User Testing Prototype Report

<u>Participants:</u>
A and B

<u>Objective:</u>
To evaluate the clarity, usability, and potential areas for improvement of the prototype website.

<u>Method:</u>
We used the Interview CMD method (Contextual Inquiry, Making Sense, Design Iteration). This method is effective in gaining insights into user behavior, attitudes, and experiences through open-ended questions and observations.

<u>Feedback Questions:</u>
What are your initial impressions of this prototype?
Do you find the website easy to navigate?
What elements would you add or improve?

<u>Results:</u>

Question 1: What are your initial impressions of the prototype?
A: The social media page could be better aligned, made more compact. But overall, I like the design.
B: It looks a lot like the original source, which is good if that's what the client wants.

Question 2: Do you find the website easy to navigate?
A: Yes, it looks much clearer than the previous version, and I don't have trouble finding what I need.
B: Yes, it's not hard to use.

Question 3: What would you add or improve?
A: Add prices to the merchandise.
B: Bring more structure. The photo layout feels a bit random; they could be arranged better, maybe in a way that adds a sense of order to the chaos.

<u>Conclusions and Action Points:</u>

Social Media Page Layout:
Feedback about the poor alignment on the social media page highlights this as a key area for improvement. I will redesign the page to make it more compact and visually appealing.

Navigation:
The positive feedback on navigation confirms that this aspect is working well and doesn't require major changes.

Merchandise:
While there's a suggestion to add prices to the merchandise, I will maintain the decision to

exclude them. This aligns with the branding of an emerging band operating on a limited budget.

Photo Layout:
I will revisit the photo layout to make it more structured and thematic, ensuring it complements the overall style of the website.

Reflection:

This user testing session emphasized the importance of creating a visually cohesive experience. Users value a clear structure, even within a creative context. This project reinforced how vital user feedback is in identifying areas for improvement and aligning the design with user expectations.