Reviewer Information

Name: Fatemeh Bagherpour

Email: ~~redacted~~@gmail.com

Job Title: Student

Organization: Humber College

Mentor Type: ☐ FACULTY ☑ PEER

Meeting Information

Location: Online

Date: 25/11/23

Meeting Type: ☐ FACE TO FACE ☑ ONLINE (SKYPE, ETC.) ☐ OTHER (PLEASE SPECIFY):

Feedback & Next Steps

Please provide detailed feedback given to you by the reviewer.

My reviewer really liked the layout of the overall application.
She thought it was a good idea to have 2 main columns throughout the design as it helps you see everything more clearly and keeps everything neat and tidy.
She suggested adding an option to add to cart while browsing through multiple things instead of only on the product view page so that users could quickly add items to their carts if necessary.

She really liked the browsing section and thought it covered all the things users could need.
The top designers feature was really appreciated and helped stand out from other applications that don't necessarily offer designers so much personal branding and identity.

She thought the user's page was easy to navigate and the design for the application overall was very simple and didn't create any stress for users.
She questioned whether it would be possible for users to add images to their reviews. She thought the overall process of purchasing was also very easy to navigate and made very simple.
She also though the middle couch icon was chunkier than the others which made it look out of place.

Based on the feedback what are the next steps for your project.

Based on my reviewers feedback, I should check the consistency of my icons throughout my design and make sure that they are similar in things like line width etc. I should also look into potentially having a quick-buy option for viewer but I want to reevaluate my app's values and whether or not a feature like that aligns with those goals and values.

I like the idea of adding images to the reviews as it can help bring trust and authority to the buyers but I want to design it in a way where the images do not interfere with the overall aesthetic.

Mentor Agreement

By signing this document, I confirm that I met with the student and the information contained in this document is correct and an accurate description of the feedback provided.

Reviewer Signature: Fatemeh Bagherpour

Digitally signed by Fatemeh Bagherpour
Date: 2023.11.28 23:48:23 -05'00'

Date: 28/11/23

Reviewer Information

Name: Maryam Kabeer

Email: [redacted]online.edu.hk

Job Title: Student

Organization: Sha Tin College

Mentor Type: ☐ FACULTY ☑ PEER

Meeting Information

Location: Online

Date: 25/11/23

Meeting Type: ☐ FACE TO FACE ☑ ONLINE (SKYPE, ETC.) ☐ OTHER (PLEASE SPECIFY):

Feedback & Next Steps

Please provide detailed feedback given to you by the reviewer.

My reviewer really liked the layout of the application and thought everything as big and easy to see.
She really liked the idea of toggling between the inspiration and promotions tab on the home page.
She also really liked that there were many large images, especially towards the more start process of using the application because it appeals to the visual nature of my target audience and allows for online shopping to be as interactive and engaging as possible.
She also really liked the idea of showcasing different collections from different designers on the homepage as it helps give the sellers on the app (Humber Industrial Student) a sense of identity when selling their work. It allows them to be seen outside a typically corporate environment and they can build their individual brands while selling different works.
The inspirations page was very aesthetically pleasing. Allowing you to explore through different design styles piques the viewer's curiosity and makes them want to browse through the different styles to try and identify which they like best. This is not only engaging but also builds an image for both the app and the designers on it, showcasing their design knowledge by teaching it to the viewers too.
She thought the design was very clean and simple and well spaced out with nothing being too cluttered.
She thought top monthly designers was a great way to keep up morale of the students selling their work and giving them something to aim/aspire for.

The backdrops for the individual sections on the product view page are kind of unnecessary.
Is it necessary for the logo to be there throughout the design?
Is there enough emphasis on promotions/sales?

Based on the feedback what are the next steps for your project.

So far, I feel like I'm on a pretty good track. I think some things will definitely need to be evaluated (backdrops for titles of sections) on whether or not I want to keep them, but it also depends on the colours I end up using for all of the different elements so when I create my Prototypes, that is something I can play around with and see what looks best.

