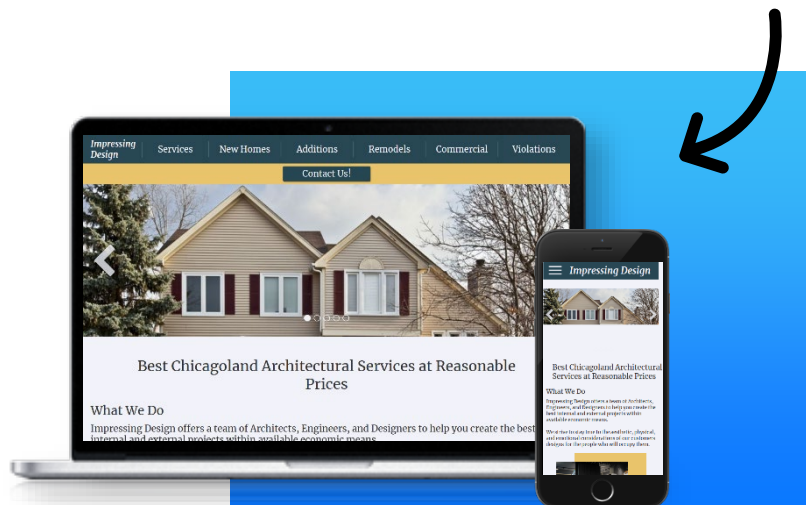


Impressing Design

Web and Mobile Design Upgrades

Presented by: Erik Debye



Usability Testing Phase 1

User Goal 1:

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

Scenario 1:

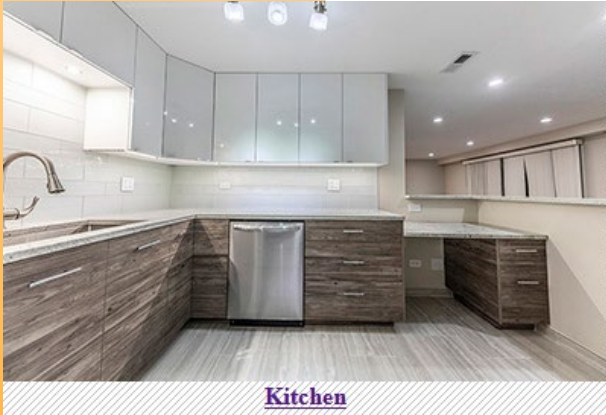
You are looking into re-doing your kitchen and want to view original photos of other kitchens this firm has worked on, as well as pictures of the completed work.

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.



Firefox Developer Edition Can't Open This Page

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Open Site in New Window

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

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	I 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

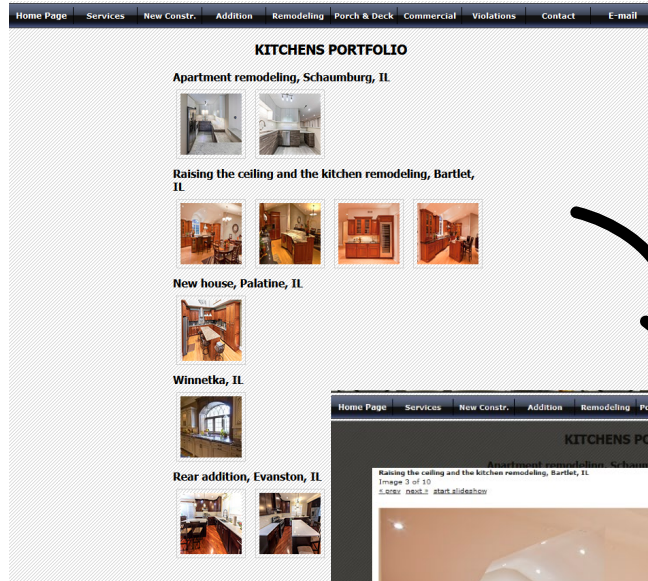
Scenario 2 - Results

User Goal 2	Find the building code violations that this firm has 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

