

How to Be a Decent Person User Research

February 23, 2023

Our group's user research study was designed to gather critiques on our prototype, so that we could use that information to create a better, more solid final product.

Our group moderated two one-on-one interviews and this report presents the findings based on the feedback we received.

Findings

1. The UI color palette does not fit

- Interviewees talked about how the selection of colors within the user interface did not match well with the humorous approach that our group is aiming for.
- The color palette should be more in line with the humorous aspect of our project; brighter colors would be a better fit.

2. The color palettes within the illustrations fit

- Interviewees talked about the color palettes within all of the illustrations fit well.
- One interviewee said that the color palettes "gave off happy vibes".

3. The different art styles are cohesive

- When asked about whether the different art styles added or took away from the cohesion of the product, interviewees commented that they added to the cohesion.
- Interviewees talked about how the different art styles for each section were unique and added to the cohesiveness of the product. The interviewees mentioned that the product did not feel "corporate" and felt more "inviting" in its approach.

4. Each of the art styles are humorous

- Interviewees talked about how the humor was consistent between each of the scenarios across each of the different sections.
- When asked about whether or not each of the art styles provided a humorous aspect to them, interviewees talked about how the illustrations within each section were humorous.

5. Keeping a gritty immature humor

- Interviewees were asked about the humor that came along in the prompts and the feedback was strongly reward being more immature for our focused demographic
- Keeping in explicit language is a great way to bring in our demographic
- When asked about the humor, interviewees suggested maybe skipping the light side and too cheesy humor that a “Karen” might enjoy