I also want to see whether I can achieve a consistent brand image without necessarily having the logo there at all times.

Mentor Agreement

By signing this document, I confirm that I met with the student and the information contained in this document is correct and an accurate description of the feedback provided.

Reviewer Signature: Maryam Kabeer

Digitally signed by Maryam Kabeer
Date: 2023.11.28 23:02:59 -05'00'

Date: 28/11/23

Reviewer Information

Name: Allison O'Neill

Email: [redacted]

Job Title: Student

Organization: Guelph Humber University

Mentor Type: ☐ FACULTY ☑ PEER

Meeting Information

Location: House Setting

Date: 25/11/23

Meeting Type: ☑ FACE TO FACE ☐ ONLINE (SKYPE, ETC.) ☐ OTHER (PLEASE SPECIFY): ____

Feedback & Next Steps

Please provide detailed feedback given to you by the reviewer.

My reviewer really liked the visual home page and thought that it was unique to be able to toggle between inspiration and promotions/collections.
She suggested changing the name from "Offers" to something to do with collections because it aligns better with the content.
She suggested that when they press on an inspiration picture, the different furniture pieces for sale can be found together so that shoppers can have a more visual shopping experience. (IKEA has a similar feature, very popular)

She thought all the buttons were a good size and easy to press. She also thought that the layout of the buttons and the order in which they were arranged was very intuitive.

The application generally had a very good flow and the layout helps eliminate confusion as much as possible. Everything is also very clear so its hard to get lost or confused.
She thought the top monthly designers was a really good idea and designers could have internal competitions even to try and make it to the top designers.

Would it be possible to minimize the tabs under product view (like product details).

Based on the feedback what are the next steps for your project.

I will try to take inspiration from IKEA (my competitors) application and their option to shop according to image. It is a great idea, especially considering who my target group is and helps make the process of shopping more interactive and visual.

I will explore the potential of having internal competitions for the designers but it might be something the design program can organise and manage while my app simply provides the platform.

I will try to see if I can add a minimizing feature in my prototype but if I cannot, (due to limitations of my software), it can be something left for consideration for developers.

Mentor Agreement

By signing this document, I confirm that I met with the student and the information contained in this document is correct and an accurate description of the feedback provided.

Reviewer Signature: Allison O'Neill

Digitally signed by Allison ONeill
Date: 2023.11.28 23:35:07 -05'00'

Date: 28/11/23

Reviewer Information

Name: Nicole Fernandes

Email: [redacted]

Job Title: Student

Organization: York University

Mentor Type: ☐ FACULTY ☑ PEER

Meeting Information

Location: House Setting

Date: 24/11/23

Meeting Type: ☑ FACE TO FACE ☐ ONLINE (SKYPE, ETC.) ☐ OTHER (PLEASE SPECIFY):

Feedback & Next Steps

Please provide detailed feedback given to you by the reviewer.

My reviewer really liked the overall layout of the application and thought that having lots of pictures and very few text would be a great way to capture the target audience's attention.
She thought that having different collections on the home page instead of just different sales offers helped make the application seem more professional, high-class and artistic. It also lets designers have an opportunity to showcase their work on the main page which is a great feature for students that will be using this to sell their work.

She thought the inspiration tab was very creative and toggling between different design styles was very unique.
We agreed that it reminded us of Pinterest and together came up with the idea that users could not just favourite (heart) furniture they liked, but also design styles and inspiration - similiar to Pinterest (a visual social media app used by many members of my target audience).

She suggested adding a browse styles option in the browsing tab as it allows the audience who is curious about the language and styles of different designs to learn more and explore (making it a more interactive experience). - I think this will also help me separate myself from my competitors because my competitors didn't include this feature and it also gives my designers a chance to showcase their talent.

She also thought the checkout process was very smooth.
Everything was easy to read and laid out very neatly.

Based on the feedback what are the next steps for your project.

