEA at top instead of highlighted events
* Homescreen instead of highlighted events, maybe show news?
* Font sizes? Title is huge, maybe make it smaller? Try it out!
* Header of the tags, not clear where to look at first -> clearer structural hierarchy
* Maybe bigger difference between font sizes, play around with it!
* Try out different size ratios (header, text, etc.)
* Color does not matter if corporate identity and contrast are fine
* Not clear if buttons are swipeable
* What interactions could be used? Swipes with multiple fingers?
* Look into different interaction principles and document them. What does the user expect?
* Make “have you met SEEA” full screen width
* App start-up, what happens?
* Log-in how to handle it? Make it clear in the concept!
* Force user to login at start?
* Mock the matching part because the website does not know
* Suggest based on favorites instead of visits?
* Is the search real-time? What is optional?
* Prove why the search is good
* Button to use favorite tags for filtering (search)
* Maybe leave out save search?
* What is the difference between filter and search?
* Maybe send push notification if new events come up that are tracked? Maybe use SEEA?
* Clarify, if it is important for minimum viable product!
* Event details, title takes up a lot of space, what is most important. Maybe design it like the reserved events
* Maybe Zurich (15km) to save space
* If we can’t find a clear answer for the distance, don’t implement it
* If there are no suggested events anymore, add a call to action button -> pls talk to seea
* Make event cards consistent over all screens!
* Maybe remove the photo from event card?
* Red looks really good!
* Event cards in reserved events looked the best
* Make a stylesheet to switch out the colors

The design can still evolve during the implementation of the solution, especially in a user-centric approach, so the team should still be flexible.

Established interaction principles should be researched and considered. Right now the design relies more on buttons and UI element and the only interaction is by click. The design can be simplified if the right interactions are implemented and signified.

There needs to be a clear hierarchy in sizing and 1pt font size difference is not an enough big difference.

Design is depending on what is innovative and new, and what could enhance the user experience. The Design is like a canvas, what could be used.

* Proof that we are innovative

The implementation underlies the constraints of the backend, the customer, etc. The goal is not to perfectly implement the design.

* Proof that we can also implement things

Refer tot he following links for more information:  
<https://developer.apple.com/design/human-interface-guidelines/ios/user-interaction/gestures/>

<https://lawsofux.com/fittss-law>

<https://www.interaction-design.org/literature/article/fitts-s-law-the-importance-of-size-and-distance-in-ui-design>

<https://humanebydesign.com/>