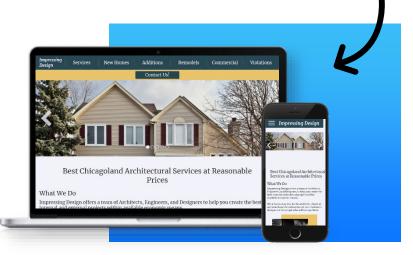
Impressing Design

Web and Mobile Design Upgrades

Presented by: Erik Debye







Firefox Developer Edition Can't Open This Page

To protect your security, www.impressingdesign.com will not allow Firefox Developer Edition to display the page if another site has embedded it. To see this page, you need to open it in a new window

Learn more.

Open Site in New Window

Report errors like this to help Mozilla identify and block malicious sites

Usability Testing Phase 1

User Goal 1:

View at least 2 before /after pictures of the firm's previous completed work.

Scenario 1:

You are looking into re-doing your kitchen and want to view original photos of other kitchens this firm has worked on, as well as pictures of the completed work.

User Goal 2:

Find the building code violations that this firm has solutions for.

Scenario 2:

You are the owner of a small business that didn't use a licensed electrician during construction. You have received a building permit violation and are looking for the types of building code violations this firm can help resolve.

Scenario 1 - Results

User Goal 1	View at least 2 before /after pictures of the firm's previous completed work		
Test time	1:15	2:15	1:15
Completion	N	N	N
Kayak error	0	1	0
Fatal error	0	2	0
Difficulty	Moderate	Moderate	Easy
Confusion level	Little	Little	None
Mood	Okay	Okay	Okay
Notable User Comments	l wish there were before photos.	I'm just clicking around for before and after pictures.	Pretty straightforward.
My Thoughts	All participants did not find the single before image in the kitchen gallery and were disappointed by the perceived lack of images for all the kitchens. [Note: after this 2nd test I realized that the kitchen photo I thought was a before image was not. This inherently means that there is no working critical path. That said, I went forward with test 3.]		
Suggestions	Add clearly labeled before and after images, and ensure those labels are found on the website, and not within the image. Both for accessibility and because the labels aren't readable when in the thumbnails.		

Summary:

Average Time: 1 minute 35 seconds Completion: 3 No \ 0 Yes

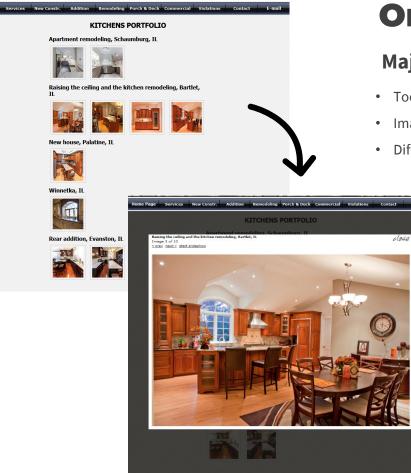
Confounding Variable: Lack of a before photo

Scenario 2 - Results

User Goal 2	Find the building code v	iolations that this firm ha	s solutions for
Test time	2:42	1:17	1:05
Completion	N	N	N
Kayak error	1	2	0
Fatal error	8	2	5
Difficulty	Impossible	Impossible	Impossible
Confusion level	High	Medium	Medium
Mood	Frustrated	Confused	Confused
Notable User Comments	"Leaves me stunned that I cannot use this section of the website"	"Oh No", "It is unfortunate",	"I don't know if this is supposed to happen or if this is my computer"
My Thoughts	All participants were frustrated and very dejected by the lack of a violations page under that tab. It led them to high rates of Fatal Errors as they clicked around the website, often straying far away from the [potential] critical path.		
Suggestions	Ensure that the violations page is reworked (not a framed site page) so that browsers will display it. If that isn't done, add more information to the services page describing the violations that can be addressed.		

Summary:

Average Time: 1 minute 41 seconds Completion: 3 No \ 0 Yes



Original Design

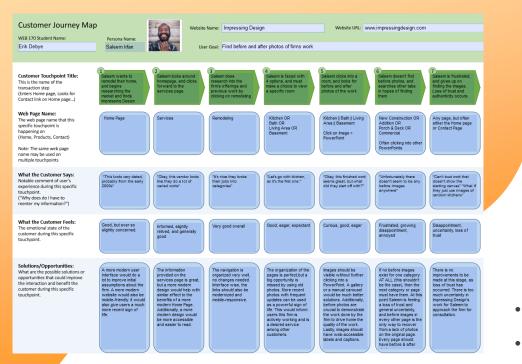
Major Issues

- Too many clicks to view images
- Images lacked story progression
- Difficult to compare images

