

***Home page layout design and
Interface Usability Test***



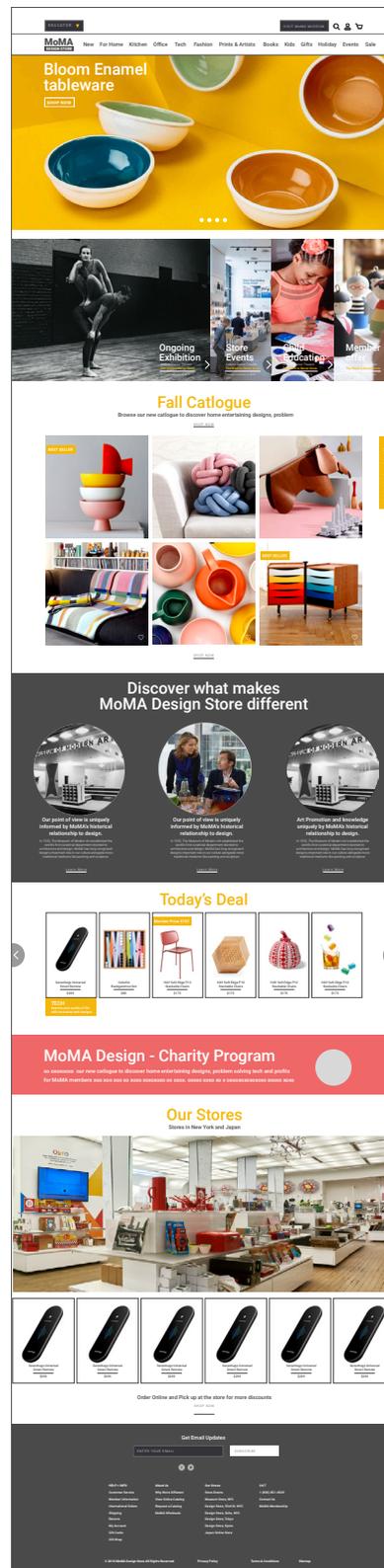
Home page Testing phase-1

DESIGN AND INTERACTION FROM THE USER

- Button are not visible
- Too much yellow colour
- Best seller strip is looking wired
- Not a fan of Orange colour
- Confusion about the physical store
- Logo not visible
- Footer is too small
- Not much emphasis on the product

DESIGN AND INTERACTION FROM THE TEAM

- Add recommendation product strip
- Membership strip
- Reduce buttons
- Header needs to be reworked