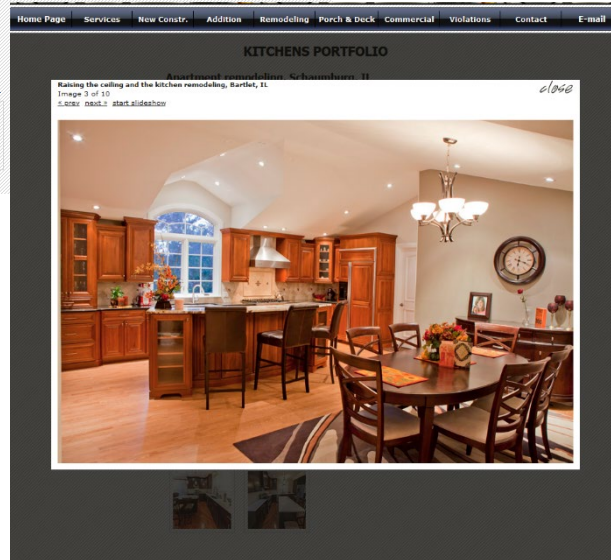
Completion: 3 No \ 0 Yes



Original Design

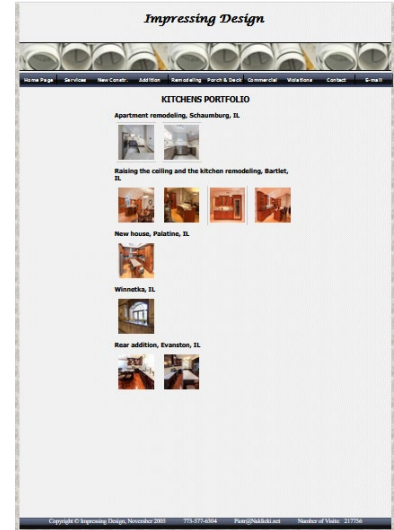
Major Issues

- 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





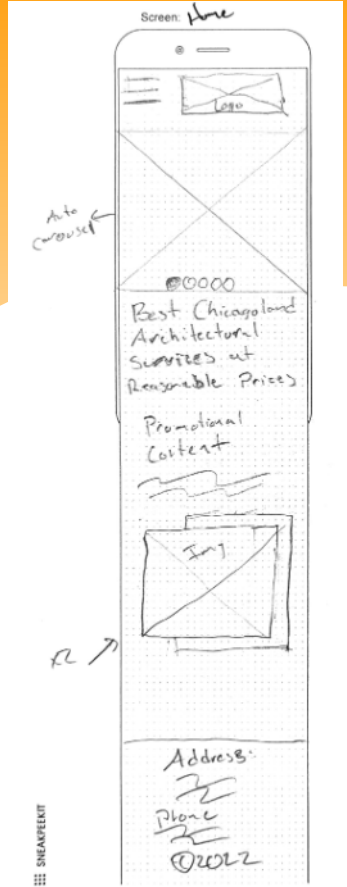
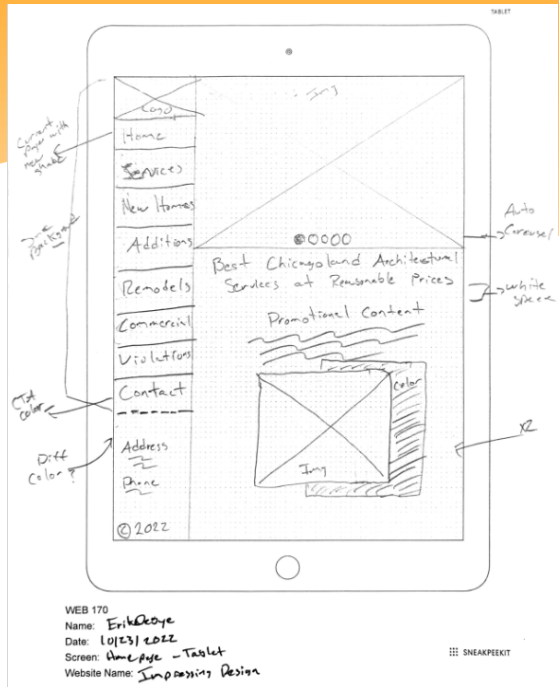
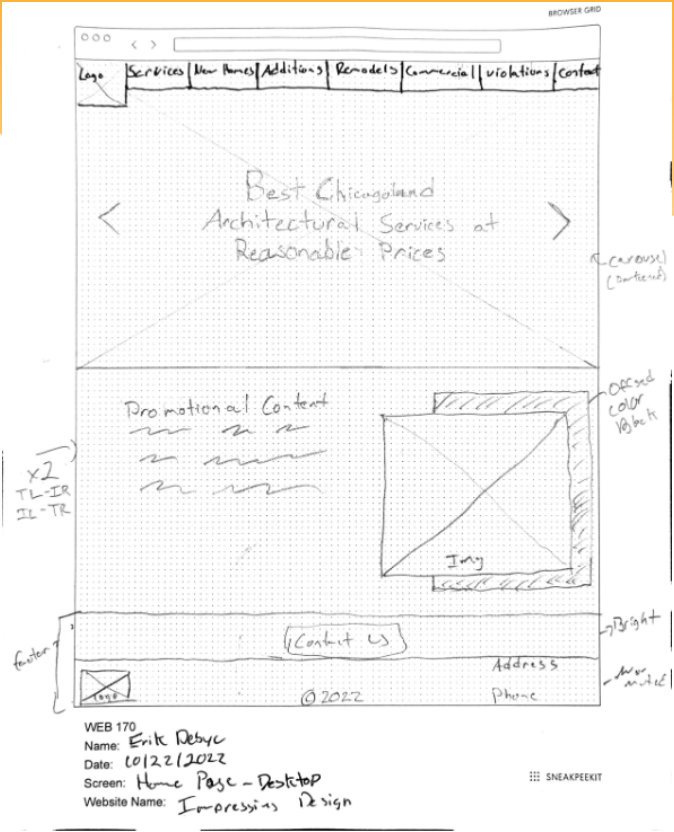
Identified Goal