Other Issues

- Unfriendly background
- Outdated centered Design
- No/Little Mobile Support
- Too little information





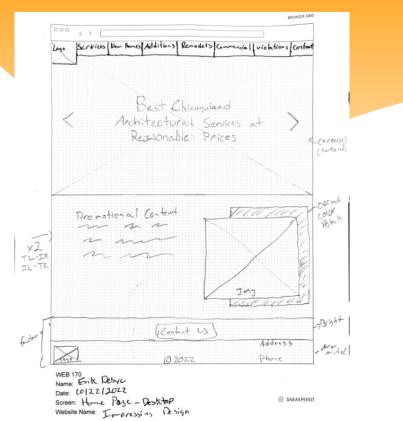
Identified Goal

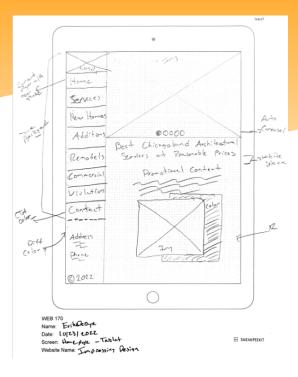
View at least 2 before /after pictures of the firm's previous completed work.

Identified Solutions

- Modernize user interface (fonts, colors, etc.)
- Develop interfaces for Tablet & Mobile
- Identify priority content
- Simplify navigation

Sketches - Home







Wireframes - Home



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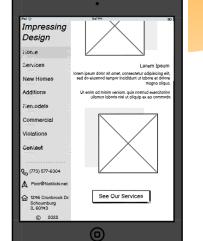


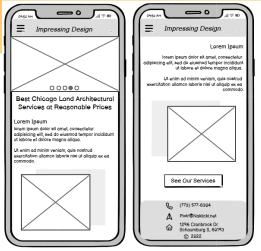
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Prototype - Home



Best Chicagoland Architectural Services at Reasonable Prices

What We Do

Impressing Design offers a team of Architects, Engineers, and Designers to help you create the best internal and external projects within available economic means.

We strive to stay true to the aesthetic, physical, and emotional considerations of our customers designs for the people who will occupy them.



We Guarantee Our Work

When you employ our team you get not only dedicated workers, but a guarantee that we will provide inventive solutions, a vast library of technical knowledge, an expertise in adminstrative procedures, resilient flexibility, and prompt communication.

No project is too small! We are ready to meet your specific requirements no matter the scope of the job.





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Home	that we will provide inventive solutions, a vast library of technical knowledge, an	
Services	expertise in adminstrative procedures, resilient flexibility, and prompt	
New Homes	communication.	
Additions	No project is too small! We are ready to meet your specific requirements no matter	
Remodels	the scope of the job.	
Commercial		
Violations		
Contact		
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1296 Cranbrook Dr. Schaumburg, IL 60193	See Our Services	



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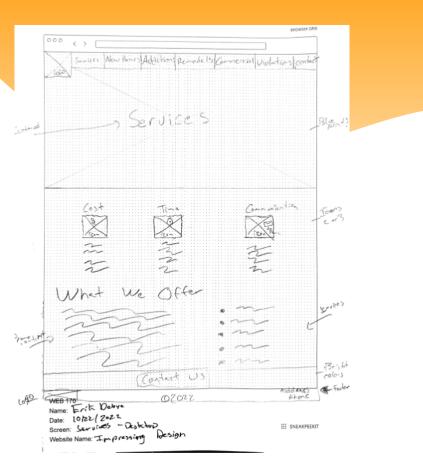


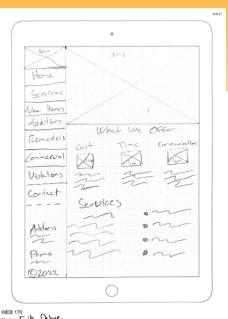
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Impressing Design

Sketches - Services





SNEAKPEEKIT





Screen: Services

Wireframe - Services

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What We Offer

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Scope of Our Work

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Communication

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Garages Additions including decks/porches

Remodeling

Building Violation Solutions

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IL 60193	Residential and Commercial projects	IL 60193	Q Scrutinizing technical project conditions	Piotr@Naklicki.net
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			ft New Houses/Buildings	C 2022

Prototype - Services



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Project Requirements

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Schaumburg, IL 6019

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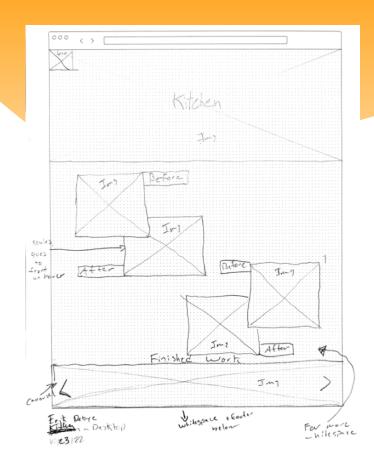
There are none! We want to hear from you, no matter the job size. We have handled residential homes, exteriors, roofing, commercial offices, stores, and more.