Based on my reviewer's feedback I definitely think we had some great ideas about ways I could increase interactivity. I also think her point about allowing the users to browse through design styles was very important to the identity of not only my application but also was necessary for the designers to properly showcase their work and knowledge.

Mentor Agreement

By signing this document, I confirm that I met with the student and the information contained in this document is correct and an accurate description of the feedback provided.

Reviewer Signature: Nicole Fernandes

Digitally signed by Nicole Fernandes
Date: 2023.11.28 23:21:10 -05'00'

Date: 28/11/23

Reviewer Information

Name: Sarah Kabeer

Email: [redacted]@live.hk

Job Title: Digital Marketing Specalist

Organization: PostQuam

Mentor Type: ☑ FACULTY ☐ PEER

Meeting Information

Location: Online

Date: 24/11/23

Meeting Type: ☐ FACE TO FACE ☑ ONLINE (SKYPE, ETC.) ☐ OTHER (PLEASE SPECIFY):

Feedback & Next Steps

Please provide detailed feedback given to you by the reviewer.

The person who reviewed the app liked how easy it was to use, especially the layout and big buttons.
She thought it was cool to switch between the inspiration and promotions tabs on the main page.
The big images at the start caught her eye and made the shopping experience more interactive.
She also liked showing different designers on the homepage, saying it gives a personal touch and helps sellers build their own brand.

The inspirations page looked really nice, letting users explore different styles.
The reviewer thought the app's design was clean and not too crowded, and she liked the feature highlighting top monthly designers as a motivator for students.

She though that the shopping process was very straight forward and that clear instructions and indications were given throughout to make the process more seamless.
She liked the idea of getting to explore different design styles as she mentioned that is not something she knows much about so it makes her curious to see what kinds of styles are out there.

Based on the feedback what are the next steps for your project.

Based on my reviewer's feedback I think I'm in a very good place right now and my ideas are aligning with the goals that I had set out after researching my target audience. I do think there are ways I can expand further on my inspirations tab as it offers something unique that many people find engaging and curious.

Mentor Agreement

By signing this document, I confirm that I met with the student and the information contained in this document is correct and an accurate description of the feedback provided.

Reviewer Signature: Sarah Kabeer

Digitally signed by Sarah Kabeer
Date: 2023.11.28 23:54:05 -05'00'

Date: 28/11/23

User Testing Script

Introduction:

Welcome and Introduction (Observer):

- Welcome to the user testing session! We appreciate you taking the time to participate today.
- My name is Hafsa Kabeer and I'll be observing your interactions with our app, Olive design studio.
- The purpose of this session is to understand how users like you interact with our product. Your feedback is invaluable for us to make improvements. Please feel free to be honest and open in your responses.

Participant Introduction:

- Welcome to the user testing session! We appreciate you taking the time to participate today.
- My name is Hafsa Kabeer and I'll be observing your interactions with our app, Olive design studio.
- The purpose of this session is to understand how users like you interact with our product. Your feedback is invaluable for us to make improvements. Please feel free to be honest and open in your responses.

Observer Introduction:

- I will be observing your interactions today and taking notes. I won't interrupt you during the tasks, but I might ask some follow-up questions afterwards.
- Please feel speak your thoughts out loud as you navigate through the tasks. There are no right or wrong answers; we're interested in your natural experience. Share your thoughts, emotions, and any challenges you encounter.

Test Tasks:

Background:

Before we begin, let me provide you with some background information about Olive's app. Olive is an app developed for Humber College's industrial design students to showcase and sell their furniture pieces. It is accessible to all members of the public where anyone within Canada can purchase the items. It also has a seller portal for the students to use to take control over and build their brand and sell their work.

Introduction:

Task 1: Explore the collections and inspiration tabs on the home page
- Explore Olive's home page and toggle between the collections and inspiration tabs.
- Try to favourite some of the inspiration items and explore the collections.