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

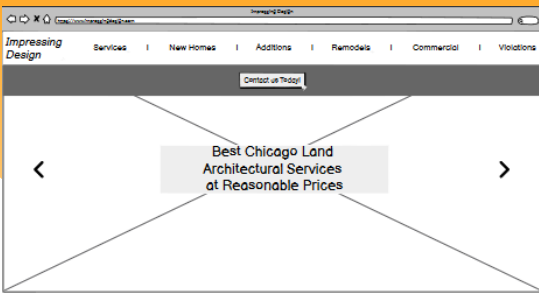
Identified Solutions

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

Sketches - Home



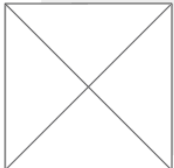
Wireframes - Home



Lorem Ipsum

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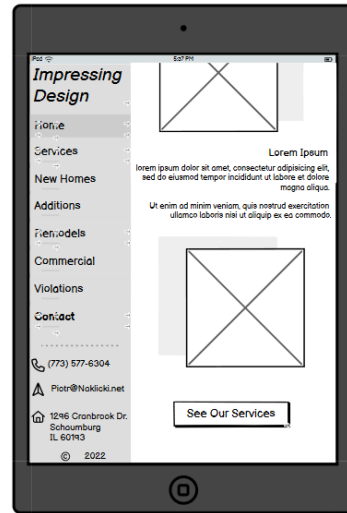
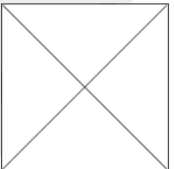
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Lorem Ipsum