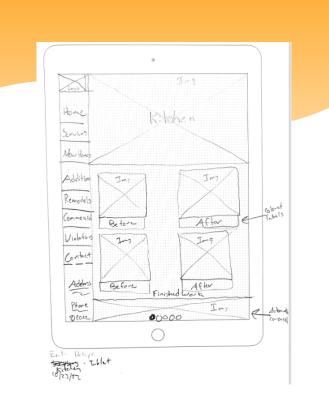
Look through our work to see the quality and care we deliver to all of our customers.

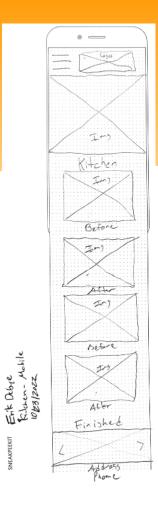
See Our Work!



Sketches - Kitchens

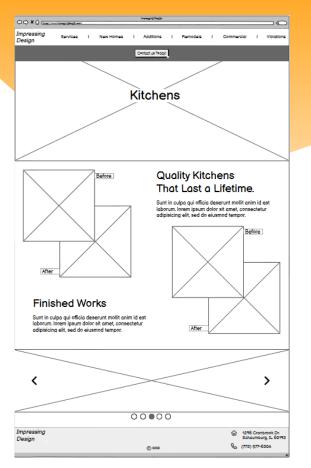


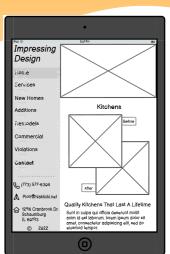


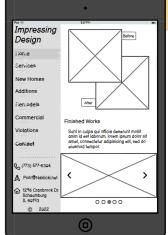


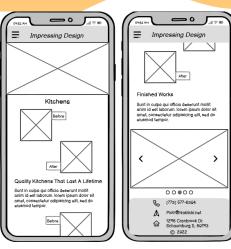
SNEAKPEEKIT

Wireframe - Kitchens









Prototype - Kitchens







Quality Kitchens That Last. Impressing Design is proud to offer both residential and commercial kitchen remodels. From quick cabinet replacements to full wall-to-wall remodels, our team has the knowledge and know-how to do it all.

When creating a new kitchen, or remodeling an older one, we take the time to sit with you to learn how you use the space. The best designs are the ones that center those who will use it.





Finished Works Throughout Chicagoland, Impressing Design has made its mark. We've delivered tens of beautiful, quality kitchens at a reasonable price. Flip through more of our work below!





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> Home Services New Homes Additions Remodels Commercial

Violations

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Commercial

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Kitchens





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The through more of our work below!





Usability Testing Phase 2



User Goal 1:

View at least 2 before /after pictures of the firm's previous completed work.

Scenario 1:

You are looking into re-doing your kitchen and want to view original photos of other kitchens this firm has worked on, as well as pictures of the completed work.



Usability Testing : Results

User Goal 1	View at least 2 before work	/after pictures of the firn	n's previous completed	
Test time	27 seconds	20 seconds	42 seconds	
Completion	Y	Y	Y	
Kayak error	0	0	0	
Fatal error	0	0	0	
Difficulty	Easy	Easy	Easy	
Confusion level	Zero	Zero	Zero	
Mood	Нарру	Нарру	Нарру	
Notable User Comments	"Easy to use" & "intuitive "	"Straight-forward and intuitive"	"Simple and easy to use"	
My Thoughts	All participants found the before & after images very quickly, with an average time of 29.6 seconds. All also found the task incredibly easy, and experienced no frustration.			
Suggestions	First, one participant noted that the remodel tab could be better design with a hover component that showed the remodel options without clicking onto a separate page, which would be an improvement. Second, no user saw, interacted, or mentioned the carousel on the home page, so this component either needs redesigning or simply omitted all together.			

Summary:

Average Time: 29.7 seconds Completion: 100% Errors: None Frustration: None

Design Feedback

Live Design:

- "Dated" & "Old"
- "Forgotten in 1995"
- "Wouldn't use"
- "Not pleasing"
- 60% of participants were unsure or would not recommend

Prototype:

- "Sleek" & "Modern"
- "Accessible"
- "Easy to understand"
- "Intuitive"
- "Straight-forward"
- 100% of participants would recommend

Recommendations

- Further develop and test prototype
- Refine new design
- Deploy new design

