

COLOUR SPACE

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Phase: Usability Testing

This Usability Testing was conducted on the new version of the website and other prototypes.

Key takeaways:

1. 'Enhance your space' is a good CTA as it subtly implies what the company does.
2. At the same time users were still a little confused as to what the website was about. One major issue that everyone faced was not having a sense of direction or not having an anchor to the website. Phrases like,
 - a. "I've been given this link to this webpage and want to know more about what service I get... but all I can do is just enquire?";
 - b. "So, what am I really looking at? Is it art therapy, art gallery etc.? Is this just for events?";
 - c. "I thought you said this was for businesses and offices?"
3. The 3 points on the process is good (Free consultation installation). Maybe a heading to that section would be helpful. Currently users had to read out all the three points to understand the section.
People scan and don't read small chunks of data. On the other hand if there's a large matter, they'll make an effort to read. We need to make all text, scan-friendly.
4. 'Start Here' - the text didn't resonate well with users. They didn't know what that button would do or where it would take them. They thought they'd have to pay straight away.

5. On the other hand 'Book Free Consultation' worked really well as it clearly told the user what that button will do
6. On the home page, due to the placement of the arrows, users thought there was only one testimonial.
7. After going through the website users were a little confused as to what Art Therapy and Art Events were. It seems displaying artwork in a business setting is secondary and displaying artwork for events was the primary focus of the company.
8. Is there a way to enquire without having to log into facebook? Users understood the messenger icon but were a bit uneasy to use their personal social media to ask questions.
They tried to find a 'Contact Us' page / button in the menu bar but couldn't find one.
They also did not click 'Book Free Consultation' as they thought that would lead to them actually booking a session with Colour Space.
Currently this page / button does the same job as enquiring.
9. I understand the Gallery Page is still under construction. We'll need to make sure images load fast and are not uploaded full size. This decreased page loading times and became quite annoying. Users clicked on an image and wondered whether the page had crashed.
10. On the Gallery Page, once a user clicked on a piece of artwork, then wanted to "get it" and didn't know how to. They're expected user-flow was to click on the image and click on another CTA that would lead them to 'getting it'. Currently it is just an enlarged view of the thumbnail.
Possible solution: Perhaps after enlarging the thumbnail there's an option to add to shortlist / wishlist etc.
11. The graphic interface of Featured Artists seems that there's just another piece of artwork being shown. Everybody thought clicking it would just enlarge the thumbnail.
Possible solution: Perhaps a small collage (3-4 pieces) of their artwork along with their profile photo in that section should do the trick. (Similar to what you've done when you click on View More under Featured Artists.

12. I understand the page is still in the works. So, another question users asked was, "I'd like to see more art." There are only 4 currently shown and the rest are collections. Why can't I see all of them in one place?"
13. Users wanted to Search for specific styles of artwork ex: landscape, contemporary etc.They tried the search bar at the top.
14. The next thing they felt like doing was to browse artwork and shortlist them in their wishlist for future reference.
15. Users could not understand what Like did. Does it shortlist? Is it just for me to see? What is the point of liking an artwork?
16. Some of the users were not comfortable with measuring dimensions. Possible solution: Perhaps a chart / diagram of how big a frame is in comparison to an everyday object might help.
17. On pallet, when users click on send message, it is a bit unclear that they can look at the gallery below, give a thumbs up before sending the message.
18. <http://lyonsdemoz.net/cs/> There is a bit of lorem ipsum text here, we can replace that with "do good, feel good message"
19. From our research, People were keen on pricing. Can we have that included on the top nav somewhere unless it is a marketing decision not to have it.
20. Art Therapy is not very clear. It doesn't take you to the right place may be. Even we were a bit confused on what Art therapy does
21. Meet the Artists, filter doesn't seem to work. Also, the names need to be on alphabetical order for anyone to quickly scroll and select the artist they know. It will also work for users who are just exploring <http://lyonsdemoz.net/cs/artists>

All in all, the new website seems like a really good improvement to the previous one with clear CTAs and better information. There are a few things that could potentially be worked on, like having a separate page in itself for Colour Space's main function - which

is to provide artwork for businesses. And having a clear representation and userflow of what a customer can do online before having to talk to someone.