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Prototype - Home

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Additions

Remodels

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Violations

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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 administrative 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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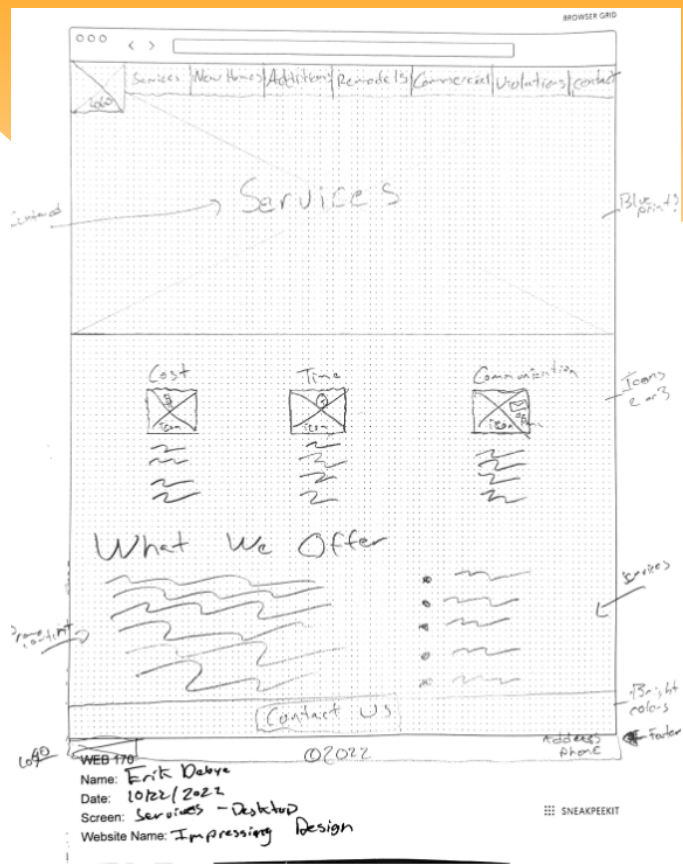
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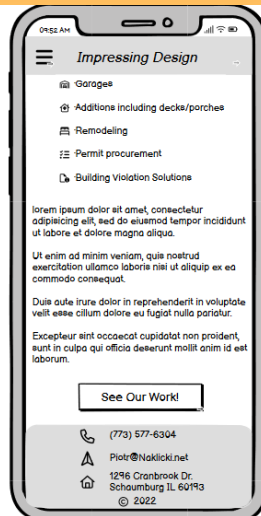
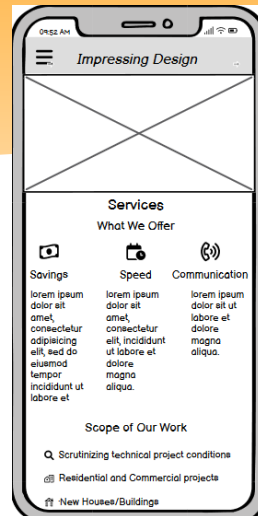
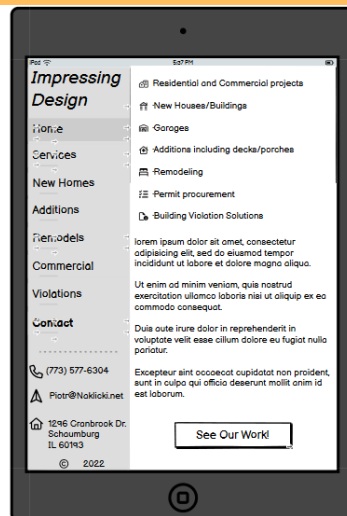
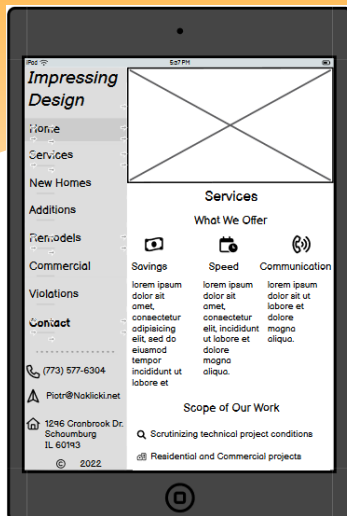
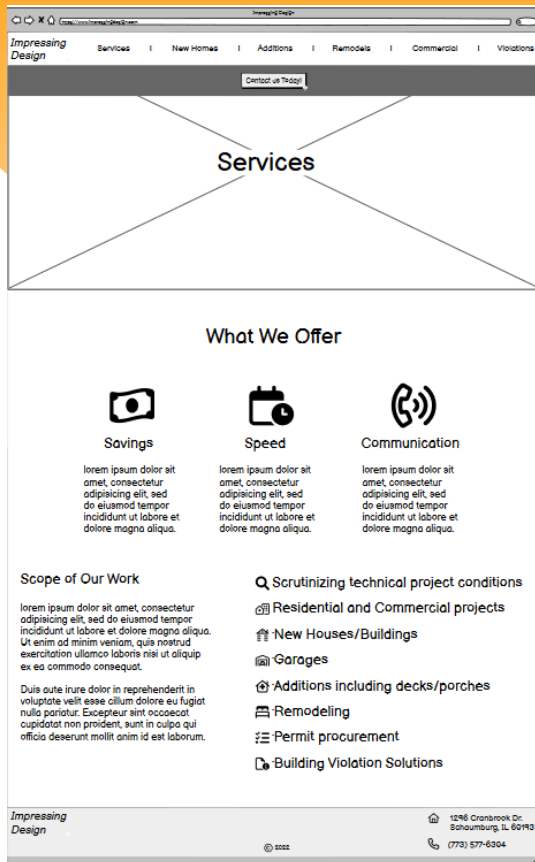
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Sketches - Services