Task 2: Shop for living room items
- Imagine you are looking for some living room furniture. Please navigate the app to view the different furniture pieces.
- Select a furniture piece to view a single product page. Explore different features like filtering, favouriting, sorting and sharing.

Task 3: Purchase a product
- Add a product to your cart and navigate to the cart page to complete the payment process.
- This process will be complete after you have received your order number and order summary.

Task 4: Login to account (seller/buyer)
- Complete the sign-up process through the buyer's stream to reach your account overview. Explore your account and the different features accessible to you.
- Then complete the sign-up process through the seller's stream to reach your account verification. For this testing, you must then navigate to the login seller stream and login to access your account. Explore your account and the different features accessible to you.

Task 5: Add a new product (seller)
- Through the seller's stream, navigate the application to try and add a new product to your account.
- You can also try and add specifications to your products.

Closing:

Post-Task Interview:
- How did you feel about the tasks? Were there any specific challenges you encountered?
- What did you like the most about the website? Is there anything you found particularly frustrating?
- Do you have any suggestions for improvements or features you would like to see?

Thank You and Debrief:

- Thank you for your time and feedback today. Your input is incredibly valuable.
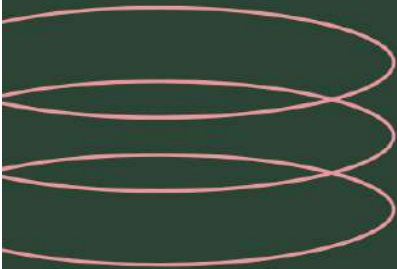- I will be analyzing the feedback and making necessary improvements based on your input.

Observer Debrief:

- As an observer, I noticed [mention any notable observations or patterns].
- [Discuss any particular points observed during the tasks, such as areas where the participant struggled or succeeded.]

Conclusion:

Closing Remarks:

- Once again, thank you for your participation. Your insights will shape the future of Olive Design Studio.
- If you have any further questions or thoughts after the session, please don't hesitate to contact me at hafsakabeer008@gmail.com.
- Have a great day!

AUTHOR
Hafsa Kabeer

CONTACT DETAILS
hafsakabeer303@gmail.com

FINAL DATE FOR COMMENTS
2nd December, 2023

PRODUCT UNDER TEST

What's being tested? What are the business and experience goals of the product?

The design for the furniture selling platform: Olive Design Studio.

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

The main goal for this usability test is to make sure that navigating through the app is intuitive, simple and straight-forward.

Users should be able to interact with the application easily and explore different features, make purchases and access their personal data.

Can users easily and intuitively navigate through the application and its multiple features?

Does the design appeal to the users?

Is the design accessible for viewers?

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?

8 participants were recruited for this testing session. 4 participants were students and 4 participants were older users who fit the target demographic.

TEST TASKS

What are the test tasks?

Explore the collections & inspiration tabs on the home page.

Shop for living room items.

Purchase a product.

Login to account (buyer/seller)

Add a new product (seller)

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

Hafsa Kabeer will be conducting the test, recording the results and providing debriefs on the results.

BUSINESS CASE

Why are we doing this test? What are the benefits? What are the risks of not testing?

This test will allow me to determine how intuitive the navigation is for the target audience and whether or not the design appeals to their needs and expectations. It will also allow me to assess the level of accessibility currently implemented and bring light to any issues that were missed or overlooked during the redesigning process. Not testing would cause a risk of leaving such issues unchecked which will lead to issues for the user.

EQUIPMENT

What equipment is required? How will you record the data?

- Laptop for participant
- Laptop for observer
- Recording device (phone)

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

The test will be taking place between November 28th - December 2nd through an online zoom call. Results will be shared through an email on October 3rd, 2023.

PROCEDURE

What are the main steps in the test procedure?

0-5 mins Welcome/ Consent Forms → 5-10 min Pre-test interview → 10-15 min Complete test tasks → 5-10 min Post-test interview → 5-10 min Debriefing → 1-5 min Conclusion/ Closing remarks