

Survey Summary Gabi Scardigno

From doing the survey experience and the think aloud protocol, it was helpful to see what parts of my design registered to users in the way in intended for it to as well as what elements weren't received as well by my participants.

The overall theme and goal of the website was mostly well received by the users involved in the surveying experience. They all were able to understand that the website was aimed towards a target that was more mature and had a strong interest in photography or getting educated on how to improve their photography. The message of promoting and advertising the business and their products/services was received by the users and clearly understood that Jon Beck was offering a range of different photography centered services and products through advertising. Another message picked up by the users was that the website was trying to offer a way of education of photography to budding or aspiring photographers.

All 3 users found the website easy to navigate around, even those who had less experience with using websites, through the navigation bar at the top of the page. This was one of the first contents of the website that the users were drawn to when asked to find ways to another page. The use of buttons leading to other pages within the site through links seemed to register with some users more than others with some needing further prompting to realise that they had further use than decoration on the page and could be used as an interactive feature. I think this is a fault in knowledge of browsing experience as those who had more experience were aware of this feature and that it was a button not decoration. In future, I would look into ways that would make this feature more obvious to those with less experience in website navigation such as creating a drop shadow or use another styling technique that would raise the button from the homepage a bit more. Otherwise the navigation bar still worked successfully to allow users to make their way from one page to another.

The users found the interactive content interesting and enjoyable to use, thinking it was a feature that added positively to the design and user experience. Having the arrows to rotate around the carousel, the social media icons and the modal gallery where the images could enlarge were received well and should to be of easy use. The social media buttons did need a little further prompting to realise they were interactive icons that could lead to links for social media pages. I would have to add a hover colour to the icons in the future so that when the user scrolls over they aware they aren't just a decorative image in the website homepage.

Within the survey questions themselves, I could have asked more about the information and text presented over the different pages and the relevance that they had to the message and goal of the website. One user did point by themselves that the professional theme of the website matched the tone of language used in the texts on the homepage, creating a consistency throughout. However, in my next usability test I should expect and plan for these type of questions and comments.