Wireframe - Services



Prototype - Services

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Services

What We Offer



Savings

With our highly trained and knowledgeable team, we have the technical knowledge and experience to create innovative solutions that achieve your goals at your price.



Speed

As soon as we receive your requirements, our team gets to quick determining scope, cost, and timelines. We handle all the permit filing at an expedited pace so that we can begin as soon as possible.



Communication

No one likes to be in the dark. We offer daily communication updates, and created a shared, transparent timeline with you so you always know what's going on at all times.

Scope of Our Work



Scrutinizing Technical Project Requirements



Residential and Commercial Projects



New Houses/Buildings



Garages



Additions Including Porches/Decks



Remodeling



Permit Procurement



Building Violation Solutions

Project Requirements

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!

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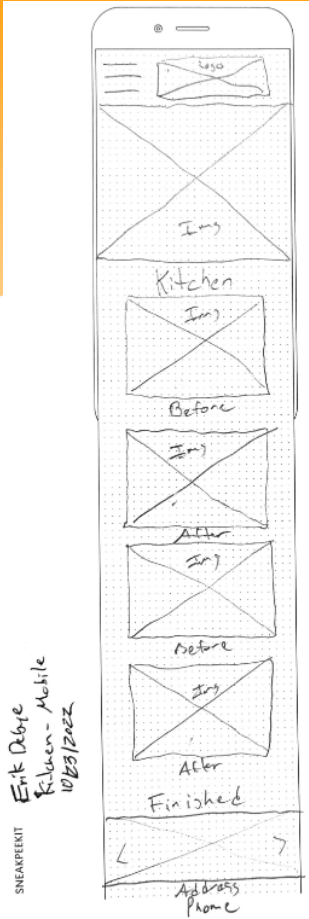
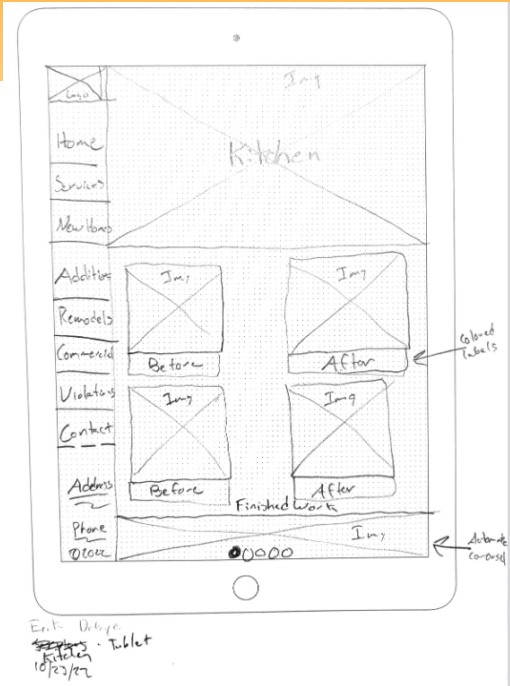
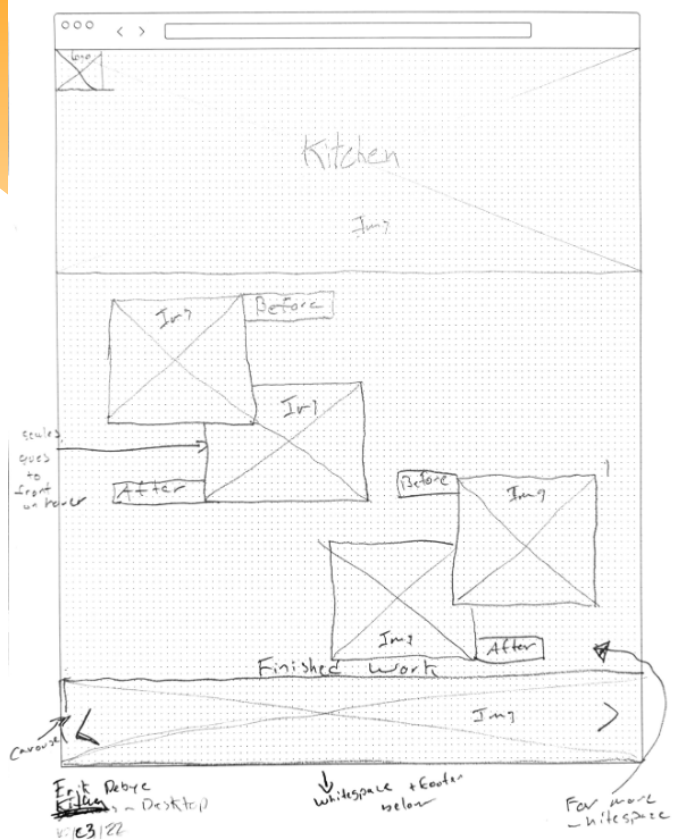


