

2 Focus groups

Tasks

1. Scroll to next page
2. Locate who the site is for
3. Can you tell us the price of a fair trade banana?
4. What are your thoughts on the style?

Usability testing

1st iteration

Users were confused by all the images, did not understand the front page and the scroll function. They said that due to all the imagery they weren't sure who it was for or what it was about.

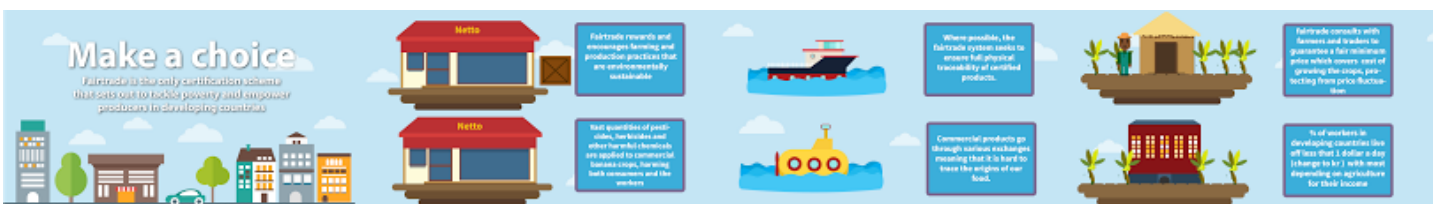
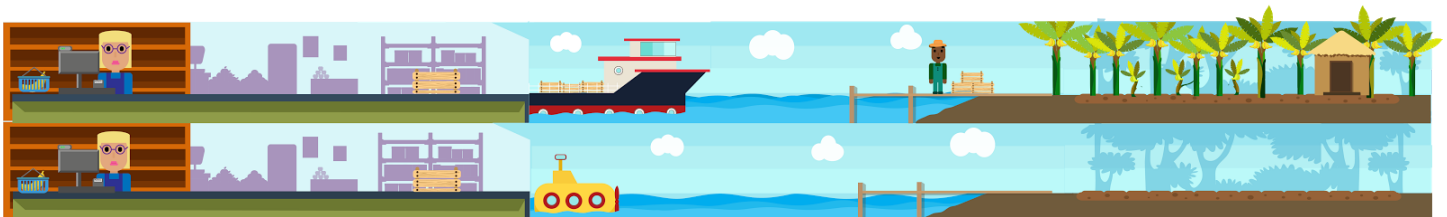
2nd iteration

Users enjoyed the imagery but thought the front page is too busy and that the title gets lost. They also said that they didn't understand the purple outline around the text box and would like it to be more simple. They also could not locate who the site was for at first until they reached the end of the website. This was the same with finding out the price but due to the theme they said works well. They enjoyed the input field area and that they can see statistics of who else voted


3rd iteration

Found that the side button confused them as they tried to scroll sideways instead of down, however understood the concept more easily once they realised this function. Said that due to the clear intro to the website it made them understand what it was about however still have the same issue of not knowing who the campaign is for until the end. Users likes the title page and the ribbon used to highlight the title. They liked how the ribbon was the same colour as the supermarket and said that it made it more relatable to the theme.


Mock up iterations




Make a choice




Supermarket








scroll to find out what the big brands wont tell you on the packaging




Netto











Fair trade provides ensures that farmers can develop their business and community, such as healthcare and education





Low income means that children are exposed to child labour, causing health issues due to the chemicals they are exposed to.

How much do you think a fairtrade banana costs ?



2kr



You guessed 6kr
A fair trade banana is 2kr !

You and _____ people think fair trade bananas are more expensive than commercial bananas. They are the same price !

For 2kr farmers get fair living conditions, and a stable income