



Wireframe Feedback

User CentriX has conducted a set of user interviews on the initial wireframes designed for this project. Users were not prompted on the type of company the wireframes were for; they were instructed to inspect the design and give feedback on their initial impressions. After seeing the design, each user was asked the question, “Where would you click to get more information on this company if you were interested in learning more?”

Below is a collection of quotes collected from the users:

User 1

- “I found the appointment scheduler at the top very confusing. I couldn’t grasp what the company was about before being prompted to schedule an appointment.”
- “The form to sign up for the appointment is excessively long. I got overwhelmed with the number of fields, and I don’t know why you need my full address to schedule an appointment online.”
- “The long list of customer reviews seemed out of place. Without understanding the company’s services, it was hard to make sense of why the reviews were the first thing I saw.”
- “The “Who We Are” section was too close to the reviews, making it difficult to focus on the company’s identity and the reviews simultaneously.”

Where would you click to get more information on this company if you were interested in learning more?

“Honestly, I am not sure. There was a button I saw to learn more in the “What we offer” section but I would think that would bring me to an article talking about services or something.”

User 2

- “I have no idea what the cards below the “Who We Are” are for. I could see that there are “Titles” but titles of what? Are those other pages? Are they blog posts? Are they news articles? There was no context provided to understand the purpose of those cards.”
- “I feel like “What We Offer” would make more sense after the “Who We Are” section instead of those cards.”
- “I have no idea what the form was at the bottom of the screen, there was no title or text telling me what I was filling out. There was no title or explanation for the graph, so I had no idea what it was showing me.”

Where would you click to get more information on this company if you were interested in learning more?

“I would think that filling out the consultation form at the top would be my next step, but I would probably forget about that form by the time I got to the bottom of the page.”

User 3

- “There was no space between any of the items. I was very overwhelmed and didn’t know where to start. It was hard to focus on anything in particular, it was so cluttered!”
- “Most buttons lacked labels, and the similar arrow icons were confusing. I didn’t know what the buttons were meant for, which made the navigation confusing.”
- “I had difficulty processing the content due to the sheer volume of information presented at once.”

Where would you click to get more information on this company if you were interested in learning more?

“Probably one of the arrow buttons, but honestly, I couldn’t tell you which one!”