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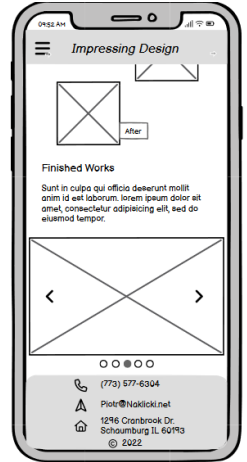
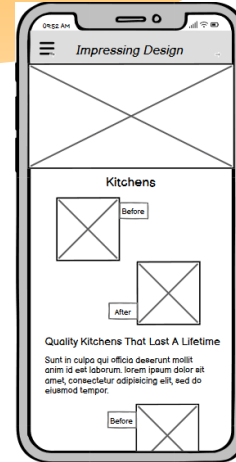
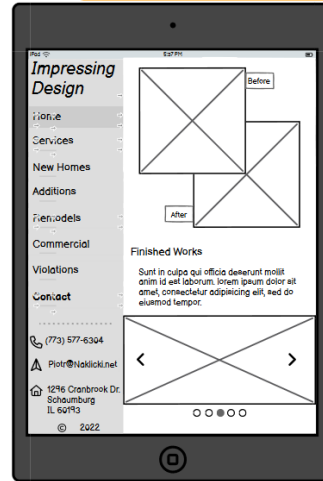
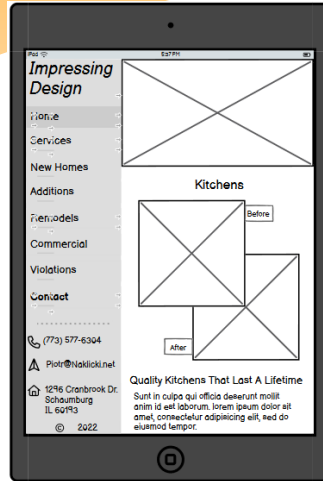
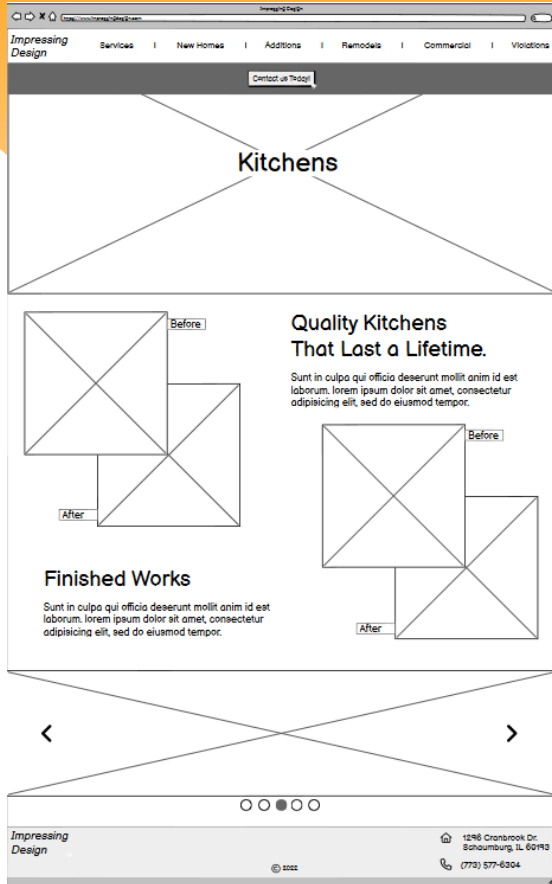