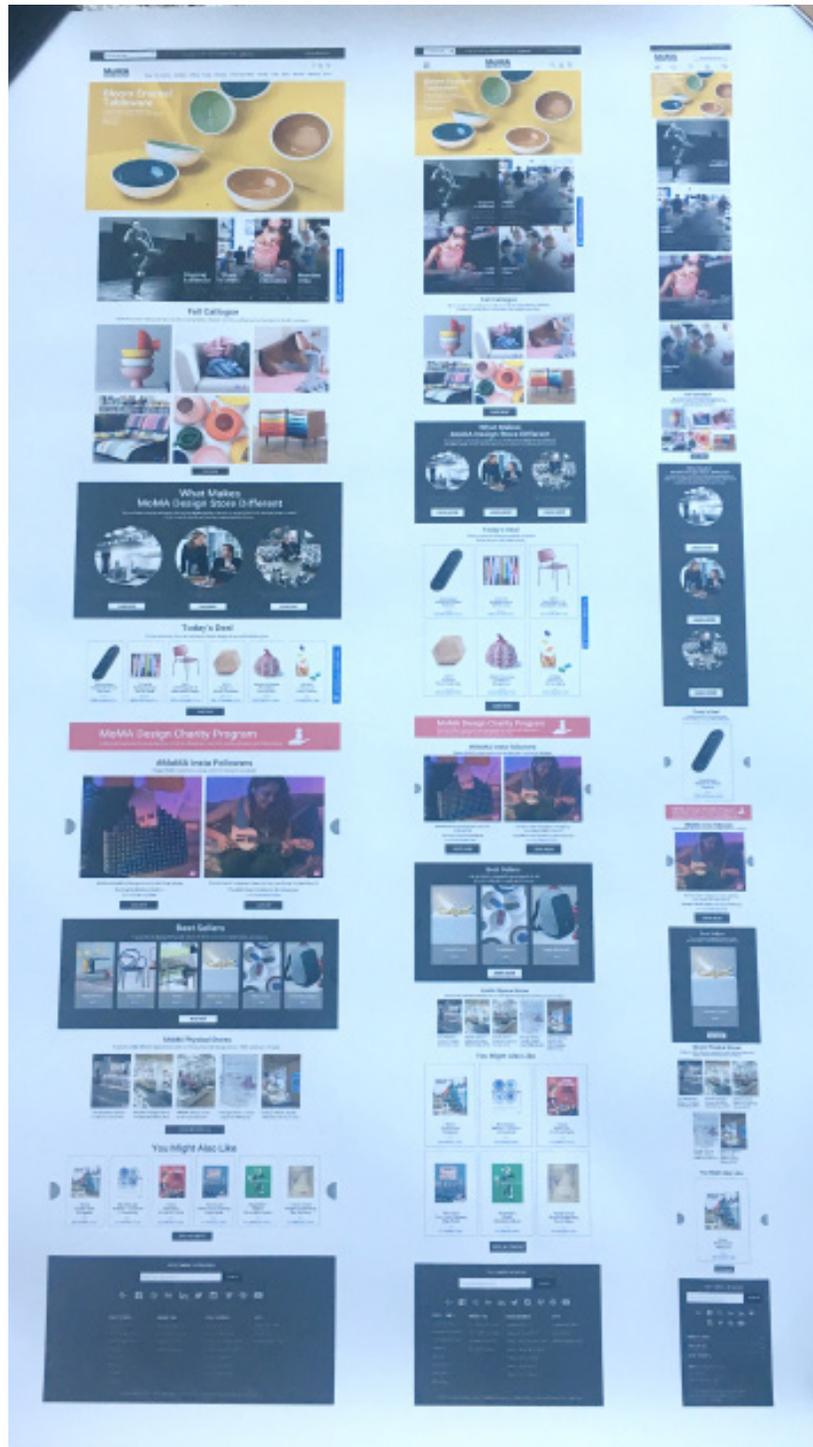
Home page Testing phase-2

DESIGN AND INTERACTION FROM THE USER

- Too many elements on the header
- Buttons still not visible

DESIGN AND INTERACTION FROM THE TEAM

- Physical store details need to be added
- Instagram strip to be added
- Educator strip to be added



Home page Testing phase-3

DESIGN AND INTERACTION FROM THE USER

- Colour contrast
- Grey is too dark
- Tab and mobile should not have right and left arrow.
- Text on what make MoMA design store different is not visible. It should be white.
- Icons are not appropriate
- Instagram should be @ not #
- No grey box for best seller text its not readability.
- Is this page curated for an Educator?
- Favourite icon missing on Desktop and tab layout
- No underline for buttons
- No headline in main story for mobile.
- Fall catalogue layout for mobile should be 2x2.

Desktop 1440px

One participant said he would not read this top part.

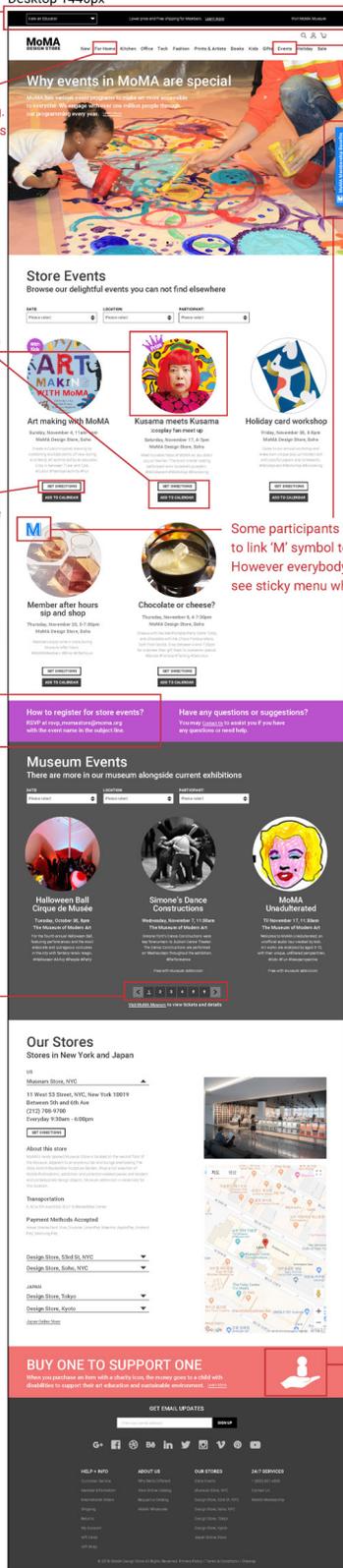
One participant said he 'for Home' is a bit weird wording. He said it can be just home in his case, since he will just click the logo to go back to the home page.

People clicked either the picture or buttons to get more details.

Participants said they anticipate detail button not get directions.

Some participants were confused with the registration method. They said there should be a registration button in linked detail page or write better discription.

One participants said pagination bar is too dark to recognize.



Event page should be highlighted if this is an event page

Same as well, expecting details.

Most of the participants said this section should move down.

One participants said the symbol is too big.

Tablet 768px



Still confusing in tablet as well

Most of the participants said this section should move down.

One participants said icons are too big.

Mobile 768px



People tabbed the area to get more details.

People said they would swipe or tab the arrow.

One participants said buttons are too big.

One participants said icons are too big.