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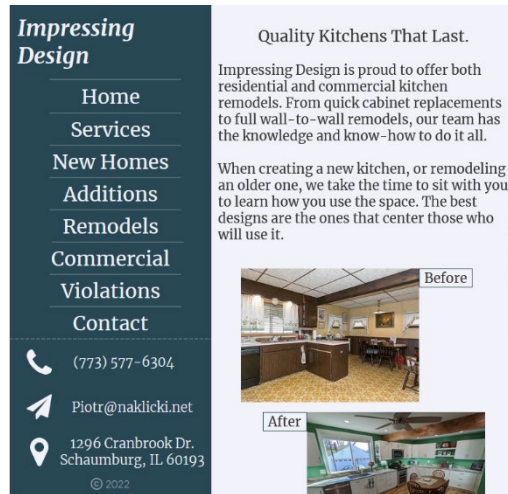
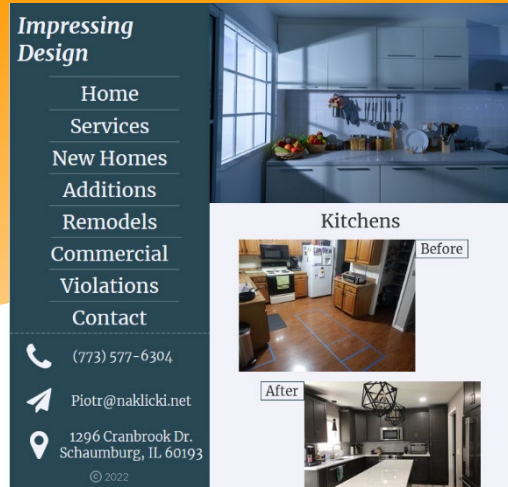
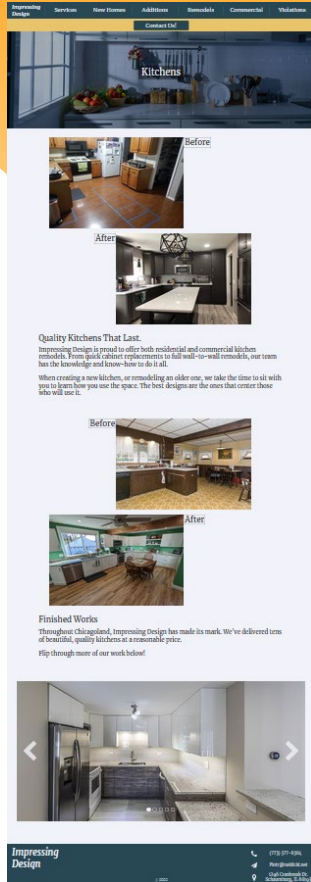
Sketches - Kitchens



Wireframe - Kitchens



Prototype - Kitchens



Usability Testing Phase 2

Before



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.

After



Usability Testing : Results

User Goal 1	View at least 2 before /after pictures of the firm's previous completed work		
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	Happy	Happy	Happy
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

Questions?

